



Historic Downtown La Crosse Update

November 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...

As we approach the Holiday Season, we all have so much to be thankful for. In the economic redevelopment and revitalization of our historic downtown La Crosse and riverfront, we can be thankful for the ongoing work efforts given by so many. My personal special Thanksgiving thoughts go out to:

- ◆ Our DMI Board of Directors that is so committed and dedicated to the work of implementing the City Vision Master Plan and related documents, for listening to members and working to create new ideas to address various needs that are of importance to the entire membership of DMI.
- ◆ Margaret Norden, DMI Administrative Assistant, who has provided wonderful expertise and talents to DMI while working in the basement (the ‘Garden Level’) of the Chamber building. She has been reaching out to the membership in a positive manner and is such a welcome addition to DMI.
- ◆ The La Crosse City Vision Foundation board for their gifts of time and efforts in expanding beautification projects throughout our historic downtown.
- ◆ Mayor Johnsrud, city council members, city departments and their leadership, County of La Crosse departments and leaders...all of whom have been working as the public representatives of our partnership to redevelop the “heart and soul” of the region. They realize the importance of a strong and vital Central Business District to the overall economic strength of the entire city and region.
- ◆ Our DMI Corporate Sponsors who have continually provided the financial support that allows DMI to do the work we have completed since 1993. The “fruits” of their on-going support are clearly evident in the projects completed. DMI Corporate Sponsors have played the largest role in the economic redevelopment of an entire Central Business District. The vision they have for the downtown and our community goes beyond their own respective front doors.
- ◆ Our members who are independent merchants, restaurateurs, service businesses, hotels, building owners, who have made lifetime investments in bringing in new businesses, and restored buildings to life. They have created a very unique and major destination point for employees, visitors and residents of our region... *please patronize them.*
- ◆ Our financial institutions, who are not only DMI Corporate Sponsors, but who provide the important

financial support to assist in the start-up of new businesses, building and property restorations, and creation of jobs and tax base. They have stepped up to the plate, possessing a unique vision, and made things happen in our downtown and riverfront.

- ◆ UW-L, WWTC, Viterbo, Franciscan Skemp, Gundersen Lutheran...institutions that provide so much to the economic redevelopment of our downtown and city by having their institutions located here. They add so much to our economy and are not given enough thanks for their presence. They are always willing to provide support and assistance in helping to make our downtown a special place.

To all of the above...The successes that have been achieved in our downtown and riverfront are because of **you!** This is your success story! Thank you for your efforts, work, dedication, and support. I hope you and yours have a Blessed Thanksgiving....*Bud*

Foundation raises funds for holiday decorations



Downtown La Crosse is a beautiful holiday destination again this year. The La Crosse City Vision Foundation (LCCVF), along with support from downtown businesses, will subsidize the decoration costs, as they have the previous four seasons. Bill Weber, the president of the LCCVF, said, “Downtown holiday decorations have been a marvelous tradition enjoyed by thousands every holiday season and to help ensure that downtown businesses, employees, and most importantly visitors, can continue to enjoy this wonderful tradition, the LCCVF is asking for the support of the community.”

Those interested in supporting downtown holiday decorations can send a **tax-deductible** contribution to the La Crosse City Vision Foundation, P.O. Box 0175, La Crosse, WI 54602-0175. To request a contribution form, call DMI at 784-0440. All contributors will receive a window decal, and be recognized in the Christmas morning edition of the *La Crosse Tribune*.

Whad'Ya Know! Historic Downtown La Crosse Gift Certificates are the perfect gift

Are you like the million or so people who regularly listen to Wisconsin Public Radio's nationally syndicated program, *Whad'Ya Know?* Whether you are or not, tune in to WHLA 90.3 on Saturday, November 12, from 10 a.m.-noon, when the program is broadcast live from Viterbo's Fine Arts Center, and you'll hear host Michael Feldman give away **Historic Downtown La Crosse Gift Certificates**. DMI recently donated gift certificates to this popular audience participation show, and the lucky recipients will have *70 shops and restaurants* from which to choose to spend their prize.

If you haven't purchased a Historic Downtown La Crosse gift certificate before, consider these gift-giving possibilities:

- ◆ A Christmas present for that fussy, has-it-all friend or relative
- ◆ An employee Christmas bonus everyone will use and appreciate
- ◆ A thank you gift for your board of directors or organization volunteers
- ◆ A "Secret Santa" gift
- ◆ A holiday party door prize
- ◆ A stocking stuffer for *anyone* on your gift list

With 70 downtown businesses to choose from, including downtown's finest art galleries, apparel and jewelry stores, gift shops, specialty services, music and book stores, coffee shops, hardware and appliance stores, antique shops, dining establishments, hotels, and entertainment venues, Historic Downtown La Crosse Gift Certificates offer *something for everyone*.

Simply call the DMI office at 784-0440 to place an order for gift certificates in amounts of \$5, \$10, and \$25, and we will prepare your custom order for pick-up, often the same day. We will also deliver orders exceeding \$100.

Please patronize and support our member businesses.



Bud, Margaret, and the DMI Board of Directors wish you and your family a safe and happy Thanksgiving.

Noteworthy Dates:

TONIGHT! November 11, Holiday Open House at participating stores throughout downtown La Crosse. From 5:00-9:00 p.m.
November 17, What's Up Downtown promotions group meeting, Chamber of Commerce building, 712 Main, 8:00-9:00 a.m.
November 17-20, Holiday Fair, La Crosse Center. Thursday and Friday, noon-9:00 p.m.; Saturday, 9:00 a.m.-6:00 p.m.; Sunday, 10:00 a.m.-4:00 p.m.
November 25, Rotary Lights Holiday Parade in Historic Downtown La Crosse, 5:00 p.m. Display runs through New Year's Eve.
November 30, Business Over Breakfast, special half-day session, "Lasting Impressions: Cornerstones of Customer Service." Call Janet Loeffler at 784-4807 to register. See attachment.

DMI discount cards—RSVP *now!*

WOW! According to our records (and La Crosse employment statistics), there are now more than 9,300 employees of DMI members who will have either a DMI discount card or approved employee badge. We have both new discounts and old favorites in the program—31 businesses *so far*. The cards and discount offers will be distributed by the end of this year.

If you've lost that important paperwork, call Margaret at the DMI office at 784-0440 or email us at downtownmainstreet@centurytel.net. We will continue to provide discount cards to member employees throughout the year, and will add discounts to the program once or twice during the year, depending upon interest. But now is the time to get on board to be sure you're included all year long!

Anniversary congratulations

The People's Food Co-op and hackberry's bistro are celebrating their first anniversary in their new facility. Michelle Schry, the management staff, employees, and board of directors have created a major destination in our downtown. They are now rated in the top 20 co-ops nationwide in revenue generated! They bring thousands of customers into our downtown weekly.

Steve and Nancy Rose, family, and employees of Rose Jewelers have just celebrated their **149th** anniversary. In 2006, Rose Jewelers will be celebrating their **150th** anniversary, coinciding with our City of La Crosse Sesquicentennial. This business has been here—and thrived here—during both turbulent and prosperous times. And Steve Rose still doesn't look a day over 30!