



RESOLUTION # 95-2108

TO: HONORABLE MEMBERS OF THE LA CROSSE COUNTY BOARD OF SUPERVISORS

ITEM # 18/2
BOARD ACTION

Adopted: 2-21-08
For: 29
Against: —
Abs/Excd: 6
Vote Req: —
Other Action: —

LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND COMMITTEE

Adopted: 2-7-08
For: 8
Against: —
Abs/Excd: 7

EXECUTIVE COMMITTEE

Adopted: 2-13-08
For: 9
Against: —
Abs/Excd: —

RE: RESOLUTION IN SUPPORT OF CITY OF LA CROSSE AND DOWNTOWN MAINSTREET INC. JOINT APPLICATION TO THE STATE OF WISCONSIN PROGRAM FOR DESIGNATION AS A MAIN STREET COMMUNITY

WHEREAS, Downtown La Crosse has enjoyed a renaissance that has led to numerous awards and recognitions including the 2002 Great American Main Street Award through the National Trust for Historic Preservation; and

WHEREAS, as noted through the numerous plans and reports and meetings with merchants about Downtown La Crosse, there is still much more work to be done in order to maintain and enhance Downtown La Crosse as a place to work, live, shop and play; and

WHEREAS, the State of Wisconsin's Main Street designation brings with it technical assistance including volunteer and program manager training, advanced training on specific downtown issues, such as marketing, business recruitment, volunteer development, and historic preservation, on-site visits to help each community develop its strengths and plan for success, on-site design consultations, and on-site small business consultations; and

WHEREAS, the Main Street programs focus on organization, design, promotion and economic restructuring is critical to the future of Downtown La Crosse; and

WHEREAS, in order to access this assistance and expertise, Downtown La Crosse must be designated by the State of Wisconsin as a Main Street community through an application process which is due February 28, 2008.

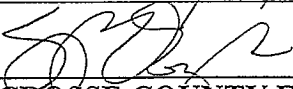
NOW THEREFORE BE IT RESOLVED, that the La Crosse County Board of Supervisors hereby endorses the City of La Crosse and Downtown Mainstreet Inc. submitting a joint application to the State of Wisconsin's Main Street program for designation as a Main Street community.

BE IT FURTHER RESOLVED, that La Crosse County commits to the continued support of Downtown La Crosse including staff assistance and consistent with our 2008 Budget, pledges up to \$2,500 in annual funding for three years to Downtown Mainstreet, Inc.

RE: RESOLUTION IN SUPPORT OF CITY OF LA CROSSE AND DOWNTOWN
MAINSTREET INC. JOINT APPLICATION TO THE STATE OF WISCONSIN PROGRAM
FOR DESIGNATION AS A MAIN STREET COMMUNITY
PAGE 2

FISCAL NOTE: The 2008 budget includes \$2,500 for this purpose in the Economic Development budget.

Date: February 7, 2008



LA CROSSE COUNTY ECONOMIC
DEVELOPMENT FUND INC.
COMMITTEE CHAIR

Cheryl A. Stephen

RECORDING CLERK

Date: 2-13-08



EXECUTIVE COMMITTEE CHAIR

Cheryl A. Stephen

RECORDING CLERK

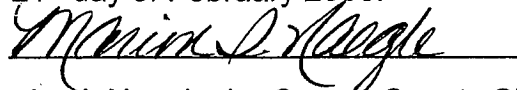
Approved _____ Not Approved _____
C/A: SS 2-4-08
F/D: GI 1-30-08

Requested By: Roger Plesha
Date Requested: January 29, 2008
Drafted By: Steve O'Malley

Adopted by the La Crosse County Board This 21 Day of February, 2008.

STATE OF WISCONSIN
COUNTY OF LA CROSSE

I, Marion I. Naegle, County Clerk of La Crosse County do hereby certify that this document is a true and correct copy of the original resolution required by law to be in my custody and which the County Board of Supervisors of La Crosse County adopted at a meeting held on the 21st day of February 2008.



Marion I. Naegle, La Crosse County Clerk