

Downtown Fond du Lac Partnership News Bulletin

March 2022

Important DFP Dates and Deadlines

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

Saturday, April 9 – Easter Egg Walk

Thursday, April 14, 8:00 a.m. – DFP Annual Meeting at Thelma Sadoff Center for the Arts

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

Friday, June 17, 4:00 p.m.-8:00 p.m. – Summer Wine Walk

Businesses & Property Notes

New Businesses

- Craft City Bottle Shop and Tap Room will be opening this spring at 103 S. Main Street.
- Anahata Therapeutic Massage has opened at 82 N. Main.
- Greenspace Co-Working will be opening this summer at 21 N. Portland.
- ASTOP, Inc. Day of Teal is Tuesday, April 5 and Demin Day is Wednesday, April 27. For more information, please visit www.astop.org.

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.

Picnic Table Art

- The DFP is looking for artists to paint plain wooden picnic tables to be displayed on Main Street Plaza over the summer months.
- The picnic tables will be used the Night Market and for Fondue Fest.
- Please see attachment at the end of the newsletter.
- If you are interested in painting a table, please contact [Amy Hansen](#).

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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/

Easter Egg Walk

- Saturday, April 9 from 10:00 a.m. - 1:00 p.m. come downtown to celebrate Spring with the first Annual Easter Egg Walk. For just \$10 children of all-ages can explore a variety of businesses downtown to collect Easter Eggs. While most eggs will have delicious candy in them, a select few will have some eggs-tra special prizes inside.
- 200 tickets will be sold. Any remaining tickets will be available to purchase during check-in.
- To purchase tickets or find information on participating locations and check-in please visit the [DFP website](#).

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. There is no overnight parking on Main Street from May through October.
- Vendor applications are available at the DFP office and [website](#).

Event Applications & Sponsorship Opportunities

- Applications for all events are now available on the DFP website.
- [Farmers Market \(Saturdays May 14- October 29\)](#)
- [Night Market \(Thursdays June 30, July 14, July 28, August 11 & August 25\)](#)
- [Fondue Fest \(Saturday, September 10\)](#)
- We are currently seeking sponsors for the Farmers Market, Night Market and Fondue Fest. For more information, please contact [Amber Bodart](#).

Summer Wine Walk

- Sponsored by National Exchange Bank & Trust, the 7th Annual Summer Wine Walk will take place on Friday, June 17 from 4:00 p.m. – 8:00 p.m.
- Tickets will go on sale April 1.
- If your business is interested in being a tasting room, please contact [Amber Bodart](#).

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](#). Registration is now open to attend. Registration information can be found [here](#).
- The next DFP Board of Directors meeting will be held on Wednesday, April 13, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.
- The DFP Annual Meeting will be on Thursday, April 14 at 8:00 a.m. at Thelma Sadoff Center for the Arts. Please RSVP to [Amy Hansen](#).
- The DFP is currently seeking a summer intern to assist with special events.

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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.

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

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Picnic Table Art 2022

We are looking for creative people to 'art-ify' plain wooden picnic tables into fun works of art! This could be a fun group project for you and your friends! The tables will be in Main Street Plaza (30 S. Main) throughout the summer. You have the option to keep your table at the end of the summer.

The details:

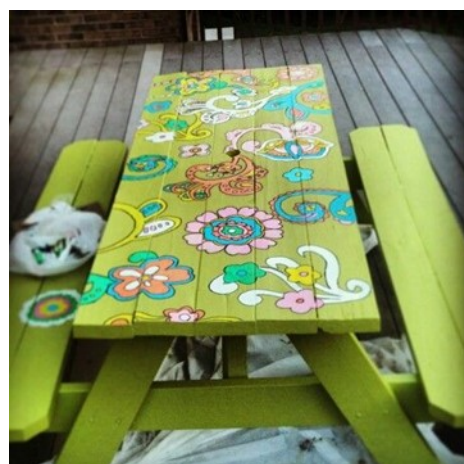
1. A mockup of your design will need to be approved. Designs need to be fun, vibrant and lively. No business advertising or political statements. We are also trying to make sure that no two tables look very similar. A template will be provided.

2. Tables come unassembled; you will need to put it together.

3. Tables are currently at the Downtown Fond du Lac Partnership storage garage at 36 Third Street. You will need to make arrangements to pick it up.

4. Light sanding is needed.

5. Oil paint is preferred, however regular acrylic paint can be used with a primer, then coated with a few layers of polyurethane.



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6. All visible sides of the woodwork need to be painted and coated with polyurethane.

7. Tables need to be delivered to Main Street Plaza (30 S. Main) prior to June 1.

8. The tables will be in Main Street Plaza (30 S. Main) throughout the summer and available for public use.

9. We cannot guarantee that the tables will not be tampered with or stolen.

10. You have the option to keep your table at the end of the summer. If you opt to not keep it, the DFP will decide if it is to be stored, reused or donated.

If you are interested and would like to hear more information, please contact:

Amy Hansen

Executive Director

Downtown Fond du Lac Partnership

920-322-2007

