

Downtown Fond du Lac Partnership News Bulletin

December 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

Jan-YOU-ary – January 1-31, 2023

DFP Board of Directors Meeting - Wednesday, January 11, 8:30 a.m. at Fox Valley Savings Bank

Downtown Soup Walk – Saturday, January 21, 11:00 a.m. – 2:00 p.m.

Chili Crawl - Saturday, February 11, 11:00 a.m. – 2:00 p.m.

Sweet Stroll - Saturday, February 11, 11:00 a.m. – 2:00 p.m.

Sturgeon Spectacular Weekend- February 10-12, 2023

Businesses & Property Notes

Business Notes

- To date, 37 new downtown businesses have opened in 2022.

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.
- 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 businesses 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](#).

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/>.

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](#).

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Jan-You-ary

- Celebrate the New Year with a new YOU in downtown Fond du Lac. Our downtown businesses can help YOU to achieve your resolutions this year.
- The DFP will have business highlights listed on the website along with a social media promotion showcasing how downtown businesses can help you achieve your goals.

Downtown Soup Walk

- Looking to have a soup-er time in downtown Fond du Lac? The first downtown Soup Walk will take place on Saturday, January 21 from 11:00 a.m. – 2:00 p.m.
- For just \$10, walkers can taste a variety of delicious soup samples made by our downtown businesses.
- On the morning of the event bring your ticket to 131 S. Main Street to check-in. There you will receive your official Soup Walk Map. Check-in opens at 10:00 a.m. and ends at 12 p.m. Soup is available beginning at 11:00 a.m. You may visit all participating locations in any order.
- Tickets are on sale now on our [website](#).

Chili Crawl

- Part of Sturgeon Spectacular weekend, the 14th annual Chili Crawl will take place on Saturday, February 11 from 11:00 a.m. – 2:00 p.m.
- For just \$10, crawlers can taste a variety of chili samples made by our downtown businesses.
- Tickets will go on sale in January.
- If your business would like to be a tasting room, please fill out the Upcoming Winter Events form and return to [Amber Bodart](#)

Sweet Stroll

- New this year, the DFP will be hosting the downtown Sweet Stroll on Saturday, February 11 from 11:00 a.m. – 2:00 p.m.
- For just \$10 you can take a stroll in downtown with your sweetie to celebrate Valentine's Day by sampling various sweets prepared by our downtown businesses.
- If your business would like to be a tasting room, please fill out the Upcoming Winter Events form and return to [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.

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, January 11, 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](#).
- The following individuals have been elected to officer positions beginning January 1, 2023.
 - **President:** Dave Hopper, Hopper's Silk Screening and All-Star Trophy
 - **Vice President:** Maeghan Thiessen-Greeno, National Exchange Bank and Trust

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- **Treasurer:** Rob Bartz, Main Street LLC
- **Secretary:** Tyler Gross, Ahern Gross Plumbing Contractors
- The DFP would like to extend our sincere thanks and gratitude to Mike Leb. Mike has finished a 6-year term on the Board of Directors and Executive Committee.
- City Council has approved two new members to the DFP Board of Directors.
 - Bekki Fishelson-Kuber: Owner of Blue Marble Botanicals
 - Monica Lara: Owner of Argentum et Aurum

Streetscape Design Notes

Downtown Sidewalks

- The DFP would like to remind business and property owners to keep sidewalks clear of snow and salted this winter season.

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 were installed downtown in late November. A special thank you to our Holiday Lights Sponsor, Bespoke Salon.
- Holiday lights have been installed in Veteran's Park by the Fond du Lac County Parks Department.
- Many thanks to the City of Fond du Lac Electrical Department for installing and maintaining the decorations and to the County Parks Department for hanging the lights in Veteran's Park.

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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