

Downtown Fond du Lac Partnership News Bulletin

June 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 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.

July 4 – DFP Office closed for holiday

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

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

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

September 8, 9 a.m. – 5 p.m. – 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>

New, Relocated, or Closed

- 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.
- The Machine Shop LLC has opened at 36 3rd Street, Suite B
- Be the Change, a non-profit teen center, will be opening at 27 E. 3rd Street
- The Republican Party of FDL County has opened their office at 55 N. Macy Street

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 have represented downtown in various locations over the past month: Citizens Owning Local Foods Science: Empowering Farmers Market Managers Around Data as part of the Food & the Wisconsin Idea's 2018 series, presentation to the Junior Master Gardeners, Women's Empowerment Series Community Fair, Midwest Farm Weekly on WFRV (Channel 5) as a representative for the Wisconsin Farmers Market Association/Downtown Fond du Lac Farmers Market, and in an organizational update to Fond du Lac City Council

Road Construction Updates

- The Department of Public Works provides updates to the various media outlets, including the DFP, regarding upcoming road closures. The DFP distributes information relevant to downtown via the Downtown Business and Property Owners Facebook group: <https://www.facebook.com/groups/DFPeeps/>

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>

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.

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- Not sure if you've already signed up? Send a quick email to dusty@downtownfdl.com to double-check.
- **Farmers Markets– Saturdays, 8 a.m.-Noon & Wednesdays, 11 a.m. – 3 p.m.**
- 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.
- Downtown businesses may setup space at the market for free. Please email or call at least three days in advance to request a space assignment.

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

- This event was sold out. Preliminary attendee surveys show a high percentage of awareness raising (first time in a business) and excellent economic impact with nearly all attendees spending money during the event and 75% of attendees eating in a downtown restaurant before/during/after the event!
- Thanks to Cujak's Wine & Coffee Bar for sponsoring the event again and assisting with the organization. Thanks to Woods for providing chilling space for wine!

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>

Placemaking

- The kiosk on Main Street Plaza has been painted and re-branded.
- The re-branded 'Welcome to Downtown' sign is complete at Main and Fourth Street.
- New Main Street banners are complete and Utility Box Art will be installed in the upcoming weeks.

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 Fond du Lac Area United Way** is seeking an AmeriCorps Member to serve as our Volunteer Coordinator. This position is a one year paid experience that lasts from September 2018 to August 2019. As a Marshfield Clinic AmeriCorps member serving at the Fond du Lac Area United Way, this position includes the following benefits: \$528.15 (gross before taxes) bi-weekly payroll for term of service, Health & Dental Insurance – option to enroll with premium paid in full for member only, Childcare assistance (if qualified), \$5,920 education award upon successful completion of the term of service, Forbearance on qualified student loans and interest accrual payments while serving. (taxable), Service gear, Work Experience and the development of highly sought job skills (initiative, interpersonal and intercultural communication, adaptability, collaboration and accountability). For more information, please contact Chris at cdurkin@fdlunitedway.org or see <https://www.fdlunitedway.org/employment>

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.

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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

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