

# **DOWNTOWN MAINSTREET CLEANING AND BEAUTIFICATION PROGRAM**

## **Program Overview and Collaboration:**

A comprehensive Cleaning and Beautification program is being initiated by Downtown Mainstreet, Inc. (DMI), in collaboration with the City of La Crosse and other downtown organizations and stakeholders.

## **Program Goals:**

The program will address the following issues.

- 1. Pigeon Control** – DMI has taken the lead to create a plan, with assistance from the City of La Crosse, to reduce the growing pigeon population. An educational program combined with both abatement and OvoControl, a “birth control” program will be introduced. OvoControl reduces the reproduction of treated birds, causing the population to decline. The program is approved in 50 states and supported by the Humane Society of the United States, ASPCA, Audubon and the Peregrine Fund.
- 2. Graffiti Control** – DMI will work with the City of La Crosse on efforts to control graffiti. The introduction of the Safe-Cam project, sponsored by the La Crosse City Vision Foundation, will introduce cameras into downtown this spring to assist with this goal.
- 3. Overall Cleanliness** – DMI currently addresses the needs of cleaning and overall maintenance with paid staff who spend 2-4 hours daily on sidewalk sweeping, trash pick-up, weeding and overall maintenance. Increased revenues would help to assist with increased services and improved maintenance equipment. In addition, we are planning a large-scale spring cleanup of downtown.
- 4. Floral Planters**- DMI currently budgets annually for floral plants for 80 downtown planters. All 80 planters are adopted by downtown businesses to water and care for the plants. The City of La Crosse will be adding additional planters to downtown in 2015. Additional revenue will be needed to fill all planters and a winter display in the downtown planters could be considered.
- 5. Downtown Trees**- DMI will work with the City of La Crosse to address the needs of the health of the trees in downtown. A plan to replace trees with more sustainable eco systems is being planned.
- 6. Downtown Banners**- DMI will design and display new downtown banners to add color and excitement to the downtown landscape. The City of La Crosse will be repairing, replacing and adding missing banner braces for more secure banner installation.

## **Program Purpose and Benefits:**

The program will create a safe, cleaner, more inviting environment for shoppers, workers, and visitors. Our efforts will include instilling good maintenance practices to enhance the downtown’s physical appearance and create a positive image that will improve community pride and increase consumer and investor confidence.

## **Program Needs:**

The current DMI budget cannot cover the additional funding needed to be dedicated specifically for this initiative. The estimated \$30,000 annual revenue for the Cleaning and Beautification program will be raised from the following funding sources.

1. DMI Member contribution request. Goal: \$10,000
2. DMI Downtown Property Owner contribution request. Goal: \$10,000
3. City of La Crosse request for matching funds. Goal: \$5,000- \$10,000
4. La Crosse City Vision Foundation fundraising campaign. Goal: \$5,000- \$10,000

Revenue raised will be used to fill the needs of each Cleanliness and Beautification goal in the order listed above. As an organization we are focused on being responsible stewards of our member investment. We have strategic partnerships with groups, volunteers, area organizations and municipal departments which will allow us to effectively maximize the efforts of the Cleaning and Beautification program.