



Downtown Fond du Lac Partnership 2009 Annual Report



Our Mission: To establish a diverse, prosperous and healthy district that is the social, commercial and cultural heart of our community.



DFP President
Joe Tasch
The Nielsen
Company

Letter from the President

As I complete my first year as DFP Board President, I am pleased to report that despite the economic challenges that were placed before us in 2009, our organization was able to maintain its focus and continue to move forward against its goals.

Just a few of the more notable achievements in 2009 included the development of a five-year strategic plan (2010-2014). Developing our long-term strategy now will allow us to retain the momentum we have created and take our organization to the next level.

Part of this strategy was to review and modify our organizational structure in order to keep it aligned with our goals. The changes made in 2009 will allow us to place more staff and financial resources toward economic development, which we have identified as one of the DFP's key goals for the next several years.

We also celebrated the completion of the five-year Wisconsin Main Street Program. During this time the DFP contributed to the following milestones within the Business Improvement District (BID):

- Over 100 building improvement projects have been completed.
- \$18 million has been invested in new and existing property development.
- The DFP has purchased streetscape amenities, cleaning services and safety services totaling over \$125,000.

In 2009 we also marked the 10th year as a Business Improvement District, during which time property values have increased 35%.

Most gratifying to see was our dedicated corps of volunteers, which is the heart and soul of the DFP, continuing to grow in size and in their commitment to our downtown. My sincere thanks to all of our DFP volunteers who make the DFP the successful organization that it is today!

Joe Tasch

2010 Board of Directors



Past President
Tom Meiklejohn III
AIA Architect



Treasurer
Dave Schneider
MAG Giddings &
Lewis



Secretary
Joan Pinch
Ramada Plaza
Hotel



Past President
Gary Ott
National Exchange
Bank & Trust



Mark Hopper
Hopper's
Silkscreening &
All Star Trophy



Kevin Miller
Windhover
Center for the
Arts



Liv Moyer
Set in Ink



Katie Rusch
The Goldsmith



Lynn Wehner
Hometown Bank



Jasen Wise
JR's Sports Bar
& Grill



Ex-Officio
Wayne Rollin
City of Fond du Lac



Ex-Officio
Joe Reitemeier
FDL Area
Association of
Commerce



Letter from the Director

Director
Amy Hansen
Downtown
Fond du Lac
Partnership

Looking back at 2009, we should all take great pride in what we have accomplished. From our 3rd Annual Fondue Fest that set new attendance records, to our new clock tower in Main Street Plaza, to the completion of the Downtown Plan... all of these have contributed to our ongoing success as an organization. 2009 was a year of significant change to the DFP. Early on in the year, we completed our new branding strategy, and identified the "Come Together" tagline and promotional materials for marketing purposes. This changed the overall look and message of downtown.

Also in 2009, an Association of Commerce survey showed:

- 80% of respondents ranked downtown business recruitment and retention as a high degree of importance
- 87% of respondents felt downtown development planning has a high degree of importance in our community

It's good to see that these statistics reflect the same thought process of the DFP Board of Directors, and through the course of 2009, significant organizational changes were made to redirect the focus of the organization to development, recruiting and retention.

This year we had 18 new businesses open and 7 closed, resulting in a net increase of 11 new businesses. What brings about an increase like this? Good part of it is the strength of our downtown, led by the commitment of our businesses, employees and residents who "Come Together" to address challenges and cheer on our successes. The volunteers and supporters of the DFP are the backbone through it all, serving in numerous capacities to further the success of our downtown.

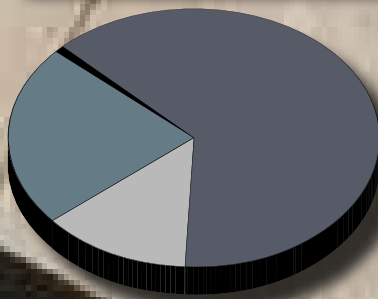
It's very encouraging to see the number of committee volunteers increasing every year. In this down economy, everyone is facing challenges at their own businesses. People are stretched thinner, and choices have to be made as to how you spend your free time. It is humbling to see so many of you choose to dedicate time to our organization, and feel that the health of downtown ranks high on your priority list.

I'd like to thank our volunteer committee and board members for their dedication and hard work that goes beyond the call of duty. It's efforts like these that will keep our downtown strong and growing, even during our most challenging times.

Thank you for your continued support,

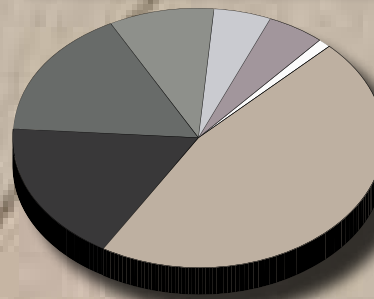
Amy Hansen

Revenues



- BID Assessment (63%)
- City Contribution (13%)
- Events (23%)
- Interest (1%)

Expenses



- Operations (47%)
- Events (17%)
- Marketing (16%)
- Beautification (9%)
- Economic Development (5%)
- Facade Grant (5%)
- Organization (1%)

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Executive Director
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Katy Compton
Marketing & Events Assistant
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Design Committee



Chair
Sam Meyer
State Farm
Insurance / Red
Brick Inn

The Design Committee strives to improve the physical and visual image of downtown and explore solutions to concerns that include safety, parking, zoning and cleanliness. This year the committee ran the Adopt-a-Planter and Adopt-a-Block programs, organized the 6th Annual Spring Clean Up, and continued to invest in capital improvement projects including: street banners, trash receptacles, planters, holiday decorations, holiday lights in Veteran's Park.

In a partnership with MAG Giddings & Lewis, a new clock tower was installed in Main Street Plaza to celebrate MAG's 150th anniversary. This could not have been accomplished without the assistance of the City of Fond du Lac Community Development Department.

Design Review Board

Over the past ten years, the Design Review Board has administered a façade grant program to assist property owners in financing renovation projects. With the grants awarded in 2009, the program surpassed the \$100,000 mark for funds given back to the community.

2009 Grant recipients include: Zen Body Salon & Nakong Asian Market, Sam Meyer, L&R Baker's Dozen, Electric Beach, Sal's Pizza, Cujak's Wine Market and Edith's Bridal.

To date, the program has supported 90 building renovation projects, leveraging \$700,000 in property improvements.



Chair
Steve Schoofs
Excel
Engineering

Economic Restructuring Committee



Chair
Kevin Miller
Windhover
Center for the
Arts

In 2009 the Economic Restructuring Committee defined three revitalization districts including the Gateway, River Walk and Arts & Entertainment districts. Schreiber Anderson & Associates has been hired to design a comprehensive vision for all three districts.

The committee worked with the City of Fond du Lac Community Development Department in authoring the Downtown Development Plan, a long-term multi year plan that identifies recommendations, objectives, policies, strategies and programs that relate to the downtown district.



Chair
Liz Engh
The Reporter

Marketing Committee

This new committee was specifically created to manage the "Come Together" branding, and ensure consistency in messaging. The goal is to develop and refine a unified, quality image of the downtown. A new branding strategy was put into place encompassing all forms of DFP communication and special event advertising including radio, newspaper and television advertisements.

The new Downtown Fond du Lac website, www.downtownfdl.com, was launched in March. The committee has begun to explore the possibilities of Social Media and created a DFP Facebook page, keeping the methods of DFP marketing current in a changing environment.

Events Committee

The Events Committee aspires to create a balanced mix of events that appeal to a broad range of people and positively impact the image and vitality of downtown. In 2009 these special events attracted an estimated 60,000 people to the downtown district, with an estimated economic impact of \$1.7 million. These events include Farmer's Market, Fondue Fest, Sidewalk Sale, Monster March and Home for the Holidays.

The committee also partnered with National Exchange Bank in organizing June Dairy Days, and hosted a dedication celebration in Main Street Plaza for the new clock tower in honor of MAG Giddings & Lewis' 150th Anniversary.



Chair
Joan Pinch
Ramada Plaza
Hotel



Chair
Liv Moyer
Set in Ink

Organization Committee

The Organization Committee endeavors to sustain a strong Wisconsin Main Street organization while raising the community awareness of the DFP. The committee organizes networking functions such as the Downtown Morning Exchange, Come Together After 5 and the DFP Annual Meeting.

A new addition in 2009 was the welcome visits to all new downtown businesses. Each new business is visited by members of the committee and given a welcome bag filled with gifts from other downtown businesses. This helps the new businesses feel welcome as well as introduce them to the network of great businesses in the downtown.

2009 Committees & Volunteers

Design Committee

Sam Meyer (Chair) - State Farm Insurance/ Red Brick Inn
Scott Draves - Blueprint Solutions
Steve Klein - Fond du Lac Police Department
Dennis Malchow - St. Joseph's Book Room
John Papenheim - Papenheim Sign Crafters
Laura Robles - L&R Baker's Dozen
Wayne Rollin - City of Fond du Lac
Steve Schoofs - Excel Engineering
Joe Tasch - The Nielsen Company
Ben Wehner - Wisconsin Title Company
Bill Weinschrott - Fond du Lac County Historical Society

Design Review Board

Steve Schoofs (Chair) - Excel Engineering
John Angeli - City of Fond du Lac
Joellyn Dahlin - City of Fond du Lac
Scott Draves - Blueprint Solutions
Tom Meiklejohn - Tom Meiklejohn, AIA, Architect
John Papenheim - Papenheim Sign Crafters

Economic Restructuring Committee

Kevin Miller (Chair) - Windhover Center for the Arts
John Angeli - City of Fond du Lac
Ken Hall - Fond du Lac Public Library
Alan Hathaway - BrownBoots Interactive
Red Mullenbach - Central Barber
Marcia Snyder - Associated Bank

Marketing Committee

Liz Engh (Chair) - The Reporter
Dorothy Bliskey - Bliskey Writing Services
Audra Hoy - BrownBoots Interactive
Lisa Pauly - Fond du Lac Convention & Visitor's Bureau
Joan Pinch - Ramada Plaza Hotel
Kirsten Quam - Fox Valley Savings Bank
Anne Schaefer - Mountain Dog Media
Julie Wilson - Shut Up and Dance

Events Committee

Joan Pinch (Chair) - The Ramada Plaza Hotel
Kollin Adickes - Children's Museum of Fond du Lac
Brian Carter - Fond du Lac Seafood Company
Sara Cujak - Cujak's Wine Market & Wine Bar
Ron Cutter - Cutter Vac
Tom Deitte - Edith's Bridal
Kevin Edelfson - The Garden
Liz Engh - The Reporter
Ron Emanuel - The Goldsmith
Jack Francis - Team Sports
Lori Garbisch - Volunteer Extraordinaire
Ken Hall - Fond du Lac Public Library
Kristin Johnson - The Knitting Room
Kim Laws - Radio Plus
Lee Ann Lorrigan - Agnesian Healthcare
Kevin Miller - Windhover Center for the Arts
Jena Ottery - Ramada Plaza Hotel
Lisa Pauly - Fond du Lac Convention & Visitor's Bureau
Kirsten Quam - Fox Valley Savings Bank
Katie Rusch - The Goldsmith
Anne Schaefer - Mountain Dog Media
Dave Schneider - MAG Giddings & Lewis
Dave Thiel - Associated Bank
Jeff Thorn - Time Warner Cable
Angelina Triscari - Charter Communications
Andrea Welsch - Children's Museum of Fond du Lac
Julie Wilson - Shut Up and Dance

Organization Committee

Liv Moyer (Chair) - Set in Ink
Dave Langholff - Langholff Chiropractic
Rebecca Lunde-Ross - Advance America
Randy Mittelstaedt - National Exchange Bank & Trust
Tina Potter - The United Way of Fond du Lac
Ron Schmitz - AXA Equitable
Phil Shepherd - Shepherd Law Offices
Judy Urben - Moraine Park Technical College

Valued Community Partnerships

Agnesian HealthCare
City of Fond du Lac Public Works Dept.
City of Fond du Lac Community Development Dept.
City of Fond du Lac Fire Dept.
City of Fond du Lac Parks Dept.
City of Fond du Lac Police Dept.
Fond du Lac Area Association of Commerce

Fond du Lac Economic Development Corporation
Fond du Lac County Parks Dept.
Fond du Lac County Youth Community Service Program
Fond du Lac Public Library
Marian University Hockey Team
Moraine Park Technical College

Downtown Special Event Supporters

Alliant Energy	Gold Star Tours	Quad Graphics
Associated Bank	Grande Cheese	Red Brick Inn
BrownBoots Interactive	Hopper's Silkscreening & All Star Trophy	Saputo Cheese USA
C.F. Power	International Paper	Set in Ink
Charter Communications	J.F. Ahern	State Farm Insurance -Sam Meyer
Children's Museum of Fond du Lac	MAG Giddings & Lewis	Texture Salon
Cinderella's Closet	Marine Credit Union	The Garden
CitizensFirst Credit Union	National Exchange Bank & Trust	The Goldsmith
Cujak's Wine Market & Wine Bar	New Vision Signs, Decals & Screenprinting	The Nielsen Company
Edith's Bridal	PDT Innovations	US Bank
Edward Jones	Personal Touch Flowers & Gifts	Waste Management
Fond du Lac Seafood Company		Windhover Center for the Arts
Fox Valley Savings Bank		Wood's Floral & Gifts

Adopt a Planter & Adopt a Block Participants

Adecco, Inc.	Fond du Lac Seafood Company & The Boy Scouts	Slim & Chubby's
Agnesian Pharmacy	Fond du Lac Title & Abstract	Soroptimists of Fond du Lac
Amelia's Antiques	GM Hietpas CPA	State Farm Insurance -Sam Meyer
Blueprint Solutions	Googles Inn	Team Sports
Bob's Pizza	Hierl Insurance	Texture Salon
Bookworld	Hometown Bank	The Coliseum
Botanicals Floral Studio	Hopper's	The Goldsmith
BrownBoots Interactive	Kitz & Pfeil	The Knitting Room
Central Barber	Larry's New Shooters Club	The Main Pub
City Center Management Office	Marine Credit Union	The Nielsen Company
Contorno Surfaces	National Exchange Bank & Trust	The Reporter
Cousins Subs	Papenheim Sign Crafters	The UPS Store
Cujak's Wine Market	Personal Touch Flowers & Gifts	The Wood Sampler
Domino's Pizza	Pockets Bar & Grill	US Bank
Edgerton, St. Peter, Petak & Rosenfeldt	Ramada Plaza Hotel	Victoria's Pet Nutrition Center & Boutique
Edward Jones	RG Froemke	Webelos Pack 3706
Family Foot Clinic	Red Brick Inn	Wood's Floral & Gifts
Fond du Lac Police Department	Rosalind Apartments	Zen Body Salon

New Downtown Businesses in 2009

Dedicated Fitness, 104 S. Main St., Suite 103	Rockow's MMA Lifestyles/Pro Shop, 167 S. Main St.
Firehouse Bar & Grill, 72 S. Main St.	Sal's Pizza, 105 S. Main St.
Four Dolphins Press, 74 S. Main St., Suite 206	Shepherd Law Offices, 131 S. Main St.
Global Ordering, 111 S. Main St.	Suntanners, 10 Sheboygan St.
Larry's New Shooter's Club, 101 N. Main St.	Taco John's, 84 N. Main St.
Larry's Restaurant, 101 N. Main St.	The Cellar, 109 N. Main St.
Natural World Aquariums, 109 N. Main St.	Ultimate Rides Inc., 321 S. Main St.
PDT Innovations, 104 S. Main St. Suite 401	Unified Martial Arts, 73 S. Main St.
Promotions with Pizzazz, 74 S. Main St.	Zen Body Salon, 46 N. Main St.

Friend of Downtown - Dave Schneider



Long time volunteer and officer Dave Schneider is the recipient of the 2009 Friend of Downtown Award. The award is presented annually to the person or organization that has made a deep impact to the DFP through sustained or exemplary commitment to the partnership's goals and ideals.

Dave served as Chairman of the Fall Festival for five years and currently heads the logistical aspects of Fondue Fest being instrumental in set up, maintenance and tear down. He has served on the Board of Directors and Executive Committee for several years, currently as Board Treasurer. Dave is also involved with the Exchange Club, Beacon House, Holy Family Church, the Elk's Club and the Knights of Columbus.

We are honored to present Dave with the 2009 Friend of Downtown Award to show our appreciation for his commitment to the DFP and the example he sets in our community.

Design of the Year - The Commonwealth Companies



St. Peter's Church was built in 1869, and St. Peter's School in 1925. In 2008, The Commonwealth Companies purchased both properties and designed an adaptive reuse for each building. The school, as well as a new addition, is now home to St. Peter's Place, a residential facility consisting of 47 senior apartments. The church was converted into the corporate offices of The Commonwealth Companies.

This project is a prime example of urban infill. The new addition shares the similar height of the existing building and is built up to the street, removing any holes in the streetscape. The roof form complements the existing building and is characteristic of most downtown buildings. The composition and the organization of its parts are similar to that of our downtown façades. These concepts strike a proper balance between the existing architecture and good contemporary design.

We thank the Commonwealth Companies for their commitment to Downtown Fond du Lac.