



Historic Downtown La Crosse Update

September 07

www.historicdowntownlacrosse.com



“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”

--Governor James Doyle

Greetings from Bud...

Downtown Mainstreet, Inc. celebrated its 15th annual meeting with a tremendous turnout of corporate sponsors and members. We had the largest group of supporters ever attending our meeting, all joined together to celebrate the accomplishments our “united team” has achieved over the past 15 years.

We were able to celebrate all of the past successes as well as news of future successes and growth coming from Logistics Health, Inc. (LHI) CEO and Chairman, Don Weber. Don presented a wonderful DVD that he created about our community and spoke of the past and future growth of LHI with so much excitement and enthusiasm.

Our guest speaker, Dr. William Winkenwerder, is the newest LHI board member. He recently served in the Pentagon as the Assistant Secretary of Defense for Health Affairs. He provided an in-depth look at our national scene. His professional experiences and background will prove to be very beneficial to the future growth of LHI. He spoke about how impressed he is with LHI and its leadership and how impressed he is with our downtown and city.

Our 2006 DMI Making A Difference Awards were given to the following:

- Gateway Terrace (Gerrard Corp.);
- Todd Ondell, co-owner of Grounded Coffee. Todd was Chair of the 2006 Sesqui-centennial Committee and did a tremendous job providing leadership throughout the year;
- Logistics Health, Inc. Bill Vandervennet, COO, provided tremendous comments on the positive future of LHI and their appreciation for all the work the city and DMI have done to assist them in being here;
- The Waterfront Restaurant and Tavern. Libby Weber gave wonderful comments about their growth and appreciation to the community and staff;

- Dale Walter, Associated Bank. Dale is retiring from the DMI board of directors. He talked about the tremendous improvements in the downtown since he came to La Crosse 14 years ago;
- Three Rivers Plaza. Paul Borsheim thanked the city, DMI, and their tenants for making their major renewal project happen. They await continued development of the Mobil site.

I returned from a city Parking Utility meeting very impressed to see how the committee members were receptive to recommendations on a number of parking issues in our downtown. Recommendations come from a number of meetings of the Mayor’s Business Roundtable and a sub-committee of the roundtable. DMI supports the recommendations made and looks forward to continued discussions. Thanks to the city Parking Utility committee for listening and acting!

Although this newsletter comes after the 4th of July celebrations, please give thanks and prayers to all of our men and women who serve in our armed forces around the world. Give thanks to all of our veterans who served before. Because of them, we are able to celebrate our freedoms every day of the year, not just on Independence Day. Don’t forget them!

Hope you have a successful & peaceful July.

Since our June 2007 newsletter, the following businesses have shown their support, and DMI gratefully acknowledges:

Renewing Visionary Sponsor:

Hoeschler Corporation

Renewing Corporate Sponsor:

River Architects

Renewing General Member:

Ambiance

Children’s Museum of La Crosse

Who ya gonna call.....

...when you see graffiti? When your neighbor's trash is strewn around the sidewalk or alley? When the same cars are parked repeatedly outside your business? These issues have an impact on your bottom line, so please take note of the following phone numbers at City Hall:

GRAFFITI or VANDALISM: Thousands of dollars are spent to remove paint or replace damaged property. Oftentimes the results of these harmful acts are not covered by insurance. To report new graffiti or vandalism, call the regular Police Department phone number, 785-5962 so they can dispatch an officer to take a report.

PARKING VIOLATIONS: National estimates say that \$14,000 in revenue *per parking space* is lost each year when violators park in on-street, consumer parking spaces on a repetitive basis. If you have a "problem parker" on your block, take note of the vehicle color, make, and license number, and its location (e.g. the 400 block of Main Street) and call the Police Department at 789-7230 to report. Officer Hogan will take the information. If he is not available, leave a voice message, or call Tony Hutchens in the City Public Works Department at 789-7572. **If you are a downtown employer, please insist that your employees use the city parking ramps where there is plenty of all-day, FREE parking available.**

TRASH: Although we know that trash can get away from anybody on a windy day, we also know that there are downtown businesses that routinely neglect to pick up the trash that they or their customers leave behind. You can report these persistent messes to the City Buildings and Inspection Department at 789-7530.

Your new customer is more likely to be a repeat customer if left with a positive impression. Please report these problems so they can be addressed. Downtown residents, workers, and visitors can have the clean and safe environment they deserve if everyone takes responsibility.

Clip the following box and post it next to your phone. If you wish, the DMI office will make a call for you if you provide the above information to us.

GRAFFITI:	785-5962
PARKING:	789-7230 or 789-7572
TRASH:	789-7530

Noteworthy Dates:

Thursday, **July 19, Krazy Daze.**

Thursday, **July 26, Promotions Committee,** 8:00 a.m., at 712 Main, Chamber of Commerce main floor conference room. **NOTE:** This is one week later than the usual date due to the conflict with Krazy Daze.

Thursday, **July 26, American Queen** shorestop, 1:00-5:00.

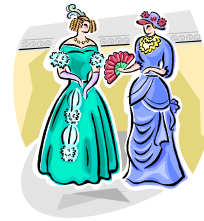
Monday, **July 30, American Queen** shorestop, 8:00-1:00.

August 3-5, JAZZ FEST. Friday evening concert on Pearl Street.

Friday, **August 3, First Friday.** Participating downtown stores are open until 8:00 the first Friday of each month.

Your downtown neighborhood festival—Historic Downtown Day—needs you

About a month after the 2006 Historic Day, the DMI office had its first call about the 2007 event. "When is Historic Day?" Answer: The



second weekend in October. "What will be going on?" Answer: Free trolley and carriage rides, demonstrations, displays, musicians, costumed characters, great food, and a lot more! "I'm bringing my relatives. We're reserving our rooms now." Answer: GREAT!!

For local and out-of-town visitors, Historic Downtown Day is an opportunity to experience a unique destination, family activities, and plenty of fall color. To create awareness, and to ensure the best event possible, the committee needs sponsorship dollars.

We also need downtown businesses to sponsor activities to create a *vibrant* and *energetic* place. Think about the unique nature of your own business and host an activity that will bring people to your door. Decorate your storefront, sponsor musicians or craftspeople, dress in costume. Use your imagination. And let your regular customers know about this event.

Sponsorship materials have been sent. Please decide on the level of your donation and/or the type of activity you would like to host and RSVP ASAP. Historic Downtown Day on October 13 and 14—it's your neighborhood event!