

# Downtown Fond du Lac Partnership News Bulletin

June 2019

## Important DFP Dates and Deadlines

**July 10, 8:00-9:30 a.m.** – DFP Board Meeting at Fox Valley Savings Bank. Public welcome.

**June 21, 4:00-8:00 p.m.** – Downtown Wine Walk – sold out.

**July 4** – DFP offices closed for the holiday

**August 1** – Deadline to apply for 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

- Twisted Warrior Yoga will be transitioning to Onyx Yoga at 61 N. Main. The new ownership group has plans to add more yoga varieties and class options.

### 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](http://downtownfdl.com). Currently, Fondue Fest has approximately 100 applications for vendor space. Fondue Fest applications are available at [downtownfdl.com](http://downtownfdl.com) and are due by August 1.
- Fox Valley Savings Bank is the 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](#).
- Information will be sent to businesses mid-summer.

### 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 began on June 5 and will be held weekly in Main Street Plaza at 30 S. Main Street.
- The Fond du Lac Farmers Market is seeking sponsorship partners. For more information click [here](#). Agnesian HealthCare, a Member of SSM Health is the 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](http://www.downtownfdl.com)
- If your business is interested in participating in the Farmers Market, or for more information, please contact Haley Madson at [haley@downtownfdl.com](mailto:haley@downtownfdl.com).

# Downtown Fond du Lac Partnership News Bulletin

June 2019

## Wine Walk

- The 4<sup>th</sup> Annual Wine Walk is scheduled for Friday, June 21. Tickets are sold out. 15 businesses are participating in the Downtown FDL Wine Walk. For a complete listing of participating businesses, visit the Facebook event page by clicking [here](#).

*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>*

## Streetscape Design Notes

- The Utility Box Project designs for 2019 were selected. Four will be completed this year. *Details on how the DFP enhances the attractiveness of the business district. (i.e. grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations) are available here: <http://downtownfdl.com/design.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](mailto:info@downtownfdl.com) or reach us via phone at 920.322.2006.

Our staff includes:

Amy Hansen, Executive Director, [amy@downtownfdl.com](mailto:amy@downtownfdl.com)

Haley Madson, Director of Communication and Special Events, [haley@downtownfdl.com](mailto:haley@downtownfdl.com)

Holly Jaschob, Bookkeeper and Farmers Market Manager, [holly@downtownfdl.com](mailto:holly@downtownfdl.com)

## Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

[www.downtownfdl.com](http://www.downtownfdl.com)

# Downtown Fond du Lac Partnership News Bulletin

June 2019

