

Downtown Fond du Lac Partnership News Bulletin

April 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.

April 13, 4-8 p.m. – Fest-of-Ale

April 13 – Wine Walk Tickets on sale

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)

May 21 – Building Improvement Grant Application Review

June 6, 11 a.m.-3 p.m. – Wednesday Farmers Market Opens for the Season (continues weekly)

June 14, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

June 15, 4-8 p.m. – Downtown Wine Walk

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

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

- Bob's Pizza closed for a brief five-day period from Saturday, March 18 – March 21.
- Steve and Jeff Korneli took over operations of Bob's Pizza on March 22 and will soon finalize purchase of the property & business.
- Envision Greater Fond du Lac has moved in to 23 S. Main.
- Staff is currently working with five 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

- Downtown Cleanup Day is comprised of three parts: General downtown cleanup, business/property owner bulky waste removal, and business/property owner electronic waste recycling.
 - *General Downtown Cleanup* – Cleanup will take place throughout the day on Thursday, April 19 with volunteers checking in at the DFP office at 131 S. Main Street to receive a targeted clean up area assignment.

Downtown Fond du Lac Partnership News Bulletin

April 2018

- *Business/property owner bulky waste removal* – Rather than ask the City staff to have any additional dumpster and staff person on site, we have arranged to have downtown business owners free bulk waste drop off at the Doty Street location from 9 a.m. to 3:15 p.m. on Thursday, April 19. This keeps the same amount of effort for businesses (load truck, drive truck, empty truck), but greatly reduces the workload for City staff. Please bring a business utility bill with you to drop off to show proof of address. You can see a list of acceptable items on the City's website: <https://www.fdl.wi.gov/departments.imi?DeptID=8&DeptPage=53>
 - *Business/property owner electronic waste recycling* – The e-waste recycling will take place from 9 a.m. to 3 p.m. on Saturday, April 21, inside the Municipal Service Center Garage, 530 Doty St. as part of the City-wide event. This event requires verification of City residence; if you do not live in the City of Fond du Lac, you will still be allowed to recycle your electronics by showing a business utility bill from your downtown location. TVs and CRT monitors will be recycled for a fee. There are no fees for computers, laptops, hard drives, printers, scanners, VCR and DVD players, fax machine, stereo, radio, typewriter, keyboards, mice, circuit boards, cables, cellular phones, telephones, cameras, camcorders, cordless rechargeable hand tools, video games, small kitchen appliances, microwaves, vacuum cleaners, exercise equipment and other miscellaneous small electronics.
 - 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.

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>

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

- Takes place tonight!
- Event partners: 95-1 & 96-1 The Rock, BrownBoots Interactive, Young Professionals of Fond du Lac, the Fond du Lac Area Convention & Visitors Bureau, Artist Stephanie McGuire
- Full details and ticket sales are at www.downtownfdl.com/fest-of-ale

Wine Walk – Friday, June 15, 2018, 4-8 p.m.

- Full details and ticket sales are at www.downtownfdl.com/wine-walk.html
- If your business would still like to be a site during this event, please contact Dusty ASAP.
- This event is sponsored by Cujak's Wine & Coffee Bar.
- 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.
- The cost for a business to participate is \$250-\$300, based on the wines you choose to sample.
- Sign-up or get further details by emailing dusty@downtownfdl.com

2018 Special Event Participation

- Economic Impact Reports for Special Events can always be found here: <http://downtownfdl.com/special-event-economic-impact.html>
- **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.
 - 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

Downtown Fond du Lac Partnership News Bulletin

April 2018

- **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.
- **Event Sponsorships** - 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>

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.

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.

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.

- Lemonade Day is a community-wide, educational initiative of **Envision Greater Fond du Lac** designed to teach children how to start, own and operate their own business—a lemonade stand. The program teaches children the entrepreneurial skills necessary to be successful in the future as they learn how to create a budget, set profit-making goals, serve customers, repay investors and give back to the community. The Fond du Lac Area Lemonade Day will take place on Saturday, May 5th from 10am – 2pm. Main Street has become a popular location for the students to set up their stands and we invite you to stop out and support the young entrepreneurs by visiting their stands. For more information, visit: www.lemonadeday.org/fond-du-lac-area Students ultimately decide which businesses that they contact (with the guidance of an adult, of course), but if your business is interested in hosting a stand you may contact Bernadette Seefeld (bseefeld@envisiongreaterfdl.com) and she will include in a list of potential sites if students reach out.
- **Young Professionals of Fond du Lac** will host YPWeek during the final week of April with numerous events in the downtown area throughout the week. This is a great way to help young staff members connect with their community and encourages them to stay in Fond du Lac. Check out their events at <https://www.ypdfdl.org/>

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

Downtown Fond du Lac Partnership News Bulletin

April 2018

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

Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

www.downtownfdl.com

