

Downtown Fond du Lac Partnership News Bulletin

March 2021

Important DFP Dates and Deadlines

April 14, 8:30 a.m. – Downtown Fond du Lac Partnership Board Meeting-Video

April 13 - National Main Street Conference-Virtual

April 21, 4 p.m. to 5:30 p.m. - Wisconsin Main Street Awards-Virtual

May 15, 8 a.m. to Noon - Saturday Downtown Fond du Lac Farmers Market Begins

June 18, 4 p.m. to 8 p.m. - Summer Wine Walk

Businesses & Property Notes

COVID Supplies

- If your business needs masks or hand sanitizer, the DFP has a supply 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 Hansen](#). 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.

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>

Mini Makeover Contest

- Wisconsin Main Street is partnering with Retailworks, Inc. to host a Mini-Makeover contest. One lucky winner will receive a 24-hour makeover, including work by designers to assist with window displays, interior displays, décor, fixtures, store layout, customer signage, accent walls, counter area, and lighting. Deadline to apply is Monday, March 15, 2021 at 8 a.m. Please contact [Amy Hansen](#) for more information.

National Conferences

- Tuesday, April 13, 2021 is Small Business Day as part of the National Main Street Conference (virtual). Free registration is available to five downtown business representatives. Please contact [Amy Hansen](#) if you are interested.

Fond du Lac Public Library Survey

- The Fond du Lac Public Library is seeking the help of the community as it begins planning for the next several years. Take the survey [here](#).

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Promotion & Special Event Notes

Farmers Market

- Applications for the 2021 Downtown Fond du Lac Farmers Market are now available on the [DFP website](#).
- Market season begins Saturday, May 15 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 looking for spaces, an application must be filled out. Each downtown business is eligible to receive one 10x10 space in front of their store, or within the footprint of the market.
- The Fond du Lac Farmers Market is seeking sponsorship partners. For more information, please contact [Amber Bodart](#).

Wine Walk

- The 6th Annual Wine Walk is scheduled for Friday, June 18 from 4 p.m. to 8 p.m. More event information to follow.
- If your business is interested in being a tasting room for the Summer Wine Walk, please contact [Amber Bodart](#).
- The DFP is seeking sponsorship partners for this event. For more information, please contact [Amber Bodart](#).

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](#)

Award Videos

- Every year, the DFP announces awards for: Best New Business (Lunar & Lake Book Market), Downtown Legacy Award (Wood's Floral & Gifts), Best Exterior (Ahern-Gross Plumbing) and Interior Renovation (Blue Marble Botanicals) & Friend of Downtown (Steve Awve). Congratulations to all winners in 2020.
- 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.

"Pay It Forward" COVID 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

- The next DFP monthly board meeting is April 14, 2021 at 8:30 a.m. via video conference. This meeting is open to the public.

Wisconsin Main Street Awards

- The thirtieth annual Wisconsin Main Street awards will be hosted Wednesday, April 21, 2021 at 4 p.m.- 5:30 p.m. virtually. To [RSVP](#) to this event, please visit Wisconsin Main Street Awards Facebook page.

Annual Report

- The Annual Report for 2020 can be viewed on the DFP [website](#).

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

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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.

Our staff includes:

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