

Downtown Fond du Lac Partnership News Bulletin

April 2016

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

Important Dates and Deadlines

April 21 – [Downtown Cleanup Day](#)

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

May 14, 10 a.m.-5 p.m. – [Downtown Open House](#)

May 14, 8 a.m.-12 p.m. – [Downtown Fond du Lac Farmers Market](#) opens for the season.

May 18 – Save the Date for the Fond du Lac Summer Event Kickoff at Thelma Sadoff Center for the Arts

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 30, 8 a.m.-12 p.m. – Sidewalk Sale in conjunction with the Farmers Market

Businesses & Property Notes

Building Improvement Grants (BIG)

- The next application deadline has been moved up to April 29 to better meet the timelines of spring construction projects. Please reach out to Amy as soon as possible if you are planning to apply this round.
- Information on all local grant & loan programs: www.downtownfdl.com/dfp/financial_incentives.html

New, Relocated, or Closed

- Ubuntu Art Gallery at 52 E. Division is celebrating its Grand Opening on April 15 & April 16
- ASTOP Sexual Abuse Center and Agnesian Domestic Violence Services moved into 21 S. Marr St.
- The Tiny Yarn Shoppe opened on April 6 at 19 S. Main St.
- The Knitting Room re-opened on March 19 at 28 N. Main St.
- Untamed Life, a new business located within Victoria's Pet Nutrition at 14 N. Main St, will have its Grand Opening on April 23 from 9 AM to 3 PM during their Main Street Health Fair.
- Norcino Deli & Charcuterie is on track to open the first week of May at 57 N. Macy St.
- A new resale/antique shop is underway at 46 N. Main St.
- The BBS Agency is expanding from City Center to 21 E. Second St. on April 15.
- National Exchange Bank and Trust Loan Services will be moving into 1 W. 2nd St.
- Trinkets n Treasures will remain open as they finalize sale details with the new property owner. The official sale date is no yet set. The new owner is planning to open a deli/café.

Organization Notes

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

Sponsorship Opportunities

- Sponsorship of downtown events can be an exceptional marketing tool for your business. We are still seeking sponsors for many of our downtown events, including Farmers Market, Fondue Fest, Wine Walks, or even Christmas decorations. If you are interested in learning more about sponsoring an event, you can find a printable packet of information here: <http://downtownfdl.com/sft821/eventsponsorships.pdf>
- We also offer great benefits to our Corporate Sponsors, including Downtown Discount Cards for employees. Details of our corporate sponsorship program can be found here: <http://downtownfdl.com/sft821/corporatesponsorships.pdf>

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Downtown Wine Walk – Friday, 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. Beyond providing space for tasting, your role as a host business this event provides a chance for you promote your business, including sale of merchandise.
- If your non-liquor-licensed business would like more details on being a part of the Downtown Wine Walk, please contact us. Participating businesses must cover costs for the wine served, complete the [Temporary Operator's License](#) with the City, and remain open for the entire event. The liquor license for the event will be covered by the DFP and will allow wine to be served in up to 20 locations.
- Locations with Operator Licenses are also welcome to participate at sites during the evening, but do not need to purchase their wine through the DFP.
- If your business will be open during the event, but you do not wish to participate in serving wine samples, please let us know so we can include you on event marketing.
- Cost of the tickets will be \$20 in advance; \$30 the day of the event. Ticket sales will begin on May 20 and are limited to 360 total tickets. Cost of the ticket will include a souvenir wine glass.
- Wine glasses must be empty before leaving businesses.

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

- Activities will take place each Saturday during the Farmers Market; however, July 30 will be specifically focused on a retail shopping in downtown businesses, similar to the Sidewalk Sale from previous years. The Farmers Market will operate as usual on this day, but will also specially feature your business' promotions, sales, workshops, or other activities. If you would like to be part of an ad hoc committee for this event, please contact Dusty with your availability.

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

- This statewide event is designed to explore sites with architectural interest, historic importance, or significant cultural connections as we open doors that are normally closed to the public for this one-day special event.
- Check www.downtownfdl.com/open-house.html to see a consistently updated list of sites.
- If you believe your building would be a good site for this event, please contact us to be added to the list.

Historic Preservation Window Displays

- May is Preservation Month and we encourage businesses to use this event as catalyst for showcasing the history of their buildings, particularly using window displays. The DFP has a strong relationship with the FDL Historical Society and is happy to assist in helping find images of buildings, stories, etc. to use in your business's windows.
- The National Trust for Historic Preservation has provided the DFP with a "This Place Matters" sign, which we are happy to loan out for your use in participating in their social campaign any time of year.

Marketing Assistance

- The DFP now offers Facebook ad service to downtown businesses for cost of ad, plus \$10 for staff time. The ad will be featured on the DFP Facebook page. If you are interested in this service, please contact Dusty for more details.
- The Downtown Fond du Lac website event listing is yours to fill! You can see the list of events on www.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!

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Design Notes

Downtown Cleanup – April 21

- Businesses are encouraged to take advantage of this event to remove bulk waste and electronic waste from their properties at no cost. Dumpsters will be located on the corner of Adams & 1st. For full details, please see the email from April 12 with subject line: “Spring Cleaning on April 21”
- Here are a few additional notes from the City regarding waste disposal:
 - It’s better for any Christmas trees or other yard waste to be brought to the city yard waste site (to be composted), rather than mixed with the bulky waste (to be landfilled).
 - It would be good for the downtown owners to know that this service is specifically intended for their downtown business waste, not for items from their homes, other locations, or a service to be “advertised” to friends and neighbors.
 - Waste Management will take TVs as part of their e-waste collection.
 - If you are planning to dispose of small appliances during the event, please check with the DFP first to confirm they will be accepted. If not they will be accepted for a fee at the city bulky waste site—items containing Freon cost \$25, and microwaves and tires cost \$15 (in addition to the overall \$20 cost for a trailer load).
 - There will NOT be a separate bin at the downtown cleanup for large appliances, but can provide information to people on the place(s) they can take them.
 - If businesses have large metal items, we prefer that they recycle those (at no cost) at our bulky waste site.
- If you have items that are not acceptable, you can find a full list of ways to dispose of them on the UW-Extension “Clean Sweep” site: <http://fonddulac.uwex.edu/cleansweep/>
- Downtown employees and local service groups are encouraged to donate time in the afternoon to clean up litter. Throughout the day, we ask volunteers to meet Downtown Fond du Lac staff at the clock on Main Street Plaza at the beginning of shifts and then target specific areas during the shift.
- Schedule:
 - 12-1:30 pm: East of Main Street
 - 2-3:30 pm: West of Main Street
 - 4-5:30 pm: Any remaining areas of concern
- As details are finalized they will be updated at www.downtownfdl.com/cleanup.html

Adopt a Park Program

- The Design Committee is working with the Public Works Department to coordinate an “Adopt a Park” program. Volunteers will be solicited to adopt areas of downtown to plant additional flowers and foliage.

Spring Maintenance Inspections

- The Design Committee will be conducting informal property inspections in May to notify the city of maintenance issues that need to be addressed.

Notes from Other Businesses

The Wisconsin Economic Development Corporation (WEDC) recognized the **Theo’s 24** as the best Façade Renovation of 2015 during the 25th Annual Wisconsin Main Street Awards ceremony.

Sarah Leb from the **Healthcare Solutions Team** was awarded #1 Overall Agent, #1 Agent with United Healthcare and #2 Agent with National Health Insurance Company during the national conference in February. Full details of the awards they received can be found on their site: <https://thelebagency.com/awards/>

At the Fox River Ad Club Awards, the Edge Advisors website, developed by **BrownBoots Interactive Inc.**, won a Silver ADDY. The ADDY Awards recognize excellence in advertising throughout Northeastern Wisconsin.

Trinkets and Treasures will remain open as they finalize sale details with the new owner. They will continue to offer 60% off Christmas items and 40% off all other items.

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Imagination Network would like to extend a special invitation to downtown business owners to attend their monthly meetings. Join them every 2nd Tuesday to network and enjoy a free educational workshop on their featured topic. Find more information: <http://www.ignitefonddulacounty.com/connect/imagination-network/>

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.

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:

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*

Downtown Fond du Lac Partnership, Inc.

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www.downtownfdl.com

