

Downtown Fond du Lac Partnership News Bulletin

March 2018

You can download a PDF of the most recent News Bulletin at <http://downtownfdl.com/publications.htm#newsletter>
In an attempt to keep newsletters as brief as possible, details about on-going support and activities for downtown business and property owners can be found on our site: <http://downtownfdl.com/business-support.html>

Important Dates and Deadlines

If your business will be closing or an event will be cancelled due to weather, please take a moment to email cancellations@wfdl.com, cancellations@mdogmedia.com, news@fdlreporter.com, and cancellations@kfiz.com. They do not accept secondhand notices, so we cannot forward your information to them.

March 17, 3 p.m. – St. Patrick’s Day Parade

March 20, 5-6:30 p.m. – Farmer Market Vendor Open House at THELMA

April 1 – Deadline to sign up for Wine Walk

April 5, 5:30-7:30 p.m. – “Meet Me Downtown” quarterly social at the Coliseum. Please RSVP by April 3.

April 7 – Deadline to indicate full season use of a space for Farmers Market

April 11, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

April 13, 4-8 p.m. – Fest-of-Ale

April 13 – Wine Walk Tickets on sale

April 16 – Building Improvement Grant Application Review

April 19 – Downtown Clean Up Day

April 27 – Wisconsin Main Street Awards in Ripon

May 9, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

May 12, 8-Noon – Farmers Market Opens for the Season (continues weekly)

The activities listed here are administered by the Partnership and are open to all downtown businesses for participation or marketing, additional downtown events and activities can be found on our [website](#) or our [Facebook page](#).

Businesses & Property Notes

Vacancy Rate: November 2013 - 10.2% >>> February 2018 – 6.0%

Details about on-going economic vitality support (i.e. Market Analysis, Business Start-up Assistance, Business Recruitment, Property Listings, Vision Planning for the Arts & Entertainment District, the Riverwalk District and The Gateway District) are available here: <http://downtownfdl.com/economic-vitality.html>

Building Improvement Grants (BIG)

- The Building Improvement Grant (BIG) is designed to incentivize property owners to undertake exterior property improvements, which will lead to increased property value and a better utilization of properties within downtown Fond du Lac. Grants are awarded based on the following criteria including, but not limited to: projected increase in property value, blight elimination, street front visibility, business track record, impact on surrounding neighborhood, a signed lease from a viable tenant, job creation, readiness to proceed, local economic impact, and new use of a high-profile property.
- Grant reviews will be held on the third Monday of every month until funding has been exhausted.
- If you are considering any improvements to your building façade, please contact Amy Hansen at 920.322.2007 to begin the process of applying for a Building Improvement Grant.
- Information on all local grant & loan programs: www.downtownfdl.com/dfp/financial_incentives.html

New, Relocated, or Closed

- S&B Alterations opened on March 1 at 35 N. Main St.
- The Fond du Lac Area Convention & Visitors Bureau moved in to the second floor at 9 Sheboygan St.
- Staff is currently working with two entrepreneurs regarding new/expansion projects.

Organization Notes

Details about on-going organizational support (i.e. Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination) are available here: <http://downtownfdl.com/organization.html>

Downtown Cleanup Day

- The City will have bulky waste dumpsters located downtown. Waste Management will have a trailer to drop off electronic waste. These are available free of charge to downtown business and property owners.

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- Downtown employees and local service groups are encouraged to donate time in the afternoon to clean up litter. Throughout the day, we ask volunteers to meet Downtown Fond du Lac staff at the clock on Main Street Plaza at the beginning of shifts and then target specific areas during the shift.
- Schedule:
 - 12-1:30 pm: East of Main Street
 - 2-3:30 pm: West of Main Street
 - 4-5:30 pm: Any remaining areas of concern
- As details are finalized they will be updated at <http://downtownfdl.com/downtown-cleanup.html>

Wisconsin Main Street Awards

- DFP staff and numerous DFP representatives will be attending the Wisconsin Main Street Awards on April 27 in Ripon. If you are interested in attending, please contact the DFP for further details.

Meet Me Downtown – Thursday, April 5, 5:30-7:30 p.m. at The Coliseum

- Meet Me Downtown is a quarterly social event for downtown business & property owners. New businesses from the previous quarter of the calendar year are welcomed as guests of honor.

Downtown Morning Marketing Meetups – due to declining attendance, meetups have been placed on hiatus.

Promotion & Event Notes

Details about on-going marketing support (i.e. Marketing Assistance, Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificate) are available here: <http://downtownfdl.com/promotion.html>

Downtown Fond du Lac Website Redesigned

- The redesigned website was launched on Thursday, Feb. 8.
- Business owner login has been simplified. By logging in you can update your business information, open hours, photos, categories, events, and location features such as free wi-fi or availability for private rental. If you are uncertain of which email address is used for your business account, please email info@downtownfdl.com. To reset your password, simply use the “forgot password” link on the site.

Fest-of-Ale – Friday, April 13, 2018, 4-8 p.m.

- Deadline to sign up as a site has passed. 11 businesses are participating.
- 350 tickets will be sold between two categories: “Team Brewski” (drinks with hops) and “Team Malternative” (hard ciders, sodas, seltzers and meads). Designated driver tickets are also available. Ticket sales open on March 13 using Hometown Tickets and include VIP tickets for those who would like a “Team t-shirt.” Large painted paper beer bottles will decorate windows of participating businesses a la Sturgeon Spectacular.
- Event partners: 95-1&96-1 The Rock, BrownBoots Interactive, Young Professionals of Fond du Lac, CVB, Artist Stephanie McGuire
- Ticket sales are at www.downtownfdl.com/fest-of-ale

2018 Special Event Participation

- Economic Impact Reports for Special Events can always be found here: <http://downtownfdl.com/special-event-economic-impact.html>
- **Wine Walk 2017** – Friday, June 15, 4-8 p.m.
 - Deadline to sign up as a site – April 1
 - Participating business become wine tasting rooms during the event. Survey responses in 2017 indicated that 83 percent of participants spent money downtown in addition to the price of admission to the event. Of those that spent money, the average participant spent \$49. Based on feedback from previous years, we will be increasing the number of tickets and creating “Sweet” and “Dry” categories similar to the Fest-of-Ale ticketing style.
 - Cost to participate is estimated at \$250-\$300
 - Sign-up or get further details by emailing dusty@downtownfdl.com
- **Downtown Fond du Lac Farmers Market** – Saturdays, May 12-Oct. 27, 8-Noon, on Main Street (Western to Sheboygan) & Wednesdays, June 6-Sept.26, 11-3, on Main Street Plaza
 - Deadline to sign up for a full season location – April 7; Requests for occasional setup can be made throughout the season
 - Businesses within the Saturday market footprint should contact the DFP prior to April 7 if there are plans to setup vending space in front of their store, so adjustments to market vendor space assignments can be made.

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- Any downtown business may request free vending space in the market on any market date or for the full season. Full season requests should be made prior to April 7.
- Sign-up or get further details by emailing dusty@downtownfdl.com
- **Fondue Fest 2018** – Saturday, September 8, 9-5
 - Downtown businesses are allotted up to two 10-foot vending spaces for free (a total of 20 linear feet). If you need more than that, it is \$15 per 10 feet. You must be setup in your space when the festival opens at 9 a.m. In an effort to ensure that no businesses slip through the cracks, the reservation process has been simplified to just a few clicks online.
 - Sign-up by clicking the apply now button at www.downtownfdl.com/fondue-fest-vendors.html.
- **Monster March** – Saturday, October 26, 10-Noon
 - Downtown trick-or-treating during the final farmers market of the year. This event traditionally bring 1500-2000 people to downtown, so if you'll be handing out candy, be sure to have plenty on hand!
 - This event requires no sign-up for Main Street businesses. Downtown businesses off of Main Street are encouraged to join the fun on Main Street Plaza. Please contact email dusty@downtownfdl.com if you are planning to set up on the Plaza or if your business will be offering any specials or promotions during the event.
- **Small Business Saturday** – Saturday, November 24
 - The Shop Small campaign runs throughout November and December with special attention paid to Small Business Saturday. The campaign includes the Shop Small Sweepstakes and Visits with Santa and Mrs. Claus. Additional details will be available as the event draws closer. If you have ideas or interest in planning additional activities during this time of year, please reach out to dusty@downtownfdl.com.
- **Event Sponsorship** - Annual events offer great opportunities for you to market your business, both through participation and through sponsorship. Financial sponsorship is vital to allowing for adequate event marketing, bringing in live music, and fun activities. The DFP always offers event sponsorship to downtown businesses first, in hopes of giving downtown businesses the marketing benefits of the events. We began seeking sponsors for our annual events in February. You can always find the most updated sponsorship details for all of our events here: <http://www.downtownfdl.com/donate.html>

Design Notes

Details on how the DFP enhances the attractiveness of the business district. (i.e. grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations) are available here: <http://downtownfdl.com/design.html>

Minor Construction

- On Monday, March 19 & Tuesday, March 20 the sidewalk in front of 21 & 23 N. Main Street will be blocked off to allow for masonry repairs.

Main Street Makeover

- Wisconsin Economic Development Corporation's Main Street Makeover program will be completing the 48-hour makeover of Annie's Fountain City Café on April 9 & 10. This event is utilizing local contractors and volunteers to make a strong visual and retail transformation of the space and bring positive attention to Downtown Fond du Lac.
- As part of the project a new parklet will be built in the parking space directly in front of Annie's. This parklet is a pilot project and is available for use by anyone, not just Annie's customers.
- A Grand Reveal is scheduled for April 11 at 8:00 a.m. We hope you'll be able to stop by and see the many people who took part in making the project a reality.

Utility Box Artwork

- Utility Box Artwork will be installed this spring on the various utility boxes around the downtown.
- Artwork was selected by committee from a large pool of submissions from artists.

Light Poles

- The DFP accepted (on behalf of the City) 50 American flags donated from the Knights of Columbus.
- New banners will also be going up in early April.

Kinetic Sculpture Art

- The Art Committee is currently looking for a local designer for the kinetic sculpture project.
- STEM Design Challenge in April will feature student insights on designing kinetic sculptures for Main Street.

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Notes from Downtown Businesses

If you would like to include information in the "Notes from Businesses" section, please email before the second Wednesday of the month.

Stay Connected

- **Facebook Group** – This closed group welcomes downtown business and property owners to discuss with one another or with DFP regarding questions, promotions, events, and services in the downtown area.
<https://www.facebook.com/groups/DFPeeps/>
- **Facebook Page** – Our public page showcases great things happening downtown!
<https://www.facebook.com/DowntownFDL/>

Contact Us

General Inquiries or responses to items from this news bulletin can be sent to info@downtownfdl.com or reach us via phone at 920.322.2006.

Our staff includes:

Amy Hansen, Executive Director
Tracy Reinhart, Farmers Market Manager

Dusty Krikau, Director of Communication and Special Events
Crystal Patt, Bookkeeper and Research Assistant

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