

Downtown Fond du Lac Partnership News Bulletin

October 2021

Important DFP Dates and Deadlines

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

Saturday, October 30, 10:00 a.m. to noon - Monster March

Saturday, November 1 - Shop Small Sweepstakes and Downtown Dollars promotions begin

Friday - Sunday, November 5-7 - Holiday Open House Weekend

Wednesday, November 10, 8:30 a.m. - Downtown Fond du Lac Partnership Board Meeting - FVSB

Saturday, November 13, 1:00 p.m. to 5:00 p.m. - Holiday Wine Walk

Saturday, November 27 - Small Business Saturday

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

Businesses & Property Notes

New Businesses

- The Cellar District has opened at 40 E. Division Street.
- CC's Chocolates has opened at 57 N. Macy Street.
- The Hip Hop Shop has opened at 231 S. Main Street.
- Toppers Pizza will be opening October 18 at 186 N. Main Street.
- Sneaker Culture will be opening October 20 at 44 N. Main Street.
- The Great Escape Fond du Lac will be opening 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

Farmers Market

- Farmers Market runs through Saturday, October 30.
- 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.

Downtown Fond du Lac Partnership News Bulletin

October 2021

- The Food Donation Program in partnership with UW-Extension has begun. Donations can be made at the DFP Information booth located on the corner of 2nd and Main. Volunteers from the food pantries also walk through the Market collecting donations. To date, almost 1,420 lbs. has been donated to local food pantries.

Monster March

- The Monster March will take place on Saturday, October 30 from 10:00 a.m. – noon on Main Street from Western to Merrill. Children and their families are encouraged to dress up to trick-or-treat with Main Street businesses and Farmers Market vendors.
- Crossing guards will be in place on Forest, Sheboygan, Division and Merrill to assist with pedestrian safety.
- Many thanks to our event sponsor Ahern Gross Plumbing.

Holiday Kickoff Weekend

- November 5-7 will be the downtown Holiday Kickoff Weekend. This shopping and dining event is to encourage shoppers to choose small businesses first when shopping for the holidays.
- Carriage rides will take place on Saturday, November 6 from 11:00 a.m. – 2:00 p.m. These rides will be free to the public.
- All downtown business specials can be found on the [DFP website](#). If you would like to submit a special for your business, please contact [Amber Bodart](#).

Holiday Wine Walk

- The Holiday Wine Walk is Saturday, November 13 from 1:00 p.m. to 5:00 p.m.
- Tickets are now on sale at [Hometown Tickets](#).
- 600 tickets will be sold for sweet, dry or mocktail beverages.
- Thank you to our presenting sponsor, Fox Valley Savings Bank.

Small Business Saturday

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

Downtown Dollars

- How it works: Shoppers make a purchase at any participating downtown business between November 1 to December 31 and receive a Downtown Dollars coupon. The Downtown Dollars coupon is good for \$10 off a \$50 purchase. Downtown Dollars can be redeemed at any participating business between January 1 to March 31. The \$10 discount is the responsibility of the business. This promotion is designed to encourage downtown shopping during the slower winter months.

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.

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.
- If you are interested in having your business join the Downtown Fond du Lac Gift Certificate program, please contact [Amber Bodart](#).

Downtown Fond du Lac Partnership News Bulletin

October 2021

Streetscape Design Notes

Public Art

- Two mural artworks have been installed on Hotel Retlaw at the corner of Division Street and Portland Street. Local artist Wanda Yuhas-Weller painted 'Sun on 151' and 'In the Distance'.
- A mural is being painted on 82 N. Main Street by mural artists David Carpenter, Erin LaBonte, and Don Krumpos. The mural is titled 'Mandala Flowers' and will be completed in the coming weeks.

Organization Notes

- Governor Tony Evers and Wisconsin Economic Development Corporation (WEDC) Secretary and CEO Missy Hughes visited two local businesses in Fond du Lac on Monday, Oct. 4, 2021. The tour started at Twisted Thread Quilting (25A N. Main Street) and continued on to The Cellar District (40 E. Division Street). The governor and secretary highlighted the investments made in the two businesses through the Main Street Bounceback Grant Program, which is operated by the WEDC and funded by American Rescue Plan Act funding. To date, ten new Fond du Lac businesses have received the \$10,000 Main Street Bounceback Grant including Twisted Thread Quilting, The Cellar District, Gathered Roots (15 N. Main Street), Atlas Gaming (21 N. Main Street), Argentum et Aurum Jewelry (25 N. Main Street), Forte Investigations (17 Forest Avenue), Penton Counseling (17 Forest Avenue), Roxanne Elise Photography (20 Forest Avenue), Sneaker Culture (44 N. Main Street) and CC's Chocolates (57 N. Macy Street).
- The next DFP monthly board meeting is November 10, at 8:30 a.m. at Fox Valley Savings Bank. 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 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.

Our staff includes:

Amy Hansen, Executive Director, amy@downtownfdl.com

Amber Bodart, Director of Communication and Special Events, amber@downtownfdl.com

Cindy Laubenstein, Bookkeeper and Research Assistant, bookkeeper@downtownfdl.com

Holly Jaschob, Farmers Market Manager, holly@downtownfdl.com

Alexis MacDonald, Graphic Design Intern, alexis@downtownfdl.com

Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

www.downtownfdl.com

Downtown Fond du Lac Partnership News Bulletin

October 2021

