

# NEWS BULLETIN

November 2024



## IMPORTANT DFP DATES & DEADLINES

- 2024 Downtown Fond du Lac Shop Small Sweepstakes – November 1– December 31, 2024
- 2025 Winter Event Business Sign Up Sheet – Due Monday, November 25, 2024
- 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
- 2024 Downtown Fond du Lac Soup Walk – Saturday, January 18, 11:00am – 2:00pm
- 2024 Downtown Fond du Lac Galentine’s Day – Saturday, January 25, 2024
- 2024 Downtown Fond du Lac Galentine’s Day VIP Experience – Saturday, January 25, 11:00am – 3:00pm

## BUSINESS & PROPERTY NOTES

### BUSINESS NOTES

- **H&H Hobby** closed its doors at 87 S. Main effective October 27<sup>th</sup>. They will continue to sell merchandise online.
- **Tantrum**, a rage room and arcade, held their grand opening at 44 N Main Street on Friday, November 1<sup>st</sup>. The DFP supported this new business with a \$5,000 Experience Generator Grant.
- The **Holy Family Warming Shelter** is now open for the winter months at 73 E. First Street. The shelter has been fully remodeled and now has a capacity to house 36 individuals.
- **Schumacher Construction** opened at 15 N. Main Street (third level).
- **Thrivent – Lakefront Group** is now open at 17 Forest Avenue.
- **Thrivent – Great Lakes Advisor Group** is now open at 131 S. Main Street.
- **Cornerstone Caregiving** has opened at 30 S. Portland.
- **United Auto Parts** of 36 3<sup>rd</sup> Street is now renamed to **Factory Motor Parts**.
- **Nourish Salon and Wellness** is now open at 28 4<sup>th</sup> Street.
- **Building Improvement Grants** were paid out to Cujak’s Wine Market, Fond du Lac Brewing Company, State Farm Insurance – Sam Meyer, The Wood Sampler, and to restore murals at 84 N. Main and 209 S. Main.
- **Building Security Grants** were paid out to Sesso Bella Salon and Bird’s Eye View Optical.

### 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.

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## BUSINESS & PROPERTY NOTES, CONTINUED

### 2024 GRANT PROGRAMS, CONTINUED:

- **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.

## 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.
- **Businesses interested in sponsoring a 2025 event should contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).**

### 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!
- **2025 Winter Event Sign Up Sheet**  
The [Winter Events Sign Up Sheet](#) is now available. Winter events include the Soup Walk, Galentine's Day, Chili Crawl and Sweet Stroll. If your business would like to participate in any of these events, please complete and return your sign-up sheet to Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) by **November 25<sup>th</sup>**.
- **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.
- **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 would like to be included in this promotional event, please contact Megan Sigrist ASAP at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).**

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## PROMOTIONS & SPECIAL EVENT NOTES, CONTINUED

### UPCOMING SPECIAL EVENTS AND PROMOTIONS, CONTINUED

- **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 would like to be included in this holiday event, please contact Megan Sigrist ASAP at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).**
- **2025 Downtown Fond du Lac Soup Walk – Saturday, January 18, 11:00am – 2:00pm**  
Back by popular demand, the 3<sup>rd</sup> Annual Soup Walk will give ticketholders the opportunity to sample various kinds of homemade soup prepared and served by downtown businesses. 300 tickets will be sold – a 100 ticket increase from previous years. Businesses interested in participating in the 2025 Soup Walk should complete the [Winter Events Sign Up Sheet](#) and submit it to Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) by Monday, November 25<sup>th</sup>.
- **2025 Downtown Fond du Lac Galentine’s Day – Saturday, January 25, 2024**  
**NEW in 2025!** During this new promotional event, attendees are invited to enjoy a day out in downtown Fond du Lac with their “besties” to enjoy all-day sales, specials, pampering, and contests centered around self-care and wellness. DFP will work with participating businesses to promote and highlight specials and activities. Businesses interested in participating in the 2025 Galentine’s Day promotional event should complete the [Winter Events Sign Up Sheet](#) and submit it to Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) by Monday, November 25<sup>th</sup>.
- **2025 Downtown Fond du Lac Galentine’s Day VIP Experience – Saturday, January 25, 11:00am – 3:00pm**  
For \$20 each, ticketholders can turn up the Galentine’s Day fun by becoming Galentine’s Day VIP shoppers! Ticketholders will receive a complimentary gift at each participating location, as well as a commemorative tote bag, courtesy of Sunny 97.7! 250 tickets will be sold. Businesses interested in participating as stop for the 2025 Galentine’s Day VIP Experience should complete the [Winter Events Sign Up Sheet](#) and submit it to Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com) by Monday, November 25<sup>th</sup>.
- **If your business is interested in taking part in any of the above winter events, please complete a [Winter Events Sign Up Sheet](#) and return ASAP to Megan Sigrist 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).**

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## PROMOTIONS & SPECIAL EVENT NOTES, CONTINUED

### EVENT RECAPS

- **Downtown Fond du Lac Farmers Market - Saturday mornings May - October, 2024.**

The 2024 season ended strong, with a total of 198 vendors throughout the season, including 32 downtown businesses – an overall record high for the market. Attendance remained strong through the final market on October 26th.

In addition to operating as a family-friendly weekly hub for vendors and community members, the 2024 Downtown Fond du Lac Farmers Market also served as a point of access to fresh, nutritious produce and other foods for dozens of community members in need. Throughout the season, qualified individuals were able to use \$9,842.00 worth of EBT benefits to access homegrown fresh produce and other nutritious handmade foods at the market, including \$1,245 in EBT match dollars, provided by National Exchange Bank and Trust.

Network Health, provided \$1,105 more dollars to those in need through their support of the new and improved food as medicine program, now called Five to Thrive, and our partnership with UW Madison Extension allowed Farmers Market vendors to donate a total of 884 pounds of produce and other foods to the Fondy Food Pantry and Broken Bread Food Pantry.

A special thanks to our Farmers Market presenting sponsor, SSM Health, EBT Match and Five To Thrive sponsors, National Exchange Bank and Trust and Network Health, and other activity and supporting sponsors - Grande Cheese, Everdry Waterproofing, TDS Telecommunications, Dufrane Moving and Storage, Edward Jones – Matt Hellmer - for making it possible to host another successful market.

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

Attendees were given the opportunity to shop scary in-store specials and participate in witchy/Halloween themed activities and contests. The DFP worked to promote and highlight 21 participating businesses who hosted themed pop-up shops, activities, in-house specials, and promotions.

Business feedback on the event indicates the day was a success, with higher customer traffic and sales than a typical Saturday in October. Overall community feedback was also positive, with suggestions to make the event even bigger and more interactive in future years.

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

Kids of all ages were invited to trick-or-treat for free with participating downtown businesses and Farmers Market vendors on Main Street between Merrill Street and Western Avenue. 30 downtown businesses participated, along with dozens of Farmers Market Vendors.

Business feedback indicates over 1,000 trick-or-treaters came downtown for the event, while community feedback shows an appreciation for keeping the kids safe by closing the street and for hosting the event overall, with suggestions for signage and a DJ playing Halloween themed music.

A special shout out to volunteers who acted as crossing guards during this event, helping to keep our community safe!

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## PROMOTIONS & SPECIAL EVENT NOTES, CONTINUED

### EVENT RECAPS, CONTINUED

- **Downtown Fond du Lac Holiday Kick Off Week – Tuesday, Nov. 5 – Saturday, Nov. 9, 2024**

The 2024 Holiday Kickoff Week highlighted 28 participating downtown business specials and promotions, and encouraged shoppers to shop local for the holiday season and beyond.

The event, which, historically, was a two-day weekend event, was extended to 5 days this year, and also included the addition of the “Stamp the Season” promotional campaign in partnership with Destination Lake Winnebago Region. Stamp The Season gave shoppers the opportunity to earn stamps on their entry form by spending at least \$5 at participating location. Every 5 stamps collected qualified shoppers to be one of 5 winners to receive a \$100 gift certificate for the participating business of their choice.

Feedback has been solicited from attendees and businesses. Results as well as total participation estimates are forthcoming.

- **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 became “tasting rooms” where attendees were able to sample different types of sweet or dry wines, or mocktails. 600 tickets were sold.

Feedback has been solicited from attendees and businesses. Results are forthcoming.

## STREETSCAPE DESIGN NOTES

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

Downtown businesses 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.

From December 1st – 7<sup>th</sup>, the public will vote on their favorite window display 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.](#)

The DFP would like to help promote this contest and the businesses participating. **If your business plans to decorate your windows and would like to be considered for the competition, please contact Megan Sigrist at [Megan@downtownfdl.com](mailto:Megan@downtownfdl.com).**

- **Winter Parking Restrictions**

Effective November 15<sup>th</sup> – March 15<sup>th</sup>, the City of Fond du Lac’s winter parking restrictions will be in effect. During these dates, all vehicles parked on city streets between the hours of 8 p.m. to 8 a.m. are required to park on the street that corresponds with the date at 8 p.m. On even numbered days, parking is restricted to the even side of the street only, and vice versa. Additionally, any metered area is restricted to 60 minutes between the hours of 2 a.m. and 6 a.m. For complete Fond du Lac winter parking restrictions can be found on the [City of Fond du Lac website](#).

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## STREETScape DESIGN NOTES, CONTINUED

- **Snow Removal**

The owner, occupant or person in charge of each lot or partial lot fronting or abutting on a sidewalk is required to remove all ice and snow within 24 hours after the cessation of each snowfall. This includes crosswalks and handicapped accessibility ramps if said property is a corner lot. View the complete city ordinance here: [Snow Removal Ordinance](#)

Please note any storm water grates that are adjacent to your property. When shoveling, please keep these areas clear of snow and ice for proper drainage.

When shoveling, please do your best to create customer pass-throughs on snowbanks.

- **Holiday Lights**

Thank you to a very efficient group of volunteers who assisted with wrapping holiday garlands and lights – Pete Wilke, Ruby Guell, Monica Lara, Noel Deibert - and also to our City Electricians Cody and Dewey for the installation.

## OTHER BUSINESS AND ANNOUNCEMENTS

- **ADVOCAP Training Series**

In partnership with ADVOCAP, the DFP is 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](mailto:Amy@downtownfdl.com).

Topics will include:

- *Small Business Financial Series*

Third Wednesday of the month, November 2024 – February 2025, 8:00am – 9:00am\*

Location: Downtown Fond du Lac Partnership, 131 S. Main Street

Instructor: Ryan Thorpe, Thrivent Financial – Lakefront 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](#).

- **KFIZ Christmas Parade**

The KFIZ Christmas Parade of Lights is back! The fun kicks off December 7<sup>th</sup> 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!](#)

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## OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- **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](#).

- **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.*

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## 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](mailto: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](mailto:Amy@downtownfdl.com) or Megan Sigrist at [Megan@downtownfdl.com](mailto: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](mailto: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.

If your business would like to be included in the Downtown Fond du Lac Gift Certificate program, please contact us at [info@downtownfdl.com](mailto:info@downtownfdl.com).

- **Downtown Fond du Lac Maps**

The DFP has finalized a downtown map showing and listing downtown retail, bar and restaurant businesses. Pads of 25 have been ordered and are expected to be distributed and available at the DFP office later this week.



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## ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, December 11, 2024 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).
- **Darcie Holte** has been hired as the new DFP Office Coordinator and Marketing Assistant and will start on November 21, 2024. Darcie is no stranger to downtown Fond du Lac - some may know Darcie from her previous role at Designation Lake Winnebago Region, where she worked for about 6 years. She has also helped out as a Block Captain at Fondue Fest. Please join us in welcoming Darcie to the DFP team!

## 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 Communications and Special Events, [megan@downtownfdl.com](mailto:megan@downtownfdl.com)

**Cindy Laubenstein**, Bookkeeper and Research Assistant, [bookkeeper@downtownfdl.com](mailto:bookkeeper@downtownfdl.com)

**Darcie Holt**, Office Coordinator & Marketing Assistant, [hello@downtownfdl.com](mailto:hello@downtownfdl.com)

**Kristin Santini**, Special Events Coordinator

**Emily Taylor**, Special Events Intern

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