

Downtown Fond du Lac Partnership News Bulletin

October 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

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

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

November 24 – Small Business Saturday

December 1, 4:15 – KFIZ Christmas Parade of Lights

December 12, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

December 31 – Shop Small Sweepstakes entry closes (drop off or postmarked by the 31st.)

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, cancellations@mdogmedia.com, news@fdlreporter.com, and 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>

Business Updates

- Artistry by Brandee will open soon at 74 S. Main Street.
- Reflexions Salon & Spa as relocated outside of the district. The tanning portion of the business will move into 19 E. 2nd Street when renovations are complete before the end of the year.
- The Democratic Party has opened a temporary office in 237 S. Main (formerly Mazatlan).
- Cujak's Wine & Coffee Bar will be closing December 1 as Sara Cujak moves into the Hotel Retlaw as their in-house sommelier and manager of the wine and coffee bar.

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.

- The full Fondue Fest economic impact report is available here: <http://downtownfdl.com/special-event-economic-impact.html>
- Many thanks to our volunteers and sponsors without whom the event would not be possible.

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

- Wednesday markets concluded on September 26. Several vendors have received special permission from the City to continue setting up on the plaza throughout October.
- Saturday markets conclude on October 27.
- Tracy Reinhart has announced her retirement and we are now hiring to fill the Farmers Market Manger position for the 2019 season. Our thanks to Tracy for her exceptional performance for the past eleven years.

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 if you plan to do so. Crossing guards will be in place on Forest, Sheboygan, Division, and Merrill to assist with pedestrian safety.
- Thanks to our event sponsors: Midwest Gutter Guard & Dean Health.

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- If your business is doing a special family-friendly activity during (or in preparation for) Monster March, please let us know!

Shop Small Marketing for November & December

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- This annual marketing campaign ties into the national Small Business Saturday marketing efforts and encourages shoppers to think of small businesses first when doing their holiday shopping.
- Our local campaign will again use the marketing materials branded with “Think Big. Shop Small.” These include yard signs, posters, newspaper ads, social media posts/ads, and the DFP website.
- Shop Small Sweepstakes: The DFP will once again offer a sweepstakes for purchases made downtown during the holiday season. Shoppers may submit copies of all receipts from purchases at downtown businesses between November 1 and December 31. For every \$10 spent, the shopper will receive one entry into the sweepstakes. Only one entry form is required, regardless of the number of receipts submitted. One lucky winner will receive \$500 in downtown gift certificates.
- Below are a few things you can begin working on as you begin thinking about seasonal marketing opportunities:
 - ❑ Event sponsor Fox Valley Savings Bank will be returning to Main Street during Small Business Saturday to reward all of our Shop Small Shoppers that day. We’ll have a few FSVBank representatives at three different locations each hour throughout the morning. During their time in your store, FSVBank representatives will cover the cost of transactions up to \$40 for customers using a Fox Valley Savings Bank Debit/Credit Card and 15% (up to \$30) for all other customers. Sign-up is first come first serve, so grab an hour for your store using this link: <https://goo.gl/forms/KEIVfdndYOOjura2>
 - ❑ Please send your hours for November 24 to dusty@downtownfdl.com before the end of October.
 - ❑ Add your name to businesses who accept Downtown Gift Certificates
 - Check the list here: <http://www.downtownfdl.com/giftcertificates.html>
 - Scroll all the way to the bottom to get full details about how the certificates work.
 - ❑ Register at www.shopsmall.com by November 10.
 - You can see the current map by [clicking here](#).
 - Your name will be added to the national map of Small Business Saturday participants and you will receive free marketing materials.
 - The DFP has registered as a neighborhood champion and will have numerous additional “swag” items to supplement what you receive. Items usually arrive in early November.
 - ❑ Plan your holiday décor for Small Business Saturday and for the Christmas Parade
 - Keep City decoration guidelines in mind as you decide how to celebrate in style.
 - Items of seasonal decoration must be placed adjacent to a storefront, maintaining a minimum sidewalk clearance of five feet. (Clearance is measured from the edge of the display to the curb). Displays at the curb or freestanding in the sidewalk area are not permitted. The display cannot hinder the ability of persons on the sidewalk and/or hinder exit/entry to a building.
 - The display must be maintained in a neat appearance. In the event of vandalism and/or weather damage, or where natural items fall into a state of decay, a seasonal display must be removed/repared as soon as practical.
 - The seasonal display is for decorative purposes only – that means it cannot include signage or advertising.
 - ❑ Plan a visit from Santa
 - 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 still 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!

Christmas Parade – Saturday, December 2, 4:15 p.m.

- The KFIZ & 107.1 The Bull Christmas Parade is scheduled for Saturday December 1, 2018 and will begin at 4:15 p.m. regardless of temperature. The parade runs from the intersection of Rees and Main Street and proceeds south on Main Street to Western. Santa or Mrs. Claus will be at the end of the parade, so no other floats should include them! Please contact Dawn Mueller-Stacey for additional information: (dstacey@mdogmedia.com)

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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 installations are nearing completion for the year based on weather. We hope to install additional boxes in 2019.
- A webpage highlighting the locations of each box and the artists is in development.

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.
- You are invited to join the DFP staff in wrapping garlands with twinkle lights anytime before 3 p.m. on November 13. Please contact amy@downtownfdl.com if you are interested in volunteering.
- 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

- Phase 1 of the Storefront Beautification Project is complete. Remaining funding will be used to develop additional interior decorations encouraged window shoppers to “Shop Small.”

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

- **Cujak’s Wine and Coffee** gift certificates will be honored until the store closes on December 1. Cujak’s asks your assistance in helping to spread the word on this deadline.
- **The Mercantile on Main** is helping to organize a fundraiser to help cover cancer-treatment costs for the daughter of one of her store vendors. If you would like to help raise funds by donating items for the event, please contact Jackie Nelson O’Boyle directly by calling 920-904-7284 or stopping by the shop during open hours.

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.

Our staff includes:

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