

Downtown Fond du Lac Partnership News Bulletin

April 2022

Important DFP Dates and Deadlines

Friday, April 22, 5:00 p.m. – Wisconsin Main Street Awards at Hotel Retlaw

Wednesday, May 11, 8:30 a.m. – Downtown Fond du Lac Partnership Board Meeting

Saturdays, May 14 to October 29, 8:00 a.m. to noon – Downtown Fond du Lac Farmers Market

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

Thursday, June 30, 5:00-8:00 p.m.- Night Market

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, Total Body Massage, Aesthete Nails and Hair Habitat have opened at 82 N. Main inside MoJo Hair Studio.
- Greenspace Co-Working will be opening this summer at 21 N. Portland.
- Beauty Republic has opened at 1 N. Main.

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

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 \(Saturday, September 10\)](#)

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- We are currently seeking sponsors for the Farmers Market, Night Market and Fondue Fest. For more information, please contact [Amber Bodart](#).

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](#).

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.
- There are currently 16 businesses participating.
- Tickets are on sale now at www.downtownfdl.com

Night Market

- The Night Market will begin on Thursday, June 30, from 5:00-8:00 p.m. Night Markets will take place on July 14, July 28, August 11 & August 25. Main Street will be closed between Division Street to Forest Avenue, including Sheboygan Street to Portland Street from 3:00-9:00 p.m.
- The mission of the Downtown Fond du Lac Night Market is to draw positive attention to the downtown business district while fostering community collaborations through art, music and experiences.
- Attendees can expect to see fresh produce, prepared foods, local artists, and live music all 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.

YPF Amazing Race

- The Young Professionals of Fond du Lac are organizing The Amazing Race for Thursday, July 7. Just like the television show, teams sign up to compete in challenges at downtown businesses.
- If your business is interested in being a stop in The YPF Amazing Race, please contact Craig Much at craigm@horiconbank.com.

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.

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 Annual Meeting was held on Thursday, April 14 at Thelma Sadoff Center for the Arts. Accomplishments and award winners can be found in the [DFP Annual Report](#).
 - Volunteer of the year was awarded to Rachel Peichl McGee
 - Friend of Downtown was awarded to Kirsten Quam of Fox Valley Savings Bank
 - Exterior Design of the Year was awarded to Jesse and Sara Houle for 20 N. Main
 - Interior Design of the Year was awarded to The Cellar District
 - Best New Business was awarded to The Cellar District
 - Downtown Legacy was awarded to Joe's Fox Hut
- The DFP is currently seeking summer interns to assist with special events and graphic design.
- The next DFP Board of Directors meeting will be held on Wednesday, May 11, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public.

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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.

Amy Hansen, Executive Director, amy@downtownfdl.com

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

Cindy Laubenstein, Bookkeeper and Research Assistant, bookkeeper@downtownfdl.com

Holly Jaschob, Farmers Market Manager, holly@downtownfdl.com

Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

www.downtownfdl.com

