

# Downtown Fond du Lac Partnership News Bulletin

## December 2021

## Important DFP Dates and Deadlines

**December 31** – Shop Small Sweepstakes entry closes

**Wednesday, January 12, 8:30 a.m.** – Downtown Fond du Lac Partnership Board Meeting – FVSB

**Thursday, February 3, 8:00 a.m.** – Downtown Fond du Lac Partnership Annual Meeting - THELMA

**February 11-13** – Sturgeon Spectacular Weekend

**Saturday, February 12** – Downtown Fond du Lac Chili Crawl

**Saturday, March 12** – St. Patrick's Day Parade & Pub Crawl

## Businesses & Property Notes

### New Businesses

- Gathered Roots has opened at 15 N. Main Street - [Gathered Roots](#) is a varied selection of popular local vendors' products; brought centrally together in the heart of downtown Fond du Lac.
- Arbor Acres Tree Service has opened at 45 N. Main Street.
- Kitty's Coaching has opened at 17 Forest Avenue.
- Forte Investigations has opened at 17 Forest Avenue.

### The Building Improvement Grant (BIG)

- Applications are now being accepted for the 2021 Building Improvement Grant. Applications can be found [here](#).
- The 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.

### Main Street Bounceback Grant

- Wisconsin Economic Development Corporation (WEDC) has announced the Main Street Bounceback Grant. The grant provides \$10,000 to businesses occupying previously vacant storefronts. Funds can be used to pay leases or mortgages, operational expenses and other business costs related to the newly opened location. Businesses need to be active commercial uses, be new or expanding businesses (not relocating) and to sign a 12-month lease or purchase a property between Jan. 1, 2021, and June 20, 2022.
- More information can be found on the [WEDC website](#). Please contact [Amy Hansen](#) with questions.

## Promotion & Special Event Notes

### Downtown Gift Certificates

- Downtown Fond du Lac Gift Certificates are accepted at 70 downtown businesses. Gift certificates are sold at the DFP office or [online](#) in denominations of \$10, \$25 or \$50.
- If you are interested in having your business join the Downtown Fond du Lac Gift Certificate program, please contact [Amber Bodart](#).

### Shop Small Sweepstakes

- The DFP will again offer a \$500 Shop Small Sweepstakes promotion. Shoppers will receive an entry into the sweepstakes for every \$10 spent at a downtown business from November 1 to December 31. One lucky winner will receive \$500 in downtown gift certificates. Sweepstakes entry forms will be provided to all downtown businesses and can also be downloaded on the DFP website. All sweepstakes information can also be found on the [DFP website](#).

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- Deadline to enter is December 31, 2021. Winner will be announced in January 2022.

### Sturgeon Spectacular

- Fond du Lac Festivals will be presenting the 7<sup>th</sup> Annual Sturgeon Spectacular Weekend February 11-13, 2022. Downtown events will include ice sculpting and the Wisconsin Snow Sculpting Competition. Additionally, Fond du Lac Festivals is hosting a Hot Cocoa & Chocolate Crawl on Saturday, February 12, 2022.
- For more information, please visit their [website](#).

### Chili Crawl

- Part of Sturgeon Spectacular weekend, happening February 11-13, 2022. Celebrate Sturgeon Spectacular with a walk in Downtown Fond du Lac for the 13<sup>th</sup> annual Chili Crawl.
- Tickets will go on sale January 4. Please check website for details.
- **If your business is interested in participating in the Chili Crawl, please contact [Amber Bodart](#).**

### St. Patrick's Day Pub Crawl

- 95 + 96.1 The Rock will be hosting the St. Patrick's Day Parade on Saturday, March 12 at 3:00p.m. The DFP will once again assist downtown restaurants and taverns with a St. Patrick's Day Pub Crawl.
- **If your business is interested in participating in the Pub Crawl, please contact [Amber Bodart](#).**

## Streetscape Design Notes

### Public Art

- Two new Utility Box Art Installations have been completed
  - 'My Turn Next' by Anthony Pazos of West Allis was installed on the corner of Main and Reese Street.
  - 'Worldly View' by Barbara Ball was installed on the corner of 9<sup>th</sup> and Main.

### Holiday Decorations

- This year's décor includes garland wrapped light poles and new shiny red bows on Main Street and Sheboygan Street. The bows reflect the sunlight, keeping downtown cheery during the daytime. While the light garlands brighten the streetscape during the long winter nights.
- Holiday lights have been installed in Veteran's Park by the Fond du Lac County Parks Department.
- Many thanks to the City of Fond du Lac Electrical Department for installing and maintaining the decorations and to the County Parks Department for hanging the lights in Veteran's Park.

## Organization Notes

### Business Owner Meeting with Fond du Lac Police

- Downtown Police Captain Tony Hahn will host an informational and safety practices workshop for downtown business owners on Tuesday, January 25 at 8:00 a.m. at Fond du Lac Police Department. Registration is not required.

### Best New Business & Legacy Awards

- Voting has been opened to cast your vote for the 2021 Best New Business Award & 2021 Downtown Legacy Award. Cast your votes [online](#).
- Best New Downtown Business - In 2021 downtown Fond du Lac welcomed 20 new businesses.
- The Downtown Legacy Award - Given to a business that has been in downtown Fond du Lac for 50 years or more.
  - Anyone may nominate a business and self-nominations are encouraged. All nominations will be considered when judging.
  - Criteria considered while judging is contribution to community and industry, business performance, innovative practices and challenges overcome.
  - All nominations must be received by January 6, 2022.

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### DFP Annual Meeting

- The DFP Annual Meeting will be held on Thursday, February 3 from 8-9:30 a.m. at Thelma Sadoff Center for the Arts. Join us as we celebrate another successful year in downtown Fond du Lac. Presentation of Best New Business, Downtown Legacy, Exterior Renovation, Interior Renovation, Friend of Downtown and Volunteer of the Year awards. Continental breakfast served at 7:30 a.m. RSVPs are encouraged at [info@downtownfdl.com](mailto:info@downtownfdl.com)
- The next DFP monthly board meeting is January 27, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.
- The DFP would like to extend our gratitude and appreciation to Kirsten Quam for having served three years as Board President. We appreciate her time and dedication towards the betterment of downtown.
- The following individuals have been elected to officer positions beginning January 1, 2022 and ending December 31, 2022.
  - **President:** Dave Hopper, Hopper's Silk Screening and All-Star Trophy
  - **Vice President:** Maeghan Greeno, National Exchange Bank and Trust
  - **Treasurer:** Rob Bartz, Main Street LLC
  - **Secretary:** Mike Leb, Leb Insurance Group
  - **Past President:** Kirsten Quam, Fox Valley Savings Bank

### Stay Connected

- **DFP Business and Property Owners Facebook Group** – This private group welcomes downtown business and property owners to discuss with one another or with DFP regarding questions, promotions, events, and services available to downtown businesses. <https://www.facebook.com/groups/DFPeeps/>
- **Downtown Fond du Lac Partnership Facebook Page** – Our public page showcases great things happening downtown! <https://www.facebook.com/DowntownFDL/>
- **Downtown Fond du Lac Partnership Instagram Page** - [https://www.instagram.com/](https://www.instagram.com/@downtownfdl) @downtownfdl

### 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:

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