

# business opportunity

## MUDDY RIVER • CLEAR VISION

Who in business who hasn't, at one time or another, grumbled about bureaucracy and government intervention? La Crosse knows all about that, because that was our reputation. But we learned from the businesses and industries that came here. They told us what needed to be changed in order to make this the kind of environment that welcomes business and industry, while holding on to a good quality of life. We listened. And we've been working on making La Crosse a city that your company will find easy to work with.

Put La Crosse to the test. Give us a call and look at the large and small properties we have ready for development. Look at the master plan. Review the tax incentives, the services and the opportunities we can offer to help your business. La Crosse is a great city on a grand river. We have a clear vision of how to help you move or expand your business here.

### La Crosse Incentives

- Small Business Development Loan Program (SBDL)
- Upper Floor Renovation Loan Program (UFRL)
- Community Development Zone Tax Credits
- Western Wisconsin Technology Zone Tax Credits
- New Market Tax Credits
- International Business Park
- Tax Incremental Finance Districts

*There is a growing awareness on the part of the city that they be collaborative. The economic vitality of the region is a balance between quality of life and economic development. I'm impressed the way the city is bending over backwards to help businesses.*

*~ Joan Mueller,  
Administrator  
Franciscan Skemp  
Business Development*

### Services

**Business Assistance Program** - This is part of the City of La Crosse's effort to retain the business and industry of the area, and to actively recruit new business and industry. Whatever type of business you are beginning or expanding, the place to start is the business assistance program at [www.grandrivergreatcity.com](http://www.grandrivergreatcity.com).

**Industry Development** - La Crosse works closely with individual firms as well as with targeted industries. If your company is in health, finance or insurance, manufacturing, biotech, or software/technology, La Crosse promotes the development of building space and a business climate that specifically helps your business grow.

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*I have the personal e-mail of the mayor and the chief of police so that if I need help I can get it right away. I don't know many cities where that is possible.*

*~ Debra Limberg,  
President,  
The Wedding Tree*

## Services

**Downtown Mainstreet, Inc. (DMI)** - this privately led economic development advocacy group is committed to growing a healthy, diverse economy in downtown La Crosse. Comprised of local business and community leaders from throughout the La Crosse area, DMI is a prime example of the public/private partnership that works to recruit and retain businesses and enhance La Crosse's business climate. DMI also understands the needs of small businesses and works to help them through the City's development process.

*The city has been great to work with as we've renovated this new site for our Corporate Headquarters. I can honestly say, that they went the extra mile to make this work, and make it easy on us.*

*~ Chris Butler,  
President/CEO,  
Community Credit Union*



**Workforce Services** - La Crosse offers employers custom assistance in recruiting and training a skilled workforce. By working with Western Wisconsin Technical College, Workforce Connections, Inc., Viterbo University and the University of Wisconsin-La Crosse, employers can draw upon a rich training environment and a committed labor pool.

## Facts

- La Crosse has a particularly strong business environment with complementary services and industries for companies in:
  - Human Wellness and Performance
  - Biotechnology
  - Software and Technology Development
  - Financial Services and Insurance
  - Manufacturing
- *Inc. Magazine* ranked La Crosse 15<sup>th</sup> in the "Best Cities for Doing Business in America" (May, 2005).
- La Crosse ranked 16<sup>th</sup> out of 168 Smaller Metropolitan Areas Best Cities for Business and Careers by *Forbes Magazine* (July 2004).
- Ranked 2003 Best Small Metro Area in Wisconsin for Job Creation by the Milken Institute (July 2003).
- Downtown La Crosse was the winner of the prestigious national 2002 Great American Main Street Award.
- La Crosse's Nationally Registered Historic District has had over \$150 million dollars reinvested in the downtown since 1993. More than 121 buildings have had façade improvements, many restored back to their original design.