

# Downtown Fond du Lac Partnership News Bulletin

November 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

**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 31<sup>st</sup>.)

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>

### We're Hiring

- Dusty Krikau has announced her departure from the DFP effective at the close of business on November 30. She has accepted a position with the Congregation of Sisters of St. Agnes as Director of Mission Advancement.
- The full position description is found here: <http://downtownfdl.com/staff.html>
- Resumes and cover letters from interested applicants can be sent to [amy@downtownfdl.com](mailto:amy@downtownfdl.com)
- Please feel free to share among your network and help us continue the forward momentum of the downtown with a quick and easy transition of leadership!
- Resumes and cover letters are also still being accepted for the Farmers Market Manager position; however, that position will not be filled until late winter or early spring.

## 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

- Northwestern Mutual has become Onward Financial Network.
- Family Resource Center will move from 17 Forest Avenue to 525 E. Division St. on December 1.
- Shut Up and Dance! has moved from 17 Forest Avenue to 7 Sheboygan Street and will be sharing dance studio space with Wempners' Dance Studio.
- Sheri Louks, owner of The Knitting Room, has announced her retirement. Due to unexpectedly brisk store closing has been moved up from December 21 to November 30.
- The Brickhouse will be opening in a few short weeks. A BIG grant was paid out to assist with their project.
- Sesso Bella Salon completed their exterior renovation project. A BIG grant was paid out to assist with their project
- Ron Boda has purchased Backstage Bar & Grill (101 N Main) and it is currently closed. It will reopen in the near future with a new name and look.
- Inspired Aspirations opened in late August at 76 Western Ave.

## Promotion & Event Notes

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*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>*

## Shop Small Marketing for November & December

- These same details and more are available on our site: <http://downtownfdl.com/small-business-saturday.html>
- 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 with Fox Valley Savings Bank: On Small Business Saturday, Fox Valley Savings Bank is rewarding customers for shopping small. While they are on-site at the downtown locations listed on our site, FVSBank will cover up to \$40 of each bill if customers are using your Fox Valley Savings Bank Debit/Credit Card. For customers using another payment method, they'll cover 15% of the bill (up to \$30 per customer). Each site is limited to \$300 of FVSBank funding.
- Take a Selfie Contest: Encourage your customers to take a selfie while they are out shopping during Small Business Saturday and post it on social media on November 24 with the hashtag #ShopSmallFDL for a chance to WIN a \$50.00 Downtown FDL Gift Certificate! One lucky winner will be selected from all the entries.
- 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. If your business needs additional entry forms to distribute to your customers, they can be picked up at the DFP office at 131 S. Main. Entry forms are also available to download on our site or clip from each Sunday Action Advertiser.
- Santa will be at numerous downtown locations on Small Business Saturday and throughout December. Please contact Ann Culver to arrange for Santa to visit your store.
- Details for the [Glitter, Gleam and Glow Storefront Display Contest](#) were distributed to business and property owners in late December. There are still some funds available for additional businesses to participate. Contact [amy@downtownfdl.com](mailto:amy@downtownfdl.com) if you would like to participate. Displays should be in place by Thanksgiving and formal judging will occur on December 1.
  - Downtown visitors are invited to post a photo of their favorite downtown storefront using #winterindowntownfdl through December 31 for their chance to win \$50 in downtown gift certificates.
  - The business with the most posts of their storefront will be awarded the People's Choice prize.

## 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](mailto:dstacey@mdogmedia.com))

## Farmers Market

- Farmers Market has been concluded for the year. A full economic impact report is forthcoming.
- An indoor market operated by farm vendors will continue indoors at Open Circle Unitarian Universalist Church each Saturday from 9-noon through the end of February.

## Monster March

- Huge crowds attended the annual Monster March. Thanks to all of our businesses who participated to get rave reviews for the downtown and fill the candy bags of so many children!

## 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 complete.

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- A webpage highlighting the locations of each box and the artists is available now:  
<http://downtownfdl.com/utility-box-art.html>

## Downtown Winter Lights

- Dean Health Plan has sponsored our holiday lights, garlands, and the addition of large red and gold bows 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.

## Parking Ramp Signage

- The City of Fond du Lac has installed branded informational signage on the Macy Street Parking Ramp.
- Branding matches the current Main Street banners and provides directional assistance to Hamilton Park, The Loop, and downtown shopping.

## 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

Dusty Krikau, Director of Communication and Special Events

Crystal Patt, Bookkeeper and Research Assistant

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