

# NEWS BULLETIN

November 2023



## IMPORTANT DFP DATES & DEADLINES

**Deer Camp Weekend** – November 17-18

**Small Business Saturday** – November 25

**Winter Special Event Sign Up Sheet** – due November 27

**KFIZ Holiday Parade** – Saturday, December 2, 4:15 p.m.

**DFP Board of Directors Meeting** - Wednesday, December 13, 8:30 a.m. at Fox Valley Savings Bank

## BUSINESS & PROPERTY NOTES

### Business Notes

- Aurora's Apothecary is now open at 171 S. Main Street. Owned by Kevin and Melissa Adlebusch, this is the fourth location, featuring herbs, teas, tarot, and more. The DFP supported the opening of this new downtown Fond du Lac business with an Experience Generator Grant.
- Sumercé Artisans will be opening at 52 E. Division Street. The gallery is owned by Casey French, a Wisconsin based photographer. The business will feature local photographers and fair-trade merchandise.
- Sam Meyer will be relocating a historic building from Marr & First to Main & Rees this week. The historic building (plus a new addition) will be the new location for Sam Meyer – State Farm Agency. The DFP is supporting the project with a Building Improvement Grant.
- Since late September, renovations have been underway at the site of the new Holy Family Warming Shelter at 73 E. First St. The shelter is set to open on Wednesday, November 15, and will be open each day from 5:30 p.m. to 7:00 a.m. through the end of April. Up to 30 people will be able to stay at the shelter each night, where they will receive dinner and breakfast.

### 2023 Grant Programs

- All grant programs are expected to continue in 2024.
- **Experience Generator Grant** – Designed to attract businesses who contribute to the overall downtown experience by increasing the vibrancy and vitality of the downtown district, the 2023 Experience Generator Grant Program provides new downtown businesses with funding associated with business startup costs. Eligible business types include restaurants, retail shops, or experience-based businesses such as indoor archery, museums, ceramic art studios, golf simulators, etc. This program provides a \$5,000 grant to assist with business startup expenses.
- **New Business Grant** – Designed to incentivize and assist entrepreneurs with expenses associated with starting a new or expanding business, this program provides a \$2,500 grant to eligible businesses to be used towards startup expenses.
- **Creative Sign Grant** – Designed to incentivize property owners to add to the uniqueness and character of Downtown Fond du Lac by undertaking creative projecting sign projects. This program grants up to 75% reimbursement of the cost to design, manufacture, and install a unique, handcrafted projecting sign.
- **Building Improvement Grant (BIG)** – Designed to increase property values and support better utilization of properties within downtown Fond du Lac, this grant program incentivizes and assists property owners in making exterior property improvements. The grant reimburses up to 50% of the cost 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, and 50% of the cost of each lockbox.
- Complete information on all grant programs can be found on the [DFP website](#). Please contact [Amy Hansen](#) to apply.

# NEWS BULLETIN

November 2023



## PROMOTION & SPECIAL EVENT NOTES

### Fall Events Sign Up Sheet

- The Fall Events Sign Up Sheet is now available. Winter events include the Soup Walk, Chili Crawl and Sweet Stroll. If your business would like to participate in any of these events, please return your sign-up sheet to [Megan Sigrist](#) by November 27<sup>th</sup>.

### Upcoming Promotions

- **Shop Small Sweepstakes** – November 1<sup>st</sup> - December 31<sup>st</sup>. Enter to win a \$500 Downtown Fond du Lac gift Certificate! Receive one entry for every \$10 you spend downtown between November 1<sup>st</sup> and December 31<sup>st</sup>.
- **Deer Camp Weekend** – Friday & Saturday, November 17<sup>th</sup> - 18<sup>th</sup>. While the hunters are away, the shoppers will play! 24 businesses are participating. Sponsored by Fleet Farm.
- **Small Business Saturday** – November 25<sup>th</sup>. Did you know that for every \$100 spent at a small local business, \$68 stays right here in your community? This holiday season, give two gifts in one when you Shop Small in downtown Fond du Lac! Currently 23 businesses are participating. We are currently running radio ads on Sunny 97.7 from 12 downtown business owners, with an additional 4 to be recorded on November 14<sup>th</sup>.
- **Shop Local Campaign** – Destination Lake Winnebago Region is assisting in marketing the downtown Fond du Lac district this holiday season. This will include radio commercials, TikTok videos, and Facebook and Instagram posts. These are at no cost to the DFP.
- **Christmas Cookie Walk** – on hiatus for 2023.

### Event Recaps

- **Downtown Fond du Lac Farmers Market** - The 2023 season ended with excellent weekly attendance by vendors and community and a record high of 170 unique vendors. A full economic impact report is forthcoming.
- **Witches Day Out** – Held on Saturday, October 21<sup>st</sup>. 24 businesses participated, providing in-store specials, costume contests and refreshments for attendees. Prize wheel giveaways were held at Fat Joe's Burgers and Brew.
- **Monster March** - Held on Saturday, October 28<sup>th</sup>. Approximately 40 businesses participated, in addition to 30 Farmers Market vendors. Approximately 750 trick-or-treaters attended.
- **Holiday Kickoff Weekend** – Held Friday and Saturday, November 3<sup>rd</sup> - 4<sup>th</sup>. 21 businesses participated.
- **Social Media Marketing Workshop** – Held October 23<sup>rd</sup> at Radio Plus. Social Media Workshop and one-on-one sessions. ADVOCAP, Salute the Troops, the Women's Fund, Cujak's, Blue Culture Tees and Gallery & Frame were among the businesses who took advantage of this great opportunity provided courtesy of Wisconsin Main Street.
- **Holiday Wine Walk** – Held on Saturday, November 11<sup>th</sup>. 600 tickets were sold. 25 businesses participated, plus 2 offering promotional specials.

### 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 a flag, please contact [Amy Hansen](#).

### Gift Certificates

- The perfect holiday gift! 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.

# NEWS BULLETIN

November 2023



## STREETScape DESIGN NOTES

### Winter Parking Restrictions

- Effective November 15<sup>th</sup> – March 15<sup>th</sup>, the City of Fond du Lac's winter parking restrictions will be in effect. During these dates, all vehicles parked on city streets between the hours of 8 p.m. to 8 a.m. are required to park on the street that corresponds with the date at 8 p.m. On even numbered days, parking is restricted to the even side of the street only, and vice versa. Additionally, any metered area is restricted to 60 minutes between the hours of 2 a.m. and 6 a.m. For complete Fond du Lac winter parking restrictions can be found on the [City of Fond du Lac website](#).

### Snow Removal

- The owner, occupant or person in charge of each lot or partial lot fronting or abutting on a sidewalk is required to remove all ice and snow within 24 hours after the cessation of each snowfall. This includes crosswalks and handicapped accessibility ramps if said property is a corner lot. View the complete city ordinance here: [Snow Removal Ordinance](#)
- Please note any storm water grates that are adjacent to your property. When shoveling, please keep these areas clear of snow and ice for proper drainage.
- When shoveling, please do your best to create customer pass-throughs on snowbanks.

### Holiday Lights

- Thank you to a very efficient group of volunteers who assisted with wrapping holiday garlands and lights, and also to our City Electricians Cody and Dewey for the installation.

## ORGANIZATION NOTES

- Amber Bodart, former DFP Director of Communications and Special Events, has accepted a position at Verve, A Credit Union. We thank Amber for her four years with the DFP.
- Megan Sigrist has joined the DFP as the new Director of Communications and Special Events. Megan comes to the DFP with extensive experience in special event management and marketing.
- Holly Jaschob is leaving the DFP after five years as Special Events Coordinator. While the position will not officially be posted until Spring, if you know of candidate who would be interested in assisting with all DFP special events, please have them contact [Amy Hansen](#).
- The DFP is proud to be one of 863 Main Street Programs across the country to have earned an Accredited status, 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, December 13<sup>th</sup>, 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](#).

## STAY CONNECTED

- **DFP Business and Property Owners Facebook Group** – This private group welcomes downtown business and property owners to discuss general downtown issues, promotions, events, and services. [Biz Owners Group](#)
- **Downtown Events Collaboration Team Facebook Group** – This private group is a place for downtown business owners to discuss marketing ideas 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>
- **Farmers Market Facebook Page** - [Farmers Market Facebook Page](#)

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## 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.

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**Megan Sigrist**, Director of Communication and Special Events, [megan@downtownfdl.com](mailto:megan@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) (on maternity leave through March 1)

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