



April 3, 2019

Mayor Kabat and the La Crosse City Council Members,

Downtown Mainstreet Inc. is excited by the incredible potential of the La Crosse Center project and what it means for the future of downtown and the entire community. We thank you for your leadership on this project and for being so receptive to public input on it. As you know, downtown businesses are important stakeholders that have made significant investments in this district – some of which have been in anticipation of the City’s further investment in the La Crosse Center and the incredible economic impact that will result. As a representative of, and connection to, many of those stakeholders, the DMI Board is committed to supporting this project in whatever way we can.

We support the plan that has been approved by the La Crosse Center Board. We commend everyone involved on this project for the dedication level that has been shown to work together, overcome challenges, and keep this project moving forward. The time is now to approve this plan and complete the work that has begun. We must trust the expertise of our design teams, city staff, board members and elected officials to make the right decisions. We support these decisions and stand committed to this project.

We appreciate your time and dedication to this community. La Crosse is growing and with growth comes challenges, but the partnership of the City, DMI, downtown businesses, and all the stakeholders will overcome those challenges. We look to continue to be a strong partner with you in the work of growing a vibrant downtown that strengthens our businesses, embraces our history, celebrates our culture and community, while enhancing the vitality of our city and the entire region.

Respectfully,

Kelsey Williams  
President  
Downtown Mainstreet, Inc.

Robin Moses  
Executive Director  
Downtown Mainstreet, Inc.

## DOWNTOWN MAINSTREET

500 MAIN STREET  
LA CROSSE, WI 54601  
608.784.0440  
LACROSSEDOWNTOWN.COM

### BOARD OF DIRECTORS

Kelsey Williams  
PRESIDENT

Will Kratt  
PRESIDENT ELECT

Deb Lash  
PAST PRESIDENT

Debi McKenney  
TREASURER

Jessica Kirchner  
SECRETARY

Jim Bressi

Chris Butler

Sandra Earp

Eric Erickson

Ward Evenson

Jesse Fanciulli

Brian Fukuda

Julie Henline

Dan Howes

Jennifer Kloehn

Jay Lokken

Jacqui Marcou

Greg Reichert

### STAFF

Robin Moses  
EXECUTIVE DIRECTOR