



Downtown Fond du Lac Night Market Information Sheet

Who: Downtown Fond du Lac Partnership

What: The Night Market is a free, open-air street market featuring live music, food, alcohol sales, and artists.

Where: Main Street Plaza with road closures between Division St. to Forest Avenue including Sheboygan St. to Portland.

When: June 30, July 14, 28, August 11 & 28 from 5 p.m.-8 p.m.

Why: The mission of the Night Market is to draw positive attention to the downtown business district of Fond du Lac while fostering community collaborations through art, music and common experiences while establishing a diverse district.

Not Your Average Market

The Downtown Fond du Lac Night Market will be a vibrant open-air street market dedicated to leisurely strolling, shopping, and eating. The Night Market will be a unique, inclusive, family-friendly, free event. Attendees can expect to see fresh produce, prepared foods, local artists, live music while enjoying a cold beverage. Kids can enjoy playing with the outdoor games that will be available at each event. Enjoy the Night Market before you stroll down to Thelma Sadoff Center for the Arts 11 Thursdays of Summer Concert Series.

Not Your Average Vendor

The Downtown Fond du Lac Night Market will be hosting a wide variety of unique, funky, and creative vendors you will not find at the Farmers Market. Currently we are looking for artists, designers, and makers of all sorts to showcase their talents and vend at the Downtown Fond du Lac Night Market. Want to showcase your talents at the Night Market? Contact Amber@downtownfdl.com

In 2021, an average of 4,500 came to downtown Fond du Lac over the series of 5 Night Markets from July through August. On average, 61% of visitors extended their stay by attending Thelma Sadoff Center for the Arts '11 Thursdays of Summer' Concert Series after Night Market. 72 percent of visitors said they dined and/or shopped while attending the Night Market with an average spending of \$54.