

# NEWS BULLETIN

January 2024



## IMPORTANT DFP DATES & DEADLINES

**2024 Downtown Soup Walk** – Saturday, January 20, 2024, 11:00 a.m. – 2:00 p.m.

**DFP Business Award Nominations Deadline** – Wednesday, January 31, 2024

**9<sup>th</sup> Annual Sturgeon Spectacular** – Friday, February 9<sup>th</sup> – Sunday, February 11<sup>th</sup>.

**15<sup>th</sup> Annual Downtown Chili Crawl** – Saturday, February 10, 2024, 11:00 a.m. – 2:00 p.m.

**2024 Downtown Fond du Lac Sweet Stroll** - Saturday, February 10, 2024, 11:00 a.m. – 2:00 p.m.

**DFP Board of Directors Meeting** - Wednesday, February 14, 2024, 8:30 a.m. at Fox Valley Savings Bank

**DFP Annual Meeting** – Thursday, March 7, 2024, 8:00am – 9:00am at Cellar District

## BUSINESS & PROPERTY NOTES

### BUSINESS NOTES

- **Wonder Play Café**, located at 15 N. Main Street, held their official Grand Opening Saturday, January 6, 2024. Special shout out to the many downtown businesses and organizations who contributed to their grand opening week through donations, gifts, and words of welcome.

Owned by Tristin Holzmann and Katie Oestreich, the café features a great play area for the kids, an espresso bar for the adults, and a great sandwich and sweets menu for all. The DFP supported the opening of this new downtown Fond du Lac business with an Experience Generator Grant.

- **Studio B**, located at 59 N. Main St., opened its doors on January 1, 2024. Staffed by owners Jessica Winkler and Jenna Scott-Streeter, Studio B is the newest downtown Fond du Lac salon to check out for your new 'do.
- **Lavish Coffee**, located at 21 N. Portland St., is officially open and is already becoming a well-loved downtown Fond du Lac coffee stop. Selections include baked goods from Thunderbird and 3 Sweets Bakeries, gourmet coffee and espresso from Sweet Bloom Coffee Roasters and a new food menu set to launch later this month.
- **Bagelmeister**, located at 110 S Main St., which closed briefly last month, has changed ownership and re-opened. New owners, Paul and Stacey Gellings, announce their ownership on social media on January 10, and have already begun serving customers with open hours Thursday – Saturday each week. The bagel shop serves homemade bagels, sandwiches, sweet treats, specialty coffee and more. Hours are expected to be expanded in March.

### 2023 YEAR IN REVIEW:

- **Business/Property activity:**
  - 18 new downtown businesses opened
  - 2 downtown businesses changed ownership
  - 4 downtown businesses moved to new locations
  - 11 downtown businesses closed
  - 17 properties were bought/sold
- **2023 Grants Awarded:**
  - 7 Building Improvement Grants
  - 4 Creative Sign Grants
  - 4 New Business Grants
  - 3 Experience Generator Grants
  - 4 Building Security Grants

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### 2023 DOWNTOWN FOND DU LAC BUSINESS AWARDS

- Nominations for Downtown Legacy and New Business Awards are now open and being accepted through January 31.
- Downtown Fond du Lac Business awards are presented annually to a New Downtown Business (opened within the last calendar year) and a Downtown Legacy Business (opened in downtown for 50+ years) that has shown strength in innovation, resiliency, business performance, and overall contributions to the industry as well as the Fond du Lac community.
- Businesses eligible for the 2023 New Business award must have opened within the Downtown Fond du Lac District during the 2023 calendar year, and remained open through the end of the 2023 calendar year.
- Businesses eligible for the 2023 Legacy Business award must have opened within the Downtown Fond du Lac District in 1973 or before, remained open through the end of the 2023 calendar year, and must not have been a previous recipient of the Legacy award within the last five years.
- Award winners are selected by committee based upon feedback from the Fond du Lac community by way of nomination form submissions. All nominations will be considered with a focus on content rather than the quantity received for a particular business.
- Anyone may nominate a business for either category. Self-nominations are encouraged. Please be prepared to share why you believe the downtown business should receive the award.
- [Legacy Award Nomination Form](#)
- [New Business Award Nomination Form](#)

### 2024 GRANT PROGRAMS

- **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.
- **Security Grant Program** – Developed to assist 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 Krupp to apply.

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## PROMOTION & SPECIAL EVENT NOTES

### UPCOMING SPECIAL EVENTS AND PROMOTIONS

- **2024 Events Calendar** – Our 2024 Event Calendar has officially been finalized! [Check it out here](#) to see what we have planned for the coming year (hint: we have a new addition this Spring) and mark your calendars for your favorite events and promotions!
- **Sturgeon Spectacular Promotional Opportunity** – Fond du Lac Festivals is offering a great, FREE, opportunity for you to be a part of the 9<sup>th</sup> Annual Sturgeon Spectacular and promote your business! Simply come up with a fun and/or unique Sturgeon Special, complete the [Sturgeon Specials Submission Form](#), and email it to [FDL Festivals Executive Director, Peter Wilke](#).  
Don't miss this FREE opportunity to be included in their website promotions!
- **2024 Downtown Soup Walk**
  - Currently there are 14 businesses participating. 200 tickets have officially sold out as of the new year. DFP supplied spoons, cups and ladles will be distributed and participating businesses will be contacted with final details early this week.
- **Chili Crawl/Sweet Stroll**
  - Tickets for both events went on sale as of December 26<sup>th</sup>. Both events are expected to sell out
  - Businesses signed up to participate can expect to receive more details later this week via email
  - Chili Crawl:
    - 300 tickets available; Currently 115 have been sold
    - 14 businesses currently signed up to participate
  - Sweet Stroll:
    - 200 tickets available; Currently 78 have been sold
    - 11 businesses currently signed up to participate
  - If you would like to sign up as a participating business for either of these events, email Megan at [megan@downtownfdl.com](mailto:megan@downtownfdl.com) ASAP.

### EVENT RECAPS

- **Shop Small Sweepstakes** - Promotional campaign held November 1, 2023 - Dec. 31, 2023. Every \$10 shoppers spent at a downtown business during the sweepstakes time period qualified them for one entry into a drawing for \$500 in Downtown Fond du Lac Gift Certificates. The contest has been very popular with multiple entries coming in each day throughout the campaign period. Entries are still being counted. More details regarding total # of entries, businesses frequented, customer profile, etc. are forthcoming.

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## OTHER BUSINESS AND ANNOUNCEMENTS

### 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 Krupp.

### GIFT CERTIFICATES

- Recently we’ve heard from a number of downtown business owners who’ve expressed the desire to “be each other’s influencers and supporters”, and we couldn’t agree more!  
We are all working toward the same goal: making downtown Fond du Lac a thriving, diverse, and popular destination for the Fond du Lac and surrounding communities. A great way to support our downtown district is to encourage your customers to purchase Downtown Fond du Lac Gift Certificates. By doing so, you are sharing the love with over 70 downtown businesses!
- Downtown Fond du Lac Gift Certificates are sold at the DFP office or [online](#) in denominations of \$10, \$25 or \$50.

## 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

- On Wednesday, January 17, the City of Fond du Lac will be removing snow from downtown streets in the early morning hours. Please be sure to notify downtown residents to park in city public parking lots on Tuesday evening.
- 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.

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## ORGANIZATION NOTES

- The DFP Annual Meeting will be held at Cellar District on Thursday, March 7 from 8-9:00 a.m. The program features a recap of 2023, plans for 2024 and a variety of annual awards. Continental breakfast will be available. **To attend [click here](#) to RSVP by March 4, 2024.**
- Ashley Deiler has been elected to serve on the DFP Board beginning January 10, 2024. Ashley is a Commercial Lending Officer at National Exchange Bank and Trust.
- The DFP is proud to be one of 863 Main Street Programs across the country to have earned an Accredited status, Main Street American'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 14th, 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 Krupp.

## 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](#)

## 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 Krupp**, Executive Director, [amy@downtownfdl.com](mailto:amy@downtownfdl.com) (formerly Hansen)

**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)

### **Downtown Fond du Lac Partnership, Inc.**

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