

**After an intensive 14 month planning process the City of Onalaska is poised to begin construction on a project that will change the face of downtown Onalaska. The Great River Road/State Hwy 35 Streetscape Project will enhance a 7 block area of the Hwy 35 corridor just south of Elm to King Street, making the downtown area more attractive and friendlier to pedestrians and bicyclists.**

**Once complete this will revitalize the downtown shopping area creating a dynamic that is designed to attract more businesses. We are anticipating that ripples from this project will positively impact the entire City.**

**The City received a substantial Transportation Enhancement grant from the Wisconsin Department of Transportation grant, which will pay for 80% of the project's cost with the City picking up the remaining 20%. With construction starting in the spring of 2012 the City is partnering with the Onalaska Enhancement Foundation to raise the City's share of the project's cost.**

**Donations can be made to the Onalaska Enhancement Foundation and are tax deductible. Fundraising booklets are available at City Hall, the Onalaska Library and the Center for Commerce and Tourism.**