

2018 DFP Work Plan ~ Strategic Goal: To Maximize the Utilization of Downtown Fond du Lac Properties

Initiative	Timeframe	Cost	Assigned to	Other Involvement	Measurables	
Objective 1: Lower the vacancy rate of Downtown Fond du Lac properties with strong businesses (Economic Vitality Committee)						
Strategy 1: Create, promote and implement financial assistance programs						
1	Work with property owners to apply, evaluate and award Building Improvement Grants	ongoing	0	Amy	BIG Committee	Number of inquiries and applications
2	Inform potential business and property owners on available incentive programs	ongoing	0	Amy	Community Development & Envision	Number of inquiries
3	Educate and keep relationships with realtors, lenders, property owners and other economic development agencies on financial programs	ongoing	0	Amy	Community Development & Envision	Number of contacts
Strategy 2: Work to retain downtown businesses						
4	Assist businesses in situational conflicts	ongoing	0	Amy	varies	Complete as issues arise
5	Maintain a business retention program meet with property/business owners. Identify businesses with expansion plans or succession planning needs.	ongoing	0	Amy	Envision	Meetings and follow thru reporting
Strategy 3: Work to attract new downtown businesses						
6	Use the Market Analysis to actively pursue businesses in demand and recruit to fill current vacant properties - specifically restaurants, food related businesses, kid-friendly businesses. Encourage businesses to introduce family friendly amenities. Offer a financial incentive for new business expansions	ongoing	0	Amy	Economic Vitality Committee	Number of inquiries, vacancy rate
7	Assist property owners with marketing available properties	ongoing	0	Amy	Crystal	Website in formation to remain current
8	Develop a redevelopment plan for high impact projects including: 1 S. Main	January	0	Amy	Economic Vitality Committee	Successful redevelopment of all properties
9	Support the renovation and marketing efforts of the Retlaw Hotel and surrounding area.	ongoing	0	Amy	Board of Directors	Successful launch of new hotel
10	Follow up on leads of businesses looking to open, expand or relocate	ongoing	750	Amy	Envision	Number of contacts
11	Continue to be an organizational partner in IGNITE! Business Success	ongoing	250	Amy	IGNITE Partner organizations	
Strategy 4: Promote residential development						
12	Develop a residential design and feasibility program to assist property owners with plans to renovate upper floor residential	February	??	Amy	Ad hoc committee	Usage of programs, residential project starts
13	Quantify the demand for downtown residential - Update market survey	April	0	Amy	Wisconsin Main Street	Published statistics

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Objective 2: Positively market Downtown Fond du Lac (Special Event & Marketing Committees)						
Strategy 1: Utilize various marketing methods to attract customers with disposable income						
14	Collective marketing of the downtown district: business directories, rack cards, dining cards, etc. Explore strategies for downtown employee promotions. Continue to promote wedding cluster. Promote day long itineraries - Family destinations, Millennial destinations, etc.	various	4000	Dusty/Amy	Marketing Committee	Business feedback
15	Shop Small campaign	Nov-Dec	0	Dusty/Amy	Marketing Committee	Business feedback
16	Implement the latest social media trends (ex. snapchat, instaquest, pokeman go)	ongoing	0	Dusty	Marketing Committee	Implementation
17	Monthly Downtown Business Owner Marketing Meetups	monthly	0	Dusty/Amy	BrownBoots and Marketing Committee	# of participants
18	Downtown Open House Day	May	0	Dusty/Amy	Marketing Committee	Business feedback
Strategy 2: Create and market special events that will be a regional tourist draw and will create local economic impact						
19	Saturday Farmer's Market, Wednesday Farmers Market, Fondue Fest, Monster March, Chili Crawl, and Wine Walk.	ongoing	net 33,000	Dusty	various event committees and staff	Increase in attendance, participation and economic impact
20	Promote downtown business' and local organization's events such as parades, concerts and classes that take place in the downtown district.	ongoing	0	Dusty	Marketing Committee	improved open rate, increase in mailing list, increase in Facebook reach

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Objective 3: Improve the aesthetic/visual appeal of Downtown Fond du Lac (Design Committee)					
Strategy 1: Work to assist property owners in renovation projects					
21 Continue to educate property owners on various financial assistance programs to encourage property redevelopment.	ongoing	0	Amy	FCEDC	Usage of programs
Strategy 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming					
22 Continue partnership with the Fond du Lac Police, Public Works and Community Development departments to manage safety, parking and aesthetic issues	ongoing	0	Amy	Police, Community Development, Public Works	Complete as issues arise
23 Host Downtown Clean Up Day in conjunction with Public Works and Waste Management	April	0	Amy	Public Works & Waste Management	# of businesses participating and tons of waste removed.
Strategy 3: Be a part of the streetscape design process, including amenities that are visually consistent and cohesive in design with the rest of the downtown district.					
24 Continue to support the Downtown Design Guidelines and the Downtown Architectural Review Board to bring design consistency to the district	ongoing	0	Amy	Design Committee	Current city ordinances to support
25 Continue the Adopt a Planter Program - continue to work with the city to have Main Street Plaza planters professionally maintained	April	0	Amy	Kathy & City & volunteers	Beautiful planters
26 Support the 'greening up' of downtown through the Adopt a Park Program	April	0	Amy	Kathy & City & volunteers	
27 Encourage outdoor seating, parklets, public art, interactive art to invigorate the downtown district	Major push in spring, then ongoing	0	Amy	Design Committee, City Arts Board	New initiatives being implemented
28 Design and install utility box art	April	0	Amy	FDL City Public Works	
31 Continue Holiday Decorations - lights and garlands on light poles, lights in Veteran's Park	September	0	Amy	FDL City & County	Completed by mid November

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Objective 4: Be a voice for the Downtown Fond du Lac community (Organization Committee)					
Strategy 1: Communicate and solicit feedback from our members					
32 Publish Annual Report and host Annual Meeting	January	1,500	Amy	Dusty/Crystal	Completed report, complete annual meeting
33 Host quarterly social gatherings to welcome new businesses	Jan, Apr, Jul, Oct	0	Amy/Dusty	Organization Committee	Attendance, ability to attract sponsors
34 Publish Monthly Newsletter	ongoing	0	Dusty	Amy/Crystal	Completed newsletters
35 Update the Strategic Plan	Summer	0	Amy	Board of Directors	Updated Plan
36 Serve as main contact for downtown concerns and solutions	ongoing	0	Amy	all staff/Board of Directors	Complete as needed
Strategy 2: Staff Development. Seek out new indicatives to educate and bring in new ideas					
37 Involvement with WDAC, WEDA, WEDC, Wisconsin Main Street, Main Street America	ongoing	900	Amy	Dusty	Report to board, new ideas learned
38 Attend training workshops and seminars as appropriate and required	ongoing	2,500	Amy	Dusty	Completed courses, report to board
Strategy 3: Raise the profile of the organization through memberships with key organizations to gain community support					
39 Raise the profile of the organization through memberships with key organizations to gain community support	ongoing	0	Amy	Dusty	Number of new connections
40 Host an annual meeting and publish an annual report, as defined by state statute	February	1,100	Amy	Dusty and organization Committee	Number of attendees and feedback on report
41 Develop a plan for sustainable funding and community support	spring	0	Amy	Board of Directors	A sustainable funding model
42 Grow community awareness by speaking to community groups	ongoing	0	Amy	Dusty	Number of speaking engagements

	2016	2017	2018
	BUDGET	BUDGET	BUDGET

REVENUES

GENERAL FUNDING			
BID Assessment	141,000	139,000	139,000
City of Fond du Lac - Grant Support	75,000	90,000	0
City of Fond du Lac - Banner Support	0	10,000	0
City of Fond du Lac - Operational Support	0	20,000	0
Affiliate Membership Program	0	0	2,500
Merchandise Sales	0	0	0
Gift Certificates	0	1,500	1,500
Private Contributions	4,000	3,000	3,000
TOTAL GENERAL FUNDING	220,000	263,500	146,000

EVENTS			
Farmer's Market	36,000	36,000	41,000
Fondue Fest	24,000	24,000	26,000
Shop Small	3,000	3,000	4,000
Chili Crawl/Bloody Mary Crawl	700	1,000	2,000
Wine Walk	0	6,000	8,000
TOTAL EVENTS	63,700	70,000	81,000

REIMBURSEMENTS			
Flower Planters	3,750	3,750	0
TOTAL REIMBURSEMENTS	3,750	3,750	0

TOTAL REVENUES	287,450	337,250	227,000
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EXPENSES

GENERAL OPERATIONS			
Administrative Support	125,000	26,000	26,000
Office Expenses	15,000	15,000	15,000
Business Expenses	18,650	19,500	19,500
TOTAL	158,650	60,500	60,500

BUSINESS DEVELOPMENT FUND			
Business Attraction	4,000	1,000	1,000
Existing Business & Property Owner Support	0	25,000	25,000
New Business & Entrepreneurial Support	0	23,000	23,000
Business Development Staffing	0	0	0
Storefront Beautification Program	0	0	0
Retail/Restaurant Expansion Program	0	0	0
Residential Feasibility Program	0	0	0
Building Improvement Grant Program	75,000	90,000	0
TOTAL	79,000	139,000	49,000

MARKETING FUND			
Marketing Promotions & Website	8,000	8,000	4,000
Professional Marketing Support	0	24,000	24,000
Gift Certificates	0	1,500	1,500
TOTAL	8,000	33,500	29,500

STREETSCAPE FUND

Holiday Decorations	1,600	2,500	0
Streetscape Coordination Support	0	3,000	3,000
Street Banners	0	10,000	0
Flower Planters	3,700	3,750	0
TOTAL	5,300	19,250	3,000

EVENTS

Special Event Coordination Support	0	37,000	37,000
Farmer's Market	22,000	26,000	26,000
Fondue Fest	12,000	16,000	16,000
Shop Small	2,000	3,000	3,000
Chili Crawl	500	1,000	1,000
Wine Walk	0	2,000	2,000
TOTAL	36,500	85,000	85,000

TOTAL EXPENSES	287,450	337,250	227,000
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NET INCOME/(LOSS)	0	0	0
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