

Downtown Fond du Lac Partnership News Bulletin

September 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.

September 16, 8-Noon – Saturday Farmers Market (continues weekly)

September 18 – Building Improvement Grant Application Review

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

September 20, 11 a.m.-3p.m. – Wednesday Farmers Market (continues weekly)

October 5, 5:30-7:30 p.m. – “Meet Me Downtown” quarterly social at 2.0 Ale House

October 11, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

October 16 – Building Improvement Grant Application Review

October 18, 8-9 a.m. – Downtown Morning Marketing Meetup at Reflexions Salon

October 28, 10-Noon – Monster March, Main Street from Rees to Western

November 8, 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: September 18

- \$12,750 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

- Panacea Technology Solutions moved into the upper floor of 54 E. 1st Street (former St. Peter’s Church).
- Mercantile on Main will be opening at 171 S. Main.

Grants Awarded

- IGNITE! approved six \$2,000 Entrepreneur grants. Three of the six are downtown businesses: Annie’s Fountain City Catering, LB’s Brick House, and iBeauty.

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 4th Quarter Meet Me Downtown will be held on October 5 at 2.0 Ale House from 5:30 -7:30. Please [RSVP](#) by emailing info@downtownfdl.com. Special invitation goes out to the businesses which opened or expanded in the 3rd quarter of 2017.
- 2.0 Ale House has their [full menu available online](#) and encourages attendees to call ahead (902-926-3017) with dinner orders to have them ready upon arrival or shortly after.

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 required. Contact Amy Hansen at the DFP to reserve your space.

Downtown Fond du Lac Partnership News Bulletin

September 2017

Downtown Morning Marketing Meetup – Wednesday, September 20, 8 a.m. at National Exchange Bank & Trust

- 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. Reflexions Salon will host in October.

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

- The event included speeches from community leaders related to the continual progress of downtown redevelopment. Similar events were held in eleven Wisconsin Communities. Thanks to the many folks who came out and joined us on the Plaza

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

- Fondue Fest welcomed approximately 20,000 people to downtown Fond du Lac. Many thanks to our volunteers and sponsors without whom the event would not be possible. We hope your business saw benefits from the day’s festivities and are happy to hear your feedback via email to dusty@downtownfdl.com

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

- Farmers Markets continues through the end of October.
- August visitor surveys indicated an average of \$16 spent at the market. Approximately 30% of the estimated 2,427 visitors that day also spent an average of \$28 in downtown businesses.
- 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.

Monster March – Saturday, October 28, 10-Noon

- Monsters, princesses, action heroes & other costumed characters are invited to march down Main Street on the last Saturday of October from 10 a.m. until Noon. Children (and adults) in costume may trick-or-treat for free at participating downtown businesses and farmers market vendors on Main Street between Merrill Avenue and Fourth Street. Children must be accompanied by an adult.
- The annual event brings approximately 1,400 people downtown and participating businesses from previous years recommend having plenty of candy on hand. If your business does not plan to participate in the event, we encourage you to make a note for your door to gently encourage attendees to move along without stopping in.
- Downtown businesses off of Main Street are encouraged to join the fun on Main Street Plaza. Please contact email dusty@downtownfdl.com if you are planning to set up on the Plaza or if you would like to help in the planning for the event.
- Volunteers, Ann Culver and Katie Sperbeck, will be stopping around at area businesses to encourage outdoor decorations during the month of October to make the treat-or-treating event more festive!

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.
- Shop Small Raffle: The DFP will once again offer a raffle for purchases made downtown during the holiday season. Shoppers may submit copies of all receipts from purchases at downtown businesses between

Downtown Fond du Lac Partnership News Bulletin

September 2017

November 1 and December 31. For every \$10 spent, the shopper will receive one entry into the raffle. The winner will receive \$500 in downtown gift certificates.

- 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. We would like to print up a handout to be distributed from your businesses on Small Business Saturday. We know your sale and promotion information is sensitive, but in order to make the handout worthwhile we need it to be relatively comprehensive. Please send Small Business Saturday sale information to dusty@downtownfdl.com before November 3 to give us adequate time to complete layout and printing. 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 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/repared 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 – Saturday, December 2, 4 p.m.

- The KFIZ & 107.1 The Bull Christmas Parade is scheduled for Saturday December 2nd, 2017. This year’s theme is Christmas on the Lake. Floats will be judged on “Most Creative”, “Best Children’s Entry” and “Best Use of Theme.” Prizes will be awarded by a group of local judges. The participation fee is \$25 for businesses and there is no charge for non-profit groups and organizations. For more information, or to sign up, participants can download entry forms at kfiz.com or 107thebull.com. The entry deadline is November 24, 2017 at 4pm. The KFIZ & 107.1 The Bull Christmas Parade will begin at 4:15pm regardless of temperature. The parade runs from the intersection of Rees and Main Street and proceeds south on Main Street to Western. Santa or Mrs. Claus will be at the end of the parade, so no other floats should include them! Please call Dawn Mueller-Stacey for any additional information: (dstacey@mdogmedia.com)

Sturgeon Spectacular – February 9-11, 2018

- Downtown festivities will be increasing this year to help spread the crowds from Lakeside Park to Main Street. Tentative downtown events include window decorating, ice sculpting, snow sculpting, and a parade. If you wish to be part of the planning or have an idea, please contact us as soon as possible, since plans are already being solidified. The DFP and Convention and Visitors Bureau will be sending out more specific details in the next month.
- Chili Crawl will be Saturday, February 10, 11-2 and include one voting track for restaurant chilis and one voting track for homemade chili.

Downtown Fond du Lac Partnership News Bulletin

September 2017

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

Notes from Other Businesses

- The monthly **Tour the Town Art Walk** will take place on September 15 (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.
- **Fox Valley Savings Bank** will host its fall Shred Day on September 16 from 9-11:30. Shredding services will be available on a first come, first serve basis and are limited to two bags per person

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 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

Crystal Patt, Bookkeeper & Research Assistant

Dusty Krikau, Director of Communication and Special Events

Tracy Reinhart, Farmers Market Manager