You are welcome to take a look while we replace Main Street and Broadway in 1997.

From April 1 to July 3 we are going to transform Main Street and Broadway into vibrant and beautiful avenues that the community can be proud of. Come watch as it happens.

"Creating a better Menomonie... Experience history in the making."

Calendar of Events

April 1997*
- Gorilla's Arrival Party
- Gorilla's Breakfast for kids at Don's Super Valu
- Kids' Parade Downtown ending at Burger King

May 8-10
- Mother's Day Promotion
- Gorilla's Mom comes to visit

June 12-14
- Father's Day Promotion
- Gorilla's Dad comes to visit

June 14
- Gorilla's Dad visits

July 24-26
- Downtown Sidewalk Sale
  - Gorilla visits sale with prizes

August
- Win a Trip Drawing

Sept. 3
- Gorilla Meets Menomonie at UW-Stout

Sept. 4
- One Day Sidewalk Sale

Sept. 1-6
- Rediscover Menomonie

Sept. 7
- Taste of Menomonie

Sept. 25-27
- Goodbye Gorilla Party

Our friendly Gorilla and pals will be Downtown every Thursday and Saturday for in-store drawings to give away hard hats, T-shirts, bananas and cash. Look for posters at participating merchants. Don't miss it!

*The exact day for the Gorilla Welcome Party will be set as soon as the beginning date of construction is determined.
CONSTRUCTION STAGING

Construction of Main Street and Broadway will be done in two phases during the summer of 1997.

During the first phase, beginning about April 1, Broadway, from Fourth Avenue (Don's Super Valu) south to Main Street (two blocks) and Main Street, from Broadway to the intersection of Crescent and Fourth Streets (three blocks) will be reconstructed. The first phase will be finished and the streets will reopen to traffic July 3.

The second phase will begin at the corner of Main and Broadway and will go south to 12th Avenue.

Construction of the second phase will begin on July 7 and will reopen to traffic August 29.

The map inside this brochure will show you in which color-coded lot to park when you come Downtown to shop.

On Street Parking

Crescent Street - along the lake bank beginning at WESTconsin Credit Union.

Second Street West - on east side of street between Wilson Avenue and 11th Avenue.

Second Street - next to Lee's Drug and First American Bank.

Third Street - between Crescent and Tenth Avenue on west side of the street.

South Broadway - 700 Block to 10th Avenue both sides of the street and the lot next to Riverside Bike & Skate

Main Street - 400 Block east to 9th Street and along the lake bank 400, 500 blocks.

Sixth Street - next to Burger King and Tailor Maid Alterations.

Wilson Avenue - From Third Street east to Sixth Avenue.

Tenth Avenue - 300-500 Blocks on the south side of the street on campus.

More information ...

There will be free two-hour parking at the meters and on the customer lots during construction. Tires will be chalked for easy turnover and monitoring.


During construction, the streets, sidewalks, curbs and gutters will be torn out and replaced. Added during the work will be the historic street lights, stamped colored concrete in a brick pattern, Victorian benches and trash receptacles.

While Main Street and Broadway are torn up and closed to traffic and parking, all businesses will have front door access. Many have rear or side door access. See the map and list of stores inside this brochure to see in which colored area you can park to get to the business you want to go to.

During this period of construction in Downtown Menomonie ... support your local merchants. The Downtown you save may be your own!
While work is being done you are invited to view the progress and to enjoy the unique shopping experience which Downtown Menomonee can provide.

Our innovative and industrious merchants have made arrangements to accommodate everyone wishing to patronize the Downtown area during the entire construction period. Look for these convenient parking areas for your visit to Downtown Menomonee.

Parking Designations

Access to these Businesses has been assigned by color for your convenience.

500/600 Blocks Broadway
Blue Access Signs
1 Don's Super Valu*
2 WESTconsin Credit Union*
The Pub
3 Miller Real Estate*
4 Maiza & Maza Attorneys
The Market
5 Marion Plaza
Wagner's Property Management*
Feiler & Associates*
Marion Properties*
Pawz On Dog Training*
Jim's Barber Shop*
6 AT&T Rents*
7 The Den
8 Ciccone's Chicago Style Eatery
Swap Shop*
The Flame Lounge*
Off Broadway

500/600 Blocks Broadway
Green Access Signs
9 Acoustic Cafe
Upstart Crow Booksellers
Erbert & Gerbert's Subs & Clubs
Log Jam Restaurant*
10 Hair By Design*
Riverside Bike & Skate*

100 Black Main Street
Blue Access Signs
7 Penco Art Supply Warehouse
U.S. Army Recruiter
SuperNova Music*
11 My Style Hairstyling*
Morrison's Barber Shop
 Ted's Pizza
American Red Cross*
Lee Drugs
12 Mabel Tainger Memorial
13 Deans Close Prudential Insurance*
14 Duane Slick Prudential Insurance*
15 The Curiosity Shop*
Leader-Telegram
16 State Cinema 4
Dr. Lisa Joyce, Fertility Fertility Care

100 Black Main Street
Green Access Signs
17 First Bank & Trust*
First Bank Business Center
18 MIDtown Staffing Service*
19 Midtown Staffing Service*
20 Second Street
300 Block Main Street
Green Access Signs
16 Less Stress Massage
Rogue's Gallery
Klein's Flowers on Main*
Chautauqua Gallery/Herbal Emporium*
Higgins' Travel*
Silver Dollar Saloon*
Koivuni Eye Clinic*
Out of Bounds Sportscards*
Main Street of Menomonee, Inc.
17 Anshus Jewelers*
The Muscle Mill*
Fleet Feet*
MS enens*
Northern Safari Outfitters*
Cafe Matisse*

*Beautes rear or side entrance

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