

Downtown Fond du Lac Partnership News Bulletin

September 2022

Important DFP Dates and Deadlines

Wednesday, October 12, 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
Shop Saturday & Win Sweepstakes – Saturday's, August - October
Witches & Warlocks Day Out - Saturday, October 22
Monster March – Saturday, October 29, 2022, 10:00 a.m. – Noon
Shop Small Sweepstakes – November 1-December 31
Holiday Kickoff Weekend – November 4-5
Holiday Wine Walk – Saturday, November 12, 1:00 p.m. – 5:00 p.m.
Deer Camp Weekend -November 18-19
Small Business Saturday - Saturday, November 26

Businesses & Property Notes

Business Notes

- Edward Jones – Matt and Maggie Moses will be moving to 201 S. Marr Street.
- Edward Jones – Robert Bruce will be moving into 68 N. Main Street.
- Fondy Axe Company will be opening at 25A N. Main Street on October 1.
- PS Beauty Lounge has opened at 59 N. Main Street.
- Lighthouse Bar & Wine Bistro will be opening at 213 S. Main Street.
- Craft City Bottleshop and Taproom has opened at 103 S. Main Street.
- The Hair Lounge will become Opal Studios at 104 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

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. The winner for August entries was Sharleen Hahn.
- 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](#).

Witches Day Out presented by Lillian's of Fond du Lac & Cujak's Wine & Spirits

- The DFP is planning a Witches & Warlocks Day Out for Saturday, October 22 with downtown specials, Boo's Drink Specials, Double Bubble Specials, costume contests, bloody mary bar, tarot card readings, henna and so much more. Please see the website for up to date information <https://downtownfdl.com/witches-day-out/>
- If your business is interested in participating, please contact [Amber Bodart](#).

Monster March

- The Monster March will take place on Saturday, October 29 from 10:00 a.m. – noon on Main Street from Western to Merrill. Children and their families are encouraged to dress up to trick-or-treat with Main Street businesses and Farmers Market vendors.
- Crossing guards will be in place on Forest, Sheboygan, Division and Merrill to assist with pedestrian safety.

Holiday Kickoff Weekend

- November 4-5 will be the downtown Holiday Kickoff Weekend. The DFP wants to remind shoppers this holiday season to put downtown Fond du Lac at the top of their shopping lists.
- If your business is interested in participating, please contact [Amber Bodart](#).

Holiday Wine Walk presented by Fox Valley Savings Bank

- Saturday, November 12 from 1:00 – 5:00 p.m. will be the Holiday Wine Walk. Tickets will go on sale on October 3rd.
- 600 tickets will be sold for sweet, dry or mocktail beverages.
- If your business would like to be a Tasting Room, please contact [Amber Bodart](#).

Deer Camp Weekend

- November 18-19 will be the first annual collective Deer Camp Weekend in downtown Fond du Lac. While the hunters are away, the shoppers will play! Much like the Holiday Kickoff Weekend, the DFP will collect and promote retail and restaurant/tavern specials from downtown businesses.
- If your business would like to participate, please contact [Amber Bodart](#).

Small Business Saturday

- Saturday, November 26 is Small Business Saturday. Our local presenting sponsor is Fox Valley Savings Bank. The DFP will again offer a \$500 Shop Small Sweepstakes promotion. Shoppers will receive an entry into the sweepstakes for every \$10 spent in downtown between November 1 – December 31.
- Details will be updated on the website soon and entry forms will be distributed to downtown businesses.

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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](#).

Volunteer Opportunities

- The DFP couldn't accomplish all we do without dedicated volunteers. We are currently still seeking volunteers for: Monster March, Wine Walk, wrapping holiday garlands Nov 14-15, poster distribution,
 - Monster March – Duties include assisting children and families to cross the streets safely during the Monster March. Volunteers are needed by 9:45 and you will be finished by noon.
 - Holiday Wine Walk – Duties include checking ID's and wrist banding 600 attendees. Volunteers are needed from 10:00 a.m. – 3:00 p.m. We also need assistance with distribution of wine to our downtown businesses who are tasting rooms. Volunteers would be needed the morning of the Wine Walk.
 - Holiday Garland Wrapping – November 14-15 volunteers are needed to wrap holiday garlands with lights at the city garage.
- If you are interested in any of the listed volunteer opportunities, please contact [Amy Hansen](#) or [Amber Bodart](#).

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 next DFP Board of Directors meeting will be held on Wednesday, October 12, 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](#).

Holiday Lights

- The DFP is still seeking a holiday light sponsor. Every year the DFP purchases evergreen garlands and wraps them with beautiful LED lights to beautify our downtown for the holiday season.
- If your business is interested in sponsoring this year's lights, please contact [Amber Bodart](#).

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>
- **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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