

Resolution endorsing the 2014 joint application to the Wisconsin Main Street program.

AMENDED RESOLUTION

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 Wisconsin 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 a joint (City of La Crosse and Downtown Mainstreet, Inc. application process which is due April 15, 2014; and

WHEREAS, the joint application has the full support of the Downtown Mainstreet Inc. (DMI) Board, and will be compiled by both DMI and the City Planning Department.

NOW THEREFORE BE IT RESOLVED, that the Common Council of the City of La Crosse hereby endorses the joint application to the Wisconsin Main Street program for designation as a Main Street community.

BE IT FURTHER RESOLVED, that the Common Council of the City of La Crosse hereby commits to the continued support of Downtown La Crosse including staff assistance.

BE IT FURTHER RESOLVED, that the Common Council of the City of La Crosse hereby pledges to provide not less than \$~~15,000~~ 19,000 in annual funding for three years to Downtown Mainstreet, Inc.

BE IT FURTHER RESOLVED, that the staff is authorized to act on behalf of the City of La Crosse to submit the application, and that the Mayor is authorized to sign documents, and take necessary action to undertake, direct and complete the approved project.