

Downtown Fond du Lac Partnership News Bulletin

November 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

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

November 15, 7:30-9 a.m. – Downtown Morning Marketing Meetup at THELMA

November 15, 11:30 a.m. – Human Resources/Labor Laws Workshop (see below for details)

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

November 26 – Small Business Saturday

November 26, 11 a.m.-2 p.m. – Downtown Clydesdale Rides

November 22 – Deadline to enter the Christmas Parade

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

December 6, 6 p.m. – Downtown as a Destination Webinar (see below for details)

December 14, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

December 31 – Shop Small Raffle Entry Deadline

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

- Beadalotta reopened on November 5 at 35 N. Main Street.
- Russtiques will be moving to 49 N. Main Street. Renovations will begin on November 15.
- 65 N. Main Street (a/k/a JR's) was sold to MFBT LLC on November 1.
- Staff participated in applying for a grant from Wisconsin Economic Development Corporation on behalf of IGNITE!. If awarded, the grant funds will be used towards marketing, website enhancements and development of a new entrepreneurial start up grant/loan fund.
- **Vacancy Rate:** November 2013 - 10.2% >>> October 2016 - 7.6%

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: Two Parts – November 15 & 16

- **TUESDAY, NOVEMBER 15, 2016; 7:30-9 AM** at THELMA - The Fond du lac Marketing Professionals (FMP) and the Downtown Fond du Lac Partnership (DFP) have partnered to bring you a program to help improve your business/organizational digital marketing plan. Sarah Smith Pacheri is the Vice President of Sales & Marketing for Milwaukee World Festivals, Inc., the organization that produces Summerfest, The World's Largest Music Festival. Pacheri's presentation, "Digital Communication: Hits, Misses, and Lessons Learned from Summerfest," will address best practices for digital communication. This event **REQUIRES** pre-registration. Please contact the DFP to register.
- **WEDNESDAY, NOVEMBER 16, 2016; 8-9 AM** at Annie's Fountain City Café - As part of the monthly Downtown Morning Marketing Meetup, the DFP will host a follow-up meeting exclusively for downtown business and property owners to discuss action ideas and plans based on the content of the Digital Communication workshop. No RSVP required.
- There will be no meetup in December.
- Please mark your calendar to join us for the January Downtown Morning Marketing Meetup, which will be a deep dive into the world of Facebook. We'll be meeting on January 18 at Fox Valley Savings Bank beginning at 8 a.m. and with the potential to go until 11 a.m. Attendees are encouraged to bring a laptop so they can work on their page(s) during the meetup.

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- In the interest of using the meetups as 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.

Reporting Crime Downtown

- Crime in the Central District is down; however, reports are necessary to continue the trend. Please do not hesitate to contact the police if your business is experiences personal or property crime.
- We have recently been informed of two businesses that were victims of a scam in September when a man claimed to represent a sports team looking for sponsorship and received/cashed checks from the owners. The man identified himself by the name Michael Gleason and/or Michael Beck. If you have had a similar experience, please contact the police and ask to make a report; they are actively investigating the matter and would like to follow up with anyone else who has been approached or victimized.

Changes to Human Resources/Labor Laws – November 15 at 11:30 a.m.

- Matt Parmentier, an associate attorney at Edgerton, St. Peter, Petak & Rosenfeldt, will present the FDL Area Human Resources Association Legal Update on Tuesday, November 15. Attendees will be given an overview of important legal developments over the previous year as well as what's on the horizon. These will include changes in statutes and administrative regulations as well as important court cases. There will also be brief overviews of the substantive areas of law that are involved. Cost: \$20 for HR Association Members, \$25 for AC Members, \$30 General Admission, Free for College Students. This event is organized by the FDL Area Association of Commerce. Details and registration here: <http://bit.ly/2eNqS54>

Downtown as a Destination – December 6 at 6:00 p.m.

- A webinar to be shown at THELMA on Tuesday, December 6 at 6pm by Roger Brooks, an expert on placemaking, travel trends, branding, and revitalization and an internationally renowned thought leader. Over the past 30 years Roger has helped thousands of people transform ordinary communities, downtowns, businesses, and attractions into incredibly successful destinations. “A thriving downtown is the heart and soul of a community, and gives both residents and visitors what they really want – a great place to hang out, spend time, and money.” Attend not only for the motivation, but usable tools to actively improve our downtown traffic. This webinar and a free drink ticket is sponsored by the Fond du Lac Visitors Bureau. C'mon in. Please RSVP to the DFP.

Bicycle Benefits

- The Bicycle Benefits national discount program has been implemented at some downtown businesses. This program allows participants to receive a discount if they arrive to your business via bike and wearing a helmet.
- If you would like more information about joining the program, you can visit the site (<http://bb2.bicyclebenefits.org/>) or contact the DFP.

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

- More than 500 dining cards were distributed over the last month. You can find a printable version by clicking here: <http://www.downtownfdl.com/sft821/downtowndiningcard.pdf>

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

- Monster March was attended by an estimated 1400 people. Thank you for continuing to support this event by buying treats to appease such large crowds!
- 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
Below is a checklist to help ensure that you don't miss out on seasonal marketing opportunities:
- Register at shopsmall.com by November 11*
 - Your name will be added to the national map of Small Business Saturday participants and you will receive free marketing materials.
 - If you find you have too much or too few of particular items, please contact the DFP. We will collect excess materials and they will be available those who need more.

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- ❑ *Add your name to the Downtown Gift Certificates list*
 - 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 web calendar by clicking on the “Members” button at downtownfdl.com*
- ❑ *Plan your holiday décor for Small Business Saturday and for the Christmas Parade*
- ❑ *Remind customers to keep receipts to enter the Shop Small raffle*
 - 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.
 - Raffle entry forms have been distributed to downtown businesses by volunteers. If you need additional forms or did not receive any, please contact the DFP and some will be delivered to you.

Santa Visits

- Santa and Mrs. Claus will be spotted around downtown at various locations between Small Business Saturday and Christmas.
 - November 26 – Wood Sampler (120 S. Main); 10:30-11:30 a.m.
 - December 1 – Annie’s Fountain City Café (72 S. Main); 6-8 p.m.
 - December 3 – US Bank (55 Third St.); 9:30-10:30 a.m.
 - December 3 – Christmas Parade (Main Street); 4 p.m.
 - December 7 – Fond du Lac Public Library (52 Sheboygan); 4-7 p.m.
 - December 10 – Fox Valley Savings Bank (51 E. First St.); 9-11:30 a.m.
 - December 16 – Gallery & Frame Shop (94 S. Main); 6-7 p.m.
 - December 16 – Ubuntu Art Space (52 E. Division); 7-8 p.m.
 - December 17 – The Knitting Room (28 N. Main); 10 a.m.-11 a.m.
 - December 17 – Macy Place (82 S. Macy); 11:30 a.m.-12:30 p.m.
 - December 17 – Theo’s 24 (24 N. Main); 7-8 p.m.

Clydesdale Rides – November 26, 11 a.m. – 3 p.m.

- Clydesdale Rides (provided by Whisper Hill) are back and per person cost of \$5 (\$3 for kids 6 and under). Rides will begin and end at Macy Place. Tickets are available in advance at Macy Place (82 S. Macy Street).

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 and sponsored by Attitude Sports. More details: http://www.kfiz.com/downtown_fdl_holiday_parade_of_lights

Sturgeon Spectacular – February 10-12

- The annual community-wide Sturgeon Spectacular will take place on February 10-12. We encourage you to consider how you might embrace this event in your space. Some examples to start your brainstorm: make your window space available for local high schoolers to paint or create your own Sturgeon Scene, plan a sturgeon-themed drink option, participate in the Chili Crawl, combine efforts with other restaurants to offer a downtown Sunday brunch, offer a Spectacular Sale. Please communicate with the DFP if you have ideas for how businesses can come together for this celebration of winter and really big fish.
- The Chili Crawl will take place February 11, from 11 a.m. – 2 p.m. This event is a competition for best chili and is limited to the first 13 businesses who sign-up and pay the \$10 participation fee. Based on feedback from participants last year, each business is encouraged to prepare at least one “Nesco” full of chili. Businesses may only serve one type of chili. DFP will provide bowls, spoons, and a ladle to each business. Please contact the DFP if you would like to participate.

Press Submissions

- The staff at the Action have recently printed a reminder about how to submit information for print. Full details are here: <http://fondulac.com/2eZl4li> DFP staff are always happy to assist with press releases, if needed.

Design Notes

Details on how the DFP enhances the attractiveness of the business district. (i.e. grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations) are available here:

<http://www.downtownfdl.com/dfp/support.html#design>

Lighting Tour

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- Several members of City Staff and the DFP Board conducted an after dark walking tour to better understand lighting needs in the downtown district. On the tour - 29 street light outages were noted, 16 instances where security lights were burned out on private property, 10 instances where it is recommended for private property owners to install additional security lighting, and 4 long-term recommendations for additional lighting on City property. These include:
 - Hamilton Park, possibly more lighting along Division Street
 - Lighting along The Loop, especially at the landscaped area near Forest & Macy
 - Parking Lot 1 near O'Davey's on Fourth Street
 - Parking Lot 6 behind Sal's Pizza (the main lighting source is somewhat blocked by a tree)

Winter Lightpole Decorations

- Thank you to the many businesses who donated to fund the annual holiday lighting on the lamp posts.
- DFP staff will be wrapping garland with twinkle lights on Tuesday, November 15. If you would like to join in the fun, please contact the DFP to let us know when to expect you.

Notes from Other Businesses

The 2016 Holiday Season is upon us and **Gallery & Frame Shop** will be making up 50 Small Business Saturday give-away bags to our customers when they make a purchase during SBS on Saturday November 26th. To cross-promote other area businesses and organizations we are happy to include any information about your business/organization, such as class schedules, menus, coupons, upcoming events, business cards, hours etc. Just a reminder these are handed out Saturday, November 26th. Feel free to drop off whatever quantity you like (up to 50) and we will add these to our bags. Your materials must be received by November 16th in order to be included.

Lillan's will also be distributing 72 "goodie bags" on Small Business Saturday. Please drop off up to 72 items by November 16 in order to be included.

Cujak's Wine & Coffee Bar will also be giving out 15-20 bags. Please drop off up to 20 items by November 16 in order to be included.

On October 25, 2016, Ron Emanuel of **The Goldsmith** was recognized with the Special Achievement Award for an Individual during Marian University's 35th Annual Business & Industry Awards dinner.

Huberty CPAs & Trusted Advisors is celebrating 35 years of service and has recently announced a change in leadership, with Nathan Volkomener taking on the role of Managing Shareholder and Chairman of the Board. The role was previously held by Ann Freund who has announced plans to retire after the 2017 tax season.

22 area young professionals were nominated to receive a 2016 Future 5 Award. Three of the five award recipients, Theresa Menting, Sweet N Easy Events, LLC; Sarah Spang, Fond du Lac County Economic Development Corporation; and Katie Tank, Agnesian HealthCare, are part of downtown businesses. Of the remaining 17 nominees, 10 are affiliated with downtown businesses: Shawn Fisher, Agnesian HealthCare; Brenda Gudex, Fond du Lac Area Association of Commerce; Tiffany Heim, Boys & Girls Club of Fond du Lac; Bryan Henslin, Agnesian HealthCare; Molly Jaster, Marian University; Josh Jonsson, Commonwealth Companies; Amber Kilawee, Fond du Lac Area United Way; Dusty Krikau, Downtown Fond du Lac Partnership; JJ Raflik, Fond du Lac Family YMCA; and Bernadette Seefeld, Fond du Lac Area Association of Commerce.

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/>

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>