Welcome to Historic Downtown La Crosse!

Welcome to the historic and beautiful downtown La Crosse! On behalf of our merchants and businesses, our residents and downtown employees, we hope you enjoy your visit. La Crosse has a rich history, from its days as a fur trading post and hub for saw mills to today, when we are still on the “frontier” of health care and education.

You will find everything downtown, from an independent book store, a hardware store, specialty and gift shops, clothing stores, restaurants, coffee shops, and much more. In fact, our downtown is the destination for many events including weddings, where we have shops for dresses, tuxedos, photographers, bakers and caterers, banquet facilities, wedding planners, jewelry stores, floral shops, and the premier location in the region for your special day, Riverside Park. Downtown La Crosse is also the destination in our region for dining, entertainment and the arts, with many award winning restaurants, taverns and pubs, live music venues, the La Crosse Center, the Pump House Regional Arts Center, the La Crosse Community Theatre and the new Weber Center for the Performing Arts.

Whether you want to experience La Crosse’s historic commercial district or enjoy the beauty of our rivers, bluffs, and walking and biking trails, we have it all. Take a historical walking tour and discover buildings included on the National Register of Historic Places located within one of the largest commercial historic districts in Wisconsin. The river walk, boat levee, and trails provide a connection to the La Crosse State Trail on the north end of Riverside Park. We also have places for bike and canoe rentals, and ski rentals available for four-season fun. Depending on when you visit, you can enjoy the numerous festivals that take place throughout the year, from the world famous Oktoberfest to the Beer Wine and Cheese Fest, Riverfest, Irish Fest, Historic Downtown Day and more.

Again, on behalf of our community, please come and Look. Live. Love Historic Downtown La Crosse. We invite you to experience all we have to offer, and fall in love with the place where the three rivers meet.

Look. Live. Love!
**Apparel - Gift - Home - Retail - Specialty**

**Antique Center of La Crosse** 110 3rd Street S. (608) 782-6533
Come and rediscover the past in our century-old downtown building. Over 18,000 square feet of quality antiques and collectibles on 3 floors. You’ll find unique items for your collecting, decorating, and gift-giving needs. Just one block from the La Crosse Center.
Open Mon.-Sat. 9:00 am -5:30 pm, Sun. 11:00 am-5:30 pm year round.

**The Board Store** 524 Copeland Avenue theboardstore.biz (608) 784-2746 theboardstoreonline.com
The Board Store Furniture Showroom has been providing the La Crosse area with quality furniture for over 20 years. Not only do we receive many letters and comments of thanks, we always want our customers to know that we couldn’t do it without them. Our integrity, reputation, and ability to provide quality products bring them back. We believe in giving you top quality products at the best price. Visit our newly remodeled showrooms today! Open M-F 10 am-6 pm and Sat 8 am-4 pm.

**Crescent Jewelers** 429 Main Street (608) 784-9275

**Crosse Stitchery and Main Street Framing** 223 3rd Street N. (608) 782-7008 www.crossethitchery.com
We carry an abundance of linens, wools, fibers and designs for cross stitch, wool appliqué, punch needle and rug hooking. With over 20 years of framing experience, we can and have framed it all! We frame stitching, paintings, posters, drawings, photos and memorabilia of all kinds using only conservation quality materials. We are open T-W 9-5, Th-F 9-6 and Sat 9-3. View our class schedule and specials on line.

**Dales Clothing for Men and Women** 121 4th Street South (608) 785-2827 dalesclothing.com
Looking for a stunning outfit that you look and feel good in? Want to be the fashion icon that all your friends envy? Make an impression at your next occasion and everyday with advice from Dale himself! From killer dress wear to everyday clothing, Dale’s Clothing for Men and Women has something for any price range.

**Deaf Ear Records** 112 4th Street South deafearrecords.biz (608) 782-7829
Deaf Ear Records has been your independent music source for the La Crosse area since 1978! We have the largest selection of used CD’s, LP’s and DVD’s in the area. We are also well known for our huge inventory of new music at very reasonable prices.

**Honig’s Gift and Heritage Gallery** 531 Main St. honigsgifts.com (608) 782-4472
Honig’s Gifts/Heritage Gallery is a mix of gifts, home decor and consignment. We also carry Brighton Jewelry and local artwork. You won’t want to miss the two levels of unique and fun merchandise in all different styles. Something for everyone! Be sure to like us on Facebook.

**Howes Diamond Jewelers** 324 Main Street (608) 785-1441
Specializing in diamonds from Antwerp, Belgium, exclusive designer engagement sets, anniversa-ry rings, gold, sterling silver, and colored stones. Custom design and repair work done in store. Member of Independent Jewelers Organization (IJO), a buying group of 850 independent jewelers.

**Games People Play** 537 Main Street (608) 785-4635
We specialize in team wear, local high school apparel and also Under Armour apparel. We have an in house graphic artist and on site screen printing and embroidery services to help you outfit your team! Come see us for all your needs! Mon - Fri: 8:00 am - 9:00 pm, Sat: 9:00 am- 5:00 pm, Sun:12:00 pm- 5:00 pm.

**GrandBluffRunningCompany** 509 Main Street (608) 782-9227
Western Wisconsin’s premier running and walking resource. Offering shoes, apparel and accessories for your active lifestyle. Featuring a state-of-the-art video gait analysis with every shoe fitting to ensure the correct fit every time.

**Handmade Natural Beauty Boutique** 200 Main Street in Powell Place naturalbeautysoaps.net (608) 782-7627
Take home some natural beauty of La Crosse! We feature our on-site handmade line of natural bath and body products including soaps, lotions, lip balms, mineral cosmetics, soy candles and more. Plus with locally handmade jewelry, glassware, and custom blending bar, this newly expanded boutique is your one stop shop for all your gift giving, custom gift baskets and souvenir needs! Open Wed - Sat and one Sunday per month.

**How's Diamond Jewelers** 324 Main Street howesdiamondjewelers.com (608) 785-1441
Specializing in diamonds from Antwerp, Belgium, exclusive designer engagement sets, anniversary rings, gold, sterling silver, and colored stones. Custom design and repair work done in store. Member of Independent Jewelers Organization (IJO), a buying group of 850 independent jewelers.

**How's Diamond Jewelers** 324 Main Street howesdiamondjewelers.com (608) 785-1441
Specializing in diamonds from Antwerp, Belgium, exclusive designer engagement sets, anniversary rings, gold, sterling silver, and colored stones. Custom design and repair work done in store. Member of Independent Jewelers Organization (IJO), a buying group of 850 independent jewelers.

**Honig’s Gift and Heritage Gallery** 531 Main St. honigsgifts.com (608) 782-4472
Honig’s Gifts/Heritage Gallery is a mix of gifts, home decor and consignment. We also carry Brighton Jewelry and local artwork. You won’t want to miss the two levels of unique and fun merchandise in all different styles. Something for everyone! Be sure to like us on Facebook.

**How’s Diamond Jewelers** 324 Main Street howesdiamondjewelers.com (608) 785-1441
Specializing in diamonds from Antwerp, Belgium, exclusive designer engagement sets, anniversary rings, gold, sterling silver, and colored stones. Custom design and repair work done in store. Member of Independent Jewelers Organization (IJO), a buying group of 850 independent jewelers.

**Games People Play** 537 Main Street (608) 785-4635
We specialize in team wear, local high school apparel and also Under Armour apparel. We have an in house graphic artist and on site screen printing and embroidery services to help you outfit your team! Come see us for all your needs! Mon - Fri: 8:00 am - 9:00 pm, Sat: 9:00 am- 5:00 pm, Sun:12:00 pm- 5:00 pm.

**GrandBluffRunningCompany** 509 Main Street (608) 782-9227
Western Wisconsin’s premier running and walking resource. Offering shoes, apparel and accessories for your active lifestyle. Featuring a state-of-the-art video gait analysis with every shoe fitting to ensure the correct fit every time.

**Handmade Natural Beauty Boutique** 200 Main Street in Powell Place naturalbeautysoaps.net (608) 782-7627
Take home some natural beauty of La Crosse! We feature our on-site handmade line of natural bath and body products including soaps, lotions, lip balms, mineral cosmetics, soy candles and more. Plus with locally handmade jewelry, glassware, and custom blending bar, this newly expanded boutique is your one stop shop for all your gift giving, custom gift baskets and souvenir needs! Open Wed - Sat and one Sunday per month.

**Honig’s Gift and Heritage Gallery** 531 Main St. honigsgifts.com (608) 782-4472
Honig’s Gifts/Heritage Gallery is a mix of gifts, home decor and consignment. We also carry Brighton Jewelry and local artwork. You won’t want to miss the two levels of unique and fun merchandise in all different styles. Something for everyone! Be sure to like us on Facebook.

**How’s Diamond Jewelers** 324 Main Street howesdiamondjewelers.com (608) 785-1441
Specializing in diamonds from Antwerp, Belgium, exclusive designer engagement sets, anniversary rings, gold, sterling silver, and colored stones. Custom design and repair work done in store. Member of Independent Jewelers Organization (IJO), a buying group of 850 independent jewelers.
sources skillfully help you bring it all together. That complete your kitchen on time and within overwhelming. We provide you with creative options modeling or designing for your home can be over-kitchen all over again! The process of refacing, re-modeling project…or even help select the perfect gift! Hours: Monday - Saturday 9 am - 6 pm, Sunday 11 am - 5 pm or by appointment.

Lighting Design by Wettstein’s
303 2nd Street N.
lightingsignalex.com (608) 784-5555
Wettstein’s is a family owned and operated business, since 1951. Offering great price, selection and service of appliances, electronics, furniture and mattresses. We feature a wide selection of home accessories and light fixtures in a full spectrum of styles. Our knowledgeable sales team at both stores provide information and personalized advice to help you make your home uniquely yours. Let us help you with your building or re-modeling project...or even help select the perfect gift!

Markos Wholesale and Retail Apparel
303 Pearl Street
markosapparel.com (608) 784-8224
Markos Wholesale and Retail Apparel has evolved over the past 100 years but remains known for selling quality brand-name clothing. Today the store appeals to the casual man and woman, the outdoors person and the working person, both rural and urban. Items on display in the store and wholesale apparel sales. Monday - Friday 3 - 6 pm, Saturday 11 am - 5 pm.

Noelke’s
529 Main Street
noelkes.com (608)782-8544
From church goods to religious articles that inspire and enhance the spiritual life, churches and people of faith have been turning to Noelke’s for over a century of service. Browse our latest catalog, full of new items as well as traditional church supplies. Monday- Friday 9am-5 pm, Sat 9am-3pm.

Painted Porch
200 Main Street
facebook/paintedporch-lacrosse (608) 782-6222
Come see what everyone’s raving about! This historic building is overflowing with fun and sassy décor, gifts, restyled vintage, painted furniture, hip jewelry, and uncommon objects. Our colorful, exciting atmosphere and ever-changing merchandise is a breath of fresh air! Painted Porch is located half a block from the Radisson. Open every Thurs., Fri. and Sat. 10:30-PM. Check us out on Facebook.

Leitholds Music
116 4th Street S.
leitholdsmusic.com (608) 784-7555
Over 75 pianos, grands, digital pianos and keyboards on display! As a full line music store, we also have band and string instruments, guitars, basses, amps, drum sets, accessories and print music. Ask about our trial rental plan, full-service repair departments and music lessons! Over 125 years of music in Downtown. Open Sunday Sept-May. Mon- Thurs 9:30 am - 7 pm, Fri 9:30 am - 6 pm, Sat 9:30 am - 5 pm, Sun Noon-4 pm Sept. - May.

Moné Floral
509 Main Street
monetfloral.com (608) 785-7070
Since 1976, Moné Floral and Gifts has been La Crosse’s most prestigious floral shop with fresh flowers arriving daily. We have the most creative and talented designers in the area with a combined experience of over 75 years. Open daily at 8:00 am Monday - Saturday.
8. **Apparel - Fashion - Gift - Home - Specialty**

River City Gold and Silver Exchange
316 4th Street S.  (608) 782-7541
rivercitygoldandsilver.com
River City Gold and Silver Exchange is your destination whether you are looking to buy, sell, or trade your gold and silver coins, scrap gold, estate jewelry, watches or diamonds. We also sell gold and silver bullion, proof and mint sets and offer a large selection of RARE date US coins. Appraisal and estate services available. Located in downtown La Crosse for over 32 years. Hours: Monday - Friday 9:30 am - 5:30 pm, Saturday summer hours 10 am - 2 pm, Saturday winter hours 10 am - 3 pm.

River City Hobbies
423 Main Street
Facebook/River-City-Hobbies  (608) 519-2269
River City Hobbies is not just a comic book shop. It is the best location in La Crosse for fans of tabletop gaming, movies, television shows, video games, and of course, comic books! We are all passionate about the history this store represents, and intend do our best to serve our customers, both old and new. We hope that you will stop by and make us *your* Friendly Local Hobby Store.

Stamp 'n Hand
200 4th Street S.
rubberstampslacrosse.com  (608) 784-1234
This shop should be on every shopper’s agenda. Something for everyone, whether you are looking for postcards & cookie cutters or seeking unique & quality gifts, toys, and decorative accessories! The area’s largest collection of rubber stamps, PLUS stencils, stickers, templates and variety papers. Open daily except some holidays.

Three Rivers Outdoors
400 Main Street
threeriversoutdoors.com  (608) 793-1470
3RO is historic downtown La Crosse’s premier store for the outdoor enthusiast; we handle all of your needs from hiking hydration and backpacks, canoes and kayaks for those weekend excursions to clothes that are both functional, fashionable and environmentally conscience. Mon, Tues, Sat 10am-5pm; Wed-Fri 10am-7pm; Sun 11am-4pm

Time Was Estate Sales
506 Main Street
timewasestatesales.com  (608) 438-1567
Let Time Was Estate Sales handle all your estate needs! Large estates to small estates, sales in the home or we can move the estate. We are friendly and honest, have a quick turn around time and we are always sensitive to family situations and cherished memories. Fair prices.

River City Bicycle Shop
125 7th St. N.
smithsbikes.com  (608) 784-1175
Since 1906 Smith’s Cycling has been one of the finest bicycle shops in the Midwest. From road bikes to mountain bikes, Smith’s can take care of all your cycling needs. Stop by and see our collection of various bikes from the past century.

Apparel - Gift - Home - Specialty

River City Gold and Silver Exchange
River City Gold and Silver Exchange is your destination whether you are looking to buy, sell, or trade your gold and silver coins, scrap gold, estate jewelry, watches or diamonds. We also sell gold and silver bullion, proof and mint sets and offer a large selection of RARE date US coins. Appraisal and estate services available. Located in downtown La Crosse for over 32 years. Hours: Monday - Friday 9:30 am - 5:30 pm, Saturday summer hours 10 am - 2 pm, Saturday winter hours 10 am - 3 pm.

River City Hobbies
River City Hobbies is not just a comic book shop. It is the best location in La Crosse for fans of tabletop gaming, movies, television shows, video games, and of course, comic books! We are all passionate about the history this store represents, and intend do our best to serve our customers, both old and new. We hope that you will stop by and make us *your* Friendly Local Hobby Store.

Stamp ‘n Hand
This shop should be on every shopper’s agenda. Something for everyone, whether you are looking for postcards & cookie cutters or seeking unique & quality gifts, toys, and decorative accessories! The area’s largest collection of rubber stamps, PLUS stencils, stickers, templates and variety papers. Open daily except some holidays.

Three Rivers Outdoors
Three Rivers Outdoors is historic downtown La Crosse’s premier store for the outdoor enthusiast; we handle all of your needs from hiking hydration and backpacks, canoes and kayaks for those weekend excursions to clothes that are both functional, fashionable and environmentally conscience. Mon, Tues, Sat 10am-5pm; Wed-Fri 10am-7pm; Sun 11am-4pm.

Time Was Estate Sales
Let Time Was Estate Sales handle all your estate needs! Large estates to small estates, sales in the home or we can move the estate. We are friendly and honest, have a quick turn around time and we are always sensitive to family situations and cherished memories. Fair prices.

River City Bicycle Shop
River City Bicycle Shop is one of the finest bicycle shops in the Midwest. From road bikes to mountain bikes, River City Bicycle Shop can take care of all your cycling needs. Stop by and see our collection of various bikes from the past century.

Apparel - Gift - Home - Specialty

Smith’s Cycling and Fitness
125 7th St. N.
smithsbikes.com  (608) 784-1175
Since 1906 Smith’s Cycling has been one of the finest bicycle shops in the Midwest. From road bikes to mountain bikes, Smith’s can take care of all your cycling needs. Stop by and see our collection of various bikes from the past century.

Wedding Tree
418 Main Street
theweddingtree.com  (608) 784-8899
The Wedding Tree has been a locally owned bridal wear shop since 1976. We have years of knowledge, experience and exceptional customer service to assist you with your special day. Prom, Pageant, Bridal, Tuxedo, Mother of the Bride or Groom, and all the accessories as well as any special gifts you may need can be found with us, plus much more. The inventory of thousands of items changes daily. Our 17,000 square foot facility boasting 25 dressing rooms awaits your visit.

Western Campus Shop
400 6th Street N.
westernctbooks.com  (608) 785-9140
Although we’re housed at the technical college, we’re your downtown location for all your office supply needs. Look for us next to the historic Hixon House. You’ll be surprised at our competitive pricing. Open Mon. 7:30 am - 7:00 pm; Tues-Thurs. 7:30 am-5:00 pm; Fri. 7:30 am - 3:00 pm.

Wettstein’s
215 3rd Street N.
wettsteins.com  (608) 784-8686
Family owned and operated business since 1951. Offering great price, selection and service of appliance, electronics, furniture and mattresses. Lighting Design by Wettstein’s features a wide selection of home accessories and light fixtures in a full spectrum of styles. Our knowledgeable sales team at both stores provides information and personalized advice to help you make your home uniquely yours. Let us help you with your building or remodeling project...or even help select the perfect gift! Wettstein’s is open Monday – Friday 9 am – 9 pm, Saturday 9 am – 6 pm, Sunday 11 am – 5 pm.

#3 Foster Job Creation
Studies show that locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than large national chain stores.
Eat

Dublin Square Irish Pub 103 N. 3rd Street dublinssquarepub.com (608) 519-2509 Authentic Irish Pub serving traditional Irish and American cuisine including Shepherd’s Pie, fish ‘n chips, with a large build-your-own burger menu. Fun atmosphere, great staff, fine food & spirits. Outdoor dining including outdoor TVs and music.

Fat Sams Bistro 412 Main Street eatatfatsams.com (608) 782-7267 An eclectic American Bistro featuring flavors from around the country and around the world. Serving gourmet sandwiches, salads and homemade soups. Everything at Fat Sams is fast and fresh.

Fayze’s Restaurant & Bakery 135 4th Street S. fayzes.com (608) 784-9548 Enjoy breakfast, lunch or dinner in a comfortable atmosphere, right in the heart of downtown La Crosse. Try our famous talame bread, soufflés or a bakery treat. Open 6:30 am every day. Happy hour 4:00 to 6:00 pm daily.

King Street Kitchen 122 N. 3rd Street kingstreetkitchen.net (608) 784-9660 Offering fine family dining at prices you can live with! Breakfast served anytime. Homemade soups, pies, desserts. Carry outs available, large groups welcome, meeting room. Plenty of parking! Open early and open late. On the corner of 7th and King streets, right downtown.

King Street Kitchen 141 7th Street S. kingstreetkitchen.net (608) 784-9660 Offering fine family dining at prices you can live with! Breakfast served anytime. Homemade soups, pies, desserts. Carry outs available, large groups welcome, meeting room. Plenty of parking! Open early and open late. On the corner of 7th and King streets, right downtown.


Jules Pizza Amore 212 Main Street www.katespizzamore.com (608) 782-6673 A pizza experience like no other. We’re making pizza with a passion. Voted La Crosse’s Best Pizza. Enjoy gourmet pizzas, amazing salads, antipasto and classic Italian entrées. Open for lunch & dinner. Closed Mondays. Join us for our new Express Lunch Buffet, 11 am until 2 pm.

King Street Kitchen 141 7th Street S. kingstreetkitchen.net (608) 784-9660 Offering fine family dining at prices you can live with! Breakfast served anytime. Homemade soups, pies, desserts. Carry outs available, large groups welcome, meeting room. Plenty of parking! Open early and open late. On the corner of 7th and King streets, right downtown.

Restaurants - Cafes - Coffee Shops

Dublin Square Irish Pub 103 N. 3rd Street dublinssquarepub.com (608) 519-2509 Authentic Irish Pub serving traditional Irish and American cuisine including Shepherd’s Pie, fish ‘n chips, with a large build-your-own burger menu. Fun atmosphere, great staff, fine food & spirits. Outdoor dining including outdoor TVs and music.

Fat Sams Bistro 412 Main Street eatatfatsams.com (608) 782-7267 An eclectic American Bistro featuring flavors from around the country and around the world. Serving gourmet sandwiches, salads and homemade soups. Everything at Fat Sams is fast and fresh.

Fayze’s Restaurant & Bakery 135 4th Street S. fayzes.com (608) 784-9548 Enjoy breakfast, lunch or dinner in a comfortable atmosphere, right in the heart of downtown La Crosse. Try our famous talame bread, sour- doughs or a bakery treat. Open 6:30 am every day. Happy hour 4:00 to 6:00 pm daily.

King Street Kitchen 122 N. 3rd Street kingstreetkitchen.net (608) 784-9660 Offering fine family dining at prices you can live with! Breakfast served anytime. Homemade soups, pies, desserts. Carry outs available, large groups welcome, meeting room. Plenty of parking! Open early and open late. On the corner of 7th and King streets, right downtown.


King Street Kitchen 141 7th Street S. kingstreetkitchen.net (608) 784-9660 Offering fine family dining at prices you can live with! Breakfast served anytime. Homemade soups, pies, desserts. Carry outs available, large groups welcome, meeting room. Plenty of parking! Open early and open late. On the corner of 7th and King streets, right downtown.

#4 HELP THE ENVIRONMENT
Having a diverse array of businesses within walking or biking distance reduces the amount of driving residents must do to shop for goods and services. It also helps to conserve land, limit sprawl and lessen traffic and air pollution.
Le Chateau 410 Cass Street
lechateaulacrosse.com (608) 782-6498
French restaurant in historic Mons Anderson house. Upscale restaurant down town La Crosse with a European style service and authentic French food. Beautiful historical setting in the old mansion where private events can be organized and real memories made from a unique dining experience. Open Mon - Sat: 5:00 pm - 9:00 pm, reservations recommended.

Lindy’s Subs and Salads 221 Main Street
lindyssubsandsalads.com (608) 785-7200
Locally owned and owner-managed for over 20 years. Lindy’s has been providing La Crosse with the finest subs and salads in the area. Enjoy a delicious, made to order sub, served on fresh baked bread, with the finest meats and cheeses, and freshest veggies available. Or try one of our many fresh cut, made to order salads. Dine in or call us for the fastest, most reliable delivery in town. Outdoor seating. Open Mon-Fri. 8:00 am - 10:00 pm, Sat & Sun. 10:00 am - 10:00 pm.

Pearl Coffeehouse 207 Pearl Street
pearlwstwest.com (608) 782-6655
Our Coffee Shop features a variety of teas, gourmet coffees, and hot beverages in a setting of an era gone by. Take the time. Relax. Enjoy. Open seven days a week.

People’s Food Co-op 315 5th Ave S.
pfc.coop (608) 784-5798
People’s Food Co-op is the neighborhood groc- ery that goes the extra mile. We are community owned. That means that we have a special understand- ing of how we must nourish and respect not only our shoppers, but our community and our environment as well.

River Rocks Coffee 332 Front St. S.
riverrockscoffee.net (608) 782-5034
We are a premier retailer serving specialty cof- fee, latte, espresso, cappuccino, tea, pastries, sandwiches, soups, & more. And when it comes time for lunch or an afternoon snack, dine with us for incredible soup and sandwiches prepared by our friends at The Waterfront. We are located in downtown, along the Mississippi River.

Rocky Rocco 40 Copeland Ave. rockyssmadison.com (608)784-3374
Rocky Rocco offers our famous pan style pizza. Our rectangular pan pizza is a bigger value. At least 20% bigger than the “other guys!” We also offer thin crust pizza, salad bar, appetizers and pasta. Kids meals available. Dine in or delivery, online ordering now available at www.rockysmadison.com. Ask about our specialty pies. Credit cards accepted. Open Sun - Thurs 10:30 am- 10 pm, Fri - Sat. 11 am- midnight.

Root Note 115 4th Street South
therootnote.com (608) 782-7668
The Root Note is an organic cafe that follows the rhythms of the harvest to create delicious crépes both sweet and savory, salads, and soup. We serve handcrafted coffees from Kickapoo Coffee. We also have a carefully chosen selection of craft beer, wine and cider. We are an arts cafe and music venue with a wide variety of evening shows.

Three Rivers Lodge 111 Front St. S.
thernfriverslodge.com (608) 793-5018
Our hotel’s rustic Three Rivers Lodge serves breakfast, lunch and dinner. Enjoy Western Amer- ican cuisine featuring local ingredients while you sip your favorite handcrafted cocktail or a glass of fine wine. The restaurant also offers room service if you prefer to dine in the privacy of your room. Three Rivers Lodge offers a warm, relaxed feeling that reflects a comfortable approach to dining. It’s the place where people meet!

The Golden Tap 520 State St. N.
thegoldentap.com (608) 490-2030
Experience The Golden Tap, the only place in town offering 48 taps of American craft beer, including rare, seasonal and local, as well as an extensive, curated collection of large format bottled craft beer from around the world. Chef Bijan’s menu draws inspiration from across the Mediterranean to showcase ingredients from Wisconsin local mar- kets. Meet friends and relax in our retro urban-chic atmosphere. Start tapping December 2014.

The Waterfront Restaurant & Tavern 328 Front Street S., Suite 100 thewaterfrontlacrosse.com
The Waterfront is a seasonal American restaur- ant that highlights fresh, high quality seafood and USDA Prime beef. Award-winning menu and service. Open lunch and dinner with downtown’s only outdoor patio directly on the Missis- sippi River. Live music every weekend on patio or in the tavern. Reservations accepted.

#5 NURTURE THE COMMUNITY
Independent businesses are owned by people who live in this community and are committed to investing in La Crosse’s future. Locally owned businesses contribute more than twice as much to charitable causes as corporate chains do.
Cake Quake Custom Cakery 115 5th Ave. S. cqcustomcakery.com (608) 769-3066
We do it all, from baby cakes to birthday cakes, holiday cakes to graduation cakes, or anniversary cakes to wedding cakes!!! We offer custom cakes designed to your liking, cupcakes or layered cakes to add dimension to any theme, and various flavors of cakes, icings, and fillings! Mix and match options to create the cake of your dreams!

Fayze’s Bakery 135 4th Street South fayzes.com (608) 784-9548
Try our famous talame bread, sourdoughs, bars, muffins, cookies and bakery treats. Open at 6:30 am every day. Visit often - our bakery offerings change daily! Call ahead for special orders.

Finnottes 417 Main Street www.finnottes.com (608) 782-3184
Finnottes has the largest assortment of candy, nuts, chocolates, and gifts in the area. If you want the best in nuts, chocolates or candies, you’ll find it here. We’ve added cold drinks, ice cream treats, greeting cards, and many more old fashioned candies. From individual treats to wedding candies to corporate gifts, Finnottes is a wonderful way to sweeten up your stay in La Crosse.

Great River Popcorn and Ice Cream 510 Main Street (608) 782-1930
greatriverpopcorn.com
Stop in and shop our gourmet popcorn selection and 20 flavors of chocolate shoppe ice cream. We also carry Wisconsin meats and cheeses, as well as other products for the state. We are located in the heart of downtown, next to the Cathedral on Main Street. POP IN – We guarantee it will ‘brighten’ your day.

International Bake Shoppe 444 Main Street internationalbakeshoppe.com (608) 782-4680
Here at International Bake Shoppe, we make sure that our ingredients, cakes, and desserts are the best and freshest. We take pride in offering the best products with the friendliest service in the area. Why go to a big box store and get a frozen generic cake when we offer custom order cakes freshly baked on site. All of our cakes are creatively decorated by experienced decorators that you can speak with personally. Stop by for great cakes and friendly staff.

Kathy’s Cookies 125 6th Street South kathyscookies.com (608) 782-7100
Kathy’s specializes in creatively decorated cookies, specialty cookies, dessert bars and cinnamon rolls. Everything is made from scratch. Open for walk-in customers. Call us for special custom and personalized cookie orders.

The Pearl Ice Cream Parlor 207 Pearl Street pearlstwest.com (608) 782-6655
Step back in time when you enter this 1930’s era soda fountain and confectionery. Enjoy the rich ice cream melts, shakes and sundaes, or our hand-dipped chocolates and espresso while you marvel at this working museum. This sweet treat is a La Crosse treasure. Open seven days a week.

4 Sisters 100 Harborview Plaza 4sisterslacrosse.com (608) 782-8213
Chic, fun, wine tapas restaurant where people can meet to relax and share with laughter, drinks and small plates of food. Live music on weekends.

Bodega Brew Pub 122 4th Street S. bodegabrewpublax.com (608) 782-0677
The Bodega offers Wisconsin’s largest bottled beer selection, including rare & vintage, along with 18 constantly-changing tap offerings and a full liquor selection. Live music on weekends.

Brothers Bar and Grill 306 Pearl Street brothersbar.com (608) 784-0522
Founded in 1990 in La Crosse and since then has expanded to 17 locations. Whether it’s for the food, beverage, or our high-quality atmosphere, we hope you enjoy your time with us!

Cavalier Lounge 114 5th Ave. N. cavaliertheater.com (608) 735-3566
La Crosse’s bar of choice for craft cocktails and beer, with over 300 quality spirits and 100 brews served by a staff of modern mixologists trained in the classic bar method.

Dublin Square Irish Pub 103 3rd Street N. dublinsquarepub.com (608) 519-2509
Authentic Irish Pub. Stop in for great music, fun bartenders, delicious food, entertaining conversations, and of course, the clinking of the pints.

Piggy’s Blues Lounge 501 Front Street S. piggys.com (608) 784-4877
Piggy’s Blues Lounge offers live blues music on Saturday nights Labor Day to Memorial Day.

Starlite Lounge 222 Pearl Street buzzardbillys.com (608) 796-0905
The Starlite Lounge, located on the second floor of Buzzard Billy’s features a large martini, wine, and single malt scotch selection. Step back in time and check out our Happy Hour specials and live music.

Top Shots Pool and Darts 137 4th Street S. tophotspool.com (608) 782-6622
The La Crosse area’s premier place to go for pool, darts and a great time. Featuring eleven immaculate pool tables, five superb dart boards and more comfortable seating than you can shake a stick or a cue at. Amazing nightly drink specials.

The Waterfront Tavern 328 Front Street S. thewaterfrontlacrosse.com (608) 782-5400
Downtown’s only outdoor patio directly on the Mississippi River. Live music every weekend on the patio or in the tavern.

The Wine Guyz 122 King Street wineguyz.com (608) 782-9463
La Crosse’s original wine bar, offers an ever changing list of 30+ wines by the glass on our state of the art nitrogen tap system, and 200+ wines.

Downtown La Crosse has an active night life with live music and great drinks at many downtown establishments.
# Fitness and Wellness

## Anytime Fitness
114 5th Avenue S.
anytimefitness.com
(608) 519-5990

Anytime Fitness is a convenient, co-ed fitness facility. Members enjoy 24-hour access, state-of-the-art equipment, tanning, fitness classes and personal training programs. Plus, our health club has a friendly and supportive atmosphere. To help you get started, each new member receives a FREE personal fitness orientation. Come in and see our fitness center for yourself! We'd love to show you around!

## Premier Fitness
505 King Street, Suite 5
premierfitness.org
(608) 793-1300

Premier Fitness & Wellness is a full service health club offering One on One Weight Loss Coaching, Personal Training, Group Personal Training, Group Fitness Classes, Circuits, Free Weights, TONS of Cardio Equipment, Saunas, Tanning, Massage, Full Locker Rooms with Showers, Towels Service and above all the motivation and accountability you need to reach your health & fitness goals!

## La Crosse Area YMCA
1140 Main Street
laxymca.org
(608) 782-9622

The Y is the nation’s leading nonprofit organization strengthening communities through youth development, healthy living, and social responsibility. State-of-the-art fitness equipment, and hundreds of free group fitness classes. The most friendly, caring, and nurturing staff you’ll find in the La Crosse area and beyond! Everyone is welcome at the Y.

## LiveWell Chiropractic & Wellness
219 Pearl St.
livelowell.com
(608) 782-6800

We have created a comfortable and relaxing environment so that you can have a positive healing experience, whether you are here due to an injury, pain, or wellness care. Our mission is to provide you with gentle high quality care so that your body can restore health and balance. We offer chiropractic care and massage therapy services. Hours: M/W/Th 8am-12 pm and 2pm-5pm and T and F massage only 9am-2:30pm. Don’t Just Live, LiveWell

## Serenity Hands Massage
125 7th Street N., Suite B
serenityhandsmassage.com
(608) 780-9369

If you’re looking for a professional massage therapist, you’ve come to the right place. The power of touch is a huge component to healing. Offering Relaxation, Reflexology, Aromatherapy, Deep Tissue and Trigger Point Work, Sports Massage, Pre and Post Sport event, Pedicure and Massage, and Child massage and Healing Touch.

## The Yoga Place
444 Main Street, Suite 204
yogalacrosse.com
(608) 784-2622

For more than 25 years The Yoga Place has provided excellent instruction in the Iyengar method which emphasizes a balance between flexibility, strength, endurance, and relaxation. We have the best-equipped yoga studio and the most experienced yoga teachers in the area. The Yoga Place is where yoga is more than exercise and instruction is individualized. Find us on Facebook.

## Orange Pearl Salon
300 Pearl Street
opsalon.com
(608) 782-2868

Nestled in the heart of downtown La Crosse, the Orange Pearl Salon is a vortex for next level beauty. Where leading edge fashion meets unparalleled service and skills, the Orange Pearl Salon delivers an impeccable spa experience to their diverse clientele. Transform your norm at the Orange Pearl Salon.

## Salon Medusa
1353 Avon Street
facebook.com/salonmedusa
(608) 782-0707

Salon Medusa is a full-service salon and cuts hair for both men and women. It also offers such services as hair coloring, highlighting, hair extensions, makeup and elegant bridal styles. We Carry All ON-ESTA Products. Onesta has a commitment to sustainable living, as well as exciting new products!

## Tease Barbershop and Salon
126 5th Ave. S.
teasesalonlacrosse.com
(608) 386-1551

At Tease Barbershop and Salon, we create lasting relationships with our quality service and friendly atmosphere.

## Quality of Life

La Crosse offers award-winning quality of life. We have first-class health care, outdoor recreation and numerous fitness and wellness centers.
Arts and Entertainment

Art Galleries and the Performing Arts

All Glazed Up  205 Pearl Street  (608) 782-7248
Paint your own pottery! You paint it, we fire it, and you've got beautiful pottery designed by you! Our trained staff will help ensure your pieces end up as a work of art. We also offer glass fusing which makes beautiful glass pieces and jewelry. All ages welcome, no experience required, we ship.

Art 211 Pearl  211 Pearl Street  pearstreetwest.com  (608) 784-8899
Art 211 Pearl is a gallery featuring area artists that produce work reflecting the beauty of the coulee region. You’ll find both original paintings and prints, as well as jewelry, available in the gallery, located in historic “Pearl Street West”.

by James Galleries  511 Main Street
Behind the Brewery  1026 Front Street S.
jamesgalleries.com  (608) 785-0787
Fine art galleries featuring a distinctive collection of national and internationally known artists. The secret art of Dr. Seuss; works by Marc Chagall, Salvador Dali, Pablo Picasso and more.

Cavalier Theater  114 5th Ave. N.  cavaliertheater.com  (608) 782-3566
Entertainment venue for the performing arts, hosting such events as concerts, music recitals, dance and theatrical performances, stand-up comedy shows, meetings and even weddings.

Gallery La Crosse  320 Main Street  gallerylacrosse.com  (608) 782-4278
Over 50 local fine artists and crafters offer their own works in their own way; blended in our wheelchair accessible main level gallery with antiques and vintage wares, art cards, jewelry, and La Crosse souvenirs. Step down into our “Rustic Cellar” for shabby chic, garden, birding, estate liquidations, wine gizmos and primitives. Free gift wrapping. Art classes available. Open: Wed.-Sat. 11-6 and at other times.

Generous Earth Pottery  321 Main Street  generousearthpottery.com  (608) 782-3904
Handmade pottery! We offer a wide variety of unique and locally made pottery to suit every style and budget. From coffee mugs, bowls, plates and platters, to pitchers, chip and dips, one of a kind vases. Functional and beautiful! We also offer classes! A must see while in La Crosse!

Grand Hotel Ballroom  207 Pearl Street  pearlstreetwest.com  (608) 784-8899
The Grand Hotel has been transformed into a unique and charming venue for private events. With accommodations up to 150 guests, the art deco design and attention to detail creates an atmosphere that will leave a lasting impression on your guests for years to come.

Grand River Station Gallery  315 3rd Street S.
State Street Gallery  1804 State Street  statestreetartgallery.com  (608) 782-0101
Featuring works by various local and regional artists. Original and reproduction artwork, jewelry, silks, pottery, sculptural boxes, table art, unique photo frames and many one-of-a-kind pieces. To schedule an appointment, please call the gallery.

La Crosse Community Theatre  428 Front St. S.  lacrossecommunitytheatre.org  (608) 784-9292
A La Crosse tradition since 1963. We produce over eleven shows throughout the year, including dramas, comedies, and children’s performances. We also offer educational opportunities for youth. A complete schedule is available at our website. Learn theatre by doing theatre in a fun, collaborative environment.

La Crosse Symphony Orchestra  201 Main Street, Suite 230  (608) 783-2121
symphonies! We provide quality music, educating people in symphonic repertoire, and encouraging development of all musicians.

Old School Variety Show  oldschoolvarietyshow.com  (608) 317-2917
The Old School Variety Show returns to the Cavalier Theater for the new season. A delightful mix of music, theater, comedy and storytelling. Each and every show takes on its own natural rhythm dictated by the invited performers. Michael Scott is your host. Tickets on sale at The Peoples Food Coop and McCaffrey’s Coffee across from UW-L.

Pump House Regional Art Center  119 King Street  thepumphouse.org
Three art galleries, a theater, classrooms and twin vaulted wood ceilings accent the interior of this re-purposed 1880 waterworks structure. A cultural center since 1976, the historic Pump House is home to award winning concerts, theater, comedy, films, and classes in addition to exhibitions of the finest regional art. No admission fee required for galleries and complimentary tours of the facility are available.

Rivoli Theatre  117 4th St N.  rivoli.net  (608) 785-2058
Voted Best Cinema and Budget Entertainment of La Crosse County. The Rivoli is a second-run movie theatre with a menu including gourmet pizza and panini sandwiches, with craft and specialty imported beer. The Main Theatre seats 600 guests, the Screening Room seats 50 guests and the Party Room is available to rent for private parties.

Satori Arts  201 Pearl Street  satori-arts-gallery.com  (608) 785-2779
An extraordinary collection of Chinese artifacts, bronze, hand carved temple pieces and ceramics. Unique hand crafted jewelry and gifts, natural Mississippi River pearls, graphics, sculptures and works by local and international artists. Downtown across from the Radisson Hotel and Holiday Inn Hotel and Suites.

La Crosse Center  300 Harborview Plaza  lacrossecenter.com  (608) 789-7400
The La Crosse Center features two grand halls that combine for 36,000 square feet. The second floor hosts a 6,000 square feet Ballroom that has a spectacular view of the Mississippi River. The entire complex provides nearly 100,000 square feet of meeting and exhibit space. The La Crosse Center is a premier facility in the Midwest as a convention site and entertainment destination.

The Old School Variety Show returns to the Cavalier Theater for the new season. A delightful mix of music, theater, comedy and storytelling. Each and every show takes on its own natural rhythm dictated by the invited performers. Michael Scott is your host. Tickets on sale at The Peoples Food Coop and McCaffrey’s Coffee across from UW-L.

Prize-winning gay, lesbian, and straight visual and performing artists, as well as many local and regional artists.

Historic Hollywood Theater  hollywoodtheaterla.com  123 5th Ave. S.
This Art Deco-style former movie house opened in 1936. The Hollywood Theater is undergoing renovation to bring it back to the grandeur that it once enjoyed.

#6 CONSERVE TAX DOLLARS
Neighborhood and downtown businesses require less public infrastructure and make more efficient use of city services compared to big-box stores and shopping centers.
The Theater and Music programs enrich the quality of life in the region by enhancing cultural opportunities through the presentation of performances of significant artistic and cultural merit. The Viterbo University Gallery features the work of students and faculty, as well as the work of regionally and nationally known artists and graphic designers.

UWL Center for the Arts 16th & Vine Streets uwlax.edu/map/arts (608) 785-8230
The Center for the Arts, houses classrooms, studios, and theatre facilities for the Departments of Art, Music, and Theatre Arts. The Toland and Frederick Theatre have performances for the public throughout the year. The UW-La Crosse Art Gallery displays works by student, faculty, regional and nationally-known artists in all areas of art.

Warehouse 328 Pearl Street WarehouseRocks.com (608) 784-1422
The Warehouse is one of America’s longest-running all-ages alcohol-free independent concert venue. The Warehouse has played host to over 6000 bands and acts, gaining a great reputation for being one of the best places to see live bands in the Midwest.

WarehouseRocks.com
328 Pearl Street
(608) 784-1422
The Warehouse is one of America’s longest-running all-ages alcohol-free independent concert venue. The Warehouse has played host to over 6000 bands and acts, gaining a great reputation for being one of the best places to see live bands in the Midwest.

WarehouseRocks.com
328 Pearl Street
(608) 784-1422
The Warehouse is one of America’s longest-running all-ages alcohol-free independent concert venue. The Warehouse has played host to over 6000 bands and acts, gaining a great reputation for being one of the best places to see live bands in the Midwest.

WarehouseRocks.com
328 Pearl Street
(608) 784-1422
The Warehouse is one of America’s longest-running all-ages alcohol-free independent concert venue. The Warehouse has played host to over 6000 bands and acts, gaining a great reputation for being one of the best places to see live bands in the Midwest.

WarehouseRocks.com
328 Pearl Street
(608) 784-1422
The Warehouse is one of America’s longest-running all-ages alcohol-free independent concert venue.

You can find visual and performing arts at the places on the preceding pages and at the following unexpected places:

- Grounded Specialty Coffee
- Designing Jewelers
- Downtown Mainstreet
- Stamp ‘n Hand
- Tease Salon
- The Root Note
- The Wine Guyz
- Sidewalk Poetry
- Storefront Art in the Windows

“Confluence” Art Mural
Visit the art mural on the west side of the Pump House Regional Art Center.

Sculptures and Public Art
Pick up our Sculpture Guide to find over 50 sculptures and public art displays.

Check our website for actual date and details on each listed event and more!

LACROSSEDOWNTOWN.COM
Weddings and Events

Crystal Layland Events  113 5th Avenue South  (612) 275-8500
Event Planning and Styling for individuals and businesses for your next celebration or promotional event. We carry invitations and social stationery, including letterpress. Appointments are encouraged.

Weddings by Nancy  400 Main Street  (608) 796-2257
Weddings by Nancy is a full-service wedding and event planning company. We work closely with our clients to create the most amazing and memorable events for them and their guests. Our twelve years of experience and fresh approach guarantees a stylish and unique event every time. We also offer design for corporate events. If you are too busy, or just want your event taken to the next level, don’t hesitate to call. Our initial meeting is free of charge.

Jordanas Snyder Photography  115 5th Avenue S., Suite 407  (608) 397-5854  jordanasphotography.com
We specialize in Weddings, Destination Weddings, Engagements & Private bridal boudoir sessions. We pride ourselves on our Creative+ Fun photographic approach... and we LOVE to create unique beautiful images for our clients! Contact us to set up your free in studio consultation, we want to hear about your wedding day vision and how we can best capture it!

Wedding Tree  418 Main Street  theweddingtree.com  (608) 784-6850
The Wedding Tree has been a locally owned bridal and formal wear shop since 1976. Under the current ownership and management since 1996, we have years of knowledge, experience and exceptional customer service to assist you with your special day. Prom, Pageant, Bridal, Tuxedo, Mother of the Bride or Groom, and all the accessories as well as any specialized gifts you may need can be found with us, plus much more. The inventory of thousands of items changes daily. Our 17,000 square foot facility boasting 25 dressing rooms awaits your visit.

Downtown is a center for weddings and special events. See the sections; Shop, Eat, Beauty, Arts, Stay and Serve for jewelers, florists, caterers, stylists, and invitations.

JEWELERS
Crescent Jewelers
Designing Jewelers
Howes Diamond Jewelers
Rose Jewelers

EVENT VENUES
Cavalier Theater
Court on Main
Grand Hotel Ballroom
La Crosse Center
La Crosse Queen Cruises
Le Chateau
Piggy’s Ballroom
Pump House Regional Art Center
Radisson Hotel
The Waterfront
Viterbo University
Weber Center for Performing Arts

Hotels and Accommodations

Candlewood Suites  56 Copeland Ave.  candlewoodsuites.com  (608) 785-1110
Our comfortable studio and one-bedroom suites feature a fully equipped kitchen, large workspace, and over-stuffed recliner. Plus, our “Uniquely Candlewood” signature amenities allow our guests to live, work and relax while away from home for a short term or extended stay. Consider us home!

Radisson Hotel  200 Pearl Street  radisson.com/la-crosse-hotel-wi  (608) 784-6680
When you choose the Radisson La Crosse, you are ideally positioned in the heart of downtown with views of the Mississippi River and near popular attractions. Work off tension in the fitness center, melt away stress in the heated pool, enjoy a meal inside the on-site Three Rivers Lodge or recharge inside one of the hotel’s 169 rooms. Free high-speed Internet access, complimentary parking and complimentary shuttle service to the La Crosse Municipal Airport and Amtrak Depot.

Holiday Inn  200 2nd Street S.  holidayinn.com/lacrossewi  (608) 784-4444
Situated two blocks from the Mississippi River and across the street from the La Crosse Center, in historic downtown, this La Crosse, Wisconsin hotel’s location puts guests within walking distance of a variety of bars, restaurants and shopping. We welcome visitors with a courteous staff who strive to make their stay more enjoyable.

Coming in 2015
Hampton Inn and Suites
A four-story, 126-room Hampton Inn and Suites will feature an indoor swimming pool, whirlpool, fitness center, meeting room, free hot breakfast and internet, and all rooms will include a flatscreen television, mini-fridge, and microwave.

The Charmant Hotel
The Charmant; French for charming, will be a boutique hotel that will occupy the former Ross Furniture building on State Street. The building, dates back to 1898 when it was the Funke Candy Company.

Stay

Rose Jewelers
Howes Diamond Jewelers
Crescent Jewelers
Designing Jewelers
Rose Jewelers

Event Venues
Cavalier Theater
Court on Main
Grand Hotel Ballroom
La Crosse Center
La Crosse Queen Cruises
Le Chateau
Piggy’s Ballroom
Pump House Regional Art Center
Radisson Hotel
The Waterfront
Viterbo University
Weber Center for Performing Arts

Coming in 2015
Hampton Inn and Suites
A four-story, 126-room Hampton Inn and Suites will feature an indoor swimming pool, whirlpool, fitness center, meeting room, free hot breakfast and internet, and all rooms will include a flatscreen television, mini-fridge, and microwave.

The Charmant Hotel
The Charmant; French for charming, will be a boutique hotel that will occupy the former Ross Furniture building on State Street. The building, dates back to 1898 when it was the Funke Candy Company.
### Museums and Visitor Centers

**Children’s Museum**
207 5th Avenue S.
funmuseum.org
(608) 784-2652
Learning and fun...rolled into one! Three floors of interactive exhibits for ages 1-12 and their adult companions, plus “Mt. LeKid” climbing wall, a multipurpose theater, the “Ta-Dal!” gift shop, and two birthday party/meeting rooms. Open Tues-Sat 10 am-5 pm, Sundays Noon-5 pm (closed Mondays and major holidays). $6 per person (FREE for infants and members).

**Dahl Auto Museum**
711 3rd Street S.
dahlautomuseum.com
(608) 791-6494
Visit the Dahl Auto Museum. 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. The Museum also features the history of the automobile through the eyes of the Ford Motor Company, an extensive hood ornament collection, and many beautiful, restored, classic automobiles from the turn of the 20th century to the present. Hours: Thursday, Friday, and Saturday 10 AM – 5 PM. Admission: $4 Adults, $3 Children ages 9-16, $3 Seniors 62+, Children ages 8 and under are FREE when accompanied by adults.

**La Crosse Area Convention & Visitors Bureau**
410 Veterans Memorial Drive
explorelacrosse.com
Non-profit destination marketing organization dedicated to creating an economic impact through the attraction of leisure, group, and convention travelers to the greater La Crosse region. We are local hospitality and tourism resource! Contact us to find out why so many people enjoy to Explore La Crosse.

**La Crosse Historical Society**
Hixon House Museum
429 7th Street N.
lchistory.org
(608) 782-1980
Tour an extravagant Victorian lumber baron’s home. It is listed on the National Register of Historic Places. Built in the 1800s by Lumberman Gideon Hixon and preserved with the original furnishings, winter tours by reservation.

**Riverside Museum**
Riverside Park
lchistory.org
(608) 782-1980
Located in Riverside Park near downtown La Crosse. Open Memorial Day–Labor Day & weekends in Sept. & Oct., Monday-Friday 10:30am-5pm and admission is $2 for adults, $1 for children, and $5 for families. The museum focuses on local history and the steamboat War Eagle.

**La Crosse Queen**
Riverside Park
lacrossequeen.com
(608) 784-2893
May-Oct, Paddle wheeler boat for individual and group cruises on the Mississippi River Riverside Park. The La Crosse Queen is a modern-day replica of the grand river boats that plied the Mississippi River in the late 19th Century. She is one of the few authentic Mississippi River paddlewheel boat river boats still in operation in the United States today.

**Mississippi Explorer Cruises**
Riverside Park
mississippiexplorer.com
(877)647-7397 ext. 1
Join us for unique, interactive, and fully-guided riverboat cruises exploring the scenic backwaters of the Mississippi River’s wildlife refuge. Operating May-October, providing Wildlife Eco-Tours, Wildlife Sunset Cruises, and Specialty Cruises, all departing from La Crosse’s Riverside Park (South end). Private Charters & Group Tours available.

**Canoe, kayak, bike rentals and fishing information:**

Three Rivers Outdoors
(608) 793-1470
300 Main Street
lacrossedowntown.com
The Outdoor Connection at UW-La Crosse
(608) 785-8600
La Crosse Area Convention and Visitors Bureau
(608) 782-2366

**Birdwatching**

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 are often seen right in Riverside Park.
Associated Bank 605 State Street associatedbank.com  
(608) 793-3800
We’re proud of our long and rich tradition of providing superior financial services to our communities, combined with exceptional customer service. Personal service is our guiding principle, from providing products that meet and exceed individual customer needs, to doing the “little things” that make your experience with Associated a special one.

Citizens State Bank 620 Main Street citizensstatebank.us  
(608) 785-2265
Call us for all of your banking needs. We are conveniently located in downtown La Crosse and on Main Street in Onalaska. At Citizen’s State Bank, our customers are family and we take pride in our mission to exceed our customers’ expectations. Let us be “your partner in banking.”

Community Credit Union 311 Main Street  
communitycu.com  
(608) 779-2400
Community Credit Union is member-owned and offers a full line of financial products. Count on us for business/consumer loans, savings plans, mortgage loans, and convenient services like online banking. Four locations in La Crosse, Onalaska, and Holmen. Stop in to find out how customer owned banking can benefit you!

G.E.C.U. 225 La Crosse Street  
gecuwi.com  
(608) 785-7720
G.E.C.U., “The Friendly Credit Union”. A member owned, full financial institution serving the entire La Crosse Community since 1931. We specialize in fast, friendly and professional service. We provide a full line of financial products including mortgages, consumer loans, checking and savings products, ATM, and 24-hour Internet and phone access accounts.

State Bank Financial 401 Main Street  
statebankfinancial.com  
(608) 784-4600
State Bank La Crosse, located in the historic McMillan building in downtown La Crosse, is a full-service branch of State Bank Financial. Established in 1879, State Bank Financial is a locally owned, full-service community bank with six branch locations. We offer a complete selection of personal and business financial solutions.

U.S. Bank 201 Main Street, Suite 100  
usbank.com  
(608) 782-8101
U.S. Bank operates in 25 states and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bank is dedicated to improving the communities they serve, and received the 2011 Spirit of America Award, the highest honor bestowed on a company by United Way.

Wells Fargo Bank 305 5th Avenue South  
www.wellsfargo.com  
(608) 784-7000
Since 1852, Wells Fargo has been helping individuals succeed financially, enabling local businesses to thrive, and investing in the local communities it serves. In 2011, Wells Fargo provided nearly $1.5 million to Wisconsin nonprofits and schools. In addition, team members logged 20,800 volunteer hours in communities across the state, including La Crosse.

Higher Education

UW-La Crosse 1725 State Street  
uwlax.edu  
(608) 785-8000
The University of Wisconsin-La Crosse is a comprehensive four-year institution within the University of Wisconsin System awarding bachelor’s, master’s, and one doctoral degree.

Viterbo University 900 Viterbo Court  
viterbo.edu  
(800) 848-3726
Founded by the Franciscan Sisters of Perpetual Adoration in 1890, Viterbo remains committed to its Catholic Franciscan values and its mission to prepare students for faithful service and ethical leadership.

Western Technical College 400 7th Street N.  
westerntc.edu  
(608) 785-9200
Western Technical College provides relevant, high quality education, in a collaborative and sustainable environment, that changes the lives of students and grows our communities.

Hospitals

Gundersen Health System 1900 South Ave.  
gundersenhealth.org  
(608) 782-7300
Gundersen Health System is where caring meets excellence through a comprehensive health network of wholly owned and affiliated services. It’s where nationally recognized quality meets dedicated, compassionate professionals, caring for patients in all stages of life. A new state-of-the-art hospital, the region’s highest level trauma center, top heart program, comprehensive cancer center, most advanced care for memory and movement disorders.

Mayo Clinic Health System Franciscan Healthcare 700 West Avenue S.  
mayoclinichealthsystem.org  
(608) 785-0940
Starting as Western Wisconsin’s first hospital in 1883, Mayo Clinic Health System- Franciscan Healthcare continues to put the needs of our patients first as we deliver safe, high-quality patient care. Today we are part of a respected network of community-focused hospitals and clinics that serve Iowa, Minnesota, Wisconsin and Georgia. Our affiliation with Mayo Clinic brings recognized medical expertise into our local community.

Services

Advisors Management Group 505 King Street, Suite 208  
advisorsmanagement.com  
(608) 782-0200
Advisors Management Group provides financial planning, investment advising, small business accounting, tax planning, and tax preparation for individuals and small businesses. Advisors Management Group provides the highest standard of care in advising individuals, families, and businesses on healthy financial choices.

Authenticom, Inc. 400 Main Street, 3rd Floor  
authenticom.com  
(608) 796-2626
A leading provider of data management solutions in the automotive industry. The company integrates with over 75 Dealer Management Systems (DMS) and connects with more than 12,500 dealerships in North America. Authenticom specializes in data extraction, data append, data hygiene, and data enhancement solutions for marketing companies and third-party service providers.

Chris La Shone Architecture  
lashornearchitects.com  
(608) 785-2626
Providing sustainable architecture & design for residential, commercial & historic rehabilitation for over 30 years.

Davy Engineering Co. 115 6th Street S.  
davync.com  
(608) 782-3130
Davy Engineering/Davy Laboratories provides consulting, engineering, surveying and environmental laboratory services. Typical engineering projects include commercial and residential developments and general municipal infrastructure such as streets and water/sewer systems.

Express Printing 227 3rd Street N.  
expressprintinglax.com  
(608) 784-4900
Your downtown stop for full-service printing and copying. Wedding Invitations, Letterhead, Business Cards, Forms, Envelopes, Brochures, Menus, Newsletters and more! We can design for you, or use your design and print it to your specifications. Our high-speed digital copier can copy, collate, staple or punch your copies. We do full color banners at great prices! Mon- Fri 8:00 am-5:00 pm.

Entrepreneurship fuels America’s economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

#9 PRESERVE ENTREPRENEURSHIP

Entrepreneurship fuels America’s economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.
La Crosse City Vision Foundation
lacrossecityvisionfoundation.org   P.O. Box 0175
The vision of the Foundation is to make the central business district of La Crosse the most attractive and cleanest in the U.S. This is accomplished through the implementation of a comprehensive beautification program.

La Crosse County
400 4th Street N.
co.la-crosse.wi.us   (608) 785-9700
La Crosse County provides a wide range of services for citizens, including but not limited to: zoning, highways, assistance to the elderly/children/persons with disabilities, parks, environmental protection, public health, UW-Extension, and veterans’ assistance.

La Crosse Public Library
800 Main Street
lacrosselibrary.org   (608) 789-7100
You’ll find popular materials, including DVDs, audiobooks, magazines, an engaging children’s room, a dedicated teen area, a nonfiction collection, public computer access, a fully-staffed reference desk, a room to spend an afternoon absorbed in a book or updating your resume, and an award-winning Archives Department.

LGBTQ Resource Center
230 6th Street S.
7riverslgbtq.org   (608) 784-0452
The Center is a non-profit, run mostly by volunteers striving to make the world a better place for LGBTQ people and their allies. Through advocacy, programming, and outreach, we hope to make our 11 county area a better place.

Small Business Development Center
120 Wimberly Hall
uw lax.edu/sbdc   (608) 785-8782
The Wisconsin Small Business Development Center (SBDC) at the University of Wisconsin-La Crosse is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement, and to launch successful new companies.
Join us as an individual or business member to help support the efforts of our downtown revitalization! Go online to join at LACROSSEDOWNTOWN.COM
Thank you to our sponsors, members and volunteers for making downtown a great place to live, work, shop and play!
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 | dahlautomuseum.com

Hours: Thursday, Friday and Saturday 10 am to 4 pm