

# Downtown Fond du Lac Partnership News Bulletin

## September 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

**September 22, 9 a.m. – 1 p.m.** – Hamilton Park Family Day  
**September 26, 11-3 p.m.** – Final Wednesday Farmers Market of the season  
**October 10, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.  
**October 27, 8-Noon** – Final Saturday Farmers Market of the season  
**October 27, 10-Noon** – Monster March  
**November 1** – Shop Small Sweepstakes entry opens  
**November 11** – Deadline to register at [www.shopsmall.com](http://www.shopsmall.com)  
**November 14, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.  
**November 24** – Small Business Saturday

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.

## 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>

### Grants and Funding

- The 2018 Building Improvement Grant funding has been exhausted. Applications are still being accepted in the case additional funding becomes available.
- 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.

## 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.

- Fondue Fest was a success with beautiful weather and record attendance.
- Many thanks to our volunteers and sponsors without whom the event would not be possible.
- Businesses who participated in the event are invited to provide feedback here: <https://goo.gl/forms/XX5tUX8pmHCogaq63>
- Community and vendor feedback will be used to generate a full economic impact report, which will be provided in the October newsletter.

### Farmers Markets– Saturdays, 8 a.m.-Noon & Wednesdays, 11 a.m. – 3 p.m.

- Wednesday markets conclude on September 26.
- Saturday market conclude on October 27.
- Remember, any downtown business can request to set up a space in the market for free throughout the season. Just send an email to [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com)

### Monster March – Saturday, October 27, 10 a.m.-Noon

- The community is invited to trick-or-treat at participating Main Street businesses. Downtown businesses off of Main Street are encouraged to join the fun by setting up a space on Main Street Plaza; please contact [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com) if you plan to do so. Crossing guards will be in place on Forest, Sheboygan, Division, and Merrill to assist with pedestrian safety.

# Downtown Fond du Lac Partnership News Bulletin

## September 2018

- Thanks to our event sponsor: Dean Health.
- If your business is doing a special family-friendly activity during (or in preparation for) Monster March, please follow-up with an email to [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com) by September 27 to ensure you are included in print marketing materials. The following items are currently confirmed:
  - Victoria's Pet Costume Contest, iBeauty Photo Shoot, Gallery & Frame Selfie Spot, Storytime at the Library (9:30 a.m.), Costumes for Kids at Backstage (free costumes on October 21)

### Shop Small Marketing for November & December

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- Small Business Saturday Coalition and as a Neighborhood Champion. Planning has begun for the Shop Small Sweepstakes, activities on Small Business Saturday, November 24, and Christmas Parade of Lights on December 1.
- Take advantage of national marketing by registering at [www.shopsmall.com](http://www.shopsmall.com) before November.
- Santa and Mrs. Claus would like to be spotted around downtown at various locations between Small Business Saturday and Christmas. Ann Culver from Annie's Fountain City Café will be arranging the dates and times for the appearances. Please contact her if you are interested in having Santa stop by your business. Dates reserved after October 24 are unlikely to appear in DFP marketing materials and remember, Santa is magical, but cannot be in two places at the same time!

## 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

- The Utility Box Art is currently in progress, with five completed.
- 12 utility boxes will be completed in total.

### Downtown Winter Lights

- Dean Health has agreed to sponsor our holiday lights and garlands. Additionally, large red and gold bows will be installed at the top of every light pole.
- Installation will take place on the black decorative poles in the week leading up to Thanksgiving. Thanks to the City of Fond du Lac for their continued support of installation.

### Storefront Beautification Project

- The Storefront Beautification Project is nearing completion. Window washing, carpentry, window displays were completed in fifteen vacant properties. A volunteer crew of 12, plus a team of Marian University marketing students helped with the project.
- 8 of the 15 properties are currently in development and signage will be installed soon indicating they are the "Future Home of..."

### Parking Ramp Signage

- The City of Fond du Lac will be installing branded informational signage on the Macy Street Parking Ramp.
- Branding will match the current Main Street banners and will provide directional assistance to Hamilton Park, The Loop, and downtown shopping.
- Installation will take place before the end of 2018.

## Notes from Other Businesses

- Hamilton Park Family Day will be held from 9 a.m. to 1 p.m. on Saturday, September 22. The **City of Fond du Lac** is hosting the pilot event as part of the Downtown Placemaking research to find additional usages and increase the awareness of Hamilton Park. The event will include Touch the Truck (an opportunity for kids of all ages to see and touch the trucks and equipment used by Public Works), the brand new Fire Education House and fire trucks from Fond du Lac Fire/Rescue, Radar Throw from the Police Department, Modern and old fashioned yard games from the Fond du Lac Historical Society, Pie Sale from Be The Change Teen Center, Brat fry from Friends of the Senior Center, Garden art and much more! Special events from 10-11 a.m. Tai Chi from Friends of the Senior Center & Bubble Fun Program from the Library.

# Downtown Fond du Lac Partnership News Bulletin

September 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

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)

