

Downtown Fond du Lac Partnership News Bulletin

March 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.

March 11, 3 p.m. – St. Patrick’s Day Parade

March 14, 5-7 p.m. – Farmers Market Vendor Open House & Application Night

March 15, 8-9 a.m. – Downtown Morning Marketing Meetup at Commonwealth Companies office

March 20 – Building Improvement Grant Application Review

April 5, 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 at Carlone’s. Sponsored by Bob’s Pizza. Please RSVP by April 4.

April 7 – Wisconsin Main Street Awards in Wisconsin Rapids

April 12, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

April 17 – Building Improvement Grant Application Review

April 19, 8-9 a.m. – Downtown Morning Marketing Meetup

April 20, 8-9 a.m. – Downtown Cleanup Day

April 25, 7:30-9 a.m. – Best practices in using Snapchat and Instagram for business. [Must pre-register on AC website by April 21.](#)

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)

- 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

IGNITE! Startup Grant

- The IGNITE! Entrepreneur Startup Grant is an incentive to assist Fond du Lac County entrepreneurs with expenses associated with starting a new business. This can include any type of new business from a brick-and-mortar startup to a new invention. The IGNITE! Certification Program consists of entrepreneurs completing key milestone or business development steps with the guidance of an IGNITE! Coach. The first fifteen entrepreneurs who become IGNITE! Certified will be eligible for a \$2,000 grant to be used to assist in starting their business. For more information please visit www.ignitefdl.com

New, Relocated, or Closed

- 161-163 S. Main Street (Main Exchange) has an accepted offer. Plans are to open a restaurant utilizing both buildings. Staff has been working with the owner through the IGNITE! program.
- 119-121 S. Main has been purchased by Ron Boda.
- On February 20, Marian University held a dedication ceremony dedication for the new Center for Health Professions at 30 S. Main.
- Fond du Lac County has approved a \$1.1 million loan for the Hotel Retlaw project.
- Big Jim’s Smoke Shop opened at 111 S. Main Street on March 6.
- Young & Maslowski, LLP has opened at 195 N. Main St.
- Two Bucks Grill and Ale House will be opening at 65 N. Main Street.
- The following businesses have relocated from 104 S. Main:
 - O’Rourke Law Office – 76 Western Ave.
 - Averbek, Hammer, & Slavin – 55 S. Main St., Suite 200

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- Family Resource Center – 17 Forest Ave., Suite 116
- Inmate Money Consulting & Software – 113 S. Main St., Suite 1
- Left district/closed: Miracle-Ear, Alzheimer's Association, Draiochta Labs, Defensive Arts Institute, Fastbytes Wireless, Inc.
- Vacancy Rate: November 2013 - 10.2% >>> March 2017 – 5.72%

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>

Wisconsin Main Street Awards

- DFP staff and numerous DFP representatives will be attending the Wisconsin Main Street Awards on April 7 in Wisconsin Rapids. If you are interested in attending, please contact the DFP for further details.

Meet Me Downtown – April 6, 5:30-7:30 p.m. at Carlone's

- Meet Me Downtown is a quarterly social event for downtown business & property owners. New businesses from the previous quarter of the calendar year are welcomed as guests of honor.
- Meet Me Downtown, sponsored by Bob's Pizza, will be held on April 6 at Carlone's Bar.
- Please [RSVP](#) by April 4.

Downtown Morning Marketing Meetup – Wednesday, March 15, 8 a.m. at Commonwealth Company Offices

- These are usually no agenda meetups among downtown business and property owners. On occasion, we'll have a specific topic to cover, but most of the time these meetups are designed as brainstorming and troubleshooting roundtables. Attendees put their name in a hat and we draw a name, they give us their marketing question and then everyone gives them feedback while a timer goes for five minutes. When that five minutes is up, we draw a new name. The questions raised vary from business to business so we've addressed things like best text for a sandwich board, how to capitalize on downtown events, what types of products can be placed outside to sell when there are no events, etc.
- In the interest of using the meetups as partnering opportunities, we 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.

Fond du Lac Marketing Professionals Workshop – April 25, 7:30 a.m. at THELMA

- Fond du Lac Marketing Professionals (FMP) is a program of the Fond du Lac Association of Commerce. We have partnered with them to provide a free membership for any downtown business representatives (ordinarily a \$100 cost per person). The group is made of marketing professionals from businesses through Fond du Lac, so the topics of the workshops are intended to address marketing questions in depth. The April workshop is focused on best practices for using Instagram and Snapchat for businesses. In the past, they have done workshops on Search Engine Optimization, Google Ad Words and Analytics, etc. You must be pre-registered to attend FMP workshops: <https://www.fdlac.com/calendar.php?e=781>

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>

February Events Recap

- Ten businesses participated in this year's Chili Crawl. There were a total of 108 tickets sold. 75 percent of participants visited at least one new business, with an average of 4 new businesses visited during the event. For businesses, this resulted in an average of 43 new faces walking through the door during the 4.5-hour event, a fabulous value for the cost of 7-8 quarts of chili! In 2018, the Chili Crawl votes will be split into two categories: Best Restaurant and Best Home-Cook. This will ensure that Downtown's Best Chili is always available for purchase in downtown. Based on participant feedback (and stomach size) overall business participation will still be capped at 13 locations.
- Numerous business participated in the "Paint the Town" window painting event and had a great experience. Feedback from participants and businesses was overwhelmingly positive. We will be reaching out to local high schools/colleges/universities to offer window space during their respective homecomings. If you would

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like to have your window listed as an option for these types of painting activities, please let the DFP know. A full list would be provided to the school and they would contact the businesses directly to arrange for painting.

Annual Event Participation

- Downtown Fond du Lac Farmers Market – Saturdays, May 13-Oct. 28, 8-Noon, on Main Street (Western to Sheboygan) & Wednesdays, June 7-Oct. 25, 11-3, on Main Street Plaza
 - Businesses within the Saturday market footprint should contact the DFP prior to April if there are plans to setup vending space in front of their store, so adjustments to market vendors can be made.
 - Any downtown business may request free vending space in the market on any market date or for the full season. Full season requests should be made prior to April.
- Wine Walk 2017 – Friday, June 16, 4-8 p.m.
 - Participating business become wine tasting rooms during the event. Full details are here: <http://www.downtownfdl.com/dfp/sft422/2017wwparticipationdetails.pdf>, including an updated list of businesses that have confirmed participation in 2017. Please note that the hours have been modified from the times originally advertised. Please contact Dusty at the DFP if you are planning to participate this year.
- Fondue Fest 2017 – Saturday, September 9, 9-5
 - Downtown businesses are allotted up to two 10-foot vending spaces for free (a total of 20 linear feet). If you need more than that, it is \$15 per 10 feet. You must be setup in your space when the festival opens at 9 a.m. In an effort to ensure that no businesses slip through the cracks, the reservation process has been simplified to just a few clicks online. You can click on (or copy and paste) this link to reserve your space: <https://goo.gl/forms/JPYE29swFb5dEmAq2>
- Restaurant Week
 - We are considering hosting a downtown restaurant week in May and have reached out to restaurants regarding interest in participation and/or assistance on an ad hoc planning committee.
- Fest-of-Ale
 - Based on feedback, we are in consideration of hosting a 2nd annual Fest-of-Ale on August 25. Costs would remain approximately the same as the 2016 event. In order to confirm this date, we would like to hear from at least 10 locations interested in participating. If you need additional information, please contact the DFP for further details.

Annual Event Sponsorship

- Thank you to Fox Valley Savings Bank for serving as presenting sponsor for Fondue Fest 2017.
- Thank you to Cujak's Wine & Coffee Bar for serving as presenting sponsor for Wine Walk 2017.
- Thank you to Agnesian HealthCare for serving as a major sponsor of the 2017 Farmers Market.
- Annual events offer great opportunities for you to market your business, both through participation and through sponsorship. Financial sponsorship is vital to allowing for adequate event marketing, bringing in live music, and fun activities. The DFP always offers event sponsorship to downtown businesses first, in hopes of giving downtown businesses the marketing benefits of the events. We began seeking sponsors for our annual events in February. You can always find the most updated sponsorship details for all of our events here: <http://www.downtownfdl.com/donate.html>

Design Notes

Downtown Spring Cleanup – Thursday, April 20

- The City will have bulky waste dumpsters located downtown. Waste Management will have a trailer to drop off electronic waste. These are available free of charge to downtown business and property owners
- Downtown employees and local service groups are encouraged to donate time in the afternoon to clean up litter. Throughout the day, we ask volunteers to meet Downtown Fond du Lac staff at the clock on Main Street Plaza at the beginning of shifts and then target specific areas during the shift.
- Schedule:
 - 12-1:30 pm: East of Main Street
 - 2-3:30 pm: West of Main Street
 - 4-5:30 pm: Any remaining areas of concern
- As details are finalized they will be updated at www.downtownfdl.com/cleanup.html

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Adopt a Planter Program

- DFP staff will be calling business owners to confirm adopt-a-planter participants for 2017.

Notes from Other Businesses

Congratulations to The Knitting Room as she celebrates her one year anniversary!

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 or reach us via phone at 920-322-2006.



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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>