

Date: April 5, 2016

To: Downtown Exploratory Committee

From: Amy Hansen, Executive Director
Dusty Krikau, Director of Communications & Special Events

Re: Information – Downtown Fond du Lac Partnership

Thank you for your service on the Downtown Exploratory Committee. Below are some resources you may find helpful as you review what has been happening in downtown Fond du Lac over the years and explore its future.

The Downtown Fond du Lac Partnership (DFP) is a private, non-profit organization founded in 1999 to revitalize downtown Fond du Lac. Led by a board of directors, staff, and hard-working volunteers, the DFP aims to establish a diverse, prosperous and healthy district that is the social, commercial and cultural heart of the community. The DFP is part of the Wisconsin Main Street Program, a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts. Four elements combine to form a multifaceted approach to downtown development:

ORGANIZATION involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. DFP examples: Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners

DESIGN enhances the attractiveness of the business district. DFP examples: Grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations.

ECONOMIC RESTRUCTURING involves analyzing current market forces to develop long-term solutions. DFP examples: Market Analysis, Business Start-up Assistance, Business Recruitment, Property Listings, Vision Planning for the Arts & Entertainment District, the Riverwalk District and The Gateway District

PROMOTION creates excitement downtown. DFP examples: Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificates

Recent Board Meeting Minutes

Attached are the minutes for the most recent 6 months of board meetings.

Our Webpage – www.downtownfdl.com

The DFP site is divided into two sections. The main page is designed to provide information to the general public, while you can find details for business and property owners by clicking on the “Downtown Fond du Lac Partnership” link in the upper righthand corner of the page.

Surveys & Statistics – www.downtownfdl.com/dfp/surveys_stats.html

The page contains updates on our current market analysis project as well as the analysis of other research projects downtown.

Publications – www.downtownfdl.com/dfp/publications.html

Here you will find the annual reports from 2012 to the present as well as the most recent newsletters sent to our business and property owners.

Our staff includes:

Amy Hansen, Executive Director

Dusty Krikau, Director of Communication and Special Events

Kathy Tasch, Research Assistant

Tracy Reinhart, Farmers Market Manager

Downtown Fond du Lac Partnership, Inc.

30 S. Portland Street | Fond du Lac, WI 54935

office 920.322.2006

www.downtownfdl.com



DFP Board of Directors Meeting Minutes
8:00 a.m., Wednesday, March 9, 2016 at Hometown Bank

PRESENT

| | |
|----------------|---|
| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Buechel, Dave | - Woods Floral & Gift |
| Deitte, Tom | - Edith's Bridal, Board President |
| Emanuel, Ron | - The Goldsmith |
| Gutzmann, Jon | - Fond du Lac Police Department, Police Liaison |
| Hathaway, Alan | - BrownBoots Interactive |
| Pegram, Byron | - Jack's Team Sports, Board Vice-President |
| Shepherd, Phil | - Shepherd Consulting, Board Past President |
| Wiese, Nicole | - National Exchange Bank & Trust, Board Treasurer |
| Hansen, Amy | - Downtown Fond du Lac Partnership |
| Krikau, Dusty | - Downtown Fond du Lac Partnership |

EXCUSED

| | |
|----------------|---|
| Bingen, Angela | - B&B Enterprises |
| Gold, Artie | - Marian University |
| O'Malley, Tony | - Zacheral, O'Malley & Endejan, Board Secretary |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Little, Steve | - Agnesian Healthcare |

GUESTS

| | |
|---------------|------------------------------------|
| Balson, Julie | - Gallery & Frame Shop |
| Cujak, Sara | - Cujak's Wine Market |
| Tasch, Kathy | - Downtown Fond du Lac Partnership |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, March 9, 2016 at 8:00 a.m.

1. Approval of Consent Agenda – Nicole Wiese made a motion to pull the February Financial Statement from the consent agenda. Phil Shepherd seconded. Motion passes unanimously.
 - a. Nicole Wiese made a motion to approve the consent agenda. Phil Shepherd seconded. Motion passes unanimously.
 - b. Nicole Wiese made a motion to approve the February 2016 Financial Statement. Dave Buechel seconded. Motion passes unanimously.
2. Public Comments – Very successful Chili Crawl and Sturgeon Spectacular events. Art walk is next Friday.
3. Police Report – Captain Jon Gutzmann provided a 2015 End of Year recap. Overall, street crimes are down. The goal for 2016 is a 5% reduction in street crimes. The highest concentration of drug related issues are in the residential area southeast of downtown.
4. New Business
 - a. Review and Approval of Building Improvement Grants – The Building Improvement Grant committee presented recommendations for 2016 funding. Eight applications were received, totaling \$356,568 in project costs. The grant requests totaled \$171,629. The recommendation of the committee is to fund six of the projects for a total of \$59,300. The recommendations were approved on a motion by Phil Shepherd, seconded by Dave Buechel. Motion passes unanimously. There is \$75,000 in the fund for 2016, therefore \$15,700 is available for the next grant review cycle on May 4th.
 - b. Director's Monthly Report– Included below.
5. Old Business
 - a. Market Analysis Update –
 - i. Business Owner Surveys – Approximately 50 have been completed so far. The approach to get property owners to complete the survey has been multi-faceted including email, hand delivery of paper copies and personal one-on-one interviews.
 - ii. Community Visits – A Fond du Lac contingency visited Beloit and Janesville to learn best practices and new ideas. Sheboygan, Manitowoc, Wausau and Stevens Point will be visited in the next two weeks.
 - b. Professional Accounting Services Update – Erickson & Associates have been hired as the organization's new accounting firm. The annual audit will be conducted on April 21.
6. Other Business
 - a. Upcoming Dates:
 - i. April 7, 2016 - "Meet Me Downtown" at Theo's – 5:30 p.m. to 7:30 p.m.
 - ii. May 22-25, 2016 – National Main Streets Conference in Milwaukee, May 22 will be a bus tour to Fond du Lac for attendees.

Adjournment

The meeting was adjourned at 9:20 a.m. on a motion by Ron Emanuel. Phil Shepherd seconded. Motion passed.

Next meeting:

April 13, 2016, 8:00 a.m., at Hometown Bank

Director's Report – March 9, 2016

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- Eight applications for the Building Improvement Grant were reviewed.
- Staff is currently working with ten potential new businesses in various stages of development.
- The Elks Lodge has been listed for sale

Objective 2: Positively market Downtown Fond du Lac

- Chili Crawl – February 13, 2016, 11-2:00 (Part of Sturgeon Spectacular) - See Wrap-Up Report Attached
- Farmers Market
 - Vendor Application Night received good feedback; 31 vendor applications are in; deadline is April 8
 - United HealthCare has confirmed a \$3,500 sponsorship
 - Mike's Music has confirmed a \$500 sponsorship and hosting two Open Mics at the market (\$200 value)
- Downtown Open House is scheduled for Saturday, May 14, 10-4
- Downtown Discount Card marketing has begun
 - 14 businesses currently offering discounts
- Downtown Wine Walk - Friday, June 17
 - Currently seeking presenting sponsor
 - Cujak's has sponsored logoed GoVino glasses for the event
- Fondue Fest – September 10
 - Applications are live; 1 vendor application is in; deadline is August 1
 - Renewal by Anderson of Northeast Wisconsin will again sponsor the Kids' Zone
 - THELMA will again sponsor the Fondue Fest Finale
- Continuation of the downtown radio show "Get Downtown!" on KFIZ.
- DFP Facebook page has 3,492 likes; +38 in the month of February; Peak organic reach: 3,289
- Farmers Market page has 1,791 likes; +23 in the month of February; Peak organic reach: 925

Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac

- The Design Committee is planning Downtown Clean Up Day is being planned for Thursday April 21. The City will have bulky waste dumpsters located downtown. Waste Management will have a trailer to drop off electronic waste at no charge. Downtown employees and local service groups will be asked to donate time in the afternoon to clean up litter.
- The Design Committee is working with the Public Works Department to coordinate an "Adopt a Park" program. Volunteers will be solicited to adopt areas of downtown to plant additional flowers and foliage.
- Brick crosswalks will begin to be replaced with stamped concrete due to constant wear and tear. Likely to be a three-year project to replace all crosswalks in downtown.
- The Design Committee is working on additional crosswalk safety measures including a flag system at Court & Main and a pedestrian sign with reflectors system at Sheboygan & Main.

Objective 4: Be a voice for the Downtown Fond du Lac community

- Meet Me Downtown, sponsored by Texture Salon, will be at Theo's 24 on April 7.
- Business owner surveys have been received from approximately 45 business owners. Results will be published with the Downtown Market Analysis project in April/May.
- January contacts: 38 Inbound - 19 Outbound
 - 12 – general DFP organizational information
 - 0 – design, beautification, parking, safety
 - 8 – business marketing
 - 17 – special event information
 - 6 – remodeling projects
 - 10 – potential new businesses
 - 4 – other

Vacancy Rate (First-floor taxable commercial square footage available for lease or purchase)

Nov 2013 - 10.2% > Dec 2015 - 9.07%

Chili Crawl 2016 Wrap-Up Report

Date of Event: February 13, 2016

Overall, Chili Crawl 2016 was a success with the highest attendance and highest net income in the history of the event.

Financial Sponsors:

Convention & Visitors Bureau

In-Kind Sponsors:

Hopper's
Slim & Chubby's

Winner: Downtown Deli To Go

2nd Place: Knight Barry Title

Community Participation:

- 108 registered attendees. (2014 = 66 attendees; previous peak attendance = 89 in 2010)
- 13 businesses participated. 5 businesses were new to downtown in the last year.
- T-shirts were printed at cost with no charge for printing setup
- Slim & Chubby's donated a championship belt
- Approx. 10° F with little to no wind.

Financial Results:

- Net income = \$1,552
- \$1,352 higher than the projected income of \$200

Reactions:

- Participant feedback was overwhelmingly positive.
- "My son & I did the crawl first time WOW I loved it..... I never knew some of these shop were around I will for sure re visit them."
– Kathleen Friedel via email
- Due to the larger than expected crowd, three sites ran out of chili during the event.
- Suggestions included
 - Limit the number of sites to 13
 - Ensure uniform sample sizes at all locations
 - The DFP has invested in 16 reuseable ladles to be distributed to all sites in future years, including a red ladle for use at the site of the previous winner.

Participant Analysis

- 68 of the 108 registered attendees tracked the number of new businesses visited (63% of attendees)
- The average attendee was new to 7 of the businesses
- 65 of the 68 surveyed attendees were new to more than 1 business
- 5 of the 68 surveyed attendees were new to all businesses

Chili Crawl 2017

- February 11, 2017



DFP Board of Directors Meeting Minutes
8:00 a.m., Wednesday, February 10, 2016 at Hometown Bank

PRESENT

| | |
|----------------|---|
| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Buechel, Dave | - Woods Floral & Gift |
| Deitte, Tom | - Edith's Bridal, Board President |
| Emanuel, Ron | - The Goldsmith |
| Pegram, Byron | - Jack's Team Sports, Board Vice-President |
| O'Malley, Tony | - Zacheral, O'Malley & Endejan, Board Secretary |
| Shepherd, Phil | - Shepherd Consulting, Board Past President |
| Wiese, Nicole | - National Exchange Bank & Trust, Board Treasurer |
| Hansen, Amy | - Downtown Fond du Lac Partnership |
| Krikau, Dusty | - Downtown Fond du Lac Partnership |

EXCUSED

| | |
|----------------|---|
| Bingen, Angela | - B&B Enterprises |
| Gold, Artie | - Marian University |
| Gutzmann, Jon | - Fond du Lac Police Department, Police Liaison |
| Hathaway, Alan | - BrownBoots Interactive |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Little, Steve | - Agnesian Healthcare |

GUESTS

| | |
|----------------|--------------------------|
| Balson, Julie | - Gallery & Frame Shop |
| Cujak, Sara | - Cujak's Wine Market |
| Hathaway, Sara | - BrownBoots Interactive |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, February 10, 2016 at 8:00 a.m.

1. Approval of Consent Agenda – Ron Emanuel made a motion to approve. Seconded by Byron Pegram. Motion passes unanimously.
2. Vote to Approve Budget Adjustments to Reflect Change in City Funding - Nicole Wiese made a motion to change the city contribution line to \$75,000, BIG Grants to \$75,000, budgeted BID assessment from \$145,000 to \$141,000 and increase the private contribution budget to \$4,000 and reflect the anticipated \$4,000 BID assessment shortfall in the balance sheet. Seconded by Phil Shepherd. Motion passes unanimously.
3. Public Comments – Looking forward to the Sturgeon Spectacular Weekend, lots of buzz and publicity. Very good turnout at the Imagination Network (club for entrepreneurs), suggested for everyone to check it out. Every second Tuesday of the month.
4. Police Report – none.
5. New Business
 - a. Corporate Sponsorship Program – The fundraising campaign was shared and discussed. Corporate sponsorships will be available at the following levels: \$5,000, \$2,500, \$500 and \$100.
 - b. Accounting Services RFP – Nicole Wiese made a motion to accept the RFP from Erickson & Associates for annual accounting services, saving approximately \$1,700 for the organization. Seconded by Dave Buechel. Motion passes unanimously.
 - c. Annual Commitment and Confidentiality Statements – distributed to, and signed by board members.
 - d. Director's Monthly Report– Included below.
6. Old Business
 - a. Market Analysis Update – The deadline to complete the workforce survey and downtown resident survey is February 15. Tuesday March 1st and Wednesday March 2nd are planned to conduct business owner interviews as part of the market analysis project. All board members are asked to help conduct the interviews. Community visits are being planned to six comparable Wisconsin cities in the month of March.
 - b. Proposed City of Fond du Lac Downtown Advisory Committee Update – The board will meet with City Council on February 10 at 5:00 p.m. to discuss the creation of a downtown advisory committee.
7. Other Business
 - a. Upcoming Dates:
 - i. January 21, 2016: Chili Crawl
 - ii. May 22-25, 2016 – National Main Streets Conference in Milwaukee, May 22 will be a bus tour to Fond du Lac for attendees.
 - iii. April 8, 2016 – Wisconsin Main Street Awards in Marshfield.

Adjournment

The meeting was adjourned at 8:50 a.m. on a motion by Ron Emanuel. Dave Buechel seconded. Motion passed.

Next meeting:

March 9, 2016, 8:00 a.m., at Hometown Bank

Director's Report – February 10, 2016

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- Armada has purchased the old Heirl Insurance building at 262 S. Main.
- Fountain City Cafe is now open at 72 S. Main.
- Sue Hoehnen is opening Ubuntu Art Space at 52 E. Division St. on Feb. 11. She will be open Thursdays, Fridays, and Saturdays from 11-3 with other gallery hours based on the THELMA event schedule.
- Building Improvement Grants were hand delivered to several downtown properties. Grants are due at the end of February.
- A grant and loan informational meeting was held at the library 8 business and property owners attended.
- Kremer Pharmacy has announced their closure for Feb. 19.
- Sue Misudek has leased 19 S. Main St. and will be opening The Tiny Yarn Shoppe on March 15.

Objective 2: Positively market Downtown Fond du Lac

- Shop Small Marketing Campaign KPI
 - Introduce new shoppers to downtown businesses
 - 81% of 2015 participants were new to the program
 - 87 unique participants in 2014, increased by 65% to 134 unique participants in 2015
 - Draw shoppers from out of town
 - 15% of 2014 participants and 17% of 2015 participants were from out of town
 - Target Small Business Saturday as a retail event
 - 10% of all sales occurred on Small Business Saturday
 - Small Business Saturday represented 1000% increase in same day sales submitted over other Saturdays.
 - On Small Business Saturday, consumer spending was 82% retail and 15% dining. Overall consumer spending during the Shop Small campaign was 68% retail, 26% dining, and 4% services.
 - Increase overall spending
 - Recorded transactions totaled \$25,515, an increase of 96% over 2014's total of \$13,013.
- Chili Crawl – February 13, 2016, 11-2:00 (Part of Sturgeon Spectacular)
 - 13 businesses participating
- Farmers Market
 - Dusty & Tracy attended the Wisconsin Farmers Market Association Conference on Jan. 25 & 26
 - Vendor Application Night – February 16, 2016, 5-7 p.m. at the library
- Continuation of the downtown radio show "Get Downtown!" on KFIZ.
 - Guest: Trista Holz on January 11
- DFP Facebook page has 3,448 likes; +18 in the month of December. Peak organic reach: 4,382.
- Farmers Market page has 1,761 likes; +15 in the month of December. Peak organic reach: 163.

Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac

- The light pole banners are under warranty and replacements for damaged banners are on order.

Objective 4: Be a voice for the Downtown Fond du Lac community

- The annual meeting was held with approximately 60 attendees.
- Meet Me Downtown, sponsored by Texture Salon will be at Theo's 24 on April 7
- January contacts:
 - 20 – general DFP organizational information
 - 4 – design, beautification, parking, safety
 - 8 – business marketing
 - 7 – special event information
 - 18 – remodeling projects
 - 13 – potential new businesses
 - 3 – other

Monthly Statistics:

BID Assessment Delinquencies \$6,642

Balance of Downtown Fund (non-endowed) \$1,270

Balance of Historic Downtown Fund (endowed) \$8,988

Vacancy Rate (First-floor taxable commercial square footage available for lease or purchase)

Nov 2013 - 10.2% > Dec 2015 - 9.07%

DFP Board of Directors Meeting Minutes
8:00 a.m., Wednesday, January 13, 2016 at Hometown Bank

PRESENT

| | |
|----------------|---|
| Bingen, Angela | - B&B Enterprises |
| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Deitte, Tom | - Edith's Bridal, Board President |
| Emanuel, Ron | - The Goldsmith |
| Gutzmann, Jon | - Fond du Lac Police Department, Police Liaison |
| Hathaway, Alan | - BrownBoots Interactive |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Little, Steve | - Agnesian Healthcare |
| Pegram, Byron | - Jack's Team Sports, Board Vice-President |
| O'Malley, Tony | - Zacheral, O'Malley & Endejan, Board Secretary |
| Shepherd, Phil | - Shepherd Consulting, Board Past President |
| Wiese, Nicole | - National Exchange Bank & Trust, Board Treasurer |
| Hansen, Amy | - Downtown Fond du Lac Partnership |
| Krikau, Dusty | - Downtown Fond du Lac Partnership |
| Tasch, Kathy | - Downtown Fond du Lac Partnership |

EXCUSED

| | |
|---------------|-----------------------|
| Buechel, Dave | - Woods Floral & Gift |
| Gold, Artie | - Marian University |

GUESTS

| | |
|----------------|---------------------------|
| Balson, Julie | - Gallery & Frame Shop |
| Turk, Russ | - Russtiques |
| Mathweg, Tracy | - Lillian's |
| Kolstad, Brian | - Wisnet and City Council |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, January 13, 2016 at 8:00 a.m.

1. Approval of Consent Agenda – Tony O'Malley made a motion to approve. Seconded by Ron Emanuel. Motion passed unanimously.
2. Public Comments – Russ Turk is planning to work with the DFP on a new downtown beautification initiative. The Sturgeon Spectacular Weekend will possibly include an ice carving demonstration downtown.
3. Police Report – Captain Gutzmann provided year end statistics. Cameras will be installed inside the two parking ramps in 216. The police are looking for the DFP to help enforce the 'no bikes on sidewalks" rule. Will have the Design Committee look at ways to improve pedestrian safety at crosswalks, vehicles are not stopping for pedestrians.
4. New Business
 - a. Building Improvement Grant – With a few minor grammatical changes, the 2016 BIG program was approved on a motion from Phil Shepherd, seconded by Tony O'Malley. Motion passes unanimously. Amy Hansen reported that she has so far been contacted by 12 property owners who are interested in applying for the grant.
 - b. New Downtown Businesses – Welcome Visits – General consensus was not to have a formal visit schedule for new businesses, but the goal is to have the DFP have a personal contact with every downtown business by the end of 2016. Motion by Nicole Wiese, seconded by Tony O'Malley. Motion passes unanimously.
 - c. Director's Monthly Report– Included below.
5. Old Business
 - a. Market Analysis Update – Tuesday March 1st is planned to conduct business owner interviews as part of the market analysis project. All board members are asked to help conduct the interviews. The workforce survey and downtown resident survey have been released to the general public. The deadline to complete the surveys is February 15.
 - b. Proposed City of Fond du Lac Downtown Advisory Committee Update – The board consensus was to have Amy Hansen attend the next city council meeting to make sure they are aware of our Market Analysis project, and that there might be an overlap in goals and that we encourage them to work collaboratively with the DFP so we can all be on the same page.
6. Other Business
 - a. Upcoming Dates:
 - i. January 21, 2016: DFP Annual Meeting – 8:00 a.m., at THELMA
 - ii. January 27, 2016: Financial Programs Informational Meeting – 10:00 a.m. at the Library

Adjournment

The meeting was adjourned at 9:00 a.m. on a motion by Nicole Wiese. Tony O'Malley seconded. Motion passed.

Next meeting:

February 10, 2016, 8:00 a.m., at Hometown Bank

Director's Report – January 13, 2016

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- Theo's is now open 24 N. Main.
- Fountain City Cafe will be opening on January 18.
- Commonwealth Construction moved to their new offices on Main Street on January 1.
- Building Improvement Grants will be reviewed on March 7. The committee met to update the 2016 application, and will be sent to business owners after board affirmation. To date 11 property owners have inquired.
- A grant and loan informational meeting is scheduled for January 27 at the library. The goal is to inform property owners of available grant and loan programs through the City, FDEDC, ADVOCAP, NEBAT and the DFP.

Objective 2: Positively market Downtown Fond du Lac

- Shop Small Marketing Campaign
 - 72% of businesses responding to a survey indicated that the marketing effort was beneficial for increasing both customers traffic and sales over the holiday shopping season.
 - The raffle was hugely successful with 236 entries representing approximately 147 individuals, 17 communities, 62 different businesses, and more than \$15,000 in sales (totals are approximate, since data are still being entered).
 - Awarded \$500 in Downtown Gift Certificates to winner, Diane Looker.
- Gift Certificate Program
 - Gift certificate sales during the Shop Small season increased more than 300% from 2014's launch.
- Chili Crawl – February 13, 2016, 11-2:00 (Part of Sturgeon Spectacular)
 - Map will include icons for bars with drink specials
 - Currently recruiting chili locations
- Continuation of the downtown radio show "Get Downtown!" on KFIZ. Guest Trista Holz on Jan. 8.
- DFP Facebook page has 3,436 likes; +17 in the month of December. Peak organic reach: 2,875.
- Farmers Market page has 1,749 likes; +10 in the month of December. Peak organic reach: 88.

Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac

- The Design Committee and City Staff came to agreement on updates to the sign ordinance. The changes will go to the Plan Commission in February.

Objective 4: Be a voice for the Downtown Fond du Lac community

- Annual Meeting & Report – January 21, 2016, 8 a.m., Thelma Sadoff Center for the Arts
 - 2015 Annual Report almost completed. Designed in house.
 - New awards will be given this year including the Downtown Legacy Award and New Business Award.
 - Sponsors THELMA (site), Model Cleaners (linens), and The Bagelmeister (food)
- Meet Me Downtown, sponsored by The Goldsmith, was held on January 7. Approximately 45 businesses owners, property owners and employees attended. Six new downtown businesses were the 'Guests of Honor'.
 - Seeking sponsors for future 'Meet Me Downtown' events, held on the first Thursday of every quarter.
- Assisted with press releases and Progress Edition articles for the following newly expanded businesses:
 - Essential Rock Church
 - Life Enforcement
 - Lillian's

Monthly Statistics:

BID Assessment Delinquencies \$6,642

Balance of Downtown Fund (non-endowed) \$1,270

Balance of Historic Downtown Fund (endowed) \$8,988

Vacancy Rate (First-floor taxable commercial square footage available for lease or purchase)

Nov 2013 - 10.2% > Dec 2015 – 9.07%

DFP Board of Directors Meeting Minutes

8:00 a.m., Wednesday, December 9, 2015 at the Fond du Lac Police Department

PRESENT

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| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Deitte, Tom | - Edith's Bridal, Board President |
| Gutzmann, Jon | - Fond du Lac Police Department, Police Liaison |
| Hathaway, Alan | - BrownBoots Interactive |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Little, Steve | - Agnesian Healthcare |
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| Hansen, Amy | - Downtown Fond du Lac Partnership |
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GUESTS

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| Cujak, Sara | - Cujak's Wine Market |
| Mathweg, Tracy | - Lillian's |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, December 9, 2015 at 8:00 a.m.

1. Approval of Consent Agenda – Tony O'Malley made a motion to approve. Seconded by Phil Shepherd. Motion passed unanimously.
2. Public Comments – Small Business Saturday was a very good sales day.
3. Police Report – Captain Gutzmann reported a recent rise in domestic violence and disorderly conducts in the Central District. It is noted that numbers are for the entire Central District, not just the downtown. The majority are in residential areas.
4. New Business
 - a. Vote to Approve 2016 DFP Officers: Steve Little made a motion to approved the following slate of officers for 2016 - Tom Deitte/President, Byron Pegram/Vice President, Nicole Wiese/Treasurer, Tony O'Malley/Secretary and Phil Shepherd/Past President. Alan Hathaway seconded. Motion passes unanimously.
 - b. Downtown Advisory Committee – City Council will be considering the formation of a Downtown Advisory Committee at its December 9th meeting. Board members were encouraged to attend the meeting to hear what is being proposed.
 - c. Update on Retlaw Plaza Hotel – The hotel closed for business on December 2nd. The settling of the foreclosure will take time. In the meantime, the DFP will work with FDEDC to put together a plan with the new potential owners to move quickly when the bank is ready to move forward.
 - d. 2016 Farmers Market Recap – Dusty Krikau provided a year end summary of the 2015 Famers Market season. It is attached to this document.
 - a. Director's Monthly Report– Included below. It was requested to review of the scope of the Downtown Architectural Review Board to see if the process is working as originally intended when the DFP supported its creation in 2010. The Executive Committee will discuss at its next meeting.
5. Old Business
 - a. Market Analysis Update – A committee has been formed and will meet next week to review/edit the three initial surveys (Workforce, Downtown Residents, and Business Owners) that will be distributed early next year. In addition, UW-Extension has created a proposal of informational sources beyond what the DFP Board has already approved for the project. Most of these would be at an additional cost to the organization.
6. Other Business
 - a. Upcoming Dates:
 - i. January 7, 2016: Meet Me Downtown at THELMA, hosted by The Goldsmith 5:30-7:30p.m.
 - ii. January 21, 2016: DFP Annual Meeting – 8:00 a.m., at THELMA

Adjournment

The meeting was adjourned at 9:00 a.m. on a motion by Tony O'Malley. Phil Shepherd seconded. Motion passed.

Next meeting:

January 13, 2016, 8:00 a.m., at Hometown Bank

Director's Report – December 9, 2015

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- Knight Barry Title has opened at 69 S. Main Street, formerly Ameriprise.
- The Hietpas Group is in the process of moving from 86 S. Macy to 20 N. Main Street.
- Downtown Deli To Go has opened at 74 S. Main Street. It is owned by Kari and Craig Koenigs.
- Annie's Fountain City Café at 72 S. Main Street is slightly delayed in opening due to construction issues. Owner Ann Culver hopes to be open before the end of the year.
- Renovations have started at 14 S. Portland. It will be reconstructed as two residential units. The property has been vacant for approximately 10 years.
- The former locations of Commonwealth Coffee and Three Guys Restaurant both have tentative agreements for new tenants.
- The old JR's Sports Bar & Grill at 65 N. Main has an accepted offer pending contingencies. Closing is planned for March. Plans are to open a restaurant.
- A Façade Design Grant has been approved for John Herrick Law Offices at 20 N. Main to assist with the design of a new façade.
- A \$15,000 BIG grant was paid out to Theo's Restaurant. They plan to be open for business very shortly.
- The Retlaw Plaza Hotel closed for business on December 2. It will be listed for sale.

Objective 2: Positively market Downtown Fond du Lac

- Farmers Market Wrap-Up Report (sent via email)
 - Thanks to Errin Wely from WEDC for assisting with data analysis. She will be doing data analysis from five other markets in Wisconsin over the next few months and providing comparative data as it becomes available.
- Shop Small – sponsored by the Fond du Lac Area Foundation and Fox Valley Savings Bank
 - Shop Small Raffle and newspaper advertising are ongoing.
 - Best Shop Small Promotion: Gallery & Frame Shop
 - Best Holiday Window Decorations: Gallery & Frame Shop
- Sponsored 2015 KFIZ Christmas Parade on December 5 on Main Street
 - Partnered with WindPower Windsurfing & Kiting to create a float for Santa
- New Awards During Annual Meeting
 - Legacy Award: This award will be given to a business in operation for 50 years or more in Downtown Fond du Lac.
 - New Business Award: This award will be given to a business that opened in 2015 in Downtown Fond du Lac.
 - Nominations will be opened to the public on 12/11/2015 and may be submitted online until January 8. The winners will be chosen by the Organization Committee and announced at the Annual Meeting on January 21.
- Sturgeon Spectacular – Second Weekend of February
 - The FDL Area Convention & Visitors Bureau will be marketing a variety of community events under the umbrella the "Sturgeon Spectacular Weekend". The downtown Chili Crawl (Feb. 13) will be part of their marketing efforts.
- DFP Facebook page has 3,419 likes; +11 in the month of November
- Farmers Market Facebook page has 1,736 likes; +17 in the month of November

Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac

- The Design Committee is working on proposed changes to the Downtown Sign Ordinance in regards to secondary signage on sides or backs of buildings.

Objective 4: Be a voice for the Downtown Fond du Lac community

- The next "Meet Me Downtown" social event will be held Thursday, January 7 at Thelma. Sponsored by The Goldsmith.

- The DFP was one of eleven local non-profits participating in 'Giving Tuesday' on December 1. A "Fill the Bucket" campaign raised \$1400. \$100 will be donated to the DFP.

Monthly Statistics:

BID Assessment Delinquencies \$6,642

Balance of Downtown Fund (non-endowed) \$1,270

Balance of Historic Downtown Fund (endowed) \$8,988

Vacancy Rate (First-floor taxable commercial square footage available for lease or purchase)

Nov 2013 - 10.2% > November 2015 - 7.13%

DFP Board of Directors Meeting Minutes
8:00 a.m., Wednesday, November 11, 2015 at Hometown Bank

PRESENT

| | |
|----------------|---|
| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Bingen, Angela | - B&B Enterprises |
| Buechel, Dave | - Woods Floral & Gift |
| Deitte, Tom | - Edith's Bridal, Board President |
| Emanuel, Ron | - The Goldsmith |
| Hathaway, Alan | - BrownBoots Interactive |
| O'Malley, Tony | - Zacheral, O'Malley & Endejan, Board Secretary |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Klein, Steve | - Fond du Lac Police Department, Police Liaison |
| Pegram, Byron | - Jack's Team Sports, Board Vice-President |
| Shepherd, Phil | - Shepherd Consulting, Board Past President |
| Wiese, Nicole | - National Exchange Bank & Trust, Board Secretary |
| Hansen, Amy | - Downtown Fond du Lac Partnership |
| Krikau, Dusty | - Downtown Fond du Lac Partnership |

EXCUSED

| | |
|---------------|--|
| Gold, Artie | - Marian University (arrived late as meeting was adorning) |
| Little, Steve | - Agnesian Healthcare |

GUESTS

| | |
|---------------|--|
| Balson, Julie | - Gallery & Frame Shop |
| Cujak, Sara | - Cujak's Wine Market |
| Welty, Errin | - Wisconsin Main Street/Wisconsin Economic Development Corporation |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, November 11, 2015 at 8:00 a.m.

1. Approval of Consent Agenda – Angie Bingen made a motion to approve. Seconded by Nicole Wiese. Motion passed unanimously.
2. Public Comments – The Imagination Network (a networking club for entrepreneurs) has grown to 50 attendees at monthly meetings. It's a terrific resource for people looking to start businesses. The Downtown Solutions group is considering hosting a downtown sturgeon weigh-in during the sturgeon spearing weekend.
3. Police Report – Assistant Chief Steve Klein reported that police bike patrols canvassed the downtown district on weekend evenings from Memorial Day to Labor Day. Bike patrols work well in the downtown area because of the ease of quickly being able to make stops. Violent crimes are on a downward trend. No police issues with Fondue Fest.
4. New Business
 - a. Vote to Approve Amendment to DFP Bylaws -

ARTICLE III

Board of Directors

Section 1. The Board of Directors shall be composed of eleven (11) Directors of which three (3) or four (4) shall be selected annually to serve for three (3) years or until successors are elected and have qualified. The selected panel of eligible board members will be submitted to the City Manager for approval of appointment. No Director may serve more than two (2) complete terms on the Board. An exception can be granted to allow for a sitting president or past president to fulfill their officer terms. The members of the Board of Directors shall be comprised of small and large property owners, occupants of real property, or the designees of either within the BID District of those owners. A reasonable combination of small, large and types of businesses shall be maintained. One voting member may be a representative from a non-assessed property at large who need not be from within the BID district. Any board member may be removed from the Board of Directors with a 2/3 (8) vote.

Tony O'Malley made a motion to approve. Nicole Weise seconded. Motion passed unanimously.

- b. 2016 DFP Officers – Call for Nominations – Tony O'Malley nominated Tom Deitte for President. Nicole Wiese seconded. Tom Deitte accepted the nomination. Angie Bingen nominated Byron Pegram for Vice President, Nicole Wiese for Treasurer and Tony O'Malley for Secretary. Dave Buechel seconded. All candidates accepted the nominations. No additional nominations were declared. Voting will take place at the December Board meeting.

- c. Downtown Market Analysis Proposal – Errin Welty from Wisconsin Main Street presented a proposal for completing a Downtown market analysis. The completion of the proposed plan would be at no charge to the DFP. Ms. Welty reiterated that additional survey work or analysis could be completed by other organizations or private consultants, but likely at a fee. Other communities have worked with universities to complete phone surveys at a cost to \$10-\$15k. These forms of additional research could be added to compliment the plan at a later date. Nicole Wiese made a motion to accept the proposal, not to include the phone survey. Tony O'Malley seconded. Motion passed unanimously. Nicole Wiese offered to have NEBAT sponsor prizes for survey participants.
 - a. Director's Monthly Report– Attached.
- 5. Old Business
 - a. None
- 6. Other Business
 - a. Upcoming Dates:
 - i. January 21, 2016: DFP Annual Meeting – 8:00 a.m., site to be determined.

Adjournment

The meeting was adjourned at 9:00 a.m. on a motion by Nicole Wiese. Angie Bingen seconded. Motion passed.

Next meeting:

December 9, 2015, 8:00 a.m., at Hometown Bank

Director's Report – November 11, 2015

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- Knight Barry Title has purchased 69 S. Main and will be opening the third week of November. They chose the downtown location for increased visibility and the desire to become more involved in the community.
- Annie's Fountain City Café is on schedule to open December 5 at 72 S. Main.
- 1 S. Main was purchased by Bryan Perl and is currently undergoing extensive interior renovations.
- 20 N. Main was purchased by John Galt Enterprises LLC.
- The Retlaw Apartments are currently being marketed for occupancy on December 1.
- Commonwealth Companies will move to their new Main Street location on January 1.

Objective 2: Positively market Downtown Fond du Lac

- Farmers Market
 - Completed for the season.
 - Wrap-up report will be presented at December board meeting.
 - Several vendors are running an indoor market during the winter. The DFP will be supportive, but at this time there are no plans to be involved administratively.
- Monster March – October 31, 10 a.m. to Noon – Sponsored by Russtiques
 - Weather was not in our favor (cold and rainy). Approximately 800 attendees.
 - 37 businesses offered candy.
 - Photos were taken by Studio B Portraits, a Fondue Fest vendor, and digital rights were granted to the DFP at no cost.
 - The DFP costume contest had 30 entries and was very successful on social media, reaching more than 3,500 people with no paid boosts. Winners each received \$20 gift certificates.
 - Victoria's Pet Boutique pet contest had 8 entries.
 - The FdL Library and Shut Up & Dance! opted to reschedule the *Thriller* Flash Mob.
- Shop Small Campaign– November 1 to December 24
 - Events are sponsored by the Fond du Lac Area Foundation and Fox Valley Savings Bank
 - Staff submitted a city proclamation designating November 29 "Small Business Saturday" part of national effort. It will be presented at the November 11 city council meeting.
 - The Shop Small promotional items were distributed during Monster March and door-to-door by staff.
 - Shop Small Raffle underway. Entries must include receipts from 3 downtown purchases and received by December 30. Winner received \$500 in downtown gift certificates. Raffle entry forms available at many local businesses.
- Downtown Gift Certificates
 - Now accepted by 55 businesses
 - Online purchasing now available
 - Moving to check style in 2016

- 2015 KFIZ Christmas Parade – December 5, 4:15 p.m.
 - Sponsored by the DFP
 - Theme is Country Christmas
 - Applications due to KFIZ by November 20
- 2015 Business Directories will be updated, printed and distributed in early 2016
- October featured businesses on Sunny 97 and AM1170: Jack’s Team Sports, Russtiques, Boudry Dental, The Woodsampler.
- DFP Facebook page has 3,400 likes; +28 in the month of October
- Farmers Market Facebook page has 1,721 likes; +21 in the month of October

Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac

- Will be organizing a holiday window/flower planter contest for businesses to be awarded on December 5.
- Have identified beatification sites to be “adopted” by businesses or individuals in spring 2016. Will be working with the City Public Works Department to establish parameters of the program.

Objective 4: Be a voice for the Downtown Fond du Lac community

- The next “Meet Me Downtown” social event will be held Thursday, January 7 at Thelma. Sponsored by The Goldsmith.

The DFP is one of eleven local non-profits participating in ‘Giving Tuesday’ on December 1. A “Fill the Bucket” campaign will be on Main Street from 6am to 6pm. A website has been set up to accept online donations.

Monthly Statistics:

BID Assessment Delinquencies \$6,642
 Balance of Downtown Fund (non-endowed) \$1,270
 Balance of Historic Downtown Fund (endowed) \$8,988

Vacancy Rate (First-floor taxable commercial square footage available for lease or purchase)
 Nov 2013 - 10.2% > November 2015 – 7.13%

DFP Board of Directors Meeting Minutes
8:00 a.m., Wednesday, October 14, 2015 at Hometown Bank

PRESENT

| | |
|----------------|---|
| Benson, Dyann | - City of Fond du Lac, ex-officio |
| Bingen, Angela | - B&B Enterprises |
| Buechel, Dave | - Woods Floral & Gift |
| Deitte, Tom | - Edith's Bridal, Board President |
| Emanuel, Ron | - The Goldsmith |
| Little, Steve | - Agnesian Healthcare |
| O'Malley, Tony | - Zacheral, O'Malley & Endejan, Board Secretary |
| Shepherd, Phil | - Shepherd Law Offices, Board Past President |
| Wiese, Nicole | - National Exchange Bank & Trust, Board Secretary |
| Hansen, Amy | - Downtown Fond du Lac Partnership |
| Krikau, Dusty | - Downtown Fond du Lac Partnership |

EXCUSED

| | |
|----------------|---|
| Gold, Artie | - Marian University |
| Gutzmann, Jon | - Fond du Lac Police Department, Police Liaison |
| Hathaway, Alan | - BrownBoots Interactive |
| Jenkins, Steve | - Fond du Lac County Economic Development Corporation, ex-officio |
| Pegram, Byron | - Jack's Team Sports, Board Vice-President |

GUESTS

| | |
|----------------|------------------------|
| Balson, Julie | - Gallery & Frame Shop |
| Mathweg, Tracy | - Lillian's |
| Cujak, Sara | - Cujak's Wine Market |

Call to Order:

President Tom Deitte called the DFP Board of Directors meeting to order on Wednesday, October 14, 2015 at 8:00 a.m.

1. Approval of Consent Agenda – Phil Shepherd made a motion to approve with an amendment to the September 2015 Minutes to reflect Steve Little voted “nay” on the 2016 Organizational Budget. Seconded by Nicole Wiese. Motion passed unanimously.
2. Public Comments – The Art Walk is this Friday.
3. Police Report – none.
4. New Business
 - a. Discussion – Bylaws Amendment Regarding Board Member Terms and Eligibility–

ARTICLE III

Board of Directors

Section 1. The Board of Directors shall be composed of eleven (11) Directors of which three (3) or four (4) shall be selected annually to serve for three (3) years or until successors are elected and have qualified. The selected panel of eligible board members will be submitted to the City Manager for approval of appointment. No Director may serve more than two (2) complete terms on the Board. **An exception can be granted to allow for a sitting president or past president to fulfil their officer terms.** The members of the Board of Directors shall be comprised of small and large property owners, **occupants of real property** or **their** designees **within the BID District of these owners.** A reasonable combination of small, large and types of businesses shall be maintained. One voting member may be a representative **from a non-assessed property at large who need not be** from within the BID district. Any board member may be removed from the Board of Directors with a 2/3 (8) vote.

Tony O'Malley made a motion to change the proposed verbiage to 'The members of the Board of Directors shall be comprised of small and large property owners, occupants of real property, or the designees of either, within the BID district.', and to correct the spelling of 'fulfil'. Nicole Weise seconded. Motion passed unanimously. Tony O'Malley made a motion to present the bylaw change for the ten day waiting period. Seconded by Steve Little. Motion passes unanimously. Amy Hansen will circulate the amendment to allow for the ten day response period required for a change to the bylaws.

- b. 2016 Work Plan and Budget – Was presented to City Council on September 23, 2016. City Manager Joe Moore suggested to City Council to increase the City contribution to the DFP from \$50k to \$75k as long as the \$75k is used for financial incentives to property owners. Council informally agreed and will be formally

approving along with the overall city budget. Dyann Benson circulated a letter from Joe Moore describing the details of the agreement.

- a. Director's Monthly Report and Fondue Fest Recap – Attached.

5. Old Business

- a. Sign Ordinance – Design Committee Recommendations – The Design Committee has concluded their discussions and are recommending no changes to the current sign ordinance. The Committee will update the verbiage and pictures in the Downtown Design Guidelines in 2016 to better clarify some of the areas that are causing confusion. The Downtown Design Guidelines booklet does not have the full detail of the City of Fond du Lac's Downtown Sign Ordinance.

6. Other Business

- a. Upcoming Dates:

- i. November Board Meeting: Update of Market Analysis Project
- ii. December Board Meeting: Election of 2016 Officers
- iii. January 21, 2016: DFP Annual Meeting – 8:00 a.m., site to be determined.

Adjournment

The meeting was adjourned at 9:02 a.m. on a motion by Tony O'Malley seconded Nicole Wiese. Motion passed.

Next meeting:

November 11, 2015, 8:00 a.m., at Hometown Bank

Director's Report – October 14, 2015

Strategic Goal – To Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses

- The Retlaw Hotel is now in receivership and is being managed by a professional hotel management company. The property can soon be purchased through the bank. MidTown Pub is now closed and Mancino's is now Walter's Pub and Grill.
- BIG projects are all complete. All have been paid out except for Theo's, which is waiting on final paperwork.
- Commonwealth is looking to purchase St. Mary's and St Joseph's Schools. Each would house 25-30 apartment units opening in fall 2016.
- Mach Funeral Home has been purchased by Don Kurki and will now be Kurki-Mach Funeral Home.
- Elk's Lodge 57 is currently under suspension from the national association. The building status is up in the air until March 1, 2016, while the organization re-groups. Meanwhile, some private events continue to be held.
- Staff will be meeting with representatives from WEDC, FCEDC and UW-Ex to determine the scope, timeframe and cost of updating the Downtown Market Analysis, a plan will be presented to the Board of Directors at the November meeting.
- Staff participated and presented in a Wisconsin Economic Development Corporation webinar "Revolving Loan/Grant Fund Models for Revitalizing Downtowns". Of interesting note: Platteville has a Curb Appeal Grant and a Rear Entrance Improvement Grant both for up to \$500 for general cleanup of properties. Funded by the Redevelopment Authority. The NEBAT Downtown Loan Program is cited as an example of loan programs for other communities to emulate.

Objective 2: Positively market Downtown Fond du Lac

- Fondue Fest – see attached wrap-up report
- Farmers Market
 - Grant budget was revised due to a clerical error at the TV studio that caused the commercial not to air. \$9500 was reallocated to cover costs that were not initially included in the grant request, such as brand development, full cost for Community Service Officers, and music at the market.
 - Grant reimbursement was requested to cover costs up to 09/30/2015 in the amount of \$51,575.
 - Sponsorship is currently being sought to host a Farmers Market Appreciation Night.
 - A grant of \$28,000 has been awarded from the USDA to be used over the next three years to increase the usage of SNAP benefits.
- Monster March – October 31, 10 a.m. to Noon – Sponsored by Russtiques
 - Trick-or-treating on Main Street in conjunction with the final two hours of the 2015 Farmers Market. Streets will be closed from Merrill to Western.
 - The DFP will be sponsoring a costume contest.
 - Victoria's Pet Boutique sponsoring a pet costume contest.
 - The FdL Library and Shut Up & Dance! are collaborating on a *Thriller* Flash Mob.
- Shop Small Campaign– November 1 to December 24

Community Participation:

- Approximately 20 - 25,000 attendees. Mid to upper-60s with no precipitation made it ideal for attendees.
- Approximately 1,000 attendees also attended the Fondue Fest Finale at Thelma Sadoff Center for the Arts.
- Big Brothers Big Sisters Splash & Dash 5K run/walk had a record number of participants
 - 2015 Results = 210 participants and made over \$5000
 - 2014 Results = 69 participants last year and made around \$3000
- Out of 206 vendors, 34% (70) were Downtown Businesses and 14% (29) were non-profit organizations.
- Volunteers from Marian University Hockey and Nursing, ARC Community Services, and 20 individual community volunteers made this event possible.

Fondue Pot:

- Cleaned and repaired by the good people at Brenner Tank. New forks forged.
- Delivered and currently stored by Leo Metivier.
- Will be permanently stored by Joan Pinch.
- Switzerland has attained the new world record for "World's Largest Fondue Set."

Financial Results:

- Net income from the event is currently \$2,040. (2014 Actual Net Income = \$2,137)
 - Outstanding invoices to businesses for additional spaces = \$275
- Vendor registrations were higher than any previous year. Attributed to:
 - Event recognition: vendors have created the habit of coming to event year after year
 - Farmers Market relocation: The Farmers Market move prompted numerous inquiries from new vendors, many of which were not eligible to participate in the Farmers Market, so they were redirected to join Fondue Fest vendors. Additionally, Farmers Market vendors payed a greatly reduced rate to have a vending space on Fondue Fest day. This was unnecessary in years past, since the Market operated in a separate location.
 - 2015 Actual = \$9,980; 2014 Actual = \$7,680
- Sponsorships were lower than previous years.
 - This will be improved upon by beginning sponsorship asks in March, increasing the number of asks, and developing sponsorship request packets that follow formatting best practices.
 - Sponsorship sales have never been higher than \$13,650 (in 2009).
 - 2015 Actual = \$7,750; 2014 Actual = \$10,050

Reactions:

- Community feedback was overwhelmingly positive. Majority of comments were made on Facebook or sent directly to info@downtownfdl.com. Two community members requested that dogs not be allowed.
- "You guys have put together an amazing fest and we were privileged to be a part of it."
– Kal Bergendahl (performer)
- "It was an awesome day. I couldn't have imagined that it would be so busy."
– Scott Page (owner of Mix It Up Bakery)
- "With another Fondue Fest in the books, I would like to thank all of my employees. These 7 women rocked the busiest day of the year. Bonuses for every one of them. I'm proud of you all, thank you." – The Bagelmeister

September 10, 2016:

- Steering committee meetings will begin in March.
- Four new committee members have signed on for next year.