

Downtown Fond du Lac Partnership News Bulletin

November 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.

November 11 – Last day to register for marketing materials on www.shopsmall.com

November 15, 8-9 a.m. – Downtown Morning Marketing Meetup at US Bank

November 25 – Small Business Saturday

November 23 & 24 – DFP Office Closed

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.

December 18 – Building Improvement Grant Application Review

December 31 – Last day to drop off Shop Small Sweepstakes entries

January 8 – Deadline to submit nominations for the Downtown Legacy Award & Best New Downtown Business

January 17, 8-9 a.m. – Downtown Morning Marketing Meetup. Location TBD

February 1, 7:30-9 a.m. – Downtown Fond du Lac partnership Annual Meeting at THELMA. Doors open for light breakfast at 7:30 a.m. Meeting begins at 8 a.m. Please RSVP by January 25.

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 vitality 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)

- \$12,740 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

- Fired Visions Studios opened October 17 and held their grand opening on November 3-5 at 113 N. Main
- Studio 40 Salon at 40 Fourth Street has expanded by another 1000 square feet to welcome a new esthetician, masseuse, and 3 stylists beginning November 27.
- Carousel Vintage has extended its liquidation sale until the end of November.
- Book World has announced the closure of all 45 stores. Liquidation sale has begun of all product and fixtures with intent to close by January 15 or as soon as all product is gone.
- The DFP has announced its move from 30 S. Portland to 131 S. Main (Zimmerman Building). Move date is February 1, 2018.
- Staff is currently working with four entrepreneurs regarding new/expansion projects.

Entrepreneurs Nominated

- iBeauty, Street Pedalers, and Annie's Fountain City were all recently nominated for the Imagination Network of Wisconsin's Award for Entrepreneurship. Congratulations on the recognition of your hard work!

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, November 15, 8 a.m. at US Bank

- As you make your plans for next week, please consider joining us for our marketing meetup. These informal gatherings are designed as resources for you and your business; you may be a one-person shop, but one of

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our goals is to ensure you never feel like you're in this alone. Attendees and topics range from month to month. Bring your challenges, ideas, and questions and we'll brainstorm together.

- 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.

Winter Parking Restrictions Begin – Wednesday, November 15

- Businesses with evening hours, residents of downtown, and property owners with residential tenants are reminded that winter parking restrictions go into effect beginning November 15 through March 15.
- Parking is restricted between the hours of 8:00 PM and 8:00 AM. On EVEN numbered days starting at 8:00 PM, parking is restricted to the even side of the street only. (Example: January 10th at 8:00pm you would park on the even side of the street). The same applies for ODD numbered days. NO PERMITS will be required. Any METERED AREA is restricted to 60 minutes between the hours of 2:00 AM and 6:00 AM. This policy overrides all other on-street parking restrictions in place on any street where parking is allowed.

Historic Tax Credits

- Staff is actively working on the continuance of Federal Historic Tax Credit. The currently proposed Federal Tax Reform Bill reduces the Federal Historic Tax Credit from 20% to 10%.

Nominations Open for New Business and Legacy Awards

- Nominations for the 2017 Best New Business and Downtown Legacy Awards will open on December 8. The Best New Business Award will be given to a business that opened in Downtown Fond du Lac in 2017. The Downtown Legacy Award will be given to a business in operation for 50 years or more in Downtown Fond du Lac.
- Nominations are due by January 8 and winners will be announced at the State of Downtown annual meeting on February 1. Full criteria and nomination forms are found here: <http://www.downtownfdl.com/awards.html>

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

- Main Street markets have concluded for the year and a full economic impact report is forthcoming. Vendor appreciation potluck will be held on November 14.

Monster March

- Monster March was well attended by approximately 800 children, despite the cold. Zilly, a dachshund dressed as a rubber duck, was the winner of Victoria's pet costume contest.

Small Business Saturday/Shop Small Campaign

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- Please have your Shop Small materials on full display. Items still available in our office include: posters, tote bags, save the date table tents, door mats, pens, pins, stickers, magnets and more. Staff have been working to distribute materials, but the process is slow-going, so feel free to swing by and collect anything you would like for your store. Shop Small Sweepstakes entry forms are also available for pickup.
- 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 sweepstakes. Only one entry form is required, regardless of the number of receipts submitted. One lucky winner will receive \$500 in downtown gift certificates. If you don't see your business name on our gift certificate list, please consider accepting certificates. Full details are here: <http://www.downtownfdl.com/giftcertificates.html>
- Small Business Saturday promotions have been added to the calendar on the DFP webpage as they have been received. If you notice your promotion is missing, please send details to our staff, asap. Promotion information will be used on social media posts, so it very important that our information is accurate! Print materials are in progress as well.
- 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.

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- If you are planning to set up exterior decorations, please contact the DFP for city guidelines on outdoor seasonal decorations.
- 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 at this time are unlikely to appear in DFP printed marketing materials, but will still appear on social media.
- If you are interested in having a musician on-site during a Small Business Saturday, open house event, or during a Christmas event, please contact the DFP. We have contact information for numerous local musicians and are happy to help connect you.

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 or 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)

Sturgeon Spectacular – February 9-11, 2018

- Downtown is a hub of activity during sturgeon spectacular. A separate email will follow listing all downtown events and activities during the weekend. If there are items about which you would like more information, please don't hesitate to get in touch.
- **Chili Crawl – Saturday, February 10, 2018, 11 a.m. – 2 p.m.** (takes place during Sturgeon Spectacular weekend)
 - Restaurants will compete against one another to be named Downtown's Best Chili.
 - Home cooks will compete against one another to be named Chili Crawl's Best Homecooked Chili.
 - Number of sites is limited to the first 13 to sign up. At this time, we have 8 confirmed locations with several others strongly considering it. Contact dusty@downtownfdl.com to secure a space. Sites must provide enough chili for 100 2-ounce servings. All other materials are supplied by the DFP.
 - 100 first-come, first-serve tickets will be available for \$10 (cash or check only) at Hopper's (77 N. Main) beginning on January 2, 2018 and include up to 13 chili samples and a t-shirt. Event check-in and sales of any remaining tickets will be located at 131 S. Main Street on the day of the event.

Design Notes

Details on how the DFP enhances the attractiveness of the business district. (i.e. grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations) are available here: <http://www.downtownfdl.com/dfp/support.html#design>

Winter Lightpole Decorations

- Thank you to the many businesses who donated to fund the annual holiday lighting on the lamp posts.
- DFP staff and several volunteers will be wrapping garland with twinkle lights on Monday, November 13. The garland will be hung by City staff during the following week on all poles that can hold garland.

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 **What Not Shoppe** is organizing a Thank You Luncheon for local service members at 11 a.m. on December 10 at 46 N. Main. If you would like to help cover the costs of the event, donate items, or volunteer your time, please contact Jason Zinn at the What Not Shoppe. Please also spread the word to local veterans and active service members.
- The **Gallery & Frame Shop** will be making up 25 Small Business Saturday give-away bags to our customers when they make a purchase during SBS on Saturday November 25th. To cross-promote their neighbors and

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other area businesses and organizations they are happy to include any information about your business/organization, such as class schedules, menus, coupon, upcoming event, business card, hours etc. Just a reminder these are handed out Saturday November 25th. Feel free to drop off whatever quantity you like (up to 25) at the Gallery and they will add these to their bags. Items must be dropped off by November 17.

- From November 4 - February 24, you can find many produce, meat, canned good, and craft vendors at the **Fond du Lac Winter Market** every Saturday from 9-noon in the Boys & Girls Club of Fond du Lac. The indoor market is run independently by local farm vendors and they appreciate your support of their small businesses.
- Jacqui Corsi was recently named as Executive Director for **Thelma Sadoff Center for the Arts**. Congratulations, Jacqui!
- The monthly **Tour the Town Art Walk** will take place on November 17 (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
 - Spring: April 6, 2018
 - Summer: June 1, 2018 – Art All Around Weekend
 - Fall: November 2, 2018

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.

Our staff includes:

Amy Hansen, Executive Director
Tracy Reinhart, Farmers Market Manager

Dusty Krikau, Director of Communication and Special Events
Crystal Patt, Bookkeeper and Research Assistant

Downtown Fond du Lac Partnership, Inc.

30 S. Portland Street | Fond du Lac, WI 54935
office 920.322.2006
www.downtownfdl.com

