



# Historic Downtown La Crosse Update

July 05  
edited by Margaret Norden



**“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”  
--Governor James Doyle**

## Greetings from Bud....

Welcome to the summer weather that has come to beautiful downtown La Crosse and Riverside Park. Thank you to all the downtown businesspeople who have been working diligently on cleaning storefronts, sidewalks, facades, and beautifying their areas with colorful flowers and plants. Thank you to all of the corporations, financial and educational institutions, and hotels for the beautiful landscaping around your buildings and the outstanding maintenance of your areas. Thank you to the City of La Crosse and the Park Department for the beautiful flowers and plants that have been put in Riverside Park. A special thank you to Park Department employee Tom Keeney for his tremendous work on floral arrangements at Riverside Park. Our downtown and riverfront will look gorgeous for the many guests, visitors, tourists who will be coming into our area over the coming months.

TJ Peterslie, Pearl Street merchant, suggested that DMI ask the County if they would be willing to be involved in a downtown cleaning project using Huber clients to provide a service to the downtown community. County staff members Bill Pretasky, Jane Klekamp, and Steve O'Malley really became excited about the potential partnership with DMI and the City to start this County “pilot project.” They want to be part of the beautification of our downtown and want to maintain what has been completed. Thus, starting on Saturday, June 11, and under the specific leadership of the County, Huber clients will be out providing cleaning services to the parking ramp staircases, key sidewalks, and alleys. They will be picking weeds, cleaning messes, picking up broken bottles (hmmm, how do those get on our sidewalks?), cleaning trash and debris. The Huber clients will be wearing orange vests... tell them thanks if you see them. This is a “pilot program” and hopefully it will go well, be supported by the businesses, and be expanded to more days of the week. Thanks to the County of La Crosse for creating and implementing this program. Thank you for

wanting to be involved, and to the City for their support.

Flash Updates: New Piggy’s Restaurant opened and is doing very well. Old Piggy’s Restaurant is now being demolished as of 6-9-05. Old grain towers should begin to be demolished in July. Gateway Terrace Condos on Main & 6<sup>th</sup> are really beginning to soar. Doerflinger Building restoration has begun...thank heaven! Streetscaping project on 6<sup>th</sup> Street is moving forward very well. Batavian Bank building has been purchased and will be fully restored, and a new retail business will be moving in shortly...thanks to Mike Kiel and partners. City of La Crosse, DMI, and others received a major, joint award from the Wisconsin Chapter of the American Planning Association for our planning document “La Crosse Historic Downtown Revitalization Plan.” Thank you to County Planner Charlie Handy for submitting our plans to WAPA.

The new Downtown Brochure has just been delivered. These are free to all businesses to hand out. DMI distributes 25,000 citywide, regionally, and statewide. A thank you to DMI Administrative Assistant Margaret Norden for her great idea and creation of a new communication tool for keeping members informed...DMI’s fresh “Downtown News Flash” (see p. 2).

## Announcing New Members

Since our last newsletter, the following general members have shown their support of DMI. We extend sincere thanks to them for sharing our mission: **artifacts & eclectica**, 103 5<sup>th</sup> Ave. S., has classic decorative items for home and office, including fountains and tapestries. Their design service can incorporate your company logo. Check out their website at [www.arteclectica.com](http://www.arteclectica.com). **Visual Changes Salon & Day Spa** is a full service personal care salon located at Sampson Square, 700 N. 3<sup>rd</sup> St. Their web site address is [www.visualchanges.net](http://www.visualchanges.net).

The current list of DMI members is posted on our web site: [www.historicdowntownlacrosse.com](http://www.historicdowntownlacrosse.com).

## Shop for bargains at Krazy Daze

Break open the piggy banks! Downtown merchants will showcase great deals and products at their sidewalk sale on July 21.



Penny Fassler, Vision of Light Stained Glass, would appreciate input from businesspeople regarding activities and advertising. Contact her at 793-1032 or [fasslerglass@aol.com](mailto:fasslerglass@aol.com).

Business owners should be aware that the Board of Public Works granted permission for this annual event with the usual provision that businesses may use the public sidewalk adjacent to their respective businesses from 7:00 a.m. to 8:00 p.m. No more than 50% of the sidewalk area may be used and displays of merchandise are limited to the sidewalk area only. Activities such as face painting may be conducted on the sidewalks, as well, with the same restrictions. Merchants who would like to continue the sale on Friday, July 22, and Saturday, July 23, may do so with these same provisions.

## Downtown News Flash started

As the DMI newsletter, *Historic Downtown La Crosse Update*, has evolved, the need for an additional publication has become apparent. For members who have provided us with their e-mail, you recently received our latest endeavor, the *Downtown News Flash*. DMI will be informing our members about public events, programs, fundraisers, open houses, and the like that our general members and corporate sponsors are promoting. For your event to be included, email [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net), or fax us at 784-4919, attention of DMI, by the first of each month. The DMI staff will have final approval of any information that is submitted.

We will send out the *Downtown News Flash* monthly, and more often if the number of submissions warrants it. Please share the *Downtown News Flash* with your associates and employees, and ask them to support and patronize our member businesses.

### Noteworthy Dates:

**June 16, What's Up Downtown** meeting, 8:00-9:00 a.m., 712 Main.

**June 30-July 4, Riverfest**, "We Support our Troops!"

**July 14, Mississippi Queen** docked at Riverside Park, 1:00 to 5:00 p.m.

**July 18, Mississippi Queen** docked at Riverside Park, 8:00 a.m. to 1:00 p.m.

**July 21, Krazy Daze.**

## Request for e-mails

If you haven't provided your email address to the DMI office, you are missing out on some important information. With the debut of our *Downtown News Flash*, we are providing information to our members in a timely and economical fashion that we would not otherwise be able to do. WE NEVER SHARE EMAILS WITH ANYONE, INCLUDING OTHER MEMBERS. If you received this newsletter by U.S.P.S., please contact the DMI office at [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net), and we will add your email to our list.

Please patronize and support our member businesses.

## Experience Historic Downtown La Crosse brochure available

THE brochure that showcases downtown businesses, public art, and architecture is printed and being distributed. We have *28 new listings* this year, and a brand new alphabetical directory. We have arranged the booklet so the self-guided architectural tour is a center tear-out section. The brochure will be distributed to state tourist information and local visitor centers, hotels, motels, and apartment complexes, and businesses throughout La Crosse.

The brochure committee wishes to thank all the businesses that listed this year, as well as those individuals who provided photographs. We will again be seeking photographs for the 2006 brochure, so if you are strolling through downtown La Crosse with your camera and spot street musicians, costumed re-enactors, parades, festivals, concerts, riverboats, or just your friends enjoying another beautiful day in downtown La Crosse, please provide the DMI office with a disc or developed roll of film devoted to downtown La Crosse scenes. For each one we receive, we will provide you with a \$10 downtown gift certificate that can be redeemed at any one of approximately 70 businesses. The photographs become the property of DMI for use in any future brochure. You will receive credit in the brochure for your photographic work.

Whether you are a retail business, organization, or corporate office, we ask that you make the brochure available to your visitors and employees. We will gladly deliver brochures to your office or business throughout the year.