

Downtown Fond du Lac Partnership News Bulletin

February 2019

Important DFP Dates and Deadlines

February 21, 7:30-9:00 a.m. – DFP Annual Meeting at Hotel Retlaw. Doors open for light breakfast at 7:30 a.m. Meeting begins at 8:00 a.m.

February 18 – Building Improvement Grant Application Deadline

March 13, 8-9:30 a.m. – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

April 8, 5-7:00 p.m. – Farmer Market Vendor Open House at FDL Public Library

June 21 – Downtown Wine Walk

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

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. 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.
- 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](#).

New, Relocated, or Closed

- Richard A Check moved from 74 S. Main St to 258 S. Main St.
- Farm Bureau Financial Services/Rural Mutual Insurance is now located at 258 S. Main St.
- SER Jobs for Progress is now located at 258 S. Main St.

IGNITE! of Fond du Lac County

- The DFP is one of 18 community partners in IGNITE!, a resource network for entrepreneurs and small business. If you are considering starting a new business or expanding your existing business, please contact Amy Hansen to learn more about the IGNITE! Program. <http://www.ignitefonddulacounty.com/>

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

Chili Crawl – Recap

- The 10th annual Chili Crawl was held on February 9th. 13 downtown businesses participated.
- 158 tickets were sold. 29 unique zip codes were represented. A full economic impact report is forthcoming.
- Best Restaurant Chili was awarded to Yummy Bones Barbecue and best Home-Cooked Chili was awarded to Knight Barry Title (second year in a row!).

Sturgeon Spectacular Weekend – Recap

- Destination Lake Winnebago Region (DLWR) held its 4th Annual Sturgeon Spectacular Weekend. DLWR brought The Wisconsin Snow Sculpting Completion, ice sculpting, and the ‘Running of the Sturgeon’ Parade to downtown.
- New this year was the inaugural ‘Downtown Curling Funspiel’.
- The DFP was a ‘non-profit’ partner for the beer tent at the Road Trip concert on Friday night and the Boogie & the Yo Yo’z concert on Saturday night.
- Many thanks to Destination Lake Winnebago Region for hosting this great community event!

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Farmers Market 2018 Impact Report

- The Saturday Farmers Market attracted an average of 1,718 visitors each weekend to downtown, with 23% traveling more than 10 miles to visit the market. Average market spending was \$16.50 per visitor. Of these visitors, just under half (45%) took the time to shop at downtown businesses during their trip to the market.
- The 13 percent of visitors that were new to the market spent more at downtown businesses than other visitors, regardless of their home address, while the 25 percent of weekly visitors are both more likely to shop downtown and also to spend more at the market on each visit.
- Overall, the market generated \$1.5 million in economic activity and 12 jobs in the Fond du Lac Metropolitan area. Of that, \$600,000 in additional economic activity and 2 jobs were specifically within downtown.

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 deadline for entries is February 28. The application and link the program can be found by [clicking here](#).

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

Staff Announcements

- 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>

Notes from Downtown Businesses

St. Patrick's Day Parade – Saturday, March 16, 3:00 p.m.

- What's green and a mile long? The Fond du Lac St. Patty's Day Parade hosted by 95 and 96-1 The Rock. Come see Fond du Lac's Miracle Mile wrapped up in the spirit of the Irish. Show off your business or organization in the biggest parade in Fond du Lac! Parade will start on the corner of Rees and Main and travel south to Veterans Park. Parade entries are free! All entries must be submitted by March 14th at noon. To enter your business, non-profit group, or organization in this year's parade use this [link](#).

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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