

# Downtown Fond du Lac Partnership News Bulletin

January 2022

## Important DFP Dates and Deadlines

**January 25, 8:00 a.m.** – Downtown Business & Property Owner Safety Workshop

**Wednesday, February 9, 8:30 a.m.** – Downtown Fond du Lac Partnership Board Meeting – FVSB

**February 11-13** – Sturgeon Spectacular Weekend

**Saturday, February 12** – Downtown Fond du Lac Chili Crawl

**Saturday, March 12** – St. Patrick's Day Parade & Pub Crawl

**April 22 5 p.m.** – Wisconsin Main Street Awards at Hotel Retlaw

## Businesses & Property Notes

### New Businesses

- Carpe Diem Massage Therapy, LLC has opened at 131 S. Main Street, Suite M08
- Sound Mind Mental Health Services has opened at 131 S. Main Street, Suite M09

### 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

- Jean Pauly is the \$500 Downtown Gift Certificate winner of the Shop Small Sweepstakes.
- Jean works for McNeilus Steel and was purchasing gifts for her staff to win at their holiday party. With winning receipts from Blue Marble Botanicals, Cujak's Wine & Spirits, en.courage FdL, Annie's Fountain City Café and Victoria's Pet Nutrition. Jean plans to pay the gift certificates forward to her staff.

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## Downtown Dollars

- Downtown Dollars are not eligible for redemption. Shoppers received Downtown Dollars by shopping in downtown between November 1-December 31 at participating businesses.
- Downtown Dollars may be redeemed at participating locations between January 1-March 31 to receive \$10 off a qualifying \$50 purchase.
- All participating locations and details can be found at [www.downtownfdl.com/events/downtown-dollars/](http://www.downtownfdl.com/events/downtown-dollars/)

## Sturgeon Spectacular

- Fond du Lac Festivals will be presenting the 7<sup>th</sup> Annual Sturgeon Spectacular Weekend February 11-13, 2022. Downtown events will include ice sculpting and the Wisconsin Snow Sculpting Competition. Additionally, Fond du Lac Festivals is hosting a Hot Cocoa & Chocolate Crawl on Saturday, February 12, 2022.
- Paper sturgeon cutouts are available at the DFP office.
- For more information, please visit their [website](#).

## 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 13<sup>th</sup> annual Chili Crawl.
- Tickets are available to purchase for \$10 at [www.downtownfdl.com](http://www.downtownfdl.com). New this year, ticket holders for the Chili Crawl will receive a commemorative pint glass in lieu of a Chili Crawl t-shirt
- Registration is from 10:30 a.m.- Noon at 131 S. Main Street.
- **If your business is interested in participating in the Chili Crawl, please contact [Amber Bodart](#).**

## St. Patrick's Day Pub Crawl

- 95 + 96.1 The Rock will be hosting the St. Patrick's Day Parade on Saturday, March 12 at 3:00p.m. The DFP will once again assist downtown restaurants and taverns with a St. Patrick's Day Pub Crawl.
- **If your business is interested in participating in the Pub Crawl, please contact [Amber Bodart](#).**

## Wisconsin Main Street Awards

- The 30<sup>th</sup> annual Wisconsin Main Street awards will be hosted at the Hotel Retlaw Friday, April 22, 2022.
- The annual Wisconsin Main Street awards is to recognize and learn from other downtown revitalization groups from around the state.
- The DFP would like to encourage attendees of the awards to stay and play in downtown Fond du Lac. If your business will be offering any specials, events or promotions, please send those to [amber@downtownfdl.com](mailto:amber@downtownfdl.com).

## DFP Website Redesign

- A revamped [www.downtownfdl.com](http://www.downtownfdl.com) has been completed. Many thanks to the team at Brownboots Interactive for their dedication to this project.

## Streetscape Design Notes

### 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

Business Owner Meeting with Fond du Lac Police

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- Downtown Police Captain Tony Hahn will host an informational and safety practices workshop for downtown business owners on Tuesday, January 25 at 8:00 a.m. at Fond du Lac Police Department. Registration is not required.
- The DFP Annual Meeting has been postponed until a later date.

**DFP Board Meeting** - The next DFP monthly board meeting is February 12, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.

- The DFP would like to extend our gratitude and appreciation to Kirsten Quam for having served three years as Board President. We appreciate her time and dedication towards the betterment of downtown.
- 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

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

Our staff includes:

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