

Western Wisconsin SCENIC SEMINAR
Thursday, December 4 ♦ Radisson Hotel ♦ La Crosse



The CSW Scenic Seminar details the basic tools for controlling blight and promoting beautification. Our goal is to empower people to help preserve and protect *our* scenic Wisconsin for generations of economic, social and environmental health.

10:00 AM Wisconsin Scenic Byways
Jane Corrolla, WisDOT

The DOT Scenic Byways program provides communities unique opportunities for scenic protection, tourism marketing, economic development and access to grants. The program coordinator explains the costs and benefits for local communities and how they can work together to obtain Scenic Byway designation.

11:00 AM State Highway 60 - Wisconsin's Second Scenic Byway
Mark Cupp, Wisconsin Riverway

State Hwy 60 parallels much of the wondrous lower Wisconsin River. Learn how the communities from Lodi to Muscoda to Bridgeport (on the Great River Road) came together and put together the first modern Scenic Byway in Wisconsin.

NOON LUNCH - Sandwich buffet

1:00 PM Scenic Byway Proposal: State Highway 33
Charley Weeth, Citizens for a Scenic Wisconsin

This picturesque route from La Crosse to Portage encompasses the coulees and ridges of the Driftless Area as well as the Baraboo Range. Scenic Byway designation for this route from the Great River Road to Portage would invigorate tourism and economic development while protecting the personality and magic of the area.

2:00 PM An Overview of the WI Barn Preservation Program
Chuck Law, UW Extension

The Wisconsin Barn Preservation Program is aimed at both addressing public concerns and drawing attention to the importance of preserving the elements of Wisconsin's unique rural countryside.

3:00 PM An Overview of the First Impressions Program
Andy Lewis, UW Extension

This community improvement program began in Grant County in 1991 and since then has been used by hundreds of communities as a tool for assessing the perceptions of visitors to their communities. Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings.

4:00 PM The Economic Value of Scenic Beauty to Tourism, Business and Employee Recruitment and Retention
Panel discussion

Andy Lewis, UW Extension
Dave Clements, La Crosse Area Visitor & Convention Bureau
Bud Miyamoto, Downtown Mainstreet
Charley Weeth, Citizens for a Scenic Wisconsin

What is the economic value of scenic beauty to tourism? To business and employee recruitment retention? A panel of Wisconsin business leaders will discuss.



Downtown Mainstreet, Inc.
 Historic
 Downtown La Crosse



SCENIC SEMINAR REGISTRATION: \$20 per person Please reply by Nov 26!

Yes! I/We will attend the PUBLIC Western Wisconsin Scenic Seminar at the Radisson Hotel in La Crosse!

REGISTRATION: _____ people @ \$20 per person \$ _____ (includes lunch buffet)

Please reply by Nov 26!

Name	Spouse/Significant other
Company/Organization	Title
Address	Phone/Fax
City, ST ZIP	Email (for confirmation and occasional alerts)

Yes! I/We would also like to join and support Citizens for a Scenic Wisconsin!



Membership is open to any person or organization that subscribes to the purposes of Citizens for a Scenic Wisconsin. We are a 501(c)3 non-profit organization and contributions are tax deductible.

- \$35 Member \$50 Organization/Corporation \$100 Scenic Steward \$250 Scenic Conservationist
- \$500 Scenic Leader \$1,000 Scenic Visionary \$ _____ Scenic Benefactor

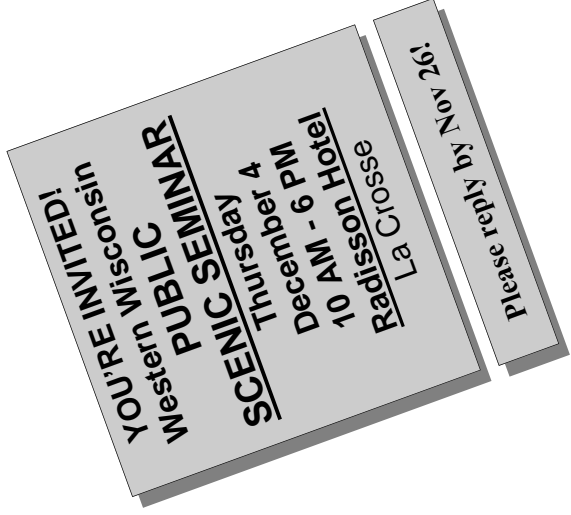
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Reply to: **CITIZENS FOR A SCENIC WISCONSIN** 122 17th St S La Crosse, WI 54601 (608)784-3212 charley@scenicwisconsin.org



CITIZENS FOR A SCENIC WISCONSIN, INC
CHARLES WEETH, EXECUTIVE DIRECTOR
 122 17th St S
 La Crosse, WI 54601-4208


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Citizens for a Scenic Wisconsin

Western Wisconsin PUBLIC SCENIC SEMINAR

Thursday, Dec 4 10 AM - 6 PM



Downtown Mainstreet, Inc. Historic Downtown La Crosse



La Crosse AREA CONVENTION & VISITORS BUREAU

The Scenic Seminar will address these questions

- What is a Scenic Byway? What are the costs? The benefits?
- Why should we preserve and protect our historic urban communities?
- What is the value of our agricultural and natural landscapes?
- How important is our community's first impression to visitors?
- What role does scenery play in our economy? Environment? Society?

 Take a stroll through Riverside Park during Rotary Lights!



Radisson Hotel
 200 Harborview Plaza
 La Crosse, WI 54601

(608) 784-6680 www.radisson.com/lacrossewi



Enjoy our Scenic Wisconsin on your way to La Crosse!

December in Wisconsin is a wonderful time to take in the scenery! If you're coming from east of La Crosse, go a little off the beaten path and take State Hwy 33 from Portage and enjoy the Baraboo Range, Wildcat Mountain State Park, the hidden valleys around Hillsboro and then run the ridges overlooking the La Crosse River Valley.

If you're coming from the north or south, enjoy the breathtaking Great River Road (State Hwy 35) between Dubuque and Prescott. Watch for the bald eagles and stop for some fresh cheese curds!

Citizens for a Scenic Wisconsin

Charles Weeth, Executive Director

122 17th St S, La Crosse, WI 54601
 Voice (608)784-3212 FAX (608)782-2822
charley@scenicwisconsin.org
www.scenicwisconsin.org

Please note: Participants are responsible for their own travel, meals and accommodations.
Need a hotel room? Contact the La Crosse Area Visitor & Convention Bureau
 Voice: 800-658-9424 or 608-782-2366 Fax: 608-782-4082 www.explorelacrosse.com
 SCENIC SEMINAR REGISTRATION: \$20 per person
 Please reply by Nov 26!