

## Wisconsin Main Street Awards

On April 25, the 21<sup>st</sup> Annual Wisconsin Main Street Awards were held in Wausau. DFP representatives were on hand to see Tom Meiklejohn receive the Honorary Board of Directors Award, as well as the Wisconsin Main Street Council's Honorary Chairman of the Board designation, Joan Pinch received the Volunteer of the Year Award and Sam Meyer was awarded Honorable Mention for Best Façade Renovation Over \$7,500 for his work on 28 N. Main Street.

The DFP also graduated from the Wisconsin Main Street Program by completing 5 years in the program. Dick Leinenkugel, Secretary of Commerce,

congratulated the DFP in his speech (reprinted at the right).

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin communities. The Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Since the Program's inception, the state's Main Street communities have attracted 3,652 new businesses, 14,633 new jobs and more than a billion dollars in public and private reinvestment.

The Fond du Lac Downtown Business Council waned for years until 1998 when the Downtown Fond du Lac Partnership (or DFP) took its initial steps. The DFP spent its first years developing a Business Improvement District – or BID, a Board of Directors, hiring a director, and creating committees.

The organization applied to the Main Street Program in 2002 but failed to gain acceptance. That did not deter the DFP's passion for downtown.

A Façade Grant Program was developed and momentum picked-up for events such as the Farmer's Market, Sidewalk Sale and Fall Festival.

In 2004, the DFP was accepted into the Main Street Program. To date, the façade program has given back over \$95,000 to property owners contributing to more than \$600,000 in building renovations.

Fondue Fest averages attendance of over 20,000 people and the volunteer and support base has grown into the 100's.

Since the Main Street Program started in Fond du Lac the downtown area has seen more than 100 building improvement projects and a net of 53 new businesses. With an overall investment of \$18 million.

**Congratulations, Fond du Lac.**

~ Wisconsin Secretary of Commerce  
Dick Leinenkugel



Left to Right: Joan Pinch, Ramada Plaza Hotel; Amy Hansen, Director of the DFP; Dick Leinenkugel, WI Secretary of Commerce; Tom Meiklejohn, Tom Meiklejohn AIA - Architect; and Jim O'Keefe, WI Dept of Commerce. Not pictured: Sam Meyer.

## Organization Committee Welcomes New Businesses



The DFP Organization Committee recently started a new program to welcome new businesses into downtown. The committee welcomed new businesses Sal's Pizza and Suntanners into the district. They also welcomed Omni Staffing into their new building. Each business was given a bag filled with products and warm wishes from downtown merchants. Committee members include: Judy Urben, MPTC; Randy Mittelstaedt, National Exchange Bank; Live Moyer, Set In Ink; Tina Potter, FDL United Way and Ron Schmitz, The Ramada Plaza Hotel.

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

## Clock Dedication, MAG Giddings & Lewis' 150th Anniversary ~ June 18

The celebration of MAG Giddings & Lewis' 150th Year in Fond du Lac along with the dedication of the Main Street Plaza Clock Tower will be held June 18th at the intersection of Sheboygan and Main Streets in the Plaza.

The dedication will begin at 5 p.m. with guest speakers Martin Lakes, President of MAG Giddings & Lewis, Senator Randy Hopper, Representative John Townsend and FDL City

Council President Tim Lakin. After the dedication ceremony, the classic rock band Black Iris will be performing in the Plaza until 8 p.m. to help kick off the summer. Food and beverages will be available.

Please join us in this celebration. Register for this event by calling 920-921-9500 or visit [www.fdlac.com](http://www.fdlac.com) and register online. Registration is preferred, but not required to attend.

## Sidewalk Replacement Project: Phase Two

The second phase of the Main Street Sidewalk Replacement Project is scheduled to be completed July 15 through August 31.

This year, the sidewalks on the west side of Main Street between Division and Forest will be done. Since the area known as Main Street Plaza is much wider than a typical sidewalk,

this one block may consume the entire budget for 2009. If there are still funds available, the project will continue on the east side of Main Street between Division and Sheboygan.

Property owners and tenants will be kept aware of the progress of the project via emails from the DFP office.

## Farmers Market Open for the Summer

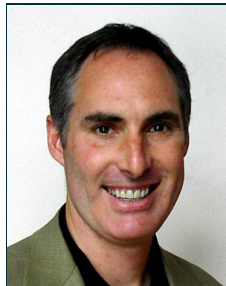
Summer is on the way! The Downtown Fond du Lac Saturday Farmers Market opened on a May 16. Though it was chilly and windy, vendors and customers came for plants, honey, asparagus and more.

The Wednesday Market will begin on June 3rd and run through October 28th from 2 p.m. to 6 p.m. It will be held in Hamilton Park in the parking lot across from St. Paul's Cathedral on Division and Sophia Streets.

Besides the fresh fruits and vegetables, the market boasts kettle corn, bison, honey, grass fed beef, natural dog treats, soap, jewelry and other crafts.

The Farmers Markets bring 1,000 to 1,500 people downtown weekly.

Buying locally is healthy, good for the environment and can save money. So visit the market, catch up with neighbors and taste fresh!



**Name:** Kevin Miller, Executive Director, Windhover Center for the Arts  
**Involvement with the DFP:** Board of Directors, Chair of the Economic

Restructuring Committee and the Fondue Fest Committee

**Personal/family:** I grew up in Sheboygan where I graduated from Sheboygan County Christian High. From there I attended UW-Eau Claire and UW-Milwaukee's Professional Theatre Training Program where I received my MFA. Spent the better part of the last twenty years working in professional theatre in New York, Cleveland, Chicago & Milwaukee. Before Windhover I was the founder and director of The Cedar Creek Repertory Company in Cedarburg. I made the move to Fond du Lac last August with my family which consists of my wife Ann and three children: Hannah (13), Zane (10) and Silas (4). Moving to Fond du Lac has been a tremendous experience for the Millers. From the warm welcome we received from

## Volunteer Spotlight



the folks at Windhover and the community as a whole, Fond du Lac has certainly made us feel at home. Windhover Center and Fond du Lac has been a great blessing for us and we are glad to be here.

**Hobbies/interests:** The usual Wisconsin passion of Packers, Brewers, Badgers. However, I do have friends actively producing indy films in LA and Milwaukee which allows me to still stay involved in acting. Being the "loud guy" in the corner during meetings has its appeal as well.

**What prompted you to get involved with the DFP?** In order for the Windhover Center to succeed, Fond du Lac needs a thriving downtown. A vibrant, relevant, downtown that can cater to families, professionals, along with being a point of destination for entertainment and dining, is essential for the long term survival and growth for Fond du Lac. Downtown Fond du Lac has incredible potential. I believe it is up to the DFP to work with the city, county, and other community entities to see that potential realized.

**What has been your favorite/most rewarding project with the DFP, and why?** Chairing the Economic

Restructuring Committee. The main goal of the committee is to facilitate development for the downtown. It has been a great educational experience for me as the experts in our community (notably City of Fond du Lac's Community Development Director Wayne Rollin and Fond du Lac County Economic Development Corporation's Christian Tscheschlok) have "schooled" me on everything I don't know about development. Because of their input and the initiatives the ER committee is trying to put forth, I believe exciting times are in the offing for Fond du Lac.

**What is your personal dream for downtown Fond du Lac?** A safe, vibrant, main street that is a destination for the local community as well as for tourists. Yes, I would like to see Windhover Center full to capacity for all events. But I would also like to see that same crowd fill up our downtown restaurants, cafes, bars, hotels. Downtown Fond du Lac should become a source of pride for our residents and the cultural heart of our city.

## What's Happening in the District

**The Cellar** opened on May 27 at 109 N. Main St. The Cellar is a full service shop that specializes in wine making and beer brewing supplies. They are open Wednesday 11 a.m. to 6 p.m.; Thursday 11 a.m. to 6 p.m.; Friday 11 a.m. to 7 p.m. and Saturday 10 a.m. to 4 p.m. Phone : 517-1601

**Connect Café** last day will be June 30. **Joe's Fox Hut** will be expanding the restaurant into the Connect Café space.

**Larry's New Shooter's Club**, at 101 N. Main St., has added **Larry's Restaurant** in the front portion of the building. The restaurant opened on June 1, and serves a full menu of breakfast, lunch and dinner with the hours of 7 a.m. to 1 a.m. daily. Available for dine in and carry out. Phone: 924-9949

**Natural World Aquariums** will be open mid-June at 109 N. Main St. They carry a large selection of live fresh water fish as well as rocks, fossils and dry goods. Natural World will be open weekends from Thursday through Sunday. Phone: 263-0162.

**Rockow's MMA Lifestyles / Pro Shop** opened their doors on May 1st. Besides sponsoring fights at the fairgrounds and other locations, Rockow's sells TapouT apparel, fight gear and more. Their hours are Monday through Friday from 10 a.m. to 8 p.m. and Saturday 10 a.m. to 5:30 p.m. Phone: 251-1579

**Shepard Law Offices** opened on March 1st at 131 S. Main St. Attorney Phillip Shepard specializes in Estate Planning, but also handles other legal issues. The office hours are 9 a.m. to 5 p.m. Monday through Friday. Phone: 933-3600

On April 23, City Council voted to approve the addition of the **YMCA** into the Business Improvement District. The new partnership will allow the YMCA to become more involved in DFP committees and events. With the expansion of the YMCA due for completion in Fall 2010 and the addition of the Boys and Girls Club, the YMCA will draw approximately three times the customer traffic than it currently does. This means more potential customers for downtown businesses. The new YMCA will serve as a landmark anchor to the downtown, which will bring virtually endless possibilities to joint marketing efforts.

## Welcoming Visitors

The DFP has been listing on the back page of the newsletter the incoming groups to the Ramada Plaza Hotel in the upcoming months. We hope businesses will take advantage of this information and make the visitors feel welcome.

The DFP will be e-mailing welcome signs to businesses for these large group events. We encourage you to print off these signs and post in windows, doors or by the cash register. This way all the signs in the downtown district will look uniform.

Another way to take

advantage of the visitors will be to have your business information displayed on a table at the Ramada Plaza Hotel. This way groups will get information about your business right as they check in.

These are good opportunities to promote your business, as many of these groups come back to downtown year after year.

The Ramada draws thousands of guests a year, the welcome signs are an easy way to attract these potential new customers and draw them into your business.

## Weekend Police Bike Patrols

The DFP board unanimously agreed to spend up to \$5,000 to fund additional police patrols in the downtown area to combat vandalism, theft and negative behavior.

Two uniformed officers will be conducting bike patrols on Friday and Saturday evenings from 11 p.m. to 4 a.m. The additional patrols began in late May and continue through the end of June. Thursday evening patrols may be added if the need presents itself during the summer.

These patrols are in addition to the regularly scheduled units that monitor the downtown area, which at times can exceed 10 officers, depending on the shifts and scheduled activities throughout the Fond du Lac area.

"The DFP is committed to keeping the Downtown a safe

place for people to live, work and play around the clock," said Joe Tasch, President of the DFP. "The Fond du Lac Police Department shares our commitment and the bike patrols are just one way to keep our downtown running smoothly."

The DFP will monitor the success of the additional patrols throughout the summer to determine its effectiveness by tracking the number of incidents and arrests.

The Police will also have more officers on bikes during the day to help patrol the downtown as well as deter people from riding bikes down the Main Street sidewalks.

Though the bike patrols and squad cars are on Main Street, please remember to report problems or trends as they occur.

## Downtown Cleans Up

May 9th was the DFP's 5th Annual Spring Clean Up. The Design Committee was out helping as downtown merchants took advantage of the opportunity to dispose of some of the clutter that inevitably accumulates during the year.

Thanks to the FDL Public Works Department for the use of equipment and manpower.



## Sign Up Your Business Account on the Downtown Fond du Lac Website

The new DFP website went live at the end of March. This is an exciting new endeavor for the DFP and the downtown businesses. The DFP needs your help to ensure the information on the website is current and viable.

On the new website, businesses control the content of their page. Businesses created user id's and then they can post photos, daily specials, hours and more.

In order for the website to reach its potential, we need

businesses to log in and keep their profiles up to date. This includes updating the page with current information, but also posting specials and events.

We are also creating a Downtown Business brochure which will be distributed to hotels and businesses in the Fond du Lac area. We will be matching the information in the brochure to the information on the website. Please make sure to log in and check the info on your business.

## DFP Board of Directors

Joe Tasch, *President*  
joseph.tasch@nielsen.com  
Tom Meiklejohn, *Interim Pres-Elect*  
twm3arch@sbcglobal.net  
Dave Schneider, *Treasurer*  
dschneider@giddings.com  
Joan Pinch, *Secretary*  
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Kevin Miller  
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Lynn Wehner  
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Jasen Wise  
jtwise@mariancollege.edu

### Ex-officio members:

Wayne Rollin  
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Christian Tscheschlok  
christian@fcedc.com  
Joe Reitemeier  
joer@fdlac.com

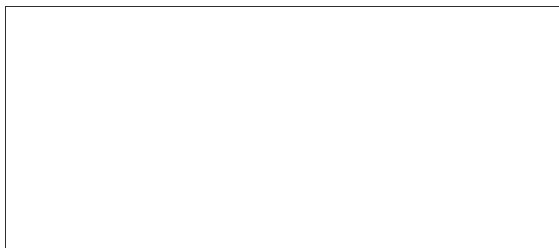
Amy Hansen, Director of the  
DFP  
amyh@fdlac.com

Katy Compton, Marketing &  
Events Assistant  
katy@fdlac.com



Downtown Fond du Lac Partnership  
207 N. Main St.  
Fond du Lac, WI 54935-3460

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## DFP Calendar

If you would like to join a committee,  
please contact us for more info!

- June 9 - Economic Restructuring Committee noon @ The Windhover Center for the Arts
- June 9 - Organization Committee 8:30 am @ AC
- June 10 - Board of Directors 8 am @ The Nielsen Co.
- June 11 - Fondue Fest 8 am @ AC
- June 24 - Design Committee 8 am @ Police Station
- July 1 - Promotions Committee 8 am @ AC
- July 1 - Design Review Board noon @ AC
- July 2 - Home for the Holidays 8:30 am @ Cujak's Wine Market
- July 2 - Executive Committee noon @ AC
- July 8 - Board of Directors 8 am @ The Nielsen Co.
- July 9 - Fondue Fest 8 am @ AC
- July 14 - Organization Committee 8:30 am @ AC
- July 21 - Economic Restructuring Committee noon @ The Windhover Center for the Arts
- July 22 - Design Committee 8 am @ Police Station

## Special Events Calendar

- June 3 - Start of Wednesday Farmers Market
- June 18 - Clock Tower Dedication Ceremony
- June 24 - Midwest Cycling Series
- June 25 - Downtown Morning Exchange , FDL Public Library
- July 11 - Sidewalk Sale
- September 12 - Fondue Fest

## Three Big Events this Summer!

Midwest Cycling Series – June 24 For more information about the race, visit: [www.tourofamericasdairyland.com](http://www.tourofamericasdairyland.com). Races run from noon to 7 p.m.

Sidewalk Sale – July 11 ~ 8 a.m. to 2 p.m.

Fondue Fest – September 12 ~ 9 a.m. to 5 p.m. [www.fonduefest.com](http://www.fonduefest.com)

Contact Katy if you are participating and need space for these events.

## 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:

- |   |  |
|---|--|
| June 5-8<br>Exelon Racing Team                                    | June 26-27<br>St. Agnes School of Nursing                          |
| June 8-11<br>WI Assoc. of Independent Colleges & Universities     | July 17-18<br>CD Warehouse, Town & Country and Villa Park Panthers |
| June 12-13<br>Walleye Weekend                                     | July 19-24<br>DIAL Summer Institute                                |
| June 19-21<br>Native Construction, and The Don's (Softball teams) | July 25<br>America by Bicycle. A group touring America by bike.    |
| June 22-25<br>Tour of America's Dairyland                         | July 25-August 4<br>EAA AirVenture along with the FAA & IAC        |
| June 23-27<br>Pi Kappa Delta                                      | July 25<br>US Coast Guard Band                                     |
| June 25-27<br>WI Fury Basketball Team                             |  |
| June 26-27<br>Lakeshore Ski & Sport                               |  |