

# Downtown Fond du Lac Partnership News Bulletin

April 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](mailto:cancellations@wfdl.com), [cancellations@mdogmedia.com](mailto:cancellations@mdogmedia.com), [news@fdlreporter.com](mailto:news@fdlreporter.com), and [cancellations@kfiz.com](mailto:cancellations@kfiz.com). They do not accept secondhand notices, so we cannot forward your information to them.

**April 17** – Building Improvement Grant Application Review

**April 17** – Wine Walk Tickets on sale at downtownfdl.com

**April 19, 8-9 a.m.** – Downtown Morning Marketing Meetup at Marian College of Health Professions (30 S. Main)

**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.](#)

**May 10, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.

**May 13, 8-Noon** – Farmers Market Opens for the Season (continues weekly)

**May 15** – Building Improvement Grant Application Review

**May 17, 8-9 a.m.** – Downtown Morning Marketing Meetup at The Knitting Room

**July 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)** – Next review date: April 17

- \$26,400 in funding is still available for the 2017 BIG program. 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)

**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](http://www.ignitefdl.com)

**New, Relocated, or Closed**

- 2.0 Ale House opened on April 5 at 65 N. Main St.
- Indigo Lotus Wellness opened at 74 S. Main St., Suite 301 on March 22 within the Fond du Lac Center for Spirituality and Healing.
- 161-163 S. Main Street (Main Exchange) has been sold to Laurie Baumhardt. Plans are to open a restaurant utilizing both buildings. Staff has been working with the owner through the IGNITE! program.
- BrownBoots Interactive has relocated from 108 S. Main St. to 15 N. Main St.
- Cartridge World will open on June 1 at 23 N. Main St.
- Vacancy Rate: November 2013 - 10.2% >>> March 2017 – 5.72%

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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>

### Wisconsin Main Street Awards

- Staff and numerous DFP representatives attended the Wisconsin Main Street Awards on April 7 in Wisconsin Rapids
  - Best Business Development/Retention Program- 2016 Downtown Morning Marketing Meetups
  - Best Image Campaign/Event- 2016 Downtown Fond du lac Farmers Market Poster Series
  - Best Retail Event- 2016 Shop Small Raffle

### Downtown Morning Marketing Meetup – Wednesday, April 19, 8 a.m. at Marian College of Health Professions (30 S. Main)

- 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. The May meetup will be at The Knitting Room.

### 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 representative (ordinarily a \$100 cost per person). The group is made up of marketing professionals from businesses throughout 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>*

### Downtown in the News

- The monthly series highlighting the stories of downtown business owners featured John Hawkins in March.
- More than 20% of articles in the "Progress" edition of the Action Advertiser were from downtown businesses.

### Upcoming Annual Events & How to Participate

- 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 ASAP 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. Please contact Dusty ASAP if you are planning to setup a vending space in the market.
- 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>. Please contact Dusty at the DFP if you are planning to participate this year.
  - Current confirmed locations (10): Annie's Fountain City Café, Carlone's Bar, Cujak's Wine & Coffee Bar (presenting sponsor), Gallery & Frame Shop, Lillians, Macy Place Art & Tea Shoppe, Main Street Fashion, Thelma Sadoff Center for the Arts, Victoria's Pet Nutrition/UnTamed Life, Wood's Floral & Gifts

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- 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
  - Based on lack of response, we will not be hosting a restaurant week this spring/summer.
- Fest-of-Ale
  - We have had minimal interest in hosting a 2<sup>nd</sup> annual Fest-of-Ale on August 25. If you would like to see this event take place in 2017, please get in touch with the DFP. 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.

## Historic Downtown Walking Tours

- In partnership with the Marian University History Department, guided historic downtown walking tours are now available by appointment. Tours feature historical tales from Fond du Lac's past, including the tall-tale versions and what really happened.
- Walking tours are available by appointment from May-October, weather permitting and take about two hours to walk two miles. Bus-based tours with a step-aboard guide are also available by appointment year-round.
- Both types of tours begin and end at the Downtown Fond du Lac Kiosk at 30 S. Main St. Bathrooms and benches are available while waiting for tours to begin.
- Tours are led by faculty from Marian University's History Department. Tours are free, but donations are accepted and go towards purchasing new archiving software for the History Department and for stipends for History Interns.
- To schedule a tour, send an email to Mary at [fdlwalks@marianuniversity.edu](mailto:fdlwalks@marianuniversity.edu). Bookmark: <https://www.marianuniversity.edu/fond-du-lac-downtown-walks/>

## Attracting Motorcoach Tours

- DFP staff promoted downtown at the Welcome Reception and Mini-Marketplace for approximately 16 motorcoach tour operators on Tuesday, April 4.

## Design Notes

### Downtown Spring Cleanup – Thursday, April 20

- Bulk Waste & Electronic Waste drop off will be available free of charge to downtown business and property owners from 10 a.m. to 2 p.m. on April 20. Dumpsters will be located in Lot 10 (on Portland Street, just east of the Portland Ramp). Thank you to the City of Fond du Lac and Waste Management for supporting this event.
- Examples of acceptable bulky waste – office furniture, filing cabinets, store fixtures, latex paint (dried), carpeting, left over pieces of wood, pallets.
- Examples of acceptable electronics – computers, VCRs, stereos, copiers, and fax machines.
- Not accepted: Refrigerators, dryers, hazardous waste, dehumidifiers, items containing Freon or Mercury, Please call the DFP at 322-2006 if you have a specific item of concern.
- Free Paper Shredding will be available at Fox Valley Savings Bank on Saturday, April 22<sup>nd</sup> from 9 - 11:30 a.m. to securely destroy your old documents, credit cards, tax papers and more. Limited to two bags per person.
- Consider taking advantage of the Hazardous Waste Clean Sweep at the Fairgrounds on May 13 for items that cannot be accepted during the downtown cleanup day. Details here: <https://goo.gl/4OZRVG>
- We have several downtown employees and local service groups donating time in the afternoon to clean up litter. If you know of an area you would like specifically targeted by the cleaning crews, please contact the DFP. Some volunteers may also be available to help move bulk waste, if businesses need assistance.
- Volunteers will meet DFP 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
- These same details are available at [www.downtownfdl.com/cleanup.html](http://www.downtownfdl.com/cleanup.html)

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## Notes from Other Businesses

YP Week will take place from April 22-29. For details and more information about all the goings-on at the AC, please check their April newsletter: <https://www.fdlac.com/sft895/acnewsletter-april2017.pdf>

Numerous businesses are hosting small promotions or activities for International Migratory Bird Day on May 5. Posters are currently being distributed throughout downtown.

The monthly Tour the Town Art Walk will take place on April 21. Participating businesses and artist details are available here: <http://www.tourthetownfdl.com/> There is no cost to participate in these monthly walks. Talk with Julie Balson at Gallery & Frame Shop for more information about becoming involved.

The YP Amazing Race will take place on May 18 in downtown. This event includes small groups running quickly throughout downtown and in and out of numerous businesses.

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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office 920.322.2006  
[www.downtownfdl.com](http://www.downtownfdl.com)

Our staff includes:

Amy Hansen, Executive Director

Crystal Patt, Bookkeeper & 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>