

Downtown Fond du Lac Partnership News Bulletin

July 2022

Important DFP Dates and Deadlines

Wednesday, August 10, 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

Thursday, July 28, 5:00-8:00 p.m.- Night Market

Thursday, July 28, 5:00-7:30 p.m. – City of Fond du Lac Riverfront Plan Public Meeting

Shop Saturday & Win Sweepstakes – Saturday's, August - October

Thursday, August 11, 5:00-8:00 p.m.- Night Market

Thursday, August 25, 5:00-8:00 p.m.- Night Market

Saturday, September 10, 9:00 a.m. -5:00 p.m. – Fondue Fest

Businesses & Property Notes

Business Notes

- New Directions Chiropractic, Greenspace Coworking and Armon Empire Professional Services have all opened at 21 N. Portland Street.
- H & H Hobby is now open at 79 S. Main Street.
- Bird Scooters are in operation through out the city. If your business has an issue with a misplaced or poorly parked scooter, please contact Bird hello@bird.co , 1.866.205.2442.

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 December 31, 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.

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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 \(Saturday, September 10\)](#)
- We are currently seeking sponsors for the Farmers Market, Night Market and Fondue Fest. For more information, please contact [Amber Bodart](#).

Shop Saturday & Win! Presented by Fox Valley Savings Bank

- The DFP is offering \$500 in downtown gift certificates to three lucky shoppers. Shoppers can save their receipts from purchases made on Saturdays between August through October. Receipts must be time stamped between 6:00 a.m. – 1:00 p.m. Drop off or mail entry form and receipts (or copies) to DFP, 131 S. Main Street, Suite 101, Fond du Lac, WI 54935. Entries may also be emailed to info@downtownfdl.com.
- A monthly winner will be drawn on September 6 (for August entries), October 5 (for September entries), and November 7 (for October entries). Winners will receive \$500 in downtown gift certificates, which are accepted at 70+ downtown businesses.
- Participants will receive a contest entry for every \$10 spent at a downtown business on Saturdays. No purchase necessary; chances of winning do not improve with a purchase. Official Rules & Regulations can be found at <https://downtownfdl.com/4845-2>.

Downtown Fond du Lac Farmers Market

- The Downtown Fond du Lac Farmers Market runs 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](#).

Night Market

- Thursday Night Markets will take place on July 14, July 28, August 11 & August 25 from 5:00-8:00 p.m. 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 13 Thursdays of Summer Concert Series.

Fondue Fest

- Fondue Fest will be held on Saturday, September 10, 2022, from 9 a.m. – 5 p.m. The festival will take place between Merrill Street and Western Avenue and encompassing the side streets between Macy Street and Marr Street.
- All downtown businesses are eligible to receive up to 2 free spaces at this event. An application must be filled out and can be found on our [website](#). Deadline to apply is August 12, 2022.

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.

Open Flags

- The DFP is purchasing 'OPEN' flags for downtown businesses. The goal is to create a unified look throughout downtown and to highlight businesses that are open. The signs are available to businesses at no cost. Papenheim Sign Crafters will install at no cost to the business. If your business is interested in receiving one of the flags, please contact [Amy Hansen](#).

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Organization Notes

- The DFP is proud to be one of the 863 Main Street Programs across the country to have earned an Accredited status which is Main Street America's top level of recognition. More information can be found on Main Street America's [website](#).
- The City of Fond du Lac is conducting the first public meeting in a part of the creation of the City's Riverfront Plan. The public is invited to take part in the meeting.
 - **Where** - Annie's Fountain City Café, 72 St. Main Street.
 - **When** - Thursday, July 28 from 5:00-7:30 p.m. (during the Night Market)
 - **What** - The city is creating a plan focused on developing and improving the East Branch of the Fond du Lac River as an aesthetic and recreational amenity in the heart of downtown Fond du Lac. The project area runs from E. Johnson Street to South Street. This will be the first public meeting in the process. Information will be shared about the project and the city is looking to gather feedback about the places/things to highlight, desired improvements, and concerns you have within the project area.

The format of the meeting is open house style so come when you can and leave when you are ready. For more information, please contact the Fond du Lac Community Development Department at (920) 322-3440.

- The next DFP Board of Directors meeting will be held on Wednesday, August 10, at 8:30 a.m. at Fox Valley Savings Bank. This meeting is open to the public. If you would like to be added to our meeting notification list, please email [Amy Hansen](#).

Streetscape Design Notes

Downtown Planters

- In the downtown district, there are 48 flower planters that have been 'adopted' by businesses. Currently, all planters have been adopted. If you would like to be added to the waiting list, please contact [Amy Hansen](#).
- This summer, the Green Thumb Garden Club will be awarding the local businesses that care for the Streetscape Design planters in downtown. This will be a fun way to recognize everyone's effort in helping to keep downtown beautiful and welcoming. Thank you, Green Thumb Garden Club.

Public Art

- Happy Bicycle Day has been completed on the Fond du Lac Cyclery and Fitness building located at 209 S. Main Street. Artist team Erin LaBonte and Dan Krompos. The Happy Bicycle Day mural was created by local artists Yonder to highlight activity and fun in Fond du Lac. The mural is a bright and energetic homage to the amenities we have available in Fond du Lac such as our many beautiful parks, recreation trails, and local wildlife.
- Kites on the Beach by Anthony Pazos was installed on the Portland Street parking ramp located at 2 N. Portland.
- Ten picnic tables have been adopted by local artists and school groups to be painted and placed on Main Street Plaza. The picnic tables will be in Main Street Plaza throughout the summer months.

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. [Biz Owners Group](#)
- **Downtown Fond du Lac Partnership Facebook Page** - Our public page showcases great things happening downtown! [DFP Facebook](#)
- **Downtown Fond du Lac Partnership Instagram Page** - [https://www.instagram.com/ @downtownfdl](https://www.instagram.com/@downtownfdl)
- **Downtown Events Collaboration Team Facebook Page** - [Events Collaboration Team](#)
- **Farmers Market Page** - [Farmers Market Facebook Page](#)

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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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