

# Downtown Fond du Lac Partnership News Bulletin

July 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.

**July 15, 8-Noon** – Saturday Farmers Market (continues weekly)

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

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

**July 19, 11 a.m.-3p.m.** – Wednesday Farmers Market (continues weekly)

**August 1** – Deadline to indicate your business's participation in Fondue Fest (seek process below)

**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

**September 9** – Fondue Fest

**September 13, 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: 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

- Staff has been working with five small business entrepreneurs through the IGNITE program.
- 40 Fourth Street (Studio 40 Salon) has completed their exterior renovations.
- 21 N. Portland has been purchased and will be utilized as office space.
- It's A Mack Thing will be opening in early August at 39 S. Main Street.
- Mike Taylor will be opening a coffee shop at 44 N. Main Street.
- 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>

### 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 (employees are always welcome to serve as proxies). 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

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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 sidewalks and railings have been repaired and are now open to pedestrian traffic.
- The Department of Public Works continues to work on the bridge deck and anticipates that the project will be completed in the next two to three weeks due to delays from rain.

## 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>*

### 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>

**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.

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

- Total spending as part of the event included \$28,146 in direct spending downtown, and more than \$44,000 in total regional spending. A full economic impact report and analysis of the event are available here: [http://www.downtownfdl.com/dfp/surveys\\_stats.html#ww](http://www.downtownfdl.com/dfp/surveys_stats.html#ww)

## Design Notes

- The City contracted with the Garten Factory to landscape the southern welcome sign, the northwest corner of Forest and Main, and the tree squares in front of US Bank.
- 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.
- A proposal was submitted to the Fondy 100 Gives program for public art on utility boxes.

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## Notes from Other Businesses

- The 2017 Agnesian HealthCare Foundation Charity Open Raffle is currently underway. The grand prize is a 2017 Buick Encore or \$15,000 cash (donated by Holiday Automotive). Second prize is \$5,000, third prize is \$2,500, fourth prize is \$1,500 and fifth prize is \$1,000. Tickets are four for \$175 or \$50 each, and can be purchased at the St. Agnes Hospital and Fond du Lac Regional Clinic lobbies, various local businesses or by calling the ticket hotline at (920) 926-4959. For more information, visit [agnesian.com/raffle](http://agnesian.com/raffle).
- 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.

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>