

Downtown Fond du Lac Partnership News Bulletin

May 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.

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

May 15 – Building Improvement Grant Application Review

May 16, 8 a.m. - Training on Civilian Response to Active Shooter Events at FDL Police Department

May 17 – Deadline to indicate your business's participation in the Downtown Wine Walk

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

June 7, 11 a.m.-3p.m. – Wednesday Farmers Market Opens for the Season (continues weekly)

June 14, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

June 16, 4-8 p.m. – Wine Walk

June 19 – Building Improvement Grant Application Review

June 21, 8-9 a.m. – Downtown Morning Marketing Meetup at Riverwalk Art Center

July 6, 5:30-7:30 p.m. – “Meet Me Downtown” quarterly social at THELMA. Please RSVP.

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

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: May 15

- \$19,400 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

New, Relocated, or Closed

- State Senator Dan Feyen opened a district office on May 1 in the FDL Police Department at 126 N. Main.
- Fat Joe's has a target date of June 1 for opening of their new rooftop deck.
- Las Islas Puerto Rican and Costa Rican restaurant will be opening at 121 S. Main Street.
- Cartridge World is scheduled to open on June 1 at 23 N. Main St.
- 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>

Staff Certification

- Amy Hansen earned the Main Street America Revitalization Professional (MSARP) credential, currently the highest credential achievable through the Main Street America Institute. This accomplishment reflects her commitment to professional development and taking her leadership and commercial district management skills to the next level. Amy is one of nine individuals in the country with this credential.

Downtown Exploratory Committee Action Items

- The DFP presented recommendations to the City Council for action items based on the final report of the Downtown Exploratory Committee. You can view this presentation on the City Council Webcast page by selecting the April 26 City Council meeting: <https://www.fdl.wi.gov/departments.imi?DeptID=7&DeptPage=169>

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

- This is a “no agenda” meetup among downtown business and property owners. 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. Riverwalk Art Center will host in June and the Center for Spirituality and Healing will host in July.

Training on Civilian Response to Active Shooter Events - May 16, 8 a.m. - at FDL Police Department

- The Civilian Response to Active Shooter Events (CRASE) training is designed and built on the Avoid, Deny, Defend strategy developed by the Advanced Law Enforcement Rapid Response Training (ALERRT) Center at Texas State University in 2004. This training includes the history of active shooter events, the psychology of why humans react as we do, and strategies for surviving an active shooter event. Based on the request of the DFP, this session will focus specifically on the needs of small businesses and how to best respond in crisis situations
- Training will be presented by Eric Foster of the City of Fond du Lac Police Department.

Dementia Friendly Fond du Lac

- The Dementia Friendly Community Task Force of Fond du Lac County, and has brought together many local agencies, community resources, and senior care providers, to develop training materials and resources with the goal of making Fond du Lac County “Dementia Friendly”.
- A short 20-minute training is available for any business, church, or organization in Fond du Lac County to help them become “Dementia Friendly”.
- For additional details or to set up a training, please contact Cathy Loomans at cloomans@fdl.wi.gov

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>

Farmers Market – Begins Saturday May 13, 8-Noon

- Saturdays, May 13-Oct. 28, 8-Noon, on Main Street (Western to Sheboygan) & Wednesdays, June 7-Oct. 25, 11-3, on Main Street Plaza
- Full schedule of market “edutainment” is available at www.downtownfdl.com/farmers-market.html

Wine Walk 2017 – Friday, June 16, 4-8 p.m.

- 75 of 350 total tickets have currently been sold. Tickets are available for purchase here: www.downtownfdl.com/fdlwinewalk.html.
- If you are planning to be part of the Wine Walk, please contact the DFP by May 17. For retailers or venues without their own liquor license, please anticipate a total cost of \$250-300. \$200 will be payable to the DFP.
- Current confirmed locations (12): Annie’s Fountain City Café, Carlone’s Bar, Cujak’s Wine & Coffee Bar (presenting sponsor), Fat Joes Bar & Grill, 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, Ziggy’s Pub

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>

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. www.facebook.com/groups/DFPeeps/

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- Facebook Pages – Our public pages showcase great things happening downtown and at the Farmers Market: www.facebook.com/DowntownFDL/ AND www.facebook.com/FondDuLacFarmersMarket/

Design Notes

Construction on 104 S. Main and Lot 18 Use

- The Combined Building (104 S. Main Street) is being converted into a residential development. Construction activities will start taking place the week of May 8, 2017. The construction activities will affect how residents and customers to the downtown utilize Lot 18. A portion of Lot 18 will be fenced off to accommodate construction equipment and dumpsters. The attached map shows what changes will be made to Lot 18 during construction. Construction is anticipated to occur from May 2017 through June 2018. We apologize for any inconvenience and appreciate your patience. If you have any questions, please contact Community Development at 920-322-3440.

Banners

- The DFP is working to design new banners. The City of Fond du Lac will be installing new banner brackets, which will likely be phased in over two years.

Additional Waste Disposal

- The Downtown Clean Up Day was held on Thursday, April 20. 18 individuals volunteered their time to help cleanup downtown. 20 business/property owners took advantage of free bulky waste and electronics disposal provided by the City of Fond du Lac and Waste Management.
- If you have items remaining, please note the Hazardous Waste Clean Sweep at the Fairgrounds on May 13 for items that could not be accepted during the downtown cleanup day. Details here: <https://goo.gl/4OZRVG>

Notes from Other Businesses

The monthly Tour the Town Art Walk will take place on May 19. 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.

Coliseum Sports Bar & Grill is open for lunch and dinner during their renovation. Same great food and service accessed via The Annex Doors.

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



Downtown Fond du Lac Partnership, Inc.

30 S. Portland Street | Fond du Lac, WI 54935

office 920.322.2006

www.downtownfdl.com

Our staff includes:

Amy Hansen, Executive Director

Dusty Krikau, Director of Communication and Special Events

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Crystal Patt, Bookkeeper & Research Assistant Tracy Reinhart, Farmers Market Manager

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