

# Downtown Fond du Lac Partnership News Bulletin

July 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

**July 19, 5:30-7:30 p.m.** – “Meet Me Downtown” quarterly social at Fat Joe’s. Please RSVP by July 18.  
**August 1** – Deadline to claim space for Fondue Fest  
**August 8, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.  
**August 20** – Building Improvement Grant Application Review  
**September 8** – 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](#).

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

## 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>

### Meet Me Downtown Business Social this week!

- Each quarter we invite business and property owners and their employees or representatives to join us for a night of fun in downtown Fond du Lac. This Thursday, July 19, we’re inviting you to join us on the upper patio at Fat Joe’s Bar and Grill. Stop by anytime between 5:30 & 7:30 p.m.
- RSVPs to [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com) are appreciated, but not necessary. We would love to see you even if we haven’t let us know in advance.

### Road Construction Updates

- The Department of Public Works would like to update the motoring public on the closure of northbound Marr Street at the intersection of First Street. The street will remain closed until the end of the day Wednesday, July 25th. The contractor has completed utility installation through the intersection. The contractor will prepare the roadway for concrete paving operations the week of July 16th. After paving is completed the street will remain closed until the 25th to allow for the concrete to cure.
- 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/>

## 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 Business

- Yummy Bones Barbeque will have their soft opening on Thursday, July 19 at 57 N Macy Street.

### Grants and Funding

- The 2018 Building Improvement Grant funding has been exhausted. Applications are still being accepted.
- Numerous additional financial resources are available and can be reviewed online here: <http://downtownfdl.com/financial-incentives.html>
- Contact Amy at [amy@downtownfdl.com](mailto:amy@downtownfdl.com) with questions or for more details.

# Downtown Fond du Lac Partnership News Bulletin

July 2018

## 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](http://www.downtownfdl.com/fondue-fest-vendors.html).
- Not sure if you've signed up? The following businesses have reserved spaces (alpha order): ADRC Fond du Lac County, ASTOP, Inc, Atlas Gaming, Cujak's Wine & Coffee Bar, Downtown Deli, Fond du Lac Center for Spirituality and Healing, Gallery & Frame Shop, Jack's Team Sports, Jack's Team Sports, Open Circle Unitarian Universalist, Reminiscence by Rita LLC, Salute the Troops, Sam Meyer State Farm, Shut Up and Dance!, Top Shelf, Urban Echo LLC, Victoria's Pet Nutrition, Woods Floral
- If your business is within the footprint of the festival and holds a liquor license, remember you must still request approval to sell alcoholic beverages outdoors. Please contact Assistant Chief Klein at 920-322-3709 to request a temporary expansion of your license footprint to include your outdoor space. An event volunteer will drop off wristbands on the day of the event. Anyone purchasing or *possessing* alcohol must wear a wristband confirming that their age has been verified as 21 or older.
- Send a quick email to [dusty@downtownfdl.com](mailto: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>
- 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 Recap**

- A full economic impact report from the 2018 Wine Walk is available on our website. <http://downtownfdl.com/special-event-economic-impact.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>*

### **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** can help you offer reduced healthcare costs for your employees. The FamilyWise prescription discount program has helped people save over \$593,000 in cost on their prescription drugs over 6,917 visits since they began their partnership with The Fond du Lac Area United Way. The top two categories discounted in the county are mental health services and heart disease. Anyone can use the discount service and can compare prices in the mobile app. To learn more about this free service, visit <https://www.fdlunitedway.org/familywise> or stop by the office (74 S. Main Street).

## Stay Connected

# Downtown Fond du Lac Partnership News Bulletin

July 2018

- **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)

