

# Downtown Fond du Lac Partnership News Bulletin

May 2018

You can download a PDF of the most recent News Bulletin at <http://downtownfdl.com/publications.html#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 DFP 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.

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

**May 21** – Building Improvement Grant Application Review

**May 28** - DFP Office closed for holiday

**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

**June 18** – Building Improvement Grant Application Review

**July 4** - DFP Office closed for holiday

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

**July 16** – Building Improvement Grant Application Review

**July 19, 5:30-7:30** – Meet Me Downtown Social at Fat Joe's Bar & Grill

**August 1** – Deadline to claim space for [Fondue Fest](#)

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 available to property owners. Grant reviews are 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](http://www.downtownfdl.com/dfp/financial_incentives.html)

### New, Relocated, or Closed

- Staff is currently working with seven entrepreneurs regarding new/expansion projects.
- Sparks Transportation opened at 131 S. Main.
- Victoria's Pet Nutrition Center had plans approved to expand and extensively renovate their existing building.
- 116 N. Main Street will now house REMAX Heritage (late summer opening) as well as current tenants, The Fond du Lac Area Women's Fund and VandeZande and Kaufman Law offices. The property was purchased by 116 N. Main Street LLC .
- Ryan Woolhether has purchased 25-29 Third Street and has begun extensive interior remodeling including 7 apartments.
- Vapor Reactor at 27 N Main will be closing on May 31.
- Sam Meyer has purchased 18 E. Division St. and has begun renovation of the property into restaurant and residential spaces.
- Inspired by You LLC has closed at 18 E. Division St.
- Starry Sky Ranch has leased 30 S. Portland St. for private equine seminars and private client consultation.
- The Sophia Foundation offices have opened at 54 E 1st St.
- Pillar & Vine now has a satellite location at 54 E. 1st St. Their primary office is located in Brandon, WI.

**Vacancy Rate: November 2013 - 10.2% >>> April 2018 – 5.13%**

# Downtown Fond du Lac Partnership News Bulletin

May 2018

## 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>

### DFP Outreach and Advocacy

- DFP staff and 18 business representatives attended the public meeting regarding Central District policing on April 3.
- Governor Walker signed a bill to raise the cap on Historic Tax Credit Projects from \$500,000 to \$3,500,000.
- Staff coordinated the Progress Update of the Hotel Retlaw on Thursday, April 19. This event was hosted by the DFP, Envision Greater Fond du Lac, the CVB, and THELMA.
- For meeting the standard of performance in 2017, the DFP has been recognized as a 2018 Main Street America Accredited Program.

### Wisconsin Main Street Awards

- The Wisconsin Main Street Awards were held on April 27 in Ripon. Atlas Gaming was recognized as the Best New Business in the state. Sara Cujak was recognized as Fond du Lac's volunteer of the year. The Main Street Makeover project at Annie's Fountain City Café was showcased.
- The Wisconsin Main Street Awards will be held in Fond du Lac in 2020.

### Meet Me Downtown

- 21 business representatives attended the quarterly Meet Me Downtown Social at Coliseum Sports Bar & Grill on April 5.
- The next evening social will take place on July 19 on the upstairs patio at Fat Joe's Bar and Grill from 5:30-7:30. RSVPs are appreciated.

## 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>

### Farmers Markets Begin This Week – Saturdays, 8 a.m.-Noon

- 56 vendor applications were received for the Saturday market. Additionally, 19 businesses will be setting up in the market footprint on a weekly basis, with other businesses welcome to participate sporadically.
- Poster distribution is 60% complete. Additional posters will be distributed over the coming weeks.
- The website has been updated with the vendor map, a list of vendors and the products they sell, and the "edutainment" schedule: <http://downtownfdl.com/farmers-market-schedule.html>
- The FDL Fresh 5 food donation program will kick off as the market opens. Consumers and vendors are invited to donate produce to local pantries.
- Major sponsors: Agnesian HealthCare and Action Reporter Media. Activity Sponsors: National Exchange Bank and Trust and Pit-Stop Event Services. Monster March Sponsor: Midwest Gutter Guard.
- Wednesday markets will begin on Main Street Plaza on June 6 from 11 a.m. – 3 p.m.

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

- Full details and ticket sales are at [www.downtownfdl.com/wine-walk.html](http://www.downtownfdl.com/wine-walk.html)
- This event is sponsored by Cujak's Wine & Coffee Bar.
- 400 total tickets are available. Attendees may purchase a "sweet" or "dry" ticket for \$20 in advance.
- The cost for a business to participate is \$325. (Locations with liquor licenses may participate for a fee of \$10.)
- Participating locations: Annie's Fountain City Café, Cujak's Wine & Coffee Bar, Gallery & Frame Shop, Jack's Team Sports, Lillians, Main Street Fashion, O'Davey's, The Goldsmith, THELMA, Victoria's Pet Nutrition Center, Wood's Floral & Gifts

### Fondue Fest 2018 – Saturday, September 8, 9 a.m.-5 p.m.

- 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](http://www.downtownfdl.com/fondue-fest-vendors.html).

### Fest-of-Ale

- Was held on April 13<sup>th</sup> with 13 participating sites and 139 attendees.

# Downtown Fond du Lac Partnership News Bulletin

May 2018

- 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
- While the event was positive and enjoyable, the overall effectiveness was low. The event will be put on hiatus.

## 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 month 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 on April 24 featured student insights on designing kinetic sculptures downtown as well as a model of their proposed sculpture.

### Placemaking

- Banners are currently being installed on Main & Sheboygan Streets in locations with the decorative light poles.
- The City installed permanent public seating in Main Street Plaza.

## 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.*

- The **Department of Public Works** would like to update the motoring public of various traffic lane restrictions at and near the intersection of Division Street and Main Street beginning Monday, May 14th. The lane restrictions and closures are in place to allow multiple contractors to complete utility and various restorations. The utility contractor continues to install conduit on Division Street west of Main Street and this work should be completed by Friday, May 18th. During this time the concrete contractor will also begin to replace concrete pavement. This work is expected to be completed by May 29th. Also starting Monday, Division Street between Main Street and Portland Street will be restricted to one lane of traffic in each direction, on street parking will be prohibited, and the sidewalks adjacent to the Retlaw Hotel will be closed. The closure is expected to last three weeks and will allow a contractor to complete exterior renovations to the hotel. Thank you for your patience.
- The **Boys & Girls Club** and the **YMCA** will host Healthy Kids Day on May 19 from 10:30 a.m. to 1 p.m. Free family fun featuring a bike safety rodeo put on by the Fond du Lac Police Department and the Safety Council. Families also enjoy water games, upbeat music, and finding out about community resources from our various partners who host booths at this energetic outside event. Full details are here: <https://www.fdlmca.org/familystrengtheningevents.html>
- **Art All Around** will take place on May 31-June 3 and includes numerous activities and downtown and throughout the region. Check out all the details at <http://www.fdl.com/art> Businesses are invited to participate in a sidewalk chalking event by chalking two squares in downtown for visitors to play the "Match Game." Read about how you can participate at this link: <http://downtownfdl.com/sft1164/downtownboardwalk-artallaround.pdf>
- **Walleye Weekend** will be bringing a portion of their 40th anniversary celebration downtown in the form of a boat parade! The parade will take place at 2:30 p.m. on Friday, June 8 beginning at the Aquatic Center and heading north to conclude in the Fives parking lot on Rees Street. The parade will feature Mercury boats and the UW-Madison Marching Band. Walleye Weekend began in 1978 and the festival committee hopes to see a Fond du Lac Flashback. Consider dressing in 70s attire or decorating your windows to represent the era of the original Walleye Weekend and help us invite the walleye crowds to explore downtown!
- **THELMA's 11 Thursdays of Summer** return on June 14. In preparation for each week's festivities, Sheboygan Street will be closed between Portland and Marr beginning at 2 p.m. Each week will feature live music and outdoor fun. Check out their full schedule at <https://www.thelmaarts.org/attend/music/>

# Downtown Fond du Lac Partnership News Bulletin

May 2018

## 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](mailto:info@downtownfdl.com) or reach us via phone at 920.322.2006.

Our staff includes:

Amy Hansen, Executive Director  
Tracy Reinhart, Farmers Market Manager  
Abby Meyer, Summer Intern

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](http://www.downtownfdl.com)

