

Downtown Fond du Lac Partnership News Bulletin

February 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.

February 10-12 – Sturgeon Spectacular Weekend

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

February 15, 8-9 a.m. – Downtown Morning Marketing Meetup at Cujak's Wine & Coffee Bar

February 20 – Building Improvement Grant Application Review

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

March 11, 3 p.m. – St. Patrick's Day Parade

March 14, 5-7 p.m. – Farmers Market Vendor Open House & Application Night

March 15, 8-9 a.m. – Downtown Morning Marketing Meetup. Location TBD.

March 20 – Building Improvement Grant Application Review

April 5, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

April 6, 5:30-7:30 p.m. – "Meet Me Downtown" quarterly social. Location TBD.

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 2017 BIG program is now accepting applications. The first grant review session will be on Monday, February 20. Grant reviews will be held on the third Monday of every month until funding has been exhausted. There is \$97,000 to be awarded in 2017.
- 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

IGNITE! Startup Grant

- The IGNITE! Entrepreneur Startup Grant is an incentive to assist Fond du Lac County entrepreneurs with expenses associated with starting a new business. This can include any type of new business from a brick-and-mortar startup to a new invention. The IGNITE! Certification Program consists of entrepreneurs completing key milestone or business development steps with the guidance of an IGNITE! Coach. The first fifteen entrepreneurs who become IGNITE! Certified will be eligible for a \$2,000 grant to be used to assist in starting their business. For more information please visit www.ignitefdl.com

Façade Design Grants

- The City of Fond du Lac will continue to offer the Façade Design Grant in 2017. The grant is for up to \$4000 to assist with façade design expenses.

New, Relocated, or Closed

- Underground Ink Tattoo & Gallery opened on Feb. 1 at 193 S. Main St.
- Open Massage opened in early February at 10 Sheboygan St.
- The New Other Place has reopened after fire repairs were made.
- Averbeck, Hammer & Slavin will be moving to 55 S. Main St. Ste. 200 on Feb. 20.
- Family Resource Center has moved to 17 Forest Ave. Ste. 16.
- The Tiny Yarn Shoppe will be closing as of February 18. The owner is currently selling her store furnishing, including slatwall hooks, acrylic baskets, store signage, point of sale hardware, and furniture. Contact Sue directly if interested: tinyyarnshoppe@yahoo.com

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- John Potter purchased Bob's Pizza on January 16.
- Two Bucks Bar & Grill is scheduled to open in March at 65 N. Main Street.

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#forg>

DFP Annual Meeting – Thursday, February 2, 8-9:30 a.m. at THELMA

- The DFP Annual Meeting was held on February 2 with approximately 90 attendees. The 2016 Annual report was distributed and is now available at <http://www.downtownfdl.com/dfp/publications.html>.

New DFP Staff Member

- We welcome Crystal Patt to the Downtown Fond du Lac Partnership staff. Crystal will be taking on the role of Bookkeeper and Research Assistant as Kathy Tasch retires at the end of February.

Downtown Morning Marketing Meetup –Wednesday, February 15, 8 a.m. at Cujak's Wine & Coffee Bar

- February's meetup will be roundtable format allowing everyone a chance to ask individual marketing questions. The first ten minutes of the meeting will be short discussion of whether or not to repeat the Fest-of-Ale and consider other downtown events.
- 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.

Marketing Education Partnership

- The DFP will be partnering with the FDL Area Association of Commerce Marketing Professionals (FMP) to offer free membership and attendance at their monthly seminars and other events for any downtown business affiliates. Membership in this group is ordinarily \$100 per person. The first meetings will be available beginning in March of 2017.

Volunteers

- Volunteers completed 245 hours of service in January. 83% of time was spent doing cleanup or snow/ice removal. If you see anything that needs attention, please contact the DFP so we can direct the volunteers to address to concern.

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>

Sturgeon Spectacular – February 10-12

- The annual community-wide Sturgeon Spectacular has begun and continue all weekend, February 10-12. If you have a special promotion to include with marketing materials, please contact Pete Wilke at the Convention & Visitors Bureau (pwilke@fdl.com)
- See a full schedule of all events here: <http://www.fdl.com/ss/#itinerary> If your event or promotion is not listed, please make a note for next year! Only events submitted to the CVB website were listed on official marketing materials.

Chili Crawl - Saturday, February 11, 11 a.m. - 2 p.m.

- Ten businesses are participating in this year's Chili Crawl. Tickets to attend the event are available for \$10 on the day of the event at THELMA and 74 S. Main Street.

Annual Event Participation & Sponsorship

- Annual events offer great opportunities for you to market your business, both through participation and through sponsorship. Financial sponsorship is vital to allowing for adequate event marketing, bringing in live music, and fun activities. The DFP always offers event sponsorship to downtown businesses first, in hopes of giving downtown businesses the marketing benefits of the events. We have just begun seeking sponsors for our annual events. You can always find the most updated sponsorship details for all of our events here: <http://www.downtownfdl.com/donate.html>

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Wine Walk 2017 – Friday, June 16, 5-9 p.m.

- Planning for Wine Walk 2017 is underway. Participating business become wine tasting rooms during the event. Full details are here: <http://www.downtownfdl.com/dfp/sft422/2017wwparticipationdetails.pdf>
- Please contact Dusty at the DFP if you are planning to participate this year.

Dining Cards

- 500 more dining cards have been printed with updated information. If you would like any available for distribution at your location, you may stop in to pick some up or contact the DFP and we will drop some off.

Scarves

- Ascension Lutheran Church distributed scarves throughout downtown for use by those who need them. The online video explaining their work was viewed more than 3,200 times and provided great positive press for downtown.

Notes from Other Businesses

BrownBoots is pleased to announce the promotion of Patrick Rose to the position of vice president. During his tenure as account executive at BrownBoots, Rose led the charge on innovations to the agency's approach to bank websites, including implementing ADA compliance measures, increasing the security of web hosting at SSAE-16 certified data centers, automating website audits for compliance, creating the easy-update rates tool, and making other enhancements to BrownBoots' proprietary content management system.

Imagination Network of Wisconsin will has rescheduled the "10 Legal Issues Every WI Entrepreneur Should Know" for February 28. <https://www.facebook.com/events/1628396080795835/>

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.

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/>

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