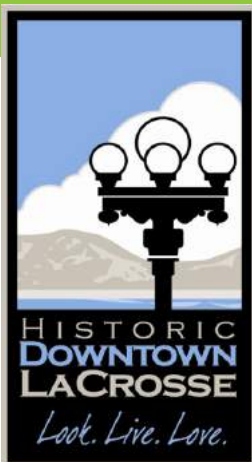




Great City. Growing Greater!

Downtown La Crosse



Downtown La Crosse has transformed throughout history and continues to do so by renovating and growing our city center. The blueprint of our great city has never remained exactly the same, it has reinvented itself with each new era. Come Downtown and watch us grow, as we honor our past, build in the present and plan for the future. We are growing greater everyday and creating a community with even more opportunities to shop, eat, live, work and play! Come grow with us!

Amazing transformations will be taking place in downtown La Crosse and we are inviting you to grow with us! Downtown Mainstreet, The City of La Crosse, The County of La Crosse and many downtown businesses and stakeholders have put together this informative packet for you that's designed to share the details of the upcoming developments and construction. We hope that it helps make the upcoming transitions smoother and more comfortable. Enclosed in this envelope is information to help prepare you and your business during this transition and growth.

- A resource guide packed with answers to your downtown construction questions, tips for keeping employees, customers and tenants informed, a checklist for your business and construction contact information.
- Handouts with maps, parking and project information for your employees and customers.
- Links to logos, imagery, marketing materials, and more for your business's use.

We hope that you will find this packet useful as we look forward to the continued improvement of the downtown we all love! Together we are building a great city that is growing greater each day! Come grow with us!



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Downtown La Crosse

Development Projects

Lot "C" Development

\$68 million project
Housing, office and retail space
94 housing units
500 new jobs
Start construction May 2015
Completed Phase One December 2015
Phase Two Completed 2017

The Charmant Hotel

\$27.5 million project
115 new jobs
67 rooms
Start construction October 2014
Completed August 2015

The Hampton Inn

\$10 million project
30 new jobs
126 rooms
Start construction October 2014
Completed October 2015

The Fairfield Inn

\$12 million project
30 new jobs
92 rooms
Start construction June 2015
Completed April 2016

Hilton Home2 Suites

\$7 million project
30 new jobs
107 extended stay suites
Start demo October 2015
Start construction May 2016

The Court Above Main

\$1 million new event venue
10 new employees
Start construction January 2015
Completed June 2015

The Old Crow

\$750,000 restaurant remodel
50 new employees
Start construction December 2014
Completed April 2015

Grounded

Restaurant expansion
30 new employees
Start construction June 2015

More projects to come!

Western Technical Expansion Coleman Center

\$27 million project
Project Spring 2014 – Spring 2016

Kumm Center

\$10 million renovation
Project May 2016 – December 2016

Integrated Technology Center

\$30 million Project
Project June 2015 – December 2015

Horticultural Education Center

\$3.5 million project
Project October 2014 – September 2015

Public Improvement Projects

Second Street Reconstruction

\$970,000 public improvement project
Project June 2015- August 2015

Downtown Streetscaping

\$1.2 million project, maintenance and improvements
Project June 2015 - October 2015

New County Administration Building

\$8.4 million project
September 2015 – January 2017

County Health and Human Services

\$8 million project
September 2015 – January 2017

Law Enforcement Center Build-out

\$500,000 project
September 2015 – January 2017

Student Housing Project

\$10 million project
206 student housing units

Impact

\$200 million in downtown investment
\$20 million in retail demand
400 new hotel rooms
800 new employees
246 new housing units
3000 construction workers

*subject to changes

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Questions!

This resource guide is where you will find answers to your construction questions, tips for keeping customers and employees informed, a checklist for your business and construction contact information. We encourage you to share the information you find in here with your employees, tenants and customers so that they can participate in the excitement.

What's going on?

Amazing transformations will be taking place this year in downtown La Crosse and we are inviting you to grow with us! There are many development projects will be begin that will bring hotels, office space and new residential housing into downtown La Crosse. Public improvement projects will include streetscaping throughout downtown and storm and sewer improvements along Second Street from La Crosse to State Street. It is important to know that while there are multiple construction projects going on it will be business as usual. All main streets will remain open for traffic and businesses will remain easily accessible. Signage for parking and entrances will be easily visible.

How does the construction directly involve me and my business?

Construction crews and the city take great measures to ensure the safety of community members, visitors and construction teams throughout the project. Potential hazards will be clearly marked or fenced off. Pay attention to these warnings and never cross areas that are fenced, marked or taped off. Additionally, be aware of roadside construction workers and pedestrians while driving around the downtown area, due to road closures and parking changes, they may appear where you are not used to seeing them!

Construction can be inconvenient and we appreciate your patience. Everyone is working to make downtown better and trying to inconvenience the people of La Crosse as little as possible. If you do have concerns about noise, dust, accessibility or safety, please give as a call.

What will we see and hear?

While construction crews and the city will work hard to keep sites clean, you may notice an increase in dust. Dust will be cleaned up as frequently as possible throughout the construction process. Your business can help maintain a safe and presentable downtown during construction by making sure your windows are kept clean and your building entrances are swept of dust and debris. You may experience an increased level of noise from trucks and other construction equipment throughout construction. If you are a landlord, make sure your tenants have knowledge of this and are prepared for the construction crew's longer work hours.



Will downtown events continue as planned?

Yes! All downtown's many events will take place as scheduled and you can help us get the word out to customers by communicating this in your marketing efforts. Many new events will take place to bring people downtown on tours. Get involved by joining our marketing committee.

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Downtown La Crosse

Where should I park?

Maps with parking information are included in the handouts, and at www.lacrossedowntown.com. Encourage staff to utilize the parking ramps and not occupy the parking spaces on the street. Remind them to respect the needs of all downtown businesses and keep the spaces on the street for customers and visitors. Take advantage of multiple user cards for part time employees in the ramps. Show your appreciation or give incentives to your employees.

Share the information!

Be sure to tell your employees, customers, tenants and delivery people about the upcoming construction and keep them updated throughout. You will be able to find out how best to respond to questions in the Talking Points section. Make the handouts available to employees, customers and tenants. You'll find logos and pdf versions of select materials on our website, including a FAQ sheet for customers and tenants, maps with temporary lane and road closures, and parking information to use in your own communications, like flyers or e-newsletters, to help spread the word and build support! Direct them to www.lacrossedowntown.com and www.Facebook.com/DowntownMainstreet. Maps and updates to any temporary road closures will be posted and links to development projects will be available.

Share the excitement!

Utilize all of the materials that we provide to help market the message. Posters for your windows, customer brochure cards and parking maps. Stock up on "Grow with Us!" buttons for your employees and stickers for your customers.

What if I run out of brochure cards?

All materials are in electronic format and can be printed as you need them online at www.lacrossedowntown.com.

Become a fan!

Become a fan of downtown La Crosse on Facebook. Go to www.Facebook.com/DowntownMainstreet and become a fan today. Then, tell all of your employees, tenants and customers to do the same thing. This is where up-to-date information is, along with so much more. We hope that your business will post event listings, pictures of the construction progress, and special incentives or discounts to promote business and build community throughout the process. Follow us on Instagram@lacrossedowntown- use the hashtag #Growing Greater and #DowntownLaCrosse while posting pictures.



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Downtown La Crosse

Talking Points

1. Keep the message positive, welcoming, and consistent.

A positive response that deflects the negativity will put the conversation into perspective and make customers/visitors feel good about their downtown experience. When downtown employees speak negatively to customers or otherwise show negative feelings about parking, construction, etc. this gives the customer/visitor a bad impression of downtown. If we all stay positive, they will come back and tell others to visit, strengthening and improving our jobs.

“I had a terrible time finding a parking spot near the store.”

“Did you try one of the parking ramps? I usually find a free spot in one of them right away and enjoy the short walk past the other beautiful storefronts.”

2. Downtown is going through a transformation, while keeping its historical character, much as the City has continually reinvented itself over the years.

Some people think this is just the change downtown needs. Others are passionate about not changing the historic feel of downtown La Crosse. The reality is that there is something in it for everyone, and our community has successfully gone through this process many times before. Avoid using words such as change, rebuild, or reconstruct. Instead use transform, reinvent, and grow.

“It’s just terrible what’s happening to our downtown.”

“We were a little concerned to hear about all the projects going on at first, too. But now we see most of what’s going on is very complimentary to our historic district. One of the benefits we’ve seen is growth in businesses and more people visiting, working and living in downtown.

3. These projects are having a huge positive economic impact on existing downtown businesses.

Construction projects bring the opportunity to benefit from a temporary influx of workers downtown. What they leave after project completion are permanent structures in which people live, work, and play. Think of ways your business can benefit from this type of transition. How can you capture construction workers to spend their money here? What are you doing to draw new customers from the added residents, employees, and visitors each time large projects are completed.

“I can’t believe the City is allowing all of this to go on at once. They have streets closed, and the construction workers are taking up all of the parking spaces.”



“We have definitely noticed many more people downtown. It will end up being a good thing for everyone. Plus, we’re looking forward to all the new customers who will permanently move downtown, which will in turn bring new complimentary businesses.”

“Many of the construction workers are parking outside of the center of downtown, we are all working together during this time of transition and growth.”

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4. Competition and growth breeds even more growth.

Many large employers are seeing the benefits of providing employees with workplaces downtown. Others are now seeing opportunities to do the same. Existing building owners and developers are seeing huge opportunities for residential and hospitality properties. This large influx of people will continue to spill the benefits over to the commercial side as these workers, residents, and visitors will need places to buy food and essentials, shop, and eat. Start preparing now to improve your business for the future opportunities and competition.

“Why are we building more buildings when there are already so many vacant offices and storefronts downtown?!”

“There are a few open spaces, but we’re definitely noticing there are more people downtown than ever before. The newer spaces are filling up quickly, and many of the existing buildings are making improvements to attract people. We think the growth is really a benefit to everybody.”

5. Downtown La Crosse is truly a place where you can live, work, and play!

The past ten years has seen enormous growth in the number of people working downtown. Many of those employees are now creating demand for place to live downtown. Living and working downtown gives them fewer reasons to leave the area as long as our businesses can provide them with the goods and services they need. Think of ways your business can capitalize on not only visitors, but also the many residents and employees that are already here and will continue to come.

“I would love to live downtown, but it just doesn’t have everything I need.”

“What in particular are you looking for? We can certainly help you find it, and if we don’t have it, we’ll get it.” “Have you checked (insert business)? They have a great selection of (insert item) and if they don’t have something, I’m sure they can get it for you.” “As the demand grows more of our needs will be met by current and new businesses.”

We have developed these talking points to help you and your employees overcome concerns and challenges that you may have during the construction process. We highly recommend that you use this guide to help train your employees. In addition, take advantage of our training sessions for you or someone from your organization to be trained on how to train your employees. Stay optimistic and positive and express excitement for the end results of all of the amazing transformations that are taking place. You will no doubt motivate employees and customers!

Whom should I contact with further questions?

Robin Moses, Executive Director, Downtown Mainstreet
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downtownmainstreet@centurytel.net www.lacrossedowntown.com

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hexomd@cityoflacrosse.org
www.cityoflacrosse.org/publicworks/constructionprojects/2015downtownconstructionmap



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✓ Checklist!

We have developed the following checklist for downtown stakeholders with recommendations on how best to stay active and involved during construction.

Attend our construction meetings

Gain a better understanding of the scope of construction and what to expect and how it could impact your business. This meeting will also provide you an opportunity to discuss access, the project schedules, signage and other issues.

Join the marketing committee

This committee will be the lead in planning special events and promotions for the community during this time. This committee is also a great way to build lasting relationships with your neighbors. Remember: We are all in this together!

Contribute to social media

Become a fan of Downtown Mainstreet on Facebook and follow us on Instagram@lacrossedowntown- use the hashtag #Growing Greater and #DowntownLaCrosse while posting pictures. Tell your employees, tenants, and customers to do the same thing. Updated information will be on the Facebook page. Please post event listings, pictures of construction progress, and special incentives or discounts to promote business and build community throughout the process.

Prepare your customers

Share the materials found in this packet and online at www.LaCrosseDowntown.com with your customers so they are aware of the upcoming construction and notify them of where they should expect to park. Encourage them to become a fan of Downtown Mainstreet on Facebook so they can access the latest construction updates, maps and promotions.

Prepare your staff

Your employees should be aware of the changes that are coming to downtown. Stress that while customer service is always important, it is especially crucial during the nuisance of construction. Encourage staff to go the extra mile- ask them to stay current on the construction news so they can knowledgeably respond to customer questions or concerns, ask that they do not occupy the parking closest to your business. Take advantage of our upcoming training opportunities where you or someone from your company can attend to be trained to go back to prepare and train your employees.

Prepare your tenants

Make sure your tenants aren't surprised come construction time or unprepared for some of its inconveniences. Let them know about upcoming changes and where they can park. All in all, be proactive and use the tools to prepare them and get them excited for the results!

Stay positive!

Stay optimistic and positive and express excitement for the end results, you'll no doubt motivate employees and customers

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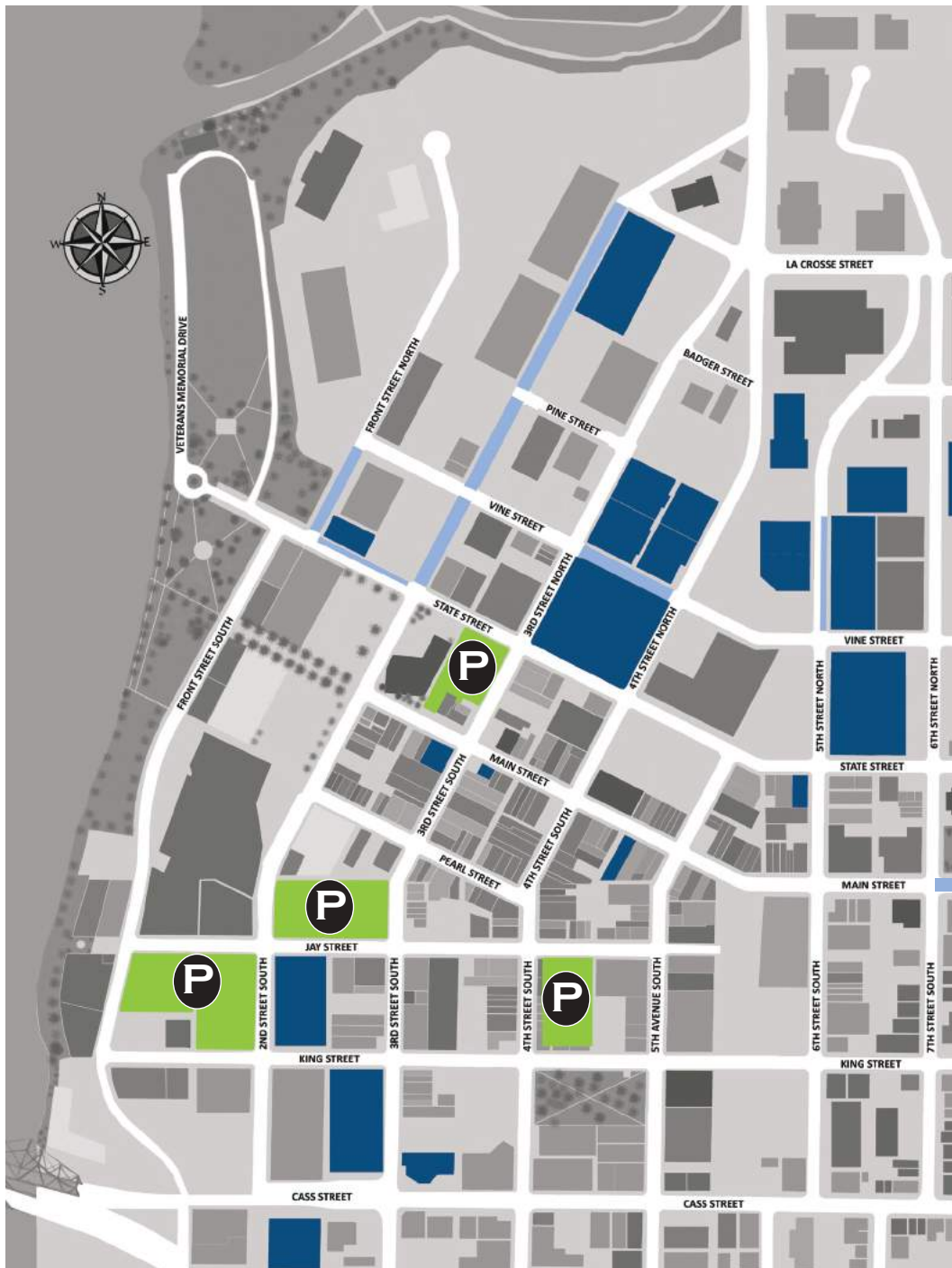
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Downtown La Crosse



Map!

- Parking Ramps
- Development Projects
- Temporary lane and road closures

Who to contact

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