

# Downtown Fond du Lac Partnership News Bulletin

January 2021

## Important DFP Dates and Deadlines

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

**February 13, 11 a.m. – 2 p.m.** - Downtown Fond du Lac Chili Crawl

**February 12-14** Sturgeon Spectacular Weekend

**April 23 5 p.m.** – Wisconsin Main Street Awards at Hotel Retlaw

## 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](mailto: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

- Wisconsin Main Street has launched the "Main Street Marketplace" a website for all 33 Wisconsin Main Street Communities with links to all downtown businesses who offer online sales. Please let us know if you would like us to add your business. You can view the website here → [www.mainstreetwi.com](http://www.mainstreetwi.com).

### 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.

### "At Your Side" Grant

- Main Street America has partnered with Brother International on a grant program to provide support. The "At Your Side" Small Business Grant Program will provide funding to brick-and-mortar small businesses in designated Main Street districts.
- Applications open at 12 p.m. EST on Thursday, January 21 and will be accepted through Thursday, January 28 at 7:59 p.m. EST.
- Grants of \$5,000 to \$10,000 will be awarded on a competitive basis. Applicants must operate in a "bricks-and-mortar" storefront located in an Accredited or Affiliate Main Street America community.
- Click the [here](#) for eligibility requirements and judging criteria.
- Click [here](#) to preview the application.

### Wisconsin Main Street Makeover Contest

- The Wisconsin Economic Development Corporation (WEDC) is partnering with Retailworks, Inc., (a commercial interior design, display and branding firm headquartered in Milwaukee) for the fourth year to host Wisconsin's Main Street Makeover Contest. One deserving business from one of Wisconsin's designated Main Street districts will receive expert assistance and up to \$10,000 to makeover their business, including exterior and interior plans, designs, visual merchandising and labor to bring the renovation to fruition.
- Annie's Fountain City Café was the award-winning recipient in 2018.
- If you are interested in applying for the contest, please contact [amy@downtownfdl.com](mailto:amy@downtownfdl.com).

### 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

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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>

## **New Businesses Downtown**

- Argenti et Aurum Jewelry Shop is now open at 25 N. Main Street. Argenti et Aurum creates jewelry that is organic and a little bit rustic. Using recycled gold, silver and stones out of old jewelry so it can be worn and loved again. More information can be found on their [website](#).
- ADT Boots & Shoes has moved into 44 N. Main Street. ADT Boots & Shoes offers a wide selection of beautifully crafted footwear for the whole family. For more information, please visit their [website](#).

## 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](mailto:amber@downtownfdl.com).

### **Radio Ad Specials**

- The DFP has partnered with Radio Plus and KFIZ/The Bull to offer downtown businesses a \$100 discount for radio advertising purchased.
- Please contact [Terry Davis](#) for specials through Radio Plus and [Dawn Stacey](#) for specials with KFIZ.

### **Sturgeon Spectacular Specials**

- Fond du Lac Festivals and Destination Lake Winnebago Region will be presenting the 6<sup>th</sup> Annual Sturgeon Spectacular Weekend February 12-14, 2021. Will your business be offering any Sturgeon Specials? If so, please fill out this [form](#) and email to [director@fdlfest.com](mailto:director@fdlfest.com) Attn: Peter Wilke.
- Would your business like a cut out sturgeon to decorate? Please contact [holly@downtownfdl.com](mailto:holly@downtownfdl.com) to coordinate delivery of your sturgeon.

### **Chili Crawl**

- Part of Sturgeon Spectacular weekend the Chili Crawl will take place on Saturday, February 13 from 11 a.m.-2 p.m.
- Tickets are available to purchase for \$10 each at Hoppers Silk-Screening & All-Star Trophy. More information can be found on our [website](#) and our [Facebook Event Page](#).
- Registration begins at 10:30 a.m. at 131 S. Main Street and ends at noon.

### **Promotional Videos**

- Staff has partnered with Destination Lake Winnebago Region to create 12 promotional videos highlighting the retail stores and restaurants in downtown Fond du Lac.

### **"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](#).

### **Annual Meeting**

- In lieu of a tradition Annual Meeting, DFP staff will be distributing videos of the 2020 award winners. Awards given include: Best New Business, Downtown Legacy Award, Best Exterior and Interior Renovation, Volunteer of the Year & Friend of Downtown.
- These videos will be shared on our social media in the beginning of February.

### **Wisconsin Main Street Awards**

- The 29<sup>th</sup> annual Wisconsin Main Street awards dinner will be hosted at the Hotel Retlaw Friday, April 23, 2021 at 5 p.m.
- The annual Wisconsin Main Street awards dinner is to recognize and learn from other downtown revitalization groups from around the state.

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## Organization Notes

- **DFP Board Meeting** – February 10, 2021 at 8 a.m. via video conference. This meeting is open to the public.
- The [DFP Board of Directors](#) have been elected to serve as officers beginning January 1, 2021 and ending December 31, 2021.

## 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](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)

Amber Bodart, Director of Communication and Special Events, [amber@downtownfdl.com](mailto:amber@downtownfdl.com)

Cindy Laubenstein, Bookkeeper and Research Assistant, [bookkeeper@downtownfdl.com](mailto:bookkeeper@downtownfdl.com)

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

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