explore LA CROSSE

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TOP 10 SIGHTSEEING SPOTS PG. 4
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300 Harborview Plaza  |  P.O. Box 1027
La Crosse, WI 54602
La Crosse County attracts over two million visitors every year. The region's stunning landscape comes with abundant recreational opportunities, from every imaginable water sport to hiking, biking, fishing, hunting and more. La Crosse County offers an excellent variety of shopping, dining, and hospitality options, and the area boasts a rich cultural scene for lovers of art, music and theatre. Perfect for a weekend visit or two-week vacation. La Crosse County has something for everyone!
This area was founded by fur traders in the late-18th century, and further settled and incorporated by lumber barons in the mid-19th. Today, our communities are defined by so much more than a single industry: world-class medical facilities, three highly regarded post-secondary institutions, rich and diverse cultural arts offerings, and so much more.

But through all of this, you’ll find that our communities have maintained a deep connection to their historical and geographic roots. Our towns and homes are built around the hills, forests, and waterways that define the region—it’s harder to find that city/country divide which is so apparent in other places. Here, you can chase a morning bike ride through the marsh with a day of shopping at a variety of popular, upscale, and independent retailers. Then take a quick hike up the bluffs for a picnic with a view, followed by an afternoon visiting the local breweries, vineyards, and cider houses. A diverse array of fine dining options awaits you for dinner; then complete your evening with cocktails, a show, or a twilight cruise on the river. Each thing only a few miles (at most!) from the last...and that's just one day.

La Crosse County offers an excellent variety of shopping, dining, and hospitality options, and the area boasts a rich cultural scene for lovers of art, music and theatre. Perfect for a weekend visit or two-week vacation. La Crosse County has something for everyone!
BIG BLUE BRIDGES
La Crosse
3rd St S & Cass St/Cameron Ave, Downtown La Crosse
The Big Blue Bridges, otherwise known as the Mississippi River Bridge or the Cass Street and Cameron Avenue Bridges, span the east channel of the Mississippi River from Downtown La Crosse to Barron Island. The bridges’ side-by-side profile image has become symbolic of the City of La Crosse.

WORLD’S LARGEST 6 PACK
La Crosse
City Brewery, 1111 3rd St S, La Crosse
Back when it was the G. Heileman Brewing Co., the World’s Largest Six Pack was dressed up in Old Style colors. Now, these iconic aging tanks resemble giant cans of La Crosse Lager, City Brewery’s most popular local product. Don’t forget to pop across the street for a selfie with King Gambrinus too!

SUNNY THE SUNFISH
Onalaska
U.S. Hwy 35, south of downtown Onalaska, across from Blue Moon
Among the City of Onalaska’s claims to fame is the title, “Sunfish Capital of the World,” and Sunny is their herald. The fiberglass replica, 15 feet tall and 25 feet long, was unveiled in 1998, and has greeted visitors and residents of the community ever since.

SPILLWAY
Onalaska
126 1st St W, Onalaska
The Lake Onalaska Spillway marks the point where Lake Onalaska, created by Lock and Dam #7, and the Black River empty into the Mississippi. Perhaps the region’s worst-kept secret, it is a favorite fishing spot among locals and visitors.

HALFWAY CREEK PARK BANDSHELL
Holmen
300 Roberts St W, Holmen
The Halfway Creek Park bandshell is home to numerous concerts, plays, and other family-centered events all summer long, including the popular Sunday evening free concert series. The bandshell is just a stone’s throw from Halfway Creek Trail, which winds for 3.4 miles along its namesake until it connects with the Great River Trail.

PALMER BROTHERS OCTAGONS
West Salem
358 Leonard St N & W3362 State Rd 16, West Salem
These historic octagonal houses were built by two brothers, Horace and Monroe Palmer, in 1856-57. Both houses are on the National Register of Historic Places and are open for public viewing; the Palmer-Gullickson house has been restored as a museum, while the Palmer-Lewis house serves as West Salem’s visitor center.

AIRPORT BEACH
Town of Campbell
Fishermans Rd, French Island, La Crosse
This popular public beach, named for the airport directly behind it, is best known for the free ski shows put on by the River City Waterski Team every Wednesday night throughout the summer. It is also the only public beach in La Crosse where pets are welcome.

MINDORO CUT
Town of Farmington
WI Hwy C / Hwy 108, Farmington, 4 mi. south of Mindoro
Cutting through Phillip Ridge at a depth of 74 feet. It is the 2nd-deepest hand-build cut in the Western Hemisphere, and the oldest (1908) unimproved cut still in use. In 2007 it was added to the National Register of Historic Places.

TAG YOUR PICTURES WITH #explorelacrosse.com
SEE IT!

TOP 10 SIGHTSEEING SPOTS

For year-round natural beauty, it doesn’t get much better than La Crosse County and the greater Driftless Region of southwestern Wisconsin. There aren’t many places to go or things to do in this area that don’t somehow take advantage of the stunning vistas of the bluffs, marshes, or the majestic river valley. The following lists our ten favorites—each one perfect for the whole family.

1. GRANDAD BLUFF
   Towering 1200 feet, Grandad Bluff is one of the area’s most visible and popular attractions. This city park features a shelter house, picnic areas, and is within convenient hiking or biking distance to Hixon Forest and Human Powered Trails. It is also the site of the annual New Year’s Eve Fireworks Show. Most notably, Grandad offers breathtaking views of the Mississippi River Valley and three states, prompting readers of Wisconsin Trails to name it Wisconsin’s “most scenic view.”

2. RIVERSIDE PARK
   Marking the confluence of three rivers in Downtown La Crosse, Riverside Park is a year-round center of recreation, relaxation, and community events. Take a cruise on the riverboat La Crosse Queen, an authentic 19th-century paddlewheeler, or stroll through the International Friendship Gardens and connect to miles of hiking and cycling paths via the La Crosse Marsh Trails, Myrick Park, and Hixon Forest. Summers, Riverside’s bandshell hosts free concert series, and from Thanksgiving to New Year’s the park is home to the annual Rotary Lights, one of the Midwest’s largest holiday lights displays.

3. SHRINE OF OUR LADY OF GUADALUPE
   Overlooking the Mississippi River Valley from La Crosse’s southeastern bluffs, the Shrine of Our Lady of Guadalupe is a spiritual and sightseeing destination for pilgrims and visitors from around the world. The Shrine’s 100-acre site features a beautiful votive candle chapel and a magnificent Church, extensive gardens, and several devotional areas including an outdoor Stations of the Cross and a Rosary Walk.

4. LAKE ONALASKA & GREAT RIVER LANDING
   Lake Onalaska, created by the construction of Lock and Dam #7 in 1937, has long been a popular site for fishing, wildlife-viewing, and other recreational activities. Now it sits at the heart of Great River Landing, a new waterfront development integrating the area’s remarkable natural beauty with the Town of Onalaska’s restaurants, shopping, and local cultural experiences. With direct access to the Great River Road, the Upper Mississippi National Wildlife Refuge, and the Great River Bicycle Trail, Great River Landing is the perfect gateway for families and visitors seeking to explore the Mississippi River Valley.
5. **WISCONSIN GREAT RIVER ROAD**
For 250 miles, the Great River Road winds alongside the Mississippi, truly one of America’s most beautiful stretches of highway. From La Crosse, Buffalo City and Prairie du Chien make great day trips to the north and south. Keep an eye out for observation decks along the way—great for bird watching, and enjoying the majestic view. Camp for the night at Goose Island, Wisconsin’s largest county campground, just three miles south of La Crosse.

6. **UPPER MISSISSIPPI NATIONAL WILDLIFE REFUGE**
The country’s most visited wildlife refuge encompasses more than 260 miles of the Mississippi River Valley, preserving and protecting hundreds of species and their habitats including tundra swans, bald eagles, and white pelicans. The Visitor’s Center in Brice Prairie features educational displays and materials as well as walking paths to viewing platforms on the banks of the Mississippi, the perfect location for watching migrating swans and bald eagles.

7. **VAN LOON STATE WILDLIFE AREA**
The 4,000-acre Van Loon State Wildlife Area, located north of Onalaska, is home to the historic McGilvray Bridges. Five of the six arch-truss bridges are original constructions over 100 years old. The bridges are open to pedestrian traffic only. Late summer and fall are great times to hike this path through the Black River bottomlands.

8. **WISCONSIN STATE BIKE TRAILS**
The 400 State Trail (22 miles, Reedsburg-Elroy), Elroy-Sparta State Trail (32 miles, Elroy-Sparta), La Crosse River State Trail (22 miles, Sparta-Onalaska), and Great River State Trail (25 miles, Onalaska-Marshland) span nearly 101 miles of Wisconsin riverlands, offering some of the best walking and biking in the region. Through marsh, valley, forest, and prairie, these easy-going, rail-bed trails provide access to numerous communities, parks, and recreation areas along the way including Perrot State Park and the La Crosse River Prairies State Natural Area.

9. **LAKE NESHONOC**
This 600-acre lake in West Salem has a public boat landing and beach, great fishing, and is home to Neshonoc Lakeside Campground Resort, one of Western Wisconsin’s best-rated and most beautiful campgrounds. It is also just three miles from Veteran’s Memorial Park and Campground, which is situated directly on the banks of the La Crosse River and provides convenient access to the La Crosse River State Trail.

10. **APPLE BLOSSOM SCENIC DRIVE**
Perfect for cyclists and lazy Sunday drivers, the scenic Apple Blossom Drive is a beautiful way to spend a day from spring through autumn. From La Crosse, the route crosses the Mississippi into Minnesota, climbing bluff-top roads that overlook the river valley, and descending into Pine Creek Valley for the return trip. Along the way, experience the beauty of blooming apple trees, and in the fall be sure to stop and to pick some apples and sample the local cider!
IT’S TIME TO START CHANNELING YOUR GEMÜTLICHKEIT!

By ANASTASIA PENCHI

La Crosse’s 57th annual Oktoberfest Celebration September 28-October 1, 2017.

No matter if you are an Oktoberfest regular or newbie, here are five things to look forward to:

1. THE TAPPING OF THE GOLDEN KEG
   A longstanding Oktoberfest tradition is the Tapping of the Golden Keg. This Oktoberfest experience is held on Friday morning and is a festival highlight for many. Craft Beer Night is held the evening before the Tapping, so if you can handle both of these events, along with the Maple Leaf Parade on Saturday, you are a true Oktoberfest professional and (perhaps) deserve your own button.

2. THE MAPLE LEAF PARADE
   100,000 people come to watch this nearly two-and-a-half mile parade from the North Side to downtown La Crosse, and it provides a ton of fun over several hours. Great marching bands and floats ensure there is plenty of music, clapping and laughing. Coolers come filled with a multitude of beverages, and the jovial mood is shared by all. Where else can you Polka with strangers?

3. THE TORCHLIGHT PARADE
   This is a must for families. It is held on the North Side of La Crosse, and now marks the first night of fest. If you have never attended an evening parade, you must experience it. Listen to marching bands as its players and instruments go by all decked out in glow sticks. The floats are creatively lit up, as well as some of the houses along the route. Bring your flashlights and hot chocolate if it’s cool.

4. CELEBRITY SPOTTING ON THE FEST GROUNDS
   The word is out nationally on how great this festival is, so you are bound to see celebrities. Do you ever watch the TV show, “American Pickers” on the History Channel featuring Frank Fritz? He loves Oktoberfest, too. Even if you don’t spot national celebrities, you may see local politicians and TV personalities.

5. YOU MIGHT GET KISSED BY MEN IN LEDERHOSEN
   You cannot deny there are a lot of people dressed in German clothing who walk around kissing strangers and handing out buttons. The website warns: “Other patrons may dress in authentic garb as well so if you approach someone in German-style wear, please ask first if they are part of the Oktoberfest organization.” In other words, just don’t assume you can kiss anyone in German gear. I’d ask that those in German gear please don’t assume all festival attendants want to be kissed either. Enjoy!

FIND OUT MORE AT oktoberfestusa.com & explorelacrosse.com/riverfestivals
We have many things to do in La Crosse and cheese isn't the only thing cultured here. Festivals are alive in this river paradise! Check out the many regional festivals which, year after year, offer fun for visitors and residents of all ages.

**FESTIVALS & EVENTS**

3 Rivers Model Railroad Show  
All City Orchestra  
Avenue Q  
Badgerland State Basketball Championships  
Custom Auto Show  
Eat Week Downtown La Crosse  
Enfants Terribles  
Forever Plaid  
International Festival of Owls  
La Crosse Home & Builders Show  
Laura Ingalls Wilder  
M5 Mexican Brass  
Mnozil Brass  
Orpheus in the Underworld  
Polar Plunge  
Route 66  
Spring Fling Finale Ski Race  
St. Patrick’s Day Parade  
Titanic the Musical  
Walmart FLW Tour  
Willy Porter Concert

**MARCH**

Exhibit: Kodachrome Memory (April–Aug)  
Family Fun Expo  
Festival of Sacred Music  
FIRST Robotics Competition  
La Crosse Symphony Orchestra  
Spring Fling  
Mid West Music Fest  
Mississippi Steamroll  
Spring Gift & Craft Show  
Stansfield Vending Pool Tournament  
The Importance of Being Earnest  
William Florian’s “Those Were the Days”  
World’s Largest Office Party  
You’ve Got a Friend Starring Jim Witter

**APRIL**

And We Shall Share the Sky  
Annual MS Walk  
Between The Bluffs Beer, Wine & Cheese Festival  
Bluff Country Studio Art Tour  
Exhibit: Highlights of the MN Museum of American Art (April–July)

**MAY**

Downtown Walk Around  
Exhibit: Braley Quall, All that Remains (May–July)  
Exhibit: Mississippi Steamroll Prints (May–July)  
Festival Foods Grandad Half Marathon  
Memorial Day Parade & Ceremony  
Recycled Percussion  
River to Ridge Run/Walk  
Riverside Family Fun Fair  
Syttende Mai Festival  
Titanic the Musical  
Walmart FLW Tour  
Willy Porter Concert

**JANUARY**

A Band Called Honalee  
Atomic Ice Fishing Tournament  
Badgerland Nationals Wrestling Tournament  
Bridal World Expo  
Exhibit: Confluence (Jan–April)  
Exhibit: Jack Gray & other Candian Marine Artists (Jan–March)  
Great Tri-State Rail Sale  
Johnsmith Concert  
La Crosse Bridal Expo  
Lawn and Disorder  
Midwest Farm Show  
Midwest Players Classic Basketball Tournament  
Old School Variety Show (Jan–Feb)  
Onalaska Show Choir Invitational  
Pete the Cat  
Rising Stars Concerto Competition  
Rocco Memorial Gun Show  
Snowflake Junior Ski Jumping Competition  
The Misanthrope  
USSA Region 1 Ski Race  
Winter Rec Fest  
Z93 Wedding World

**FEBRUARY**

Bald Eagle Appreciation Day  
Boat, Sports, Travel, RV and Hunting Show  
Brice Prairie Conservation Association Fishing Derby Company (musical)  
Frozen River Film Festival  
Dancing at Lughnasad  
Downtown La Crosse Open House  
Exhibit: Structures (Feb–April)  
Family Fest  
Giordano Dance Chicago  
Onalaska Lions Club Fishing Derby  
Mt. La Crosse Cup High School Invitational  
Nagy Memorial FIS Race  
MOSES Organic Farming Conference  
Snowflake Ski Jumping Tournament  
Sons of Serendip  
Stansfield Dart Tournament  
State Dance and Cheer Competition  
The British Invasion Years  
The Lightning Thief  
Pearl Street Brewery Winter Ball  
Wisconsin State High School Ski & Snowboard Championships

**SEE MORE EVENTS AT**  
explorelacrosse.com/calendar
**JUNE**

- Artspire
- Badger State Games Track and Field Championships
- Celebrate Onalaska
- Exhibit: 17th National Exhibition of ASMA (June–Sept)
- From Paris to NYC
- River City Water Ski Show (June–Aug)
- Got Energy Triathlon
- Great River Shakespeare Festival (June–July)
- June Dairy Days
- Juneteenth Day Celebration
- La Crosse Area Day at Miller Park
- Moon Tunes (most Thursdays in the summer)
- Norskedalen’s Midsummer Festival
- Onalaska Community Days
- Prairie Villa Rendezvous
- Rotary Rock-n-Ribs
- Sparta Butterfest
- The Rugged Run
- Tour de Pearl (June–Sept)
- WI Free Fun Weekend
- WIAA State Track & Field
- Winneshiek Landing Day
- YMCA Got Energy Triathlon

**JULY**

- AAUW Art Fair on the Green
- All City Garage Sale
- Big Blue Dragon Boat Races
- Exhibit: Cindy Killion, Aotearoa Abstractions (July–Sept)
- Exhibit: Glen Jenkins, Why (July–Sept)
- Exhibit: Jay Solwold, Second Life (July–Sept)
- Exhibit: Tim Jacobsen, Enchanted Driftless (July–Sept)
- Fireworks Displays
- Freedom Fest
- La Crosse Interstate Fair
- River City Rhapsody
- Prairie Dog Blues Festival
- Rail Fair
- River Vault
- Riverfest
- Sparta’s Crazy Days
- Summer Days Sidewalk Sale and Street Dance
- Viroqua Bluegrass Festival
- Three Rivers Roleo
- Trempealeau Lions Catfish Days
- War of 1812 Reenactment
- WI NAFA State Championship Tournament

**AUGUST**

- Apple Blossom Bicycle Tour
- Coulee Con
- Exhibit: Mississippi River Photo Shootout (Aug–Dec)
- Liz Fest
- Great River Folk Festival
- Irishfest
- Kornfest
- Norskedalen’s Threshing Bee
- Rock’n the Docks

**SEPTEMBER**

- Annual Villa Louis Carriage Classic
- Applefest
- Between the Bluffs Plein Air
- Elvis Explosion
- Fish Hook Festival
- La Crosse Area Bicycle Festival
- La Crosse Pride
- La Crosse Storytelling Festival
- Mapleleaf Walk/Run
- Oktoberfest
- Riders to the Sea & The Impresario
- Silent City Tour
- Steppin’ Out in Pink
- Warren’s Cranberry Fest

**OCTOBER**

- Fall Gift & Craft Show
- Historic Downtown La Crosse Day
- Leif Erikson Day
- Zombie Bar Crawl
- Norskedalen’s Ghoulees in the Coulees
- Oktoberfest Car Races
- Sparta Fall Fest

**NOVEMBER**

- Community Thanksgiving Dinners
- Festival Foods Turkey Trot
- Global Initiatives Week
- Holiday Fair
- Holiday Open House
- Monroe County Historical Arts & Crafts Fair
- Rotary Lights (Nov–Dec)

**DECEMBER**

- A Pump House New Year’s Eve
- Bi-State Wrestling Tournament
- Skyrockers New Year’s Eve
- Fireworks Display
- Sparta’s Annual Holiday Parade

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#3 for 10 Best Oktoberfest Celebrations In The USA

– CITI IO ranked La Crosse in 2016
WHERE TO FEST

AAUW-Art Fair on the Green
P.O. Box 2112 | La Crosse, WI
(608) 519-0548 | lacrosse-wi.aauw.net/art-fair/

Bluff Country Studio Art Tour
Winona Community Foundation | Winona, MN
(651) 307-6373 | bluffcountrystudioarttour.com

Celebrate Onalaska
415 Main St | Onalaska, WI
celebrateonalaska.com

Coulee Con
404 15th St S | La Crosse, WI
couleecon.com

Great River Folk Festival
P.O. Box 1434 | La Crosse, WI
(608) 784-0452 | 7riverslight.org

Great River Shakespeare Festival
79 3rd St E | Winona, MN
(507) 474-9376 | grsf.org

Irishfest
P.O. Box 215 | La Crosse, WI
(608) 785-8153 | irishfestlax.org

La Crosse Pride
230 6th St S | La Crosse, WI
(608) 784-0452 | 7riverslight.org

La Crosse Storytelling Festival
4987 Tschumper Rd | La Crescent, MN
lacrossestoryfest.com

Larryfest - Kickapoo Valley Acoustic Music Association
S2096 24 Valley Rd | La Farge, WI
(608) 386-1448 | kvama.org/larryfest.php

Leif Erikson Day
108 2nd St E | Westby, WI
leiferiksonwestby.org

Midwest Music Fest
168 3rd St E | Winona, MN
(608) 498-0268 | midwestmusicfest.org

Oktoberfest USA
#1 Oktoberfest Strasse | La Crosse, WI
(608) 784-3378 | oktoberfestusa.com

Prairie Dog Blues Festival
318 Wacouta Ave S | Prairie du Chien, WI
(608) 326-0085 | prairiedogblues.com

Rail Fair
P.O. Box 3411 | La Crosse, WI
(608) 498-9522 | 4000foundation.com

Riverfest
P.O. Box 1745 | La Crosse, WI
(608) 782-6000 | riverfestlax.org

Rotary Lights
P.O. Box 215 | La Crosse, WI
(608) 784-9993 | rotarylights.org

Snowflake Ski Jump
E7940 County Rd P | Westby, WI
(608) 784-9993 | snowflakeskiclub.com

Sparta Butterfest
P.O. Box 89 | Sparta, WI
spartabutterfest.com

Three Rivers Roleo
118 3rd Ave N | Onalaska, WI
(608) 769-3583 | threeriversroleo.com

Viroqua Bluegrass Gospel Music Festival
P.O. Box 323 | Viroqua, WI
viroquabluegrass.org

Zombie Bar Crawl
Riverside Park | La Crosse, WI
zbclax.com

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[www.oktoberfestusa.com](http://www.oktoberfestusa.com)

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**La Crosse Area Day**

**At Miller Park**

Brewers vs. SF Giants

**June 8 • 2017**

- Transportation via motor coach bus to and from Miller Park
- Tailgate party with La Crosse made products served by the Moose Club Family Center.
- Game ticket
- Brewer Memorabilia Raffle
- Live Music by the Corey Weisenberger Band
- Family Event

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[www.lacrosseareaday.com](http://www.lacrosseareaday.com)

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**VISITORS GUIDE 2017**

10 VISITORS GUIDE 2017
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Text riverfestivals to 31996 to enter to win!

Everyone knows La Crosse has one of the nation’s premier Oktoberfest festivals. Well, on top of that we also have Irishfest, Riverfest, Artspire, Between the Bluffs Beer, Wine & Cheese Festival . . . the festivals go on and on.

What can we say? We’re festive.

Frozen River Film Festival
International Festival of Owls
Mid West Music Fest
Bluff Country Studio Art Tour
Between The Bluffs Beer, Wine & Cheese Festival
June Dairy Days
Sparta Butterfest
Artspire
Onalaska Community Days
Winneshiek Landing Day
Great River Shakespeare Festival
Rotary Rock-N-Ribs
Celebrate Onalaska
Riverfest
Viroqua Bluegrass Gospel Music Festival
Prairie Dog Blues Festival
Three Rivers Rodeo
Rail Fair
River Bluff Daze
AAUW Art Fair on the Green
Irishfest La Crosse
Lobster Fest
LarryFest
Threshing Bee
Great River Folk Festival
Tour De Pearl
La Crosse Area Bicycle Festival
Lizfest
La Crosse Storytelling Festival
Between the Bluffs Plein Air
La Crosse Pride
Coulee Con
Oktoberfest USA
Oktoberfest Race Weekend
Historic Downtown Day
Leif Erikson Day
Zombie Bar Crawl
Global Initiatives Week
Rotary Holiday Lights
Westby Snowflake Ski Jump

Go to explorelacrosse.com/festivals to learn more
Discover Onalaska on the Mississippi River. Easily accessible on I-90 and the Great River Road. With over 40 restaurants, 10 welcoming lodging facilities and the largest shopping district in nine counties. Come hike our bluffs, paddle the Mississippi backwaters, or bike the 101 miles of interconnecting state bike trails.

Photo Credit: TravelWisconsin.com
History...Scenery...and Just Plain Fun!

WEST SALEM

These scenic areas set the stage for exceptional opportunities for recreation, including boating and fishing on Lake Neshonoc, camping and picnicking at Veterans’ Memorial Park, biking and hiking on the La Crosse River State Trail and much more...

• NASCAR Racing ..every Saturday...April to September La Crosse Fairgrounds Speedway
• June Dairy Days
• La Crosse Interstate Fair

125 Leonard St S | West Salem, WI 54669 | (608) 786-1858 | www.westsalemwi.com
A rich cultural experience awaits you in La Crosse County. A vibrant nightlife featuring local, regional, and national musical acts, excellent theatre and performing arts productions, several art galleries, and so much more make La Crosse a surprising cultural arts gem in southwestern Wisconsin.

**PERFORMING ARTS**

La Crosse offers many performance arts options including numerous live theatre troupes, an acclaimed symphony orchestra, and several choral and band ensembles, with performances happening everywhere from outdoor amphitheaters to state-of-the-art concert halls.

**VISUAL ARTS**

Several visual arts galleries throughout the area offer all the best works of local and regional artists, as well as unique exhibitions featuring the works of some of history’s finest artists.

**MUSEUMS & HISTORICAL SITES**

Some of Wisconsin’s oldest communities are located in Southwest Wisconsin, and much of that history has been preserved thanks to the efforts of our local historical societies and generous benefactors. These unique sites are great stops for the whole family.

**CLASSES & WORKSHOPS**

There’s nothing like a hands-on, creative experience to make a visit memorable. Our artists and shop owners offer classes and workshops perfect for arts-loving families and friends. From novices to dedicated artists, there’s something for everyone.
PUBLIC ART

You don’t have to spend hours wandering through galleries and museums to appreciate good art here. Beautiful examples of sculpture, architecture and painting are scattered throughout the area–hop in the car or enjoy a day-long walking tour of the community to take them all in.

1. **THE LA CROSSE PLAYERS** Sculpture
   Sculptor Elmer Peterson, whose work can be found throughout La Crosse, created these life-sized Native American figures engaging in the sport which gave our city its name. Located at Civic Plaza on Main Street, the sculpture is made from welded COR-TEN steel.

2. **THE FOUR MUSES** Sculpture
   Artist Jill Rippe created this brick, bas-relief sculpture adorning the outer wall of the Weber Center for the Performing Arts in downtown La Crosse. These four pieces depict the ancient Greek muses of Dance, Music, Comedy, and Tragedy, set in the natural beauty of our rivers and bluffs.

3. **EAGLE LANDMARK** Sculpture
   Towering over Riverside Park, this 38-foot-tall bald eagle and its 20-foot wingspan were sculpted by Elmer Peterson with COR-TEN and stainless steel. These materials’ different weathering properties create the contrast between the white head and tail and the rusted color of the remaining sculpture.

4. **CONFLUENCE** Mural
   Acclaimed trompe l’oeil painter John Pugh created this mural on the west-facing wall of the Pump House Regional Arts Center. Confluence explores the unique environment, heritage and diverse community of La Crosse, celebrating our present while honoring our past.

5. **SHRINE OF OUR LADY OF GUADALUPE**
   Nestled in the bluffs just south of La Crosse, the Shrine’s cathedral, chapel, and many devotional areas offer many splendid examples of architecture, sculpture, and other visual art, in addition to being a spiritual retreat for pilgrims from all over the world.

CHECK OUT MORE AT explorelacrosse.com/arts-culture
Join us for another year of outstanding theatre!

Box Office: 608-784-9292
www.lacrossecommunitytheatre.org

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FRIDAY: 10AM - 4PM
SATURDAY: 10AM - 4PM

ADMISSION:
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CHILDREN (9-16): $3
SENIORS: $3

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generousearthpottery.com
(608) 782-3904
321 Main Street
La Crosse, WI 54601

allglazedup.com
(608) 782-7248
205 Pearl Street
La Crosse, WI 54601

creativecanvasandboard.com
(608) 784-0737
313 Pearl Street
La Crosse, WI 54601

La Crosse County Historical Society Presents:
13th Annual
Discover the Silent City

Oak Grove Cemetery Tour
Saturday
Sept. 16 • 2017

Visit us on facebook for more information & events!

La Crosse County Historical Society
For More Information & Tickets Call (608) 782-1980 | www.LCHistory.org
If you’re looking for more than pizza or pub grub, La Crosse has you covered.

The Waterfront Restaurant & Tavern offers American cuisine focusing on the freshest foods of each season, with patio seating right on the river and excellent happy hour specials. Piggy’s Restaurant & Blues Lounge is famous for BBQ baby back ribs, the pork chops, hickory smoked prime rib and exclusively cut and aged USDA Prime steaks. Their Smokin’ Blues Lounge offers a local-favorite soup and salad buffet, as well as live blues concerts every Saturday night. Le Chateau La Crosse, housed in the historic Mons Anderson House (built in 1854), has a select, rotating menu that includes classic French dishes made with fresh, seasonal ingredients. Their new cellar bar, La Cave, features unique smoked cocktails and small plates from the restaurant menu. One of La Crosse’s most popular restaurants, the Freighthouse, is known for its tremendous staff, great steak and seafood, and charming old-La Crosse atmosphere. Check out their new Back Dock Bar for fun outdoor seating. For exquisite tapas-style cuisine and the best wine selection in town—not to mention breathtaking views of the river—try 4 Sisters Wine Bar & Tapas Restaurant. Digger’s Sting is one of downtown La Crosse’s quirkiest fine dining options—the best place around for prime rib and seafood is also a monument to the famous film starring Paul Newman and Robert Redford. For catering, try The Damn Tasty, and be amazed when they turn your simple soup-and-sandwich lunch into a sensation. Need more wine? The Wine Guyz offer a huge selection of bottles and a rotating menu of dishes using the finest and freshest seasonal produce.
FOOD: YOUR CASUAL SIDE

When you’re on the road, sometimes you just need a place that will serve you good food without all the fuss. La Crosse knows fine dining, but we’re still a blue-collar, outdoorsy town at heart, and family-friendly, casual dining options abound here.

Big Boar BBQ in West Salem has all your smokehouse classics: smoked ribs, brisket, pulled pork, burgers and chicken with all the trimmings. You won’t leave hungry! Blue Moon is a local favorite, open for breakfast, lunch or dinner. There’s no better place to take in a game or watch the sunset over the water. One of La Crosse’s new favorites is The Old Crow, a gastropub and bourbon bar serving some of the biggest, best, craziest burgers in town. Bodega Brew Pub has long been one of the area’s favorite watering holes, and their lunch counter has great sandwiches, soups, and appetizers. For classic supper-club fare, head to Schmidt’s, a La Crosse tradition since 1955. Head to Buzzard Billy’s Flying Carp Cafe for a culinary trip down the Mississippi. This downtown favorite features authentic cajun and creole cuisine and some of the best decor in town. Or if traditional Irish grub is your thing, try Dublin Square Irish Pub and Eatery. Irish classics, American favorites, and outdoor seating. Golf then eat at Drugan’s Castle Mound, an 18-hole public golf course with a restaurant featuring delicious steaks, chicken and seafood. La Crosse is full of historical landmarks, and Boot Hill Pub (along with Pearl Street Brewery) occupies one of them—the La Crosse Rubber Mills, built in 1897. The restaurant offers classic American comfort food and a wide variety of beers, wines, and spirits. Carlos O’Kelly’s features southwestern-style cuisine, Tex-Mex favorites, and magnificent margaritas. A popular local college hangout is Howie’s on La Crosse, featuring great burgers, happy hour specials, and live music, comedy, and trivia events. And if you’re heading up the bluff, you better stop at the Alpine Inn, located just at the top of Grandad. Known for great Bloody Marys and burgers, this historic bar & grill is a local gem.
Whether you’re on the road or close to home, where to get the best breakfast is vital information. And like most things food-related, La Crosse is good at breakfast.

The Breakfast Club & Pub is one of downtown’s newer establishments—the food is as classic as whichever John Waters film is playing on the TVs. Fayze’s is a family favorite, one of the most popular breakfast destinations around. If you’re coming on a weekend, make a reservation or be ready to wait! While in West Salem, you’re likely to try the breakfast burritos at Features Sports Bar & Grill. For a quiet, peaceful morning meal, visit Culina Mariana at the Shrine of Our Lady of Guadalupe.

Incredible atmosphere and even better food. Ardie’s Family Restaurant (attached to Flipside Pub & Grill) serves one of the best Bloody Marys in town alongside its homestyle breakfasts. Or, for an organic, seasonal, farm-to-table take on breakfast, better check out Hackberry’s Bistro, above the People’s Food Co-op. And if classic diner fare is what you’re after, stop at King Street Kitchen in downtown La Crosse. Nothing fancy—just plain good food.

### Top Five Bloody Spots

Right alongside the search for the best breakfast is the quest for the best breakfast drink the one-and-only Bloody Mary. Done right, it’s a meal unto itself—and here are a few places that definitely do it right.

**DEL’S BAR**
The famous Bloodies at Del’s have been voted best in the county 3 years running.

**FLIPSIDE PUB & GRILL**
Home-cooked breakfast, lunch, and dinner. Their Bloodies go great with any meal.

**FAYZE’S RESTAURANT & BAKERY**
Fayze’s does so many things right, and their Bloodies are at the top of that list.

**RIVER RATS BAR & GRILL**
Start your morning right: a little fishing, then tie up at River Rats for Neenie’s Famous Bloody.

**DUBLIN SQUARE IRISH PUB & EATERY**
Yeah, they have Guinness and shepherd’s pie, plus plenty of other great food and drinks, including killer Bloodies.

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**FOOD: YOUR BREAKFAST SIDE**

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**GET YOUR COFFEE & TEA Fix**

Whether a steaming cup of joe is the first thing you need to start your day, or you just like to relax with a hot drink, these downtown La Crosse favorites have exactly what you need.

**CABIN COFFEE CO.**
Rustic charm, great coffee. Also serving breakfast and lunch!

**DIM SUM TEA SHOP**
Dozens of loose-leaf tea varieties from around the world, plus bubble tea and authentic dim sum.

**THE PEARL COFFEE HOUSE**
Located in one of downtown’s most historic buildings. Oh, and ICE CREAM.
WHERE TO EAT

4 Sisters Wine Bar & Tapas Restaurant
100 Harborview Plz | La Crosse, WI
(608) 782-8213 | 4sisterslacrosse.com

Alpine Inn
W5717 Bliss Rd | La Crosse, WI
(608) 784-8470 | alpineinnlacrosse.com

Ardie’s Lang Drive Restaurant
400 Lang Dr | La Crosse, WI
(608) 784-2242 | ardielacrosse.com

B.A. Burrito Co.
40 Copeland Ave, Suite 104 | La Crosse, WI
(608) 785-2227 | baburrito.co

Big Boar BBQ
510 Commerce St | West Salem, WI
(612-0387 | bigboarbbq.com

Blue Moon
716 2nd Ave | Onalaska, WI
(608) 781-6800 | bluemoononalaska.com

Bodega Brew Pub
122 4th St S | La Crosse, WI
(608) 782-0677 | bodegabrewpublax.com

Boot Hill Pub
1501 Saint Andrews St | La Crosse, WI
(608) 784-9660 | boothillpub.com

Borgens Café
109 Main St S | Westby, WI
(608) 634-4003 | borgenscafe.com

Burger Fusion Company
200 Pearl St | La Crosse, WI
(608) 861-6398 | burgerfusioncompany.com

Cabin Coffee Co.
401 Jay St | La Crosse, WI
(608) 519-3055 | cabincoffeeco.com

Carlos O’Kelly’s
9396 State Rd 16 | Onalaska, WI
(608) 783-1782 | carlosokellys.com

Coney Island
114 4th St S | La Crosse, WI
(608) 782-6314 | coneyislandhotdog.com

Culina Mariana
5250 Justin Rd | La Crosse, WI
(608) 789-8400 | guadalupeshrine.org

Culver’s Family Restaurant
4101 Mormon Coulee Ct | La Crosse, WI
(608) 787-5050 | culvers.com/restaurants/lacrosse

Culvers of Onalaska
9422 State Hwy 16 | Onalaska, WI
(608) 781-6777 | culvers.com/restaurants/onalaska

Diggers Sting
122 3rd St N | La Crosse, WI
(608) 782-3796 | facebook.com/Diggers-Sting-Restaurant

Dim Sum Tea Shop
221 Pearl St | La Crosse, WI
(608) 738-1221 | dimsumteashop.com

Drugan’s Castle Mound
W7665 Sylvester Rd | Holmen, WI
(608) 526-4144 | drugans.com

Dublin Square Irish Pub & Eatery
103 3rd St N | La Crosse, WI
(608) 519-2509 | dublinsquarepub.com

Famous Dave’s
3055 State Hwy 16 | La Crosse, WI
(608) 779-4100 | famoussaves.com

Fayze’s Restaurant & Bakery
135 4th St S | La Crosse, WI
(608) 784-9548 | fayzes.com

Features Sports Bar & Grill West Salem
W1425 Hwy 16 | West Salem, WI
(608) 786-9000 | featuresportsbar.com

Finnottes Nut & Chocolate Shop
417 Main St | La Crosse, WI
(608) 782-3184 | finnottes.com

Freight House Restaurant
107 Vine St | La Crosse, WI
(608) 784-6211 | freighthouserestaurant.com

Ground Round
9348 WI-16 | Onalaska, WI
(608) 783-9300 | groundroundonalaska.com

Hackberrys’ Bistro
315 5th Ave S | La Crosse, WI
(608) 784-5798 | peoplesfoodcoop.com/hackberrys.asp

Howie’s on La Crosse
1128 La Crosse St | La Crosse, WI
(608) 789-7400 | howiesonlacrosse.com

King Street Kitchen
141 7th St S | La Crosse, WI
(608) 784-9660 | kingstreetkitchen.net

La Crosse Pettibone Boat Club
600 Pettibone Dr S | Stoddard, WI
(608) 784-7743 | facebook.com/PettiboneBoatClub

Le Chateau French Restaurant
410 Cass St | La Crosse, WI
(608) 782-6498 | lechateaulacrosse.com

Linda’s Bakery
190 City Hwy 16 E | West Salem, WI
(608) 786-1818 | lindasbakerywestsaalem.com

Lindy’s Subs of La Crosse
221 Main St N | La Crosse, WI
(608) 785-7200 | lindyssubsandsalads.com

Monarch Public House
19 Main St N | Fountain City, WI
(608) 687-4231 | monarchpublichouse.com

Moxie’s
1835 Rose St | La Crosse, WI
(608) 781-7070 | moxieslax.com

Ole’s Pizza Company
Food Truck
(608) 782-2202 | olesspizzacompany.com

Olive Garden
9413 Highway 16 | Onalaska, WI
(608) 783-0390 | olivegarden.com

Onalaska American Legion Post 336
731 Sand Lake Rd | Onalaska, WI
(608) 783-3300 | onalaskapost336.org

Outback Steakhouse
311 Hampton Ct | La Crosse, WI
(608) 781-4329 | outbacksteakhouse.com

Pearl Coffee House
207 Pearl St | La Crosse, WI
(608) 385-3109 | pearlstreetwest.com/the_pearl-html

Pickerman’s Soup & Sandwiches
327 Jay St | La Crosse, WI
(608) 782-7087 | pickermans.com

“#2 Most Exciting Small Cities in America

Business Insider ranked La Crosse in 2014

EXPLORELACROSSE.COM 21
On Highway 35 in Onalaska just north of Main Street, we are a family friendly brewpub with unique and tasty food and a fully operational brewhouse on premise. We feature a full bar, seasonal brews and menus with perennial favorites such as poutine, beer braised short rib grilled cheese, and hand tossed brick oven pizzas. A large dining room and covered patio overlook Lake Onalaska providing the perfect view to go with your meal.

### WHERE TO DRINK

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
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<tbody>
<tr>
<td>Branches Winery</td>
<td>E6796 Old Line Rd</td>
<td>Westby, WI</td>
<td>(608) 634-9463</td>
</tr>
<tr>
<td>Elmaro Vineyard</td>
<td>N14756 Delaney Rd</td>
<td>Trempealeau, WI</td>
<td>(608) 534-6456</td>
</tr>
<tr>
<td>Lost Island Wine/Skeleton Crew Brew</td>
<td>570 Theater Rd, Suite 100</td>
<td>Onalaska, WI</td>
<td>(715) 570-9463</td>
</tr>
<tr>
<td>Pearl Street Brewery</td>
<td>1401 Saint Andrew St</td>
<td>La Crosse, WI</td>
<td>(608) 784-4832</td>
</tr>
<tr>
<td>River View Vineyard &amp; Winery</td>
<td>32882 County Rd 1</td>
<td>La Crescent, MN</td>
<td>(608) 385-1209</td>
</tr>
<tr>
<td>Seven Hawks Vineyards</td>
<td>17 North St</td>
<td>Fountain City, WI</td>
<td>(651) 451-9574</td>
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<tr>
<td>State Room</td>
<td>128 3rd St N</td>
<td>La Crosse, WI</td>
<td>(608) 785-7666</td>
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#### Learn more at

**Between the Bluffs Beer Wine Cheese Festival**

**April 22, 2017**

**Our 15th Anniversary**

**Wisconsin**

**Learn more at**

[betweenthebluffsbeerfest.com](http://betweenthebluffsbeerfest.com)
Located right in the heart of historic downtown La Crosse, Fayze’s has created a tradition of mouthwatering recipes and flavors to suit any style. Enjoy breakfast, lunch, or dinner at Fayze’s Restaurant and Bakery. Experience our comfortable, casual atmosphere while catching up with friends or dining with family. Order your favorite cocktails from our full service bar.

Before you leave, check out our homemade bakery treats and a variety of sourdough breads, along with our signature Talame™ buns! Large group space is available for family reunions, rehearsal dinners, or parties.

“You’ll Love Our Buns!”
The FreightHouse Restaurant is "A Must Visit when in La Crosse." A National Historic Site, it is the area's premier steak and seafood restaurant. Also offers daily fresh fish specials, impressive salad bar and extensive wine list.

The FreightHouse is known for its slow-roasted prime rib, handcuts of naturally-aged prime beef charbroiled to your order, chicken and steak teriyaki, seafood, fresh fish and plentiful vegetarian platter and salad bar. Dedicated staff.

FreightHouse Restaurant
107 Vine St ..........................................
(608) 784-6211
freighthouserestaurant.com

Great bar with a fireplace; some of the region’s best musicians appear every Friday and Saturday night. Truly a fun and fabulous place.

Hackberry’s Bistro

Taste the local and seasonal flavors of our community at Hackberry’s Bistro—featuring fast and full-service breakfast, lunch, and a soup and salad bar.

Downtown La Crosse • Above People’s Food Co-op
315 5th Avenue South • 608-784-5798 • www.pfc.coop

Pearl Street Brewery

Located in the historic Rubber Mills building
401 Saint Andrew Street
La Crosse, Wisconsin
608.784.4832
PearlStreetBrewery.com
Piggy’s Restaurant
501 Front St ......................... 608-784-4877
piggys.com

Piggy’s Restaurant is one of the most awarded and unique restaurants in the Seven Rivers region. Fresh seafood, house-smoked specialties and choice steaks make the menu one of a kind. Open nightly for dinner. Located in the Historic Pioneer Foundry Building.

THE BLUES LOUNGE
The Blues Lounge with its beautiful antique back bar serves lunch M–F and dinners nightly with casual entrees, including BBQ favorites, sandwiches, salads, appetizers and desserts. Live Music every Saturday Night 8:00-11:30
Friday Night Comedy Shows Start at 9:00
No Comedy Shows Memorial Day-Labor Day

Red Pines Bar & Grill
ON THE LAKE
Escape to the “Northwoods” of Onalaska!

Great Food—Always a Good Time!
Enjoy hand-prepared cheese curds, walleye, catfish & lake perch, in-house smoked pork ribs & brisket specials, half pound burgers as well as our delicious homemade soups, salads and pizzas.
LIVE MUSIC Saturday Nights
2-4-1 Bloody Mary’s & Breakfast until 2 p.m. Saturday & Sunday
OPEN DAILY at 11 AM (608) 779-2800

W7305 County Road Z, Onalaska, WI www.redpinesbarandgrill.com

Two Beagles Brewpub
Onalaska Wisconsin

OVERLOOKING BEAUTIFUL LAKE ONALASKA!
WEEKDAY HAPPY HOUR 3-6PM
OPEN 3PM MON-FRI & 11AM SAT-SUN

JUST NORTH OF THE BIG SUNFISH ON HWY 35
SEASONAL HAND-CRAFTED BREWS
ENJOY THE SUNSET FROM OUR COVERED PATIO

MICROBREWERY & RESTAURANT
FULL BAR, FAMILY FRIENDLY
SEASONAL MENU INSPIRATIONS

910 2ND AVE NORTH ONALASKA, WI 54650 PH. 608-519-1921
WWW.TWOBEOGLESBREW PUB.COM
SPORTS & RECREATION

Like to stay active? Our rivers and lakes are a watersport paradise, and our bluffs and woodlands offer countless opportunities for hiking, biking, hunting, and more. Want a whole new experience? Come in the winter and explore our frozen wonderland!

BOATING
Motor or not, a La Crosse adventure is not complete without a Mississippi River experience. Come and explore our public beaches and boat harbors, pristine water skiing, spectacular sunsets, and miles of winding backwaters.

FISHING
The Mississippi and its tributaries contain one of the world’s largest collections of freshwater fish, perfect for casual anglers or dedicated pros. World-class bass-fishing waters, miles of trout streams, plus walleye, northern pike, panfish, catfish, and more!

HIKING
Wooded bluffs topped by sandstone outcroppings, vast marshes, pristine prairies and meadows, there’s a whole lot to explore. And with hundreds of miles of well-maintained trails, you won’t need a compass to do it! Whether you prefer leisurely strolls along wide, level paths, or heart-pounding climbs up steep, rocky trails, you’ll find your hike here.

GOLFING
La Crosse County has something for every golfer, from private country clubs to affordable public courses. Wherever you go, enjoy beautiful views of the river, bluffs, woods, and wildlife, then put your head down and drive it straight down the middle.

BIRDING
Within the Mississippi Flyway, more than 200 species of raptor, waterfowl, and songbird live in or pass through La Crosse County in a typical year, including bald eagles and tundra swans. You don’t have to be an avid birdwatcher to enjoy the spectacle of these amazing creatures!

EAGLES
As many as 150 bald eagles have been spotted soaring above Lake Onalaska at a single time. Seeing just one of these magnificent birds is notable—seeing them en masse is something you’ll never forget. They’re present year-round, but most plentiful in late fall and early spring.

HUNTING
 Hunters in La Crosse County chase squirrels, ducks, geese, deer, turkey, and many more varieties of game. There are more than 20,000 acres of public accessible land, plus Mississippi River access for duck and goose hunters.

WINTER
Around here, winter is not just for snuggling up indoors. Get out and enjoy the snow and ice! We have alpine skiing, sledding and tubing, 600 miles of snowmobile trails, and the frozen rivers and marshes are great for cross-country skiing, snowshoeing, and ice fishing.
The meandering waterways of the La Crosse area are a paddling paradise, offering wetlands courses for gentle canoe rides as well as moderate to strenuous kayaking adventures along the Mississippi, Black, or La Crosse Rivers. Canoe trails, launches, and outfitters abound in the area, making it one of the best paddling destinations in the region.

**GOOSE ISLAND CAMPGROUND & PARK**

Situated directly on the Mississippi River just three miles south of La Crosse, Wisconsin’s largest county campground is popular for its nature trails, excellent fishing, and beautiful views and sunsets. The canoe trail has seven miles of moderate paddling that will take you 4 to 5 hours to complete. Half of the trip will be paddling against the current, and strong currents are possible during high water. Canoe rentals available from Goose Island County Park. Directions from La Crosse: Take HWY 35 south to County HWY GI (west), the road into Goose Island County Park. The canoe trail may be accessed from any of the four boat ramps within the park.

**NESHONOC LAKESIDE CAMPGROUND RESORT**

One of Western Wisconsin’s most popular campground destinations, located in West Salem, just 14 miles from La Crosse. Neshonoc Lakeside Campground Resort offers canoe and kayak rentals for paddlers who wish to explore and relax on Lake Neshonoc’s beautiful, placid waters.

**PETTIBONE PARK RESORT**

This 115-site campground is located directly across the Mississippi River’s main channel from downtown La Crosse, offering excellent access to the myriad backwaters and smaller channels meandering through the area, as well as canoe and paddleboat rentals to explore them.

**UPPER MISSISSIPPI NATIONAL FISH & WILDLIFE REFUGE CANOE TRAILS**

The 240,000-acre refuge encompasses 231 miles of Mississippi, from the Chippewa River in the north to Rock Island, IL, in the south. Along the way, 96 miles of canoe trails from beginner to expert levels are marked out. Several of these trails are within easy driving distance of La Crosse. Paddlers should always take caution on the river, especially when water levels are high.

**LAKE ONALASKA CANOE TRAIL**

The newest marked trail on the refuge. Follow Mississippi River backwaters out onto Lake Onalaska. From Lytle’s Landing, it’s an easy 4 miles to Fred Funk Landing, or 7 miles to Mosey’s.

**BROWN’S MARSH CANOE AREA (LYTLE’S LANDING)**

Canoe area without a marked trail. Closed year-round to motorized watercraft, easy paddling. Directions from La Crosse: Take HWY 35 N, turn left on Cnty Rd OT, turn left onto Cnty Rd ZN, turn right onto Cnty Rd Z. Follow Z to the end of the road.

**LONG LAKE TRAIL**

Five miles of easy paddling through the Mississippi backwaters, requires 3 to 4 hours to complete. Directions from La Crosse: Take HWY 35 N to Trempealeau, head south on Fremont Street (Lake Road), pass the railroad tracks – 1.5 miles to Long Lake Landing.

**LA CROSSE RIVER**

The La Crosse River is an often-overlooked paddle from Lake Neshonoc in West Salem, through the Onalaska area, all the way to Riverside Park in La Crosse. With 6 conveniently spaced boat landings situated below Lake Neshonoc, you can plan for a quick paddle or an all-day, leisurely paddle.

**ONALASKA WATERFRONT**

Check out Schafer’s River Rentals Canoe and Kayak rentals on Lake Onalaska. They also have pontoons and fishing boats to get you out on the water.
From Riverside Park in downtown La Crosse, easily access over 100 miles of trails stretching from Marshland to Reedsburg. Long-distance road bikers will love the winding roads over the bluffs and through the coulees, and mountain bikers have ample opportunity to take on adrenaline-pumping challenges posed by our blufflands.

**BICYCLING**

**HIXON FOREST**
These trails crisscrossing the wooded bluffs on the eastern edge of La Crosse cover nearly ten miles (and counting), but only the 2.3-mile Rotary Vista Trail is designated for mountain bike use. Fear not! The trail comes out on the top of the ridge at County Hwy FA, right across from another ten miles of multiuse trails created by Human Powered Trails, Inc.

**UPPER HIXON**
These trails are located just outside of the City of La Crosse on County Hwy FA. The trailhead and parking lot are right next to the National Weather Service Station – look for the big golf ball (weather ball) in the sky! Upper Hixon is for all user types and skill levels, from parents who want to go out and explore nature with their children, to the hardcore mountain biker, and even the first-time cyclist. Open for all types of human-powered, shared use – including hiking, biking, birding, trail running, skiing, snowshoeing, and more. So grab the kids or call a friend and come explore the ever-expanding trails on the bluffs overlooking the beautiful coulee region!

**THE GREAT RIVER ROAD**
The Wisconsin DOT has a great guide for biking along the Great River Road, with maps showing low and high traffic roads as well as the trail information to get through Onalaska and La Crosse.

**LA CROSSE COUNTY TO CHICAGO**
Did you know you can ride from Onalaska to Chicago with most of the route on rails-to-trails? Local rider Scott McMurray was kind enough to share his route for a six-day journey from Onalaska to Chicago, with a ride back home on the Amtrak Empire Builder.

**CHECK OFF OUR RIDES AT LA CROSSE AREA BICYCLE FESTIVAL!**
- September 1–4, 2017
- 4 DAYS OF BIKING
- All rides are FREE

Learn more at bicyclelacrosse.com
WISCONSIN STATE TRAILS

Four rail-bed trails spanning over 100 miles from Reedsburg, WI, to Marshland, WI, offer some of the best hiking and biking in the region. The trails take you through marsh, valley, and riverlands, offering access to several communities, parks, and recreation areas including Perrot State Park, Veteran's Memorial Park, and the La Crosse River Prairies State Natural Area.

- 400 Wisconsin State Trail (22 miles, Reedsburg–Elroy)
- Elroy-Sparta State Trail (32 miles, Elroy–Sparta)
- La Crosse River State Trail (21.5 miles, Sparta–Onalaska)
- Great River State Trail (24.5 miles, Onalaska–Trempealeau)

The Wisconsin State Park System requires users of the trails to hold state trail passes. Passes are required for anyone age 16 or older biking on the trails. Children under the age of 16 can bike the trails for free. Walking and hiking on the state bike trails is free.

For more information go to bicyclelacrosse.com for area updates on bicycle rides, races, and events!

Looking for the LOCAL THING

BEER BY BIKE BRIGADE

Beer By Bike Brigade is your chance to ride bicycles and bar hop with 300 to 500 of your NEW best friends. Known to raise funds for many community causes too, these fine folks call it a “silly little bar hop” but we all know the truth. Find them on Facebook and come ride with a few hundred locals and do some good.
NASCAR short track racing at its best. Family friendly atmosphere with an outrageous novelty event each week. Join the fun every Saturday night during the racing season!
Family vacations are always the most memorable, but finding activities for everyone to enjoy can sometimes pose a challenge. Every parent has faced the problem: how do you keep the kids engaged AND have it be fun for you, too? Will they be bored? Will they eat the food? Well, on your trip to La Crosse County, these are questions you won’t have to worry about.

**GET ACTIVE!**

- Great River State Trail

**HISTORY & TOURS!**

- Norskedalen Nature & Heritage Center

**GET CREATIVE!**

- Generous Earth Pottery

**WATCH!**

- Moon Tunes (Riverside Park) Concerts in the Park (Halfway Creek Park)

**HIT THE RIVER!**

- La Crosse Queen Cruises

**HIT THE STREETS!**

- Children’s Museum

**HIT THE ROAD!**

- La Crosse Fairgrounds Speedway

**FUN FOODS!**

- The Pearl Ice Cream Parlor

**FIND MORE EVENTS AT**

exporelacrosse.com/calendar
THE FOUNTAIN CITY LOOP ON THE WISCONSIN GREAT RIVER ROAD

This 100-mile loop goes north from La Crosse to quaint Fountain City, WI, retraces its path back south to Highway 54, crosses the Mississippi into Winona, MN, then heads south on Highway 61 to La Crescent just across the river from La Crosse. There’s plenty to see and do along the way: Perrot State Park and Elmaro Vineyard near Trempealeau, the Monarch Public House and Seven Hawks Vineyards in Fountain City, and several access points to the La Crosse River and Great River State Trails.

ONALASKA TO HOLMEN, WI: MEAT AND MORE
A great road trip has great snacks. After staying overnight in Onalaska, head north on Hwy 53 to Holmen (pop. 10,000) to check out one of the most popular shops in the area, the Holmen Locker and Meat Market, which features artisan cheeses, homemade jerky, local wine, and more. Nearby, The Wine Sitter Brew House stocks wine and beer-making supplies and locally-produced wine, as well as wine tastings and other events.

TREMPEALEAU, WI: PHOTO OP STOP
After Holmen, the scenery takes it up a notch in Trempealeau. Take a short detour off the route to follow 1st Street for beautiful views of the Mississippi and rolling bluffs beyond its western shore. Perrot State Park also offers a few scenic overlooks worth stopping for. If you’re up for a walk, hike the trails for stunning bluff-top vistas. Hungry? Stop by Sullivan’s Supper Club and watch the beautiful Mississippi roll by, or try the carry-out menu and keep driving.
CENTERVILLE, WI: ELMARO WINERY
After Trempealeau, more vistas await at Elmaro Vineyard in Centerville, nestled among rolling hills and farmland. Taste wine, sample cheese, and relax on the outdoor patio overlooking their vineyard and beyond. Be sure to check their events calendar as they regularly feature live music, food trucks, painting classes, yoga, and more.

FOUNTAIN CITY, WI: CHARMING, HISTORICAL, AND DELICIOUS
Between Trempealeau and Fountain City, be sure to visit the Trempealeau National Wildlife Refuge, and enjoy a short, scenic drive through marshland for bird-watching and (even more) photo opportunities. In Fountain City, The Monarch Public House (est. 1894) has riverview seating, an Irish-inspired menu, a tavern serving their own house brew, and unique history that shines through its original furnishings. Next, visit the Seven Hawks Vineyard tasting room, housed in another historic building in downtown Fountain City, for a free tasting, or stop at Elmer’s Auto and Toy Museum for a look at hundreds of antique toys, dolls, tools, bicycles, motorcycles, and cars. Kinstone, a Permaculture site, features a Megalithic Garden (tours available) overlooking the Mississippi.

WINONA, MN: ART AND SCENERY
Head south and cross the Winona Bridge into Winona, MN, a small rivertown (pop. 30,000) known for its natural beauty, arts scene, and outdoor recreation opportunities. The Minnesota Marine Art Museum boasts collections from around the world that, not surprisingly, focus on all things water. For history buffs, the Historic Pickwick Mill (open May - Oct), once a sawmill and flour mill in the mid-1800s, still functions today.

LA CROUSE, WI: MARKETS, VINEYARDS, AND CHEESE CURDS
La Crosse, MN, is sometimes overlooked by tourists due to its close proximity to La Crosse, but that’s a mistake, as the city has shops and wineries all its own, like the La Crescent Flea Market and River View Vineyard and Winery. River View is located on Hwy. 1, along the beautiful Apple Blossom Drive (great biking!). The journey to River View at the top of the bluff is worth it for the drive alone.

La Crosse, WI is home to one of the most popular hangouts for boaters, day-trippers, beach-goers, and locals alike: the La Crosse Pettibone Boat Club, on Barron Island on the Mississippi. Recently remodeled, the eatery features riverfront dining, an outdoor patio, tiki bar, and of course, Wisconsin Cheese Curds on the menu.

LA CROUSE, WI: DOWNTOWN STROLL
Whew! If you’re still hungry for more food, thirsty for more drink, or curious for more Mississippi life, downtown La Crosse has it all. Cross the Big Blue Bridge and park anywhere (most spots are free) on 2nd, 3rd, or 4th Streets. You’ll be within walking distance of bars, restaurants, gift shops, coffee shops, pottery and paint studios. And, of course, there’s the historic Hixon House, once owned by a prominent lumber baron in La Crosse dating back to 1858. The Italianate configuration and interior portrays an authentic picture of late Victorian life.

Want to try another loop? Check out the Three State Color Loop at explorelacrosse.com.
SHOPPING

La Crosse County is home to the largest shopping district in nine counties. Valley View Mall alone has over 80 specialty shops, and is surrounded by many more stores and restaurants. If you like big-name shopping centers, you can find all the largest commercial retailers in La Crosse and Onalaska. Or if you prefer to support independent, local businesses, historic downtown La Crosse has a vibrant shopping district full of the region’s finest specialty shops. Bargain hunters have their work cut out for them with dozens of thrift and consignment stores to choose from, not to mention one of the largest antique malls in the state.

CRAFT/BOUTIQUES

Find the unique piece you’ve been looking for at one of the area’s fine boutique shops. For fine custom jewelry, head to Designing Jewelers in downtown La Crosse or Mark Jewellers in historic Old Towne North. Visit TJ’s Cheddarheads for gifts and novelty items, or Olive Juice Quilts for arts and crafts. Get out of town and see Down a Country Road for fine hand-made Amish crafts and gifts, or cross the river to get to Sutra Imports, featuring exotic pieces from the East and beyond.

BIG BOX

All of your favorite big name stores are here for you! Onalaska’s commercial district is home to all your standbys including Target, Best Buy, Kohl’s and Shopko. And the Valley View Mall features Macy’s, Tradehome Shoes, Aeropostale, Victoria’s Secret, Barnes and Noble, and much more.

ANTIQIES & UNIQUE

Always on the lookout for a rare find? The Antique Center of La Crosse is the Midwest’s largest antique mall, featuring three floors—75,000 square feet!—of antiques and collectibles. A bit smaller, but no less historic, is the Caledonia Street Antique Mall in Old Towne North, and Gasoline Alley Toys & Antiques has something for the kid in all of us.

THRIFT

Looking for the best for less? The La Crosse area has a wide variety of secondhand, thrift, and consignment shops, enough to satisfy even the most hardened bargain hunter! The Second Showing in La Crosse is an upscale consignment shop featuring two floors of petites, juniors, misses, and women’s plus-size clothing.
FOOD & SNACKS
Whether you want to bring a taste of La Crosse with you, or you just need snacks for the road, we got it! Linda’s Bakery in West Salem has been voted La Crosse County’s best bakery for three years running, and makes everything from bread and bagels to wedding cakes from scratch, daily. Pick up some famous spice blends from Pleasing, and you’ll be able to add a bit of La Crosse flavor to your meals for months to come. And don’t forget Holmen Meat Market for quality meats, including their famous homemade jerky and sausages.

BEER
You’re going to want to relax a bit after the long drive home, so better fill up a growler or two on your way out of town. For craft beer lovers with a subtle palette, try one of Turtle Stack’s complex brews. For something way outside the box, head up to Two Beagles Brew Pub. If you’re just after darn good beer, better make it Pearl Street Brewery. And for the area’s newest craft brews, visit Skeleton Crew Brew (housed within Lost Island Wine in Onalaska).

WYATT BIKES
La Crosse’s only bicycle manufacturer produces custom fat-tire and fixed-gear bikes, designed for the outdoor enthusiast. This would be a unique memento to take home with you as Wyatt is the first and only bike manufacturer La Crosse has ever known.

#10 for Top 10 Small Cities Where Business is Thriving
– Entrepreneur ranked La Crosse in 2015
WHERE TO SHOP

Antique Center of La Crosse
110 3rd St S | La Crosse, WI
(608) 782-6533 | antiquescenteroflacrrosse.com

Caledonia Street Antique Mall
1215 Caledonia St | La Crosse, WI
(608) 782-8443 | explorelacrosse.com/project/caledonia-street-antique-mall/

Carpet One of La Crosse
N3481 Hwy 16 | La Crosse, WI
(608) 784-9800 | carpetoneoflacrosse.com

Cottage Garden Floral
2026 Rose Ct | La Crosse, WI
(608) 654-5411 | oldcountrycheese.com

Dregne’s Scandinavian Gifts
429 Main St | La Crosse, WI
(608) 784-9275 | crescent-jewelers.com

Daves Coins
1226 Caledonia St | La Crosse, WI
(608) 784-9555 | davescocinsinc.com

Designing Jewelers
314 4th St S | La Crosse, WI
(608) 782-4499 | designingjewelers.com

Down A Country Road
12651 State HWY 33 E | Cashton, WI
(608) 654-5318 | downacountryroadamish.com

Dregne’s Scandinavian Gifts
100 South Main St | Westby, WI
(608) 634-4414 | dregnessandinavian.gift

Duluth Trading Company
400 Main St | La Crosse, WI
(608) 790-9374 | duluthtrading.com

Festival Foods
30 Copeland Ave | La Crosse, WI
(608) 785-1000 | festfoods.com
2500 State Rd | La Crosse, WI
(608) 788-8777 | festfoods.com
1260 Crossing Meadows Dr | Onalaska, WI
(608) 781-2272 | festfoods.com
600 N Holmen Dr | Holmen, WI
(608) 526-3339 | festfoods.com

Fifth Avenue Awards
503 7th Ave S | La Crosse, WI
(608) 782-3410 | fifthavenueawards.com

Games People Play
537 Main St | La Crosse, WI
(608) 785-4635 | gppsports.com

Gasoline Alley Toys & Antiques
110 3rd Ave S | Onalaska, WI
(608) 519-2151 | toydecals.com

Great Big Outlet
2815 Losey Blvd S | La Crosse, WI
(608) 796-0265 | greatbigoutlet.com

Great River Popcorn & Ice Cream
510 Main St | La Crosse, WI
(608) 782-1930 | greatriverpopcorn.com

Holmen Locker & Meat Market
412 Co Rd HD | Holmen, WI
(608) 526-3112 | holmenlockerandmeatmarket.com

Jackson Plaza Shopping Center
19th St S & Jackson St | La Crosse, WI
(608) 386-4537 | jacksonplaza.com

Kwik Trip Stores
County-wide | WI
(608) 781-8988 | kwiktrip.com

La Crosse Area Harley Davidson
1116 Oak Forest Dr | Onalaska, WI
(608) 783-6112 | lacrossequarshley.com

La Crosse Floral
2900 Floral Ln | La Crosse, WI
(608) 784-7500 | lacrossefloralshop.com

Le Coulee Cheese Castle
112 Leonard St S | West Salem, WI
(608) 786-2811 | lecouleecheese.com

Since 1981, Le Coulee Cheese has been proud to sell award winning Wisconsin cheese, Wisconsin sausage, specialty foods, and many unique gift items. Cheese boxes make great gifts and can be sent anywhere in the United States, weather permitting. In addition, we serve 8 flavors of hand dipped ice cream daily. We welcome your visit and look forward to you discovering our small shop with the large selection!

Mainstream Boutique
1125 Main St, Suite 180 | Onalaska, WI
(608) 519-5522 | onalaska.mainstreamboutique.com

Mainstream Boutique is an exciting retail clothing store that sells unique clothing and accessories at affordable prices. Whether you are a young mom, a business professional or retired; we want to help you shine from the inside. Our staff loves working with our multi-generational clientele! We are a store that celebrates and styles today’s women. Whether you are looking for the perfect outfit or accessory, Mainstream Boutique is for you!

Mark Jewellers
1205 Caledonia St | La Crosse, WI
(608) 785-0110 | markjewellers.com

2928 Market Pl #164 | Onalaska, WI
(608) 785-0123 | markjewellers.com

Monsoor’s Sport Shop
517 Copeland Ave | La Crosse, WI
(608) 784-0482 | monsoorssportsshop.com

Nelson Flag & Display
2501 South Ave | La Crosse, WI
(608) 788-2990 | nelsonflag.com

Old Country Cheese
510 3rd St S | Holmen, WI
(608) 654-5411 | oldcountrycheese.com

Olive Juice Quilts
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(608) 782-3257 | olivejuicequilts.com

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40 VISITORS GUIDE 2017
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Ralf Kircher, Executive Editor.
INSTORE MAGAZINE

“We are extremely proud to be representing La Crosse, Wisconsin on this national stage as an Honorable Mention in the ‘Small Cool’ category. Look for our feature in the October issue of INSTORE MAGAZINE.”

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Al and Brenda Louis – Store owners

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Thepumphouse.org
The Group Sales Department at Explore La Crosse is specifically oriented to serve the needs of specialty conferences and groups. We will assist you in finding the facilities that meet your specific needs and help from your planning stages to your departure. We can save you time and energy and make your event more enjoyable by assisting you in arranging for your group’s individual needs.

Sports

With multiple state-of-the-art sport complexes, any tournament can make its home here. The University of Wisconsin-La Crosse, Viterbo University, Western Technical College, La Crosse Center and Onalaska Omni Center provide multi-sport complexes and an abundance of collegiate playing fields with a variety of surfaces. Annually, La Crosse hosts a multitude of regional and national events; some of which include fishing, baseball, softball, wrestling tournaments, WIAA State Track and Field Championships as well as the snowboarding and skiing state competitions.

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TOURS & GROUPS

Voted in the top 10 of The Most Exciting Small Cities in America by Business Insider, the La Crosse area has it all! Located in the shadow of Grandad Bluff with the Mississippi River to the west, you couldn’t ask for a better backdrop to your next meeting, conference, or reunion. Area hotels offer close to 2600 sleeping rooms, conveniently located just miles from the airport.

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-or-

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La Crosse County Convention & Visitors Bureau
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**ATTRACTIONS**

**Children’s Museum of La Crosse**  
201 5th Ave S | La Crosse, WI  
(608) 784-2652 | funmuseum.org

**Dahl Auto Museum**  
711 3rd St S | La Crosse, WI  
(608) 791-6494 | dahlautomuseum.com

**Elmer’s Auto & Toy Museum**  
W903 Elmers Rd | Fountain City, WI  
(608) 687-7221 | elemersautoandtoymuseum.com

**International Owl Center**  
126 Cedar St E | Houston, MN  
(507) 896-6957 | internationalowlcenter.org

**Kinstone Megalithic Garden**  
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(608) 784-8523 | lacrossequeen.com

**La Crosse Segway Tours**  
319 Main St | La Crosse, WI  
(608) 790-5419 | lacrossesegwaytours.com

**Niagara Cave**  
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(800) 837-6606 | niagaracave.com

**Pickwick Mill**  
26421 County Rd 7 | Winona, MN  
(507) 452-9658 | pickwickmill.org

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5250 Justin Rd | La Crosse, WI  
(608) 782-5440 | guadalupeshrine.org

**Tactical Escape 101**  
505 King St #217 | La Crosse, WI  
(715)418-0012 | tacticalescape101.com

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*(Located at boat dock, west end of State Street in Riverside Park, downtown La Crosse)*

[www.lacrossequeen.com](http://www.lacrossequeen.com)
Did you know that the Shrine of Our Lady of Guadalupe is the only Catholic Marian Shrine on the western side of the state of Wisconsin? Yet, visitors don’t have to be Catholic - all are welcome!

The staff, friars, and volunteers want each person to feel welcome. Whether you are a tourist coming to appreciate the beauty of the outdoors, or seek to be uplifted in viewing original and traditional sacred art and architecture, or you are just a bit curious about what this Shrine is all about, the staff is ready to assist and answer questions, so that your visit is a wonderful experience.

It all started in 1995 with a dream to build a Marian Shrine on the western side of Wisconsin. Then came a 70-acre donation from the Robert and Lucille Swing family, and with $29 million, the Church was completed in 2008. The Shrine now encompasses about 100 acres with a Meditation Trail, Rosary Walk, Way of the Cross, Church and several outdoor devotional areas, in addition to the Pilgrim Center which houses a restaurant and gift shop.

There are plenty of reasons to plan a trip to this holy ground honoring Jesus’ Mother Mary. HERE ARE THE TOP FIVE:

1. **COME SEE INSPIRED HISTORY**

   Whether Catholic or of another Christian affiliation, or even non-Christian, we all can admire the goodness in someone like Saint Mother Teresa of Calcutta, who was recently canonized by Pope Francis. The Shrine was gifted with two relics of Saint Mother Teresa which were on display: a lock of her hair and a handkerchief. The Shrine has many relics of saints, both well-known such as Saint Luke the Evangelist, and lesser-known. Honoring the physical remains or personal effects of a saint is an important aspect of some forms of Buddhism, Christianity, Hinduism, Shamanism and other religions. The saints have made the journey before us – the example of their life in the historical time in which they lived gives us inspiration in our own life journey. The Shrine shares the relics of the saints on particular feast days.
2. **THE BEAUTY OF THE PLACE**

Those familiar with the loveliness of the hilly woodlands and meandering trout streams of La Crosse County can attest to the spiritual musings that come about when visiting places like this. You have to admit, the scenery is wonderful at the Shrine. And don’t worry about accessibility. The Shrine literally has a fleet of golf carts and many volunteers who can transport people with mobility challenges around the site without delay. Be inspired by walking the trail up to the Rosary Walk area and the Way of the Cross. Get in touch with God and nature.

3. **THE FEAST OF OUR LADY OF GUADALUPE IS CELEBRATED DECEMBER 12**

Our Lady of Guadalupe, a.k.a. the Virgin of Guadalupe, is a Roman Catholic title of the Blessed Virgin Mary associated with an image that appeared in 1531 on a cloak that is enshrined in the Basilica of Our Lady of Guadalupe in Mexico City. The Basilica hails itself as the most-visited Catholic pilgrimage site in the world, and the world’s third most-visited sacred site. There will be special events at the Shrine in La Crosse that day, such as the Hispanic celebration known as Las Mañanitas, followed by Pan Dulce, and then a Spanish Mass. The Shrine Mass, celebrated in English, is usually celebrated by the Founder of the Shrine, Cardinal Raymond Leo Burke. Shrines across the world that honor Our Lady of Guadalupe celebrate the Feast Day of December 12th as well. Closer to La Crosse is the Shrine of Our Lady of Guadalupe in the Chicago area and the Cathedral Santuario de Guadalupe in Dallas, Texas, and the English-language seminary of the Priestly Fraternity of St. Peter in Denton, Nebraska. Be part of an international movement by participating locally.

4. **GET SHIVERS LISTENING DURING THE GUADALUPE FESTIVAL OF SACRED MUSIC**

Yes, you can get shivers when you listen to talented people singing sacred music. This past year, the High School Chamber Choirs from both Sparta and Rice Lake, Wis. were joined by several other choirs from schools in Minnesota and Illinois to perform at the Shrine Church for this free festival. Throughout the day, they sang at other outdoor areas of the Shrine and inside the Votive Candle Chapel, in addition to their scheduled performances in the Church. Seems like it would be moving to hear these choirs as one walked down the wooded Meditation Trail. Join them April 29, 2017. If you enjoy listening to really good pipe organ music, it has been a tradition at the Shrine to have guest organists from around the country come and perform on the Shrine’s Church Organ. The Shrine offers a Summer Organ Recital Series every year!

5. **MASS IN SPANISH**

The Shrine offers the Spanish Mass on Sundays in the Shrine Church. Also on Sundays, the celebration of the traditional Latin Mass is offered. Not a Spanish Speaker? See what it’s like to attend an event without language fluency.

If you would like to learn more about the Shrine or are interested in attending events such as the Festival of Sacred Music, visit the Web site at [www.guadalupeshrine.org](http://www.guadalupeshrine.org).
La Crosse County has convenient lodging accommodations just off I-90. They include cozy cabins tucked away in the woods, a boutique hotel, several historic bed and breakfasts, quality hotels and motels. Whatever your preference, you’ll find comfort, value, hometown hospitality and a good night’s sleep.

**PLACES TO STAY**

La Crosse Country has convenient lodging accommodations just off I-90. They include cozy cabins tucked away in the woods, a boutique hotel, several historic bed and breakfasts, quality hotels and motels. Whatever your preference, you’ll find comfort, value, hometown hospitality and a good night’s sleep.
Free to be you... Make your stay your own in our new all suites hotel surrounded by restaurants, shopping and nightlife in downtown La Crosse just 1.5 blocks from the majestic Mississippi River. We welcome one night visits and extended stays. Free breakfast, Wi-Fi, laundry, parking, coffee 24/7. Business Services Center, Fire Pit Lounge, Patio with built-in gas grills, cardio machines & free weights. Hilton HHonors Points. 12% off your stay. All the comforts of Home2.
Stoney Creek Hotel and Conference Center
3060 Kinney Coulee Rd S | Onalaska, WI
(608) 781-3060 | stoneycreekhotels.com

Super 8 Motel
1625 Rose St | La Crosse, WI
(608) 781-8880 | super8.com

Welch Motel
3643 Mormon Coulee Rd | La Crosse, WI
(608) 788-1300 | welchmotel.com

Westby House Inn
200 State St W | Westby, WI
(608) 634-4112 | westbyhouse.com

Wilson Schoolhouse Inn
4703 HWY 14-61 | La Crosse, WI
(608) 787-1982 | wilsonschoolhouseinn.com

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Privately owned, 38 room hotel with easy highway access, minutes from La Crosse. Quality amenities including FREE continental breakfast, fireplace and HDTV wide screen TV in lobby and high speed Internet/WiFi.
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Feel Welcomed!

At Hampton, it’s the extra care we put into everything that’s going to make your stay extra awesome. You’ll find it in our free hot breakfast. And you’ll see it in the personalities of our team members who use their individual styles of hospitality to make you feel extra special.

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Downtown La Crosse
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La Crosse, WI 54601
608-784-4444
www.holidayinn.com

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getaway@percheronparadise.com

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56 Copeland Avenue | LaCrosse, WI 54603
P: 608.785.1110 | F: 608.785.1116
CandlewoodSuites.com/LaCrosseNorth
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• Free High-Speed Internet Access  • Indoor Pool/Jacuzzi  • We Proudly Brew Starbucks® 24 Hours

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La Crosse Downtown/Mississippi Riverfront
La Crosse, WI
T 608.782.1000
Courtyard.com

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1835 Rose Street, La Crosse, WI
AmericInn.com | 800.634.3444
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You're Always Welcome!

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- Area golf courses and restaurants
- Connected to the Great River Bike Trail
- Award winning school district

7 miles north of La Crosse • www.holmenwi.com • 608.526.4336
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<td>Bluff View House &amp; The Cottage</td>
<td>751 &amp; 756 22nd St N, La Crosse</td>
<td>(608) 317-4311 BluffViewHouseRental.com</td>
<td>2 houses $100–$150</td>
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<td>Four Gables Bed &amp; Breakfast</td>
<td>W5648 Hwy 14-61, La Crosse</td>
<td>(608) 788-7958 bedandbreakfast.com/wisconsin-la-crosse-fourgablesbedbreakfast.html</td>
<td>3 $51–$150</td>
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<td>Lumber Baron Inn</td>
<td>421 2nd Ave N, Onalaska</td>
<td>(608) 781-8938 lumberbaroninn.com</td>
<td>7 $109–$159</td>
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<td>Rainbow Ridge Farms B &amp; B</td>
<td>N5732 Hauser Rd, Onalaska</td>
<td>(608) 7813-8181 • 888-347-2594 rainbowridgefarms.com</td>
<td>4 $109–$190</td>
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<td>Wilson Schoolhouse Inn</td>
<td>4703 Hwy 14-61, La Crosse</td>
<td>(608) 787-1982 WilsonSchoolhouseinn.com</td>
<td>2 $70–$155</td>
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<td>Baymont Inn &amp; Suites</td>
<td>3300 Kinney Coulee Rd, Onalaska</td>
<td>(608) 783-7191 • 1-877-392-7950 baymontinns.com/lacrosse</td>
<td>67 $69–$179</td>
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<td>Comfort Inn</td>
<td>1223 Crossing Meadows Dr, Onalaska</td>
<td>(608) 781-7500 • 1-800-424-6423 comfortinn.com</td>
<td>69 $69–$119</td>
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<td>Hampton Inn by Hilton</td>
<td>La Crosse/Onalaska</td>
<td>(608) 779-5000 lacrosseonalaska.hamptoninn.com</td>
<td>107 $119–$189</td>
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<td>Holiday Inn Express</td>
<td>9409 State Rd 16, Onalaska</td>
<td>(608) 783-6555 hiexonalaska.com</td>
<td>75 $119–$159</td>
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<td>Lake Motel</td>
<td>926 2nd Ave N, Onalaska</td>
<td>(608) 783-3348</td>
<td>9 $37–$60</td>
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<td>Microtel Inn</td>
<td>3240 Kinney Coulee Rd N, Onalaska</td>
<td>(608) 783-0833 • 888-818-2359 microtelinn.com</td>
<td>63 $59–$99</td>
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<td>Onalaska Inn</td>
<td>651 2nd Ave S, Onalaska</td>
<td>(608) 783-2270</td>
<td>11 $59–$79</td>
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<td>Shadow Run Motel</td>
<td>710 2nd Ave N, Onalaska</td>
<td>(608) 783-0020 • 1-800-566-0798 shadowrunmotel.com</td>
<td>20 $40–$110</td>
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<td>Stoney Creek Hotel &amp; Conference Center</td>
<td>3060 Kinney Coulee Rd S, Onalaska</td>
<td>(608) 781-3060 StoneyCreekHotels.com</td>
<td>157 $70–$300</td>
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<td>Prairie Inn &amp; Suites</td>
<td>CTH OT, Onalaska</td>
<td>(608) 781-4490 • 888-841-3480 prairieinnandsuites.com</td>
<td>38 $59–$89</td>
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<td>AmericInn</td>
<td>125 Buol Rd, West Salem</td>
<td>(608) 786-3340 • 800-634-3444 americinnsalem.com</td>
<td>50 $89–$149</td>
<td>⚫️</td>
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All properties provide Internet access. A = Available by request; F = Four Course Gourmet Breakfast.
GETTING HERE!

Explore and experience all that La Crosse has to offer! Whether you’re looking for rest and relaxation, outdoor adventure, or quality family time!

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The La Crosse Regional Airport offers close parking, easy check-in, convenient daily flights to major hubs, free WiFi, and a comfortable atmosphere.

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BUS
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The La Crosse Regional Airport provides a low stress travel experience to residents and visitors of La Crosse and the surrounding area. Business and leisure travelers from the region enjoy this convenient travel option without the long lines, expensive parking, and crowded terminals of larger city airports.

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Everyone who knows and loves La Crosse County says it has that perfect “small-town feel”, and the area communities regularly appear on lists of the best and safest places to live in the United States.

--- BUSINESS SERVICES ---

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(608) 781-5440 | advbiz.com

**Anytime Fitness Onalaska**
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(608) 783-1120 | anytimefitness.com

**Apartment ConNeXTion**
P.O. Box 278 | La Crosse, WI
(800) 747-6452 | couleeregion.apartmentconnextion.com

**Associated Bank**
205 4th St N | La Crosse, WI
(608) 793-3845 | associatedbank.com

**Band Box Cleaners and Laundry, Inc.**
1207-23 Superior Ave, P.O. Box 299 | Tomah, WI
(608) 372-5642 | bandboxclean.com

**Best Kept Portables LLC**
W3085 State Rd 16 | West Salem, WI
(608) 317-4232 | bestkept-portables.com

**Carrier Insurance Group**
1228 Caledonia St | La Crosse, WI
(608) 784-6879 | carrierinsurance.net

**Cary Specialized Services**
3400 Losey Blvd S | La Crosse, WI
(608) 519-3335 | caryspec.com

**CenturyLink**
P.O. Box 820 | La Crosse, WI
(608) 796-7480 | centurylink.com

**Citizens State Bank**
620 Main St | La Crosse, WI
(608) 785-2265 | citizensstatebank.us

**Colgan Air Services**
2709 Fanta Reed Rd | La Crosse, WI
(608) 783-8359 | colgan-air.com

**ComWas LLC**
P.O. Box 194 | Etrick, WI
(888) 525-7229 | septicpumpingwi.com

**Coulee Bank**
1516 Losey Blvd S | La Crosse, WI
(608) 784-9550 | couleebank.net

**Coulee Region RSVP**
2920 East Ave S, Suite 104 | La Crosse, WI
(608) 785-0500 | rsvlax.com

**Crescent Printing**
1001 Commercial Ct | Onalaska, WI
(608) 781-1050 | cpcprints.com

**Culligan Water Conditioning of La Crosse**
2956 Airport Rd | La Crosse, WI
(608) 781-2500 | culligan.com

**Curtis Printing**
615 Saint Cloud St | La Crosse, WI
(608) 784-2684 | curispublishingco.com

**Dairyland Power Cooperative**
P.O. Box 817 | La Crosse, WI
(608) 784-3139 | dairynet.com

**Davy Engineering**
P.O. Box 1446 | La Crosse, WI
(608) 782-3130 | davyinc.com

**DesignZ**
528 Loomis St | La Crosse
(608) 782-6701 | designzonline.com

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1611 Holley St | Holmen, WI
(608) 399-1327 | detailstourtandeventplanning.com

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(608) 784-5872 | donstowingandrepair.com

**Edwards Investments**
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(608) 785-1770 | edwardsministorage.com

**Edwards Ministorage**
W3085 State Rd 16 | West Salem, WI
(608) 785-1234 | elv8d.com

**Fairway Outdoor Advertising**
P.O. Box 968 | La Crosse, WI
(608) 784-6200 | fairwayoutdoor.com

**Gerhard’s First Supply**
106 Cameron Ave | La Crosse, WI
(608) 784-3839 | tsupply.com

**Go Riteway**
2979 East Ave S | La Crosse, WI
(608) 881-6370 | goriteway.com/lacrosse

**Hawkins, Ash CPAs**
P.O. Box 1508 | La Crosse, WI
(608) 784-7737 | www.habco.com

**Identity Works**
920 Industrial Dr | West Salem, WI
(608) 786-3700 | productsthatpromote.com

**InTech**
163 2nd St E | Winona, MN
(507) 452-2658 | intechnet.com

**JKHerman Design**
123 Adams St | La Crosse, WI
(608) 784-7450 | jkherman.com

**Johns, Flaherty & Collins**
205 5th Ave S, Suite 500 | La Crosse, WI
(608) 784-5678 | johnsflaherty.com

**La Crosse Beverage**
2539 Commerce St | La Crosse, WI
(608) 781-2400 | frankbeveragegroup.com/lacrosse

**La Crosse Graphics**
3025 East Ave S | La Crosse, WI
(608) 788-2500 | lacrossegraphics.com

**La Crosse Radio Group**
1407 2nd Ave N | Onalaska, WI
(608) 782-8335 | lacrosseradio.com

**La Crosse Sign**
2450 Oak Forest Dr | Onalaska, WI
(608) 781-1450 | lacrossesign.com

**Lamers Bus Lines**
326 Sky Harbor Rd | La Crosse, WI
(608) 781-8177 | golamers.com

**LAXprint**
146 Rose St | La Crosse WI
(608) 783-6440 | laxprint.com

**Logistics Health, Inc.**
328 Front St S | La Crosse, WI
(608) 782-0404 | logisticshealth.com

**Marine Credit Union**
1848 Main St | La Crosse, WI
(608) 784-7292 | marinecreditunion.com

**Mariners Bank**
3140 Market Pl | Onalaska, WI
(608) 784-0400 | marinersbank.com

**Midwest Coca Cola of La Crosse**
1630 Miller St | La Crosse, WI
(608) 784-3139 | midwest-coca-cola-of-la-crosse

**Midwest Coca Cola Bottling Co. of La Crosse**
1900 West Ave S | La Crosse, WI
(608) 785-0450 | gillettepepsi.com

**Poellinger**
415 Nelson Pl | La Crosse, WI
(608) 785-1450 | poellinger.com
Quality Resource Group
2845 Midwest Dr, Suite 105 | Onalaska, WI
(608) 779-9990 | quality-resource.com

Ready Bus Line
1369 Cty Rd 6 | La Crescent, MN
(507) 895-2349 | readybusline.com

Reinhart Companies
201 Main St, Suite 800 | La Crosse, WI
(608) 782-4999 | rsfdelivers.com

River Bank
4401 Mormon Coulee Rd | La Crosse, WI
(608) 788-6300 | riverbank.biz

Ron Hammes Refrigeration, Inc.
2424 South Ave | La Crosse, WI
(608) 788-3110 | ronhammes.com

S & S Distributing
2000 Riley Rd | Sparta, WI
(608) 269-5071 | abwholesaler.com/group10/ssdistsparta/home

Schomburg Refrigeration
316 2nd Ave S | Onalaska, WI
(608) 781-6614 | srci.biz

Sleeping Giant Studios
738 7th St N | La Crosse, WI
(608) 788-9977 | sleepinggiantsstudios.com

State Bank Financial
401 Main St #100 | La Crosse, WI
(608) 784-4600 | statebankfinancial.com

Stanley McDonald Agency
2018 State Rd | La Crosse, WI
(608) 788-6160 | armitageinconline.com

Supreme Graphics
625 Dettloff Dr | Arcadia, WI
(608) 323-3366 | supremeworks.com

Terry Tobin Design
320 Meadowview Ln | Sparta, WI
(608) 269-1682 | explorelacrosse.com/project/terry-tobin-graphic-design-studio/

The UPS Store
317 4th St S | La Crosse, WI
(608) 782-6966 | theupsstore.com

Tom’s Tent Rentals
P.O. Box 1291 | La Crosse, WI
(608) 788-6607 | explorelacrosse.com/project/toms-tent-rentals-inc/

Travel Leaders
2404 State Rd | La Crosse, WI
(608) 784-9820 | travelleadersgo.com

Tri State Business Machines
3310 HWY 157 | La Crosse, WI
(608) 781-2100 | tsbm.com

Trim Design La Crosse
324 3rd St S | La Crosse, WI
(608) 782-7233 | trimdesignlacrosse.com

US Bank La Crosse
201 Main St, Suite 100 | La Crosse, WI
(608) 791-7201 | usbank.com

W.E.C. Inc. Image World
3716 Mormon Coulee Rd | La Crosse, WI
(608) 788-8585 | imageworldlacrosse.com

WalzCraft
2600 Hemstock St | La Crosse, WI
(608) 781-6355 | walzcraft.com

Wells Fargo Bank
305 5th Ave S | La Crosse, WI
(608) 784-7000 | wellsfargo.com

Wisconsin Insurance Center
1062 Oak Forest Dr, Suite 300 | Onalaska, WI
(608) 781-6733 | ticinsurance.com

Xcel Energy
3215 Commerce St | La Crosse, WI
(608) 789-3673 | xcelenergy.com

CHURCHES

Cathedral of St. Joseph the Workman
530 Main St | La Crosse, WI
(608) 782-0322 | cathedralsjworkman.org

Providence Academy
716 Windsor St | La Crosse, WI
(608) 784-6167 | providencelacrosse.org

School District of La Crosse
807 East Ave S | La Crosse, WI
(608) 789-7628 | lacrosseschools.org

School District of Onalaska
1821 Main St E | Onalaska, WI
(608) 781-9701 | onalaskaschools.com

UW-La Crosse
1725 State St | La Crosse, WI
(608) 785-6500 | uwlax.edu

Viterbo University
900 Viterbo Dr | La Crosse, WI
(608) 796-3000 | viterbo.edu

Western Technical College
400 7th St N | La Crosse, WI
(608) 785-9262 | westertc.edu

EDUCATION

La Crosse Center
300 Harborview Pkz | La Crosse, WI
(608) 789-7400 | lacrossescenter.com

Omni Center
255 Riders Club Rd | Onalaska, WI
(608) 781-9566 | omnicenter.net

Pogy’s Catering
1232 Avon St | La Crosse, WI
(608) 784-2386 | pogyscatering.com

Premier Catering
1906 Ward Ave | La Crosse, WI
(608) 782-0886 | premiercatering.org

La Crosse Tribune
401 3rd St N | La Crosse, WI
(608) 782-9710 | lacrossetribune.com

La Crosse Visitor Magazine
P.O. Box 97 | La Crosse, WI
(608) 784-3999 | visitor-guide.com

L.I.N.K. Magazine
901 4th St S | La Crosse, WI
(608) 397-7626 | linkmagazineonline.com

Midwest Family Broadcasting
201 State St | La Crosse, WI
(608) 782-1230
midwestfamilybroadcasting.com

SEVEN
P.O. Box 762 | Onalaska, WI
(608) 780-3853 | Thenewsonline.com

WKBT TV
141 6th St S | La Crosse, WI
(608) 782-4678 | news8000.com

WXOW TV 19
3705 CTH 25 | La Crescent, MN
(507) 795-9982 | wxow.com

MEDICAL SERVICES

Allergy Associates of La Crosse, LTD.
2727 Midwest Dr | Onalaska, WI
(608) 782-2027 | lacrossesallergy.com

Gundersen Health System
1900 South Ave | La Crosse, WI
(608) 782-7300 | gundersenhealth.org

Mayo Clinic Health System
700 West Ave S | La Crosse, WI
(608) 785-0940 | franciscanskemp.org

Naturally Unbridled Wellness
931 Riders Club Rd | Onalaska, WI
(608) 799-8326 | naturallyunbridled.com

EVENTS & CATERING

La Crosse Center
300 Harborview Pkz | La Crosse, WI
(608) 789-7400 | lacrossecenter.com

Midwest Family Broadcasting
201 State St | La Crosse, WI
(608) 782-1230
midwestfamilybroadcasting.com

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(507) 795-9982 | wxow.com

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Gundersen Health System
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(608) 782-7300 | gundersenhealth.org

Mayo Clinic Health System
700 West Ave S | La Crosse, WI
(608) 785-0940 | franciscanskemp.org

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(608) 799-8326 | naturallyunbridled.com

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(608) 784-0440 | lacrossedowntown.com

Galesville Area Chamber of Commerce
P.O. Box 196 | Galesville, WI
(608) 582-2868 | galesvilletwi.com

La Crescent Chamber of Commerce
109 Walnut St S | La Crescent, MN
(507) 895-2800 | lacrescent.com

La Crosse Chamber of Commerce
601 7th St N | La Crosse, WI
(608) 784-4880 | lacrossechamber.com

La Crosse Area Development (LADCO)
601 7th St S | La Crosse, WI
(608) 784-5488 | ladcoweb.org

La Crosse County Facilities Department
400 4th Street, Room 2040 | La Crosse, WI
(608) 785-9770 | co.la-crosse.wi.us

La Crosse County UW Extension
400 4th St N, Room 3140 | La Crosse, WI
(608) 785-9593 | uwex.edu/ces/cty/lacrosse

McGilvray Bridges
N8327 Amsterdam Prairie Rd | Holmen WI
(608) 785-9992 | 7bridgesrd.org

North La Crosse Business Association
P.O. Box 402 | La Crosse, WI
(608) 792-6877 | northlacrosse.org

Onalaska Area Business Association
415 Main St | Onalaska, WI
608-498-0214 | oaba.info

Prairie du Chien Chamber of Commerce
211 Main St S | Prairie du Chien, WI
(608) 326-8555 | prairieduchien.org

Sparta Area Chamber of Commerce
111 Milwaukee St | Sparta, WI
(608) 269-4123 | bikesparta.org

Town of Campbell
2219 Bainbridge St | La Crosse, WI
(608) 783-0050 | frenchislandwi.com

Trempealeau Chamber of Commerce
24455 3rd St | Trempealeau, WI
(608) 534-6780 | trempealeau.net

Visit Winona
924 Huff St | Winona, MN
800-657-4972 | visitwinona.com

Westby Chamber of Commerce
114 Main St S | Westby, WI
(608) 634-4011 | westbywi.com

WI Restaurant Association,
La Crosse Area Chapter
2526 Rose St | La Crosse, WI
(608) 781-3464 | wirestaurant.org

WisCorps
789 Myrick Park Dr | La Crosse, WI
(608) 782-2494 | wiscorps.org

Coulee Region Taxi
1400 Caledonia St | La Crosse, WI
(608) 881-2050 | crt Taxi.com

La Crosse Regional Airport
2850 Airport Dr | La Crosse, WI
(608) 789-7464 | iseairport.com

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Iconic films to indie rock,
Winona is LaCrosse’s
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La Crosse Convention & Visitors Bureau
www.explorelacrosse.com

Shore St"ops 2017
Tentative Schedule
Please Call Ahead!
800-658-9424

American Queen:
Sat. July 29...........8:00 am-5:00 pm
Fri. Aug. 4.............8:00 am-8:00 pm
Fri. Aug. 11.......... 8:00 am-8:00 pm
Wed. Aug. 16........ 8:00 am-8:00 pm

Queen of the Mississippi:
Thurs. Aug. 3
Mon. Aug. 7
Thurs. Aug. 11
Mon. Sept. 4
Thurs. Oct. 12

America:
Thurs. Aug. 31
Thurs. Sept. 7
Sun. Oct. 8
Thurs. Oct. 12
Sun. Oct. 22

New in 2017!!!
American Duchess:
Sat. July 22............. noon-5:00 pm

Louisiane:
Wed. July 5
Wed. Sept 20
Wed. Oct 4

No tours of boats available.

La Crosse Regional Airport
2850 Airport Dr | La Crosse, WI
(608) 789-7464 | iseairport.com

www.explorelacrosse.com

www.visitdecorah.com
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Our community’s destination for all seasons.

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November to February
Ice rinks offering hockey, public skating and skate rentals

Year-round
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Onalaska, WI 54650
(608) 781-9566 • OmniCenter.net
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Onalaska – 1260 Crossing Meadows
Monday thru Friday, 8 a.m. to 6:30 p.m.
Saturday, 8 a.m. to 4:30 p.m.
Sunday, 9 a.m. to 3:30 p.m.
Holiday hours vary. Please call or check gundersenexpresscare.org.
(608) 775-5858

NOT SURE?
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Available 24/7 | (608) 775-4454

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Gundersen Lutheran Medical Center, Inc. | Gundersen Clinic, Ltd. | 907-6 EMS

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For non-life-threatening illnesses or injuries
La Crosse – Emergency Services
Urgent Care – 1900 South Ave.
Daily 7 a.m. to 11 p.m.
(608) 775-2192
Onalaska Clinic Urgent Care – 3111 Gundersen Dr.
Monday thru Friday, 7 a.m. to 9 p.m.
Weekends and holidays
9 a.m. to 5 p.m.
(608) 775-8650

EMERGENCY SERVICES
For serious or life-threatening illness or injuries
La Crosse – Emergency Services – 1900 South Ave.
Open 24/7 | (608) 775-3128

La Crosse Urgent Care Center
7 a.m. to 9 p.m. Daily | 608-392-7000

La Crosse Emergency Care
Open 24/7 | 608-392-7000

Onalaska Urgent Care
5 p.m.-9 p.m., Mon-Fri.
9 a.m.-5 p.m., Sat, Sun. | 608-392-5000

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