

# NEWS BULLETIN

February 2024



## IMPORTANT DFP DATES & DEADLINES

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

**DFP Board of Directors Meeting** - Wednesday, March 13, 2024, 8:00 a.m. at City Hall

**2024 St. Patrick's Day Parade** - Saturday, March 16, 2024 at 3:00pm in Downtown Fond du Lac

**2024 St. Patrick's Day Pub Crawl** – Saturday, March 16, 2024 in Downtown Fond du Lac

**2024 Easter Egg Walk** – Saturday, March 23, 2024, 11:00am – 2:00pm

**Downtown Derby Day** – Saturday, May 4, 2024

**Beer & Bourbon Crawl** – Saturday, May 4, 2024, 1:00pm – 5:00pm

**2024 Downtown Fond du Lac Farmer's Market** – Saturdays, May 18 – October 26, 8:00am – 12:00pm

## BUSINESS & PROPERTY NOTES

### BUSINESS NOTES

- **Fondy Axe Company**, located at 25A N. Main Street, announced expansion plans to include a bar area, pool tables, dart boards, games and limited food items.

### 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

### SPRING EVENTS SIGN UP SHEET

- Completed Spring Events Sign Up Forms went out to businesses Friday, February 16 and are due back the DFP by or before March 1.
- If you are interested in taking part in any of our 2024 Spring events (Easter Egg Walk, Downtown Derby Day, Beer & Bourbon Crawl) please complete a [Spring Event Sign Up Form](#) and return to Megan at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) or mail/drop off at the DFP Office (131 S. Main Street, Ste. 101, Fond du Lac, WI 54935).

### MARKET AND SPECIAL EVENT APPLICATIONS

- Applications for the 2024 Farmer's Market, Night Market and Fondue Fest are now open. All applications can be found on our website at [www.downtownfdl.com](http://www.downtownfdl.com)
- Downtown businesses are eligible to participate in the Farmer's Market and Fondue Fest at no cost. Due to limited space, downtown businesses wishing to participate in the Night Market will incur regular costs for space.

### SPECIAL EVENT AND PROMOTION SPONSORSHIP OPPORTUNITIES

- DFP special events and promotions draw over 100,000 attendees annually. Sponsoring a DFP event or promotion will provide your company with the unique opportunity to engage your employees and target audience where they live, work, and play while simultaneously strengthening your company's image within the Fond du Lac community
- Information on all 2024 DFP promotion and special event sponsorship opportunities is available [here](#). To sponsor an upcoming DFP event or promotion, or for more information on sponsorship opportunities, contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) or (920) 322-2006, ext. 2

### UPCOMING SPECIAL EVENTS AND PROMOTIONS

- **2024 Events Calendar** – Our 2024 Event Calendar has been published. [Check it out here](#) to see what we have planned and mark your calendars for your favorite events and promotions!
- **2024 Main Street Green Mile Run/Walk** - The Green Mile Run/Walk will take place Saturday, March 16th at 2:30 pm on Main Street in Fond du Lac, just prior to Holiday Automotive's presentation of the St. Patrick's Day Parade. An awards ceremony will be held immediately after the parade, at approximately 3:45p.m. All ages are welcome to join the fun. Registration is open through March 15th at [www.hometowntickets.com](http://www.hometowntickets.com). For more information, check out [www.fdlrc.org/the-green-mile.html](http://www.fdlrc.org/the-green-mile.html)
- **2024 St. Patrick's Day Parade** - The Fond du Lac St. Patrick's Day Parade will take place Saturday, March 16th at 3:00 p.m. on Main Street from Rees to Western Avenue. The annual parade is sponsored by Holiday Automotive and coordinated by 95.1 and 96.1 The Rock and Sunny 97.7. All are encouraged to participate and/or attend this green tradition!  
Clubs, businesses and individuals are encouraged to register their parade float entry at [www.961therock.com](http://www.961therock.com). Winners of the Best Adult Entry receive a \$100 gift card and the coveted Irish's traveling trophy. Winners of the Best Kids Entry will win \$100 cash.
- **2024 St. Patrick's Day Pub Crawl** – Saturday, March 16, 2024 in Downtown Fond du Lac. DFP will once again support a Downtown St. Patrick's Day Pub Crawl through promotion of downtown restaurant and bar specials and activities.  
If your business will be offering specials and would like to be included, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com)

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### UPCOMING SPECIAL EVENTS AND PROMOTIONS, CONTINUED.

- **2024 Easter Egg Walk** – The Easter Egg Walk will take place on Saturday, March 23 from 11:00am – 2:00pm. For \$10 each, attendees of all ages can explore Downtown Fond du Lac businesses while collecting a variety of Easter eggs stuffed with delicious candy and other goodies.  
Attendance for this event is limited to 200 ticket holders. If your business would like to participate in this year's Easter Egg Walk, submit a [Spring Event Sign Up Form](#) by March 1<sup>st</sup>.
- **Downtown Derby Day** – New in 2024, Downtown Derby Day will take place on Saturday, May 4, 2024. Downtown activities may include contests with prizes, horse carriage rides, and various photo opportunities. Attendees will be encouraged to dress in their best "Kentucky Derby" themed attire. DFP will support downtown businesses by promoting various Kentucky Derby themed food, drink, and retail specials, activities and giveaways. If your business would like to participate in this year's Derby Day promotions, please submit a [Spring Event Sign Up Form](#).
- **Beer & Bourbon Crawl** – New in 2024, the first annual Beer and Bourbon Crawl, part of Downtown Derby Day, will take place Saturday, May 4, 2024, from 1:00pm – 5:00pm. 300 tickets will be sold. All ticket holders will have the opportunity to taste up to 12 samples of various bourbons and bourbon barrel beers served by participating businesses and to participate in an exclusive raffle with a "horse betting" theme. Ticket holders will be encouraged to dress in their best "Kentucky Derby" attire for the occasion.  
If your business would like to participate in the first annual Beer & Bourbon Crawl, please submit a [Spring Event Sign Up Form](#).
- **2024 Downtown Fond du Lac Farmer's Market** – Saturdays, May 18 – October 26, 8:00am – 12:00pm  
All downtown businesses are eligible to participate in the Farmer's Market at no cost. Weekly and full season registration is available. Applications must be received by the Tuesday before the Market date you would like to attend. Applications are available at the DFP Office or on our website: [www.downtownfdl.com/farmers-market-vendors/](http://www.downtownfdl.com/farmers-market-vendors/).

### EVENT RECAPS

- **Soup Walk - January 20, 2024**  
Very well received for the second year in a row. A total of 14 businesses participated and 200 tickets sold out 21 days before the event.
- **Chili Crawl - February 10, 2024**  
Well received and attended. A total of 16 businesses participated and 300 tickets sold out 5 days prior to the event. Restaurant winner was Brick House for the 3<sup>rd</sup> year in a row. Home-cooked winner was Main Pub.
- **Sweet Stroll - February 10, 2024**  
Well received and attended. A total of 11 businesses participated and 200 tickets sold out 10 days prior to the event.
- **Shop Small Sweepstakes - November - December 2023**  
Kristin Abitz of Beaver Dam was chosen as the winner of the \$500 "Win Big, Shop Small" Sweepstakes, for her purchase at Gallery & Frame Shop. Kristin's entry was chosen out of a total of over 7,500 entries.
- **Please note:** Staff has identified several ticket scammers. Businesses and the general public have been notified to watch out for questionable Facebook posts from people looking to sell fake event tickets to DFP events.

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## OTHER BUSINESS AND ANNOUNCEMENTS

- 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 flags are available to businesses at no cost. If your business is interested in receiving a flag, please contact Amy Krupp.
- 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.
- The Fond du Lac County Health Department **Narcan Direct Program** provides Narcan administration training and a Narcan kit to individuals at no cost. The Narcan kits are for anyone to use in an emergency overdose situation or to have on hand for non-emergency situations (e.g. they know a family/member friend who uses opioids and would like to keep on hand). Please contact 920-929-3085 if you would like to have your staff trained and to keep a kit on site.
- Students at **STEM Academy** are participating in a class called **Design Challenge** where middle school students are tasked with creating solutions to real world problems experienced by local businesses in the community. STEM is seeking businesses to provide a problem they encounter and propose a pathway for the intended solution. In the past, students have worked with Mercury Marine, JF Ahern, Holiday Automotive, the DFP and others.

If you would like to propose a problem/solution, please respond to the survey:

<https://forms.gle/9SV99BiDHa2NxodZ8>. If your problem is selected, you will be contacted by STEM for your ability to visit with and further assist students in understanding your problem and solution.

## STREETSCAPE DESIGN NOTES

- 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](#).
- **A note on snow removal from sidewalks:** 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](#)
- When shoveling, please note any storm water grates that are adjacent to your property and keep these areas clear of snow and ice for proper drainage. Please also do your best to create customer pass-throughs on snowbanks.
- The City will be working on **stronger enforcement of parking regulations on Main Street**. Here is an excerpt from City Code:  
*The City municipal parking system consists of off-street parking facilities situated throughout the downtown area, as well as on-street parking facilities with meters situated throughout the downtown area. The parking system includes separate on-street nonmetered parking zones on Main Street, both sides, between Second Street and Division Street; on Main Street from Division Street to Merrill Avenue; and Main Street from Second Street to Western Avenue, with a two-hour time limit. The purpose of these nonmetered parking facilities is specifically to service downtown customers and clients, not downtown employees and business owners.*
- There are 48 flower planters throughout the downtown district, that have been “adopted” by businesses. If you would like to be added to the waiting list to “adopt” a planter, please contact Amy Krupp at [amy@downtownfdl.com](mailto:amy@downtownfdl.com).

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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. RSVP to [amy@downtownfdl.com](mailto:amy@downtownfdl.com) by March 1st
- 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 next DFP Board of Directors meeting will be held on Wednesday, March 13th, at 8:00a.m. at City Hall. This meeting is open to the public. If you would like to be added to our meeting notification list, please email Amy Krupp.
- **The DFP is hiring!** We are currently seeking an Office Coordinator, Special Events Coordinator and Special Events Intern. Please contact Amy Krupp to apply.
- 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](#).

### 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** - [www.instagram.com/downtownfdl/](http://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)

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