

# Glitter, Gleam, and Glow

## Storefront Display Contest

The contest is open to all businesses and commercial properties within the Downtown Fond du Lac Business Improvement District.

The goal of the contest is to brighten and enliven the downtown district throughout the holiday season and the long winter months. We encourage décor that has a 'winter' or 'Shop Small' theme, thereby allowing for the décor to remain in place until spring. Lighting is strongly encouraged. Exterior decorations are welcome as long as they are fastened securely to your property and leave five feet of sidewalk accessibility.

Simply let the DFP know that you plan to participate (email: [amy@downtownfdl.com](mailto:amy@downtownfdl.com)) and then decorate your storefront between now and Thanksgiving for your chance to win!

### Resources for You

If you're feeling overwhelmed, we've got you covered. We'll reimburse up to **\$100** of supplies (interior or exterior) for the first 30 businesses/properties who sign up to participate. The items submitted for reimbursement must be visible from the outside of your building. If you're looking for some additional help, let us know and we'll connect you with a local marketing/interior design student who can do the work on your storefront.

### City Decorating Guidelines

- Items of seasonal decoration must be placed adjacent to a storefront, maintaining a minimum sidewalk clearance of five feet. (Clearance is measured from the edge of the display to the curb). Displays at the curb or freestanding in the sidewalk area are not permitted. The display cannot hinder the ability of persons on the sidewalk and/or hinder exit/entry to a building.
- The display must be maintained in a neat appearance. In the event of vandalism and/or weather damage, or where natural items fall into a state of decay, a seasonal display must be removed/repared as soon as practical.
- The seasonal display is for decorative purposes only – that means it cannot include signage or advertising.

### Judging Criteria

Storefronts will be evaluated on December 1 and winners will be announced on KFIZ during the Christmas Parade of Lights. The following criteria will be used:

- Use of light
- Overall vibrancy and "showstopper" nature
- Longevity potential (some or all of display can continue to be used after Christmas has passed)
- Originality
- Effort

## Social Media Individual Winners

In addition, we will be picking 5 lucky people from social media who post a photo of or with their favorite storefront. Each winning social media poster will win \$50 in downtown gift certificates.

Everyone is welcome to join the social media competition. Just post on Facebook, Instagram, or Twitter using #winterindowntownfdl through December 31.

The business featured in the most social media posts will be recognized as the People's Choice Winner!

## Prizes

- Best Storefront Display \$250
- Top 2 Runners-up \$100 each
- People's Choice Winner \$250

## Best Planter Decoration

For those businesses who have 'adopted' planters - Judges will also evaluate the best planter decorations on December 1. The best planter will be awarded a \$100 prize.