

# Downtown Fond du Lac Partnership News Bulletin

January 2023

## Important DFP Dates and Deadlines

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

**DFP Board of Directors Meeting** - Wednesday, February 8, 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

**DFP Annual Meeting** - Thursday, March 9, 8:00 a.m. at Thelma Sadoff Center for the Arts

## Businesses & Property Notes

### New Businesses

- Indigo Gallery & Gifts is now open at 104 S. Main Street. Local owners are Jim and Janine Sears.
- Mirrorball Home Décor is now open at 44 N. Main Street. Local owner is Casey Fiebig.

### 2023 Grant Programs The DFP has introduced three new grant programs and continuing

- **NEW - Experience Generator Grant** -To continually increase the vibrancy and vitality of downtown, the 2023 Experience Generator Grant Program is designed to attract businesses who contribute to the overall downtown experience. These business types include restaurants, retail shops or experience-based business. Examples: Indoor archery, museums, ceramic art studios, golf simulators etc. The grant is for \$5,000 to assist with business startup expenses.
- **NEW – New Business Grant** is an incentive to assist entrepreneurs with expenses associated with starting a new or expanding business. Businesses are eligible for a \$2,500 grant to be used towards startup expenses.
- **NEW – Creative Sign Grant** is design to incentivize property owners to undertake creative projecting sign projects that add to the uniqueness and character of Downtown Fond du Lac. The grant is specifically for unique, handcrafted projecting signs. The grant reimburses up to 75% of the cost of the sign design, manufacturing, and installation.
- The **Building Improvement Grant (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. The grant reimburses up to 50% of exterior remodeling expenses.
- The **Security Grant Program** 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). The program reimburses up to \$250 per exterior camera.
- Complete information on all grant programs can be found on the [DFP website](#). Please contact [Amy Hansen](#) to apply.

## Promotion & Special Event Notes

### 2023 Event Schedule

- The DFP has finalized the 2023 events schedule. A PDF version is available [here](#).
- Seasonal event and promotions signup sheets will be shared via email, in the DFP Business & Property Owners Facebook page and shared in the news bulletin.

### 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 DFP is currently accepting vendor applications on our website <https://downtownfdl.com/winter-market/>.

# Downtown Fond du Lac Partnership News Bulletin

January 2023

## 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](#).

## 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.
- Tickets are on sale now on our [website](#).

## Chili Crawl

- Part of Sturgeon Spectacular weekend, the 14<sup>th</sup> 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 are on sale now on our [website](#).
- If your business would like to be a tasting room, please contact [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.
- Tickets are on sale now on our [website](#).
- If your business would like to be a tasting room, 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 8<sup>th</sup> 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 contact [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, February 8, 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](#).

## Transformation Strategies

- Community transformation strategies are designed to serve as the backbone for what drives a main Street Program. They are intended to function as an overarching theme to rally volunteers, inspire investors, and serve to act as a catalyst for growth over a period of three to five years.
- The DFP Board of Directors has identified three transformation strategies that the DFP would like to focus on.
  - Arts & Entertainment – To support an arts or entertainment focused environment within the downtown district.

# Downtown Fond du Lac Partnership News Bulletin

January 2023

- Beautification Initiatives & Design – Improve the visual appeal of the residential and commercial historic district.
- Business Activation & Development – To activate currently vacant sectors of the downtown or to support growth and development of already established businesses.
- Full details can be found on our [website](#).
- We want to hear from you to decide which transformation strategy the DFP should work towards in 2023. Please take a few minutes to review our website and fill out the [community survey](#).
- Please contact [Amy Hansen](#) with any questions.

## Downtown Legacy and Best New Business Awards

- The Downtown Legacy Award is presented annually. Eligible candidates are any business that have been in downtown for more than 50 years. Winners are chosen by a committee based on the content of nominations and not the number of nominations received.
- The New Business Award is presented annually. Eligible candidates are any new business that opened in downtown Fond du Lac in the previous calendar year and remained open through the end of the calendar year. Winners are chosen by committee based on the content of nominations and not the number of nominations received.
- Voting is now open on our [website](#).
- The DFP is currently seeking an Office Coordinator and Summer Interns. Job descriptions can be found on our [website](#).

## 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.

## 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](#)

## Contact Us

General inquiries or responses to items from this news bulletin can be sent to [info@downtownfdl.com](mailto:info@downtownfdl.com) or reach us via phone at 920.322.2006.

Amy Hansen, Executive Director, [amy@downtownfdl.com](mailto:amy@downtownfdl.com)

Amber Bodart, Director of Communication and Special Events, [amber@downtownfdl.com](mailto:amber@downtownfdl.com)

Cindy Laubenstein, Bookkeeper and Research Assistant, [bookkeeper@downtownfdl.com](mailto:bookkeeper@downtownfdl.com)

Holly Jaschob, Special Events Coordinator, [holly@downtownfdl.com](mailto: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](http://www.downtownfdl.com)

