

**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."*



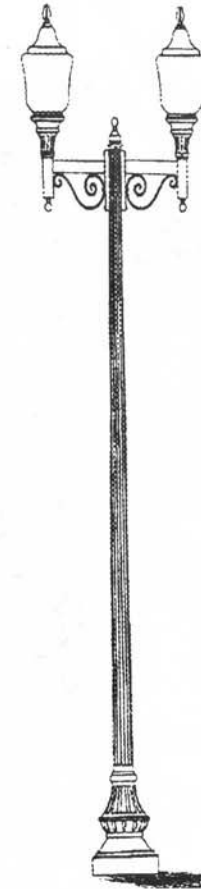
Calendar of Events

- | | |
|-----------------------|--|
| 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
June 14 | Father's Day Promotion
Gorilla's Dad comes to visit |
| 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
Sept. 1-6 | One Day Sidewalk Sale
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.

Downtown Menomonie Construction Schedule and Parking Map April 1 - July 3, 1997



*You are
cordially
invited to
visit
Historic
Downtown
Menomonie
during our
first phase of
construction
and watch as we
transform
the heart of
our community*

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.

MENOMONIE
DOWNTOWN
the Heart Beat of the city

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.

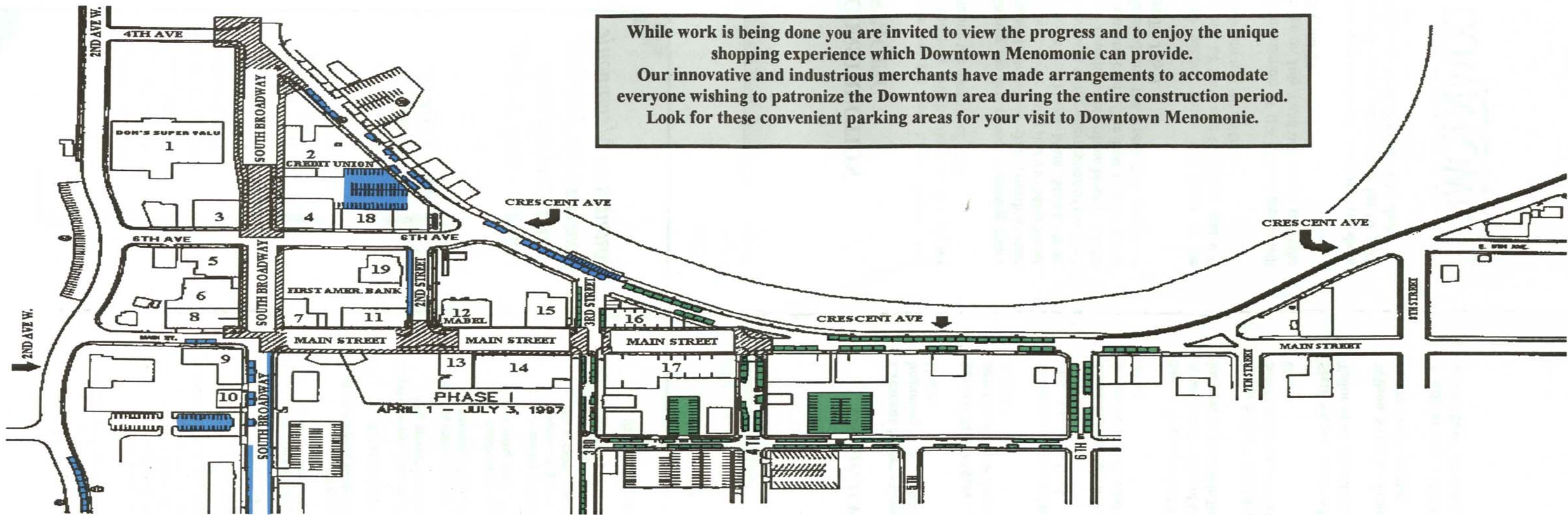
When you come Downtown, share a ride. Bicycle. Walk. Jog. But whatever you do, come on down. Watch the construction in progress.

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 Menomonie 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 Menomonie.



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*
Muza & Muza Attorneys
The Market
- 4 Marion Plaza
Wagner's Property Management*
Feiler & Associates*
Marion Properties*
Paws On Dog Training*
Jim's Barber Shop*
- 5 AT&T Rentals*
The Den
- 6 Ciccone's Chicago Style Eatery
Swap Shop*
The Flame Lounge*
Off Broadway

500/600 Blocks Broadway Blue Access Signs

- 6 Menomonie Floral & Gift*
- 7 Georgie's Hair Styling*
Travel Now of Menomonie*
The Curiosity Shop*
Leader-Telegram
- 8 State Cinema 4
Dr. Lisa Joyce, Gentle Dental Care

700 Block Broadway Blue Access Signs

- 9 Acoustic Cafe
Upstart Crow Booksellers
Erbert & Gerber's Subs & Clubs
Log Jam Restaurant*
- 10 Hair By Design*
Riverside Bike & Skate*

100 Block Main Street Blue Access Signs

- 7 Penco Art Supply Warehouse
U.S. Army Recruiter
SuperNova Music*
- 11 My Style Hairstyling*
Morrie's Barber Shop
Ted's Pizza
American Red Cross*
Lee Drugs
- 12 Mabel Tainter Memorial

500/600 Blocks Second Street

- 18 Jim's Spirit Shoppe
- 19 First American Bank Wisconsin

200 Block Main Street Green Access Signs

- 13 First Bank & Trust*
- 13 Midtown Staffing Service*

First Bank Business Center (con't)

- 13 Duane Close Prudential Insurance*
Courtney Nystuen, Architect*
Academy of Operative Dentistry*
Keith Halverson, Attorney*
Dr. Phillip Mauer, Chiropractor*
TAPEdisk Corporation*
Caring Crisis Pregnancy Center
Claudia Smith, PhD*
Evangelical Free Church of America
emma's bakery*
- 14 The Road Less Traveled
Books Plus*
Patti's Unique Gifts*
Karate American*
Seyforth's Studio & Camera*
Dance Connection*
Leissa's Beauty Studio & Day Spa*
Wang's Wok
Coffin's Department Store*
Menomonie Vision Center*
Sharon's Wisconsin Cheese & Gifts
- 15 United States Post Office*

300 Block Main Street Green Access Signs

- 16 Less Stress Massage
Rogue's Gallery
Kleindl's Flowers on Main*
Chautauqua Gallery/Herbal Emporium*
Higgin's Travel*
Silver Dollar Saloon*
Kivlin Eye Clinic*
Out of Bounds Sportscards*
Main Street of Menomonie, Inc.
- 17 Anshus Jewelers*
The Muscle Mill*
Fleet Feet*
MS.ellaneous*
Northern Safari Outfitters*
Cafe Matisse*

*Denotes rear or side entrance