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OFFICIAL VISITORS GUIDE

2015



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welcome to LA CROSSE

WISCONSIN

EXPLORE



On behalf of the citizens of La Crosse, it is my pleasure to welcome you to our beautiful city in Western Wisconsin.

La Crosse is a wonderful community bordered by rolling bluffs to the east and the mighty Mississippi River to the west. Our historic town features exciting new developments, modern conveniences, and enlivened stores, restaurants, and galleries.

The timeless beauty of our natural resources begs you to boat along our splendid riverways, bike our many woodland and urban trails, drive atop our scenic bluffs, stroll through our beautiful parks – the possibilities are endless! Our friendly, hospitable people are proud and pleased to share with you our wonderful city. We invite you to visit us, and we know you'll want to return again and again.

-Tim Kabat, Mayor



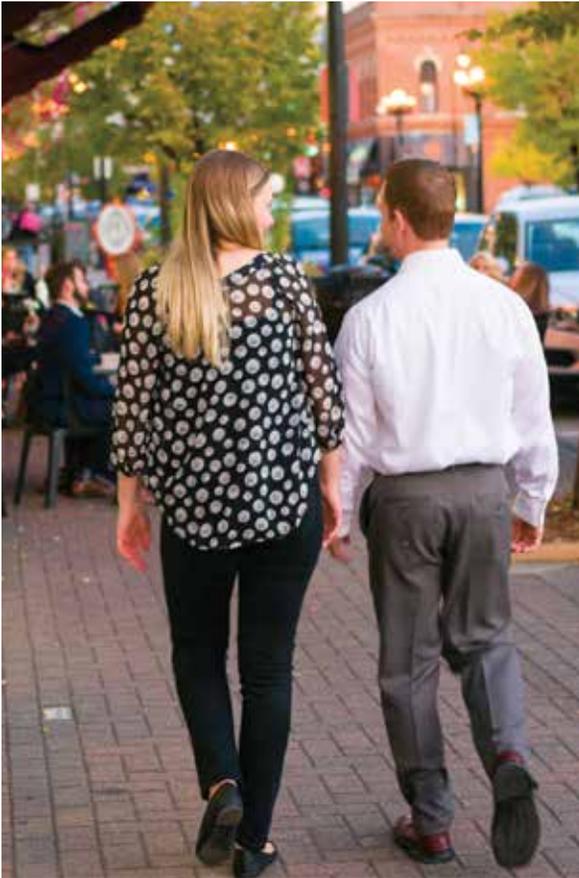
Whether your interests include boating, biking or bird watching, French Island has something to offer everyone. With its natural geographical beauty, visitors find it hard not to stop and look us over. For a fantastic view of a sunset all year long, please visit our observation deck overlooking Lake Onalaska on our northern borders. Since we are an island, we have some of the best fishing opportunities in the entire state of Wisconsin. The winter season offers cross country skiing, ice fishing and snowmobiling.

The majestic bluffs of Minnesota provide a natural haven to the eagle, which we can watch fishing in the open waters of the Black River on our eastern border. Many visitors stop to take advantage of our local Thomasville Gallery and the Company Store Outlet located just off the Interstate on Sky Harbour Drive. Also located on Sky Harbour Drive is a Days Inn which offers rest for weary travelers and rooms for meetings or gatherings of all sorts. We look forward to your visit and wish to welcome you to the Town of Campbell.

-Scott Johnson, Chairman, Town of Campbell

Experience Our River City

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The official La Crosse Area Visitors Guide is published annually by the La Crosse Area Convention & Visitors Bureau. Every effort has been made to ensure the accuracy of the information in this guide. The LACVB assumes no responsibility for errors, changes or omissions. For corrections or inclusion in the next issue, contact the LACVB at 608-782-2366. If you are interested in having your ad placed in future publications, please call the LACVB at 1-800-658-9424. Visit us at our website: www.explorelacrosse.com. Reproduction of material used in this publication requires the written consent of the La Crosse Area Convention and Visitors Bureau. © 2015 La Crosse Area Convention & Visitors Bureau. Photos Courtesy of Kyle Herlitzke and Terry Tobin Graphic Design Studio.

Explore La Crosse, we will guide you . . .

Rotary Lights
Riverfest
Great River Folk Festival
Riverside Park
Check the Weather

Watch The Rivercam



explore
LA CROSSE

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Winners are designated throughout the guide

Our Unique

HISTORY

Legend has it that the French saw the Native Americans playing a game with a curved stick and leather ball and called the game "la crosse."

The region soon became known as Prairie La Crosse.

The city charter was signed on March 14, 1856 and the area saw growth from steamboat traffic, fur trading, lumber and brewing companies.



As the ice melted and the glacier receded northwards, the water runoff cut through the limestone, creating rivers, lakes and the beautiful bluffs and coulees of the region. The Mississippi, Black and La Crosse Rivers, all which converge at the north end of Riverside Park in Historic Downtown La Crosse, are a product of this process.

French explorers, traders and missionaries were the first Europeans to make contact with the Native American tribes in Wisconsin. In 1680, Robert Cavalier Sieur de la Salle, driven by a passion to explore North America, sent a few of his exploration party up the Mississippi River from the Illinois River to search for the source of the Mississippi. It was this group, Michel Accau, Antoine Auguel, Father Louis Hennepin and others, that first paddled into the Upper Mississippi River region. They described "a pretty large river called the Ouisconsin or Wisconsin" and another river named by the Native Americans as "the Chebadaba, that is, the Black River".

The Black River was adjacent to an area that was mostly flat prairie and was used by Native Americans to gather for trade, social activities and playing traditional Native American games. Legend has it that the French saw the Native Americans playing a game with a curved stick and leather ball and called the game "la crosse." The original source of the word is uncertain but French bishops carried a long, intricately carved stick that had a curled loop at the top. The French word for the stick was "la crozier" (la crow-zee-ay). The bishop's crook looked remarkably like the sticks the Indians used in playing their game. The region soon became known as Prairie La Crosse.



When you travel through the greater La Crosse Area, you will understand why the region is known for its scenic beauty. During the last Ice Age, about 10,000 years ago, nearly two-thirds of North America was covered by a massive sheet of ice. The area included most of Canada and the Northern United States from the New England area to as far west as Montana. In the Upper Midwest this ice mass stopped just short of Western Wisconsin and Eastern Minnesota.

This area, which was not affected by the glacier, is sometimes referred to as the Driftless Region. It encompasses La Crosse County as well as the surrounding counties and beyond.



Photos
Courtesy of
Murphy
Library
UW-La Crosse

In May 1823, the first stern wheel paddleboat passed through the area taking passengers to Fort Snelling, Minnesota. This began an era of commerce, which would flourish for many years, as La Crosse became known as the "Gateway City," a focal point for both amphibious and land oriented trade.

Permanent settlement of the La Crosse Area began in 1841, when Nathan Myrick, came north from Prairie du Chien. He built a cabin on Barron Island, just across the east channel of the Mississippi River from what is today, downtown La Crosse. In the spring of 1842, Myrick moved across the river to the mainland and began carrying on trade with the Ho-Chunk and other Native Americans. The site of this first settlement is adjacent to Riverside Park in Historic Downtown La Crosse. Myrick was La Crosse's first mayor and postmaster and is credited with shortening the name from Prairie La Crosse to La Crosse.

The city charter was signed on March 14, 1856 and the area saw growth from steamboat traffic, fur trading, lumber and brewing companies. At one time 25 saw mills were operating in the region, employing more than 4,000 people. From the 1880's to the early 1900's these mills produced hundreds of millions of board feet of lumber, much of which was harvested from forests to the north and east of La Crosse. These boards were floated down river or shipped via rail to Minnesota, Iowa, the Dakotas, Missouri and other areas to the south and west of the region. In 1879, the steamboat docking in La Crosse numbered more than 1,600, the most of any city north of St. Louis.

La Crosse of the 1800s was on the edge of the West. One of the more flamboyant residents was William Fredrick Cody – Buffalo Bill. The legendary scout and showman put on theatrical plays at opera houses, and more than once brought his Wild West Show to La Crosse. Some of the more well-known people who performed with Cody included Annie Oakley, Wild Bill Hickok and the great Sioux Chief Sitting Bull. Cody spent time in La Crosse, living with his friend, Frank Powell. Powell was part Seneca Native American who often went by the

name "White Beaver." He was a physician and four term mayor of La Crosse. Powell's home and medical clinic building are both still in use today.

As European settlers migrated to Western Wisconsin, they found a landscape very similar to what they had left behind, especially in Western Europe. The hills and valleys reminded them of "home" and they settled the land and started farming. Homes and farm buildings started to dot the countryside. Over time, a series of mud trails that zig zagged across the countryside developed into a network of paved roads, connecting these dairy farms and the small communities that sprung up in the area. These narrow, winding, roller coaster like, country roads offer scenic vistas and fun routes that are enjoyed for many activities, including motorcycling, road biking or a drive to enjoy the fall color.

The early lumber and brewing industries were the driving force for La Crosse's population as a cultural melting pot with strong influences from Norwegian Lutherans, German Catholics, and Bohemians along with those of Swedish, Polish, English, Irish and Native American ancestry. More recently, individuals of Hmong, Hispanic and African American decent have come to call La Crosse home.

La Crosse has a strong Sister City program which includes relationships with Dubna; Russia; Epinal; France; Luoyang; China; Forde; Norway; Friedberg Germany; Bantry; Ireland and most recently Kumba, Republic of Cameroon, West Africa. The Riverside International Friendship Gardens, located in Riverside Park, offers a tribute to these relationships. The garden is a private / public partnership that provides a beautiful, tranquil setting for reflection, enjoyment and weddings with flowers, plants and architecture unique to each of these countries.

The majestic bluffs and coulees along with numerous rivers and streams make eagle watching, boating, water skiing, fishing, canoeing, kayaking, camping, and bird watching a common occurrence for residents



and visitors alike. Each spring and fall over forty percent of all migratory birds in the United States and Canada travel along the Mississippi River Flyway corridor. The region also features wonderful opportunities for hiking, road biking, mountain biking, golfing, site-seeing and historic tours. La Crosse is the largest city on the Mississippi River between the Twin Cities of Minneapolis and St. Paul to the north, and the Quad Cities, to the south.

Rich in scenic beauty, the community has all the idyllic attributes of small town Americana, with all the amenities of a major metropolitan area. One of the oldest cities in Wisconsin, La Crosse is a diverse blend of regional government, two world class medical facilities, international manufacturing, three award winning institutions of higher learning, a strong agricultural economy and a thriving tourism industry. The area is also a major regional shopping destination, attracting visitors from Minnesota, Iowa, and of course, Wisconsin.

La Crosse is served by Amtrak and freight rail, two major air lines and Interstate 90. Additionally, the Mississippi River continues to be a source of recreational opportunities as well as a commercial transportation corridor for barges carrying commodities such as coal, grain, soybeans, corn and wheat. Products move up and down the river from Minneapolis and St. Paul to New Orleans, and to dozens of locales in between.

MODERN COMMUNITY

La Crosse, Wisconsin, and the surrounding communities attract over one million visitors every year. The region's stunning landscape comes with abundant recreational opportunities, from every imaginable water sport to hiking, biking, hunting, and more. La Crosse's vibrant downtown district offers an excellent variety of shopping, dining, and hospitality options, and the community boasts a rich cultural scene for lovers of art, music, and theatre. Perfect for a weekend visit or two-week vacation—La Crosse has something for everyone!

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Sun. 11 am-5:30 pm

608-782-6533

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 LACROSSEDOWNTOWN.COM



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CHILDREN'S MUSEUM
 funmuseum.org



207 5th Ave. S. La Crosse, WI 608-784-2652

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Soup & Salads & Sandwiches
 bodegabrewpublax.com

122 4th Street S. Downtown La Crosse
 608-782-0677

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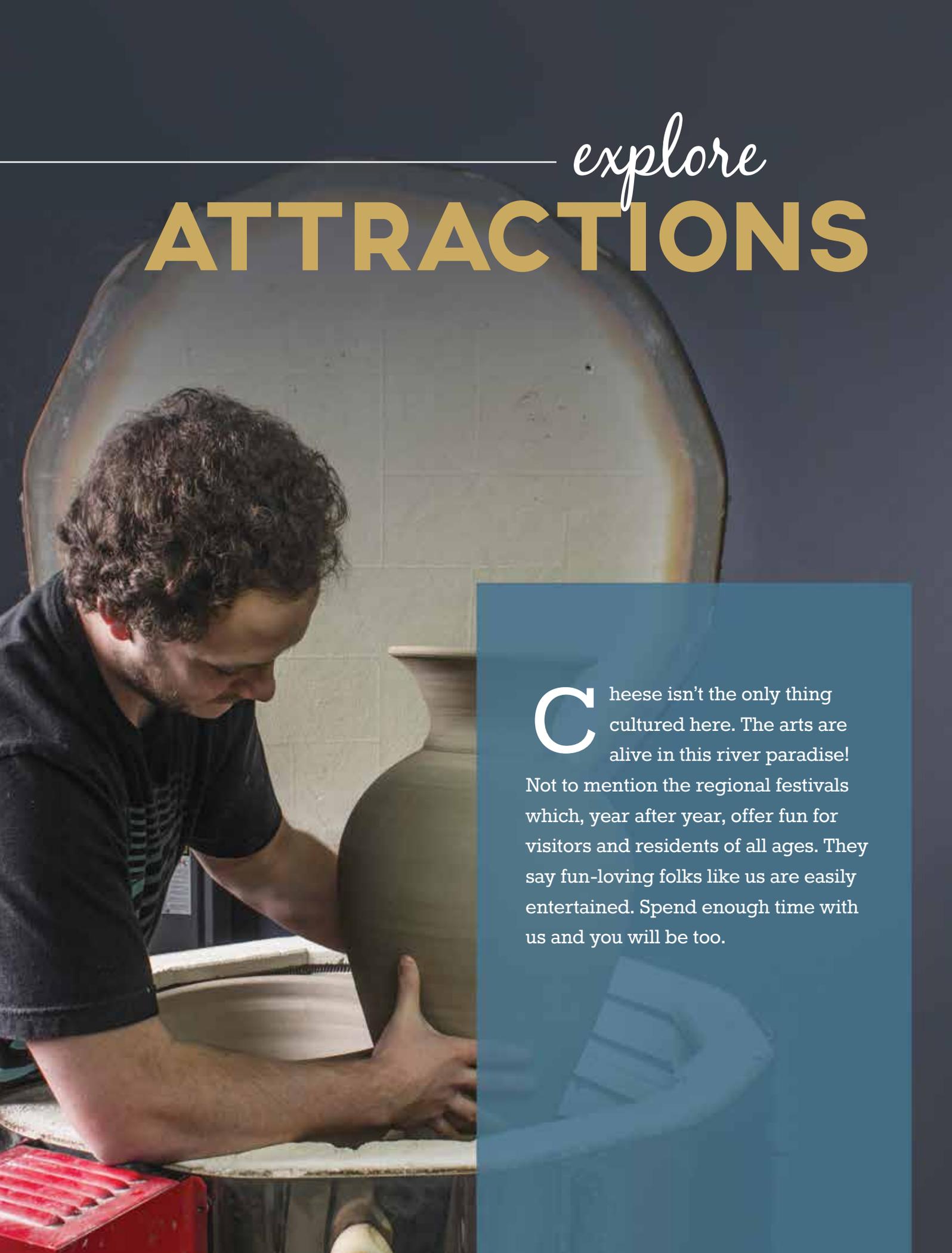
Historic Vacation House Rental
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 www.bluffviewhouse.com

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 of Our Historic
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 Bike Friendly.



Year-Round Entertainment!



explore

ATTRACTIONS

Cheese isn't the only thing cultured here. The arts are alive in this river paradise! Not to mention the regional festivals which, year after year, offer fun for visitors and residents of all ages. They say fun-loving folks like us are easily entertained. Spend enough time with us and you will be too.

ATTRACTIONS

Apple Blossom Scenic Drive

Drive the second-most-scenic overlook in Minnesota through neighboring La Crescent, the “Apple Capital” of Minnesota. More than 1,400 acres include 12 apple orchards in La Crescent. Take in the spectacular view of the colorful tree-lined bluffs, decorative rolling hills and the majestic Mississippi River; a must-see in Autumn as fall colors peak. Follow County Hwy. 12.

**Children’s Museum..... 608-784-2652
funmuseum.org**

Here is a place where children play to learn and adults learn to play. Three floors of hands-on exhibits, birthday party/meeting rooms, a multipurpose theater, gift shop and more.

**Dahl Auto Museum 608-791-6494
dahlautomuseum.com**

Take a stroll down memory lane and immerse yourself in the rich history of the most widely used mode of transportation, the automobile. The Dahl Auto Museum celebrates the Dahl family’s involvement as automotive dealers spanning over 100 years and 5 generations. It also features the history of the automobile through the eyes of Ford Motor Company, an extensive mascot collection and many beautifully restored classic automobiles from the turn of the century to present.

Grandad Bluff

City park located by following Main Street east which becomes Bliss Road as you ascend the bluff. At the top, the entrance is found by turning right on Grandad Bluff Road. The 590-foot-high bluff overlooks the city of La Crosse. The view of the Mississippi River Valley includes the three states of Wisconsin, Minnesota and Iowa. Wisconsin Trails readers voted this “the 2nd most scenic view in the state.” It features a shelter house, coin-operated binoculars, picnic areas and is the site of the annual Skyrockers’ New Year’s Eve Fireworks Show.

**Great River Road
wigrr.com**

Designated in 1938, the Great River Road, a National Scenic Byway, stretches from Lake Itasca, MN, to the Gulf of Mexico. The Wisconsin section, Hwy. 35/53, with La Crosse being the largest city on the route, showcases breathtaking views of the river valley and bluffs beyond. Bald eagles are a common sight along the route.

**Hixon House..... 608-782-1980
lchshistory.org**

The La Crosse County Historical Society’s Italianate-style residence gives an authentic glimpse into the elegant Victorian lifestyle enjoyed by lumberman-financier Gideon Hixon. The beautiful woodwork, period furnishings and charming gardens make the tour a worthwhile experience.

Kid’s Coulee

Located in Myrick Park is La Crosse’s premier kid’s attraction, Kid’s Coulee, a kid-designed, community-built playscape that is accessible to children of all abilities. This multi-leveled playground features climbing and balance beams, a riverboat with a stage, rubber river, sandmoat, castle, fort, maze, swings, tunnels, bridges, ladders, slides and much more. Equipment for kids with disabilities is integrated throughout the playscape.

Lock and Dam No. 7 & Lock and Dam No. 8

Watch 400-foot barges as they navigate up and down the Mississippi River through the lock and dam system. No. 7 is located at the intersection of I-90 and Hwy. 14/61 in Dresbach, MN. No. 8 is 12 miles south of La Crosse along the Great River Road, Hwy. 35 in Genoa, WI.

Neshonoc Dam, Powerhouse & Mill

Located along Hwy. 16 in West Salem, these buildings were once a major part of the thriving community of Neshonoc.

**Pickwick Mill, Inc. 507-452-9658
pickwickmill.org**

Winona, MN. The Pickwick Mill is on the National and State Register. Built of local limestone, it stands six stories tall. The mill contains 19th-century machinery and a beautiful 20-by-4-foot waterwheel.

**Riverside International Friendship Gardens
riversidegardens.org**

La Crosse enjoys thriving relationships with sister cities, business partners, students and people from around the world. We celebrate the success of these partnerships, and built a tribute to the culture and traditions of our worldwide friends. The gardens represent the style of a typical garden in each sister city. La Crosse’s current sister cities are: Epinal, France; Luoyang, China; Friedberg, Germany, Dubna, Russia; Bantry, Ireland; Forde, Norway and Kumba, Republic of Cameroon, West Africa. Located in Riverside Park.

**Riverside Museum 608-782-1980
lchshistory.org**

In 1870, the steamboat War Eagle burned and sank at the docks of La Crosse. The Riverside Museum features the largest collection of artifacts brought up from the wreck of the War Eagle, as well as exhibits about the impact the rivers had on the growth and development of La Crosse. The museum also has many artifacts from the Mississippi Valley Archaeological Center. Located in Riverside Park.

1930s Steam Locomotive Aeolus #4000

A Hudson type engine used on the Burlington Railroad. Standing nearby is the railroad tower built in 1928 that controlled the grand crossing of four railroads, the Milwaukee, Burlington, Green Bay and North Western, which once converged nearby. Located in Copeland Park.

**Shenanigans 608-783-3333
shenanigansfun.com**

La Crosse’s newest destination for children, teenagers, and the young-at-heart. Bump, climb, play and tag your way through our one-of-a-kind attractions. Shenanigans is sure to be the Coulee Region’s most exciting play destination. It’s a blast!

Waterfowl and Mississippi Viewing Platform

Located in Nelson Park in the Town of Campbell. Follow Lakeshore Drive as far north as possible. Catch the migration of swans, ducks, geese and eagles. This viewing platform was created to provide a comfortable environment for people of all ages and physical capabilities to view migrating waterfowl.

Journey to a Holy Place!
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La Crosse, Wisconsin

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Shrine hours: 9a - 4p (Sept-May); 9a - 7p (Summer)
Phone: (877) 799-4059 / www.guadalupe Shrine.org

ARCHITECTURE

Christ Episcopal Church 608-784-0697
111 N. Ninth St

This church holds the traditional symbolic features of a European cathedral, from Romanesque architecture and a Gothic cruciform shape to an interior of Italian Renaissance. Built in 1898, the cathedral also has a magnificent Tiffany window.

St. Rose Convent 608-784-2288
715 S. Ninth St
fspa.org

The Mother House of the Franciscan Sisters of Perpetual Adoration, the Chapel of Angels is recognized as one of the most beautiful in the United States.

Since Aug. 1, 1878, at least two Franciscan Sisters have maintained a 24-hour, 365 day per year prayer vigil for the Church, community and world peace.



St. Joseph the Workman Cathedral 608-782-0322
530 Main St.
cathedralsjworkman.org

This traditional Gothic cathedral is the church of the Bishop. The Cathedral holds 12 burial vaults for diocesan bishops, two chapels and a 1,500- pound bronze canopy over the Botticiano marble altar. Beautiful stained-glass windows depict Wisconsin's Catholic heritage. A relief carving of St. Joseph the Workman above the main entrance depicts the Saint with a carpenter's square symbolizing his labors.

ART GALLERIES

Viterbo University
Art Gallery 608-796-3100
929 Jackson St

UW-La Crosse Art Gallery 608-785-8522
16th St. and Vine Street

Pump House Regional Arts Center 608-785-1434
119 King St
thepumphouse.org

Founded in 1977, the center presents visual and performing arts with a Midwest emphasis. Educational outreach is an important part of its mission. The Pump House is located in a former water pumping station, one block from the Mississippi River.

La Crosse Public Library 608-789-7100
800 Main St
 Changing exhibits, paintings for loan.

Minnesota Marine Art Museum 507-474-6626
800 Riverview Dr
Winona, MN
mmam.org

SCULPTURES

Anidonts
 Abstract boy and dog sculpture by Luis Arata, located in Myrick Park.

Fledgling
 Contemporary sculpture by Mike Martino of a boy with his skateboard, sporting wings. Located on Fourth and Vine streets.

Our Rivertown offers diversity that will attract!

La Crosse County Historical Society

P.O. Box 1272
 145 West Ave. South
 La Crosse, WI 54602
 608.782.1980

Admin@LCHSHistory.org
 Visit us on Facebook!
 Visit us on the Web: www.LCHSHistory.org

Open to the public Memorial Day Weekend through Labor Day:
Hixon House, 429 7th St. N - Tues-Sat 10-2pm
Riverside Museum, 410 E. Veterans Memorial Dr. - Mon - Sat. 9:30-4:30pm, Sun. 10-4pm

Hiawatha

Located in Riverside Park, this 25-foot, 25-ton sculpture by artist Anthony Zimmerhagl stands guard over the sacred place where three rivers meet (the Mississippi River, Black River and La Crosse River). Legend says that where three rivers meet, no natural disaster will befall. To date, this legend has remained true.



La Crosse Eagle

This majestic sculpture by artist Elmer Petersen stands 38-feet tall as it watches over the Mississippi River and Riverside Park.

La Crosse Players

Trademark of the city, this sculpture depicts three Ho-Chunk Indians playing the game of their day. It can be found on the Hwy. 53 welcome sign, as well as on the corner of Second and Main streets.

Le Pinau

Symbolizing the history of the city is a copy of a IV Century B.C. Greek statue of a little boy picking "une épine" or thorn out of his foot. Hence the name Epinal. The statue is inspired by a story that as a little boy sat to pull a thorn from his foot, he saw that Epinal was the right place to build a city. The sculpture was a gift from our Sister City of Epinal, France for the 20th Anniversary of our Sister City relationship. The sculpture was placed in Civic Center Plaza in August 2007.

Reflections

Fountain-based piece by Paul T. Granlund. Located in front of the Public Library

The Scroll

An abstract piece by Dale Kendrick representing the beginning of the written word. Located at Third and La Crosse streets.

A Simpler Time

Set along the levee on the bank of the Mississippi River, "A Simpler Time" is a sculpture by local artist Mike Martino. This project includes a life-size sculpture of children and their dog surrounded by a plaza with an inlay of bricks inscribed with the names of contributors. Located in Riverside Park.

Water Over the Dam

A contemporary piece by Jeff Weideman represents water falling over a dam. Located at Fourth and Vine streets.

For a full list of area sculptures visit explorelacrosse.com

Take a stroll down memory lane...

and immerse yourself in the rich history of the most widely used mode of transportation, the automobile. The Dahl Auto Museum celebrates the Dahl family's involvement as automotive dealers spanning over 100 years and 5 generations. It also features the history of the automobile through the eyes of Ford Motor Company and many beautifully restored classic automobiles from the turn of the century to present.

711 South 3rd Street | La Crosse, WI 54601
 608.791.6494 | dahlauto.com
 Hours: Thursday, Friday and Saturday 10 am to 4 pm

Norskedalen

Nature & Heritage Center

www.Norskedalen.org
608.452.3424

On Cty. Hwy. P1 (N455 O Ophus Rd), 3 miles north of Coon Valley, WI, 15 miles SE of La Crosse, WI

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brancheswinery.com

Children's Museum of La Crosse

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La Crosse, WI
funmuseum.org

Cinderella Carriage, LLC

30321 State Hwy 27.....608-606-0614
Cashton, WI
cinderellacarriagellc.com

Dahl Auto Museum

711 3rd Street.....608-791-6494
La Crosse, WI
dahlautomuseum.com

Down A Country Road

12651 State HWY 33 East608-654-5318
Cashton, WI
downacountryroadamish.com

Eagle Bluff Environmental Learning Center

28097 Goodview Drive.....888-800-9558
Lanesboro, MN
eagle-bluff.org

Elmaro Vineyard

N14756 Delaney Rd608-534-6456
Trempealeau, WI
elmarovineyard.com

Elmer's Auto & Toy Museum

W903 Elmers Rd.....608-687-7221
Fountain City, WI
elmersautoandtoymuseum.com

Largest of its kind. Over 100 autos: 650 plus pedal cars, airplanes, tractors. Antique motorcycles, scooters, bikes, tools, large doll collection, over 35,000 toys. Call for schedule. Group tours by appointment.

Fun 'N The Sun Houseboats

W571 Castle Rock Lane.....888-343-5670
Fountain City, WI
funsun.com

House on the Rock

5754 State Road 23608-935-3639
Spring Green, WI
thehouseontherock.com

La Crosse Fairgrounds Speedway

P.O. Box 853
West Salem, WI608-786-1525
lacrossespeedway.com

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lacrossequeen.com

Mississippi Explorer Cruises

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Lansing, IA
Boat docked in Riverside Park, La Crosse, WI
mississippiexplorer.com

Niagara Cave

P.O. Box 444.....800-837-6606
Harmony, MN
niagaracave.com

Norskedalen Heritage and Nature Center

P.O. Box 235.....608-452-3424
Coon Valley, WI
norskedalen.org

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Call for complete schedule and prices: **608-784-8523**

405 Veterans Memorial Dr., P.O. Box 1805 ◆ La Crosse, WI 54602-1805

(Located at boat dock, west end of State Street in Riverside Park, downtown La Crosse)

www.lacrossequeen.com



Old Main Historical and Community Arts Center

10869 S. 12th St, Box 704608-582-4412
Galesville, WI
oldmain.org

Pearl Street Brewery

1401 Saint Andrew St608-784-4832
La Crosse, WI
pearlstreetbrewery.com

Pickwick Mill, Inc.

26421 County Rd 7507-452-9658
Winona, MN
pickwickmill.org

Pleasuring Gourmet Seasoning

2418 South Ave608-787-1030
La Crosse, WI
pleasuring.com

River View Vineyard & Winery

32882 County Rd 1608-385-1209
La Crescent, MN
riverviewwinery.com

Riverside Amusements, LTD.

1304 Interchange Pl608-781-7529
La Crosse, WI
lacrosseamusement.com

Rotary Lights

P.O. Box 215608-784-9993
La Crosse, WI
rotarylights.org

Seven Hawks Vineyards

17 North St651-451-9574
Fountain City, WI
sevenhawksvineyards.com

Shenanigans

2100 Dawson Avenue608-783-3333
La Crosse, WI
shenanigansfun.com

Shrine of Our Lady of Guadalupe

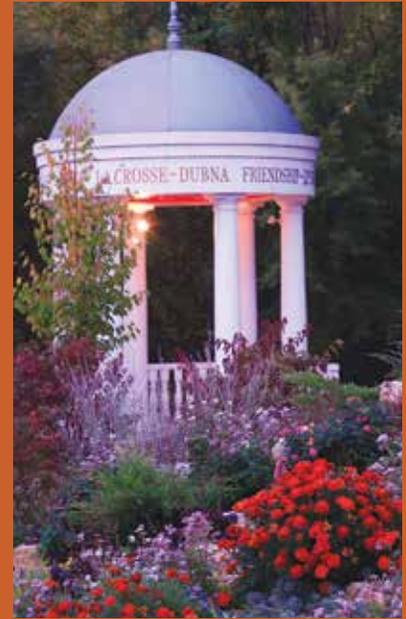
5250 Justin Road608-782-5440
La Crosse, WI
guadalupe Shrine.org

Tenba Ridge Winery, LLC

N27587 Joe Coulee Road608-525-2413
Blair, WI
tenbaridgewinery.net

Vernon Vineyards

S3426 Peterson Lane608-634-8181
Viroqua, WI
vernonvineyards.com

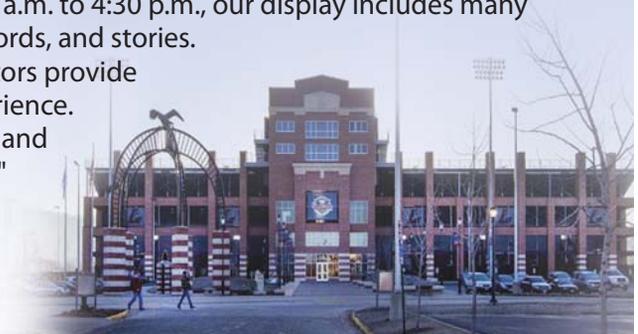


La Crosse enjoys thriving relationships with sister cities, business partners, students and people from around the world.

Pledge Never To Forget

Visit The Veterans Hall of Honor at the Veterans Memorial Field Sports Complex, University of Wisconsin-La Crosse. Experience a lasting and moving tribute to our veterans. Open Monday through Saturday 8 a.m. to 4:30 p.m., our display includes many personal photos, words, and stories.

Touch screen monitors provide an interactive experience. "Come, experience, and honor our veterans."



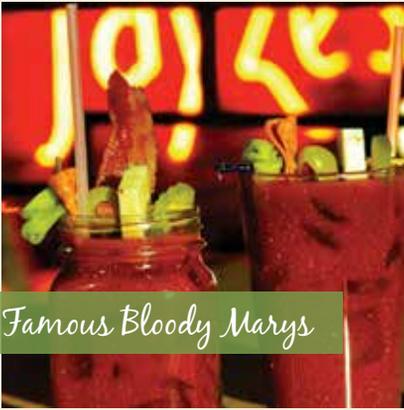
The Veterans Hall of Honor

Veterans Memorial Field Sports Complex • UW-La Crosse • La Crosse, WI 54602
UW-L Foundation • 608.785.6803 • foundation@uwlax.edu



explore DINING

Thanks in part to its storied brewing tradition, La Crosse has always been a place where you didn't have to look too far for a nice fish fry, terrific pub food, or a great slice of pizza. And while that's as true as ever, the city's offering of restaurants includes some excellent options in fine and ethnic dining. You'll find some of the best steak and seafood around at the Freight House Restaurant, a La Crosse institution. The Waterfront Restaurant & Tavern offers fine dining with beautiful views of the Mississippi, and if gourmet barbecue sounds good, Piggy's is a must. If you feel like something ethnic, we have Italian, Creole and Cajun, Mexican, Chinese, traditional Irish, Indian...whatever you're in the mood for, you'll find it here.



Famous Bloody Marys



Fayze's
 135 4th St S 608-784-9548
 fayzes.com

Open at 6:30 am daily
 Happy Hour 4-6 pm daily



Located right in the heart of historic downtown La Crosse, Fayze's has created a tradition of mouthwatering recipes and flavors to suit any style. Enjoy breakfast, lunch, or dinner at Fayze's Restaurant and Bakery. Experience our comfortable, casual atmosphere while catching up with friends or dining with family. Order your favorite cocktails from our full service bar.

Before you leave, check out our homemade bakery treats and a variety of sourdough breads, along with our signature Talame™ buns! Large group space is available for family reunions, rehearsal dinners, or parties.

"You'll Love Our Buns!"



Exceeding Expectations



Piggy's Restaurant
 501 Front St 608-784-4877
 piggy.com



Piggy's Restaurant is one of the most awarded and unique restaurants in the Seven Rivers region. Fresh seafood, house-smoked specialties and choice steaks make the menu one of a kind. Open nightly for dinner. Located in the Historic Pioneer Foundry Building.

THE BLUES LOUNGE

The Blues Lounge with its beautiful antique back bar serves lunch M-F and dinners nightly with casual entrees, including BBQ favorites, sandwiches, salads, appetizers and desserts. Live blues 8-11:30 pm Saturday nights.

No Music Memorial Day - Labor Day



A Must-See Experience



Rudy's Drive-In
 1004 La Crosse St 608-782-2200
 rudysdrivein.com

Inside Dining Available



How do I love Rudy's Drive-In? Let me count the ways. The smooth, full-bodied root beer, brewed in-house, comes to the car in heavy glass mugs. A triple-stack burger with cheese, lettuce and tomato dubbed the Monster, lives up to its name. The soft-serve ice cream comes in wacky flavors like green apple and bubble gum. The carhops wear roller skates, and on Tuesday nights they don poodle skirts, in honor of classic-car night and its 1950s music. Even the surroundings — long sheltering carports that still retain their original mid 1960s looks — are a blast!

— Minneapolis Star Tribune,

Open 10am to 10pm • 7 days a week
 March through October



- Wood-Fired Pizzas
 - Salads
 - Traditional & Specialty Pastas
 - Kid's Menu
 - Micro Brews & More on Tap
 - Happy Hour Nightly
- Serving Breakfast, Lunch & Dinner

bustersmenu.com | 608-782-3236 | 200 Pearl Street | Downtown La Crosse

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and American Cuisine

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** Happy Hour 4pm-7pm*

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Lounge

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796-2277

796-0905



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Sit down for a pint in our Tasting Room, or take a six-pack, case or growler of our award winning beer home with you.

Pearl Street Brewery
L A C R O S S E

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-internet-gifts-carryouts-
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Fri. 4:00-10:00 pm
Sat. Tours Noon- 5:00 pm

OUR LOCAL CUISINE

4 Sisters, Inc.

100 Harborview Plaza.....608-782-8213
La Crosse, WI
4sisterslacrosse.com

Alpine Inn

W5717 Bliss Road.....608-784-8470
La Crosse, WI
alpineinnlacrosse.com

Ardie's Lang Drive Restaurant

400 Lang Drive608 784-2242
La Crosse, WI
flipsidepub.com

B.A. Burrito Co.

40 Copeland Ave.608-785-2227
La Crosse, WI
baburritoco.com

Bodega Brew Pub, Inc.

122 South 4th Street.....608-782-0677
La Crosse, WI
bodegabrewpublax.com

Boot Hill Pub

1501 St Andrews St608-782-3826
La Crosse, WI
boothillpub.com

Borgens Café

109 South Main Street.....608-634-4003
Westby, WI
borgenscafe.com

Burnstad's European Restaurant & Pub

701 East Clifton Street.....608-372-4040
Tomah, WI
burnstadseuropeanrestaurant.com

Buzzard Billy's Flying Carp Café

222 Pearl Street.....608-796-2277
La Crosse, WI
buzzardbillys.com

Cabin Coffee Company

401 Jay Street608-519-3055
La Crosse, WI
cabincoffeecompany.com

Carlos O'Kelly's

9396 State Road 16608-783-1782
Onalaska, WI
carlosokellys.com

Ciatti's Italian Restaurant

2846 Midwest Dr.....608-781-8686
Onalaska, WI
ciattislacrosse.com

Coney Island

114 South 4th Street.....608 782-6314
La Crosse, WI
coneyislandhotdog.com

Courtesy Corp. DBA Mc Donald's

2700 National Dr. Suite 100608-781-8080
Onalaska, WI
mccourtesy.com

Culina Mariana

5250 Justin Road.....608-788-8400
La Crosse, WI
guadalupeshrine.org

Culvers Family Restaurant

4101 Mormon Coulee Court.....608-787-5050
La Crosse, WI
culvers.com

Culvers of Onalaska

9422 State Hwy 16.....608-781-6777
Onalaska, WI
culvers.com

Diggers Sting

122 N Third Street.....608-782-3796
La Crosse, WI

Dim Sum Tea Shop

221 Pearl Street.....608-783-1221
La Crosse, WI
dimsumteashop.com

Drugan's Castle Mound

W7665 Sylvester Rd.....608-526-4144
Holmen, WI
drugans.com

Dublin Square Irish Pub & Eatery

103 N. 3rd Street.....608-519-2509
La Crosse, WI
dublinsquarepub.com

Edwardo's Ristorante di Pizza

1930 Rose St.....608-783-7711
La Crosse, WI
edwardospizza.net

Famous Dave's

3055 State Hwy 16.....608-779-4100
La Crosse, WI
famousdaves.com

Fayze's Restaurant & Bakery

135 S. 4th Street.....608-784-9548
La Crosse, WI
fayzes.com

Fiesta Mexicana

5200 Mormon Coulee Rd.....608-788-3268
La Crosse, WI
fiestamexicanawi.com

Freight House Restaurant

107 Vine Street.....608-784-6211
La Crosse, WI
freighthouserestaurant.com

Hackberry's Bistro

315 Fifth Ave S.....608-784-5798
La Crosse, WI
peoplesfoodcoop.com/hackberrys.asp

Hardees

1311 Rose St608-784-1082
La Crosse, WI
hardees.com

Howie's on La Crosse

1128 La Crosse St.....608-789-7400
La Crosse, WI
howiesonlacrosse.com

HuHot Mongolian Grill

3800 Wisconsin 16, Suite 148....608-781-2636
La Crosse, WI
huhot.com

Hunan Chinese Restaurant

318 S 4th Street.....608 784-7878
La Crosse, WI

Hungry Peddler

3429 Mormon Coulee Road608-788-1895
La Crosse, WI
hungrypeddlerlacrosse.com



OUR LOCAL CUISINE

King Street Kitchen

141 S 7th Street.....608-784-9660
La Crosse, WI
kingstreetkitchen.net

Lindy's Subs of La Crosse

221 Main Street.....608-785-7200
La Crosse, WI
lindyssubsandsalads.com

Monarch Public House

19 N. Main, P.O. Box 522.....608-687-4231
Fountain City, WI
monarchpublichouse.com

Olive Garden

9413 Highway 16608-783-0090
Onalaska, WI
olivegarden.com

Oly's Mini Donuts Express

2137 Grandview Place.....608-780-5137
La Crosse, WI

Outback Steakhouse

311 Hampton Court608-781-4329
Onalaska, WI
outbacksteakhouse.com

Pickerman's Soup & Sandwiches

327 Jay St.....608-782-7087
La Crosse, WI
pickermans.com

Piggy's Restaurant & Blues Lounge

501 South Front Street.....608 784-4877
La Crosse, WI
piggys.com

Pizza Doctors

624 King Street.....608-784-0450
La Crosse, WI
pizzadoctors.net

Qdoba Mexican Grill

129 3rd Street South.....608-782-1914
La Crosse, WI
qdoba.com

Rudy's Drive-In

10th and La Crosse.....608 782-2200
La Crosse, WI
rudysdrivein.com

Schmidty's

3119 State Road.....608-788-5110
La Crosse, WI
schmidty.com

State Room

128 3rd Street N.....608-785-7666
La Crosse, WI

Stolpa's Stein Haus

324 Jay Street608-519-2421
La Crosse, WI
steinhausbar.com

Subway

510 Gillette Street608-784-2774
La Crosse, WI
subway.com

Sullivan's Supper Club

W25709 Sullivan Road.....608-534-7775
Trempealeau, WI
sullivanssupperclub.com

The View

3020 State Hwy 16.....608-519-2669
La Crosse, WI
theviewgrill.com

The Waterfront Restaurant & Tavern

328 Front Street South
Suite 100.....608-782-5400
La Crosse, WI
thewaterfrontlacrosse.com

The Wine Guyz, Inc.

122 King Street.....608-782-9463
La Crosse, WI
wineguyz.com

lacrosseareaday.com

La Crosse Area Day
AT MILLER PARK

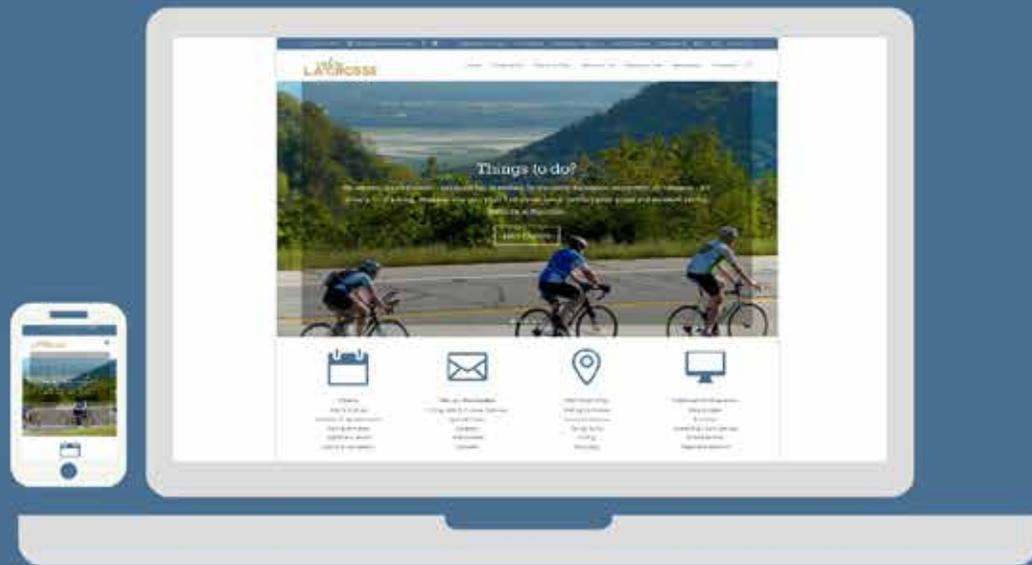
18TH ANNUAL
La Crosse Area Day
AT MILLER PARK
BREWERS VS. METS
JUNE 25 • 2015
www.lacrosseareaday.com For More Info: 608-782-2366

- Transportation via motor coach bus to and from Miller Park
- Tailgate party with La Crosse made products served by the Moose Club Family Center.
- Game ticket
- Brewer Memorabilia Raffle
- Live Music from Bruce Larson & the Rocky Mountain Band
- Family Event

JOIN US!! 608-782-2366

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explore
LA CROSSE
www.explorelacrosse.com

explore SPORTS & RECREATION

Whether you're looking for relaxing, casual entertainment or action-packed, high-energy activities, La Crosse has plenty of both. Spend a day cruising the Mississippi on a speedboat, or, better yet, on the deck of a majestic paddlewheel riverboat like the La Crosse Queen. Hit the trails and trek through the area's abundant marshes and bottomlands or hike to the peaks of the forested bluffs for stunning views of the area. With miles of woodlands and the confluence of three rivers, the La Crosse area is a sportsman's paradise. Winter is a snowsport enthusiast's dream with excellent snowshoeing, downhill and cross-country skiing, and snowmobiling. Sports fans can find someone to root for any time of year, with two universities as well as semi-professional baseball, football, and hockey teams providing family friendly entertainment for all.



AREA PARKS

The La Crosse area features many parks that highlight our area's unique geographical features. From the rivers to the coulees to the bluffs, our parks are sure to meet your recreational needs.

Copeland Park

On the banks of the Black River, located at the corner of Clinton Street and Copeland Avenue.

- Tennis Courts
- Basketball Courts
- Baseball/Softball Fields
- Splash Park
- Shelter House
- Historic Steam Engine
- Site of multiple fishing tournaments (Bassmaster Elite 2012 & 2013)
- Home of our La Crosse Loggers!

Goose Island County Park and Campground

Located on the banks of the Mississippi River, three miles south of La Crosse on Highway 35.

- Water, electric, and primitive camping sites
- Seasonal Canoe/Kayak rentals
- Boat Launch
- Sandy Beach
- Shelter Rentals
- Walking Trails

Grandad Bluff

Located on the top of the bluff overlooking 3 states and the city of La Crosse. This bluff view is unparalleled along the Mighty Mississippi River.

- Newly Remodeled Overlook (finished in 2012)
- Walking trails
- Shelter
- Restrooms

Myrick Park

La Crosse's oldest park, features everything a family needs to have a fun, explorative day. This large park connects numerous trails, from easy to hard, visit Myrick Park for your next outdoor adventure. Myrick Park is a great place to start a trail run or hike.

- Kids Coulee Play Area
- Splash Area
- Adventure Playscapes
- Nature Trails
- Tennis Courts
- Dog Park
- Natural Wetlands and Marshes

Pettibone Park

Right on the Mississippi River, Pettibone Park features natural play areas, such as beaches and lagoons.

- Fishing Piers
- Public Beaches
- Shelters
- Frisbee Golf
- Kayak/Canoe Rental

Riverside Park

The landmark park in La Crosse, Riverside Park is the center of an active community. At the confluence of three rivers, Riverside Park is designed for active lifestyles, and for those that want to just watch the river slowly pass by.

- La Crosse Area Convention & Visitors Bureau
- Home of two riverboats (La Crosse Queen and Mississippi Explorer Cruises)
- Riverside International Friendship Gardens
- Riverside USA Museum

Veterans Memorial Park and Campground

Much like Goose Island Park, Veterans Park is a county park and campground located in West Salem, WI.

- Water, electric, and primitive camping sites
- Great Kayak/Canoe Launch Site
- Ball Fields
- Shelter Rentals
- Walking trails
- Access To La Crosse River State Bike Trail

For more information on local parks visit:

- www.cityoflacrosse.com/parks
- <http://www.co.la-crosse.wi.us>

BIKE TRAILS

The La Crosse area is the destination for bicyclists from across the country. Why? Natural features, beautiful river rides, smooth trails, that's why. La Crosse boasts more bicycling trails than most, with access to 4 major trails right in the heart of Riverside Park! Abandoned railroad tracks, paved milk routes, and rugged off-road, shared use trails make La Crosse a bicycling dream!

- La Crosse River State Trail
- Great River State Trail
- Sparta-Elroy State Trail
- 400 Wisconsin State Trail

For more information go to: bicycletlacrosse.com or bike4trails.com

Mountain Bike & Shared Use Trails:

Volunteers created over 11 miles of human powered trails on the rim of the city. We have mountain biking trails for the entire family, or for more adventurous spirits you can enjoy heart-pounding descents from high atop scenic bluffs that provide sanctuary for both bird watching and those determined to find the fastest way off spectacular bluffs that were left untouched by glaciers in the Driftless area. humanpoweredtrails.com

Support. Build. Protect.
OUTDOOR RECREATION.
Get Connected!

NaturesPlaceToPlay.com

7 Rivers Region
Outdoor Recreation Alliance
Nature's Place to Play

Watch our video on YouTube!
Outdoor Recreation Alliance

BOATING

Why not start your La Crosse adventure on the Mighty Mississippi River? With endless beaches, pristine water skiing, and spectacular sunsets, the La Crosse area has miles of riverfront to begin your journey. La Crosse has multiple municipal harbors and facilities for overnight boat storage. Additionally, the Riverside Park public docks allow boaters to tie up their boat and explore La Crosse. Within a short walk, land lovers will find our famous restaurants, gift shops, and nightlife, or just enjoy a stroll through the park. Contact the La Crosse Area Convention and Visitors Bureau to plan your next excursion. 1-800-658-9424

CANOEING/KAYAKING

From the Mississippi River, our scenic bluffs provide a spectacular backdrop as seen from a kayak or canoe coming across our pristine backwaters. The challenge is to momentarily stop paddling, take it all in, before you lose yourself yet again in the heightened efforts of physical activity that can't be replicated anywhere. And yet you remain a few strokes away from the city. Home to 7 rivers, most are able to be paddled during portions of the year. Popular paddle rivers include the La Crosse, Black, Root, Mississippi, and many more. Visit our web site to learn more at explorelacrosse.com

CAMPING

The greater La Crosse area has several public and private campgrounds to choose from. Some are even accessible by water, such as Goose Island Campground (608-788-7018) and Pettibone Park Resort (800-738-8426), or just find yourself a nice island beach to set up your camp. Other popular campgrounds include Neshonoc Lakeside Camp Resort (888-783-0035), and Veterans Memorial Park in West Salem (608-786-4011). For a complete list of accommodations, visit our website at explorelacrosse.com

SWIMMING

Many local municipalities have recently built or updated their pools, including Holmen, Onalaska, La Crescent, and La Crosse. Indoor pools can be found at the YMCA and some of our local schools, such as UW-La Crosse. In the summer, our river beaches are safe, clean, and have lifeguards. Pettibone Beach is located directly across from Riverside Park and is a local treasure. The Black River Beach has recently undergone improvements, and has outdoor showers and plenty of parking.

LA CROSSE COUNTY PARKS



Electric & water hook-ups
Restrooms & Showers
Laundry
3 Dump Stations
Beach
Playgrounds
Rentals
Store
Miniature Golf
Big Rig Friendly

Reservations Accepted

(608) 788-7018

3 miles South of La Crosse on Hwy 35

www.co.la-crosse.wi.us



Veterans Memorial Campground

120+ Spacious Shaded Sites

Electric & Water Hook-ups
Restrooms & Showers
Laundry
Dump Station
Fish Pond
Firewood
Canoe Landing
Big Rig Friendly

On State Bike Trail

(608) 786-4011

9 miles East of La Crosse on Hwy 16
1 mile West of West Salem

Swim - Play - Relax

**Basketball
Volleyball**

**Heated Pools
Boat & Kayak Rentals**

**Kiddie Pool
Hot Tub**

**Beach Access
Two Playgrounds**

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NESHONOC LAKESIDE Camp-Resort

N5334 Neshonoc Rd.
West Salem, WI 54669
www.NeshonocLakeside.com
(608) 786-1792
1-888-783-0035

FISHING

The Mississippi River, and all its tributaries host one of the largest collections of freshwater fish in the world! Popular game fish include pan fish, northern and walleye pike, catfish, bass, and perch. Soaking a night crawler at the end of your line should keep you busy all afternoon, but if you are seeking more adventure, try our world-class bass fishing waters. Recent host of the Bassmaster Elite Series fishing tournament and many others, anglers are amazed at how many keeper bass they caught in the La Crosse area. At certain times of the year, anglers are routinely pulling trophy northern pike from the waters.

If you have a boat, use it, but if you don't, the La Crosse area has several public fishing areas, such as the popular Riverside and Houska Parks. For a small fee, anglers can fish on several fishing barges (floats). To find out more, visit our web site at www.explorelacrosse.com

Due to a geological effect commonly called the Driftless Area, caused by the lack of a glacier during the ice-age, the greater La Crosse area has miles of fishable trout streams as well. The trout industry is thriving, thanks in part to the public access through the cooperation of many state agencies and private land owners.

All fishable properties are posted by the land-owners, so please respect their rights when chasing a rainbow, brook, or brown trout. Trout season runs spring through early fall, check out the Wisconsin DNR website for exact dates.

GOLF

With a blend of affordable, public access golf courses, and private country clubs, La Crosse has a golf course that is sure to meet your needs. Nestled in the bluffs and woods, La Crosse offers a unique experience for golfers. Peering from the t-box, you may have a river view, a view of Grandad Bluff, or view of our abundant wildlife, just be sure to keep your head down and drive it right down the middle!

HUNTING

Hunters in the La Crosse area chase squirrels, ducks, geese, deer, turkey, and many more varieties of game. There are more than 20,000 acres of public accessible land, plus Mississippi River access for duck and goose hunters.

WINTER ACTIVITIES

Snowy activities include alpine, cross-country skiing, snow shoeing, and sledding. Many local golf courses offer groomed trails for cross-country skiing, such as Dragan's Castle Mound, and Forest Hills. The challenging bluffs attract athletes from around the country that are looking for a challenge in the winter, and can provide great training for those training for races or for fitness.

Snowmobiling is another popular activity, when the weather permits. Over 600 miles of groomed trails await visitors.

Connecting communities across the state, snowmobiling is a great way to witness all the beauty that winter brings. To request a copy of snowmobiling maps, contact the La Crosse Area Convention and Visitors Bureau at 800-658-9424, or check them out online at www.laxsnowmobile.com

TENNIS

Tennis is a thriving recreational sport in La Crosse. The city of La Crosse maintains many free public access courts. To find a list of them all, visit www.cityoflacrosse.com

ONE-OF-A-KIND COURSE: BEGIN RACE AT HIGHEST LOOKOUT POINT IN LA CROSSE & FINISH ALONG THE MIGHTY MISSISSIPPI!
POST-RACE PARTY WITH LIVE MUSIC, BRATWURST & CRAFT BEER



GRANDAD
HALF MARATHON 

5K Run/Walk | Cycling Events | Youth Races

May 1-2

2015

City of La Crosse
Parks, Recreation & Forestry

La Crosse, WI
FestivalFoodsGrandadHalf.com

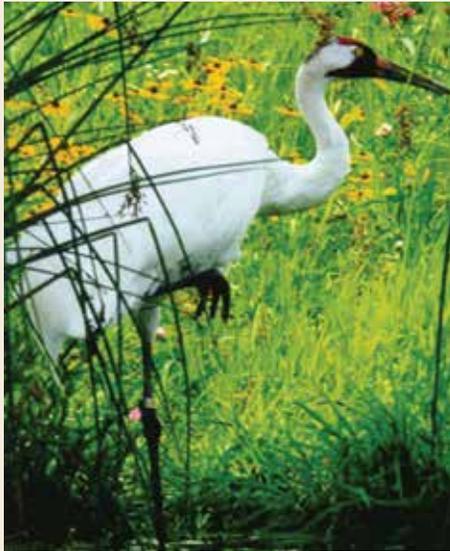
“ Outside Magazine ranked La Crosse #11 for The 16 Best Places to Live in the U.S.: 2014 ”

BIRD WATCHING

More than 200 species of birds live in or pass through the La Crosse Area in a typical year, and travelers don't have to go far to see them. Bald eagles, in fact, have been seen right in Riverside Park near the city's downtown.

The Great River Birding Trail passes right through La Crosse County, and bird-watchers find the viewing is great in several nearby sanctuaries, including Myrick Marsh, Hixon Forest, Goose Island County Park and Nelson Park, which are all in or near La Crosse.

La Crosse County contains a segment of the Upper Mississippi River National Wildlife and Fish Refuge, and more than 300 species of birds



can be spotted there, or nearby, as they nest here or migrate through.

Turkeys prowl the woods and fields near La Crosse, delighting hunters and photographers. Waterfowl, especially ducks, gather by the tens of thousands on the Mississippi River and nearby Lake Onalaska each fall, providing thrills for both bird-watchers and hunters.

Tundra swans pass through La Crosse each fall as they make their way from nesting grounds near the Arctic Circle to Chesapeake Bay. They use the Mississippi River Valley as a resting spot before continuing on their 4,000-mile journey.

In 2011, the communities of La Crosse and Trempealeau were recognized as part of Bird City Wisconsin. This is a program that Rewards Communities for creating healthy habitats for birds and people.

EAGLES

They are majestic, historically significant, and present in large numbers in the La Crosse area. We are talking about eagles, of course, and watchers get a thrill every time one is spotted soaring on a breeze, or snagging a meal out of a river, or simply perched on a limb alongside a stream. The most spectacular time of the year for eagle enthusiasts is the late fall and early spring, when the birds follow changing ice conditions on the Mississippi River. They like open water, and more than 150 of them have been spotted at one time, scavenging fish from Lake Onalaska and Richmond Bay on La Crosse's North Side.



The area has several nesting pairs of eagles, and they can be spotted along the Mississippi River and its tributaries in the La Crosse area, and sometimes out in the countryside wherever food might be available.

Wildlife experts encourage everyone to view eagles from a distance, so as not to startle the birds. They also suggest staying in a vehicle, since it will act as a blind because stepping out of the vehicle may well scare the eagles away.

UPPER MISSISSIPPI RIVER NATIONAL WILDLIFE & FISH REFUGE

The La Crosse District Visitor Center for the Upper Mississippi River National Wildlife and Fish Refuge.....608-779-2399
Located in Onalaska on Brice Prairie, five miles north of La Crosse. The Visitor Center is nestled into 186 acres of restored sand prairie. More than two miles of trails wind through the prairie offering visitors a view of abundant wildflowers and wildlife. The paved main trail ends at a new overlook that provides a vista of the bluffs and Lake Onalaska, a backwater of the Mississippi River. Inside the Visitor Center, exhibits and interactive displays highlight the fish and wildlife that call the Refuge home. Naturalists are available to answer questions and recommend places to visit along the Mississippi River and the Refuge which stretches 261 river miles from Wabasha, Minnesota to Rock Island, Illinois. The Refuge Friends Group operates the Prairie Wind Nature Store inside the Visitor Center and offers nature-themed books and gifts for all ages. The Visitor Center is open year-round but hours vary by season. Trails are open daylight to dusk.



NATURALLY FUN

Cedar Creek Country Club

2600 Cedar Creek Lane608-783-8100
Onalaska, WI
cedarcreekonalaska.com

Clements Fishing Barge & Captain Hooks Bait & Tackle

108 Main Street.....608-689-2800
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crookedcreekcanoe.com

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co.la-crosse.wi.us

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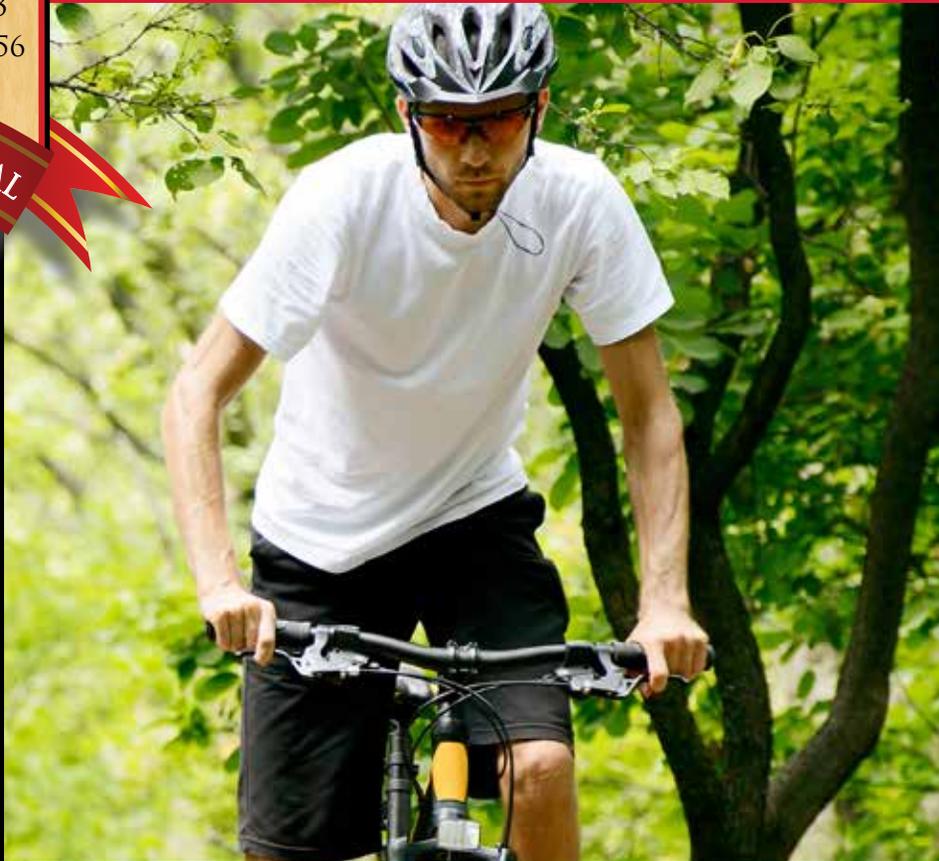


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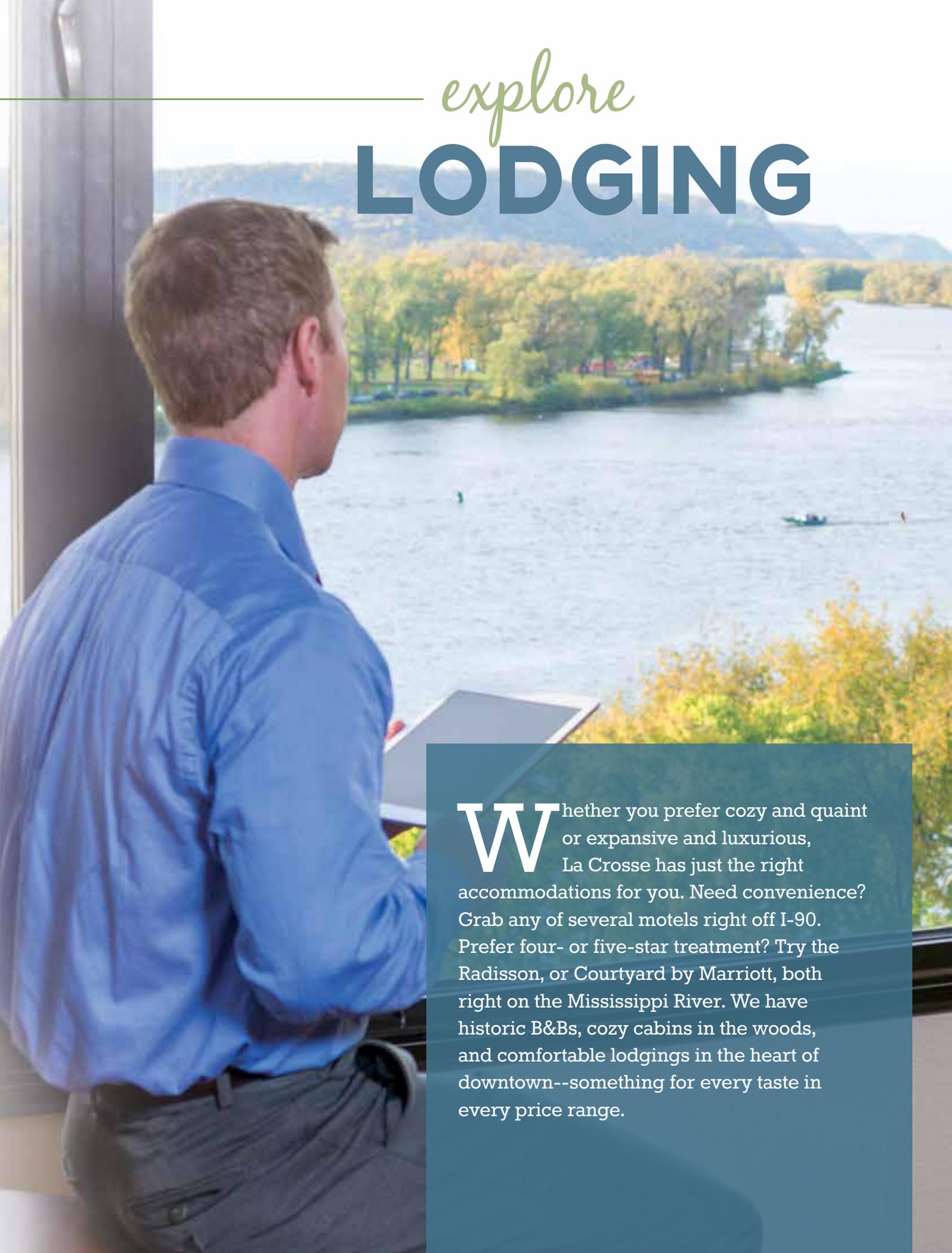
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Downtown La Crosse - Exit 3													
Candlewood Suites 56 Copeland Ave., La Crosse	608-785-1110 candlewoodsuites.com/lacrossenorth	92	\$70-\$189	X						X			X
The Charmant Hotel <i>(Opening late summer/fall)</i> 101 State Street, La Crosse	866-697-7300 thecharmanthotel.com	67	\$139-\$299	X			X	X		X	X	X	X
Courtyard by Marriott 500 Front Street, La Crosse	608-782-1000 • 800-321-2211 marriott.com/LSECY	78	\$109-\$429	X		X	X	X		X	X	X	
GrandStay Residential Suites Hotel 525 Front Street North, La Crosse	608-796-1615 • 855-455-7829 grandstaylacrosse.com	55	\$70-\$299	X		X			X	X		X	X
Hampton Inn & Suites <i>(Opening late summer/fall)</i> 511 Third St. N, La Crosse	608-791-4000 hamptoninn.com	126	\$149-\$179			X			X	X	X		X
Holiday Inn Hotel & Suites 200 Pearl Street, La Crosse	608-784-4444 • 800-HOLIDAY holidayinn.com	114	\$70-\$200			X	X	X		X	X	X	X
Radisson Hotel 200 Harborview Plaza, La Crosse	608-784-6680 • 800-333-3333 radisson.com/lacrossewi	169	\$70-\$299	X		X	X	X		X	X	X	X
Northside La Crosse - Exit 3													
Americas Best Value Inn 2622 Rose Street, La Crosse	608-781-3070 americasbestvalueinn.com	108	\$50-\$100						X			X	X
Best Western Riverfront Hotel 1835 Rose Street, La Crosse	608-781-7000 • 877-688-9260 bestwestern.com	119	\$60 ⁹⁹ -\$199 ⁹⁹		X	X	X	X	X	X	X	X	X
Econo Lodge 1906 Rose Street, La Crosse	608-781-0200 econolodge.com	71	\$50-\$150						X			X	X
Motel 6 2150 Rose Street, La Crosse	608-781-0400 • 800-446-4656 motel6.com/Wisconsin	99	\$50-\$150						X	X		X	X
Quality Inn 1830 Rose Street, La Crosse	608-781-1400 • 800-243-3053	84	\$50-\$150			X			X	X		X	X
Settle Inn 2110 Rose Street, La Crosse	608-781-5100 • 800-677-3060 settleinn.com	101	\$51-\$150	X		X			X	X		X	X
Super 8 Motel 1625 Rose Street, La Crosse	608-781-8880 • 800-800-8000 Super8.com	82	\$51-\$200	X		X			X	X		X	X
Northwest La Crosse - Exit 2 French Island													
Days Inn 101 Sky Harbour Drive, La Crosse	608-783-1000 • 800-329-7466 daysinn.com	147	\$50-\$200	X		X	X	X	X	X	X	X	A
South La Crosse - Exit 3													
Welch Motel 3643 Mormon Coulee Road, La Crosse	608-788-1300 welchmotel.com	16	\$40-\$110										X
Bed & Breakfast/Inns/Houses													
Bluff View House & The Cottage <i>(two houses)</i> 751 & 756 22nd St., N. La Crosse	608-317-4311 BluffViewHouseRental.com	2 houses	\$100-\$150									X	
Four Gables Bed & Breakfast W5648 Hwy 14-61, La Crosse	608-788-7958 bedandbreakfast.com/listing.aspx?id=602305	3	\$51-\$150						F				
Wilson School House Inn 4703 HWY 14-61, La Crosse	608-787-1982 wilsonschoolhouseinn.com	2	\$70-\$155						X			X	

All properties provide internet access . A= Available by request; F=Four Course Gourmet Breakfast.

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A man in a blue shirt is seen from the back, looking out a large window. The view outside shows a wide river, likely the Mississippi, with a lush island of trees in autumn colors (yellows and oranges) in the middle ground. In the distance, there are rolling hills under a clear sky. The man is holding a tablet computer.

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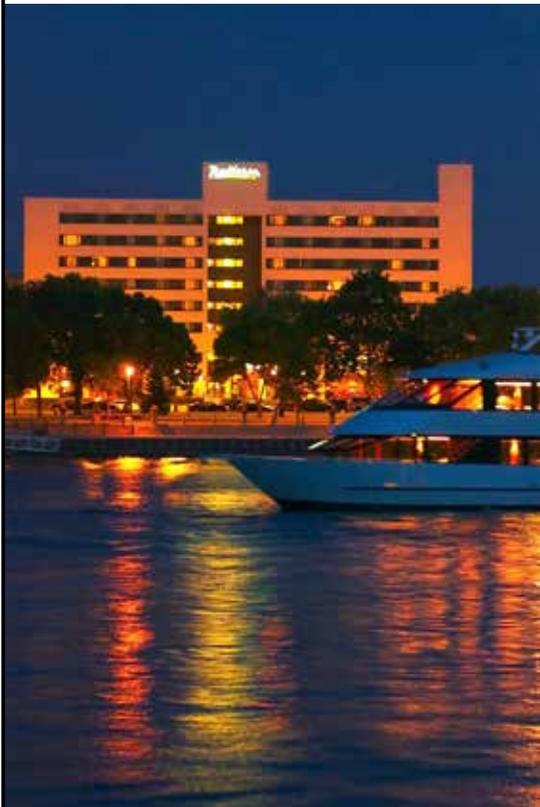
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The Wisconsin Great River Road parallels the Mississippi River for 250 miles from Prescott in the north to Kielers in the south. Along the way, you'll experience some of the most incredible scenery in the Midwest and 33 unique communities, some of which are the oldest in Wisconsin.

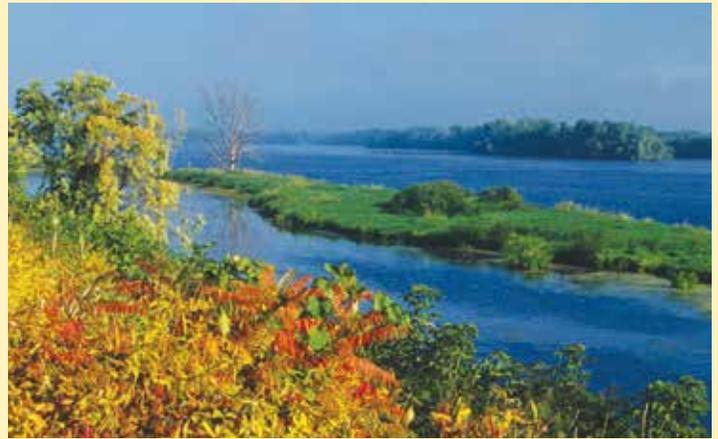
You'll find hiking, bicycling, fishing, boating and paddling in the numerous recreational areas along the byway. Nearly two-thirds of the Wisconsin Great River Road passes along or through protected natural areas, providing endless bird-watching opportunities.

Historical markers, museums and visitor centers tell the story of the Wisconsin Great River Road and the people who live and work along the Mississippi River. Scenic overlooks along the Wisconsin Great River Road are some of the best places in North America to see bald eagles.

For an unforgettable family road trip, a great getaway or a weeklong vacation, explore the Wisconsin Great River Road.

For more information on the Great River Road, contact 1-800-658-9424.

Wisconsin



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	Museum
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1232 Rose St. La Crosse, WI 54603



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Historic Old Towne North can prove to be a very unique and fun shopping experience. Many small businesses that carry a variety of products and items not found elsewhere. Easy curbside parking with lots of old fashion service. Only a few minutes from downtown La Crosse. Come and enjoy what Old Towne North has to offer.

ONALASKA



ON THE BLUFFS • ON THE TRAILS • ON THE WATER

There are many fun things to do in Onalaska! Onalaska graces the shore of Lake Onalaska, a 7,700-acre pool of the Mississippi River. Here you'll find canoeing and kayaking, hiking and biking. On the trail head for the Great River State Trail which connects to 101 miles of non-stop hiking, biking, and snowmobiling!



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www.DiscoverOnalaska.com



explore
EDUCATION

Wisconsin is consistently among the highest-ranked states in the nation with regard to education. It's an integral part of our culture. The importance of a good education begins in preschool and continues through higher education. It is a community-wide dedication.

UNIVERSITIES

UNIVERSITY of WISCONSIN **LA CROSSE**

The University of Wisconsin-La Crosse, founded in 1909, has roots in teacher and physical education. UW-La Crosse got its start as a teachers' college. UW-L has become more diversified in the past quarter century and boasts an ever-growing athletic national championship tally. It has evolved into one of the top institutions in the UW System — and in the Midwest. UW-L consistently ranks among the top three public universities in the Midwest by U.S. News & World Report and is listed annually in Kiplinger's Top 100 Best Value institutions nationwide. See more at: www.uwlax.edu



Viterbo University, founded by the Franciscan Sisters of Perpetual Adoration in 1890, remains committed to its Catholic Franciscan values and its mission to prepare students for faithful service and ethical leadership. Today, Viterbo offers more than 50 majors and programs for traditional undergraduate, adult and graduate students. Over the past 15 years, university enrollment has doubled, nearing 3,200 students. Construction of a new \$15.8 million state-of-the-art nursing facility is being completed which follows several other significant construction projects including a new fitness/recreation center and science and technology center. See more at: www.viterbo.edu

Western Technical College

THE ESSENTIAL EXPERIENCE

Western Technical College, founded in 1912, has provided area employers with a capable workforce for nearly a century. Western currently has six locations in western Wisconsin that serve more than 19,000 students annually. Known for providing quality hands-on training, Western offers associate's degrees and technical diplomas in over 60 programs, including a new transfer degree option — the Associate of Liberal Arts transfer degree — where students can transfer to a 4-year university as a junior. The college also offers short-term certificates as well as a variety of Lifelong Learning courses. See more at: <http://www.westerntc.edu>.

PUBLIC SCHOOLS

Public School District of La Crosse (lacrosseschools.com)

The School District of La Crosse is a composite of city and rural areas contained in approximately 100 square miles. The district is approximately 15 miles long and 7 miles wide. Included within school district boundaries are the City of La Crosse and parts of the Townships of Medary, Shelby, Greenfield, Bergen, Hamburg, Washington and all of the Town of Campbell. The District stretches from County Trunk B in Medary to School Section Road near Stoddard. The western boundary is the Mississippi River and the eastern most point is near St. Joseph's Ridge. The district has approximately 7,300 students served by:

- Twelve elementary schools
- Four middle schools
- Three high schools, including an alternative, charter high school with campuses at each of the other high schools.

PAROCHIAL SCHOOLS

Catholic:

Aquinas Catholic Area Schools: for more than 150 years, have served our community proudly through faith, service, and academic excellence. Today, Aquinas Catholic Schools operates five educational sites in La Crosse and Onalaska. Each school provides excellent educational opportunities, instruction emphasizing faith and virtues, and a vibrant spirit. All schools are nationally accredited and Aquinas High School has been honored as a National Blue Ribbon School of Excellence by the U.S. Department of Education. Financial aid and transportation are available at aquinascatholicschools.org 608-784-8585

- Aquinas High School - grades 9-12
- Aquinas Middle School - grades 7-8
- Blessed Sacrament School - grades 3-6
- Cathedral School - preschool-grade 2
- St. Patrick School - preschool-grade 6

Wisconsin Evangelical Lutheran Schools (WELS) (wels.net)

- First Lutheran School — grades preschool-8
- Immanuel Lutheran School — grades kindergarten-8
- St. Paul's Evangelical Lutheran School — grades preschool-8
- Mount Calvary-Grace Lutheran School — grades preschool-8
- Luther High School — grades 9-12

Independent Schools: 608-784-6167

Providence Academy: Providence Academy is an independent, private, classical academy offered in fidelity to the Magisterium of the Catholic Church. Our mission is to assist parents in the intellectual and spiritual formation of their children Pre-K through 12th grades in a fun, faith-filled environment. Our small classes allow our students to learn vast amounts of difficult material more quickly than contemporary education. At Providence, we believe a classical curriculum is the most effective and proven educational philosophy. Come learn how classical education can prepare your student to succeed in a global world and to be leaders in service to God and humanity.

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LA CROSSE

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Public University
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f in t



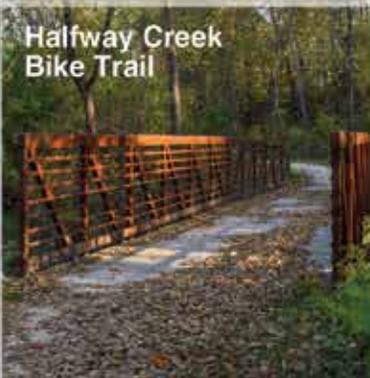
You're Always Welcome!

- Main Street shops and boutiques
- Area golf courses and restaurants
- Connected to the Great River Bike Trail
- Award winning school district



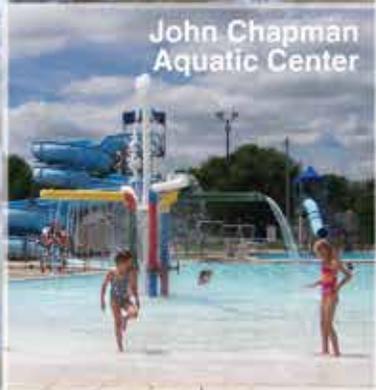
Holmen Kornfest

Halfway Creek Bike Trail



Bandshell in Halfway Creek Park

John Chapman Aquatic Center



Prairie
INN & SUITES



Great places to stay

SHOPPING

If you like big-name shopping centers, you can find all the largest commercial retailers in La Crosse and Onalaska. Or if you prefer to support independent, local businesses, historic downtown La Crosse has a vibrant shopping district full of the region's finest specialty shops. Bargain hunters have their work cut out for them, with dozens of thrift and consignment stores to choose from, not to mention one of the largest antique malls in the state.

VARIETY IS KEY

Antique Center of La Crosse

110 South 3rd Street.....608-782-6533
La Crosse, WI

Caledonia Street Antique Mall

1215 Caledonia St.....608-782-8443
La Crosse, WI

Carpet One of La Crosse, LLC.

N3481 Hwy 16.....608-784-9800
La Crosse, WI
carpetone.com

Cranberry Country Mall

P.O. Box 848.....608-372-7853
Tomah, WI
tomah.com/antiquemall

Crescent Jewelers

429 Main Street.....608-784-9275
La Crosse, WI
singingjeweler.com

Designing Jewelers

314 4th Street.....608-782-4499
La Crosse, WI
designingjewelers.com

Dregne's Scandinavian Gifts

100 South Main St.....608-634-4414
Westby, WI
dregnesscandinaviangifts.com

Finnottes Nut & Chocolate Shop

417 Main Street.....608-782-3184
La Crosse, WI
finnottes.com

Games People Play

537 Main St.....608-785-4635
La Crosse, WI
gppsports.com

Generous Earth Pottery

321 Main Street.....608-782-3904
La Crosse, WI
generousearthpottery.com

Gerhard's First Supply

P.O. Box 1028.....608-791-3685
La Crosse, WI
1supply.com

Great Big Outlet

2815 Losey Blvd.....608-796-0265
La Crosse, WI
greatbigoutlet.com

Jackson Plaza Shopping Center

1800 Jackson Street.....608-386-4537
La Crosse, WI
jacksonplaza.com

Kwik Trip Stores

1626 Oak Street.....608-781-8988
La Crosse, WI
kwiktrip.com

La Crescent Flea Market

304 Fireside Drive.....608-792-8193
La Crescent, MN

La Crosse Area Harley Davidson

1116 Oak Forest Drive.....608-783-6112
Onalaska, WI
lacrosseharley.com

La Crosse Clock

2815 Losey Blvd. So.....608-796-0265
La Crosse, WI
lacrosse-clock.com

La Crosse Floral

2900 Floral Lane.....608-784-7500
La Crosse, WI
lacrossefloralshop.com

La Crosse Olive Oil Co.

515 Main St.....608-782-6930
La Crosse, WI
lacrosseoliveoil.com

Main Street Framing & Crosse Stitchery

223 N 3rd Street.....608-782-7008
La Crosse, WI
crossestitchery.com

Monsoor's Sport Shop

517 Copeland Avenue.....608-784-0482
La Crosse, WI
monsoorssportshop.com

Nelson Flag & Display

2501 South Ave.....608-788-2990
La Crosse, WI
nelsonflag.com

Old Country Cheese

Route 3, Box 94A S
0510 Cty HYD.....608-654-5411
Cashton, WI
oldcountrycheese.com

People's Food Cooperative

315 5th Ave. South.....608-784-5798
La Crosse, WI
pfc.coop

Satori Arts

201 Pearl Street.....608-785-2779
La Crosse, WI
satori-arts-gallery.com

Southwind Orchards

45440 Cty Road 12.....507-643-6225
Dakota, MN
southwindorchards.com

SSE Music, Inc.

2609 George St.....608-781-2850
La Crosse, WI
ssemusic.com

The Company Store

301 Sky Harbour Drive.....608-783-6646
La Crosse, WI
thecompanystore.com

The Second Showing

1400 West Ave. South.....608-785-1220
La Crosse, WI
thesecondshowing.com

TJ'S Cheddarheads Gift Gallery

215 Pearl Street.....608-784-8899
La Crosse, WI
pearlstreetwest.com

Treehouse Gift and Home

9546 US HWY 16
East Frontage Rd.....608-783-4438
Onalaska, WI
treehousegiftandhome.com

Valley View Mall

3800 State Road 16.....608-781-4700
La Crosse, WI
myvalleyview.com

Village Shopping Center

2418 State Rd.....608-788-7555
La Crosse, WI

Westby Cooperative Creamery

615 N Main Street.....608-634-3181
Westby, WI
westbycreamery.com

Wettstein's

215 N 3rd Street.....608-784-6868
La Crosse, WI
wettsteins.com

Woodman's Food Market

2631 Liberty Lane.....608-783-2233
Janesville, WI
woodmans-food.com

WEBER CENTER FOR THE PERFORMING ARTS

There's something happening all year around!

For a schedule of events or more information, please visit us online!

www.webercenterfortheperformingarts.org



WEBER CENTER FOR THE PERFORMING ARTS

428 Front Street South
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608-784-9292

Photo by Roger Grant

BE INSPIRED

All Glazed Up

205 Pearl Street.....608-782-7248
La Crosse, WI
allglazedup.com

La Crosse Boy Choir

P.O. Box 186.....608-796-3767
La Crosse, WI
lacrosseboychoir.com

La Crosse Center

300 Harborview Plaza.....608-789-7400
La Crosse, WI
lacrossecenter.com

La Crosse Community Theatre

428 Front Street South.....608-784-9292
La Crosse, WI
lacrossecommunitytheatre.org

La Crosse Symphony Orchestra

201 Main Street, Suite 230608-783-2121
La Crosse, WI
lacrossesymphony.org

Marcus Theatres

2032 Ward Avenue.....608-791-1999
La Crosse, WI
marcustheatres.com

Marie W. Heider Center for the Arts

405 E. Hamlin Street.....608-786-1220
West Salem, WI
heidercenter.org

Minnesota Marine Art Museum

800 Riverview Drive.....507-474-6626
Winona, MN
mmam.org

Onalaska Omni Center

255 Riders Club Road.....608-781-9566
Onalaska, WI
omnicenter.net

Pump House Regional Arts Center

119 King Street.....608-785-1434
La Crosse, WI
thepumphouse.org

Weber Center for the Performing Arts

428 Front Street South.....608-784-9292
La Crosse, WI
webercenterfortheperformingarts.org



Thoroughly Modern Millie (2014)

Tuesdays With Morrie (2014)

Noises Off (2013)

The Snow Queen (2013)

A Wrinkle in Time (2014)

Playhouse on the Air Presents: Miracle on 34th Street (2013)

Tales of a Fourth Grade Nothing (2014)

Mary Poppins (2014)

Guys on Ice (2014)

First Lady Suite (2013)

The 39 Steps (2014)

Our Town (2013)

Photos by Theresa M. Smerud, Visual Consultant and Arts Photographer

Your seat is waiting.



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ARTS & ENTERTAINMENT

FESTIVALS

Between the Bluffs Beer, Wine & Cheese Festival
608-658-9424 betweenthebluffsbeerfest.com

Bicycle Festival
608-782-2366 bicyclelacrosse.com

Butterfest
608-769-9910 spartabutterfest.com

Coon Creek Trout Festival
608-787-1883 cooncreektroutfest.com

Festival Foods Grandad Half Marathon
608-789-7593 .. festivalfoodsgrandadhalf.com

Great River Folk Festival
608-784-3033 greatriverfolkfest.org

Irishfest-La Crosse, Inc.
608-785-8153 irishfestlacrosse.org

Oktoberfest USA/La Crosse Festivals
608-784-3378 oktoberfestusa.com

Prairie Dog Blues Festival
608-326-0085 prairiedogblues.com

Riverfest
608-782-6000 riverfestlacrosse.com

Rotary Lights
608-784-9993 rotarylights.org



People who live in La Crosse can't help but be inspired...and they express themselves in a myriad of ways. The arts are alive in this river paradise. There's always a new art exhibit at the Pump House Regional Arts Center. Check out the local thespians at one of the La Crosse Community Theatre's quality productions at the newly constructed Weber Center for the Performing Arts. Toland Theatre at the University of La Crosse-Wisconsin and Viterbo University's Fine Arts Center are often home to excellent theatre productions or concerts as well.

Music enthusiasts will be mesmerized by the La Crosse Symphony, one of the finest in the upper Midwest...and what could be finer than to spend a beautiful, summer Wednesday evening at Riverside Park for a free performance at the band shell by the La Crosse Concert Band? If you're looking for something more up-tempo, La Crosse has a thriving live music scene; nearly every weekend, there's a live band playing at one of our many clubs. From acoustic folk music to pop country to full-tilt rock and roll. Regional festivals offer fun for residents and visitors of all ages.

119 King Street La Crosse, WI 54601 / 608.785.1434 / www.thepumphouse.org



AT A GLANCE

From stockcar races to wine tastings, baseball games to theatre showtimes, Explore La Crosse is your place to find something to do for a night of fun with your friends or plan a week-long family getaway. Below is just a small taste of what the La Crosse area has to offer. Visit www.explorelacrosse.com to find our complete calendar, full of arts & culture events, restaurant and bar happenings, family activities, tours, game times and recreation opportunities, and a full schedule of community events.

January 2015

2-Dec 31 Sparkling Stems

The Children's Museum of La Crosse608-784-2652
<http://www.funmuseum.org/>

1-3 Arcadia

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

1-Dec 31 Marine, Hudson River School, Impressionist and Modern Art

Minnesota Marine Art Museum 1-866-940-6626
<http://www.mmam.org/>

3-4 Badgerland Nationals Wrestling Tournament

UWL Mitchell Hall763-746-1720
<http://www.wisportsservices.org/badgerland>

10 YMCA New Year's Resolution Walk Run

YMCA-North
www.laxymca.org/wvrrs

1-11 Classic Images: Ansel Adams Photographs

Minnesota Marine Art Museum 1-866-940-6626
<http://www.mmam.org/>

1- Mar 29 The Legendary Jack Gray

Minnesota Marine Art Museum 1-866-940-6626
<http://www.mmam.org/>

2-Dec 25 - Wee Move

The Children's Museum of La Crosse608-784-2652
<http://www.funmuseum.org/>

2-4 Rocco Memorial Gun Show

La Crosse Center608-752-6677
<http://www.lacrossecenter.com/>

1-24 La Crosse Elementary School Art Exhibit

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

1-3 Monotypes: Dirk Nelson

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

3-4 Badgerland Nationals Wrestling Tournament

UW-La Crosse Mitchell Hall763-746-1720
<http://www.wisportsservices.org/badgerland>

2-Mar 1 La Crosse Freeze Hockey

Green Island Ice Arena608-618-0160
<http://laxfreeze.pointstreaksites.com/>

2-Dec 4 First Fridays

Gallery La Crosse608-782-4278
<http://www.gallerylacrosse.com/>

3 & 17 Winter Market

UWL Cartwright Center608-433-6708
<http://www.cameronparkmarket.org/>

3-Mar 28 Coulee Region Chill Hockey

Green Island Ice Arena608-618-0160
<https://crchill.pointstreaksites.com>

6-Dec 29 Free Student Tuesday!

Minnesota Marine Art Museum507-474-6626
<https://www.mmam.org/>

7-Feb 21 Dusk: Kathleen Hawkes

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

7-Feb 21 People & Their Surroundings:

Sandra Boskamp
Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

8-15 Dark La Crosse Tour: The Radio Show

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

9-10 Boy Scout Overnight

The Children's Museum of La Crosse608-784-2652
<http://www.funmuseum.org/>

9 Mary Mack

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

10 Snowflake Junior Ski Jumping Competition

Westby, WI608-634-3211
<http://snowflakeskiclub.com/>

11 Bridal World Expo

La Crosse Center608-782-1062
<http://lacrossebridalexpo.com/>

11-May 3 Pump House Film Society

Pump House Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

14-15 Midwest Annual Farm Show

La Crosse Center715-289-4632
<http://www.northcountryenterprises.com>

15-26 Winter Rec Fest

La Crosse, WI608-789-7533
<http://www.laxwinterrecfest.com/>

ALL ABOARD.



Tour La Crosse in the bright red trolley bus, a nostalgic re-creation of another era. Enjoy interesting narration by the La Crosse County Historical Society as you tour historic La Crosse. Approximately 1.5 hours.

— or —

Dare to join the La Crosse Public Library Archivists for the Dark La Crosse Tour focusing on downtown La Crosse's macabre past. Your narrator guides you through Prohibition, red light districts, vigilante justice and small town politics in a restless river town. Not recommended for ages 15 and under.

for more information call:

(608) 782-2366 (800) 658-9424

LA CROSSE AREA CONVENTION & VISITORS BUREAU

410 Veterans Memorial Drive • La Crosse, WI 54601 • explorelacrosse.com



16- Apr 26 A Life Aquatic: Don Frey Retrospective
 Minnesota Marine
 Art Museum 1-866-940-6626
<http://www.mmam.org/>

16 Vocaldente A Cappella
 Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

16-17 Johnsmith
 Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

17 Badgerland Super Saver Basketball Tournament
 La Crosse Logan High School
<http://www.wisportsservices.org/>

17-May 23 Tinkertoy: Build Your Imagination
 The Children's Museum
 of La Crosse608-784-2652
<http://www.funmuseum.org/>

17 Midwest Players Classic Basketball Tournament
 La Crosse Center608-784-8585
<http://www.midwestplayersclassic.com/>

17 The 16th Annual Rising Stars Concerto Competition
 La Crosse Symphony
 Orchestra608-783-2121
<http://www.lacrossesymphony.org/>

17 Rave On! The Buddy Holly Experience
 Viterbo University608-796-3100
<http://www.viterbo.edu>

18 Z93 Wedding World
 La Crosse Center608-782-1230
<http://www.mwfbroadcasting.com/>

20 Anything Goes
 Viterbo University608-796-3100
<http://www.viterbo.edu>

23-Apr 3 The Art of the Ship Model
 Minnesota Marine
 Art Museum 1-866-940-6626
<http://www.mmam.org/>

23-25 All-day Father-Son Retreat
 Living Waters Bible Camp608-634-4373
<http://www.lwbc.org>

24 Atomic Ice Derby
 Lake Onalaska608-782-5552
<http://www.atomicicederby.com/>

24 Coulee Classic Basketball Tournament
 La Crosse Center608-780-5254

30-31 Monster Trucks
 La Crosse Center608-789-7400
<http://www.lacrossecenter.com/>

31-Feb 1 Prayers and Visions
 Saint Rose Convent
<http://www.chamberchorale.org>

30-31 Snowflake Ski Jumping Tournament
 Westby, WI
<http://snowflakeskiclub.com/>

February 2015

4-21 Holmen Elementary School Art Exhibit
 Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

7 Winter Ball
 Pearl Street Brewery608-784-4832
<http://www.pearlstreetbrewery.com>

7 Justin Trails Winter Race
 Justin Trails Resort608-269-4522
<http://www.justintrails.com>

7 Rising Stars and Voices of the People
 Viterbo University608-796-3100
<http://www.viterbo.edu>

7 State Dance and Cheer Competition
 La Crosse Center608-789-7400
<http://www.wacpc.com/>

7 Empty Bowls
 Best Western608-782-3904
<http://www.generousearthpottery.com/>

8 Time Capsule III
 Viterbo University608-796-3100
<http://www.viterbo.edu>

8 The Diamonds
 Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

9 Mt. La Crosse Cup High School Invitational
 608-788-0044
<http://www.mtlacrosse.com>

12-15 Boat, Sport & Travel Show
 La Crosse Center952-431-9630
<http://www.shamrockprod.com/>

13-April 24 Night (Owl) at the Museum
 The Children's Museum
 of La Crosse608-784-2652
<http://www.funmuseum.org/>

13-Mar 1 Twelve Angry Men
 La Crosse Community Theatre .608-784-9292
<http://www.lacrossecommunitytheatre.org/>

14 Badgerland Super Saver Basketball Tournament
 Viterbo University
<http://www.wisportsservices.org>

14 Ice Duels
 Lake Onalaska406-249-0556
<http://www.iceduels.com/>

14 YMCA Valentine's Heart Throb Walk Run
 YMCA-North
www.laxymca.org/wwrs

14-16 Wisconsin State High School Ski & Snowboard Championships

Mt. La Crosse
http://wialpinechamps.org/

19-22 Stansfield Team Dart Tournament

La Crosse Center.....608-782-7181
http://www.stansfieldvending.com/

21 Old School Variety Show: The Love and Relationships

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

21-22 The Mikado

Viterbo University608-796-3100
http://www.viterbo.edu

21-22 Nagy Memorial FIS MidAm Race

Mt. La Crosse608-788-0044

25-March 14 Tomah School District Art Exhibit

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

25-April 4 American Southwest: Chris Wood

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

25-April 4 Strange Children: Kim Vaughter

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

26-28 MOSES: Organic Farming Conference

La Crosse Center608-789-7400
http://www.mosesorganic.org

27 The Ugly Duckling & The Tortoise and the Hare

Viterbo University608-796-3100
http://www.viterbo.edu

27 Catch Me If You Can

UW-La Crosse Toland Theatre ..608-785-8522
http://www.uwlax.edu/Theatre-Arts/

27-28 Bald Eagle Appreciation Day

Prairie du Chien, WI 1-800-732-1673
www.prairieduchien.org/visitors/eagles.htm

28 Sweet 16 Museum Birthday Party

The Children's Museum
of La Crosse608- 784-2652
http://www.funmuseum.org/

28 Beth Wood

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

March 2015

1 Family Fest

La Crosse Center608-789-7400
http://www.wlax.com/

1-8 Eat Week Downtown

Downtown Main Street, Inc608-784-0440
http://www.lacrossedowntown.com/

1-April 26 Troop Jewelry SWAP

The Children's Museum
of La Crosse608-784-2652
http://www.funmuseum.org/

2 Chamber of Commerce Annual Banquet

La Crosse Center608-784-4880
http://www.lacrossechamber.com

3 All City Orchestra Festival

La Crosse Center608-789-7600
http://www.lacrosseschools.com

3 Caladh Nua

Viterbo University608-796-3100
http://www.viterbo.edu

5-22 Talking With

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

6-8 God's Country Racing Association Custom Car Show

La Crosse Center608-769-8282
http://clubs.hemmings.com/gcra/

7 Polar Bear Plunge

Pettibone Beach
http://www.specialolympicswisconsin.org/

7 Norskedalen's Benefit Rummage Sale

Norskedalen Nature
& Heritage Center608-452-3424
http://www.norskedalen.org

7-8 WIJARA / WJR Spring Championship Race

608-788-0044
http://www.mtlacrosse.com

12-29 Heroes

Pump House Regional
Arts Center608-785-1434
http://www.thepumphouse.org/

13-28 Badge Bonanza Overnight

The Children's Museum
of La Crosse608-784-2652
http://www.funmuseum.org/

14 War and Remembrance by La Crosse Symphony Orchestra

Viterbo University608-796-3100
http://www.viterbo.edu

14 St. Patrick's Day Parade

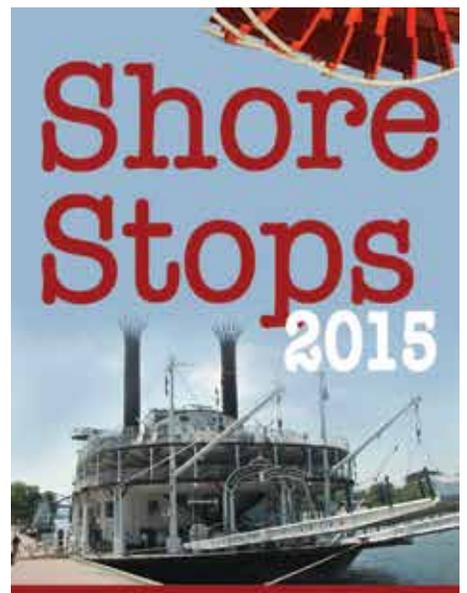
http://www.irishfestlacrosse.org/

15-18 Wisconsin Governor's Conference on Tourism 2015

La Crosse Center.....608-266-3978
http://www.wigcot.org/

15 Michel Lauziere Master of the Unusual

Viterbo University608-796-3100
http://www.viterbo.edu



Tentative Schedule

Please Call Ahead!
800-658-9424

American Queen:

Fri. July 24.....noon-5:00 pm
Tues. July 28.....8:00 am-1:00 pm
Fri. Aug. 7.....noon-5:00 pm
Fri. Aug. 14 8:00 am-5:00 pm
Tues. Aug. 18 8:00 am-1:00 pm
Fri. Sept. 4 noon-5:00 pm
Tues. Sept. 8 8:00 am-1:00 pm
Fri. Sept. 18 noon-5:00 pm
Tues. Sept. 22 8:00 am-1:00 pm
Fri. Oct. 2 noon-5:00 pm
Tues. Oct. 6 8:00 am-1:00 pm

Queen of the Mississippi:

Thur. Aug. 6.....11:00 am-5:00 pm
Mon. Aug. 10.....7:30 am-5:00 pm
Thur. Oct. 1.....11:00 am-5:00 pm
Mon. Oct. 5.....7:30 am-5:00 pm
Thur. Oct. 15.....11:00 am-5:00 pm
Mon. Oct. 19.....7:30 am-5:00 pm

New in 2015!!!

American Eagle:

Thur. Aug. 27.....11:00 am-5:00 pm
Mon. Aug. 31.....7:30 am-5:00 pm
Thur. Sept. 10.....11:00 am-5:00 pm
Mon. Sept. 14.....7:30 am-5:00 pm

No tours of boats available.

**The La Crosse
Area Convention &
Visitors Bureau**

www.explorelacrosse.com

18 Brit Floyd – A Tribute to Pink Floyd
La Crosse Center608-789-7400
www.lacrossecenter.com

19 Downtown Trend Event
The Waterfront608-784-0440
<http://www.lacrossedowntown.com/>

20-29 First Baptist of Ivy Gap
La Crosse Community
Theatre608-784-9292
<http://www.lacrossecommunitytheatre.org/>

20 Steve Marking "America, We Sing To Thee"
Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

21-22 Badgerland State Basketball Championships
Viterbo University
<http://www.wisportsservices.org/>

21-22 La Crosse and 3 Rivers Model Railroad Show
La Crosse Center507-894-8077
<http://laxand3riversrclub.com/>

22 The Great Gatsby
Viterbo University608-796-3100
<http://www.viterbo.edu>

24 Ducks Unlimited Banquet
La Crosse Center608-793-5505
<http://www.lacrosseducksunlimited.com/>

25-April 4 Bangor School Art Exhibit
Pump House Regional
Arts Center608-785-1434
<http://www.thepumphouse.org/>

27-29 Greater La Crosse Home and Builders Show
La Crosse Center515-537-2094
<http://www.jacksonexpogroup.com/>

27-28 NCGA Gymnastics Championships
UWL Mitchell Hall908-785-8194
<http://uwlatletics.com/>

28 Mike Toomey's TV & Me
Viterbo University608-796-3100
<http://www.viterbo.edu>

28-29 Wisconsin State Invitational Championship Basketball Tournament
La Crosse, WI.....608-788-9902
<http://www.gnbl.org/>

29 Teddy Bear Clinic sponsored by Gundersen Lutheran
The Children's Museum
of La Crosse608-784-2652
<http://www.funmuseum.org/>

31 ZZ Top in Concert
La Crosse Center608-789-7400
<http://www.lacrossecenter.com/>

April 2015

2 Harlem Globetrotters
La Crosse Center608-789-7400
<http://www.lacrossecenter.com/>

2-4 Easter EGG-stravaganza
The Children's Museum
of La Crosse608-784-2652
<http://www.funmuseum.org/>

9-12 Stansfield Pool Tournament
La Crosse Center608-782-7181
<http://www.stansfieldvending.com/>

10-11 Spring Fling Open House
Downtown Main Street, Inc608-784-0440
<http://www.lacrossedowntown.com/>

10-Aug 7 Wood Engravings of Winslow Homer
Minnesota Marine
Art Museum 1-866-940-6626
<http://www.mmam.org/>

11 In One Basket
UW-La Crosse Frederick
Theatre608-785-8522
<http://www.uwlax.edu/Theatre-Arts/>

11 Platinum Edition: Celebration 2015
Viterbo University608-796-3100
<http://www.viterbo.edu>

11 Harmonious Wail
Pump House Regional
Arts Center608-785-1434
<http://www.thepumphouse.org/>

13-15 Future Business Leaders of America State Conference
La Crosse Center.....608-789-7400
<http://www.fbla.dpi.wi.gov/>

14 The Ukulele Orchestra of Great Britain
Viterbo University608-796-3100
<http://www.viterbo.edu>

15-May 16 La Crosse School District Art Exhibit
Pump House Regional
Arts Center608-785-1434
<http://www.thepumphouse.org/>

15-May 16 Aquinas High School Art Exhibit
Pump House Regional
Arts Center608-785-1434
<http://www.thepumphouse.org/>

17-26 A Midsummer Night's Dream
Weber Center for the
Performing Arts608-796-3100
<http://www.viterbo.edu>

18 Michael Scotts "Old School Variety Show"
Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

18 Doggie Easter Egg Hunt
Justin Trails Resort608-269-4522
www.justintrails.com

19 Red Riding Hood and the Not So Bad Wolf
Viterbo University608-796-3100
<http://www.viterbo.edu>

23 Della's Diner
Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

23 World's Largest Office Party
La Crosse Center608-782-1230
<http://www.mwfbroadcasting.com/>

24-May 2 The Tempest
UW-La Crosse Toland Theatre ..608-785-8522
<http://www.uwlax.edu/Theatre-Arts/>

25 Annual MS Walk
La Crosse Center 1-800-242-3358
<http://walkwisconsinms.org>



DEKE SLAYTON AIRFEST IS PROUD TO HOST THE
UNITED STATES AIR FORCE
THUNDERBIRDS
AUGUST 8 & 9 2015 - LA CROSSE REGIONAL AIRPORT
www.airfest.com

25 Between The Bluffs Beer, Wine & Cheese Festival

Southside Fest Grounds608-782-2366
<http://www.betweenthebluffsbeerfest.com/>

25 Time Capsule IV

Viterbo University608-796-3100
<http://www.viterbo.edu>

25 Western Technical College Graduation

La Crosse Center608-785-9890
<http://www.westerntc.edu>

25 Lung Bustin' Justin 5K Trail Race

Justin Trails Resort608-269-4522
www.justintrails.com

26-Oct 17 Drag & NASCAR Racing

La Crosse Fairgrounds
 Speedway608-786-1525
<http://lacrossespeedway.com/>

27 YMCA Healthy Kids Day/Earth Day Dash

Myrick Park
www.laxymca.org/hkd

29 North American Squirrel Association Banquet

La Crosse Center608-234-5988
<http://www.nasasquirrel.org>

May 2015**1 Willy Porter**

Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

1 Downtown Walk Around

Downtown Main Street, Inc608-784-0440
<http://www.lacrossedowntown.com/>

1-Jul 15 Seeking the Sublime: Works by Stephen Hilyard

Minnesota Marine
 Art Museum..... 1-866-940-6626
<http://www.mmam.org/>

2 Norskedalen's May Membership Madness

Norskedalen Nature
 & Heritage Center.....608-452-3424
<http://www.norskedalen.org>

1-2 Festival Foods Grandad Half Marathon

<http://www.lacrossefitnessfestival.com/>

2 Missoula Children's Theatre "Blackbeard The Pirate"

Heider Center for the Arts608-786-2550
<http://www.heidercenter.org/>

2 Springtime in Paris by La Crosse Symphony Orchestra

Viterbo University608-796-3100
<http://www.viterbo.edu>

8-24 Jesus Christ Superstar

La Crosse Community
 Theatre608-784-9292
[http://www.lacrossecommunitytheatre.org/ ..](http://www.lacrossecommunitytheatre.org/)

9 FLW Walmart Bass Fishing League - Great Lakes Qualifier

Veterans Freedom Park.....270-252-1589
<http://www.flwoutdoors.com/>

9 Viterbo University Graduation

La Crosse Center608-796-3000
<http://www.viterbo.edu>

10 University of Wisconsin-La Crosse Graduation

La Crosse Center608-785-8000
www.uwlax.edu

15-17 Syttende Mai Festival

Westby, WI
<http://www.westbysyttendemai.com/>

16 Riverside Family Fun Fair

Riverside Park608-782-2366
<http://www.explorelacrosse.com/>

16-17 Wisconsin NAFA Travel League Tournament

Erickson Softball Fields608-228-2430
<http://www.dsfastball.com/wisnafa/>

20-30 Onalaska High School Art Exhibit

Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

22 Central High School Graduation

La Crosse Center608-789-7900
<http://www.lacrosseschools.com>

23 Holmen High School Graduation

La Crosse Center608-526-3372
www.holmen.k12.wi.us

27-July 18 River Sojourn: Sara Lubinski

Pump House Regional
 Arts Center..... 608-785-1434
<http://www.thepumphouse.org/>

27-July 18 Bluffs, Buttes, and Cultures and Ice: Ambiguous Clarity: Jack Fleig and Lee Jackson

Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

28-30 Bassmaster Carhartt College Series - Midwestern Regional

Veterans Freedom Park
<http://www.bassmaster.com/college>

June 2015**3 The Colors of China: Kay Rutherford**

Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

5-6 WIAA State Track & Field

Veterans Memorial Field
<http://www.wiaawi.org>

10-July 29 La Crosse Concert Band

Riverside Park608-784-7555
<http://www.lacrosseconcertband.org/>

11-14 Sparta Butterfest

Sparta, WI
<http://www.spartabutterfest.com/>

12-14 Artspire

Pump House Regional
 Arts Center608-785-1434
<http://www.thepumphouse.org/>

12-21 Sideways Stories from Wayside School

La Crosse Community
 Theatre608-784-9292
[http://www.lacrossecommunitytheatre.org/ ..](http://www.lacrossecommunitytheatre.org/)

Come Join Us - Wed. July 1-4, 2015

Riverside Park

**Music
Entertainment
Crafts & Family Fun**

13 FLW Walmart Bass Fishing League – Great Lakes Qualifier

Veterans Freedom Park270-252-1589
<http://www.flwoutdoors.com/>

14 YMCA Got Energy Triathlon

West Salem, WI
www.laxymca.org/triathlon

18-21 40th Annual Prairie Villa Rendezvous

Prairie du Chien, WI
<http://prairieduchien.org/>

20 Juneteenth Day Celebration

Copeland Park608-519-2367
<http://www.aaman.us>

25 La Crosse Area Day at Miller Park

Miller Park608-782-2366
<http://www.lacrosseareaday.com>

27 La Crescent Slice of Adventure...the amazing Challenge

Downtown La Crescent507-895-2800
www.lacrescentmn.com

28 Apple Blossom Bicycle Tour and Tschumper Challenge

507-895-2800
www.appleblossomtour.org

July 2015

1-4 Riverfest

Riverside Park608-782-6000
<http://riverfestlacrosse.com/>

4 Fireworks Display

Riverside Park608-782-6000
<http://riverfestlacrosse.com/>

4 River Vault

Riverside Park608-782-2250
<http://www.explorelacrosse.com/river-vault/>

5 Norskedalen's Art Fair & Wine Tasting

Norskedalen Nature & Heritage Center.....608-452-3424
<http://www.norskedalen.org>

9-26 Vanya and Sonia and Masha and Spike Pump House

Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

10 43rd Annual Trempealeau Lions Catfish Days

Trempealeau, WI
<http://e-clubhouse.org/sites/trempealeau/>

10 Deke Slayton Museum Pig Roast Fundraiser with Sparta Chamber of Commerce

Justin Trails Resort608-269-4522
www.justintrails.com

11 YMCA Kids Tri

YMCA-North
www.laxymca.org/kids-tri

18 Freedom Fest

UW-La Crosse608-385-7433
<https://www.freedomfestlacrosse.com/>

18 Big Blue Dragon Boat Festival

Copeland Park

18-19 War of 1812 Reenactment

Prairie du Chien, WI608-326-2721

22-Aug 22 Pulp: Roger Boulay

Pump House
 Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

22-Aug 22 Stream of Consciousness: Kristine Johnson

Pump House
 Regional Arts Center608-785-1434
<http://www.thepumphouse.org/>

23-25 Downtown Sidewalk Daze

Downtown Main Street, Inc608-784-0440
<http://www.lacrossedowntown.com/>

24-26 Wisconsin NAFA State Championship Tournament

Erickson Softball Fields608-228-2430
<http://www.dsfastball.com/wisnafa/>

24-Oct 11 Ocean Soul: National Geographic Photographs by Brian Skerry

Minnesota Marine Art Museum 1-866-940-6626
<http://www.mmam.org/>

25 FLW College Fishing – Central Conference Tournament

Veterans Freedom Park270-252-1593
<http://www.flwoutdoors.com/>

25 Gundersen Health System Wellness Fest

La Crosse Center608-775-3885
www.gundersenhealth.org

26 DoggiePalooza

Justin Trails Resort608-269-4522
www.justintrails.com

31-Aug 1 Prairie Dog Blues Festival

Prairie Du Chien, WI
<http://www.prairiedogblues.com/>

25-26 AAUW Art Fair on the Green

<http://lacrosse-wi.aauw.net/art-fair>

August 2015

1 Rock'n the Docks

Huck Finn's
www.laxymca.org/events/rockn-docks/

3-6 Coach Z Basketball Camp

La Crosse Center608-526-4170
<http://www.coachzhoopcamp.net>

6-8 Country on the River Music Fest

Prairie du Chien, WI 1-800-864-1771
www.countryontheriver.com

8 8th Annual Ride for Sight

lacrosselions.org

7-9 Irishfest

Southside Fest Grounds
<http://www.irishfestlacrosse.org/>

8-9 Deke Slayton Airfest

La Crosse Regional Airport
<http://www.airfest.com>

9 Archery Shoot

Justin Trails Resort608-269-4522
www.justintrails.com



Food ! Music! Entertainment! Family Fun!



One of the most celebrated and recognized German heritage festivals in the Midwest!

Oktoberfestusa.com

Join us for our 55th Year! - October 1-4, 2015



11-Dec 11 Riverscapes: Paintings by James D. Butler

Minnesota Marine
Art Museum 1-866-940-6626
<http://www.mmam.org/>

14-16 Kornfest

<http://www.holmenkornfest.com/>

14-Oct 9 Water's Edge: Open to Interpretation

Minnesota Marine
Art Museum 1-866-940-6626
<http://www.mmam.org/>

15 YMCA Kids Marathon

La Crosse, WI
www.laxymca.org/kidsmarathon

22 Norskedalen' Uff Da Open Memorial Golf Outing

Norskedalen Nature
& Heritage Center 608-452-3424
<http://www.norskedalen.org>

26-September 26 Objects and Ideas: Sarah Frydenlund

Pump House Regional
Arts Center 608-785-1434
<http://www.thepumphouse.org/>

26-September 26 Feeling my Whereabouts: Joan Nee

Pump House Regional
Arts Center 608-785-1434
<http://www.thepumphouse.org/>

26-September 26 Horizontal Space: Beki Borman

Pump House Regional
Arts Center 608-785-1434
<http://www.thepumphouse.org/>

28-30 Sesame Street Live!

La Crosse Center 608-789-7400
<http://sesamestreetlive.com>

28-30 Great River Folk Festival

Riverside Park 608-386-2766
<http://www.greatriverfolkfest.org/>

September 2015**1-Oct 25 Norskedalen's Corn Maze**

Norskedalen Nature
& Heritage Center 608-452-3424
<http://www.norskedalen.org>

4-7 La Crosse Area Bicycle Festival

Cameron Park 608-782-2250
<http://www.bicycletlacrosse.com/>

5 Community Wide Rummage Sale

La Crescent, MN 507-895-2800
www.lacrescentmn.com

6 Norskedalen's Twilight Tour

Norskedalen Nature
& Heritage Center 608-452-3424
<http://www.norskedalen.org>

11 Elvis Explosion

La Crosse Center 608-785-7464
<http://www.ronnycraig.com>

11-12 La Crosse Storytelling Festival

La Crosse, WI
<http://www.lacrossestoryfest.com/>

11-13 Annual Villa Louis Carriage Classic

Prairie du Chien, WI 608-326-2721
www.carriageclassic.com

12 Steppin' Out in Pink

<http://www.steppinoutinpink.org>

12-13 FLW Walmart Bass Fishing League – Great Lakes Super Tournament

Veterans Freedom Park 270-252-1589
<http://www.flwoutdoors.com/>

13 10th Annual Justin Trails Open Disc Golf Tournament

Justin Trails Resort 608-269-4522
www.justintrails.com

17-20 67th Annual Apple Fest

La Crescent, MN 507-895-2800
www.applefestusa.com

18-19 Cannons at the Fort

Prairie du Chien, WI 608-326-6960

20 Country Music Association Dance

Justin Trails Resort 608-269-4522
www.justintrails.com

25-27 Warrens Cranberry Festival

Warrens, WI 608-378-4200
<http://www.cranfest.com>

October 2015**1-4 Oktoberfest**

Southside Fest Grounds 608-784-3378
<http://oktoberfestusa.com/>

3 Dinner at the Depot

La Crescent, MN 507-895-2800
www.lacrescentmn.com

3 YMCA Maple Leaf Walk Run

Riverside Park 608-784-3378
www.laxymca.org/mapleleaf

3-4 Shihata's Orchard Fest

Prairie du Chien, WI 608-326-2785

7-11 Wisconsin Sweatshirt Sale

La Crosse Center 920-231-8688
www.lacrossecenter.com

8-11 46th Annual Oktoberfest Race Weekend

La Crosse Fairgrounds
Speedway 608-786-1525
<http://lacrossespeedway.com/>

10 Historic Downtown Day

Downtown Main Street, Inc 608-784-0440
<http://www.lacrossedowntown.com/>

10-11 Norskedalen's Civil War Immersion

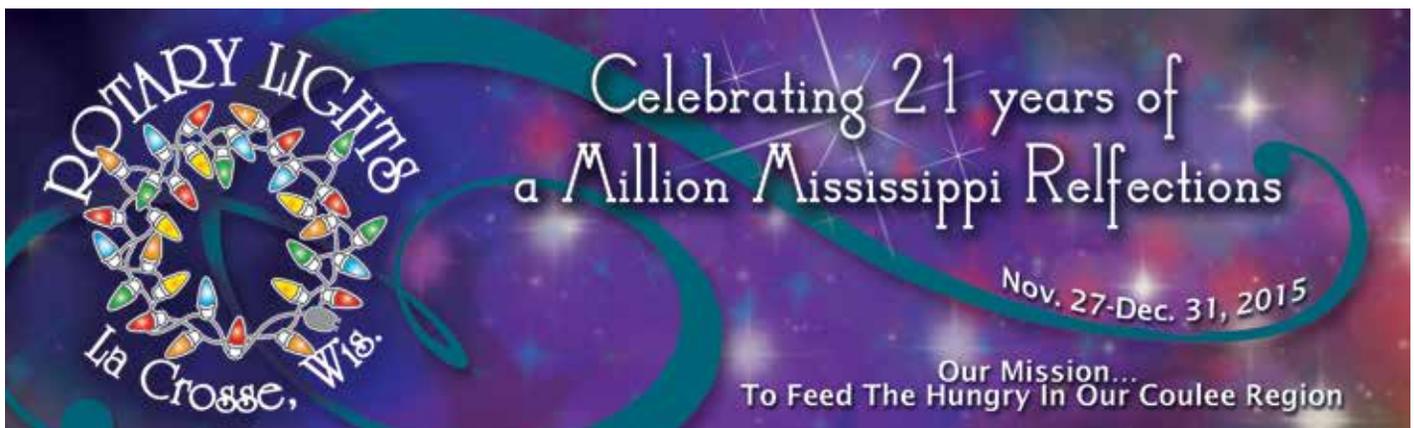
Norskedalen Nature
& Heritage Center 608-452-3424
<http://www.norskedalen.org>

11 Tour of Upper Living

Downtown Main Street, Inc 608-784-0440
<http://www.lacrossedowntown.com/>

16-Jan 3 Surfacing: Samantha French

Minnesota Marine
Art Museum 1-866-940-6626
<http://www.mmam.org>



22 YMCA Sugar Glow Away

Myrick Park
www.laxymca.org/sga

22 Norskedalen's Pumpkin Walk

Norskedalen Nature
& Heritage Center.....608-452-3424
http://www.norskedalen.org

22-24 Norskedalen's Ghoulees in the Coulees

Norskedalen Nature
& Heritage Center.....608-452-3424
http://www.norskedalen.org

23-Jan 10 Surfacing: Rhea Pappas

Minnesota Marine
Art Museum 1-866-940-6626
http://www.mmam.org

24 Downtown Trick-or-Treating

Downtown Main Street, Inc608-784-0440
http://www.lacrossedowntown.com/

29 Chamber Business Expo

La Crosse Center.....608-784-4880
http://www.lacrossechamber.com

30-Nov 1 Assembly of God Conference

La Crosse Center.....608-789-7400
http://www.lacrossecenter.com

November 2015

6-7 Bull Riding, Bull Fighting Spectacular

La Crosse Center608-789-7400
www.lacrossecenter.com

13 Holiday Open House

Downtown Main Street, Inc608-784-0440
http://www.lacrossedowntown.com/

19 Downtown Shopping Weekend

Downtown Main Street, Inc608-784-0440
http://www.lacrossedowntown.com/

19-22 Holiday Fair

La Crosse Center608-789-7400
www.lacrossecenter.com

26 La Crosse Community Thanksgiving Dinner

http://www.lacrossethanksgivingdinner.com/

26 Festival Foods Turkey Trot

http://www.festivalfoodsturkeytrot.com

26-Dec 31 Rotary Lights

Riverside Park http://www.rotarylights.org/

27 Disney Playhouse

La Crosse Center608-789-7400
www.lacrossecenter.com

28 Dancing with the La Crosse Stars

La Crosse Center608-787-8510
http://www.redcross.org/wi/la-crosse

28 Small Business Saturday

Downtown Main Street, Inc608-784-0440
http://www.lacrossedowntown.com/

December 2015

5 YMCA Jingle Bell Walk Run

YMCA-North608-782-9622
www.laxymca.org/wwrs

5 YMCA Rudolph's Dash for Kids

YMCA-North608-782-9622
www.laxymca.org/dash

5-6 Norskedalen's Old Fashioned Christmas

Norskedalen Nature
& Heritage Center608-452-3424
http://www.norskedalen.org

11 La Crescent Winter Parade

La Crescent, MN.....507-895-2800
www.lacrescentmn.com

20 University of Wisconsin-La Crosse Graduation

La Crosse Center608-785-8000
www.uwlax.edu

28-29 Bi-State Wrestling Tournament

La Crosse Center608-789-7400
http://www.bistate-classic.com

31 Skyrockers New Year's Eve Fireworks Display

Grandad Bluff La Crosse, WI
http://skyrockers.org/



BUSINESS SERVICES

Advanced Business Systems

2003 George Street608-781-5440
La Crosse, WI

Aramark Uniform Services, Inc.

1920 Oak Street608-781-2700
La Crosse, WI
aramarkuniform.com

Arcade Pumping Services, LLC

P.O. Box 19 888-525-7229
Ettrick, WI
septicpumpingwi.com

Associated Bank

605 State Street608-793-3800
La Crosse, WI
associatedbank.com

AVS Group

3120 South Avenue608-787-1010
La Crosse, WI
avsgroup.com

Band Box Cleaners and Laundry, Inc.

1207-23 Superior Ave608-372-5642
Tomah, WI
bandboxclean.com

Best Kept Portables LLC

W3085 State Rd 16608-317-4232
West Salem, WI

Bluff Country Brine LLC

1711 Miller Street608-782-3585
La Crosse, WI
bluffcountrybrine.com

Carrier-Eddy Insurance Group, LLC.

1228 Caledonia Street608-784-6879
La Crosse, WI
carrierinsurance.net

Cary Specialized Services

1240 Clinton Street608-519-3335
La Crosse, WI
caryspec.com

CenturyLink

P.O. Box 820608-796-7480
La Crosse, WI
centurylink.com

Citizens State Bank

620 Main Street, P.O. Box 219 ...608-785-2265
La Crosse, WI
citizensstatebank.us

Clason Pontiac Buick GMC, Inc.

3232 Mormon Coulee Road608-788-7246
La Crosse, WI
clasonpontiac.com

Commercial AV Systems, LLC.

1019 2nd Ave608-781-2210
Onalaska, WI
commav.com

Community Credit Union

311 Main Street608-779-2400
La Crosse, WI
communitycu.com

Computer Sign Engraving

3314 Robinsdale Avenue608-788-3547
La Crosse, WI

Coulee Bank

1516 Losey Blvd S608-784-9550
La Crosse, WI
couleestatebank.com

Coulee Region RSVP

2920 East Avenue S, Suite 104 ..608-785-0500
La Crosse, WI
rsvplax.org

Crescent Printing

1001 Commercial Court608-781-1050
Onalaska, WI
cpcprints.com

Culligan Water Conditioning of La Crosse

2956 Airport Road608-781-2500
La Crosse, WI
culliganlacrosse.com

Curtis Printing

615 St. Cloud Street608-784-2684
La Crosse, WI
curtisprintingco.com

Dairyland Power Cooperative

1131 Main Street608-787-1247
La Crosse, WI
dairynet.com

Davy Engineering

P.O. Box 1446608-782-3130
La Crosse, WI
davyinc.com

Designz, Inc.

1100 Kane Street608-782-6701
La Crosse, WI
designzonline.org

Details Group Tour & Event Planning

1611 Holley Street608-797-6805
Holmen, WI
detailstourandeventplanning.com

Don's Towing & Repair, Inc.

816 Monitor Street608-784-5872
La Crosse, WI
donstowingandrepair.com

Edwards Investments

901 Rose St608-785-1770
La Crosse, WI
edwardsministorage.com

Fairway Outdoor Advertising

325 N. 3rd St.608-784-8200
La Crosse, WI
fairwayoutdoor.com

Fifth Avenue Awards, Inc.

601 5th Ave. S608-782-3410
La Crosse, WI
fifthavenueawards.com

Gerrard-Hoeschler Realtors

600 - 3rd St. No., Ste 200608-782-2300
La Crosse, WI
ghrealtors.com

Hawkins, Ash CPAs

P.O. Box 1508608-793-3145
La Crosse, WI
hawkinsashcpas.com

Houck Transit Advertising

4610 Milton Street N800-777-7290
St. Paul, MN
houckads.com

Identity Works, Inc.

920 Industrial Drive,
P.O. Box 170608-786-3700
West Salem, WI
productsthatpromote.com

InTech

163 East Second Street507-452-2658
Winona, MN
intechims.com

JFK Associates

1717 Sunset Drive608-787-5771
La Crosse, WI
jfkassociates.com

JKHerman Design

1323 Adams Street608-784-7450
La Crosse, WI
jkherman.com

Johns, Flaherty & Collins

205 5th Ave S, Suite 600608-784-5678
La Crosse, WI
johnsflaherty.com

Johnson Litho Graphics

2219 Galloway Street715-832-3211
Eau Claire, WI
johnsonlitho.com

La Crosse Beverage, LLC.

2539 Commerce St608-781-2400
La Crosse, WI
lacrossebeverage.com

La Crosse Graphics

3025 East Ave. South608-788-2500
La Crosse, WI
lacrossegraphics.com

La Crosse Radio Group

1407 2nd Avenue N608-782-8335
Onalaska, WI
lacrosseradiogroup.net

La Crosse Sign

2450 Oak Forest Drive608-781-1450
Onalaska, WI
lacrossesign.com

La Crosse Tribune

401 North 3rd Street608-782-9710
La Crosse, WI
lacrossetribune.com

La Crosse Visitor Magazine

P.O. Box 97608-784-3999
La Crosse, WI
lacrossevisitor.com

Logistics Health, Inc.
328 Front Street South.....608-782-0404
La Crosse, WI
logisticshealth.com

Main Street Law Office, LLC.
504 Main St, Suite 200.....608-784-1355
La Crosse, WI
mainstreettitles.com

Marine Credit Union
P.O. Box 309.....608-784-7329
Onalaska, WI
marinecu.com

Merchants Bank
3140 Market Place.....608-779-8200
Onalaska, WI
merchantsbank.com

Midwest Coca Cola of La Crosse
1630 Miller St.....608-784-3139
La Crosse, WI

Midwest Family Broadcasting
201 State Street.....608-782-1230
La Crosse, WI
midwestfamilybroadcasting.com

Mississippi Valley Conservancy
P.O. Box 2611.....608-784-3606
La Crosse, WI
mississippivalleyconservancy.org

Noelke Distributors, Inc.
425 Nelson Place.....608-785-0984
La Crosse, WI

Pepsi Cola Bottling Co. of La Crosse
1900 West Avenue.....608-785-0450
La Crosse, WI
lacrosse.gillettepepsicola.com

Plesha Photo Arts
929 King Street.....608-782-1150
La Crosse, WI

Poellinger, Inc.
415 Nelson Place.....608-785-1234
La Crosse, WI
poellinger.com

Pogy's Catering
1232 Avon Street.....608-784-2386
La Crosse, WI
pogyscatering.com

Preferred Distributors
2455 Commercial Drive.....608-781-4070
Sparta, WI

Premier Catering
705 Rose Street.....608-782-0886
La Crosse, WI
premiercatering.org

Quality Resource Group
2845 Midwest Dr, Suite 103.....608-779-9990
Onalaska, WI
quality-resource.com

Reinhart Companies
201 Main Street, Suite 800.....608-782-4999
La Crosse, WI
rfsdelivers.com

River Bank
4401 Mormon Coulee Rd.....608-788-6300
La Crosse, WI
riverbank.biz

Ron Hammes Refrigeration, Inc.
2424 South Avenue.....608-788-3110
La Crosse, WI
ronhammes.com

S & S Distributing
2000 Riley Rd, P.O. Box 281.....608-269-5071
Sparta, WI

**SagePoint Financial
River Insurance Services, Inc.**
3626 East Avenue South
Suite 2C.....608-788-2200
La Crosse, WI
sagepointadvisor.com

Schomburg Refrigeration, Inc.
316 Second Ave South.....608-781-6614
Onalaska, WI
srci.biz

Serves You Right, LLC.
1100 Kane Street.....608-782-8050
La Crosse, WI
servescatering.com

Sir Speedy Printing
146 Rose Street.....608-783-6440
La Crosse, WI
sirspeedy.com/lacrosse

Sleeping Giant Studios, LLC.
738 7th Street North.....608-788-9977
La Crosse, WI
sleepinggiantstudios.com

Sniffit.....608-797-2587
sniffitdeals.com

State Bank Financial
P.O. Box 159.....608-784-4600
La Crosse, WI
statebankfinancial.com

Supreme Graphics
625 Dettloff Drive.....608-323-3366
Arcadia, WI
supremeworks.com

Terry Tobin Graphic Design Studio
320 Meadowview Lane.....608-269-1682
Sparta, WI

The Big Event Company
W3416 Pleasant Valley Rd.....608-786-4017
West Salem, WI
thebigcompany.com

The UPS Store
317 4th Street South.....608-782-6966
La Crosse, WI
theupsstore.com

Tom's Tent Rentals, Inc.
P.O. Box 1291.....608-788-6607
La Crosse, WI

Trane Company
3600 Pammel Creek Road.....608-787-2000
La Crosse, WI
trane.com

Travel Leaders
2404 State Rd.....608-784-9820
La Crosse, WI
travelleadersgo.com

Tri State Business Machines
3310 HWY 157
P.O. Box 1807.....608-781-2100
La Crosse, WI
tsbm.com

Trim Design La Crosse
324 3rd Street South.....608-782-7233
La Crosse, WI
trimdesignlacrosse.com

US Bank La Crosse
201 Main Street, Suite 100.....608-791-7201
La Crosse, WI
usbank.com

W.E.C. Inc. Image World
3716 Mormon Coulee Rd.....608-788-8585
La Crosse, WI
imageworldlacrosse.com

WalzCraft
2600 Hemstock St.....608-781-6355
La Crosse, WI
walzcraft.com

Welcome Celebrations Newcomer Greetings
2116 Grandview Boulevard.....608-519-1893
Onalaska, WI
welcomecelebrations.info

Wells Fargo Bank
305 5th Avenue South.....608-784-7000
La Crosse, WI
wellsfargo.com

Westland Insurance
1844 E Main Street.....608-784-2775
Onalaska, WI
westlandinsurance.com

Wisconsin Insurance Center
1062 Oak Forest Drive,.....608-781-6733
Suite 300
Onalaska, WI

Xcel Energy
3215 Commerce St.....608-789-3673
La Crosse, WI
xcelenergy.com

CHURCHES

Cathedral of St. Joseph the Workman

530 Main Street.....608-782-0322
La Crosse, WI
cathedralsjworkman.org

Living Waters Bible Camp

E8932 Reo Ave608-634-4373
Westby, WI
lwbc.org

CONVENTION SERVICES

Hendrickson Leadership Group, Inc.

N1601 Lost Ridge Rd800-557-2889
La Crosse, WI
pattyhendrickson.com

JD Lake Communications, LLC

2225 Coulee Drive.....608-792-3419
La Crosse, WI
jdlake.com

National Association for the Humor Impaired

3356 Bayside Court Ste 201608-784-1821
La Crosse, WI
drhumor.com

Richard Kyte

1900 Main Street.....608-796-3704
La Crosse, WI
richardkyte.net

Roger Fish

457 Campfire Drive608-786-2873
West Salem, WI

Synergy Leadership Group

201 Main Street, Suite 902 608-785-1520
La Crosse, WI
synergyleadershipgroup.com

MEDICAL SERVICES

Allergy Associates of La Crosse, LTD.

2727 Midwest Drive608-782-2027
Onalaska, WI
lacrosseallergy.com

Gundersen Health System

1900 South Avenue.....608-775-5476
La Crosse, WI
gundersenhealth.org

Mayo Clinic Health System

700 West Ave. South.....608-785-0940
La Crosse, WI
mayoclinichealthsystem.org

River City Chiropractic

205 Green Street, Suite 102.....608-406-2488
Onalaska, WI
rrchiropractors.com

MEDIA

News Channel 8 WKBT TV

141 South 6th Street.....608-782-4678
La Crosse, WI
wkbt.com

WXOW TV 19

3705 CTH 25507-895-1919
La Crescent, MN
wxow.com

ORGANIZATIONS

Downtown Mainstreet, Inc.

500 Main Street.....608-784-0440
La Crosse, WI
lacrossedowntown.com

Friends of McGilvray Road, Inc.

P.O. Box 2976
La Crosse, WI
7bridgesrd.org

Galesville Area Chamber of Commerce

PO Box 196608-582-2868
Galesville, WI
galesvillewi.com

La Crescent Chamber of Commerce

P.O. Box 132, 109 S Walnut St ...507-895-2800
La Crescent, MN
lacrescent.com

La Crosse Area Chamber of Commerce

601 7th Street N608-784-4880
La Crosse, WI
lacrossechamber.com

La Crosse Area Day at Miller Park

410 Veterans Memorial Drive.....608-782-2366
La Crosse, WI
lacrosseareaday.com

La Crosse Area Development (LADCO)

712 Main Street.....608-784-5488
La Crosse, WI
ladcoweb.org

La Crosse Community Foundation

401 Main Street, Ste 205608-782-3223
La Crosse, WI
laxcommfoundation.com

A regional philanthropic leader, assisting donors and their families in supporting area charitable efforts that make La Crosse the great region it is. Foundation grants, from endowment earnings, support local environmental, educational, social, cultural and economic not-for-profit organizations. Recent grants have been issued to the Mississippi Valley Conservancy, The Pump House, City Parks, WisCorps, Dive & Rescue Unit and Habitat for Humanity. The Foundation meets all community foundations standards set by the Council on Foundations.

La Crosse County & City Tavern League

1400 Caledonia Street800-445-9221
La Crosse, WI
lctl.org

La Crosse County Historical Society

P.O. Box 1272.....608-782-1980
La Crosse, WI
lchshistory.org

La Crosse Hmong Mutual Assistance Association

1815 Ward Avenue.....608-781-5744
La Crosse, WI
hmoobagency.org

New Glarus Chamber

P.O. Box 713608-527-2095
New Glarus, MN
swisstown.com

North La Crosse Business Association

P.O. Box 402.....608-792-6877
La Crosse, WI
northlacrosse.org

Onalaska Tourism Commission

255 Riders Club Road608-781-9570
Onalaska, WI
discoveronalaska.com

Outdoor Recreation Alliance

119 N 19th Street.....608-782-7368
La Crosse, WI
naturesplacetoplay.com

Prairie du Chien Chamber of Commerce

211 S Main, P.O. Box 326608-326-8555
Prairie Du Chien, WI
prairieduchien.org

Town of Campbell

2219 Bainbridge Street.....608-783-0050
La Crosse, WI
frenchislandwi.com

Trempealeau Chamber

P.O. Box 242.....608-534-6780
Trempealeau, WI
trempealeau.net

Westby Chamber

P.O. Box 94608-634-4011
Westby, WI
westbywi.com

WI Restaurant Association

La Crosse Area Chapter
2526 Rose Street.....608-781-3464
La Crosse, WI

RELOCATION

God's Country. Two words are all it takes to describe the La Crosse area. The bluffs hold the city in their hands, while the Mississippi, Black and La Crosse rivers provide nourishment and growth to the community.

You could travel the world over, and be hard pressed to find a community as beautiful as La Crosse. Being able to experience all four seasons in this natural grandeur is enough in itself. Add the "small town" feel to the advance in technology, healthcare and education and our cup overflows with opportunity.

La Crosse is home to two nationally renowned healthcare systems, Mayo Clinic Health System-Franciscan Healthcare employs approximately 3,000 people, and Gundersen Health System (the largest employer in the area) with approximately 5,000 employees. In addition, the La Crosse Medical Health Science Consortium is located here. The consortium acts as an education and training facility for students as well as allied health professionals. The consortium also provides research opportunities and assists in the technological advances in the area.

Population:

Wisconsin (2013)	5,742,713
La Crosse County (2013)	116,713
La Crosse City (2013)	51,522

Realtors/Rental:

Apartment ConNeXTion.com	608-785-7368
Gerrard-Hoeschler Realtors	608-782-2300

Electric:

Xcel Energy	800-895-4999
Dairyland Power	608-788-4000
Riverland Energy Cooperative	800-411-9115

Natural Gas:

Xcel Energy	800-895-4999
Midwest Natural Gas	608-781-1011

Water & Sewer:

City of La Crosse	608-789-7536
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Telephone/Cable:

CenturyLink	608-796-5000
Charter Communications	888-438-2427

Transportation:

Located on French Island (Town of Campbell), the La Crosse Municipal Airport services air traffic passengers in the greater La Crosse area. Delta and American Airlines have daily flights out of the airport. Both of these carriers provide direct flights to and from Minneapolis, Chicago and Milwaukee. When booking your flight, enter LSE as the airport identifier code. With a short walk to the parking lot and a friendly, hometown staff, you will enjoy your flight in and out of La Crosse.

Airlines:

Delta, delta.com	800-225-2525
American Airlines, aa.com	800-433-7300
Private air service	
Colgan Air Service	608-783-8359

Car rental service available at airport:

Alamo	608-781-5624
Avis	608-781-7700
Hertz	608-781-7550
National	608-781-5678

Train:

Amtrak's Empire Builder is located at 601 St. Andrew St. in La Crosse and makes two daily stops with links to the Twin Cities, Milwaukee and Chicago, amtrak.com 1-800-872-7245

Interstate Highway 90 runs east/west right through the area with four exits to La Crosse.

- Exit 2 – Airport, Town of Campbell
- Exit 3 – Hwy. 35 & 53S – Old Towne North and Historic Downtown La Crosse
- Exit 4 – Hwy 157 & 53N
- Exit 5 – Hwy 16

Newspapers:

La Crosse Tribune

Radio:

FM Stations:

WLSU 88.9
WHLA 90.3
WIZM 93.3
KHTW 94.7
WQRV 95.7
WCOW 97.1
KQYB 98.3
WKBH 100.1
KQEG 102.7
WLXR 104.9
WFBZ 105.5
WQCC 106.3

AM Stations:

WKTY 580
WKLJ 1290
WIZM 1410
WLFN 1490
WKBH 1570

Television:

WXOW - (ABC)
WKBT - (CBS)
WEAU - (NBC)
WLAX - (FOX)
KQEG - (UPN)

La Crosse Area Catholic Masses Weekend Schedule

North La Crosse/Onalaska/West Salem/Holmen

1. **St. Elizabeth Ann Seton, Holmen**
515 N. Main Street
Saturday, 5:00 pm Sunday, 8:00 & 10:15 am

2. **St. James the Less, La Crosse**
Windsor and Caledonia Street
Saturday, 4:30 pm Sunday, 7:30 & 10:00 am

3. **St. Leo the Great, West Salem**
210 West Hamlin Street
Saturday, 5:00 pm (May-October);
7:30 pm (November-April)
Sunday, 7:30 & 11:00 am

4. **St. Patrick, Onalaska**
1031 Main Street
Saturday, 5:15 pm Sunday, 7:00, 8:45 & 10:30

Downtown/South La Crosse

5. **Blessed Sacrament**
Losey Boulevard and King Street, La Crosse
Saturday, 4:30 pm Sunday, 8:00 & 10:00 am

6. **Cathedral of St. Joseph the Workman**
Sixth and Main Street, La Crosse
Saturday, 5:10 pm Sunday, 7:00, 8:30 & 10:30 am;
5:10 pm

7. **Holy Trinity**
1333 South Thirteenth Street, La Crosse
Saturday, 5:30 pm Sunday, 7:30, 9:00 & 10:30 am

8. **Mary Mother of the Church at St. Thomas More**
Weston and 21st Street, La Crosse
Saturday, 4:00 pm Sunday, 8:00 & 10:00 am

9. **Roncagli Newman Center**
1732 State Street, La Crosse
Saturday, 5:00 pm Sunday, 9:00 & 11:15 am; &
7:00 pm (During the School Year)

10. **San Damiano Chapel**
Tenth Street and Franciscan Way
Sunday, 6:00 pm

11. **St. Francis Hospital Chapel**
700 West Avenue South, La Crosse
Sunday, 3:15 pm

Outside La Crosse

12. **St. Joseph, St. Joseph Ridge**
W2601 STH 33
Saturday, 6:00 pm Sunday, 10:00 am

13. **St. Peter, Middle Ridge**
W697 STH 33
Saturday 8:00 pm Sunday, 11:30 am

14. **St. Mary, Bangor**
303 Sixteenth Avenue South
Saturday, 7:30 pm (May-October);
5:00 pm (November-April)
Sunday, 9:00 am

15. **St. Mary, Coon Valley**
900 Central Avenue
Saturday, 4:00 pm Sunday, 8:00 am

16. **St. Charles Borromeo, Genoa**
100 Walnut Street
Saturday, 4:00 pm Sunday, 10:00 am

17. **Shrine of Our Lady of Guadalupe**
5250 Justin Road Sundays, 1:00 pm
9:30 am Latin Mass 11:00 am Spanish Mass

Put your campaign in motion today!

Stop going unnoticed...put your advertising campaign in motion with La Crosse MTU and Houck Transit Advertising. MTU buses saturate downtown La Crosse, all of the main traffic arteries as well as residential and commercial districts multiple times each day. Advertising on the buses gives you the best opportunity to increase awareness of your product or service and increase your customer base!



For more information call or email Amy at: 608.212.3496
amy.newton@houckads.com • houckads.com

Participate for a chance to win a weekend getaway in La Crosse, Wisconsin.
Prizes are drawn quarterly with a Grand Prize drawing at the end of the year.

1. For your travel plans, what sources do you use?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Local Visitor Center | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Convention & Visitors Bureau | <input type="checkbox"/> Travel Guide |
| <input type="checkbox"/> Chamber of Commerce | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Friends/Relatives | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Television |
| <input type="checkbox"/> 1-800 number | <input type="checkbox"/> AAA |
| <input type="checkbox"/> Magazine | |
| <input type="checkbox"/> Other _____ | |

2. Did you visit La Crosse?

- Yes, if yes, what month? _____
 No

3. If no, Why not?

- | | |
|---|--|
| <input type="checkbox"/> Not enough time | <input type="checkbox"/> Illness |
| <input type="checkbox"/> Will visit in future | <input type="checkbox"/> Lack of funds |
| <input type="checkbox"/> Poor weather | <input type="checkbox"/> Visited elsewhere |
| <input type="checkbox"/> Other _____ | |

4. What was your primary reason for your visit? (check one)

- | | |
|--|--|
| <input type="checkbox"/> Sightseeing | <input type="checkbox"/> Biking/Hiking |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Kayak/Canoe |
| <input type="checkbox"/> Meeting/Convention | <input type="checkbox"/> Visiting family/friends |
| <input type="checkbox"/> Attending events, please list _____ | |
| <input type="checkbox"/> Visit college | <input type="checkbox"/> UW-L |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Viterbo |
| | <input type="checkbox"/> WTC |

5. How many people were in your travel party? # _____

6. What type of party did you come with?

- | | |
|---|---|
| <input type="checkbox"/> Single | <input type="checkbox"/> Family- 12 or older |
| <input type="checkbox"/> Couple | <input type="checkbox"/> Small group-10 and under |
| <input type="checkbox"/> Couple 55+ | <input type="checkbox"/> Large group-11 or more |
| <input type="checkbox"/> Family-kids under 12 | |

7. Age Category:

- | | |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 36-45 |
| <input type="checkbox"/> 18-25 | <input type="checkbox"/> 46-55 |
| <input type="checkbox"/> 26-35 | <input type="checkbox"/> 55-64 |
| | <input type="checkbox"/> 65+ |

8. Male Female

9. Household Income

- | | |
|--|---|
| <input type="checkbox"/> < \$15,000 | <input type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$15,000-\$25,000 | <input type="checkbox"/> \$100,000-\$199,000 |
| <input type="checkbox"/> \$25,000-\$35,000 | <input type="checkbox"/> \$200,000+ |
| <input type="checkbox"/> \$50,000-\$75,000 | <input type="checkbox"/> Prefer not to answer |

10. Did you stay overnight?

- Yes, How many nights? _____
 No

11. What nights did you stay? (check all that apply)

- Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

12. How many miles is La Crosse from your home?

- 1-49
 50-99
 100-200
 200-300
 300-400
 Over 400

13. Will you visit La Crosse again?

- Yes
 No If no, why? _____

14. How can La Crosse make your next visit more enjoyable?

15. What is the likelihood of you recommending La Crosse to a friend/family member?

- Absolutely
 Very Likely
 Maybe
 Probably Not
 No Way

Please share your Email address & Zip code for your chance to be entered into our quarterly & annual giveaway.

Email Address: _____

Zip Code: _____

Return completed survey to: Explore La Crosse, 410 Veterans Memorial Drive, La Crosse, WI 54601 Or complete this survey online at explorelacrosse.com/survey

MEET ON THE MISSISSIPPI



Voted "Most helpful CVB in Wisconsin", by Midwest meeting planners in Wisconsin Meetings Resource Guide.

- 100,000 square foot Convention Center on the Mississippi and located in the center of historic Downtown La Crosse
- Premier hotels and motels with 2,000 plus rooms
- Spacious, convenient and affordable meeting spaces
- Historic setting
- Attractive winter rates
- Spouse/guest programs
- Golf courses
- Hiking and biking trails
- Great venue for reunions, car and motorcycle clubs

800-658-9424

Convention Services

The Convention Services Department is committed to making your job easier and your conference a success by providing full-service planning assistance. Registration, visitor information, referral services, development and planning as well as media and promotion are some of the services we provide. Passkey® powered by GroupMax® is available to planners with a website customized to your event, offering online hotel reservations for your guests in your contracted block as well as mobile web booking, live event tracking with event dashboards and reports. Our Speaker's Bureau includes La Crosse based speakers who appear at events nationally and internationally. Our services are free to groups that utilize a minimum of 50 sleeping rooms on a given night.

Sports

With multiple state-of-the-art sport complexes, any tournament can make its home here. The University of Wisconsin-La Crosse, Viterbo University, Western Technical College, and the La Crosse Center provide multi-sport complexes and an abundance of collegiate playing fields with a variety of surfaces. Annually, La Crosse hosts a multitude of regional and national events; some of which include fishing, baseball, softball, and wrestling tournaments, as well as the WIAA State Track and Field Championships.



explore
LA CROSSE

explore LA CROSSE

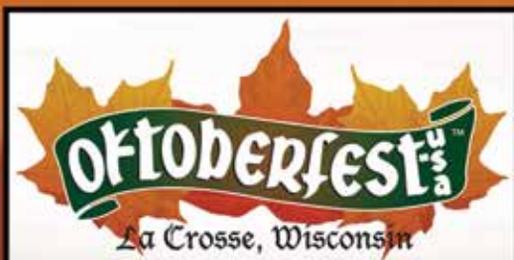
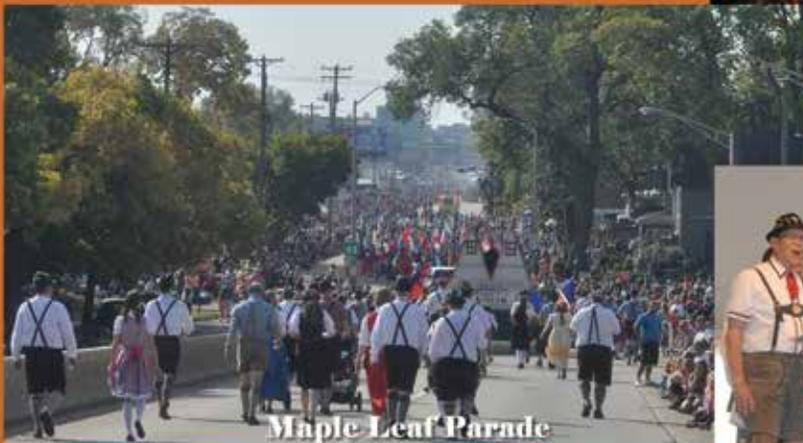
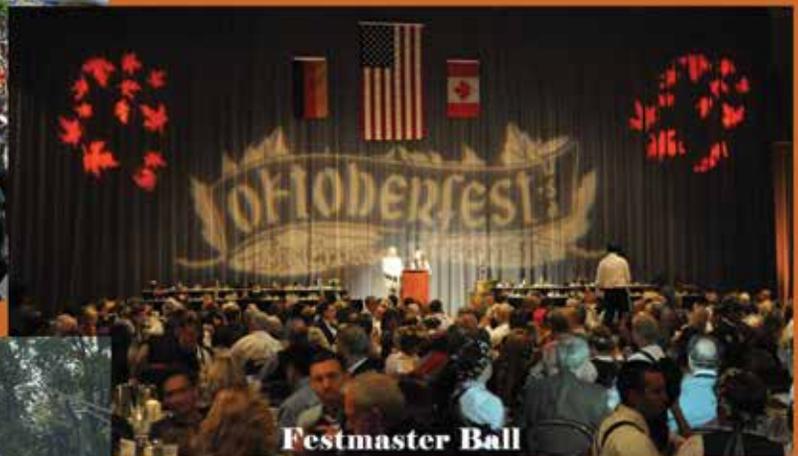
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Oktoberfestusa.com
See You in La Crosse! October 1-4, 2015