

NEWS BULLETIN

December 2023



IMPORTANT DFP DATES & DEADLINES

Winter Special Event Business Sign Up Sheets – **DUE ASAP!**

Soup Walk Participating Business Information Forms and Fees – **Due Friday, January 5, 2024**

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

9th Annual Sturgeon Spectacular – Friday, February 9th – Sunday, February 11th.

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

2024 Sweet Stroll - Saturday, February 10, 2024, 11:00 a.m. – 2:00 p.m.

DFP Board of Directors Meeting - Wednesday, January 10, 2024, 8:30 a.m. at Fox Valley Savings Bank

BUSINESS & PROPERTY NOTES

BUSINESS NOTES

- **Sumercé Artisans** is now open 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 supporting independent artists in Boyacá, Colombia.
- Sam Meyer has finished relocating a historic building from Marr & First to Main & Rees. A BIG thank you to all volunteers who helped direct traffic to make it happen! The historic building, plus a new addition, will be the new location for **Sam Meyer – State Farm Insurance Agency**. The DFP is supporting the project with a Building Improvement Grant.
- **The Holy Family Warming Shelter**, located at 73 E. First St. is now open. The shelter opened its doors to the public 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.
- **Wonder Play Café**, located at 15 N. Main Street, kicked off their soft opening Friday, December 15th. Owned by Tristin Holzmann and Katie Oestreich, the café features a great play area for the kid, 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.

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.

NEWS BULLETIN

December 2023



2023 GRANT PROGRAMS (CONTINUED)

- **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.

PROMOTION & SPECIAL EVENT NOTES

WINTER EVENTS SIGN UP SHEET

- Completed Winter Events Sign Up Forms were due to the DFP on November 27th.
- If you are interested in taking part in any of our 2024 winter events (Soup Walk, Chili Crawl, Sweet Stroll) and have not yet submitted a [Winter Events Sign-Up Form](#), please complete and email to Megan@downtownfdl.com ASAP!

UPCOMING 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!
- **Shop Small Sweepstakes** – November 1st - December 31st. Downtown Fond du Lac shoppers can enter to win \$500 in Downtown Fond du Lac gift certificates! Shoppers receive one entry for every \$10 spent downtown between November 1st and December 31st. Entries due by Dec 31st. More information can be found on the [DFP Website](#).
- **Shop Small Campaign – Destination Lake Winnebago Region (DLWR)**– DLWR has generously volunteered, free of charge, to promote our downtown district this holiday season! Marketing includes radio commercials, TikTok videos, and Facebook and Instagram posts, as well as a Facebook event: [FDL Downtown District Shop Small Holiday Spree](#).
DLWR has requested that our businesses help the event make some traction by engaging with their content as much as possible. This means like, share, and comment on the event and discussion posts and/or make some posts yourself!
- **Sturgeon Spectacular Promotional Opportunity** – Fond du Lac Festivals is offering a great, FREE, opportunity for you to be a part of the 9th 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 and Event Brochure.** The website will go live January 1st, and the Event Brochure will also be distributed in early January.

****To be included in the printed event brochure, specials must be submitted to Pete by this Friday December 22nd.**

NEWS BULLETIN

December 2023



UPCOMING EVENTS AND PROMOTIONS (CONTINUED)

• Soup Walk

- Currently there are 8 businesses participating. 200 tickets went on sale December 4th and are expected to be sold out. At the time of this publication, 114 tickets (57%) have been sold.
- A Soup Walk information email detailing business participation, deadlines, etc. went out to all participating businesses earlier this month.

If you did not receive an information email, it means your [Winter Sign Up Form](#) indicating your desire to participate has not been submitted. Please complete your form and send it to Megan@downtownfdl.com as soon as possible to be added to the list.

- [Soup Walk Business Information Forms](#) and associated fees are due Friday, January 5th. We appreciate your consideration in submitting these forms by or before the due date.

• Chili Crawl/Sweet Stroll

- Tickets for both event go on sale December 26th. 200 tickets will be available for the Sweet Stroll and 300 tickets will be available for the Chili Crawl.
- Currently, there are 10 businesses signed up to participate in the 2024 Chili Crawl, and 5 businesses participating in the 2024 Sweet Stroll. Both these numbers are lower than past years.

It is imperative to have downtown business support and participation to make these events a success and to continue holding them in the future. If your business is interested, please submit your [Winter Sign Up Form](#) as soon as possible.

EVENT RECAPS

- **Deer Camp Weekend** – Held on Friday & Saturday, November 17th - 18th. While the hunters are away, the shoppers will play! 24 businesses participated with specials, promotions and contests. Event sponsor, Fleet Farm, donated swag to be handed out to shoppers at participating businesses, as well as a \$100, \$200, and \$300 Fleet Farm Gift Cards that were used as prizes in the Deer Camp Weekend Shop & Win contest. To enter shoppers were instructed to post a photo on Facebook or Instagram using hashtag #DeerCampFDL2023 and tag the downtown business.
- **Small Business Saturday** – Held on Saturday, November 25th. 22 businesses participated with specials and promotions.

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 Hansen](#).

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!

NEWS BULLETIN



December 2023

- Downtown Fond du Lac Gift Certificates are sold at the DFP office or [online](#) in denominations of \$10, \$25 or \$50.

50% OFF AXE THROWING FOR YOUR COMPANY HOLIDAY PARTY!

- TJ Schultz, owner of Fondy Axe Company is offering a special deal exclusively for downtown business owners. Mention this newsletter and receive \$50 off a full-facility rental for your company party! Friendly Fondy Axe Company staff will teach your group the basics of axe throwing in a fun and safe environment. Alcoholic and non-alcoholic beverages are available; Food carry-ins are allowed. Visit fondyaxeco.com for more information.

STREETSCAPE DESIGN NOTES

WINTER PARKING RESTRICTIONS

- Effective November 15th – March 15th, 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.

ORGANIZATION NOTES

- Dave Buechel and Andy Kittelson have been elected to serve on the DFP Board beginning January 1, 2024. Dave is the property owner of 36 N. Main Street and retired business owner of Wood's Floral. Andy is Chief Lending Officer at Fox Valley Savings Bank.
- The DFP sincerely thanks out going Board Members Kirsten Quam and Maeghan Michels for their many years of service and dedication to the organization.
- Beginning January 1, 2024, the DFP Officers will include:
 - JJ Raflik – Interim President
 - Sam Meyer – Vice President
 - Tyler Gross – Secretary
 - Andy Kittelson – Treasurer
 - Dave Hopper – Past President
- 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](#).

NEWS BULLETIN

December 2023



- The next DFP Board of Directors meeting will be held on Wednesday, January 10th, 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](mailto: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](#)

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.

Amy Hansen, Executive Director, amy@downtownfdl.com

Megan Sigrist, Director of Communication and Special Events, megan@downtownfdl.com

Cindy Laubenstein, Bookkeeper and Research Assistant, bookkeeper@downtownfdl.com

Shelby Haanstad, Office Coordinator, hello@downtownfdl.com (on maternity leave through March 1)

Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

www.downtownfdl.com