

Downtown Fond du Lac Partnership News Bulletin

July 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

July 16, 8 a.m.-12 p.m. – [Saturday Farmers Market](#) continues every Saturday

July 20, 8-9 a.m. – Downtown Morning Marketing Meetup continues every 3rd Wednesday

July 20, 11 a.m.-3 p.m. – [Wednesday Farmers Market](#) continues every Wednesday

July 30 – Shop Small in the Summer

August 10, 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

- The [Retlaw Plaza Hotel](#) has been purchased by Frantz Community Investors
- Calvary Cross Church is currently they are using 23 N Main, until renovations of 21 N Main are complete.
- [Zimmerman Building](#) apartments and office spaces are now available for leasing
- Studio 40 Hair Salon is now open 40 4th Street; The Nail Box & Nails by Diane are located within Studio 40.
- Promotions with Pizzazz located at 74 S. Main St. has moved from the first floor to the second floor; Suite 210
- iBeauty has relocated the corner of 4th and Main to 30 N. Main inside Joseph Anthony's
- The Idea Studio (in the library) will host its grand opening on July 23, from 9-2

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

- These marketing support groups for downtown businesses are offered monthly at 8 a.m. with a rotation of topics: Deep Dive (specific training on one topic), Event Advantages (how to get the most out of an upcoming downtown event), and Guest Presenters (experience from comparable communities). Please come with ideas and questions to share. No RSVP required. Thanks to BrownBoots for facilitating.
- This month's focus will be on how to take advantage of upcoming events for the summer.
- Monthly meetups will occur on the 3rd Wednesday of the month at 8 a.m. in the lower level of THELMA.

Meet Me Downtown

- Meet Me Downtown Week – August 1-5, 2016
 - A group photo of downtown business owners and employees will be taken on August 2 at 8 a.m. on Sheboygan Street near THELMA. Participants are encouraged to wear clothing or bring a prop to represent their business.
 - Held the first week of August, Meet Me Downtown Week is designed to connect downtown employees with downtown businesses.
 - If you would like to offer a special promotion to downtown employees during the week, please send details of your offer to info@downtownfdl.com.
 - A social gathering for downtown employees will be held on August 3 at 4:30 p.m. at Downtown Deli to Go
- Quarterly Meet Me Downtown Networking Social, July 7, had 30 attendees and was co-sponsored by Gallery & Frame and Norcino Deli & Charcuterie. Mark your calendars for Thursday, October 6 at Fat Joe's.

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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 Wine Walk – June 17, 5 p.m. – 9 p.m.

- The [Downtown Wine Walk](#) resulted in more than \$24,000 in direct spending downtown.

Shop Small in the Summer – July 30

- This marketing campaign will utilize existing “Shop Small” campaign materials with a summer sun addition and encourage shoppers to shop small on July 30. Businesses are encouraged to offer outdoor sales or have a satellite location in the Farmers Market footprint to direct traffic to their store during the July 30 date. This marketing campaign will take the place of the former “Sidewalk Sale” event.

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

- 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.
- Please send an email to dusty@downtownfdl.com by August 1 to reserve your space. Businesses within the festival footprint will be assigned spaces near their main entrances. Businesses outside the footprint may indicate preferred locations, which cannot be guaranteed, but will be accommodated as best as possible.

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

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America Saves

- America Saves conducted 17 on site visits with property owners to share ideas on how to improve energy efficiency.

Notes from Other Businesses

Cujak's Wine & Coffee Bar is celebrating 10 years in business. Congrats, Sara!

Macy Place will be having a "Pop Up" Vintage, upcycled and gently used items sale in the lower level. It will be called "Cellaroom Vintage" sale on Aug 13, 10-4. If you know vendors who would like to rent a booth to sell vintage, repurposed or upcycled products, please call 920-254-7887.

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.



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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/>

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