

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

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