



2-20-2026

JBG Planning
c/o Jason Gilman, AICP
Project Manager
River Point District
jbgplanning@outlook.com

Jason Gilman:

Mr. Gilman and the City of La Crosse Redevelopment Authority, we're excited to continue the conversation about bringing Cowboy Jack's Restaurant to the River Point District in La Crosse. Since January's meeting, we have been in discussions with RyKey Properties about splitting Lot 11, currently labeled as Lot 11A (47,832sf) and Lot 11B (14,689sf), to accommodate both the multi-family project and our restaurant and events center. Per the original option to have both of these uses on Lot 11, both Cowboy Jack's and RyKey Properties agree that this arrangement makes the most sense. This brings a reputable hospitality operation with a strong track record to the River Point District.

Cowboy Jack's is a western themed destination restaurant with a vibrant, fun, and lively atmosphere—good for families, friends and groups. Our outdoor-focused concept for the River Point District would be the perfect fit along the banks of the Black River. With over 8,000 sq ft of indoor space and over 4,000 sq ft of outdoor space built out over two stories, Cowboy Jack's La Crosse would not only serve the needs of the River Point District, but the entire community. Our team is confident that our experience from our restaurant in Altoona, WI, which is also located along a river and has upper and lower patio spaces, and served a total of 178,380 guests in 2025, will allow us to bring a truly unique and popular destination to La Crosse and the River Point District. Below are some facets of our restaurant style and operation that will set it apart from other venues in the area.

Programming & Focuses

- 2 – Story, covered upper deck for enhanced river viewing and customer enjoyment
- Flexible event spaces for large groups or office parties
- Scheduled live music
- Broad, seasonally rotating menu
- Happy hour specials
- Sports-themed and holiday events
- Catering menu and capabilities

What our Customers are saying:



Kyle Violette
4 reviews

★★★★★ a month ago

Angie is absolutely amazing! From the moment we walked in, she made us feel welcome and taken care of. She's friendly, attentive, and always has a great attitude that makes the whole experience more enjoyable. Our drinks were perfect, food came out quickly, and she checked in at just the right times without ever being overbearing. You can tell she genuinely cares about her guests and goes above and beyond to make sure everyone has a great time.



Janel Chandler
2 reviews · 1 photo

★★★★★ 2 months ago

Food was amazing and such a cool atmosphere, loved it!! Cassidy our waitress was super friendly and did a great job taking care of us. We will definitely make the trip to come back!



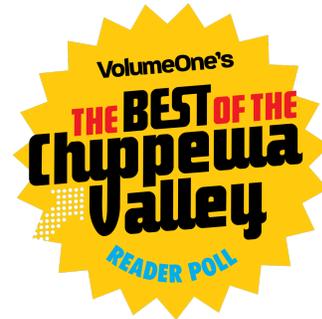
weltzenterprises
4 reviews

★★★★★ 2 months ago

An outstanding dining experience from start to finish! The atmosphere is warm and inviting, the food is nothing short of spectacular, and the staff truly goes above and beyond. Our server, Angelo, was fantastic with our kids and made the evening extra special. A true gem—we can't wait to return!

Awards and Achievements

- Best Restaurant for Outdoor Dining (8x winner!)
- Best Happy Hour (6x winner!)
- Best Local Holiday Drink
- Best Restaurant for Late-night Noshing
- Best Restaurant in Altoona
- Best Sports Bar
- Best Waterfront Dining



We invite you to visit our Altoona location, located at 1432 Front Porch Place, Altoona, WI 54720.

Visit our Altoona location's website at cowboyjacksaltoona.com.

View our ownership and management team at capvestpartner.com.

Ownership Group

William Albright

William (Bill) Albright has over 23 years in the construction/real estate industry. He is founder and co-owner of MAR Hospitalities (Cowboy Jack's Altoona), CapVest, LLC, Capital Investment Partners LLC, and over 25 other operating and real estate holding companies. CapVest currently manages over 1,400 multi-family units, has over 65 active investors, and constructs an average of 100 multi-family units on an annual basis. Bill has overseen the construction of over 1,650 multi-family units and \$475MM worth of commercial real estate projects nationally. He received his bachelors and masters of science degrees from the University of South Dakota. Prior to starting CapVest, he was the Vice President of Heartland Contractors, a commercial construction/excavation company in Chippewa Falls, WI from 2004-2017. He has negotiated hundreds of projects ranging from commercial and residential to excavating. Bill specializes in real estate development, investment property construction/financing, and project management.

Paul Madsen

Paul is both a co-founder and co-owner of MAR Hospitalities (Cowboy Jack's Altoona), CapVest LLC, Capital Investment Partners LLC and other real estate holding companies. He is the former owner and president of RainMaster Lawn Systems, an irrigation company with a well-known reputation for outstanding customer service. Since the late 1990s, Paul has proven his dedication to helping people, whether it's exceeding his customers' expectations or coaching and growing teams. While managing RainMaster's 45 employees, two branch locations, four lines of business and completing multiple acquisitions, Paul has a proven track record of excelling at strategic growth.

Shawn Raukman

Shawn Rauckman is a co-owner of several hospitality and service-based businesses. He is currently the President and Chief Executive Officer of a nationally accredited for-profit private post-secondary school in Eau Claire, where he oversees all aspects of the institution's operations. Shawn graduated Summa Cum Laude from the University of Wisconsin at Eau Claire in 2000 with a bachelor's degree in business administration. He subsequently received his juris doctorate degree from the University of Minnesota Law School in 2004. Shawn practiced law in Minnesota and Wisconsin before becoming a full-time entrepreneur. He is currently licensed to practice law in both states. He has sat on the board of directors for several Chippewa Valley non-profit organizations. Shawn resides in Eau Claire with his wife, Jessica, and son, August.

Management Group

Trevor Bohland

Trevor is the CEO of CapVest LLC, and prior to joining the company in 2019, had a successful 24-year career in banking, serving as President and CEO of United Bank. Under his leadership, the bank streamlined and increased the profitability of lending operations, maximized revenue, executed organization's strategic vision and goals. His educational background includes a bachelor of science degree from the University of Wisconsin-River Falls, a master's degree from the University of St. Thomas, and completion of the Graduate School of Banking at the University of Wisconsin-Madison in 2005.

Lori Hayden

Lori Hayden is the general manager of Cowboy Jack's in Altoona, Wisconsin, and has over 25 years of experience managing both corporate and privately owned restaurant concepts. In addition to managing daily operations, orders, inventory, budget management, and guest service, Lori has also been instrumental in creating new menu concepts, creating new training programs for staff, and overseeing and coordinating all private events at Cowboy Jack's. She is passionate about increasing guest engagement and satisfaction through maintaining high service standards, putting on special events, hosting live entertainment, and keeping the menu fresh with exciting seasonal offers.

Lori has maintained a higher than industry standard retention rate for employees by continually cultivating a positive work environment that is focused on employee empowerment and internal staff development. Her experience also includes being a leader in multiple new store openings as well as managing a corporate training restaurant.

She thrives on new opportunities to utilize her leadership skills and experience to develop leaders, drive positive results and deliver an experience people will remember.

Brett Burkhart

Brett Burkhart is Chief Operating Officer, overseeing operations of CapVest and Cowboy Jack's. Brett's background spans multiple other industries, including architecture, software development, marketing and manufacturing. Working cross-functionally with all departments, Brett's primary objectives at CapVest and Cowboy Jack's are to drive quality and profitability that exceed our companies' goals, and to champion the development, implementation and continuous improvement of organizational protocols, practices, and tools.

His educational background includes a bachelor of arts degree from Iowa State University in 2004. He is a graduate of the statewide Leadership Iowa program in 2019, and has been involved in leadership roles in many organizations, such as the Iowa Association of Business and Industry and the Ankeny Leadership Institute.

Project Examples

(For additional project experience examples, please visit capvestpartner.com)

Cowboy Jack's, Altoona WI

Cowboy Jack's Saloon is an 8,000 sq ft restaurant with 4,000 sq ft of exterior patios and decks. Construction was completed in 2017 and the business had its eight year anniversary in June of 2025. The river-side location is picturesque, and this project is an anchor for a commercial development area in Altoona, Wisconsin called River Prairie. The restaurant has been very successful and consistently wins awards for best restaurant atmosphere and more while maintaining a high average review rating on Google.



Cobblestone Hotel, Menomonie WI

The Cobblestone Hotel is a 52-room hotel constructed in Menomonie, Wisconsin which was completed in 2017. The development process included the purchase of three downtown properties and working closely with the City of Menomonie to preserve historical architectural features. The location near the University of Wisconsin-Stout was important to the developer due to proximity to their Hospitality Management Bachelor's Degree program.



Commerce Point, Altoona WI

Commerce Point consists of two 24,000 sq ft multi-tenant office/warehouse commercial buildings. Construction is completed. The project is located along a major highway through the City of Altoona, Wisconsin and is an anchor commercial development. Tenants are wide-ranging from commercial and office to manufacturing production, distributors, and service.



Proposed Timeline

- Building and Site Design: Spring 2026
- City, State Approvals and Permits: Spring/Summer 2026
- Commencement of Construction: Summer/Fall 2026
- Grand Opening: Spring/Summer 2027

Sincerely,

Bill Albright, MS, BS

Cowboy Jack's Altoona, Founder - Ownership Group

CapVest LLC, Founder – Ownership Group

balbright@capvestpartner.com

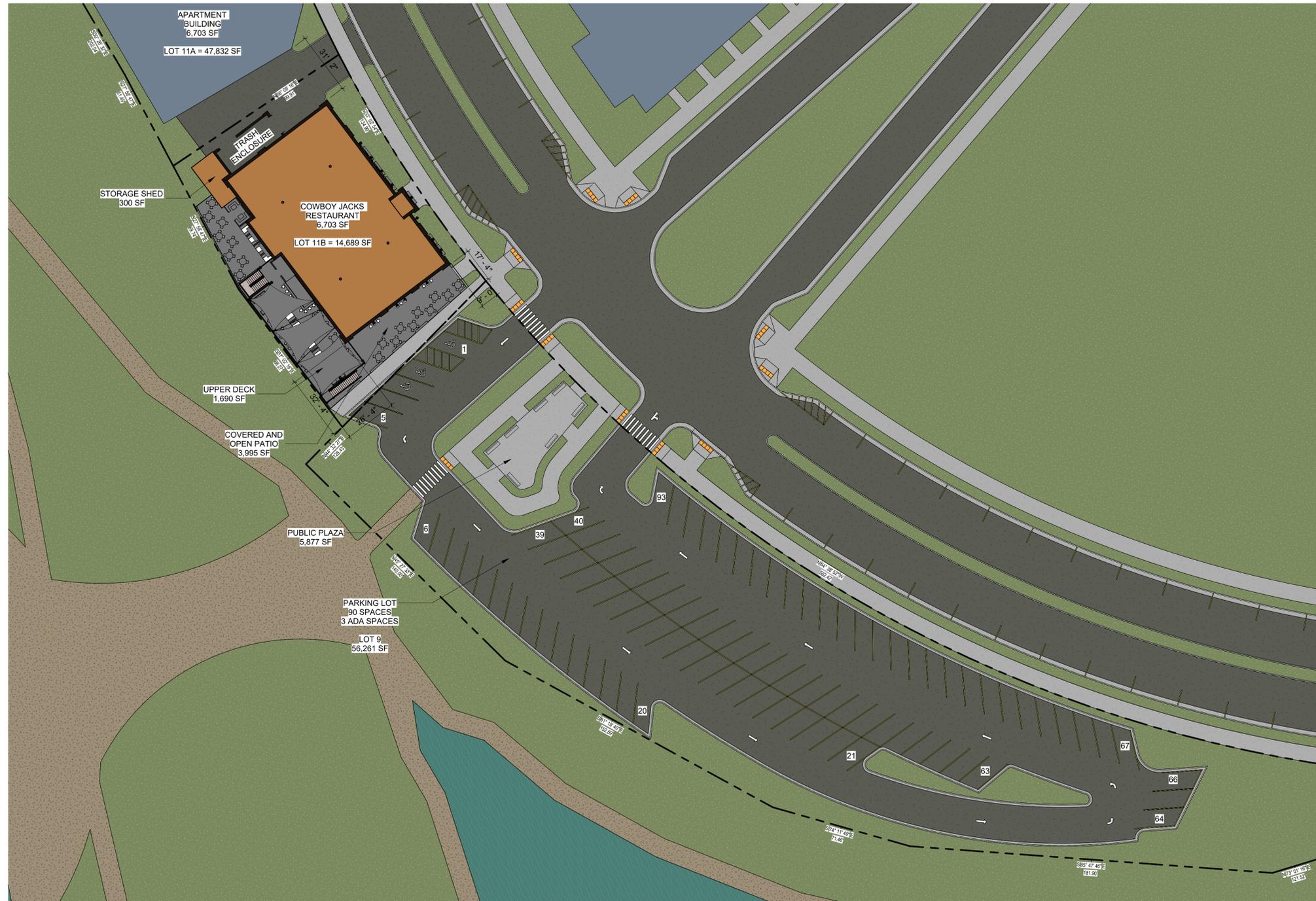
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Trevor Bohland, MS, BS

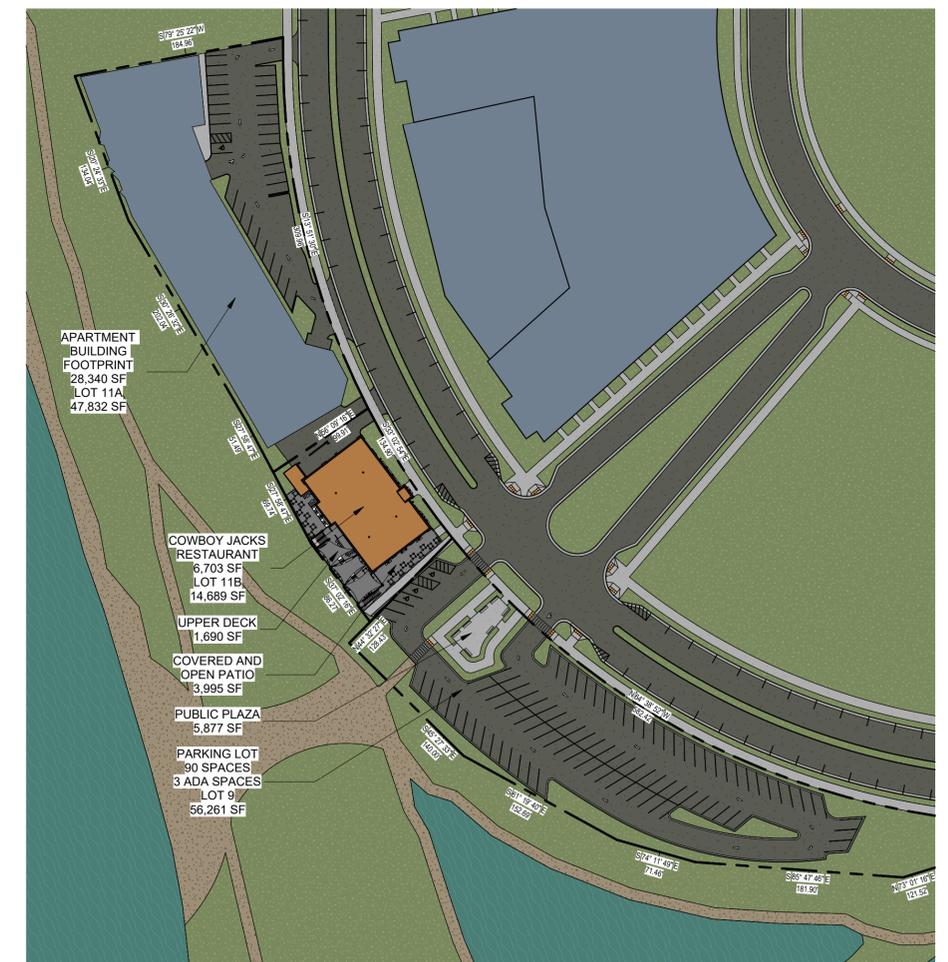
CapVest LLC, CEO/President

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MATERIAL LEGEND			
	NEW BUILDING		ASPHALT
	EXISTING BUILDING		CONCRETE
	GRASS		RETENTION POND
	LANDSCAPING		



1 ARCHITECTURAL SITE PLAN
A1 1" = 30'-0"

2 OVERALL SITE PLAN
A1 1" = 80'-0"



