



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...

Wonderful time of the year! Briskness in the air, great time for people to walk around the beautiful downtown, visiting the uniqueness that the retail stores, restaurants, service businesses provide for residents and visitors alike.

Please encourage your employees; in the offices and large corporations, to experience what our unique downtown has to offer. Some wonderful articles appeared in the La Crosse Tribune about our downtown and what we can provide for our residents, employees, and visitors that cannot be matched elsewhere. Dick Mial’s column and Samantha Marcus brought our downtown closer to those who have not experienced our special community.

Congratulations to Todd Bye who had a wonderful article (*Business News*, August) about his very successful business and his unwavering support for his business and the downtown. Also, congratulations to Bill Nelson and Three Rivers Outdoors for their great article in the same paper. The word continues to get out about the businesses in historic downtown La Crosse and the unique products and services they have.

Tremendous reports (*River Valley Business Report*, Fall 2007) were given on the growth of our two health institutions – Gundersen Lutheran and Franciscan Skemp. Drs. Thompson and Nesse gave wonderful accounts on the growth of these medical institutions. Our region is so fortunate to have two of the best medical centers in the country located here. In the same report was the vision and growth described by Don Weber, Chairman and CEO of LHI... aiming for 1,000 employees in the next few years.

City of La Crosse is moving forward on a number of important issues concerning our downtown—working in a “team environment” with DMI and others to address storefront vacancies that occur in downtown...strategizing on what can be done and how we work together to fill vacancies and retain current, successful

businesses. The city is also working to address such issues as: Improving on-street parking for consumers; improving the cleanliness of ramps; increased enforcement of habitual parking offenders; encouraging the use of empty parking ramp stalls; improved parking ramp signage; possible paint striping in the retail core. They have already approved free parking on weekends in our ramps. Thanks for their efforts in finding ways to fill the under-utilized parking ramps.

Please support the Chicken Q fundraiser for the benefit of **Stepping Stones Children’s Advocacy Center** on Thursday, September 20, 2007, from 11 am to 6 pm in the parking lot of **Coulee Bank, 1516 Losey Blvd.**...only \$7.00 each dinner. All the proceeds will benefit Stepping Stones. Need tickets or deliveries call Jeanne at 791-3882. Help our kids out!

Our deepest sympathies go out to the family of Kimberly Coppens who tragically lost her life on Grandad Bluff. Unfortunately it appears that alcohol was involved. Hope you can all make the presentation by Miss America 2006 Jennifer Berry @ Viterbo, 7 pm on Monday--“Building Intolerance to Drunk Driving and Underage Drinking.” Thanks to the family of Cece Mullenbach for bringing Ms. Berry to La Crosse.

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

Renewing Visionary Sponsor:

Xcel Energy

NEW Corporate Sponsors:

C.D. Smith Construction, Inc.

Gorman Companies

Renewing Associate Sponsor:

WXOW TV

NEW Associate Sponsor:

Bosshard Parke Ltd.

Renewing General Member:

Touch of Class

NEW General Member:

Sundays Bake Shop & Eatery

Popular DMI discount programs up for renewal soon

If you have not yet enrolled in DMI's member-only programs in the past, now is your chance. And if you are already a participant, you will want to be sure to renew. These programs will be updated this fall.

Our Member Employee Discount Program is more popular than ever, and is a great way to reward your employees at no further expense than your annual membership dues. The member businesses that offer discounts receive the benefit of having new and returning customers. Employers with more than 500 employees may again opt for using employment ID's in lieu of the discount card.

The Visitor Discount Program brings hundreds of out-of-towners to the downtown each year.

We will also ask you to indicate your participation in the Gift Certificate program. We will be renewing these programs in time to distribute cards and discounts by the New Year. Please be sure your membership is current.

Noteworthy Dates:

Thursday, September 20, Promotions Committee, 8:00 a.m., Chamber of Commerce conference room, 712 Main St.

Wednesday, September 26, 7:30-8:45 a.m., Business Over Breakfast. This month's topic is "Sales Tools: No More Cold Calls." See the attached flyer for details.

Friday, September 28-Thursday, October 6, OKTOBERFEST.

Friday, October 5, 1:00-5:00 p.m., American Queen at Riverside Park.

Tuesday, October 9, 8:00 a.m.-1:00 p.m., American Queen at Riverside Park..

Saturday, October 13, HISTORIC DOWNTOWN LA CROSSE DAY.

Friday, October 19, 1:00-5:00 p.m., American Queen at Riverside Park.

B.O.B. is back

The Business Over Breakfast series, which is co-sponsored by DMI, resumes this month with *Sales Tools: No More Cold Calls*. Upcoming topics include: *The Price is Right – Marketing Ideas to Build Relationships*; *Humor – Jest for the Health of It (half-day session)*; *Public Relations for Small Businesses*; *Conflict Management*; and *Purposeful Planning – With the Mission in Mind, Everything is Aligned*. Watch for flyers with this newsletter.



Check out the Historic Day events –

The Historic Downtown La Crosse Day committee is proud to present a family event that features free and low-cost activities, such as:

- trolley, carriage, and vintage vehicle rides
- children's activities & crafts
- historic architectural tours
- musicians and dancers
- craft demonstrations
- historic and educational displays
- storytelling & games
- historic re-enactors
- tempting food treats
- art show & caricature artist
- special historic edition of the *La Crosse Tribune* delivered by authentic newsboy.

MANY THANKS TO OUR SPONSORS:

- Advertising Sponsors: Community Credit Union, North Central Trust Company, Viterbo University.
- Brochure Sponsors: Associated Bank, GECU, Feminine Fancies, Washburn on the Park
- Carriage Sponsors: La Crosse Loggers, Viterbo University
- Trolley Sponsors: Dolly's Crafts, Gifts & Memories, Fayze's, Leithold Music, Satori Arts, Viterbo University
- High Wheel Bicycle Sponsor: State Bank Financial
- **AND NUMEROUS ENTERTAINMENT SPONSORS—thank you ALL!**

Coming up: Holiday Open House

Has your business RSVP'd the invitation to join the ever more popular Holiday Open House? **You must respond by October 10 to be on the open house poster.** Please call 784-2640 (Touch of Class) or 784-0440 (DMI office), or email downtownmainstreet@centurytel.net.

The Public Library will hold their Give-a-Gift Gala the same evening. Call Kelly Krieg-Sigman, library director, 789-7123, no later than October 15 to be included on their event information.

Please consider a donation toward free trolley rides. Your check for \$25-\$50, made out to DMI with a notation that it is for the trolley, will ensure that shoppers can easily access the entire downtown.