

DFP Annual Meeting Showcases Downtown Development Plan

The Downtown Fond du Lac Partnership showcased achievements of 2009 and looked forward to the future at its Annual Meeting on January 28 at the Ramada Plaza Hotel.

Partnership Board President Joe Tasch, of The Nielsen Company, highlighted accomplishments that included the development of a five-year strategic plan, successful completion of the Wisconsin Main Street Program, installment of a new clock in Main Street Plaza in a partnership with MAG Giddings & Lewis, and another year of successful special events.

Jon Bartz, from Martenson & Eisele, presented the Downtown Comprehensive Plan, which outlined the goals, objectives, policies, recommendations and implementation strategy for the downtown in the coming years. Included is a plan to establish three revitalization districts: the Gateway, River Walk and the Art, Education and Entertainment District. Each would enhance current features of the downtown. The complete plan is available at downtownfdl.com/dfp/index.html.

Economic Restructuring Committee Chair Kevin Miller, of the Windhover Center for the Arts, discussed the next steps. A grant from the Fond du Lac Area Foundation allowed the partnership to hire Schreiber Anderson Associates to design a plan to create the districts. Two public forums will be held to discuss the new districts. On February 16, from 11 a.m. to 1 p.m., the Windhover Center

for the Arts will host Enhancing Fond du Lac Art, Education and Entertainment Opportunities. On February 17, from 6 p.m. to 8 p.m., a Downtown Business Community Open Forum will be held at the Windhover.

Design of the Year was presented to Louie Lange III and his business, The Commonwealth Companies, for their renovation and addition to St. Peter's Church and School. St. Peter's Church was built in 1869 and is one of the oldest buildings downtown. The steeple and tower were destroyed and the interior heavily damaged in a 1908 fire that consumed most of downtown. The school was built in 1925 and was occupied until 2008. Commonwealth purchased the properties in 2008 and converted the church into space to house their offices. They remodeled and added on to the school to create a 46 unit St. Peter's Place senior apartments with covered parking, a community room, a hair salon/ barbershop, library, computer center and business center.

Dave Schneider was named Friend of Downtown, an annual award given to a person or organization that has had major impact on the partnership. Schneider is a longtime volunteer and officer, serving on the board since 2004 and as treasurer since 2007. He served as chair of the Fall Festival Committee for five years and currently heads the logistical aspects of the festival, being instrumental in setup, maintenance and tear down.



St. Peter's Place during construction and how it looks today.



New Committee Chairs

Sam Meyer is the new Chair for the Design Committee. Sam owns State Farm Insurance and The Red Brick Inn at 42 N. Main St. and has been downtown since 2004. The position was previously held by Joe Tasch from The Nielsen Company.

Liv Moyer is new Chair for the Organization Committee. Liv owns Set in Ink and has been downtown since 2007. She has served on the Organization Committee since 2008. The position was previously held by Judy Urben from Moraine Park Technical College.

Audra Hoy is the new Chair for the Marketing Committee. Audra is an Account Executive at BrownBoots Interactive. The position was previously held by Liz Engh from The Reporter.

Tscheschlok takes Washington County Position

Christian Tscheschlok, CEcD, has accepted the position of Executive Director at Economic Development/Washington County. Christian was an Ex-Officio on the DFP Board of Directors and a member of the Economic Restructuring Committee.

2010 Calendar of Events

Farmers Market

Saturday Market May 15 - October 30
6:30 a.m. to noon
Wednesday Market June 2 - October 27
2 p.m. to 6 p.m.

Sidewalk Sale

Saturday July 10
8 a.m. 2 p.m.

Fondue Fest

Saturday, September 11
9 a.m. to 5 p.m.

Monster March

Saturday, October 30
1:30 p.m. to 3 p.m.

Open House Weekend

Friday, November 12: 5 p.m. to 8 p.m.
Saturday, November 13: 10 a.m. to 4 p.m.
Sunday, November 14: noon to 4 p.m.

Home for the Holidays

Saturday, December 4
8 a.m. to 3 p.m.

Job Posting: Marketing and Special Events Assistant

Katy Compton, Marketing & Special Events Assistant at the DFP, is leaving in February to start at a position with the Einstein Project in Green Bay. Katy has been with the DFP for over 2 years starting as an intern for the first Fondue Fest in 2007.

The DFP is in search of a Marketing & Special Events Assistant. This position includes coordination of DFP events, including Farmer's Market, Fondue Fest and Home for the Holidays; administrative tasks, sponsorship solicitation, designing advertisements, press releases, and financial management. Marketing duties include: writing & designing DFP publications including the newsletter, managing the member database and coordination of various organizational programs.

Job requirements include proficiency in Windows, Publisher and Excel. Working knowledge in Adobe Illustrator, InDesign and Photoshop is preferred. This is a part-time 28-hour per week average. Hours are flexible. Position requires employee to be on duty during all special events.

For a complete job description, please contact Amy Hansen at 920-921-9500. Interested parties please send resumes along with salary requirements to amyh@fdlac.com. Work samples will be required for final candidates.

Spotlight on DFP Volunteers

This feature focuses on one of the more than 100 wonderful people who are helping the Partnership achieve its goals.

Name: Brian Carter
Business: Fond du Lac Seafood Company
Address: 63 N. Main St.
Personal/Family: My wife Sabina and I just turned 40 this year and have two great kids, Kelsey 12 and Kincaid 9.



Hobbies/Interests: I, of course, enjoy fishing and cooking, but this past summer, our family learned to sail and are looking forward to many years on the lake.

How many years have you worked with the DFP and in what capacity? I have been working with the DFP for five years in the Organizational, Design and Events/Promotion committees.

What prompted you to get involved with the DFP? My favorite things to brag about in Downtown Fond du Lac are the great mix of businesses, some of the wonderful buildings and of course our well attended events that

bring thousands of people downtown right past my door!
Are you involved in other community projects or service clubs? I also have been serving on the Board for the Boys and Girls Club for the past three years and am excited about the new building and our new director.

What has been your favorite/most rewarding project with the DFP and why? The Fondue Fest is very exciting and draws so many people, what a great event for us, I just wish I could get out and see more! I am too busy taking care of customers!

What is your personal dream for downtown Fond du Lac? I hope that as Downtown Fond du Lac grows, the community will see the businesses as unique, diverse, locally owned and operated, and ready to serve our neighbors.



Hosts needed for Downtown Morning Exchange & Come Together After 5

The Downtown Morning Exchange and Come Together After 5 are great networking opportunities for everyone who attends. They are also a great way to showcase your business as a host.

As a host of the Downtown Morning Exchange you will have the chance to show off your business to your neighbors and showcase your newest products and services because your neighbors are also potential customers.

The Come Together After 5 are evening summer events that partner up two downtown businesses. This gives both businesses a chance to show products and services, but also highlights the unique connections that make downtown special.

If you would be interested in hosting either the Downtown Morning Exchange or the Come Together After 5 please contact the DFP.

What's Happening in the District

Dedicated Fitness opened in December offering affordable personal training, cutting edge fitness classes and affordable massage therapy. They are located at 104 South Main St. Suite 103. Phone: 920-948-9041. Website: www.dedicatedfitness.org.



Dillingers Bar, at 1 N. Main St., is now known as **Dillingers Irish Pub & Restaurant**.

With imported new booths and furniture they have brought in a pub style menu featuring some new delicious Irish fare as part of the food offerings. Be sure to stop by and check it out. Website www.dillnow.com. Phone: 920-923-6776. Hours: Sunday: Noon - 2 a.m. Mon.: Closed. Tues. - Thurs. 3 p.m. - 2 a.m. Fri. - Sat.: Noon - 2:30 a.m.

Global Ordering opened at the former site of Buzz Records at 111 S. Main St. Owner Art Loehr will find anything you need. Hours and other information are yet to be determined.

Starting Friday, February 19 the **Fond du Lac Seafood Company**, 63 N. Main St., will begin operating a take out kitchen. The menu will include appetizers, sandwiches, salads and dinners. Meals will be available for pick up between 4 p.m. and 7 p.m. on Fridays. For a complete menu, visit www.fdlseafood.com. Orders called in advance are appreciated, walk-in orders will be ready within 10 minutes. Fond du Lac Seafood is dedicated to serving the finest seafood and can be reached at 920-517-TUNA.

Monarch Fine Portraiture closed at 82 N. Main St.

Edith's Princess Prom opened in Edith's Bridal at 9 S. Main St. They have the largest selection of prom dresses in Wisconsin. Dresses in bright colors and every design imaginable are available at the shop. Stop by and pick up a catalog or browse the selection Mon. Wed. & Fri. 10 a.m. to 9 p.m. Tues. & Thurs. 10 a.m. to 5 p.m. On Saturday, February 6 Edith's will be opening a store at the Fox River Mall in Appleton.

Ken, Alan and Anthony Tibbits are the new owners of **Kozmos Night Club**. The Tibbits' also own TNT Sports Bar & Grill in Waupun. The business will operate much the same as Kozmos had in the past. A grand opening event in being planned for this summer. Kozmos is located at 23 S. Main Street. Phone: 920-924-2337



Promotions with Pizzazz opened at 74 S. Main St. Suite 101. Promotions with Pizzazz is a promotional products supplier Business Owner Amy Goeden has been working in the industry for 14 years and has owned Promotions with Pizzazz for the last 5 years. She chose her new downtown location to offer a showroom for customers to browse products. Their mission is to be an extension of your marketing department by assisting in helping you to promote and expand your business thru the use of promotional items. Phone 920-921-3419 www.promotionswithpizzazz.com.

Home for the Holidays brings Santa, Reindeer and Chili

Home for the Holidays was a success with more people and businesses getting into the holiday spirit.

Breakfast with Santa at The Ramada Plaza Hotel had 224 people come a visit with Santa and Mrs. Claus. After breakfast Santa went to the Children's Museum to continue to gathering boys and girls wish lists. The reindeer and the Whisper Hill Clydesdales carriage rides were as popular as ever with the carriage never making an empty route.

New this year was the Chili Crawl. Nineteen businesses participated as Chili posts and 91 tickets were sold to crawlers. The only complaint heard among the crawlers was that there was too much food!

Thanks to all who helped make the event a success including the HFTH Committee, Dennis Lange and Rick Reehl from Public Works Electrical Division, Joe Disterhaft from the County Parks Dept., and Liz Engh for arranging the tab section in The Reporter.



The team from Main Exchange and Pockets (left) created the 1st and 2nd place chillies. Blueprint Solutions (right) had 4 different chillies, including the 3rd place winner. For more pictures of the event and winners, visit us on Facebook.



Congratulations to:

Planter Contest Winners:

- 1st Googles Inn
- 2nd Botanicals Floral Studio
- 3rd Pockets Bar & Grill

Window Contest Winners:

- 1st Botanicals Floral Studio
- 2nd Edith's Bridal
- 3rd Hopper's Silkscreening & All Star Trophy

Chili Contest Winners:

- 1st Main Exchange
- 2nd Pockets
- 3rd Blueprint Solutions

Thanks to all that participated!

DFP Board of Directors

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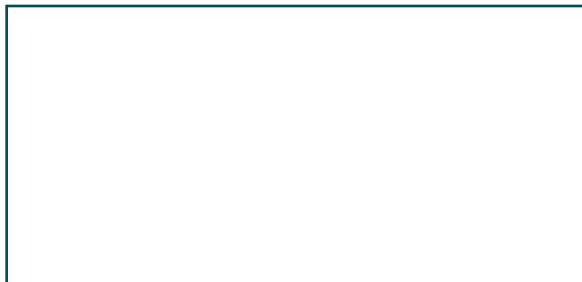
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Downtown Fond du Lac Partnership
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DFP Calendar of Events

Committee Meetings

- February 9 Organization 8:30 a.m. @ AC
February 10 Board of Directors 8 a.m. @
The Nielsen Company
February 16 Economic Restructuring noon @
The Windhover
February 18 Events 8 a.m. @ AC
February 24 Design 8 a.m. @ Police Station
February 25 Marketing noon @ AC
March 3 Design Review Board noon @ AC
March 4 Executive noon @ AC
March 9 Organization 8:30 a.m. @ AC
March 10 Board of Directors 8 a.m. @
The Nielsen Company
March 16 Economic Restructuring noon @
The Windhover
March 18 Events 8 am @ AC
March 24 Design 8 am @ Police Station
March 25 Marketing noon @ AC

Downtown Morning Exchange

- February 25 Fox Valley Savings Bank
April 22 Langhoff Chiropractic
June 24 Ramada Plaza Hotel

Who's Visiting Downtown

The following groups will be visiting downtown in the next couple months, please make them feel welcome.

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| February 3-5 | February 26-28 |
| • American Transmission Company | • Mrs. Wisconsin |
| February 13-14 | March 12-14 |
| • WI West Point Parent's Association | • State Hockey Tournament |
| February 19-21 | March 16-19 |
| • DATCP Men's Retreat - Sowing the Seeds | • Brenner Tank |
| • FDL Swim Club Regional Meet | March 19-21 |
| • Hockey Tournament | • State Hockey Tournament |
| | April 7-9 |
| | • Board of Regents |
| | April 13-14 |
| | • UW Extension |

Marketing Opportunities Available

Sponsorship opportunities are still available for the 2010 event calendar. These events include Fondue Fest, Sidewalk Sale, and Home for the Holidays. For complete information on sponsorship packages, please contact the DFP office at 920-921-9500.