

Downtown Fond du Lac Partnership News Bulletin

November 2022

Important DFP Dates and Deadlines

Downtown Fond du Lac Winter Market – Saturdays through February 25, 8:00 a.m. to noon

Shop Small Sweepstakes – November 1-December 31

Deer Camp Weekend - November 18-19

Small Business Saturday - Saturday, November 26

Cookie Walk – Saturday, December 3, 11:00 a.m. – 3:00 p.m.

KFIZ Christmas Parade – Saturday, December 3, 4:15 p.m.

Downtown Fond du Lac Partnership Board of Directors Meeting - Wednesday, December 14, 8:30 a.m. at Fox Valley Savings Bank

Businesses & Property Notes

Business Notes

- To date, 24 new downtown businesses have opened in 2022.
- Bird Scooters are in operation throughout 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.

Promotion & Special Event Notes

Winter Events & Promotions Sign Up

- All downtown business are eligible to participate in upcoming events and promotions.
- Please fill out and return this [Upcoming Downtown Winter Events Sign Up](#) form to [Amber Bodart](#).

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Winter Market

- The Winter Market will take place on Saturday's beginning November 5, 2022 – February 25, 2023, at 16 E. Second Street (formerly Personal Touch Flowers & Gifts) from 8:00 a.m. – noon.
- The Winter Market will host handmade, homegrown, and prepared foods vendors.
- The Winter Market will be closed Saturday, November 26, December 24, and December 31.
- The DFP is currently accepting vendor applications on our website <https://downtownfdl.com/winter-market/>.

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.
- All business specials and promotions are listed on our [website](#).
- 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.
- Small Business Saturday specials and promotions are list on our [website](#).
- Entry forms are available at downtown business and on our [website](#).
- The DFP also partnered with Fox Valley Savings Bank for a Facebook giveaway. Simply tag your favorite business on the Small Business Saturday posts and you will be entered to win. Winners will receive one \$20 gift certificate only eligible to be used on Small Business Saturday. There are 15 winners weekly. The final drawing will be on Thursday, November 16.

Downtown Christmas Cookie Walk

- The Downtown Christmas Cookie Walk will take place on Saturday, December 3 from 11:00 a.m. – 3:00 p.m. 200 tickets will be sold for \$10. Cookie Walkers can taste a variety of sample-sized cookies from downtown business prior to the parade.
- Tickets are on sale now on our [website](#).
- If your business is interested in participating, please contact [Amber Bodart](#).

KFIZ Christmas Parade

- KFIZ and 107.1 The Bull present the 2022 Fond du Lac Christmas Parade of Lights. This year the theme is "HoliDazzle"! The parade steps off at 4:15 at the corner of Rees and Main and will travel downtown Main Street to Veteran's Park.
- To enter a float in the parade, click [here](#).

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.
- If your business would like to be added to the list, please contact [Amber Bodart](#).

Open Flags

- The DFP has purchased '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. If your business is interested in receiving one of the flags, please contact [Amy Hansen](#).

Sturgeon Spectacular

- Fond du Lac Festivals with support from the DFP will be presenting the 8th Annual Sturgeon Spectacular February 10-12, 2022.
- If your business would like to be a part of the festival and the promotions leading up to it, please complete the [Sturgeon Specials](#) form and return it to [Pete Wilke](#).
- All questions may be directed to Fond du Lac Festivals 920.238.1282.

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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 next DFP Board of Directors meeting will be held on Wednesday, November 9, 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

- Holiday lights and garlands will be installed downtown in late November. A special thank you to our Holiday Lights Sponsor, Bespoke Salon.

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](#)

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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