

# Downtown Fond du Lac Partnership News Bulletin

June 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.

**June 24, 8-Noon** – Saturday Farmers Market (continues weekly)

**June 28, 11 a.m.-3p.m.** – Wednesday Farmers Market (continues weekly)

**July 4** – DFP office closed for Fourth of July holiday

**July 6, 5:30-7:30 p.m.** – “Meet Me Downtown” quarterly social at THELMA. [RSVPs](#) requested.

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

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

**July 19, 8-9 a.m.** – Downtown Morning Marketing Meetup at FDL Center for Spirituality & Healing

**August 1** – Deadline to indicate your business’s participation in Fondue Fest

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

**August 21** – Building Improvement Grant Application Review

**August 23, 8-9 a.m.** – Downtown Morning Marketing Meetup at Salute the Troops

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: July 17

- 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)

### New, Relocated, or Closed

- Salute the Troops moved from 116 N. Main St. to 54 E. 1st Street (former St. Peter’s Church).
- Coliseum celebrated their grand re-opening May 31.
- Fat Joe’s opened their new rooftop deck on June 1.
- Cartridge World opened on June 1 at 23 N. Main St.
- Las Islas Puerto Rican and Costa Rican restaurant will be opening soon at 121 S. Main Street.
- Russtiques closed their downtown store on May 24.
- What Not Shoppe has signed a lease and will be expanding from their current location into the former Russtiques location. They plan to open in early July.
- 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>

### Meet Me Downtown

- The 3<sup>rd</sup> Quarter Meet Me Downtown will be held on July 6 at THELMA from 5:30-7:30. Cash bar and food available for purchase. Please [RSVP](#) by emailing [info@downtownfdl.com](mailto:info@downtownfdl.com). Special invitation goes out to the businesses which opened or expanded in the 2<sup>nd</sup> quarter of 2017:
  - 2.0 Ale House
  - Cartridge World
  - Offices of State Senator Dan Feyen

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- BrownBoots Interactive (relocation/expansion)
- Salute the Troops (relocation/expansion)
- Coliseum (renovation/expansion)
- Fat Joe's (expansion)

## **Downtown Morning Marketing Meetup – Wednesday, July 19, 8 a.m. at FDL Center for Spirituality & Healing**

- 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. Center for Spirituality and Healing will host in July and Salute the Troops will host in August.

## **Sponsorships**

- We are currently seeking sponsors for Fondue Fest 2017 & Monster March 2017. Event sponsorship details are here and range from \$100-\$2500: <http://downtownfdl.com/sft821/eventsponsorships.pdf>
- With the recent changes to the farmers market setup, we are looking to add additional public seating during the event. For \$250, each “table sponsor” will cover our costs to purchase a folding table with benches labeled with a plaque “This table sponsored by [business name].”
- If you are interested in any of the sponsorship opportunities, no matter how large or small, please contact Dusty Krikau at [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com).

## **2<sup>nd</sup> Street Bridge Closure**

- The Department of Public Works would like to inform the motoring and pedestrian public of the closure of West Second Street between South Military Road and South Macy Street. The closure began Tuesday, June 6th and will remain closed approximately four weeks. The bridge deck will be milled and overlaid which requires the closure of the bridge to vehicle travel. The sidewalks and railings will be repaired which requires that the bridge be closed to pedestrian traffic.

## **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** - Saturdays, May 13-Oct. 28, 8-Noon, on Main Street (Western to Sheboygan) & Wednesdays, June 7-Oct. 25, 11-3, on Main Street Plaza

- May saw much higher attendance and sales than anticipated, with more than 1200 people on the slowest Saturday. The City, Police, and Fire have all agreed to allow the market to close cross traffic on 1<sup>st</sup> and 2<sup>nd</sup> Streets for the remainder of the market season (this began on June 17). We're implementing this change now because the popularity of the Market has increased to the point that the flow of pedestrians on Main who cross 1st or 2nd is almost continuous at the busiest times. Sponsors are being sought to purchase public seating tables/benches for the additional spaces. We wish to thank the City and emergency personnel for their support with this change.
- Any downtown business may request a free 10x10 space during the Saturday Farmers Market for any date. The request will be granted provided that adequate space is available. Reserving a space for the full season this late into the season is difficult, but may still be possible. Sandwich boards may also be placed in the market area to help encourage customers to continue walking north and south of the market footprint.
- Full schedule of market “edutainment” is available at [www.downtownfdl.com/farmers-market.html](http://www.downtownfdl.com/farmers-market.html)
- If you have residential tenants, please remind them that Main Street is restricted parking in the market area from 6 a.m.-Noon on Saturdays in the summer. Vehicles will be ticketed and, in the interest of public safety, will not be able to leave the market area until after the market has closed.

**Horses & Hogs 2017** – July 8, 2017

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- Open Road Harley is taking over Fond du Lac's downtown with Mustangs and Harleys and they are looking for interest from downtown businesses to welcome event participants in for dinner, drinks, or shopping. Read their full proposal here: <http://www.downtownfdl.com/sft821/horsesandhogsproposal.pdf>

## **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>

## **Art All Around 2017** – June 2-4, 2017

- An overall successful event for downtown with Gallery Night on Friday and art at the Farmers Market on Saturday. If you have ideas for how to expand this event for 2018, please contact Pete at the Convention & Visitors Bureau.

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

- The Wine Walk sold out all 350 tickets. A full economic impact report will be presented at July Board Meeting.
- 16 businesses participated offering a total of 33 wine options from which participants could choose 10 to taste.
- If you have photos from the Wine Walk, please share them with the DFP by emailing them to [info@downtownfdl.com](mailto:info@downtownfdl.com)

## **Stay Connected**

- We've recently spoken with a few business owners who do not have a business page on Facebook. While we can certainly understand the hesitation, we encourage you to consider simply "claiming" your business page on Facebook. This will allow you to monitor what is being said about your business, good or bad, as well as ensure that your hours, phone number, and address are up-to-date. If you do nothing else with your Facebook page, recognize that many consumers use it as the modern-day Yellow Pages and Facebook has likely already logged information about your business that you are not controlling. If you would like assistance with claiming your page, please don't hesitate to reach out to the DFP staff. We're happy to help.
- 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/](http://www.facebook.com/groups/DFPeeps/)
- Facebook Pages – Our public pages showcase great things happening downtown and at the Farmers Market: [www.facebook.com/DowntownFDL/](http://www.facebook.com/DowntownFDL/) AND [www.facebook.com/FondDuLacFarmersMarket/](http://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**

- A final design for the banners has been completed. The City of Fond du Lac will be installing new banner brackets which will help in expanding the life of the banners.

## Notes from Other Businesses

- *Help Carol Derail Cancer* is a benefit bike ride for Carol Bartow to help her in her personal battle with cancer and will take place this Sunday, June 25. The event is being organized by friends of John and Carol Bartow, owners of **Fond du Lac Cyclery**. Funds raised will go directly towards Carol's medical bills. For more information contact [carolbikeride@gmail.com](mailto:carolbikeride@gmail.com). Online registration closes at 8:00 pm on Saturday, June 24, 2017. Same-day registration is available on the day of the event for an additional cost.

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Personal donations are also being accepted now through the event date at [www.youcaring.com](http://www.youcaring.com).

This ride is a true example of the "Come Together" slogan for downtown. It is organized by staffers at the Fond du Lac Family YMCA, looping to and from the Boys & Girls Club of Fond du Lac, with support and gear (SAG) stops provided by Attitude Sports, and lunch provided by Domino's Pizza all to raise funds for John and Carol Bartow, owners of Fond du Lac Cyclery & Fitness.

- The monthly **Tour the Town Art Walk** will take place on July 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.
- On July 1st from 0900 to 1600, **Salute the Troops** is looking for volunteers to help make their free community concert a success! If you can volunteer please email [info@salutethetroopswi.org](mailto:info@salutethetroopswi.org) with the subject "Rock for Hope Volunteer." This event will be held in Hamilton Park and will include a resource fair, petting zoo, a bounce house for the kids, and food sales. A portion of proceeds from the event will benefit Salute the Troops and the United Way.
- **Reminiscence by Rita** is currently offering an anniversary sale. Congrats on your second year in business!
- The **Fond du Lac Area Women's Fund** and Fond du Lac Says No More introduce "Project TableTalk" — where talking about the reality of crime against women in our community is encouraged and supported. The Women's Fund and Fond du Lac Says No More will partner with local businesses and artists to place uniquely created kitchen tables throughout the community starting in June. Families, friends, neighbors and even strangers are encouraged to sit at the tables and expand their conversations to include the impact of domestic violence and sexual assault within the lives and homes of people in our community. These kitchen tables will educate and empower individuals throughout the Fond du Lac area and beyond to watch for warning signs, support survivors, and showcase the positive, collaborative work underway to prevent violence against women & girls in our community. Project TableTalk launch locations include Annie's Fountain City Cafe and Lillians of Fond du Lac. If you are an artist or business/organization interested in getting involved in this project, please contact the Fond du Lac Area Women's Fund at [fdlawomensfund@gmail.com](mailto:fdlawomensfund@gmail.com) or call (920) 322-8778.

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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Our staff includes:

Amy Hansen, Executive Director

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Tracy Reinhart, Farmers Market Manager

## Stay Connected

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- **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>