

DWI



2,500
DOWNTOWN
RESIDENTS
AND GROWING




\$400 MILLION
IN DOWNTOWN DEVELOPMENT

 **1,000+** RESIDENTIAL UNITS
IN DOWNTOWN
WITH **400**
UNDER CONSTRUCTION

18,345

STUDENTS ENROLLED
IN HIGHER EDUCATION

100% 
GROWTH IN HOTEL ROOMS


**MISSISSIPPI RIVER
WALK AND PORT**


MORE THAN
8,000
JOBS HELD
DOWNTOWN

 **4** BIKE FIX-UP
STATIONS

4% STORE FRONT
VACANCY RATE 

\$3.7 MILLION

TOTAL SPENT ON
PROPERTY
IMPROVEMENT



DOWNTOWN EVENT ATTENDANCE

250,000



\$12,273,000

TOTAL PRIVATE INVESTMENTS

MORE THAN

600

BUSINESSES

MORE THAN VOLUNTEER

5,000 HOURS

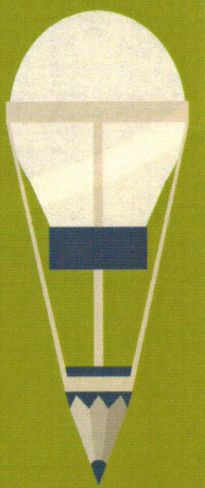
VALUED AT

\$100,000



120

NEW BUSINESSES
LAUNCHED IN THE
LAST FIVE YEARS



91

DOWNTOWN WALKSCORE



50 SINCE
2015

CONSTRUCTION PROJECTS

40+

PROPERTIES IMPROVED
IN THE LAST TWO YEARS

35 MILLION

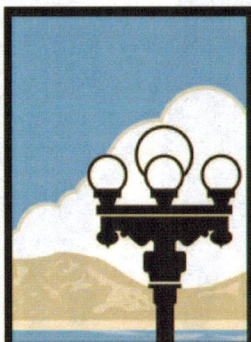
IN RETAIL IMPACT

OVER

1500

NEW EMPLOYEES

SINCE
2015



HISTORIC
DOWNTOWN
LACROSSE

Look. Live. Love.