

Downtown Fond du Lac Partnership News Bulletin

June 2021

Important DFP Dates and Deadlines

Wednesday, July 14, 8:30 a.m. – Downtown Fond du Lac Partnership Board Meeting

Saturdays through October 30, 8 a.m. to Noon - Downtown Fond du Lac Farmers Market

Thursday, July 1, 5:00 p.m. – 8:00 p.m. - Downtown Fond du Lac Night Market

Thursday, July 15, 5:00 p.m. – 8:00 p.m. - Downtown Fond du Lac Night Market

Thursday, July 29, 5:00 p.m. – 8:00 p.m. - Downtown Fond du Lac Night Market

Saturday, September 11, 2021, 9 a.m. to 5 p.m. – Fondue Fest

Businesses & Property Notes

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.

New Businesses

- The Woolgatherers will be moving from 25A N. Main to 35 N. Main in July.
- A quilting supply store will be opening at 25A N. Main in August.
- The Pop Up Fond du Lac program will go on hiatus due to our current location at 35 N. Main being permanently leased.
- The Cellar District will be opening at 40 E. Division in late summer. The restaurant will feature many local Fond du Lac based suppliers.
- Gathered Roots will be opening later in the summer at 15 N. Main. The shop will feature a varied selection of popular vendors from the Fond du Lac area. Items include, chocolates, gourmet popcorn, ice cream, cheese, coffee, wine, spirits and branded merchandise.
- Haley Stark Photography will be moving into the upper lever at 15 N. Main later in the summer.

Main Street Online Tool

- Main Street Online Tool is a new service available to business owners to assist in navigating various online platforms in Ecommerce Systems, Software Synching Systems, Newsletter Mailing Lists and Shipping Systems.
- By entering your business information, the site will narrow the field of available platforms and recommend the platforms that are most suited to your business.
- This is a free service for downtown businesses www.mainstreetonlinetool.org

Promotion & Special Event Notes

Farmers Market

- Applications for the 2021 Downtown Fond du Lac Farmers Market are available on the [DFP website](#).
- The Saturday market will run through October 30 from 8:00 a.m. to noon. Main Street will be closed to traffic from 6:00 a.m. to 1:00 p.m. weekly between Forest Avenue to Western Avenue.
- If you are a bricks-n-mortar store interested in vending, please fill out the vendor application on the DFP website. Each downtown business is eligible to receive one free 10'x10' space.

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- The Fond du Lac Farmers Market is proudly sponsored by Agnesian Healthcare, Dean Healthcare members of SSM, National Exchange Bank & Trust, Alliant Energy & Everdry Waterproofing.

Thursday Night Market

- The DFP is proud to announce a brand-new event in downtown Fond du Lac. The mission of the Downtown Fond du Lac Night Market is to draw positive attention to the downtown business district while fostering community collaborations through art, music and experiences.
- Attendees can expect to see fresh produce, prepared foods, local artists, and live music all while enjoying a cold beverage. Kids can enjoy playing with the outdoor games that will be available at each event. Enjoy the Night Market before you stroll down to Thelma Sadoff Center for the Arts 11 Thursdays of Summer Concert Series.
- The Night Market will occur July 1, 15, 29, August 12 & 26 from 5:00 p.m. – 8:00 p.m. Main Street will be closed between Division Street to Forest Avenue, including Sheboygan Street to Portland Street between 3:00 p.m. – 9:00 p.m.
- The Night Market is currently seeking one more sponsor. Current sponsors are State Farm/18 Hands Ale Haus, National Exchange Bank & Trust, Horicon Bank, and Agnesian HealthCare.
- Applications are available at www.downtownfdl.com/night-market.html

Fondue Fest

- Fondue Fest will be held Saturday, September 11, 2021 from 9 a.m. to 5 p.m. on Main Street. The festival will take place between Merrill Street and Western Avenue and encompassing side streets between Macy Street and Marr Street.
- All downtown businesses are eligible to receive up to 2 free spaces at this event. An application must be filled out and can be found [here](#).
- Fondue Fest is proudly sponsored by Fox Valley Savings Bank and Society Insurance.

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 Bodart](#)

Event Calendar

- The DFP website offers a free event calendar for all downtown businesses. All businesses are able to set up their own login information to populate the calendar with special events. You can find the event calendar at www.downtownfdl.com on the main page.
- If you are having troubles getting logged in, please contact [Amber Bodart](#).

Streetscape Design Notes

Downtown Planters

- In the downtown district, there are 47 flower planters that have been 'adopted' by business. Currently, all planters have been adopted, but if you would like to be added to the waiting list, please contact [Amy Hansen](#).
- This summer, the Green Thumb Garden Club will be awarding the local businesses that care for the Streetscape Design planters in downtown. This will be a fun way to recognize everyone's effort in helping to keep downtown beautiful and welcoming.
- Award categories are: Most Colorful Display, Most Patriotic Display, Most Unique Display, Best Representation of Fond du Lac, Best Representation of Wisconsin, Best Business Representation, Best Use of Edibles, Best use of Perennials, Best Container Rules (Thriller, Filler and Spiller) and Fan Favorite.
- Thank you to The Green Thumb Garden Club!

Public Art

- Mural Art will be installed on four downtown properties in the upcoming weeks. The works of art are the result of a call for local artists held in 2020.

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- We are seeking three creative people to paint wooden picnic tables and turn them into fun works of art. The picnic tables will be in Main Street Plaza throughout the summer months. Please contact [Amy Hansen](#) for more information.

Organization Notes

DFP Board Meeting

- The next DFP monthly board meeting is July 14, 2021 at 8:30 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/](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 or reach us via phone at 920.322.2006.

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