

Downtown Fond du Lac Partnership News Bulletin

September 2021

Important DFP Dates and Deadlines

Wednesday, October 13, 8:30 a.m. – Downtown Fond du Lac Partnership Board Meeting - FVSB

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

Saturday, October 30, 10:00 a.m. to 12:00 p.m. – Monster March

November 1– Shop Small Sweepstakes and Downtown Dollars promotions begin

November 5-7 – Holiday Open House Weekend

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

Saturday, November 27 – Small Business Saturday

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

- Penton Counseling has opened at 17 Forest Ave., Suite 015.
- Twisted Thread Quilting has opened at 25 A N. Main Street.
- Gathered Roots will be opening later in the summer at 15 N. Main Street.
- Flanagan State Bank Mortgage Loan Originator, Carla Petersen has moved into 17 Forest Ave., Suite 012.

Promotion & Special Event Notes

Fondue Fest

- Fondue Fest 2021 was a success with beautiful weather and steady attendance. Many thanks to our volunteers and sponsors without whom the event would not be possible.
- If you were a Fondue Fest vendor, please fill out [Fondue Fest 2021-Vendor/Business Feedback](#)
- If you were an attendee of Fondue Fest, please fill out [Fondue Fest 2021- Community Feedback](#)

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.
- 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.
- 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 300 lbs. has been donated to local food pantries.

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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.
- **To sign up to be a trick-or-treat stop, please see survey below.**

Holiday Open House

- November 5-7, 2021 will be the downtown Holiday Open House. This shopping and dining event is to encourage shoppers to choose small businesses first when shopping for the holidays.
- **The DFP will create marketing materials to highlight downtown businesses who are offering specials or promotions. To sign up to be a participating business, please see survey below.**

Holiday Wine Walk

- The Holiday Wine Walk is Saturday, November 13 from 1:00 p.m. to 5:00 p.m.
- Tickets will go on sale October 1 through Hometown Tickets. The link will be made available on the DFP website and Facebook page.
- 400 tickets will be sold for sweet, dry or mocktail beverages.
- Thank you to our presenting sponsor, Fox Valley Savings Bank.
- **To sign up to be a tasting room, please see survey below.**

Small Business Saturday

- Saturday, November 27 is Small Business Saturday. Our local 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. 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 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.
- **To sign up your business to be a part of the Downtown Dollars promotion, please see survey below.**

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 see survey below.**

ACTION ITEMS FOR BUSINESS OWNERS: Please fill out this [survey](#) or attached PDF.

Streetscape Design Notes

Public Art

- The DFP has installed another mural located on the parking garage on Macy Street which is three stories high over the heart of Fond du Lac. Michele Schneider of Malone painted a beautiful piece of art for all to admire. *Butterfly – the simple beauty and appreciation of all life's little things.*

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Organization Notes

DFP Board Meeting

- The next DFP monthly board meeting is October 13, 2021, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.
- We are seeking volunteers to assist with Monster March, Holiday Wine Walk, Holiday decorations and Farmers Market. For upcoming volunteer opportunities, please visit this [Volunteer Sign-Up](#) form.

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:

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Upcoming Downtown Events/Promotions

All responses are required by September 24th.

Please check the boxes below to indicate below if your business is interested in participating in any of the following events/promotions.

Name:	Business:	Contact:
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- Monster March:** Saturday, October 30th, 2021, from 10 a.m. – Noon

Is your business interested in being a part of the annual Monster March on Main Street? Feel free to dress up in costume to hand out candy as children trick-or-treat down Main Street.

- Holiday Open House:** November 5th-7th, 2021.

This shopping, dining and family event is an alternative to the shopping mall and big box “door busters”. *Deadline to submit holiday deals/specials is Oct 10th.*

- Holiday Wine Walk:** Saturday, November 13th from 1 p.m.-5 p.m.

Downtown businesses become ‘tasting rooms’ for 400 attendees to sample different wines. Tickets will go on sale October 1st.

- Downtown Dollars:** Downtown Dollars Promotion

Shoppers who make a purchase at any participating downtown business between Nov. 1-Dec. 31 and receive one Downtown Dollar. The Downtown Dollars may be redeemed at participating locations between Jan 1- March 31 to receive \$10 off a qualifying \$50 purchase. The \$10 discount is the responsibility of the business.

- Scavenger Hunt:** Hosted by the FdL Public Library October 1-31

The downtown Fond du Lac Public Library is looking to host another downtown scavenger hunt during the month of October. Participating businesses need only to hang a sign in their window for children to be able to find. Signs go up on October 1 and may be removed on October 31.

- Downtown Gift Certificates**

Does your business want to be listed as a business who will accept the Downtown Gift Certificates? Your business will be listed on the back of the certificate. Redeemed certificates may be sent to the DFP office and we will cut a check within three business days.

<input type="checkbox"/> Yes, please add my business	<input type="checkbox"/> Please remove my business
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Please direct any questions to:

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