

Downtown Fond du Lac Partnership News Bulletin

October 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

October 15, 8 a.m.-12 p.m. – [Saturday Farmers Market](#) continues every Saturday through Oct. 29

October 19, 8-9 a.m. – Downtown Morning Marketing Meetup at THELMA

October 19, 11 a.m.-3 p.m. – [Wednesday Farmers Market](#) continues every Wednesday through Oct. 26

October 26, 9 a.m.-11 a.m. – Neighborhood meeting with FDL Police in the McLane Room at the library

October 26, 6 p.m. – Small Business Saturday Proclamation at City Council Meeting

October 24 – Deadline to submit holiday dates and promotions to DFP for initial printing of marketing materials

October 29, 10a.m.-Noon – Monster March

November 1, 5 p.m.-7 p.m. – Neighborhood meeting with FDL Police in the McLane Room at the library

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

November 11 – Deadline to register your business at shopsmall.com to receive free marketing materials

November 16, 8-9 a.m. – Downtown Morning Marketing Meetup at Annie's Fountain City Café

November 26 – Small Business Saturday; let the DFP know what to promote and when!

November 22 – Deadline to enter the Christmas Parade

December 3 – Christmas Parade; theme "I'll Be Home For Christmas" (honoring active military and veterans)

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>

New, Relocated, or Closed

- Ziggy's Pub has reopened after completing summer renovations and will soon be offering full meal services.
- 49 N. Main Street has an accepted offer.
- Russtiques closed on September 30 based on new building ownership and has plans to reopen in a new downtown location.
- Beadalotta will open at 35 N. Main Street at the end of October or first week of November.
- Trinkets and Treasures has restocked and will be maintaining regular hours indefinitely.

BID & BIG Updates

- At the October 12, 2016 Fond du lac City Council meeting, the 2017 BID assessment was approved at a rate of \$2.60 per thousand dollars of valuation. This is the same rate as 2016. City Council has also approved \$100,000 for tangible and visible improvements within the downtown district in 2017. This includes \$90,000 for the Building Improvement Grant (BIG) fund, up from \$75,000 in 2016. The details of the 2017 BIG program will be finalized in upcoming weeks. It is anticipated that applications for the first grant cycle will be due on February 15, 2017. Additional grant cycles will be scheduled throughout the year until all funds are exhausted. City Council has also approved \$20,000 for general DFP operations.

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 – October 19, 8-9 a.m. at THELMA

- Take advantage of your monthly marketing support group meeting. This month we have an informal agenda; attendees will be entered into a hat and drawn at random to receive individualized attention from the group to discuss their marketing ideas, questions, or concerns. No RSVP required. Bring your own coffee!
- Monthly meetups occur on the 3rd Wednesday of the month at 8 a.m.
- In the interest of using the meetups at 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.

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Police Neighborhood Meetings

- The City of Fond du Lac Police Department is, once again, holding a number of neighborhood based community meetings at various times and locations throughout the city. These meetings are outstanding opportunities to meet with Department officials to ask questions and share concerns about crime and quality of life related matters in their neighborhood or the city in general. Police officials will be sharing updated city wide crime statistics as well as talking about data more specifically related to the respective neighborhood in which the meeting is being held. Of course, there will also be time for question and answer. The remaining dates for the Central District are
October 26th from 9 a.m. to 11 a.m. at Eugene McLane Room of the FDL Library, 32 Sheboygan St
November 1st from 5 p.m. to 7 p.m. at Eugene McLane Room of FDL Library, 32 Sheboygan St

Event Volunteers

- We are currently seeking volunteers to assist during the Monster March. If you or someone you know would like to help during the events, please contact dusty@downtownfdl.com

Marketing & 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>

Downtown Dining Cards

- The DFP recently completed informational cards showcasing all of the downtown dining locations. In addition to distributing these cards to the general public, we would like to get them to the thousands of employees downtown. If you would like a specific quantity for your offices, please let us know. We will be distributing them over the next couple weeks. You can find a printable version by clicking here: <http://www.downtownfdl.com/sft821/downtowndiningcard.pdf>

Downtown Fest-of-Ale – October 8, 1 p.m. – 6 p.m.

- 203 tickets were sold. At a final average cost of \$100 per location and a range of 70-220 visitors to each site, this event was a great marketing success. Thanks to our sponsors Downtown Deli to Go and BrownBoots Interactive.

Downtown Monster March – October 29, 10 a.m. – 12 p.m.

- Downtown businesses are invited to participate in the annual downtown trick-or-treating event. Consider decorating your windows, creating a spooky interior for kids to experience, or any other fun Halloween activities. If you are planning something and would like to include it in the marketing materials for the event, please let us know.
- Downtown businesses off of Main Street are encouraged to join the fun on Main Street Plaza. Please contact 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.
- Thank you to Boudry Dental for sponsoring the event marketing!

Small Business Saturday/Shop Small Campaign

- Thank you to our Shop Small sponsor: Fox Valley Savings Bank
- The marketing campaign for 2016 will utilize the same posters and signs as 2015. 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 for the next month and be placed back in view anytime after November 1.

Below is a checklist to help ensure that you don't miss out on seasonal marketing opportunities:

- Add your name to the 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.
- Submit promotions or activities to the DFP by October 24
 - The DFP will use this information to create marketing materials with your Open House dates, Promotional dates, and Santa appearances.
- Mark your calendar for the City Council meeting on October 26
 - The DFP will submit a city proclamation designating November 26 "Small Business Saturday" as part of the national effort. It will be presented at the October 26 city council meeting. All business owners are invited to attend and lend support to the proclamation.
- Register at shopsmall.com by November 11

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- Your name will be added to the national map of Small Business Saturday participants and you will receive free marketing materials.
- 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/repared as soon as practical.
 - The seasonal display is for decorative purposes only – that means it cannot include signage or advertising.
- Request raffle entry forms to keep at your store
 - The DFP will once again offer a raffle for purchases made downtown with minor modifications made based on Wisconsin raffle laws. Shoppers will receive 1 entry into the raffle for every \$10 spent at downtown businesses between November 1 and December 31. The winner will receive \$500 in downtown gift certificates.
- Consider assisting with holiday decorations
 - We have had a few businesses come forward to offer small contributions toward the overall total needed for holiday decorations on Main Street and Sheboygan Street. (Due to electrical access on older poles, decorations only run from Merrill to Western and on Sheboygan Street; where the City has installed black decorative lighting poles.) Our hope is to continue seeking out small contributions of \$100-\$500 from businesses until we have reached the necessary funding amount and then identifying the sponsor as “Businesses of Downtown Fond du Lac.” If your business would be interested in contributing to this goal, please contact info@downtownfdl.com
- 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!
 - November 26 – Wood Sampler; 10:30-11:30 a.m.
 - December 1 – Annie’s; 6-8 p.m.
 - December 3 – US Bank; 9:30-10:30 a.m.
 - December 3 – Christmas Parade; 4 p.m.
 - December 7 – Library; 4-7 p.m.
 - December 10 – Fox Valley Savings Bank; 9-11:30 a.m.
 - December 16 – Gallery & Frame; 6-7 p.m.
 - December 16 – Ubuntu; 7-8 p.m.
 - December 17 – Knitting Room, 10 a.m.-11 a.m.
 - December 17 – Macy Place, 11:30 a.m.-12:30 p.m.
 - December 17 – Theo’s, 7-8 p.m.

Christmas Parade – December 3, 4 p.m.

- The Christmas Parade will take place on December 3 at 4 p.m. and is organized by 107.1 The Bull/KFIZ. Please Dawn Mueller-Stacey (dstacey@mdogmedia.com)

Design 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#design>

Bike Share

- The City is currently accepting public feedback on the bike-share program that was demonstrated on September 26. Please share your thoughts on this survey: <https://www.surveymonkey.com/r/FRZW7VP>

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Tree Stump Removal and Tree Replacement

- The City completed stump removal throughout downtown on October 7 & 11. Trees are scheduled to be replaced in spring 2017.

Notes from Other Businesses

At **Averbeck, Hammer & Slavin, S.C.**, Charles W. Averbeck has moved into a part-time of counsel role, and Jessica E. Slavin is now a shareholder.

Tracy Mathweg, owner of **Lillian's of Fond du Lac**, was recognized as a Downtown Hero by New North B2B. Read the article here: <http://newnorthb2b.com/downtown-heroes/>

Karissa Schneider, of the **Boys & Girls Club of Fond du Lac**, has been awarded the title of Midwest Professional of the Year by the Boys & Girls Club Professional Association. Karissa was selected out of nominees from 13 other states in the Midwest.

Sunny 97-7 is partnering with the Bank of Oakfield to air Small Business Saturday spotlights on both Sunny 97-7 and AM1170. The stations, along with the Bank of Oakfield, will choose the businesses to be interviewed. For consideration, sign up at <http://www.sunny977.com/2016/02/25/small-business-saturday-spotlight/>

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.



Downtown Fond du Lac Partnership, Inc.

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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>