

# NEWS BULLETIN

September 2024



## IMPORTANT DFP DATES & DEADLINES

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

2024 Downtown Fond du Lac Witches Day Out – Saturday, October 19, 10:00am – 4:00pm

2024 Downtown Fond du Lac Monster March – Saturday, October 26, 10:00am – 12:00pm

2024 Downtown Fond du Lac Shop Small Sweepstakes – November 1– December 31, 2024

2024 Downtown Fond du Lac Holiday Kick Off Week – Tuesday, November 5 – 9, 2024

2024 Downtown Fond du Lac Holiday Wine Walk – Saturday, November 16, 1:00pm – 5:00pm

2024 Downtown Fond du Lac Small Business Saturday – Saturday, November 30, 2024

2024 Downtown Fond du Lac Holiday Cookie Walk – Saturday, December 7, 11:00am – 2:00pm

2024 Downtown Fond du Lac KFIZ Christmas Parade – Saturday, December 7, 4:15pm

## BUSINESS & PROPERTY NOTES

### BUSINESS NOTES

- **Cujak's Wine and Spirits** have been awarded a Building Improvement Grant for a new awning.
- After filming with popular reality TV show, *Bar Rescue*, **Top Shelf Sports Bar and Grille**, located at 90 S. Main, is now **Blue Line Tavern**. They are featuring a new limited menu with a full menu launching soon. The *Bar Rescue* episode will air in 2025.

### 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

September 2024



## PROMOTIONS & SPECIAL EVENT NOTES

### 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 here](#) 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/).
- **Downtown Fond du Lac Witches Day Out – Saturday, October 19, 2024, 10:00am – 4:00pm**  
Attendees are given the opportunity to shop scary in-store specials and participate in witchy/Halloween themed activities and contests. The DFP will work with participating businesses to promote and highlight themed pop-up shops, specials, and promotions. If your business has a special, promotion or activity you would like to include, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).
- **Downtown Fond du Lac Monster March – Saturday, October 26, 2024, 10:00am – 12:00pm**  
Kids of all ages are invited to head downtown to trick or treat for free with participating downtown businesses and Farmers Market vendors on Main Street between Merrill Street and Western Avenue. The DFP will work with participating businesses to promote and highlight any associated specials, promotions, and activities. If your business has a special, promotion or activity you would like to include, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).  
12 volunteers are needed to act as crossing guards for this event. Volunteer hours would be from 9:45am - 12:00pm. If you or someone you know is interested in helping out, please contact Megan at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) or Amy at [Amy@downtownfdl.com](mailto:Amy@downtownfdl.com).
- **Downtown Fond du Lac Holiday Kick Off Week – Tuesday, Nov. 5 – Saturday, Nov. 9, 2024**  
This promotional event highlights participating downtown business specials and promotions, and encourages shoppers to shop local for the holiday season and beyond. The DFP will work with participating businesses to promote and highlight holiday specials and promotions. If your business has a special, promotion or activity you would like to include, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).

# NEWS BULLETIN

## September 2024



### UPCOMING SPECIAL EVENTS AND PROMOTIONS, CONTINUED

- **Downtown Fond du Lac Shop Small Sweepstakes – November 1 – December 31, 2024**  
Presented by Fox Valley Savings Bank. To emphasize the importance of shopping small and local this holiday season, and all year round, the DFP is once again hosting the Shop Small Sweepstakes – a contest in which every \$10 spent at a downtown business will earn shoppers an entry to win \$500 in downtown gift certificates.
- **Downtown Fond du Lac Holiday Wine Walk – Saturday, November 16, 2024, 1:00pm – 5:00pm**  
Presented by Fox Valley Savings Bank. During the Holiday Wine Walk, participating downtown will become “tasting rooms” where attendees may sample different types of sweet or dry wines, or mocktails. The Holiday Wine Walk is presented by National Exchange Bank & Trust. 600 tickets will be sold, and are on sale now: <https://downtownfdl.com/event/holiday-wine-walk-2024/>.  
If your business is interested in participating in the Holiday Wine Walk, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).
- **Small Business Saturday – Saturday, November 30, 2024**  
Small Business Saturday highlights the importance of shopping local to invest in your community. The DFP will work with participating businesses to promote and highlight holiday specials and promotions within downtown Fond du Lac. If your business has a special, promotion or activity you would like to include, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).
- **Downtown Fond du Lac Holiday Cookie Walk – Saturday, December 6, 2024, 11:00am – 2:00pm**  
After a one-year hiatus, the Downtown Fond du Lac Cookie Walk is back! Each year, the DFP hosts this Holiday themed event giving families the chance to explore all that downtown has to offer and enjoy tasty treats while doing some holiday shopping. 200 tickets will be sold at \$10 each, and are on sale now: <https://downtownfdl.com/event/downtown-christmas-cookie-walk/>.  
If your business is interested in participating in the Holiday Wine Walk, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).
- **If your business is interested in taking part in any of the above fall/holiday events, please complete a [Fall/Holiday Event Sign Up Form](#) and return ASAP 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).**

### 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 Night Market** – Presented by TDS Telecom, the last Night Market of the year took place on Thursday, Aug 22nd, bringing the 3rd annual season to a close. The Night Market series was well attended, seeing hundreds of community members from Fond du Lac and surrounding areas, and receiving much positive feedback from the community and vendors. Throughout the season attendees were able to enjoy live music from J Ryan Trio (June 27), Jeremiah Jams Band (July 11), Nick Gonnering Duo (July 25), The Cheese Doodles (Aug. 8), and Seven Heads (Aug 22), all sponsored by National Exchange Bank and Trust, as well as delicious food, drink, and various interactive activities and unique items from 58 vendors.

# NEWS BULLETIN

## September 2024



### EVENT RECAPS, CONTINUED

- **2024 Fondue Fest** – Fond du Lac’s largest one day festival was another great success in 2024, featuring multiple live music stages, arts, crafts, food, drink, and produce vendors, downtown businesses, a kid’s zone with petting zoo and pony rides, and cheese and chocolate fondue presented by MPTC Culinary Arts Students. Once again, Fond du Lac Cyclery hosted Fondue Fleet Races which were well attended, Fond du Lac Festivals held their 3rd annual Fondue Feast Challenge which was particularly entertaining, and Thelma Sadoff Center for the Arts hosted various kids’ activities including a live magician, aerial dancers, stilt walkers, and an interactive art activity. Overall, 220 vendors participated, including 30 downtown businesses.

A special thanks goes out to Presenting Sponsor, Fox Valley Savings Bank, as well our Major and Supporting Sponsors, Festival Foods, SSM Health, TDS Telecom, Verizon, and Pit Stop Event Services. Big thanks also go out to our community and media partners, Radio Plus/The Source, Fat Joe’s Burgers and Brews, Top Shelf Sports Bar and Grille, 18 Hands Ale Haus, Lakefront Brewery, Salute the Troops, The City of Fond du Lac Public Works, Fond du Lac Police and Fire Departments, and Waste Management.

- **Downtown Summer Passport Promotion** – 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 spent at any participating business, shoppers earned an entry into a drawing for prizes. Overall, 8 winners were picked to win a variety of 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 downtown businesses themselves.

### OTHER BUSINESS AND ANNOUNCEMENTS

- **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).

# NEWS BULLETIN

September 2024



## 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.

## ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, October 9 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.

## 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/](https://www.instagram.com/downtownfdl/)
- **Farmers Market Facebook Page** - [Farmers Market Facebook Page](#)

# NEWS BULLETIN

September 2024



## 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)

**Kristin Santini**, Special Events Coordinator

**Maddy Wahl**, Special Events and Marketing Intern, [hello@downtownfdl.com](mailto:hello@downtownfdl.com)

**Emily Taylor**, Special Events Intern

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

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

[www.downtownfdl.com](http://www.downtownfdl.com)