

# Downtown Fond du Lac Partnership News Bulletin

January 2017

You can download a PDF of the most recent News Bulletin at <http://downtownfdl.com/dfp/publications.html>  
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://www.downtownfdl.com/dfp/support.html>

## Important Dates and Deadlines

*If your business will be closing or an event will be cancelled due to weather, please take a moment to email cancellations@wfdl.com, cancellations@mdogmedia.com, news@fdlreporter.com, and cancellations@kfiz.com. They do not accept secondhand notices, so we cannot forward your information to them.*

**January 18, 8-11 a.m.** – Downtown Morning Marketing Meetup at Fox Valley Savings Bank

**January 27** – Deadline to sign up to be a business participant in Chili Crawl

**February 1** – Deadline to submit a news story for the Progress edition

**February 2 from 8-9:30 a.m.** – DFP Annual Meeting at THELMA. Food served beginning at 7:30 a.m. Meeting begins at 8:00 a.m. Please RSVP by January 26.

**February 8, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.

**February 10-12** – Sturgeon Spectacular Weekend

**February 11 from 11-2 p.m.** – Downtown Fond du Lac Chili Crawl

**March 8, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.

**April 6, 5:30-7:30 p.m.** – “Meet Me Downtown” quarterly social. Location TBD

*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

Details about on-going economic restructuring 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://www.downtownfdl.com/dfp/support.html#er>

### Building Improvement Grants (BIG)

- The 2017 BIG program is now accepting applications. The first grant review session will be on Monday, February 20. Grant reviews will be held on the third Monday of every month until funding has been exhausted. There is \$97,000 to be awarded in 2017.
- 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.
- Information on all local grant & loan programs: [www.downtownfdl.com/dfp/financial\\_incentives.html](http://www.downtownfdl.com/dfp/financial_incentives.html)

### Façade Design Grants

- The City of Fond du Lac will continue to offer the Façade Design Grant in 2017. The grant is for up to \$4000 to assist with façade design expenses.

### Historical Street Name Designation Ceremony – Monday, January 16, Noon at intersection of 2<sup>nd</sup> & Macy

- A portion of Second Street, from South Military Road to South Marr Street, will receive a historical street name designation as Rev. Dr. Martin Luther King Jr. Avenue during a ceremony on Martin Luther King Jr. Day. This will not change the formal name of the street or any addresses thereon.

### New, Relocated, or Closed

- The Retlaw Hotel project is in development. The owners will be presenting a progress update at the DFP Annual Meeting on February 2.
- Atlas Gaming has opened on January 1 at 25 N. Main Street.
- Underground Ink Tattoo and Gallery will be opening February 1 at 193 S. Main.
- John Potter will purchase Bob’s Pizza effective January 16.
- The Tiny Yarn Shoppe is currently selling her store and liquidating her inventory. If a buyer is not found, the store will close at the end of February. Store furnishings are also for sale.
- Defensive Arts Institute has merged with Kicks Martial Arts and moved to South Main outside of the Downtown area.
- Boudry Dental has purchased a building on N. Peters and will be relocating outside of the downtown area.
- The Nail Studio at 111 S. Main will be relocating outside of the downtown area effective February 1.

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## Organization Notes

Details about on-going organizational support (i.e. Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination, Discount Cards) are available here: <http://www.downtownfdl.com/dfp/support.html#org>

### **DFP Annual Meeting – Thursday, February 2, 8-9:30 a.m. at THELMA**

- Continental Breakfast available beginning at 7:30 a.m.
- Recap of 2016
- Looking Forward to 2017 - presented by Board President Alan Hathaway
- Downtown Exploratory Report - presented by Committee Chair Sam Meyer
- Plans for the Hotel Retlaw - presented by Steve Frantz and Dennis Doucette
- Presentation of the 2016 Downtown Awards
  - Volunteer of the Year
  - New Business of the Year
  - Downtown Legacy
  - Design of the Year
  - Friend of Downtown
- Reservations appreciated by January 30 to 920.322.2006 or [info@downtownfdl.com](mailto:info@downtownfdl.com).

### **New Board Members**

- We welcome Tony Mand of Ziggy's Pub and Mike Leb of The Leb Insurance Group to the DFP Board of Directors.

### **Downtown Morning Marketing Meetup: Deep Dive into Facebook – January 18, 8 a.m. at Fox Valley Savings Bank**

- The January Downtown Morning Marketing Meetup is a deep dive into the world of Facebook. We'll be meeting on January 18 at Fox Valley Savings Bank beginning at 8 a.m. and with the potential to go until 11 a.m. Attendees are encouraged to bring a laptop so they can work on their page(s) during the meetup. FVSB has graciously offered to provide coffee and water for attendees.
- In the interest of using the meetups as partnering opportunities, we are planning to rotate locations on a monthly basis. If you would like to have the group meet in your space, please let us know. The host simply needs to provide enough seating for 10-15 people at 8 a.m. on the third Wednesday of the month.

### **Marketing Education Partnership**

- The DFP will be partnering with the FDL Area Association of Commerce Marketing Professionals (FMP) to offer free membership and attendance at their monthly seminars and other events for any downtown business affiliates. Membership in this group is ordinarily \$100 per person. The first meetings will be available beginning in March of 2017.

### **Volunteers**

- The DFP has a small group of community service volunteers who have been assisting with snow removal at crosswalks and general clean up downtown. If you see anything that needs attention, please contact the DFP so we can direct the volunteers to address to concern.

## Promotion & Event Notes

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://www.downtownfdl.com/dfp/support.html#promo>

### **Small Business Saturday/Shop Small Campaign Recap**

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- \$500 raffle winner is John Welsch of Fond du Lac (Wells Fargo)
- 64 downtown businesses were represented in the Shop Small raffle. Submitted receipts totaled \$68,175 in downtown spending (up from approx. \$25,000 in 2015)
- Total of 209 separate individuals submitted receipts, representing 33 different zip codes
- 565 individual transactions were submitted
- \$24,000 was from outside of FDL and North FDL
- Farthest person came from New York City
- Smallest single transaction was 6 cents and the largest single transaction was \$4,803
- Most common transaction value was \$11

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- Busiest shopping day was on Small Business Saturday

## **New Events Calendars**

- The Convention and Visitors Bureau has recently installed community calendar televisions in the lobbies of all the local hotels as well as in the foyer of the Government Center. These calendars are kept updated using events that have been submitted to fdl.com. When creating an event, remember to enter it on fdl.com, downtownfdl.com, and create an event on Facebook. The events on fdl.com are sent to the newspaper once per month for printing the following month, if your event is less than four weeks away when you submit it you will need to submit it to the paper on your own.
- The CVB and newspaper calendars will not publish sale events; however, these types of events are perfect for downtownfdl.com and Facebook.

## **Reporter Series**

- A new monthly series will publish on the third Sunday of each month in The Reporter. The series will highlight the stories of downtown business owners and is not intended to showcase specific sales or products. If you have a suggestion for a person or pair you believe have a good story to tell, please contact the DFP.

## **“Progress Edition”**

- Progress is an annual special section produced by Action Reporter Media in Fond du Lac and inserted inside the Action Advertiser. This special section allows area businesses, organizations and clubs to share what progress they have made in the last 12 months.
- The 2017 deadline to submit a news story for the Progress edition is February 1, 2017. This is not the same as the advertising deadline, which is February 22.

## **Sturgeon Spectacular – February 10-12**

- The annual community-wide Sturgeon Spectacular will take place on February 10-12. If you have a special promotion to include with marketing materials, please contact Pete Wilke at the Convention & Visitors Bureau (pwilke@fdl.com)
- Current downtown highlights include
  - Window decorating competition by local high school groups on downtown business windows.
  - Chili Crawl - Saturday, Feb. 11, 11 a.m.-2 p.m.
  - “Do You Want to Build A Snowman” – open build snow piles on Main Street Plaza
  - Sturgeon Spectacular kickoff at THELMA – Friday, Feb. 10, 5-8 p.m.
  - Magician/Comedy show at Ziggy’s – Friday, Feb. 10, 9 p.m.
  - Chug the Love at Backstage Bar & Grill – Friday, Feb. 10, 9 p.m.
  - Cherry Pie at Backstage Bar & Grill – Saturday, Feb. 11, 9 p.m.
  - Crank the Radio at Ziggy’s – Saturday, Feb. 11, 9:30 p.m.
  - Meet the Pups – Princess My Party at Boys & Girls Club – Saturday, Feb. 11

## **Chili Crawl - Saturday, February 11, 11 a.m. - 2 p.m.**

- Chili Crawl is an annual competition for the best chili in downtown Fond du Lac, with an ultimate goal of bringing people to the downtown district. The Chili Crawl is limited to the first 13 businesses who sign-up and pay the \$10 participation fee. Businesses are asked to prepare at least one “Nesco” full of chili. The DFP will provide bowls, spoons, and a ladle to each business. Please contact the DFP for more details.
- Eight businesses have currently confirmed participation. Five spaces remain.
- Tickets to attend the event are available for \$10 on the day of the event at THELMA and 74 S. Main Street.

## **Notes from Other Businesses**

Life Enforcement recently welcomed DuWayne Schwartz as the Social Media & Marketing Coordinator. Life Enforcement is a nonprofit profit volunteer project focused on organizing Selfless Acts of Kindness through their TCO'd ("Take Care Of") campaign. You can find them on [Facebook](#) and Instagram.

An official announcement was released that a volunteer group of passionate individuals have started meeting to plan the first TEDxFondduLac. The event will happen on Saturday, August 19 at THELMA. Feel free to add your name to their email list to receive updates as they become available by visiting [www.TEDxFondduLac.com](http://www.TEDxFondduLac.com)

Imagination Network of Wisconsin will reschedule the “10 Legal Issues Every WI Entrepreneur Should Know” for late February. Watch the Imagination Network Facebook page for updates: [www.facebook.com/ImaginationNetworkofWisconsin](http://www.facebook.com/ImaginationNetworkofWisconsin)

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If you would like to include information in the “Notes from Businesses” section, please email before the second Wednesday of the month.

## 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.



### Downtown Fond du Lac Partnership, Inc.

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[www.downtownfdl.com](http://www.downtownfdl.com)

Our staff includes:

Amy Hansen, Executive Director

Kathy Tasch, Research Assistant

Dusty Krikau, Director of Communication and Special Events

Tracy Reinhart, Farmers Market Manager

## 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/>

**About the DFP:** 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://www.downtownfdl.com/newbusiness.html>