

NEWS BULLETIN

October 2023



IMPORTANT DFP DATES & DEADLINES

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

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

Witches Day Out - Saturday, October 21, 10:00 a.m. - 4:00 p.m.

Social Media Marketing Workshop - Monday, October 23, 9:00 a.m. - 10:00 a.m.

Monster March - Saturday, October 28, 10:00 a.m. - noon

Holiday Wine Walk - Saturday, November 11, 1:00 p.m. - 5:00 p.m.

Deer Camp Weekend - November 17-18

BUSINESS & PROPERTY NOTES

Business Notes

- Bird's Eye View Optical has opened at 19 S. Main.

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

- **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 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.
- **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. The remaining fall events include, Monster March, Holiday Kickoff Weekend, Holiday Wine Walk, Deer Camp Weekend and Small Business Saturday.

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Downtown Fond du Lac Farmers Market

- The Downtown Fond du Lac Farmers Market 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.

Monster March

- The Monster March will take place on Saturday, October 28 from 10:00 a.m. – noon on Main Street. Children and their families are encouraged to dress up to trick-or-treat downtown businesses and Farmers Market vendors. Main Street will be blocked to through traffic from Forest Avenue to Merrill Avenue from 9:00 a.m. to noon. Crossing guards will be in place to assist with pedestrian safety.

Witches Day Out

- The second annual Witches Day Out, sponsored by Lillian's and Cujak's Wine & Spirits, will be taking place on Saturday, October 21 from 10:00 a.m. – 4:00 p.m.
- Downtown businesses will be offering a wide variety of activities from live music, henna artists, make and take crafts, tarot card readers and prize giveaways at Fat Joe's Burger's & Brews at 4:00 p.m.
- A full list of participating businesses can be found on the DFP website. [Witches Day Out Specials](#).

Social Media Marketing Workshop

- On Monday, October 23 from 9:00 a.m. – 10:00 a.m. the DFP will be hosting guest speaker Carolyn Zick to provide a social media marketing workshop. The workshop will take place at Radio Plus, 210 S. Main Street. RSVP to [Amy Hansen](#) as space is limited.

Holiday Wine Walk

- The Holiday Wine Walk, sponsored by Fox Valley Savings Bank, will take place on Saturday, November 11 from 1:00 p.m. – 5:00 p.m. During the Wine Walk, Fond du Lac's downtown businesses become 'tasting rooms' where attendees may sample different wines. Sweet Wine, Dry Wine, and Mocktail tickets are available. 600 tickets will be sold. Currently there are 16 businesses participating.
- Tickets are on sale now on the DFP [website](#).

Deer Camp Weekend

- The second annual Deer Camp Weekend, sponsored by Fleet Farm, will take place November 17-18.
- 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.
- If your business would like to participate, please fill out the [Fall Events Sign Up Sheet](#) and return to [Amy Hansen](#).

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 or removed from the list, please contact [Shelby Haanstad](#).

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 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](#).
- We're Hiring: Director of Communication & Special Events. Full job description available on our website: <https://downtownfdl.com/about-us/staff/>

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STREETSCAPE DESIGN NOTES

Holiday Lights

- The DFP is seeking volunteers to assist with garland wrapping on November 14-15 from approximately 8:00 a.m. – noon each day. If you are interested in volunteering, please contact [Amy Hansen](#).
- If your business is interested in sponsoring this year's lights, please contact [Amy Hansen](#).

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/](https://www.instagram.com/@downtownfdl) @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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