

Downtown Fond du Lac Partnership News Bulletin

March 2019

Important DFP Dates and Deadlines

April 8, 5-6:30 p.m. – Farmer Market Vendor Open House at FDL Public Library

April 10, 8-9:30 a.m. – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

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

June 21, 4-8 p.m. – Downtown Wine Walk – tickets will be available early April.

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

- After extensive property renovations, Jazzmine's Brasserie Restaurant, hotel bar, the Espresso Café & Bar, conference & meeting rooms are now open at the **Hotel Retlaw** at 1 N. Main Street. Sleeping rooms will be opened by floor in the coming weeks. Quintessence Spa and Texture Salon will also be opening in the coming weeks.

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
- 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.

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>

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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 within the district. If all the planters are adopted, a waiting list will be started. Please contact Crystal Patt for more information.

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](#)
- The DFP Annual Meeting was held at the Hotel Retlaw on February 21. The annual report is available at www.downtownfdl.com.
- 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

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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