

Downtown Fond du Lac Partnership News Bulletin

March 2023

Important DFP Dates and Deadlines

DFP Board of Directors Meeting - Wednesday, April 10, 8:30 a.m. at Fox Valley Savings Bank

Easter Egg Walk – Saturday, April 1, 11:00 a.m. – 2:00 p.m.

Beer & Seltzer Crawl - Saturday, April 15, 1:00 p.m. – 5:00 p.m.

Farmers Market – Saturdays, May 20-October 28, 8:00 a.m. - Noon

Businesses & Property Notes

New Businesses

- Indigo Blue Boutique, an accessories and clothing store, is now open at 1 N. Main inside Hotel Retlaw.

2023 Grant Programs the DFP has introduced three new grant programs.

- **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.
- Spring Events Signup Sheet can be found [here](#).

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](#).

Special Event Applications

- Special event applications for Farmers Market, Fondue Fest and Night Market are now available on the DFP website and at the DFP office.
- All businesses located within the BID are eligible to participate in the Farmers Market and Fondue Fest for free.

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Easter Egg Walk

- The second annual Easter Egg Walk will take place on Saturday, April 1 from 11:00 a.m. – 2:00 p.m. 200 tickets will be sold. Ticketholders will receive an Easter Egg Basket and map of participating locations at check in.
- Participating businesses will give each basket one egg. Eggs are not to be hidden in your business to ensure each ticketholder only receives one egg each. The DFP will provide participating businesses with 200 Easter Eggs. It is the businesses responsibility to fill the eggs with candy, coupons, or fun surprises. Businesses are encouraged to offer a fun game or activity, bounce back sales or discounts to ticketholders.
- Tickets will go on sale March 6 on the DFP website. Any remaining tickets will be available to purchase during check-in.
- If your business would like to participate, please contact [Amber Bodart](#) or return the [Spring Events Sign Up Sheet](#).

Beer & Seltzer Crawl

- The DFP will host the first Spring Beer & Seltzer Crawl on Saturday, April 15 from 1:00 p.m. – 5:00 p.m. 600 tickets will be sold for beer, seltzer, and N/A options.
- At check-in ticketholders will receive a sampling glass, wristband, lanyard, and map. They will receive one, 2 oz. sample at 12 participating locations.
- The DFP will select and purchase beer and seltzer for retail locations. Retail locations are responsible for providing their own N/A sample.
- Tickets will be available on the DFP website.
- If your business would like to participate, please contact [Amber Bodart](#) or return the [Spring Events Sign Up Sheet](#).
- Friday, March 31, 2023, to ensure enough time for ordering and delivering of beverages.

Downtown Fond du Lac Farmers Market

- The Downtown Fond du Lac Farmers Market will begin on Saturday, May 20 and run through Saturday, October 28. Main Street will be closed from 6:00 a.m. until 1:00 p.m. weekly between Forest Avenue to Western Avenue.
- All downtown businesses are eligible to receive one free space at the Farmers Market. Applications are available on the DFP website. Printed copies are available at the DFP office.

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](#).

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, April 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](#).
- The DFP is currently seeking Summer Interns. Job description can be found on our [website](#).
- The DFP hosted the Annual Meeting at Thelma Sadoff Center for the Arts on Thursday, March 9. Annual Report highlighting the successes of 2022 and award winners can be found on the [DFP website](#).

Streetscape Design Notes

Downtown Sidewalks

- The DFP would like to remind business and property owners to keep sidewalks clear of debris. With the snow melting, please pick up any debris that may be left behind.

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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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