

Downtown Fond du Lac Partnership News Bulletin

December 2016

You can download a PDF of the most recent News Bulletin by [clicking here](#).

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.

The DFP Office will be closed for business December 26-30.

December 31 – Shop Small Raffle Entry Deadline

January 5 at 5:30 p.m. – “Meet Me Downtown” social held at Ziggy’s Pub. Please [RSVP](#) by January 3.

January 10 – Deadline to submit nominations for the Downtown Legacy Award & Best New Downtown Business

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

January 18, 8-9 a.m. – Downtown Morning Marketing Meetup at Fox Valley Savings Bank

February 1 – Deadline to submit a news story for the Progress edition

February 2 from 8-9 a.m. – State of the Downtown Annual Meeting at THELMA. Food served beginning at 7:30 a.m. Meeting begins at 8:00 a.m. Please RSVP by January 26.

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

February 10-12 – Sturgeon Spectacular Weekend

February 11 from 11-2 p.m. – Downtown Fond du Lac Chili Crawl

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)

- The DFP wishes to formally thank the City of Fond du Lac for their continued funding of the Building Improvement Grants. \$90,000 is available for the 2017 calendar year.
- The 2017 BIG program is shifting application review timelines and some other details to make the process more time sensitive for business owners. A few key shifts:
 - Applications will be reviewed on the third Monday of each month, beginning February 2017.
 - Applications are due the second Monday of each month.
 - All property improvements must have prior approval from the City of FDL and/or the Downtown Architectural Review Board.
- 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

- Bucko’s Port Resale Shop opened at 45 N. Macy St. on November 26
- Family Resource Center relocated to 17 Forest Ave., Suite 116 as of December 1.
- Russtiques will re-open on December 17 at 10 a.m. in their new location at 49-51 N. Main St.
- Princess My Party LLC has moved in to 14 Western Ave., Suite 101
- First Defense at 79 S. Main St. held their grand opening on December 1.
- Norcino Deli & Charcuterie will close their business on December 24.
- **Vacancy Rate:** November 2013 - 10.2% >>> November 2016 – 6.09%

Organization Notes

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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>

New Executive Board Elected

- On December 13, 2016, the following officers were unanimously elected for 2017: Alan Hathaway from BrownBoots Interactive will serve as Board President, Byron Pegram from Jack's Team Sports will serve as Vice President, Nicole Wiese from NEBAT will serve as Treasurer, Tony O'Malley from Zacherl, O'Malley & Endejan will serve as Secretary, and Phil Shepherd, downtown resident, will serve as Member at Large.
- The DFP wishes to thank Tom Deitte from Edith's Bridal for his seven years of service on the DFP Board, including the past two years as Board President.

Staff Transitions & Hiring

- Kathy Tasch has announced that she will be retiring in late winter. The DFP will miss her and will formally recognize her closer to her retirement date.
- The DFP is currently seeking applicants to fill her position. Details can be found here: <http://bit.ly/2h9GFJZ>

Meet Me Downtown - Thursday, July 7, 5:30 p.m. - 7:30 p.m. at Ziggy's Pub

- Business and Property Owners are invited to our quarterly "Meet Me Downtown" social event held at Ziggy's Pub. Full meals will be available for purchase and a cash bar will be on site.
- Please [RSVP](#) by January 3.
- A special invitation and welcome to the newest businesses from the fourth quarter of 2016:
 - Beadalotta
 - Bucko's Port Resale Shop
 - First Defense Store
 - Charis Pregnancy Help Center
 - Princess My Party
 - Russtiques (reopening after relocation)
 - Family Resource Center (relocated)
- Meet Me Downtown events now feature an on-site 50/50 raffle. Purchase tickets (1 for \$1 OR 3 for \$2) as you arrive. The winner will be announced during brief remarks at approximately 6:15. Must be present to win.
- Want a reminder on your phone? You'll find an event on our Business and Property Owners Facebook group: <https://www.facebook.com/groups/DFPeeps/>

Nominations Open for New Business and Legacy Awards

- Nominations are now being accepted for the 2016 Best New Business and Downtown Legacy Awards. The Best New Business Award will be given to a business that opened in Downtown Fond du Lac in 2016. 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 10 and winners will be announced at the State of Downtown annual meeting on February 2. Full criteria and nomination forms are found here: <http://www.downtownfdl.com/awards.html>

Downtown Morning Marketing Meetup: Deep Dive into Facebook – January 18, 8 a.m. at Fox Valley

Savings Bank

- Please mark your calendar to join us for the January Downtown Morning Marketing Meetup, which will be a deep dive into the world of Facebook. We'll be meeting on January 18 at Fox Valley Savings Bank beginning at 8 a.m. and with the potential to go until 11 a.m. Attendees are encouraged to bring a laptop so they can work on their page(s) during the meetup.
- The DFP Facebook page was recognized as exemplary during the Tourism Currents webinar "Basics of Better Facebook Page" which can be viewed here: <http://bit.ly/2h5sNjZ>
- In the interest of using the meetups as partnering opportunities, we are planning to 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 3rd Wednesday of the month.

Political Transitions

- Staff contacted Senator Johnson's and Congressman Grothman's offices regarding business owner concerns related to the future of ObamaCare. Both officials fully understand that many small business owners rely on this program for their healthcare and are supporting a plan that will lead to gradual change, not abrupt transitions.

Marketing & 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>

Downtown Gift Certificates

- Downtown gift certificates are the perfect gift for your employees. They can be purchased at the DFP office or online: <http://www.downtownfdl.com/giftcertificates.html>
- Email the DFP to add your business to the list.

Small Business Saturday/Shop Small Campaign

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- The Shop Small Raffle entry is ongoing until December 31. The winner will receive \$500 in downtown gift certificates. Customers staple all receipts from all of their holiday shopping to one entry form. Shoppers will receive 1 entry into the raffle for every \$10 spent at downtown businesses between November 1 and December 31. Raffle entry forms have been distributed to downtown businesses by volunteers. If you need additional forms or did not receive any, please contact the DFP and some will be delivered to you.

Santa Visits

- Santa and Mrs. Claus continue to visit various locations downtown:
 - December 16 – Gallery & Frame Shop (94 S. Main); 6-7 p.m.
 - December 16 – Ubuntu Art Space (52 E. Division); 7-8 p.m.
 - December 17 – The Knitting Room (28 N. Main); 10-11 a.m.
 - December 17 – Macy Place (82 S. Macy); 11:30 a.m.-12:30 p.m.
 - December 17 – Theo's 24 (24 N. Main); 7-8 p.m.

“Progress Edition”

- Progress is an annual special section produced by Action Reporter Media in Fond du Lac and inserted inside the Action Advertiser. This special section allows area businesses, organizations and clubs to share what progress they have made in the last 12 months.
- The 2017 deadline to submit a news story for the Progress edition is February 1, 2017. This is not the same as the advertising deadline, which is February 22.

Sturgeon Spectacular – February 10-12

- The annual community-wide Sturgeon Spectacular will take place on February 10-12. We encourage you to consider how you might embrace this event in your space. Some examples to start your brainstorm: make your window space available for local high schoolers to paint or create your own Sturgeon Scene, plan a sturgeon-themed drink option, participate in the Chili Crawl, combine efforts with other restaurants to offer a downtown Sunday brunch, offer a Spectacular Sale. Please communicate with the DFP if you have ideas for how businesses can come together for this celebration of winter and really big fish.
- The Chili Crawl will take place February 11, from 11 a.m. – 2 p.m. This event is a competition for best chili and is limited to the first 13 businesses who sign-up and pay the \$10 participation fee. Based on feedback from participants last year, each business is encouraged to prepare at least one “Nesco” full of chili. Businesses may only serve one type of chili. DFP will provide bowls, spoons, and a ladle to each business. Please contact the DFP if you would like to participate. At this time, two businesses have committed to participate.

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>

Lightpole Banners

- Staff is working with banner design companies to find a new supplier of street banners that will be more durable than the current style. Banners will be redesigned and replaced in Spring of 2017.

Winter Lightpole Decorations

- Thank you to the many businesses who donated to fund the annual holiday lighting on the lamp posts.
- Staff wrapped lights and garlands on Tuesday, November 15. City staff hung lights prior to December 3 parade.

Notes from Other Businesses

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We are sad to announce that John Delfeld, owner of Focus Hobby Shop, passed away on Tuesday, December 13. John has been a part of downtown for several decades and his absence will be felt deeply, particularly by local hobbyists and the business owners near his store with whom he had become quite close. Service details a full obituary can be found here: <http://www.zacherlfuneralhome.com/obituaries/John-D-Delfeld?obId=1248611#/obituaryInfo>

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

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.



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Our staff includes:

Amy Hansen, Executive Director
Kathy Tasch, Research Assistant

Dusty Krikau, Director of Communication and Special Events
Tracy Reinhart, Farmers Market Manager

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/>

About the DFP: 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/newbusiness.html>