

# NEWS BULLETIN

March 2024



## IMPORTANT DFP DATES & DEADLINES

**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

**2024 Summer Wine Walk** – Friday, June 14, 2024, 4:00 pm– 8:00pm

**2024 Night Markets** – Every other Thursday, June 27 – August 22, 5:00pm – 8:00pm

## 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.
- **Lucky Dog Rescue** will be opening at 246 S. Main Street in late March.

### 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 at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com) to apply.

# NEWS BULLETIN

March 2024



## PROMOTION & SPECIAL EVENT NOTES

### SPRING EVENTS SIGN UP SHEET

- Completed Spring Events Sign Up Forms went out to businesses Friday, February 16 and were due back the DFP by or before March 1.
- If you are interested in taking part in any of our remaining 2024 Spring events - Downtown Derby Day and/or the 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.
- If you have questions on Farmer's Market, Night Market, and/or Fondue Fest vendor information or applications, contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).

### 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.

### SPECIAL EVENT VOLUNTEER OPPORTUNITIES

- The DFP is recruiting volunteers for our upcoming 2024 Special Events, including Farmer's Market, Night Market and Fondue Fest. A full list of volunteer opportunities can be found [here](#).
- The success of these events is dependent on volunteer support. If you and/or someone you know is interested in supporting the DFP as a 2024 event volunteer, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) or Amy Krupp at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com).

### 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!
- **Downtown Derby Day** – Saturday May 4, 2024

New in 2024, Downtown Derby Day is an all-day celebration of the running of the Kentucky Derby, featuring themed specials, promotions and activities including contests with prizes, horse and carriage rides, the first annual Beer and Bourbon Crawl, 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 contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).

# NEWS BULLETIN

## March 2024



### UPCOMING SPECIAL EVENTS AND PROMOTIONS, CONTINUED.

- **Beer & Bourbon Crawl** – Saturday May 4, 2024, 1:00pm – 5:00pm  
New in 2024, the first annual Beer and Bourbon Crawl, part of Downtown Derby Day, will give all ticket holders the opportunity to taste up to 12 samples of various bourbons and beers or mocktails and NA beverages served by participating downtown businesses. 300 tickets will be sold. 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 contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).
- **2024 Downtown Fond du Lac Farmer’s Market** – Saturdays, May 18 – Oct. 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/).
- **2024 Downtown Fond du Lac Night Market** – Every other Thursday, June 27 – Aug. 22, 5pm – 8pm  
The Downtown Fond du Lac Night Market is a vibrant, open-air street market dedicated to leisurely strolling, shopping, and eating. This free, unique and inclusive event series is family friendly and fun for all ages, featuring home grown items, live artists, maker made art and crafts and ready to eat foods and drinks.  
Vendor applications are available at the DFP Office or on our website: <https://downtownfdl.com/night-market-vendors/>
- **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.

### EVENT RECAPS

- **2024 Main Street Green Mile Run/Walk** - The Green Mile Run/Walk was held 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 was held immediately following the parade at Coliseum Sports Bar & Grill.
- **2024 St. Patrick’s Day Parade** - The Fond du Lac St. Patrick’s Day Parade took place Saturday, March 16th at 3:00 p.m. on Main Street from Rees to Western Avenue. The annual parade was sponsored by Holiday Automotive and coordinated by 95.1 and 96.1 The Rock and Sunny 97.7. Over 50 floats were featured in the parade, including Renaissance Salon & Spa who took home the Irish’s traveling Trophy for 2024 “Best in Show” and Monia’s Living, LLC, who took home the \$100 cash prize for best Kids’ Entry.
- **2024 St. Patrick’s Day Pub Crawl** – the 2024 St. Patrick’s Day Pub Crawl took place Saturday, March 16, 2024 in Downtown Fond du Lac. 17 bars and restaurants participated. In addition, 12 downtown retail businesses participated by offering “Green With Envy” specials and discounts. The DFP supported through promotion of downtown restaurant, bar, and retail specials and activities.
- **2024 Easter Egg Walk** – The 2024 Easter Egg Walk took place on Saturday, March 23 from 11:00am – 2:00pm. 200 tickets were sold. 18 businesses participated. Ticket holders of all ages explored Downtown Fond du Lac businesses while collecting a variety of Easter eggs stuffed with delicious candy and other goodies.

# NEWS BULLETIN

March 2024



## 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 at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com).
- 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.
- June is [Alzheimer’s and Brain Awareness Month](#). Organizers of the [Fond du Lac County Walk to End Alzheimer’s](#) have asked the DFP to assist in recruiting interested downtown Fond du Lac businesses to help promote the Walk and the fight against Alzheimer’s by “Going Purple” in their store fronts and windows during the month of June.

If you are interested in participating, please contact Walk Co-Chairs Dan Weidert ([dangweidert@gmail.com](mailto:dangweidert@gmail.com)) or Beth Atkinson Schultz ([beth\\_atkinson\\_2000@yahoo.com](mailto:beth_atkinson_2000@yahoo.com)) for more information.

## STREETSCAPE DESIGN NOTES

- On **Friday April 19<sup>th</sup>**, approximately 30 Fond du lac High School students will descend upon downtown for a **Downtown Clean Up Day** to remove garbage and debris from our downtown streets, parking lots and alleyways.  
If you would like to assist with this project, please contact Amy Krupp at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com).
- 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 Lisa Somerville at [hello@downtownfdl.com](mailto:hello@downtownfdl.com).

## ORGANIZATION NOTES

- The **DFP Annual Meeting** was held at Cellar District on Thursday, March 7. The program featured a recap of 2023, plans for 2024, and the presentation of the 2023 DFP Business Awards.

The DFP Annual Report is available at the DFP office and can be viewed [here](#).

Congratulation to our 2023 award recipients!

- Volunteer of the Year – Maeghan Michels
  - Renovation of the Year – Copper Cock Tavern
  - Friend of Downtown – Dave Hopper
  - Best New Business - Mirrorball
  - Downtown Legacy Award – National Exchange Bank & Trust
- The next DFP Board of Directors meeting will be held on Wednesday, April 10, at 8:00a.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 at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com).

# NEWS BULLETIN

March 2024



## ORGANIZATION NOTES, CONTINUED

- **The DFP is hiring!** We are currently seeking a part time Special Events Coordinator to assist with Farmers Market and varied other events. Please contact Amy Krupp at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com) 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)

**Lisa Somerville**, Office Coordinator, [hello@downtownfdl.com](mailto:hello@downtownfdl.com)

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

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