

NEWS BULLETIN

October 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

- **920 Blendz Barbershop** has moved downtown and opened their doors at 35 N. Main St.
- **Ellie's Emporium** located at 14 Western Ave., will be opening by the end of the year. They specialize in an eclectic variety of handmade art, crafts, clothing, décor and other goods.
- A Building Improvement Grant was paid out to **Boondocks Tavern** for a new sign.
- **H&H Hobby** will be closing at 87 S. Main the end of the month.

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.

NEWS BULLETIN

October 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](#). 2025 sponsorship opportunities are forthcoming.

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/.

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

Attendees are given the opportunity to shop scary good in-store specials and participate in witchy/Halloween themed activities and contests. The DFP is working with 21 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.

- **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 is working with 27 participating businesses to promote the event and highlight any associated specials, promotions, and activities.

If your business would like to participate in Monster March, please contact Megan Sigrist at 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 or Amy at 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. New this year, the event is being extended to 5 days, and will include "Stamp the Season" – a new promotional campaign in partnership with Destination Lake Winnebago Region that encourages shoppers to spend at least \$5 at 5 or more participating businesses for a chance to win a \$100 gift certificate to the participating business of their choice. Five winners will be chosen in all. The DFP is working with 27 downtown 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.

NEWS BULLETIN

October 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, 23 participating downtown businesses will become “tasting rooms” where attendees may sample different types of sweet or dry wines, or mocktails. 600 tickets will be sold, and are on sale now:
<https://downtownfdl.com/event/holiday-wine-walk-2024/>.
- **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.
- **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. 15 downtown businesses will prepare and serve cookie samples to ticketholders. 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 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 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 194 vendor applications submitted – a record high for the market. This includes 32 downtown businesses.

NEWS BULLETIN

October 2024



OTHER BUSINESS AND ANNOUNCEMENTS

- **ADVOCAP Training Series**

In partnership with ADVOCAP, the DFP will be hosting a variety of small business courses and workshops over the next several months. All courses are free to downtown business owners and employees.

To register for any of the education sessions listed below, please contact Amy Krupp at Amy@downtownfdl.com.

Topics will include:

- *Empowering Workplace Safety- Personal Safety and Self-Defense Training*
True Fitness, 73 S. Main Street
Tuesdays, October 15th & 22nd, 2024, 6:00pm – 8:00pm
Instructor: James Reed, Certified Defense Specialist
- *Small Business Marketing and Communication Workshop.*
Thelma Sadoff Center for the Arts, 51 Sheboygan Street
Monday, October 28, 2024, 12:00pm – 4:00pm*
Instructor: Ashley Alderson and Sara Burks, Boutique Hub
*Four topics covered in one afternoon. Attend one or all:
 - 12:00pm – Your Brand Voice
 - 1:00pm – Setting Boundaries with Customers: The Art of Saying No
 - 2:00pm – Effective Marketing Strategies: Proven Promotional Concepts
 - 3:00pm – Comprehensive Branding Beyond the Logo: Holistic Brand Representation
- *Auditing Your Online Presence- Optimizing Digital Footprints*
Radio Plus, 210 S. Main Street
Tuesday, November 12, 2024, 8:00am – 9:30am
Instructor: Daniel Shepard, Blue Door Consulting
- *Small Business Financial Series*
Location TBD
Third Wednesday of the month, November 2024 – February 2025, 8:00am – 9:00am*
Instructor: Ryan Thorpe, Thrivent Financial – Lakeshore Group
*Four topics covered over four months. Attend one or all:
 - Nov. 20, 2024 - Tax Considerations for Small Businesses: Navigating Future Tax Changes
 - Dec. 18, 2024 - Small Business Succession Planning: Navigating Life's Uncertainties
 - Jan. 15, 2025 - Transformative Changes for Financial Security: Making Strategic Adjustments
 - Feb. 19, 2025 - Strategies for Retirement Investment: Foundational Retirement Tactics

For more information on the education sessions listed above, [click here](#).

To register for any of the trainings listed here, please contact Amy Krupp at Amy@downtownfdl.com.

NEWS BULLETIN

October 2024



OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- **Big Brothers, Big Sisters Halloweenie Street Party**

The beloved Halloweenie 0.5K is now the Halloweenie Street Party! This annual event is scheduled for Thursday, October 24, starting at 5:00pm. Main Street will be closed to traffic from 4:00pm – 8:30pm. [Tickets are available now](#), with discounts for groups of 5 or more.

- **KFIZ Christmas Parade**

The KFIZ Christmas Parade of Lights is back! The fun kicks off December 7th at 4:15pm as KFIZ invites the Fond du Lac Community to celebrate the holidays by “screening all time favorites as they march down Main Street” with this year’s theme: “Christmas at the Movies”! Parade will start at Rees Street and travel south to Veteran’s Park for the lighting of the tree. [Click here to view the flier!](#)

- **Exclusive for Downtown Businesses: KFIZ Window Decorating Contest!**

Businesses on Main Street are encouraged to dress their windows in preparation for the 2024 KFIZ Christmas Parade along with the “Christmas at the Movies” theme for a chance to win free advertising with KFIZ.

The public will vote on their favorite window based on theme and the winning business will receive a marketing campaign worth \$500 with KFIZ & 107.1 The Bull! [Click here for more information.](#)

- **Exclusive Holiday Radio Advertising Packages Available!**

Sunny 97.7/Radio Plus and KFIZ are offering exclusive holiday radio advertising packages just for downtown businesses during the months of November and December!

- **Radio Plus/Sunny 97.7 Holiday Radio Packages** include 15 second advertisements on three radio stations, as well as Miracle Mile Message Center display, sponsorship, and on-air interview opportunities.

For more information on Radio Plus holiday packages, [click here.](#)

- **KFIZ Holiday packages** include recorded advertisements on KFIZ and 107.1 The Bull, name recognition in Shop Local for Christmas campaign, as well as sponsorship recognition and social media promotion.

For more information on Radio Plus holiday packages, [click here.](#)

- **Destination Lake Winnebago Region (DLWR) Community Identity Program Micro-grant – Last Call!**

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.](#)

NEWS BULLETIN

October 2024



OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- **City of Fond du Lac Police Department Resources for Downtown Businesses**

City of Fond du Lac Chief of Police, Aaron Goldstein, attended the October DFP Board of Directors meeting last week for a Q&A session regarding the ongoing efforts of the FDL PD to keep our community safe for one and all.

During the session, board members inquired on downtown business concerns in regard to Fond du Lac's unhoused community, and were able to gain much guidance from Chief Goldstein, who offered the following insight and resources to the downtown business community.:

- **The value of partnering with organizations that specialize in providing resources to the unhoused community**

Chief Goldstein recognized the importance of kindness and empathy within our community, and encouraged those who have shown desire to help Fond du Lac's homeless community members, to do so by partnering with local warming shelters, outreach programs, food pantries, etc., rather than pursuing individual efforts. He cited that even the most well-intentioned acts, when not done in collaboration with larger community efforts, can be disadvantageous to the city's coordinated outreach to connect individuals to long-term resources.

- **See Something, Say Something**

FDLPD plays a key role in maintaining a safe and welcoming environment for both businesses and individuals. Chief Goldstein encourages business and property owners and staff who encounter unlawful behavior or safety concerns within a public space, and/or unwanted behaviors in a private space, to call the police in a timely manner.

- **FDL Community Resources**

Chief Goldstein also supplied the following documents to businesses with information on resources available to Fond du Lac community members. Click the links below to access.

- **[Fond du Lac Community Resource Guide, FDL PD](#) - [English](#) and [Spanish](#)**
A comprehensive guide on available Fond du Lac emergency services, mental health, abuse and juvenile and family services, and transportation resources.
- **[Pathways to Care](#) - [English](#) and [Spanish](#)**
A guide for navigating Fond du Lac County's mental health services in crisis and non-crisis situations.

NEWS BULLETIN

October 2024



OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- **Main Street Wisconsin Resources**

- **Wisconsin Main Street Place Makeover Contest**

One deserving business from one of Wisconsin's designated Main Street or Connect Community districts will receive funds up to \$5,000 for the 24-Hour Place Makeover, as well as expert assistance.

Interested businesses should contact Adriana.humbert@wedc.org for an application. The deadline to apply is November 22nd. [Click here to view their flier](#) for more information.

- **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 or Megan Sigrist at Megan@downtownfdl.com.

- **OPEN Flags**

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.

- **Downtown Fond du Lac Gift Certificates**

A great way to support our downtown district is to encourage your customers to purchase Downtown Fond du Lac Gift Certificates to share 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.

NEWS BULLETIN

October 2024



ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, November 6, 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.
- Maddy Wahl has resigned from her role of Special Event and Marketing Intern, effective October 4, 2024.
- The DFP is currently seeking candidates for the role of Office Coordinator and Marketing Assistant. The ideal candidate will be personable, creative, and organized, with experience in MS Office programs, Canva Pro, managing social media platforms, and website management (WordPress). Adobe InDesign experience a plus. [See full job description here.](#)

Interested individuals should apply by sending a resume and cover letter explaining why they would be a good fit for the role to Amy Krupp at Amy@downtownfdl.com.

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)

Megan Sigrist, Director of Communication and Special Events, megan@downtownfdl.com

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

Kristin Santini, Special Events Coordinator

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