

Downtown Fond du Lac Partnership News Bulletin

December 2018

Important DFP Dates and Deadlines

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

January 9, 8-9:30 a.m. – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

February 5-10 – Sturgeon Spectacular Weekend

February 9, 11 a.m.-2 p.m. – Downtown Fond du Lac Chili Crawl

February 18 – Building Improvement Grant Application Review

February 21, 7:30-9 a.m. – DFP Annual Meeting at Hotel Retlaw. Doors open for light breakfast at 7:30 a.m. Meeting begins at 8 a.m.

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](#).

Organization Notes

Board of Directors/2019 Officers

- Phil Shepherd, Ron Emanuel (The Goldsmith), Byron Pegram (Jack's Team Sports) and Tony O'Malley (Zacheral, O'Malley and Endejan) concluded many years of service to the DFP Board. All four individuals have reached their term limit of six years.
- Rob Bartz (Main Street LLC), Steve Frantz (Hotel Retlaw), Julie Balson (Gallery and Frame Shop) and Tracy Mathweg (Lillians) have been elected to three-year terms on the DFP Board beginning January 1, 2019.
- Alan Hathaway (BrownBoots Interactive) is concluding two years of service as Board President and will remain on the Board.
- Kirsten Quam (Fox Valley Savings Bank) will begin her two-year term as President on January 1, 2019.
- Remaining Board Members continuing their service in 2019 include: Nicole Wiese (National Exchange Bank and Trust), Tony Mand (Ziggy's Pub), Mike Leb (The Leb Insurance Company), Russ Mayer (Marian University), and Dave Buechel (Woods Floral and Gift).

Staff Announcements

- The DFP recently hired Haley Madson as the new Director of Communication and Special Events. Haley will serve as the primary contact for media relations, organizational communication and special events, including the Downtown Fond du Lac Farmers Market and Fondue Fest. She brings more than ten years of non-profit management experience in addition to her knowledge of communication, social media, web development, and relationship management to the DFP. Haley organized both large- and small-scale conferences at the Green Lake Conference Center. She also worked as the Volunteer Services Coordinator at the Fond du Lac County Department of Social Services, expanding their volunteer program to include mentoring, tutoring, transportation, Music & Memory, and supervised visitation. She holds a Bachelor of Science in Psychology from Ripon College with an emphasis in Non-Profit Management.
- Resumes are being accepted for the position of Farmers Market Manager to begin in spring of 2019. A complete job description can be found by [clicking here](#).

Details about on-going organizational support (i.e. Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination) are available here: <http://downtownfdl.com/organization.html>

Businesses & Property Notes

Building Improvement Grants (BIG)

- The Building Improvement Grant (BIG) is designed to incentivize property owners to undertake exterior property improvements, which will lead to increased property value and a better utilization of properties within downtown Fond du Lac. Grants are awarded based on the following criteria including, but not limited to: projected increase in property value, blight elimination, street front visibility, business track record, impact on surrounding neighborhood, a signed lease from a viable tenant, job creation, readiness to proceed, local economic impact, and new use of a high-profile property.
- \$125,000 is available to be awarded to property owners in 2019. The first grant review session will be on Monday, February 18. Grant reviews will be held on the third Monday of every month until funding has been exhausted.
- If you are considering any improvements to your building façade, please contact Amy Hansen at 920.322.2007 to begin the process of applying for a Building Improvement Grant.

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- The DFP would like to thank the City of Fond du Lac for their continued funding of the Building Improvement Grants.
- Information on all local grant & loan programs can be found by [clicking here](#).

Business Updates

- The Brick House has opened at 161 S. Main. Owners Laurie and Dan Baumhardt have completed a stunning renovation to the property. The north building has been vacant for five years, and the south building for ten years. Please come out and show your support and welcome Laurie and her team to downtown.
- Ron Boda has purchased the former Backstage Bar & Grill at 101 N. Main. It will reopen under its former name, Shooters Bar & Grill. Plans include pool and dart leagues and arcade games.
- Ron Boda will also be reopening Pockets Bar & Grill at 119 S. Main. Plans include Mexican and American food, serving lunch and dinner Wednesday through Sunday.

Details about on-going economic vitality support (i.e. Market Analysis, Business Start-up Assistance, Property Listings) are available here: <http://downtownfdl.com/economic-vitality.html>

Promotion & Special Event Notes

Shop Small Marketing

- 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. Thank you to our local Shop Small campaign sponsor, Fox Valley Savings Bank.
- Shop Small Sweepstakes: The DFP is once again offering 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, please contact Haley at haley@downtownfdl.com.
- Details for the [Glitter, Gleam and Glow Storefront Display Contest](#)
 - Downtown visitors are invited to post a photo of their favorite downtown storefront using the hashtag #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 of \$100.
 - Gallery and Frame Shop won the top prize of \$250 for the Best Storefront Window Display, Annie's Fountain City Café and Jack's Team Sports were runners up with \$100 cash prizes.
 - The Goldsmith won the top prize of \$100 for the Best Decorated Planter.

Sturgeon Spectacular Weekend – February 5-10, 2019

- Destination Lake Winnebago Region (DLWR) will be presenting the 4th Annual Sturgeon Spectacular from February 5 - 10. In 2019, DLWR will be welcoming back the World Ice & Snow Sailing Championship to Lake Winnebago February 5 - 9, as part of the festival. Downtown will also be welcome back the Wisconsin Snow Sculpting Competition (on Sheboygan St). New this year is the inaugural 'Downtown Curling Funspiel'.
- Last year, the Fond du Lac community saw an estimated 20,000 people. This year DLWR expects to see upwards of 30,000. Below are ways in which local business could get involved and create exposure for your business.
- **Sturgeon Window Displays** - Window displays featuring sturgeon or winter fun are strongly encouraged! Let DLWR know if your front window can support a 6ft or 9ft colorful sturgeon. They would like as many sturgeons in downtown store fronts as possible. [Here is an example](#) of giant paper sturgeon in a window from last year. If you are interested in creating your own unique painted sturgeon, please contact Haley Madson at haley@downtownfdl.com for a full-size template.
- **Sturgeon Specials** – Downtown businesses are encouraged to have fun/creative special that you will offer during the Sturgeon Spectacular.
- **Sturgeon Spectacular Rack Cards** - Let DLWR know if you have counterspace to help promote Sturgeon Spectacular.
- **'Running of the Sturgeon' Parade** - Mark your calendars for the 2nd Annual Running of the Sturgeon Parade on Friday, February 8 at 5:30 p.m. If you're participating with a Sturgeon Special, a sponsor or a partner, you will be entered into the parade for free!
- For more information on all Sturgeon Spectacular events please contact Pete Wilke at DLWR pwilke@fdl.com or 920.923.3010. Also, please check out the website www.fdl.com/ss.

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Chili Crawl – Saturday, February 9, 11 a.m. – 2 p.m.

- Restaurants will compete against one another to be named Downtown's Best Chili. Additionally, home cooks will compete against one another to be named the Downtown Chili Crawl's Best Homecooked Chili.
- Sites must provide enough chili for 100 2-ounce servings. All other supplies will be provided by the DFP.
- Please contact haley@downtownfdl.com to secure a space.
- 100 first-come, first-serve event tickets will be available for \$10 (cash or check) at Hopper's (77 N. Main) beginning on January 4 and include chili samples at each location and an 'I Survived the Downtown Chili Crawl' t-shirt.

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>

Streetscape Design Notes

Utility Box Artwork

- The Utility Box Art Program is accepting applications for 2019 installations. The application and link the program can be found by [clicking here](#).

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. Thank you to the City of Fond du Lac for their continued support of installation.

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>

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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