

Downtown Fond du Lac Partnership News Bulletin

February 2021

Important DFP Dates and Deadlines

March 10, 8 a.m. – Downtown Fond du Lac Partnership Board Meeting -Video

March 13, 3 p.m.- St. Patrick's Day Parade

March 13 – St. Patrick's Day Pub Crawl

April 1 – Wine Walk tickets go on sale

Businesses & Property Notes

COVID Supplies

- If your business needs masks or hand sanitizer, the DFP has a supply that is free to downtown businesses. Please call 920-322-2006 and leave a message. We will coordinate getting these supplies to you.
- If your downtown business in need of signage related to COVID business restrictions, please contact amy@downtownfdl.com. We will work to produce custom business signs that meet your needs.
- Please visit Envision Greater Fond du Lac's [website](#) to find additional resources regarding reopening your business.

Business News

- Fond du Lac Area Business on Health (FABOH) has moved to 21 E. Second Street inside the Leeb Insurance building.

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.

Pop of Fond du Lac

- Pop Up Fond du Lac is a program to foster small business startups with the potential to become permanent bricks-n-mortar downtown businesses. Our goal to give entrepreneurs the ability to test their concepts before entering into a long-term lease. We provide subsidized rent provided the business meets our program criteria. There must be a desire on the part of the business owner to expand to a full-time year-round business and work with the DFP on their business plan. Businesses must be independently owned retail. The Pop Up Fond du Lac Program will continue through 2021. Additional information on the Pop-Up Shop program can be found on our website → <http://downtownfdl.com/popup.html>

Promotion & Special Event Notes

Downtown Gift Certificates

- Downtown Fond du Lac Gift Certificates are accepted at more than 60 downtown businesses. Gift certificates are sold at the DFP office or online in denominations of \$10, \$25 or \$50. To have your business added to the program please contact amber@downtownfdl.com.

Chili Crawl-Recap

- The 12th annual Chili Crawl held on February 13, 2021 was a success. 12 businesses participated, five businesses were in the restaurant category and 7 businesses were in the home-cooked category.
- 116 tickets were presold at Hoppers Screen Printing and All-Star Trophy. An additional 31 tickets were sold the morning of the event.
- Best home-cooked winner for the second year in a row was Korneli's Bar.
- Best Restaurant winner for the second year in a row was Hotel Retlaw.

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St. Patrick's Day Parade

- Happening Saturday, March 13 at 3 p.m.
- What's green and a mile long? The TCX St. Patty's Day Parade. Come see downtown Fond du Lac wrapped up in the spirit of the Irish. Show off your business or organization in the biggest parade in Fond du Lac. The parade will start on the corner of Rees and Main Street and travel South to Veteran's Park.

St. Patrick's Day Pub Crawl

- At the request of a few bar owners, the DFP is assisting in organizing a St. Patrick's Day Pub Crawl. We will create a Facebook event and invite all participating locations to be co-hosts. We will also be creating a flyer listing participating locations and offerings. Please contact amber@downtownfdl.com if you will be participating and what specials etc. you will be offering. A separate communication will be sent to downtown bar and tavern owners.
- Please note, there will NOT be an open intoxicant waiver.

Award Videos

- Every year, the DFP announces award winners for: Best New Business, Downtown Legacy Award, Best Exterior and Interior Renovations & Friend of Downtown.
- In lieu of a traditional Annual Meeting, DFP staff has created a series of videos for each award winner. You can view published videos on the DFP [YouTube](#) page.

Wine Walk

- The Summer Wine Walk will be hosted on Friday, June 18, 2021. The DFP is hoping to have tickets available by April 1.
- More information to come.

Farmers Market

- Farmers Market vendor applications are now available on the DFP [website](#). If you are a bricks-n-mortar store looking for spaces, and application must be filled out. Each downtown business is eligible to receive on 10x10 space in front of their store, or within the footprint of the market.
- The Farmers Market Rules & Regulations and Policies have been updated. Please be sure to review them prior to submitting your application.
- It has been decided that the DFP will not host a Wednesday afternoon Farmers Market. Going forward, plans for developing a Wednesday Night Market on several occasions throughout the summer.
- More information to come.

"Pay It Forward" Donate Campaign

- The "Donate" page of our website has been modified during this time to accept donations from members of the community to support our downtown businesses.
- All funds donated will be directed back into our downtown businesses, based on the requests of the donor.
- The "Donate" page can be found [here](#).

Organization Notes

- **DFP Board Meeting** – March 10, 2021 at 8 a.m. via video conference. This meeting is open to the public.

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 in the downtown area. <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/> @downtownfdl

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.

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Our staff includes:

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