

# NEWS BULLETIN

JULY 2023



## IMPORTANT DFP DATES & DEADLINES

**DFP Board of Directors Meeting** - Wednesday, August 9, 8:30 a.m. at Fox Valley Savings Bank

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

**Night Market** – Thursdays, July 27, August 10, and August 24, 5:00 p.m. – 8:00 p.m.

**Beer & Seltzer Crawl** – Friday, August 18, 4:00 p.m. – 8:00 p.m.

**Fondue Fest** – Saturday, September 9, 9:00 a.m. – 5:00 p.m.

## BUSINESS & PROPERTY NOTES

### Business Notes

- The Gallery has opened at 74 S. Main Street.
- SQRL Service Center is now open at 171 N. Main Street.

### Downtown Parking

- Did you know that when you park in a free Main Street parking space, you cost a downtown business \$200 a day in lost revenue? Your downtown friends and neighbors appreciate the effort you make to find parking off Main Street. Permits are affordable and convenient. Please call the City at (920) 322-3460 or visit 160 S. Macy. Feel free to review the [Downtown Fond du Lac Parking Guide](#).

### 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 designed 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

### Fall Events Sign Up Sheet

- The [Fall Events Sign Up Sheet](#) is now available. Fall events include Fondue Fest, Witches Day Out, Monster March, Holiday Kickoff Weekend, Holiday Wine Walk, Deer Camp Weekend, Small Business Saturday, and the Christmas Cookie Walk.
- The DFP has special event sponsorship opportunities still available. If you would like to receive a sponsorship packet, please contact [Amber Bodart](#).

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### 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.

### 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 (one space) and Fondue Fest (two spaces) for free.

### Downtown Fond du Lac Farmers Market

- The Downtown Fond du Lac Farmers Market began on Saturday, May 20 and will 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.
- Several downtown businesses have worked together to organize a shopping promotion in partnership with the Farmers Market sponsor Grande Cheese.
- Shop downtown businesses during the Farmers Market and SAVE. All you need to do is pick up a Grande tote bag from the information tent located at 131 S. Main Street during the Farmers Market and bring it to a participating downtown business to redeem the savings. Savings can only be redeemed on Saturdays during the Farmers Market. Participating businesses and offers are subject to change. Shopping specials can be found on the [DFP website](#).

### Night Market

- The remaining Night Markets will take place on July 27, August 10 & August 24, from 5:00 p.m. – 8:00 p.m. Main Street will be closed between Division Street to Forest Avenue, including Sheboygan Street to Portland Street from 3:00-9:00 p.m.
- The mission of the Downtown Fond du Lac Night Market is to draw positive attention to the downtown business district while fostering community collaborations through art, music and experiences.
- Attendees can expect to see fresh produce, prepared foods, local artists, and live music all while enjoying a cold beverage. Kids can enjoy playing the outdoor games that will be available at each event. Enjoy the Night Market before you stroll down to Thelma Sadoff Center for the Arts 13 Thursdays of Summer Concert Series.

### Beer & Seltzer Crawl

- The second Beer & Seltzer Crawl will be held on Friday, August 18 from 4:00 p.m. – 8:00 p.m.
- If your business is interested in participating, please fill out the [Summer Events Sign Up Sheet](#).
- Tickets are on sale now on the [DFP website](#).

### Fondue Fest

- Fondue Fest will be held on Saturday, September 9, 2023, from 9:00 a.m. – 5:00 p.m. The festival will take place between Merrill Street and Western Avenue, also on the side streets between Macy Street and Marr Street.
- All downtown businesses are eligible to receive up to two free spaces at this event. An application must be filled out and can be found on our [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](#).

### 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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## 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, August 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](#).
- The DFP is currently seeking individuals to join the Fondue Fest Committee. Meetings are held on the fourth Tuesday of every month at noon. If you are interested in joining, please contact [Amber Bodart](#).

## 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 [Shelby Haanstad](#).

### Banners

- The DFP is currently working to replace the banners on light posts on Main Street. The project is expected to be completed this summer.

## 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 Events Collaboration Team** – This private group is a place for downtown business owners to discuss collaborations they may want to work on with each other either in conjunction with DFP events or as a separate collaborative. [Downtown Events Collaboration Team](#).
- **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)

**Shelby Haanstad**, Office Coordinator, [hello@downtownfdl.com](mailto:hello@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)