

Downtown Fond du Lac Partnership News Bulletin

November 2021

Important DFP Dates and Deadlines

Saturday, November 27 – Small Business Saturday

Saturday, December 4, 4:15 p.m. – KFIZ Holiday Parade

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

Saturday, February 12 – Downtown Fond du Lac Chili Crawl

February 11-13 - Sturgeon Spectacular Weekend

Businesses & Property Notes

New Businesses

- The Great Escape Fond du Lac opened October 30 at 21 N. Portland Street.

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.

Main Street Bounceback Grant

- Wisconsin Economic Development Corporation (WEDC) has announced the Main Street Bounceback Grant. The grant provides \$10,000 to businesses occupying previously vacant storefronts. Funds can be used to pay leases or mortgages, operational expenses and other business costs related to the newly opened location. Businesses need to be active commercial uses, be new or expanding businesses (not relocating) and to sign a 12-month lease or purchase a property between Jan. 1, 2021, and June 20, 2022.
- More information can be found on the [WEDC website](#). Please contact [Amy Hansen](#) with questions.

Promotion & Special Event Notes

Downtown Gift Certificates

- Downtown Fond du Lac Gift Certificates are accepted at 70 downtown businesses. Gift certificates are sold at the DFP office or online in denominations of \$10, \$25 or \$50.
- If you are interested in having your business join the Downtown Fond du Lac Gift Certificate program, please contact [Amber Bodart](#).

Shop Small Sweepstakes

- The DFP will again offer a \$500 Shop Small Sweepstakes promotion. Shoppers will receive an entry into the sweepstakes for every \$10 spent at a downtown business from November 1 to December 31. One lucky winner will receive \$500 in downtown gift certificates. Sweepstakes entry forms will be provided to all downtown businesses and can also be downloaded on the DFP website. All sweepstakes information can also be found on the [DFP website](#).
- Deadline to enter is December 31, 2021. Winner will be announced in January 2022.

Small Business Saturday

- Saturday, November 27 is Small Business Saturday. Our presenting sponsor is Fox Valley Savings Bank.

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- The DFP has received Shop Small promotional marketing materials. Materials include pennants, window clings, posters, canvas tote bags, balloons etc. These materials are free to all downtown businesses and may be picked up at the DFP office weekdays between 8-3.
- The DFP is running a Small Business Saturday Giveaway on Facebook. Thirty lucky winners will receive \$40 in downtown gift certificates, courtesy of Fox Valley Savings Bank. The Gift Certificates will be valid at only on Shop Small Saturday, November 27. To enter, watch the DFP Facebook page for upcoming contest information on Friday November 19. Comment to win. Winners will be announced on Wednesday, November 24.

KFIZ Holiday Parade

- Home for the Holiday: A Salute to Hometown Hero's parade will take place on Saturday, December 4 at 4:15 p.m. on Main Street. The parade will step off on Reese Street and travel South down Main Street towards Veterans Park.

Sturgeon Spectacular

- Fond du Lac Festivals will be presenting the 7th Annual Sturgeon Spectacular weekend February 11-13, 2022. Downtown events will include ice sculpting and the Wisconsin Snow Sculpting Competition.
- If your business would like to be included in promotions for the festival, please send your 'Sturgeon Special' to Pete Wilke. See attached sign up sheet.
- For more information, please visit their [website](#).
- Additionally, Fond du Lac Festivals is hosting a Hot Cocoa & Chocolate Crawl on Saturday, February 12, 2022. If your business is interested in participating, please see attached informational sheet.

Chili Crawl

- Part of Sturgeon Spectacular weekend, happening February 11-13, 2022. Celebrate Sturgeon Spectacular with a walk in Downtown Fond du Lac for the 13th annual Chili Crawl.
- If your business is interested in participating in the Chili Crawl, please contact [Amber Bodart](#).

Streetscape Design Notes

Public Art

- Two additional mural artworks have been installed in downtown.
 - 'Eye on You' by Mindy Leitner of Fond du Lac was installed at 74 S. Main Street in the Pocket Park.
 - 'Graffiti Love' by Christine Lehto of Rosendale was installed at 21 N. Main Street.

Holiday Decorations

- This year's décor includes garland wrapped light poles and new shiny red bows on Main Street and Sheboygan Street. The bows reflect the sunlight, keeping downtown cheery during the daytime. While the light garlands brighten the streetscape during the long winter nights.
- Holiday lights have been installed in Veteran's Park by the Fond du Lac County Parks Department.
- Many thanks to the City of Fond du Lac Electrical Department for installing and maintaining the decorations and to the County Parks Department for hanging the lights in Veteran's Park.

Organization Notes

- The next DFP monthly board meeting is December 8, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.
- The following individuals have been elected to officer positions beginning January 1, 2022, and ending December 31, 2022.
 - **President:** Dave Hopper, Hopper's Silk Screening and All-Star Trophy
 - **Vice President:** Maeghan Greeno, National Exchange Bank and Trust
 - **Treasurer:** Rob Bartz, Main Street LLC
 - **Secretary:** Mike Leb, Leb Insurance Group
 - **Past President:** Kirsten Quam, Fox Valley Savings Bank

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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 available to downtown businesses.
<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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