

Downtown Fond du Lac Partnership News Bulletin

April 2019

Important DFP Dates and Deadlines

May 8, 8:00-9:30 a.m. – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

May 11, 8:00 a.m.-12:00 p.m. – Opening day of the 2019 Farmers Market Season (continues weekly)

May 11, 10:00 a.m.-2:00 p.m. – Fondy Rocks Hamilton Park featuring a meet & greet with Pajama Masks, princesses, and FDL Police K-9

May 31 – June 2 – 3rd Annual Art All Around

June 5, 11:00 a.m.-3:00 p.m. – Wednesday Farmers Market Opens for the Season (continues weekly)

June 21, 4:00-8:00 p.m. – Downtown Wine Walk – tickets are now available through Eventbrite or [clicking here](#).

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](#).

Businesses & Property Notes

- The Hotel Retlaw at 1 N. Main Street is now open. Jazzmine's Brasserie Restaurant is open for breakfast (7:00 a.m. to 10:30 a.m.), lunch (11:30 a.m. to 2:00 p.m.) and dinner (4:00 p.m. to 9:00 p.m.) featuring live jazz music every evening from 5:00 p.m. to 9:00 p.m. The Lobby Bar is open daily from 4:00 p.m. to 10:00 p.m. The Espresso Café & Wine Bar is open daily 6:00 a.m. to 8:00 p.m. Conference rooms, meeting rooms and guest sleeping rooms are now available. Quintessence Spa and Texture Salon will be opening in the coming weeks. Reservations are now being accepted for Mother's Day Brunch. www.thehotelretlaw.com
- HempWorks is now open at 188 N. Main Street. www.hempworkswisconsin.com
- Fat Joe's Bar and Grill will begin serving brunch every Saturday and Sunday from 9:00 a.m. to 1:00 p.m. starting April 27. www.fatjoesbarandgrill.com
- Ziggy's Pub at 213 S. Main Street has completed their kitchen expansion and has extended their opening hours to include Sunday breakfast. Stop in for lunch or dinner to check out their new menu items. www.ziggyspubfdl.com
- The new expanded location of Downtown Deli to Go will be opening May 1 at 90 S. Main Street. 920.933.2282

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. If you are considering any improvements to your building façade, please contact Amy Hansen to begin the process of applying for a Building Improvement Grant.
- Information on all local grant & loan programs can be found by [clicking here](#).

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

Fondue Fest presented by Fox Valley Savings Bank

- Fondue Fest will be held on Saturday, September 7. Vendor Applications are now available at downtownfdl.com. For information on becoming a sponsorship partner click [here](#).
- Information will be sent to businesses mid-summer.

Farmers Market

- The Saturday Farmers Market begins on May 11 from 8:00 a.m. to noon. Main Street will be closed to thru traffic from 6:00 a.m. to 1:00 p.m. weekly.
- The Wednesday Farmers Market begins on June 5 and will be held weekly in Main Street Plaza at 30 S. Main Street.
- The Fond du Lac Farmers Market is seeking sponsorship partners. For more information click [here](#).
- Farmers Market vendor applications are available at www.downtownfdl.com

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- If your business is interested in participating in the Farmers Market, or for more information, please contact Haley Madson.

Wine Walk

- The 4th Annual Wine Walk is being planned for Friday, June 21. Tickets will become available early April. The DFP is seeking sponsorship partners for the Wine Walk. For more click [here](#).
- If your business is interested in participating in the Wine Walk, or for more information, please contact Haley Madson.

Art All Around – Hosted by DLWR

- Art All Around will be held May 31- June 2. To find out more, [click here!](#)
- If your business is interested in offering a special during the Art All Around weekend, please fill out the attached Community Specials form. The deadline is Monday, April 22.
- For any questions, contact Pete Wilke – Director of Marketing & Festivals at PWilke@fdl.com or call 920.923.2010

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 Certificates) are available here: <http://downtownfdl.com/promotion.html>

Streetscape Design Notes

Adopt-A-Planter Program

- With spring coming, the DFP is once again looking for businesses to recommit to their adopted planters. 47 planters are located within the district. If all the planters are adopted, a waiting list will be started. Please contact Crystal Patt for more information.
- The Utility Box Project designs for 2019 were selected. Four will be completed this year.
- Due to the ongoing effort to add more outdoor seating throughout the downtown district, Adirondack chairs will be available for downtown businesses at no charge. Five feet of sidewalk clearance must be available for pedestrian traffic. Chairs must be brought indoors during non-business hours and watched over especially during windy weather. The chairs come in brown, light yellow, light green, red, coral, sea blue, white, purple or teal. Please contact Amy Hansen if your business is interested.
- We are working with the City of Fond du Lac for downtown bulky waste day. This will most likely happen in May. Businesses will need to pick up a free permit from the DFP to identify that they are a downtown business when dropping off their bulky waste. More information to come in the following weeks.

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>

Organization Notes

- The DFP Board of Directors attended a Strategic Planning Workshop. The results will be formulated into a new Strategic Plan for the organization.

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>

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

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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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