

NEWS BULLETIN

April 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

2024 Beer and Seltzer Crawl – Friday, August 16, 2024, 4:00pm – 8:00pm

BUSINESS & PROPERTY NOTES

BUSINESS NOTES

- **Lucky Dog Rescue** held its storefront grand opening on Saturday, April 6th at 246 S. Main Street. The event included door prizes, silent auction baskets, cake and light refreshments, and microchipping for pets in exchange for a donation.
- **Fondy Axe Company**, located at 25A N. Main Street, held its grand opening of their newly expanded space on Saturday, April 13th, which now includes a bar area, pool tables, dart boards, games and limited food items.
- **PetLux Pet Spa & Grooming** will be opening at 247 S. Main in May. They have been approved for a New Business Grant.
- **Mirrorball Home Décor** closed its doors at 44 N. Main Street on Saturday, April 13th.

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 to apply.

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PROMOTIONS & SPECIAL EVENT NOTES

SPECIAL EVENTS SIGN UP SHEETS

- **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 contact Megan ASAP at Megan@downtownfdl.com or 920-322-2006, ext. 2.
- **Summer Events Sign Up Forms** are now available. If you are interested in taking part in any of our 2024 Summer events (Summer Wine Walk and/or Beer and Seltzer Crawl), please complete a [Summer Event Sign Up Form](#) and return to Megan by Monday, April 22 at 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
- Downtown businesses are eligible to participate in the Farmer's Market and Fondue Fest at no cost.
- 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.

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 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 or Amy Krupp at 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.

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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.
- **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/.
- **2024 Summer Wine Walk** - Friday, June 14, 2024, 4:00 pm– 8:00pm
Sponsored by National Exchange Bank & Trust, the 9th Annual Summer Wine Walk will give all ticket holders the opportunity to taste up to 12 samples of various sweet wines, dry wines, or mocktails and NA beverages served by participating downtown businesses. 600 tickets will be sold and are on sale now on our [website](#).
If your business is interested in participating, please fill out the [Summer Events Sign Up Sheet](#).
- **2024 Beer and Seltzer Crawl** – Friday, August 16th, 4:00pm – 8:00pm
The Beer and Seltzer Crawl will give all ticket holders the opportunity to taste up to 12 samples of various beers, seltzers, or mocktails and NA beverages served by participating downtown businesses. 300 tickets will be sold.
If your business is interested in participating, please fill out the [Summer Events Sign Up Sheet](#).
- **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.

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OTHER BUSINESS AND ANNOUNCEMENTS

- **Destination Lake Winnebago Region (DLWR) Community Identity Program Micro-grant**

DLWR is offering a one-time micro-grant opportunity to up to 50 businesses located in Fond du Lac and Waupun. The purpose of the micro-grant is to integrate the suggestions proposed as part of the Community Assessment Program performed by Roger Brooks International, a project funded by Destination Lake Winnebago Region, by assisting business owners in obtaining small placemaking and welcoming assets that will make the business entrance inviting to consumers, motivating them to spend more time at the business and spend money on business products.

Funds will be distributed on a first-come first-served basis from March 1st, 2024 through October 31, 2024, or until funds are exhausted.

For more information on this micro-grant opportunity and how to apply, see DLWR's [2024 Microgrant Guidelines and Application](#).

- **Retailworks, Inc. Workshop**

Thursday, June 13th, 2024, 8:00am -9:30am

Location TBD

Free to Downtown Fond du Lac Businesses!

Retailworks, Inc. is an award-winning commercial interior design, display, branding, and consulting firm headquartered in Milwaukee, WI, which specializes in bringing downtowns and businesses to life through storefront improvements, engaging window displays, effective interiors, and experiential spaces. With over 30 years of experience working with retailers and downtown communities, they have helped hundreds of small business owners improve their brand, interior design, and bottom line.

The Retailworks philosophy is based on three pillars: 1.) Consumer behavior/environmental psychology; 2.) Brand/ design/display/art (elements and principles of design); and 3.) Business—bottom line/operations/ROI. For more information on their services, a list of clients, testimonials, photos of our work, and design philosophy, please visit: retailworksinc.com.

On Thursday, June 13, Lyn Falk, Retailworks President and Founder, and Suzanne Rafenstein, Display Department Director and Retail Consultant, will conduct an inspiring and fast-moving presentation, where attendees will learn how to:

- create attention-getting storefronts and window displays
- incorporate omni-channel retailing into your daily business
- create a branded interior (fixtures, furnishings, finishes)
- create a dynamic store layout using focal points that will grab attention, engage customers, and get them buying
- understand the best type of lighting for a retail/commercial business
- create signage customers will read
- incorporate best merchandising and display practices

To attend, please RSVP by June 10th to info@downtownfdl.com.

- 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) or Beth Atkinson Schultz (beth_atkinson_2000@yahoo.com) for more information.

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OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- 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.
- 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.

STREETScape DESIGN NOTES

- On **Friday April 19th**, 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.
- 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.

ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, June 12, 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 at Amy@downtownfdl.com.
- **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 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](#).

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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/
- **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 Krupp, Executive Director, amy@downtownfdl.com (formerly Hansen)

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

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