

Downtown Fond du Lac Partnership News Bulletin - July 2019

Important DFP Dates and Deadlines

August 14, 8:00-9:30 a.m. – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

August 1 – Deadline to apply for space at Fondue Fest

September 7, 9 a.m. – 5 p.m. – Fondue Fest

The activities listed here are administered by the Partnership and are open to all downtown businesses for participation or marketing, additional downtown events and activities can be found on our [website](#) or our [Facebook page](#).

Businesses & Property Notes

- K. Krug Gentleman's Haircuts has relocated from 949 E Johnson Street to 29 Third Street.
- Top Shelf Sports Bar and Grille at 90 S. Main Street opened to the public on June 26.

Building Improvement Grants (BIG)

• \$125,000 has been allocated to the Building Improvement grant for 2019. Property owners interested in applying for the grant should contact Amy Hansen. Grant reviews will be held the third Monday of the month until all funds are exhausted.

• The Building Improvement Grant (BIG) is designed to incentivize property owners to undertake exterior property improvements, which will lead to increased property value and a better utilization of properties within downtown Fond du Lac. Grants are awarded based on the following criteria including, but not limited to: projected increase in property value, blight elimination, street front visibility, business track record, impact on surrounding neighborhood, a signed lease from a viable tenant, job creation, readiness to proceed, local economic impact, and new use of a high-profile property. If you are considering any improvements to your building façade, please contact Amy Hansen to begin the process of applying for a Building Improvement Grant.

• Information on all local grant & loan programs can be found by [clicking here](#).

Details about on-going economic vitality support (i.e. Market Analysis, Business Start-up Assistance, Property Listings) are available here: <http://downtownfdl.com/economic-vitality.html>

Promotion & Special Event Notes

Fondue Fest presented by Fox Valley Savings Bank

• Fondue Fest will be held on Saturday, September 7. Vendor Applications are now available at downtownfdl.com. Currently, Fondue Fest has approximately 110 applications for vendor space. Fondue Fest applications are available at downtownfdl.com and are due by August 1.

• Fox Valley Savings Bank is our presenting sponsor. We are currently seeking two music stage sponsors and a kid's zone sponsor. Also looking for volunteers to work the day of the event in various capacities. For information on becoming a sponsorship partner click [here](#).

• If you are a downtown business owner and would like to reserve a space at Fondue Fest, please contact haley@downtownfdl.com prior to August 1.

Farmers Market

• The Saturday Farmers Market began on May 11 from 8:00 a.m. to noon. Main Street will be closed to thru traffic from 6:00 a.m. to 1:00 p.m. weekly.

• The Wednesday Farmers Market is held weekly in Main Street Plaza at 30 S. Main Street from 11:00 a.m. to 3:00 p.m..

• The Fond du Lac Farmers Market is seeking sponsorship partners. For more information click [here](#).

Agnesian HealthCare, a Member of SSM Health is our presenting sponsor. Grande Cheese, CD Smith, National Exchange Bank and Mercury Marine are supporting sponsors.

• Farmers Market vendor applications are available at www.downtownfdl.com

• If your downtown business is interested in participating in the Farmers Market, please contact haley@downtownfdl.com

Fall/Holiday Wine Walk

• The DFP is considering a Fall/Holiday Wine Walk in mid-November on either a Friday or Saturday, depending on feedback from downtown businesses. At least 10 businesses would need to participate to make it a successful event. If you're interested in being a participating business, please contact

haley@downtownfdl.com

Details about on-going marketing support (i.e. Marketing Assistance, Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificates) are available here: <http://downtownfdl.com/promotion.html>

Organization Notes

• **North Main Street Reconstruction Project Delayed:** A construction project that was set to take place on north Main Street in Fond du Lac this summer is being delayed. The section of north Main Street between Johnson Street and Merrill Avenue was expected to close later this month or in early July for a full reconstruction project. As bids for the project came in, however, the City found them to be much higher than anticipated. The City has made the decision to wait until the end of the calendar year and solicit the project again.

Details about on-going organizational support (i.e. Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination) are available here: <http://downtownfdl.com/organization.html>

Stay Connected

• **Facebook Group** – This closed group welcomes downtown business and property owners to discuss with one another or with DFP regarding questions, promotions, events, and services in the downtown area. <https://www.facebook.com/groups/DFPeeps/>

• **DFP Facebook Page** – Our public page showcases great things happening downtown!

<https://www.facebook.com/DowntownFDL/>

• **Farmers Market Facebook Page** – Our public page showcases the great things happening at the Downtown FDL Farmers Market each week!

<https://www.facebook.com/FondDuLacFarmersMarket/>

• **Snapchat Page** – DowntownFDL19

Contact Us

General inquiries or responses to items from this news bulletin can be sent to info@downtownfdl.com or reach us via phone at 920.322.2006.

Our staff includes:

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