

# NEWS BULLETIN

August 2024



## IMPORTANT DFP DATES & DEADLINES

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

**2024 Downtown Summer Passport Sweepstakes** – June 1 - September 7

**2024 Night Markets** – Thursdays, July 25, Aug. 8, August, 22, 5:00pm – 8:00pm

**2024 Fondue Fest** – Saturday, September 7, 9:00am – 5:00pm

## BUSINESS & PROPERTY NOTES

### BUSINESS NOTES

- **Shea Avenue Boutique**, a women's clothing specialty shop, is now open at 191 N Main Street.
- **Mike's Memorabilia**, specializing in buying and selling sports memorabilia, is now open at 11 E. Second Street.
- **Alicia Hans, LCSW, LLC** is now open at 21 N. Portland was awarded a \$2,500 New Business Grant.
- **Boondocks Tavern** is now open at 8 N. Main Street. Boondocks is a recipient a \$2,500 New Business Grant.
- A Building Improvement Grant of \$1,645 was paid out to **Aurora's Apothecary** at 171 S. Main Street for the purchase of new windows.
- A Building Improvement Grant was awarded to **TRUE Fitness** for the purchase of a new sign. The DFP also supported the new business by purchasing Adirondack chairs.
- Dan & Leah Bridgeford have purchased 28 Fourth Street.

### 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.

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## PROMOTIONS & SPECIAL EVENT NOTES

### FALL/HOLIDAY EVENT SIGN UP SHEET NOW AVAILABLE

- **Fall/Holiday Events Sign Up Forms** are now available. If you are interested in taking part in any of our 2024 Fall/Holiday events (Witches Day Out, Monster March, Holiday Wine Walk, Holiday Kick Off Week, Small Business Saturday, Holiday Cookie Walk), please complete a [Fall/Holiday Sign Up Form](#) and return to Megan by **Friday, August 30** 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).

### 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](#). We currently have the following sponsorship opportunities available:
  - Presenting Sponsor for fall events including Monster March, Holiday Kick Off Week, and the Holiday Cookie Walk.

### UPCOMING SPECIAL EVENTS AND PROMOTIONS

- **2025 Events Calendar** – Our 2025 Special Event Calendar has been confirmed. Check it out via the attachment in your email and mark your calendars for your favorite events and promotions!
- **2024 Downtown Fond du Lac Farmer's Market** – Saturdays, May 18 – Oct. 26, 8:00am – 12:00pm, Sponsored by SSM Health.

All downtown businesses are eligible to participate in the Farmer's Market at no cost. Weekly and full season registration is available. **To utilize this free offer, downtown businesses must complete and submit a vendor application.** 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** – Thursday August 22, 5pm – 8pm. This is the last Night Market of the season will take place on August 22, featuring music from Seven Heads.
- **2024 Fondue Fest** – Saturday, September 7, 9:00am – 5:00pm

With an annual attendance of more than 25,000 people, Fond du Lac's largest one-day festival returns in 2024, courtesy of Fox Valley Savings Bank. The festival will feature multiple stages with all genres of live music, a huge Kids Zone sponsored by SSM Health, art, craft, prepared food, and produce vendors, and cheese and chocolate fondue from MPTC Culinary Arts students.
- **Downtown Summer Passport** – June 1 through September 7

20 downtown businesses collaborated to create the 2024 Downtown Summer Passport promotional event that encourages people to shop downtown throughout the summer. For every \$10 sent at any participating business, shoppers earn an entry into a drawing for prizes including \$500 in downtown FDL gift certificates (grand prize), \$250 in downtown FDL gift certificates (2<sup>nd</sup> prize), and various other prizes donated by the businesses themselves (gift certificates, items, packages, coupons, etc.).

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### EVENT RECAPS

- **2024 Downtown Fond du Lac Farmers Market** - Sponsored by SSM Health, the 2024 Farmers Market has started off strong, attracting large numbers of attendees and vendors, even on poor weather dates. There are currently 159 vendor applications submitted, putting the DFP on track to reach record vendor numbers by the end of the season.
- **2024 Beer and Seltzer Crawl** – Held on Friday, August 16 from 4:00pm – 8:00pm, 150 ticketholders sampled up to 12 beers, seltzers and mocktails served by 12 participating downtown businesses.
- **2024 Night Market** – The 3<sup>rd</sup> Annual Night Market season continues to be a vibrant and well attended event seeing hundreds of community members from Fond du Lac and surrounding communities, and receiving much positive feedback from the community and vendors. So far this season, attendees have been able to enjoy live music from J Ryan Trio (June 27), Jeremiah Jams Band (July 11), Nick Gonnering Duo (July 25), and The Cheese Doodles (Aug. 8), as well as delicious food and drink, and various interactive activities and unique items from 58 vendors.

### OTHER BUSINESS AND ANNOUNCEMENTS

- **Marian University Student Involvement Fair Opportunity**

You're invited to participate in Marin University's Student Involvement Fair on Wednesday September 4 from 5:00pm – 6:00pm in their quad. This event will provide an opportunity for you to showcase your business to new and existing Marian University students.

Participating organizations will be provided a table where students can informally mix and mingle to learn more about various local businesses and organizations.

For more information, [click here to view the invitation flier](#) and/or contact Terri Passow at [tapassow@marianuniversity.edu](mailto:tapassow@marianuniversity.edu).

- **WEDC Website/Social Media Audit Opportunity**

As businesses located within a Wisconsin Main Street Community, Downtown Fond du Lac businesses are eligible to receive free website and social media audits from Wisconsin Main Street's downtown promotions manager. This assistance focuses on reviewing, evaluating, and assessing the business' website and/or social media pages.

Potential reasons for a website or social media audit:

- Looking to revamp your website.
- Looking for an outside perspective on website updates.
- Looking to revamp your social media accounts.
- Need help with social media content ideas.
- Need help with social media post frequency.
- Need an outside perspective on how your employee is doing with social media content.
- Taking over a pre-existing website/social media account and wanting help on how to revamp and/or how to make it better.

If you would like to request a website and/or social media audit, please reach out to Amy Krupp at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com) or Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).

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## OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED...

- **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 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](#).**
- 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.

## STREETSCAPE DESIGN NOTES

- The City of Fond du Lac will be hosting an information session regarding the 2025 Main Street Rehabilitation Project. The project involves rehabilitation from Merrill to 6<sup>th</sup> Street. The meeting is scheduled for Monday, August 29 from 8:00am - 9:00am at the City/County Building at 160 S. Macy Street in Room A.

## ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, September 11 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](mailto:Amy@downtownfdl.com).
- The DFP is proud to be one of 14 Wisconsin Main Street Communities to be named as a Gold Tier Main Street Community earning our organization extra services from Main Street Wisconsin in the coming year! This recognition is awarded to communities who've demonstrated excellence in organization and strong community engagement and participation in Main Street programs during the 2024 fiscal year.

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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/](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.

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

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