

Downtown Fond du Lac Partnership News Bulletin

September 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

September 17, 8 a.m.-12 p.m. – [Saturday Farmers Market](#) continues every Saturday through Oct. 29

September 21, 8-9 a.m. – Downtown Morning Marketing Meetup continues every 3rd Wednesday

September 21, 11 a.m.-3 p.m. – [Wednesday Farmers Market](#) continues every Wednesday through Oct. 26

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

October 12, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

October 29, 10-Noon – Monster March

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

- National Exchange Bank Loan Services employees have begun moving into 1 W. 2nd Street.
- Studio 40 Salon and The Nail Box will have their ribbon cutting at 1 p.m. on September 14 and their Grand Opening/Open House from noon -3 on Sunday, September 18 at 40 E. 4th St.
- Thrive Church will have their grand opening on Sunday, September 18 at 79 E. 2nd St.
- Charis Pregnancy Help Center is now open at 59 N Main Street.
- Beadalotta is returning to downtown and will be opening in mid-October at 35 N. Main Street.
- Atlas Gaming will be opening in January 2017 at 25 N. Main Street.
- The Cellar closed for business on August 27. Current owner Dave Koepke is in talks with a potential new business owner.
- Menchie's closed for business on September 6.

BIG Grants

- Grant recipients have been notified and have until the end of 2016 to complete their grant projects. The grant funds are now exhausted.

Market Analysis Completed

- On September 14, the Downtown Fond du Lac Partnership Board of Directors finalized and approved the 2016 Downtown Fond du Lac Market Study and Plan. A link to the Report can be found at: http://www.downtownfdl.com/dfp/surveys_stats.html

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 – September 21, 8-9 a.m.

- Take advantage of your monthly marketing support group meeting. This month we return to the informal agenda; attendees will be entered into a hat and drawn at random to receive individualized attention from the group to discuss their marketing ideas, questions, or concerns.
- In addition to your individual business marketing campaigns and events, some upcoming marketing opportunities in the downtown are: Downtown Fest-of-Ale (October 8), Monster March (October 29), Open House Weekend (November 18-20), Small Business Saturday (November 25-27), Christmas Parade (December 3), Farmers Markets (ongoing until October 29), Tour the Town Art Walks (monthly on the 3rd Friday)
- Participation in the major downtown events is never required to gain a marketing benefit from their presence and your downtown peers are here to help you generate ideas for taking advantage of them.
- No RSVP required. Bring your own coffee!
- Monthly meetups occur on the 3rd Wednesday of the month at 8 a.m. in the lower level of THELMA.

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Event Volunteers

- We are currently seeking volunteers to assist during the Downtown Fest-of-Ale and the Monster March events. If you would like to help during the events, please contact dusty@downtownfdl.com

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>

10th Annual Fondue Fest presented by Fox Valley Savings Bank – September 10, 9 a.m. – 5 p.m.

- Thank you to everyone who helped to make Fondue Fest a success, despite unpredictable hot/cold wet/dry weather throughout the day. If you have feedback on the event, please don't hesitate to send it to dusty@downtownfdl.com.

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

- Thank you to Downtown Deli to Go for sponsoring the Downtown Fest-of-Ale. Modeled after the success of the Wine Walk, the Fest-of-Ale will feature beers and hard ciders/sodas, radlers. Total participation cost for a business with no liquor license is just under \$300. The cut off for adding your business to the participation list is today, Friday, September 16, 2016 by 3 p.m.

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.
- Downtown businesses off of Main Street are encouraged to join the fun on Main Street Plaza. Please contact email dusty@downtownfdl.com if you are planning to set up on the Plaza or if you would like to help in the planning for the event.
- [Sponsorship for the event is still available.](#)

Small Business Saturday/Shop Small Campaign

- The marketing campaign for 2016 will utilize the same posters and signs as 2015. In an effort to make signs feel free fresh, the marketing committee requests that, if you currently have a "Think Big. Shop Small." sign or poster in your store, that it be removed from public view for the next two months and be placed back in view anytime after November 1.
- 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) and would like to create handouts for visitors which include locations of promotions on those dates as well as other holiday season activities and events.
- 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.
- If your business is not currently listed as accepting downtown gift certificates, but you would like it to be, please review the details here: www.downtownfdl.com/giftcertificates.html Then email dusty@downtownfdl.com to have your business added to the list.

Santa Appearances/Holiday Decorations/Christmas Parade

- We have had a few businesses come forward to offer small contributions toward the overall total needed for holiday decorations on Main Street and Sheboygan Street. (Due to electrical access on older poles, decorations only run from Merrill to Western and on Sheboygan Street; where the City has installed black decorative lighting poles.) Our hope is to continue seeking out small contributions of \$100-\$500 from businesses until we have reached the necessary funding amount and then identifying the sponsor as "Businesses of Downtown Fond du Lac." If your business would be interested in contributing to this goal, please contact info@downtownfdl.com by the end of September.
- Santa and Mrs. Claus would like to be spotted around downtown at various locations between Small Business Saturday and Christmas. Ann Culver from Annie's Fountain City Café will be arranging the dates and times

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for the appearances. Please contact her via phone (920-933-5337) or email (anniescafe72smain@gmail.com) prior to September 26.

- The Christmas Parade will take place on December 3 at 4 p.m. and is organized by 107.1 The Bull/KFIZ. Please Dawn Mueller-Stacey (dstacey@mdogmedia.com) by September 26, if you are interested in being the presenting sponsor of the parade.

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>

Volunteer Cleanup

- A group of Marian volunteers cleaned out large portions of the Main Exchange building and the alley behind Chris James Studios on August 27.

Crosswalks

- The city has begun replacing crosswalk bricks with stamped concrete at the intersections on Main Street. Intersections of Forest & Main and 3rd & Main were completed this week. Intersections of 2nd & Main and Sheboygan & Main will begin on Sept. 19 to be completed by the end of that week. The remaining crosswalks are not scheduled to be replaced during the 2016 construction season.

Notes from Other Businesses

The BBS Agency has launched a special website package deal exclusively for downtown businesses. Full details are available here: <http://fdlwebsite.com/>

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.

Domestic Violence Services would like to work with businesses to create window displays for the month of October. If your business would be willing to work with them, please contact Amy Bayer at 926-4207 to discuss details, prior to their October 6 event.

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/>

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
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Tracy Reinhart, Farmers Market Manager

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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>