

# Downtown Fond du Lac Partnership News Bulletin

## May 2021

## Important DFP Dates and Deadlines

**Wednesday, June 9, 8:30 a.m.** – Downtown Fond du Lac Partnership Board Meeting-Video

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

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

**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.

### 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 is 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>

### 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 Synchronizing 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](http://www.mainstreetonlinetool.org)

## Promotion & Special Event Notes

### Farmers Market

- Applications for the 2021 Downtown Fond du Lac Farmers Market are now 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.
- 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.

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### **Wine Walk**

- The 6<sup>th</sup> Annual Wine Walk sponsored by Society Insurance is scheduled for Friday, June 18 from 4 p.m. to 8 p.m. There are 15 downtown businesses signed up to be "Tasting Rooms".
- Tickets for the event are sold out as of May 17.

### **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.

### **Night Market**

- The DFP is in the early planning stages of a new Night Market. The purpose of the Night Market is to attract more consumers to downtown Fond du Lac. The Night Market will be a family friendly event hosting Farmers Market vendors, local artists, food vendors, live music, and alcohol sales.
- The Night Market will take place on Main Street between Division Street and Forest Avenue and continuing down Sheboygan Street to Portland Street.
- The Night Market will be held Thursdays July 1, 15, 29, and August 12 and 26 from 5 p.m.- 8 p.m.
- A goal of the Night Market is to encourage attendees to for THELMA's 11 Thursdays of Summer Concert Series beginning at 7:00 p.m.

### **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](http://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!

### **Adirondack Chairs**

- Due to the ongoing effort to add more outdoor seating throughout the downtown district, Adirondack chairs will be available for downtown businesses at no charge. Each business is eligible to receive two chairs. Chairs must be brought indoors during non-business hours and watched over during windy weather.
- Colors available are: brown, forest green, peacock blue, light green or gray. Chairs need to be picked up at Kitz & Pfeil Ace Hardware. Please contact [Amy Hansen](#) by May 31 if you are interested.

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## Organization Notes

### DFP Board Meeting

- The next DFP monthly board meeting is June 9, 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 were held virtually on Wednesday, April 21, 2021.
- The City of Fond du Lac and DFP were recognized in the category of Best Covid Response effort. The full story can be found [here](#).

## 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](mailto:info@downtownfdl.com) or reach us via phone at 920.322.2006.

Our staff includes:

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