

Downtown Fond du Lac Partnership News Bulletin

February 2022

Important DFP Dates and Deadlines

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

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

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

Saturdays, May 14 to October 29, 8 a.m. to Noon – Downtown Fond du Lac Farmers Market

Businesses & Property Notes

New Businesses

- Caldera A/C & Heating is now open at 59 N. Main Street.
- Atlas Gaming is opening February 16 at 21 N. Main Street.
- Craft City Bottle Shop and Tap Room will be opening this spring at 103 S. Main Street.

The Building Improvement Grant (BIG)

- Applications are now being accepted for the 2022 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.

Security Grant Program

- The Downtown Fond du Lac Partnership is offering downtown property/business owners the opportunity to apply for the Downtown Building Security Program. The grant assists property/business owners with purchasing an exterior surveillance camera system (in partnership with the Fond du Lac Police Department) and/or a rapid entry system lock box (in partnership with the Fond du Lac Fire Department).
- Grant application can be found on the [DFP website](#).
- Please contact [Amy Hansen](#) with any 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.

Downtown Dollars

- 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/

Chili Crawl

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- The 13th annual Chili Crawl was a success. 15 downtown businesses participated.
- Best Restaurant winner was Brick House. Best Homemade winner was Korneli's Bar. This is Korneli's third consecutive year winning.

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.
- More information can be found on the [DFP website](#) with specials being updated daily.

Downtown Fond du Lac Farmers Market

- The Downtown Fond du Lac Farmers Market will begin on Saturday, May 14 and run through Saturday, October 29.
- Main Street will be closed from 6 a.m. until 1 p.m. weekly between Forest Avenue to Western Avenue.
- Vendor applications are available at the DFP office and [website](#).

Organization Notes

- The 30th Annual Wisconsin Main Street Awards will be held at Hotel Retlaw on Friday, April 22. The annual event is to recognize and learn from other downtown revitalization groups from around the state. The DFP will 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 them to [Amber Bodart](#).
- The next DFP Board of Directors meeting will be held on Wednesday, March 9, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.
- The DFP Annual Meeting has been postponed until a later date.
- The DFP is currently seeking a summer intern to assist with special events.

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/> @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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