

Downtown Fond du Lac Partnership News Bulletin

May 2016

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

Important Dates and Deadlines

May 18, 5 p.m.-7 p.m. – [Summer Event Kickoff at THELMA](#)

May 21, 8 a.m.-12 p.m. – [Saturday Farmers Market](#) *continues every Saturday*

June 1, 11 a.m.-3 p.m. – [Wednesday Farmers Market](#) *Begins continues every Wednesday*

June 4, 9 a.m.-11 a.m. – [National Exchange Bank 32nd Annual June Dairy Month Petting Zoo](#)

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

June 17, 5 p.m.-9 p.m. – [Downtown Wine Walk](#)

July 13, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

Additional downtown events and activities can be found on our [website](#) or our [Facebook page](#).

Businesses & Property Notes

Building Improvement Grants (BIG)

- 2016 Building Improvement Grant funds have been exhausted at this time. \$75,000 has been pre-approved to help fund 10 property improvement projects. Information on additional local grant & loan programs can always be found here: www.downtownfdl.com/dfp/financial_incentives.html

New, Relocated, or Closed

- Ziggy's Pub is closing for summer renovations on May 21 with plans to re-open after Labor Day. Interior renovation plans include adding upstairs apartments and exterior renovations will restore many of the building's historic features.
- Norcino Deli & Charcuterie opened on May 3 at 57 N. Macy St.
- Carousal Vintage Media is a new resale/antique shop at 46 N. Main St.
- Apartments at 131 S. Main Street are now available for lease. One floor is still being completed. The building now has 19 apartment units, previously used as office space.
- Marian University has shifted their plan for utilizing the space at 30 S. Main St. The space will now accommodate several select Adult and Graduate Programs in the Fall of 2017, instead of undergraduate nursing students.

Downtown Market Analysis

- The Downtown Market Analysis is scheduled to be presented to the DFP Board in June. The report will highlight areas of opportunity for the downtown to improve and grow.

Organization Notes

Meet Me Downtown

- Meet Me Downtown is a quarterly social event for downtown business & property owners. New businesses from the previous quarter of the calendar year are welcomed as guests of honor. Annually, the first week of August is "Meet Me Downtown Week;" a week of promotions from downtown retailers specially designed for downtown employees.
- The 3rd Quarter Meet Me Downtown, sponsored by Gallery & Frame Shop, will be held on July 7 at THELMA. From 5:30 -7:30. Free heavy hor d'oeuvres and cash bar. Please [RSVP](#) by emailing info@downtownfdl.com.

Volunteers

- A local employer would like to offer a one-day cleanup event downtown when their employees would sweep out sidewalks, entry ways, and parking lots. They are considering offering window washing as part of this day of service, but would only be able to wash windows that can be reached without a ladder. If you would be interested in the window washing services, please contact Dusty and she will pass your business name along to the group to be included as part of the clean-up.
- A group of local volunteers will be downtown at 10 a.m. on May 21 to cleanup tree wells, planters, and litter. If you are interested in participating, the group will meet at Russtiques (90 S. Main) at 10 a.m.
- If you know of local groups looking for volunteer opportunities, please encourage them to join us during events or on committees. A full list of Farmers Market volunteer tasks and shifts is available here:

Downtown Fond du Lac Partnership News Bulletin

May 2016

<http://www.downtownfdl.com/fminvolvement.html>. A full list of DFP committees is available here:
<http://www.downtownfdl.com/dfp/committees.html>.

Downtown Discount Cards

- As an incentive to help raise operational funding for the DFP, we are working to create a discount card promotion (similar to the quarterback club). The discount cards will be given to employees of companies that help support the DFP through corporate sponsorships. The cards will be good through December 31, 2016.
- All discounts are listed at www.downtownfdl.com/discounts. If you would like to add a discount for your business, please contact us.

Marketing & Event Notes

Downtown Wine Walk – June 17, 5 p.m. – 9 p.m.

- During the Wine Walk, Fond du Lac's downtown businesses become "tasting rooms" where attendees may sample up to 10 different wines throughout the evening.
- Tickets are \$20 each in advance or \$30 on the day of the event and include a souvenir wine walk glass and up to 10 wine tastes through the evening. A total of 350 tickets are available.
- Ticket sales will be in-person during the Summer Event Kickoff (beginning at 5 p.m.) and online thereafter: <https://fdlwinewalk2016.eventbrite.com>

Saturday Farmers Market – May 14-October 29, 8 a.m. – Noon

- 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.
- Any downtown business may request a 10x10 space during the Farmers Market. The request will be granted provided that adequate space is available. Reserving a space for the full season this late into the season is difficult, but may still be possible if requested soon.

Hashtags

- If your business is taking advantage of hashtags on social media, please consider utilizing #downtownfdl, #wedefinefdl, #rediscoverfdl on your posts.

Open House Event Recap – May 14, 10 a.m. – 5 p.m.

- Several hundred site-seers braved the snow to participate in the Downtown Open House on May 14. Thanks to the venues and volunteers who helped to make this fun event happen.

Marketing Assistance

- The Downtown Fond du Lac website event listing is yours to fill! You can see the list of events on downtownfdl.com and can add your event by clicking on the MEMBERS button in the upper-right hand corner of the page. Login to your account and you can update your events as well as your business listing page. If you need help with the process, don't hesitate to give us a call for a quick tutorial.
- The [DFP Facebook event page](#) now showcases your business's events in addition to events organized by the DFP. If you have a Facebook event page for an event and we're missing it, please don't hesitate to reach out!
- The Convention and Visitors Bureau recently provided the DFP with a binder of information from their Social Media Consultant on best practices in Facebook, Pinterest, and Instagram as well as several social media "cheat sheets." If you would like assistance with social media marketing, the binder is available for you to borrow and Dusty is happy to sit down with you as well.
- If your business would like assistance with a press release or other marketing, please don't hesitate to contact us!

Design Notes

Downtown Cleanup – April 21

- Downtown Clean Up Day was a successful event. 2 tons of bulky waste and 1 ton of electronic waste were collected from approximately 30 properties. 25 volunteers helped pick up litter. Planning to repeat annually.

Planters

- 46 planters have been "adopted" by downtown businesses. 1 planter is still available to be 'adopted'.

Adopt a Park Program

- The Design Committee is working with the Public Works Department to coordinate an "Adopt a Park"

Downtown Fond du Lac Partnership News Bulletin

May 2016

program. Volunteers are needed to adopt areas of downtown to plant additional flowers and foliage. If you are interested in "Adopting a Park" please contact Amy Hansen for more details. Areas range from 10 sq. ft. to 1000 sq. ft.

Notes from Other Businesses

Kelly Martin, owner of **Green & Clean** and **Urban Echo**, recently worked with Forward Service Corporation to help her fill employment vacancies. "I'm so happy with the results I've gotten at FSC. The process of finding employees can be daunting. FSC steps in and takes care of vetting and training for you; all at no cost to the business owner. I just couldn't be happier." In the last three-months Kelly has hired a total of 9 employees, 5 of which were through her connections with Forward Service Corporation.

Tour the Town Art Walk is held monthly on the 3rd Friday of the month from 5-8 p.m. All businesses are welcome to host artists in their space. More information about how to join in the Art Walk can be found at www.tourthetownfdl.com or by emailing tourthetownfdl@info.com.

Sara Cujak, owner of **Cujak's Wine & Coffee Bar**, recently tried running an ad through the DFP Facebook page. "I heard how successful the ad the DFP did for Trinkets and Treasure and was impressed. Then I realized I would be hitting a completely different demographic than my Facebook ads, so I decided to have the DFP run an ad for me. I am so happy with the results; I plan on doing more, if not all my FB ads, through them."

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

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
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

The DFP is a private, non-profit organization founded in 1999 to revitalize downtown Fond du Lac. Led by a board of directors, staff, and hard-working volunteers, the DFP manages and works to enhance, revitalize, and redevelop Fond du Lac's central business district. The DFP is part of the Wisconsin Main Street Program, a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts. Four elements combine to form a multifaceted approach to downtown development:

Downtown Fond du Lac Partnership News Bulletin

May 2016

ORGANIZATION involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. *DFP examples: Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners*

DESIGN enhances the attractiveness of the business district. *DFP examples: Grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations.*

ECONOMIC RESTRUCTURING involves analyzing current market forces to develop long-term solutions. *DFP examples: Market Analysis, Business Start-up Assistance, Business Recruitment, Property Listings, Vision Planning for the Arts & Entertainment District, the Riverwalk District and The Gateway District*

PROMOTION creates excitement downtown. *DFP examples: Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificates*

