

Getting the DFP Website to Work for You

The Downtown Fond du Lac website has been designed to showcase downtown businesses and all they have to offer. All downtown businesses have the ability to enter in specific business information such as menus, sales, a description of services and up to three photographs. The website has been designed to be the information center of everything that is happening downtown, but we need your help in keeping the information fresh and up to date.

The website is a great way to get sales and specials out to the public. The posts will show up not only on your business page, but also on a separate page for all the sales and specials downtown.

You have the ability to enter event information such as classes, bands,

open houses, etc. Remember, you are in charge of your web page on the DFP website. If info updates need to be done, you will need to log in and change the information.

To set up your account, go to the homepage (www.downtownfdl.com), click on "Members" in the top right corner, then click on "Don't have an account? Register now". You will receive an e-mail that your account has been activated. Then you can get started posting pictures, specials and keeping your information up to date.

You can also access step by step instructions by entering the words "profile guide" into the search box, and you will find a printable booklet that will help you navigate your way through.

If you have problems, questions or

just need some help getting started, please contact the DFP office. We would be happy to walk you through the website and even arrange a time where we can meet you at your business to help you get started. Don't hesitate, the website is free for use to anyone in the BID district.

Website statistics:

The downtown site draws around 2,000 visitors a month with over 1,000 being unique visitors. The most visited pages are the home page and the events page, with the specials page coming in third.

Become a fan of the DFP on Facebook!

Monster March, Home for the Holidays

Planning Underway for October 31, November 13-15 and December 5

As the colors change, and fall blends into winter, downtown undergoes its transformation into a winter wonderland. But before we start wondering how to ring in the new year, the DFP has two great events ready to set spirits soaring.

On October 31, the DFP will have its annual downtown trick-or-treating, Monster March. Fond du Lac's finest ghosts, ghouls and goblins will parade up and down Main Street in search of the perfect candy bar. Trick-or-treating will run from 1:30 p.m. to 3 p.m. City trick-or-treat is also on the 31st from 3:30 p.m. to 5:30 p.m.

November starts the downtown holiday season. The Downtown Open House Weekend will be November 13-15 with open hours of Friday 10 a.m. to

8 p.m., Saturday 10 a.m. to 4 p.m., and Sunday noon to 4 p.m. All businesses are encouraged to host their holiday open houses this weekend to promote sales and traffic.

On December 5, the DFP will host Home for the Holidays. Activities start at 8 a.m. with Breakfast with Santa at the



Santa and Mrs. Claus love being downtown for Home for the Holidays

Ramada Plaza Hotel. Starting at 10 a.m. are carriage rides, Santa's reindeer corral, carolers and more. New this year is the Downtown Chili Crawl starting at 11 a.m. Participating downtown businesses will have chili available to sample. Customers can purchase tickets at Tru Blu (in the Ramada) and taste all the chilies, voting on their favorite. The top three chilies will get an AC gift certificate and bragging rights for the entire year. This is a great way to get potential customers thru your door. Home for the Holidays wraps up with the KFIZ Holiday Parade at 4 p.m.

The DFP is also printing a Downtown Holiday Guide for all downtown events in November and December. This brochure will be available for distribution by November 13 at the DFP Office.

A Summer of Successful Events

The downtown was the site of two fantastic events this past summer, the Sidewalk Sale and the Fondue Fest.

The Sidewalk Sale was a huge success as merchants and vendors saw customers searching for great deals and a good time in the warm summer sun. There was live music, balloons, great food, everything needed to enjoy a beautiful day.

The streets were crowded early and stayed packed throughout the sale. Attendance was estimated at 5,000 people. Customers enjoyed a wide variety of merchandise from vegetables to jewelry, prom dresses to shrimp pasta salad.

The Sidewalk Sale would not have been possible without the support of Cujak's Wine Market, Edith's Bridal, FDL Seafood Company, The Goldsmith, Personal Touch Flowers & Gifts, Sam Meyer/State Farm Insurance and the Human Race Team K. Thanks to our supporters and to all who participated.

An estimated crowd of 25,000 people enjoyed a beautiful summer day downtown on September 12 for the Fondue Fest. Presented by MAG Giddings & Lewis, the festival offered fun for the entire family.

The Kids Zone, presented by The Garden was packed with fun activities for the kids. The Garden had art



Customers enjoy the Drowsy Maggies festive music at the Sidewalk Sale



Kids and adults had a fantastic time at the Fondue Fest

contests; The Nielsen Co. had a hole in one, and the rest of the Kids Zone was alive with the bounce house, bungee run, bungee rock wall and giant slide. Sunshine the Clown handed out balloon

animals, while mascots like Winne Fox and Perseverance Pete the green dragon entertained visitors.

Moraine Park Technical College's Culinary Arts Club dished out fondue all day, with the cheese fondue selling out before the end of the day. The World's Largest Fondue Set was on display for people to visit and take photos.

The stages served up entertainment with the Community Stage hosting SCAMP (Senior Center Adult Musicians Party), Shut Up & Dance and more. The KFIZ Quick Fire Challenge featured Moraine Park Culinary Arts students facing off with ingredients from Cujak's Wine Market and The Fond du Lac Seafood Co. Winner Samantha Haushalter created a tasty seafood taco.

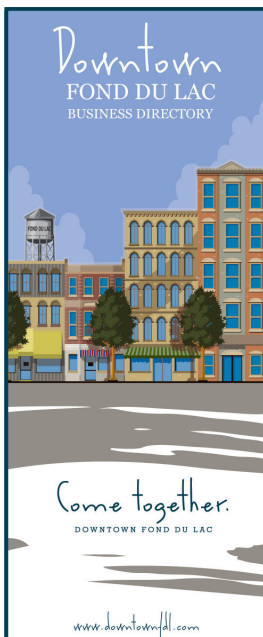
The South Stage had music all day while the Windhover Center Cultural Stage had steel drums, Oneida Nation, and the Drowsy Maggies.

The weather was perfect and the downtown businesses got into the festival spirit. Edith's hosted four fashion shows, Sanopelo Salon styled hair and did face painting, and The Goldsmith had kids panning for gem stones.

The Downtown Fond du Lac Partnership is grateful for the volunteers, sponsors, businesses and the Fond du Lac community. The Fondue Fest could not be accomplished without you.

Mark your calendars for the next Fondue Fest, September 11, 2010.

Downtown Business Directory Available



The DFP Marketing Committee has completed a Downtown Business Directory. The brochure lists every business in the BID district, plus address and phone number.

The Business Directory is on display in stores, hotels and gas stations.

The directory will be updated and published once a year. Though we make every effort to list the correct information, if your information is incorrect please be sure to contact the DFP office so it can be changed.

If you would like directories to hand out to customers, please stop by the DFP office, or call and we will drop some off at your business.

Downtown Morning Exchange and Come Together After 5

The Downtown Morning Exchange and Come Together After 5 are networking events designed for downtown employees to meet and greet with each other. They are both very informal, and everyone is given an opportunity to share what's new at their organization.

The Promotions Committee started the DME in 2007. It is held bi-monthly on the 4th Thursday of the month from 8 to 9 a.m.

Come Together After 5 was created earlier this year after numerous requests were received to have a

networking gathering at the end of the work day. So far three have been held, and each one continues to grow in attendance.

We are looking for hosts for the upcoming 2010 schedule. If you are interested, please call Amy or Katy at 921-9500.

Thank you to our hosts so far in 2009: Texture Salon, Cujak's Wine Market, FDL Seafood Co., The Coliseum, Kosmos, FDL Public Library, L & R Bakery, Team Sports and The Elk's Club. Both events are free of charge.

What's Happening in the District

Firehouse Bar & Grill has opened at 72 S. Main St. Owner Brian Perl also owns Perl's Country Inn and previously owned Fisherman's Cove before it was lost in a fire. The Firehouse serves a full lunch and dinner menu and is open Tuesday through Sunday at 11 a.m. Phone 920-322-9400

The Ramada Plaza Hotel at 1 N. Main St. is now owned by Fine Hospitality Group with Jay Patel as the new General Manager. Fine Hospitality owns 16 other hotels and is excited to be a part of downtown Fond du Lac. They have complete sleeping room renovations planned in 2010, and changes in store for Cibo Restaurant and TruBlu Lounge.

In September, **Cujak's Wine Market** opened a wine bar that features their daily "wine of the moment" and at least 16 daily wines to sample. It's great place to meet friends before going to dinner downtown, letting you try wine before you buy along with cheese plates available to go with your wine. Hours: Tuesday and Wednesday, noon to 6 p.m.; Wednesday through Saturday, 10 a.m. to 8 p.m. Visit them online at www.cujakswinemarket.com. On Saturday, November 14, Cujak's will host a fundraising Holiday Wine Tasting from 5 to 7 p.m. at the Ramada Plaza Hotel. More than 100 wines will be available to taste and order. Wines ordered at the event will be available by November 20. The wine tasting will include various appetizers like cocktail meatballs, stuffed olives, and cheese and sausage tray. Tickets are \$20 in advance or \$30 at the door. Proceeds will benefit Habitat for Humanity Fond du Lac. Tickets can be purchased at Cujak's at 47 N. Main St. More information is available by calling Cujak's at 920-922-2499.

Ultimate Rides Inc. has opened at 321 S. Main St. Ultimate Rides specializes in sales of previously owned cars and trucks, and has a second location in Appleton. They can be reached at 920-921-2277 or www.ultimateridesinc.com.

Unified Martial Arts has moved from 191 N. Main St. to 73 S. Main St. This change in location is due to the growth of their business and the need for additional space. The martial arts school practices brazilian jiu-jitsu, muay thai kickboxing and mixed martial arts fighting. They also offer woman's extreme fitness classes and classes for kids starting at age 6-7 years. Contact owner Jason Burroughs at 920-960-5214 for more details regarding classes.

Zen Body Salon owners T.J. and Crystal Schoenborn opened September 12 at 46 N. Main St. They are a full service body salon and offer massages, fitness classes and supplements. Visit them on the web at www.zenbodysalon.com or call 920-948-1303.

Mad City Roofing has closed their location at 74 S. Main St. They will maintain two office locations in Madison.

Texas Smokehouse Bar & Grill (formerly Pier 15) at 15 W. Division St. has closed.

The Reporter is in the process of closing their downtown facility. Publication printing has moved to Appleton; reporting and sales have moved to the Action Advertiser facility at N6637 Rolling Meadows Dr.

DFP Restructures Goals and Committees

The DFP Board and Committee Chairs had a strategic planning session to go over goals for the future, help prioritize projects and define the focus of the DFP. The Strategic Plan covers 2010-2014, with the goals and objectives staggered over the coming years by order of time they will take to complete. The major goals are as follows:

Goal 1: Enhance the utilization of downtown buildings by creating and implementing a downtown assessment and attraction plan to assist with recruitment by attracting anchor businesses and/or developers to the downtown.

Goal 2: Position Downtown Fond du Lac as a destination location by supporting cultural development within the downtown and by developing the River Walk District into usable space. This goal also includes the need to develop a comprehensive downtown marketing plan.

Goal 3: Improve the aesthetic / visual appeal of downtown Fond du Lac by

assisting with the redevelopment of the Gateway District, which will include Main Street reconstruction from Johnson Street to Merrill Avenue scheduled to take place in 2011 or 2012.

The main goals do not cover all the DFP does or plans to do in the coming years. The goals define the focus of the organization.

As part of the realignment of strategic goals, the DFP has restructured the Promotions Committee into two committees, Marketing and Events.

The Marketing Committee, chaired by Liz Engh, will take control of the marketing plan and tourism campaign for the downtown. They will work to promote the downtown and improve the image and community perception of the downtown as well as increase the awareness of the downtown as a visitor's destination. This committee also maintains the DFP website, social media, business directories, streetscape marketing, and general advertising.

The Events Committee, chaired by Joan Pinch, will plan all the DFP events. In the past, each special event had their own subcommittee. To make event planning run smoother and more efficiently, all events will now be organized by the same committee members, and only one meeting will be held per month to plan all upcoming events. This change was made in order to decrease the time spent in meetings for the volunteers and staff that coordinate events.

The first order of business for this committee will be to complete an event analysis of all DFP events. They will examine variables such as attendance, economic impact, finances, ability to raise sponsorship funds, and in-kind donations needed; the committee will decide if the existing DFP events are meeting the established goals and if they are a valuable return on investment in terms of staff and volunteer resources. This process may result in decisions to eliminate certain DFP events.

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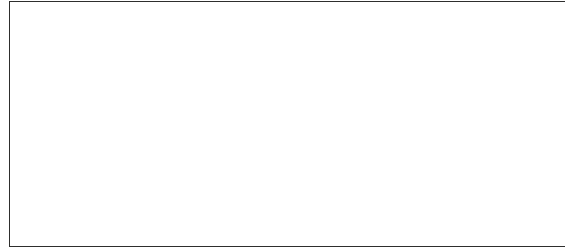
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Committee Members Needed

We are looking for more business and property owners to be involved and serve on DFP Committees. The foundation of the DFP is a volunteer based organization, working together to ensure downtown remains the center of the Fond du Lac community.

The DFP organization consists of the six following committees: Economic Restructuring, Design, Design Review Board, Organization, Marketing and Events. We are currently looking for more members of the Design and Organization Committees.

The Design Committee is continually looking to improve the appeal of the business district through cleanliness, safety, parking, and lighting. The committee explores solutions to concerns brought forward by downtown stakeholders. The committee maintains the Adopt-a-Planter and Adopt-a-Block programs, monitors the sidewalk replacement project and hosts the annual Spring Clean Up Day. We are looking for

property owners or downtown employees that would like to serve on this committee and be a part in finding solutions to the common issues we all face as downtown businesses. The committee meets the fourth Wednesday of the month at 8 a.m. at the Police Station

The Organization Committee works to sustain a strong Main Street program. It is the committee's goal to build an organization that is well represented by a balance of business and property owners, citizens, and public officials. The committee works to enhance the image and raise the community awareness of the DFP. Some of the main programs of this committee are to welcome new businesses to downtown and host networking events. The committee meets the second Tuesday of the month at 8:30 a.m. at the Association of Commerce.

If you would like to learn more about joining a committee, please contact the DFP Office.

Special Events Calendar

Oct 31	Monster March
Nov 13-15	Holiday Open House Weekend
Dec 3	Downtown Morning Exchange @ Set In Ink
Dec 5	Home for the Holidays

Who's Visiting Downtown

The following groups will be visiting the Ramada Plaza Hotel in the upcoming months. Let's make them feel welcome to our beautiful downtown:

Oct 30-31	North American Showcase Hockey event at Blue Line
Nov 5	Adrian & Concordia College Hockey
Nov 21	Winds of the Spirit Ministries
Dec 18-19	Marian University December Graduation