

Downtown Fond du Lac Partnership News Bulletin

December 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.

January 8 – Deadline to submit nominations for the [Downtown Legacy Award & Best New Downtown Business](#) and deadline to sign-up for numerous Sturgeon Spectacular promotions.

January 10, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

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

January 18, 5:30-7:30 p.m. – ‘Meet Me Downtown’ Evening Social at Slim & Chubby’s

February 1, 7:30-9 a.m. – DFP Annual Meeting at THELMA. Doors open for light breakfast at 7:30 a.m. Meeting begins at 8 a.m. Please RSVP.

February 9-11 – [Sturgeon Spectacular Weekend](#)

February 10, 11 a.m.-2 p.m. – Downtown Fond du Lac Chili Crawl

February 14, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

February 19 – Building Improvement Grant Application Review

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)

- The Building Improvement Grant (BIG) is designed to incentivize property owners to undertake exterior property improvements, which will lead to increased property value and a better utilization of properties within downtown Fond du Lac. 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.
- \$125,000 is available to be awarded to property owners in 2018. The first grant review session will be on Monday, February 19. Grant reviews will be held on the third Monday of every month until funding has been exhausted.
- If you are considering any improvements to your building façade, please contact Amy Hansen at 920.322.2007 to begin the process of applying for a Building Improvement Grant.
- The DFP would like to thank the City of Fond du Lac for their continued funding of the Building Improvement Grants.
- Information on all local grant & loan programs: www.downtownfdl.com/dfp/financial_incentives.html

Façade Design Grants

- The City of Fond du Lac will continue to offer the Façade Design Grant in 2018. The grant is for up to \$4,000 to assist with façade design expenses. For more information please visit: www.downtownfdl.com/dfp/financial_incentives.html

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New, Relocated, or Closed

- Envision Greater Fond du Lac and the Fond du Lac Area Convention and Visitors Bureau have announced that their offices will be moving to the current location of The Commonwealth Companies (9 Sheboygan Street) in Spring 2018.
- On January 4, ModTruss will finalize their purchase of the Elks Lodge at 33 Sheboygan Street. This location will house their administrative offices, showroom, and community spaces. To learn more about ModTruss, please visit their website at <http://www.modtruss.com/>.
- Mike Damm sold The Bagelmeister to Moe Mohebal on December 15. We wish Mike all the best with his new ventures and welcome Moe to downtown!
- S&B Alterations will be opening on March 1 at 35 N. Main Street.
- Book World will close on December 30.
- Staff is currently working with four entrepreneurs regarding new/expansion projects.

Organization Notes

Details about on-going organizational support (i.e. Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination) are available here: <http://www.downtownfdl.com/dfp/support.html#org>

Downtown Morning Marketing Meetup: Focus on Sturgeon Spectacular – Wednesday, January 17, 8 a.m.

- We'll be spending our meetup focused on all the activities that will occur in the downtown area during the Sturgeon Spectacular weekend (February 9-11). If you have questions, would like to volunteer your time during that weekend, or would just like to find out all the details, please join us!
- Location is TBD. Please watch <https://www.facebook.com/groups/DFPeeps/> for updates.
- 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 building, 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.

Nominations Open for New Business and Legacy Awards

- Nominations for the 2017 Best New Business and Downtown Legacy Awards are open. 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 DFP Annual Meeting on February 1. Full criteria and nomination forms are found here: <http://www.downtownfdl.com/awards.html>

Upcoming Wisconsin Main Street Programs

- The Wisconsin Main Street Program is hosting a discussion call about the successes, best practices and lessons learned from 'Shop Small' events and marketing initiatives in downtowns around Wisconsin. The call will take place on Wednesday, January 17 at 12 – 1 p.m.. Dial in at 1.855.947.8255 passcode 6196171#
- 'Restaurant & Hospitality Business Best Practices' (1-hour presentation) Ryan Doerr of The Spire Group will provide guidance for restaurants and hospitality businesses to allow them to evaluate their menu, pricing, layout and marketing in order to maximize revenues and attract additional customer traffic. The workshop will be held on Monday, February 19, 9:00 a.m. at Fox Valley Savings Bank, 51 E. First Street. Please RSVP to amy@downtownfdl.com by February 15.
- 'Cell Phone Photography and Merchandising for Social Media' (3-hour workshop) Danielle Bruflood of Thyme is Honey will lead you through a workshop designed to teach you the basics of smart phone photography, along with advanced editing techniques, home studio set-up and online marketing and social media strategies that can help your small business succeed. We'll discuss social media platforms such as Instagram, Facebook, Pinterest, Twitter and how each platform can help increase your visibility and reach. The workshop will be held on Tuesday, March 13, 8:30-11:30 a.m. at THELMA, 51 Sheboygan Street. Please RSVP to amy@downtownfdl.com by March 9.

Promotion & Event Notes

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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>

Shop Small Campaign

- Shop Small Sweepstakes: The DFP is once again offering 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>

Sturgeon Spectacular Weekend – February 9-11

- 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. Below are a few items requiring sign-up prior to January 8.
- **Sturgeon Window Displays**
 - Window displays featuring sturgeon or winter fun are strongly encouraged! The DFP will be outlining the 8-foot sturgeon on white bulletin board paper and then, based on preference, organizations can pickup a blank outline for decorating or can request one decorated by various volunteers. Any "decorated" requests will be filled during the January 18 Meet Me Downtown social at Slim & Chubby's from 5:30-7:30 p.m. and then the completed sturgeon will be dropped off. Here is an example of giant paper sturgeon in a window from last year: <https://www.instagram.com/p/BQQoIU1qm/?taken-by=downtownfdl> Window display should be ready for public viewing by February 1. If you plan to participate, please contact Dusty Krikau at dusty@downtownfdl.com by January 8.
- **Chili Crawl – Saturday, February 10, 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. Three restaurants are currently signed up. We are still accepting up to three more entries in this category. Site sign up is first come first serve. 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.
 - Home cooks will compete against one another to be named Chili Crawl's Best Homecooked Chili. Nine sites are confirmed. No additional sites are being accepted in this category.
 - 100 first-come, first-serve tickets will be available for \$10 (cash or check only) at Hopper's (77 N. Main) beginning on January 3, 2018 and include chili samples at each location 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.
- **Spear the Beer – Saturday, February 10, 1 – 5 p.m. and Sunday, February 11, 10 a.m. – 1 p.m.** (takes place during Sturgeon Spectacular weekend)
 - Sturgeon Spectacular mugs will be available for purchase at Thelma throughout the weekend (while supplies last). Mugs can be used at participating restaurants, bars, and taverns to receive special pricing during the Spear the Beer special hours on Saturday and Sunday.
 - Saturday mug pricing: \$4 Rail Mixer or \$3 Domestic Draft
 - Sunday Bloody Mary mug pricing: \$4 standard Bloody Mary (set your price for "loaded.")
 - Please contact dusty@downtownfdl.com to confirm you would like to participate in this event. January 8 is the deadline to be included in print materials.
 - Currently confirmed locations: THELMA, 2.0 Ale House, Fat Joe's, The Coliseum, Slim & Chubby's, O'Davey's Pub, Ziggy's Pub, Green Dragon Brewpub. (Some participating locations will be outside the downtown district.)

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

- Staff & volunteers worked with the City to install holiday lights and garlands.

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Call for Artists – Utility Box Project

- The Downtown Fond du Lac Partnership is seeking artist proposals for the Utility Box Project. The goal of this project is to take ordinary objects of urban infrastructure and transform them into fun and unique additions to the streetscape. They will add color and vibrancy at very visible locations throughout downtown Fond du Lac. The project will also support local artists and continue to build momentum towards our growing arts scene. In this initial year, 12 images will be chosen to beautify utility boxes in the center of beautiful downtown Fond du Lac.
- Local artists are encouraged to apply. A \$200 stipend will be paid for each design chosen. Deadline for all submissions is February 15. Full details for artists can be found in the PDF link.
- This project is made possible through the generous support of the Fond du Lac Area Foundation.
- The application is available here: <http://www.downtownfdl.com/dfp/sft422/utilityboxcallforartists.pdf>

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.

- **Annie's Fountain City Café** has been named as one of five finalists in the Wisconsin Economic Development Corporation's (WEDC's) Main Street Makeover Contest and has a chance to win up to \$10,000 in upgrades for their storefront and retail space. Annie's was one of 20 entries into the competition. Finalists were selected by the Wisconsin Main Street Program based on their business track record, the vision for their business, and the potential for the makeover to have a positive impact on the Main Street district. The winner of the competition will be announced in early January.
- 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 p.m. 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

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