

# Downtown Fond du Lac Partnership News Bulletin

August 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

**August 13, 8 a.m.-12 p.m.** – [Saturday Farmers Market](#) *continues every Saturday*

**August 15:** Deadline to indicate interest in participation in the Downtown Fest-of-Ale

**August 15:** Deadline to reserve business space for Fondue Fest

**August 17, 8-9 a.m.** – Downtown Morning Marketing Meetup *continues every 3<sup>rd</sup> Wednesday*

**August 17, 11 a.m.-3 p.m.** – [Wednesday Farmers Market](#) *continues every Wednesday*

**September 10, 9 a.m.-5 p.m.** – Fondue Fest

**September 14, 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

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

- Mike Mueller has purchased 15 N. Main. The intent is to open the long vacated upper two stories for office space and utilize the first floor for a retail or food-related business.
- The Idea Studio (part of the Fond du Lac Public Library) is now open daily providing access to 3-D printing, laser cutting, a recording studio, sewing machines and more.
- David and Mark Grahl have purchased 10 Forest Ave. as an investment property; all tenants will remain.
- National Exchange Bank and Trust Loan Services will begin occupying the building at 1 W. Second by the end of August.
- Frantz Community Investors have begun the process of donating furnishing from the Retlaw Hotel to Habitat for Humanity.

### BIG Grants

- An email was sent to property owners on Wednesday, August 10 regarding funding that has become available for additional Building Improvement Grants. Applications are due Friday, August 12 with committee review on Tuesday, August 16.

## 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 Meetups

- This month's marketing support group welcomes Craig Molitor from the Convention and Visitor's Bureau. Craig will be prepared to talk about how the Visitor's Bureau showcases the downtown and how businesses can utilize the CVB, as well as answer questions and participate in general discussion. No RSVP required. Bring your own coffee!
- Monthly meetups will occur on the 3<sup>rd</sup> Wednesday of the month at 8 a.m. in the lower level of THELMA.

### Meet Me Downtown Week – August 1-5, 2016

- If you have feedback about the annual employee appreciation week, please email [info@downtownfdl.com](mailto:info@downtownfdl.com) so your feedback may be used as we determine how to be approach this event in the future.

### Parking Update

- Downtown parking enforcement will be increasing significantly over the next few weeks. In preparation for this enforcement, Community Service Officers will be stopping in to talk with business owners and will be issuing unofficial "warnings" to cars that would have otherwise been ticketed. Ticketed enforcement will begin in the next 10-14 days.
- As a reminder, downtown employees should be utilizing permit parking areas, not the 2-hour parking zones on Main Street.

# Downtown Fond du Lac Partnership News Bulletin

August 2016

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

- Modeled after the success of the Wine Walk, the Fest-of-Ale will feature beers and hard ciders. A minimum of 12 businesses are needed to participate. As of the writing of this newsletter, 9 businesses have agreed to participate. The event will not proceed unless at least three additional businesses express interest in participating by August 15. Business owners received an email with details on Monday, August 8.

### **10<sup>th</sup> Annual Fondue Fest presented by Fox Valley Savings Bank – September 10, 9 a.m. – 5 p.m.**

- Fondue Fest is annually attended by approximately 20,000 people. The north music stage will feature Kip Jones, Mason St. Band, and Unity, The Band. The south music stage will feature Josh Schneider, The 308's, and Sugar Bush. THELMA will once again be hosting a Fondue Fest Finale featuring Sonic Circus beginning at 5 PM. For full festival details, visit [www.fonduefest.com](http://www.fonduefest.com).
- Downtown businesses have the option of requesting up to 20 feet of free space during Fondue Fest. Additional space is available at a cost of \$15 per 10-foot space. Vendor mapping will be complete on Monday, August 15 and distributed to all vendors on August 16. Businesses must claim spaces prior to that date.
- Music stage sponsorship is still available: [Click for further details](#).
- Businesses with liquor licenses will receive additional details about serving alcohol during the event.

### **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. [Sponsorship for the event is still available](#).

### **Small Business Saturday/Shop Small Campaign/Holiday Season**

- The Shop Small marketing campaign will take place through the months of November and December. As you begin your preparations for the holiday season, please keep the DFP up-to-date on any special promotions or open house dates at your store. We anticipate large crowds on the opening weekend of deer hunting (Nov. 19) and on Small Business Saturday (Nov. 26).
- In year's past, the DFP has covered the costs of holiday decorations for downtown. Based on changes to the DFP funding stream, holiday decorations are no longer part of our standard operating budget, if your business would like to [sponsor holiday decorations or events](#) please give us a call to talk more about doing so.

### **Social Media**

- Downtown business owners are encouraged to share conversation and collaborative opportunities using the Downtown Business and Property Owners Facebook group: <https://www.facebook.com/groups/DFPeeps/>
- The [DFP Facebook page](#) reaches more than 6,000 people each week. We happily share business posts, add business events to our event feed, and even offer Facebook ads to downtown businesses. Contact us to learn more or with questions.
- If your business is taking advantage of hashtags on social media, please consider utilizing #downtownfdl, #wedefinefdl, #rediscoverfdl on your posts.

## 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>

### **Low-Level Lighting**

- Early review of the market analysis data indicates that downtown visitors in the evenings would like additional lighting sources on the street. We encourage you to consider how you could introduce low-level lighting in your window displays during evening hours. Some examples of this technique have been posted to the [Downtown Business and Property Owners Facebook group](#).

### **America Saves**

- America Saves! will be completing approximately 20 outstanding energy efficiency reports. 50 property owners had applied for the program. America Saves! announced it will no longer exist after September 30, so they are wrapping up all operations. Fond du Lac was a test community.

### **Volunteer Crews**

# Downtown Fond du Lac Partnership News Bulletin

August 2016

- DFP volunteer crews have been pulling weeds and picking up litter on a weekly basis in conjunction with the Farmers Market, as well as camouflaging old paint on curb lines and painting new numbers using stencils. If you see other tasks for volunteer crews, please let us know.

## Notes from Other Businesses

**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/>

**Studio 40** is hosting an open house on September 18 for everyone to see the great new space. Check them out from noon-3 p.m. that day.

**Fox Valley Savings Bank** will host its fall Shred Day on September 24. Shredding services will be available on a first come, first serve basis.

The "World's Largest Grill" is coming to Fond du Lac for the third consecutive year to support the **Boys & Girls Club of Fond du Lac**. August 30 from 10 a.m. – 2 p.m. in the Fives Giddings & Lewis parking lot (corner of Johnson & Main Streets). Click on the links below to download the event flyer and pre-order form.

Event Flyer: <http://www.kidsclubfdl.org/sft809/bigtastegrillflyer2016.pdf>

Pre-Order Form: <http://www.kidsclubfdl.org/sft809/bigtastegrillorderform2016-fillable.pdf>

**Shut Up & Dance!** will be offering youth classes in Ballroom, Latin, Swing & Salsa beginning in September. Registration forms can be obtained by emailing [dancer\\_fdl@charter.net](mailto:dancer_fdl@charter.net) or by calling Julie at 920-979-3434.

**Street Pedalers** is welcoming a new edition to the fleet to better serve transportation needs during large downtown events. Contact them directly at 920-238-0883 if you would like more information about having them available at your events.

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](mailto: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](http://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/>

# Downtown Fond du Lac Partnership News Bulletin

## August 2016

- **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>