

FOR IMMEDIATE RELEASE



“Oregon Trail Commerce Center” is the new identity of the southside Oshkosh location known for decades as “The LakeAire Center” according to G. Earl Real Estate, Inc. Leasing Agent for the center.



Originally coined The LakeAire Center by the original developer, the late Clarence Deniger, current ownership feels The LakeAire Center identity has enjoyed a long and prosperous run, but now plans to inspire fresh tenant and consumer interest with the new logo and identity.

Most recently, Oshkosh Corporation occupied +/-80% of the 100,000 + square foot center as their growth bulged them out of their former corporate headquarters contiguous to the center on the south. The construction of Oshkosh Corp.’s new world headquarters has now fulfilled much of their overflow space needs thus leaving approximately 66,000 sq. ft. of quality lease space in the center vacant.

“Oregon Trail” is a tip of the hat to a plethora of Oregon Street businesses historically familiar to the south side community. In particular, the late Ivan Dorsey coined “Oregon Trail” as the name of his then fledgling business startup, Oregon Trail Appliance & TV in the late 1950’s. Dorsey operated the business for many years at the SW corner of Oregon Street & W. 7th Avenue.

However, Dorsey alone did not make Oregon Street the memorable southside business district fondly remembered by so many. A wide variety of locally owned businesses and specialty stores along Oregon Street served the Oregon Street demographic and the entire Oshkosh community for many decades.

If you are of a certain age, a historical journey down Oregon Street might conjure up memories of Wickert’s and Fredrick’s Meat Markets, Pomerainings Family Grocery, Boese’s Bakery and Wally Matson’s or Bud’s Barber shop. Of course, there were taverns such as Pinky’s, Carol & Dick’s and Witzke’s too. Or how about Barber’s Candy Store, The Wigwam Soda Fountain (now Oak’s Candy Corner) or Sunlight Dairy Ice Cream? The Mode and Star Theaters and T & O Bowling Lanes provided family friendly entertainment options. Security Bank, Oregon Clothing House, Rothenbach Brothers Shoes, Gambles Hardware, Rohner’s Furniture, Oregon Trail Appliance & TV, Mueller Potter Rexall Drug and The Food Queen provided for the more mundane of life’s necessities. And at the end of the day, Marquardt Funeral Home was there to guide loved ones off to meet their maker.

The Oregon Street business corridor still hosts many businesses but many of the family-diverse business options have disappeared. The Oregon Trail Commerce Center provides the “southside” the opportunity for a resurgence of family business at lease rates reminiscent of days gone by.

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