

# Downtown Fond du Lac Partnership News Bulletin

August 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.

**August 12, 8-Noon** – Saturday Farmers Market (continues weekly)

**August 16, 11 a.m.-3p.m.** – Wednesday Farmers Market (continues weekly)

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

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

**September 13, 8-9:30 a.m.** – DFP Board Meeting at Hometown Bank. Public welcome.

**September 18** – Building Improvement Grant Application Review

**September 20, 8-9 a.m.** – Downtown Morning Marketing Meetup at National Exchange Bank and Trust

**October 5, 5:30-7:30 p.m.** – “Meet Me Downtown” quarterly social. Location TBD.

**October 11, 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

- \$7,400 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**

- Panacea Technology Solutions moved into the upper floor of 54 E. 1st Street (former St. Peter’s Church).
- ‘It’s A Mack Thing’ celebrated their grand opening on August 5 at 39 S. Main
- ‘What Not Shoppe Too’ opened at 49-51 N. Main

## 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>

**Business Marketing Made Lean** – Thursday, October 12, 8-10 a.m. at MPTC

- This workshop is free for downtown businesses through the partnership with Fond du Lac Marketing Professionals. Attendees will leave the workshop with a relatively complete business marketing plan. Pre-registration is not yet available, but will be required.

**Downtown Morning Marketing Meetup – Wednesday, August 16, 8 a.m. at Salute the Troops**

- 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.
- If driving to the meeting this month, we encourage you to park on the Marr St. side as there are more spaces available. Please enter through the main doors on 1st! There is a handicapped entrance near the entrance to the St Peter’s Senior Apartments off 1st!
- 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. NEBAT will host in September and Reflexions Salon will host in October.

## 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).

## 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>*

### Wisconsin Main Street Day – August 22, 2017

- On August 22, Gov. Walker, WEDC Secretary Hogan and Deputy Secretary Braun and other state officials will embark on a tour of Wisconsin cities to celebrate the success of Wisconsin Main Street Program and downtowns and highlight their importance in a community’s overall economy. One of the sites will be downtown Fond du Lac.
- Your help is being requested to help create a social media presence on that day using #WIMainSt and/or #WIWorking anytime after Wednesday, August 16. We are hoping for posts and images discussing why you value being part of downtown or how you/your business are working to continually improve downtown. This could include your own information, quotes from customers, or even just sharing statistics posted on the DFP Facebook page. We would love to see at least three posts between August 16 and August 22, to help create a very obvious unified marketing front. There are no expectations for special events, promotions, etc. unless you opt to piggy-back the state-wide press coverage.
- More details about the planned activities for the day will be posted in the Facebook group as they become available. (<https://www.facebook.com/groups/DFPeeps/>)

### Fondue Fest 2017 – Saturday, September 9, 9-5

- Fondue Fest welcomes approximately 20,000 people to downtown Fond du Lac and is a great way to meet and greet with new customers! The event is on Main Street from Merrill to 4<sup>th</sup> Street Court. Full event details are at [fonduefest.com](http://fonduefest.com)
- If you are a bar owner within the festival area and would like to serve alcohol outside of your physical building, you *must* apply for an expansion of premises with the police department. If you do not complete this short easy process, you may not pour alcohol outside during the event.
- If you plan to make a Facebook event for the festival, please be sure to name it something unique to avoid event confusion with the main event page and your event page. (e.g. Popcorn Giveaway during Fondue Fest 2017). Alternatively, you can use the “Add to Page” function on the DFP event to add Fondue Fest 2017 to the event listing on your Facebook page. We encourage you to post within the event with details of what will be happening near your storefront that day!
- We would love your help gathering photos during the event. If you have great shots from the day, please send them to us via email, use #downtownfdl and #fonduefest on Instagram/Twitter, and tag @downtownfdl on Facebook.
- 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, though at this time map prep has been nearly completed so no spaces are guaranteed: <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

- 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

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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 activities 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.

## Small Business Saturday/Shop Small Campaign

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- The marketing campaign for 2017 will utilize the same posters as in the past few years. In an effort to make signs feel free fresh, the marketing committee requests that, if you currently have a “Think Big. Shop Small.” sign or poster in your store, that it be removed from public view and place back in view anytime after November 1.
- The marketing materials for the day will encourage shoppers to think of Small Business Saturday as “Sleep In Saturday” and come shopping downtown from 9-4. If at all possible, please consider being open for this entire time.

Below are a few things you can begin working on as you begin thinking about seasonal marketing opportunities:

- Add your name to businesses who accept Downtown Gift Certificates
  - Check the list here: <http://www.downtownfdl.com/giftcertificates.html>
  - Scroll all the way to the bottom to get full details about how the certificates work.
- Register at [www.shopsmall.com](http://www.shopsmall.com) by November 11
  - Your name will be added to the national map of Small Business Saturday participants and you will receive free marketing materials.
  - The DFP will register as a neighborhood champion and will have numerous additional “swag” items to supplement what you receive. Items usually arrive in early November.
- Plan your holiday décor for Small Business Saturday and for the Christmas Parade
  - Keep City decoration guidelines in mind as you decide how to celebrate in style.
    - Items of seasonal decoration must be placed adjacent to a storefront, maintaining a minimum sidewalk clearance of five feet. (Clearance is measured from the edge of the display to the curb). Displays at the curb or freestanding in the sidewalk area are not permitted. The display cannot hinder the ability of persons on the sidewalk and/or hinder exit/entry to a building.
    - The display must be maintained in a neat appearance. In the event of vandalism and/or weather damage, or where natural items fall into a state of decay, a seasonal display must be removed/repaired as soon as practical.
    - The seasonal display is for decorative purposes only – that means it cannot include signage or advertising.
- Plan a visit from Santa
  - Santa and Mrs. Claus would like to be spotted around downtown at various locations between Small Business Saturday and Christmas. Ann Culver from Annie’s Fountain City Café will be arranging the dates and times for the appearances. Please contact her if you are still interested in having Santa stop by your business. Dates reserved after October 24 are unlikely to appear in DFP marketing materials and remember, Santa is magical, but cannot be in two places at the same time!

## Christmas Parade – December 3, 4 p.m.

- The Christmas Parade will take place on December 2 at 4 p.m. and is organized by 107.1 The Bull/KFIZ. The 2017 theme is “Christmas on the Lake.” Please call Dawn Mueller-Stacey for any additional information: [dstacey@mdogmedia.com](mailto:dstacey@mdogmedia.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.

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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.  
[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/)

## Notes from Other Businesses

- This Saturday, August 12, from 7-10 PM, Texas great Delbert McClinton will perform in downtown Fond du Lac in front of **THELMA**. The free street concert is possible because of the generosity of a community advocate. There will be a cash bar. The block in front of THELMA, Sheboygan Street, from Marr to Portland streets, will be closed to traffic.  
Lawn chairs are acceptable as long as they are set on the sidewalk or lawn areas. No chairs permitted in the street. Delbert McClinton is considered a master among Texas music aficionados, rock artists (he gave harp lessons to a young John Lennon), blues experts, and critics. McClinton is highly respected, not only for the incredible longevity of his career but for his ability to meld genres into his own style. Blues, jazz, and country influences are found in all his music.
- 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 August 18 (always held third Friday of each month). 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.

## 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/>

## 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.



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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