

# Downtown Fond du Lac Partnership News Bulletin

October 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.

**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.

**November 13** – Building Improvement Grant Application Review

**November 15, 8-9 a.m.** – Downtown Morning Marketing Meetup. Location TBD

**December 2, 4:15 p.m.** – KFIZ Christmas Parade of Lights

**December 6, 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)

- \$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](http://www.downtownfdl.com/dfp/financial_incentives.html)

### New, Relocated, or Closed

- Mercantile on Main has opened at 171 S. Main.
- Las Islas Puerto Rican and Costa Rican Restaurant opened at 119 S. Main.
- Beadalotta closed on October 1 due to staffing shortages. They will maintain an online presence.
- Carousel Vintage has announced they will be closing at the end of October.
- Mid-State Outfitters relocated from 321 S Main to N6451 S Pioneer Rd (outside the district)
- The Elks Lodge was purchased by Bryan Perl.
- Staff is currently working with six entrepreneurs regarding new/expansion projects.

### 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>

**A to Z Database training** – Monday, October 16, Noon, FDL Public Library

- FDL Public Library account holders have free access to the business-marketing tool, AtoZdatabases. Representatives from the online resource will explain and demonstrate its features at this free, 45-minute class. No registration required.
- The session will focus on using the databases to market a business or organization, including how to build business-to-business and business-to-consumer mailing lists, how to research businesses and how to use AtoZ's free email marketing platform for small businesses. The speakers will demonstrate how to access AtoZ remotely from work or home.

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**Downtown Morning Marketing Meetup** – Wednesday, October 18, 8 a.m. at Reflexions Salon & Spa located at 29 3<sup>rd</sup> Street

- Join other downtown business and property owners to brainstorm marketing ideas for the holiday season or any other topic. 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.

## 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

- Farmers Markets continue through the end of October. Please contact [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com) if you would like to set up a booth during one of the remaining weeks!

**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](mailto: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.
- Victoria's Pet Nutrition Center and Boutique will be hosting a pet costume contest as part of 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 Sweepstakes: The DFP will once again offer a sweepstakes for purchases made downtown during the holiday season. Shoppers may submit copies of all receipts from purchases at downtown businesses between November 1 and December 31. For every \$10 spent, the shopper will receive one entry into the raffle. Only one entry form is required, regardless of the number of receipts submitted. One lucky winner will receive \$500 in downtown gift certificates.
- Below are a few things you can begin working on as you begin thinking about seasonal marketing opportunities:
  - Please send Small Business Saturday sale information to [dusty@downtownfdl.com](mailto:dusty@downtownfdl.com) before November 3 to give us adequate time to complete layout and printing. 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. 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.

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- ❑ 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 – 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’. The participation fee is \$25 for businesses and there is no charge for non-profit groups and organizations. For more information, participants can download entry forms at [kfiz.com](http://kfiz.com) or [107thebull.com](http://107thebull.com). The entry deadline is November 24, 2017 at 4 p.m. The KFIZ & 107.1 The Bull Christmas Parade will begin at 4:15 p.m. 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 contact Dawn Mueller-Stacey for additional information: [dstacey@mdogmedia.com](mailto:dstacey@mdogmedia.com)

## **Sturgeon Spectacular – February 9-11, 2018**

- Downtown festivities will be increasing this year. Tentative downtown events include window decorating, ice sculpting, snow sculpting, and a parade. The DFP and Fond du Lac Area 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 chili and one voting track for homemade chili.

## Notes from Downtown Businesses

*If you would like to include information in the “Notes from Businesses” section, please email before the second Wednesday of the month.*

- The monthly **Tour the Town Art Walk** will take place on October 20 (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.
- In 2018, the Tour the Town Art Walk will be modified into a seasonal event and undergo a branding and name change to **“Gallery Night.”** Galleries and businesses will offer feature local and/or national artists: artist talks, demonstrations, hands on projects, music and more. Gallery night will be from 5 – 9 pm on the following dates:
  - Winter: January 26, 2018

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Spring: April 6, 2018

Summer: June 1, 2018 – Art All Around Weekend

Fall: November 2, 2018

- **Marian University** invites their friends and supporters and the Sister Mary Sheila Burns Society Members to [Coffee & Conversations](#) at **Annie's Fountain City Café** courtesy of Marian University alumna, Ann Culver, '07. This event will be held to recognize National Estate Planning Awareness Week and promote planned giving as an essential part of an estate plan. The formal program will be led by CJ Smith, Attorney at **Sager & Colwin Law Offices, S.C.**
- The **Family Resource Center** will host its 3rd Annual Sip and Support Event on the evening of Friday, November 3th, 2017 at the Holiday Inn. At this event, we will be offering complimentary wine and pairings to our guests, along with hors d'oeuvre, silent auction baskets, live auction items, Sip & Support wine glasses, and the opportunity to win jewelry valued up to \$5,000! The proceeds of this event will support the Family Resource Center as they continue to support the healthy growth and development of children and families in Fond du Lac County each year.

## 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.

Our staff includes:

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