

Business E-News



2006 Year in Review & Annual Report

2006 Highlights:

- Provided technical assistance to inquiries from 36 distinct business entities.
- Coordinated six (6) City-Business roundtable meetings.
- Created and distributed three (3) City Business E-newsletter editions.
- Administered three (3) A&E Analyses and assisted with the creation/amendment of four (4) tax incremental financing (TIF) districts.

During 2006 the City of La Crosse continued refining the economic development program by regularly hosting City-Business roundtable meetings and by emailing editions of the City Business E-newsletter. Other notable projects included work with Interact Communications, Inc. to update the Grand River Great City DVD.

While the City continued work on these tasks related to the overall economic development program, various types of assistance were provided to individual businesses that helped create new tax base and employment. These major projects included:

Kwik Trip's commissary expansion: The City worked with Kwik Trip, Inc. to create Tax Incremental Finance (TIF) Dis-

trict #13 and obtained a Transportation Economic Assistance (TEA) grant from the Wisconsin Department of Transportation to complete the relocation and reconstruction of Larson Street. This street relocation helped facilitate the construction of a 73,000 square foot expansion to the commissary, which will result in the investment of over \$9 million and the creation of 75 new jobs.

La Crosse Community Theatre: In October of 2006 Don and Roxanne Weber & Family and the La Crosse Community Theatre (LCT) announced the formation of a partnership to develop a new home for the LCT as a part of the second Logistics Health, Inc. building on the Mississippi River, south of the current Logistics Health headquarters. The concept is to

construct the second LHI building in 2008. At that time Don and Roxanne Weber & Family would construct the shell of the new La Crosse Community Theatre facility.

Hmong Community & Cultural Center (HCCC): Work continued by the Hmong Mutual Assistance Association (HMAA) on the purchase, renovation and expansion of the former Cerise restaurant to create the HCCC. The HMAA plans to relocate their offices to the HCCC in 2007 (see concept from River Architects below). In addition to the HMAA offices, the HCCC would include the memorial hall, sewing and children's areas, computer and cultural resource center, commercial kitchen, dining hall, and blacksmith shop.

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In 2006, the City of La Crosse economic development program also:

- Revised the audit of City Hall processes and procedures to focus on the City's economic development program instead. The economic development program audit will be implemented in 2007.
- Administered the Small Business Development Loan (SBDL), Upper

Floor Renovation Loan (UFRL), and La Crosse International Business Park programs to:

- ETC Enterprises Corporation and Neitzel & Stovey Properties, Inc. with a \$200,000 SBDL and a \$100,000 UFRL to assist with the purchase and renovation of the Boschert-Tausche Building at 5th Avenue and Jay Street. The project

will include the creation of 6 new jobs and 4 renovated residential units.

- Authenticom, Inc. with a \$120,000 SBDL/UFRL to assist in the lease and renovation of the third floor of the Doerflinger Building. The project will include the creation of 27 new jobs.
- Custom Metal Fabricating, Inc. (CMF) with a \$100,000 tax incremental

financing grant to help the relocation and expansion of CMF to Lot 10 of the La Crosse International Business Park.

For more information on the City's 2006 Annual Report, please contact Tim Kabat at 789-7512 or via email at kabatt@cityoflacrosse.org. The 2006 Annual Report can also be viewed at www.cityoflacrosse.org/index.asp?NID=864.

Ongoing Project Updates

In 2006 several projects made progress including the Gund Brewery renovation, construction of the Marine Credit Union & Mr. D's Bakery and construction of an office building at 7th & King Streets to house the Social Security Administration.

- The renovation and expansion of the former Gund Brewery into 86 apartment units adjacent to Gundersen-Lutheran Hospital (see top right) took shape in 2006. Gorman & Company from Madison are the developers of this housing project. The project includes both Historic Preservation and Low Income Housing tax credits. For

more information contact Gorman & Company at 1-800-280-1188.

- Construction is also proceeding on the new Marine Credit Union & Mr. D's Bakery at West Avenue and State Street (see photo middle right). The project includes the relocated offices of Marine Credit Union along with the new Mr. D's Bakery.
- The new office building at 7th & King Streets for the Social Security Administration is making progress (see bottom right). For more information, please contact Jerry Miller at Cleary Management 783-7500.

If you have business news that you would like to share, please call Tim Kabat at 789.7512, or via email at : kabatt@cityoflacrosse.org.



The next Roundtable meeting is scheduled for Wednesday, March 28th, at 7:30 AM in the Zielke Suite at the La Crosse Center.

Business Roundtable Meeting Notes

The most recent City-Business roundtable meeting took place on December 20th in Boardroom B of the La Crosse Center. At the meeting several updates were provided on the top priorities recommended from the roundtable meetings.

- The long-range plan for the City's riverfront was discussed. The staff reported that the merger of the City and County harbor commis-

sions was moving forward and the plan after that was to prepare a Request for Proposals for the riverfront plan in 2007.

- A small group of people met to strategize about the City organizational assessment and felt that a better approach for gaining Common Council support would be to look at economic development service and

assistance instead of the entire City Hall operation. This revision in the project scope was affirmed by those present at the roundtable meeting. The staff indicated that the economic development program audit would be going to the Common Council for their action.

- Finally an update on the I-90 Exit 3 redevelopment

and U.S. Highway 53 corridor was provided by the staff. Items related to streetscaping and physical improvements were now added to the City's capital budget. In addition, the City was applying for a National Scenic Byways grant to establish a wildlife watching platform near the La Crosse Players welcome statue.

A concept of the Copeland Avenue corridor with street-scaping and other improvements recommended in the U.S. Highway 53 Corridor Enhancement Plan



A number of studies and planning projects have been identified for 2007. These include:

- U.S. Highway 53 zoning

and land uses study. Planning staff will review land uses and zoning designations along the Rose Street/

- Economic Development program audit with focus group meetings. The Common Council approved the

Copeland Avenue corridor from the La Crosse River to I-90 and make recommendations to the Common Council for zoning changes and urban design standards as recommended in the 2000 Highway 53 Corridor Enhancement Plan.

audit to the City's Economic Development program. The audit will include a review of loan and other assistance programs, interviews with key staff on how business requests are handled and coordinated and interviews with recent participants in the City processes. The audit should be completed this summer.

2007 Economic Development Projects

2007-2011 Capital Improvement Projects

In the 2007-2011 City capital improvement budget, several key improvement projects have been identified for completion within the next several years:

- Black River Beach bath house. This improvement project was discussed and advocated at several of the

2006 City-Business roundtable meetings. After being adopted by the Common Council, a steering committee has been appointed to work with the City Parks Department in designing the space for a new bath house at the Black River Beach. The design process

should occur in 2007 with construction of the new facility to start most likely in 2008.

- In addition several corridor enhancement projects have been listed in the adopted budget for the U.S. Highway 53 corridor including street-

scaping, tree planting, bridge improvements, historic streetlights, landscaping improvements, signage improvements and funding for maintenance. These projects are to be funded starting in 2007 through 2011.

Economic Development
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City Business Services:

- Business Loans, including Small Business and Upper Floor loans.
- Tax Credits programs for job creation.
- Tax Incremental Financing.
- Architecture & Engineering Analysis for building renovations.
- Industrial Parks, including the International Business Park.
- Location and site selection assistance.
- Retention, recruitment, and expansion services.
- For more information, please call Tim Kabat at 789-7512.



What's Next

Upcoming Events:

- La Crosse Common Council Meetings:
Committee of the Whole, March 6th and April 10th;
Regular Council Meeting, March 8th and April 12th, All at 7:30 PM, Council Chambers
- Spring elections, Tuesday April 3rd
- City-Business Roundtable Meeting, Wednesday, March 28th, 2007, 7:30 AM, Zielke Suite La Crosse Center
- Economic Indicators Breakfast, Thursday, April 12th at 7:00 AM, Cleary Alumni & Friends Center, UW-L Campus

View of the John Gund Brewery – courtesy
of the UW-La Crosse Murphy Library



VIEW OF THE JOHN GUND BREWING CO'S PLANT.