

# Main Street Makeover Toolkit

How to Thrive During the 2025 Main Street Revitalization Project



A guide to help Main Street businesses thrive during Main Street Makeover rehab project, anticipated to last through Sept-2025.

# About this Toolkit

This toolkit offers ideas, guidance, suggestions, and best practices to help our Main Street merchants thrive during the Main Street Makeover, expected to begin April 2025 and go through September 2025.



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## Project Outline

Throughout the Spring and Summer of 2025, the City of Fond du Lac will be implementing a mill & overlay project on Main Street from 6th Street to Merrill Street. Mill and overlay is a street maintenance technique to rejuvenate asphalt roads and provide a new, smooth road for the traveling public. The Main Street Makeover process will involve milling & removing the top 5-7" of asphalt and laying a new layer of pavement in its place, recycling as much material as possible.

During the project, designated Main Street work areas will be closed to vehicle traffic only when active pavement work is being done, and the contractor will work to keep cross traffic on Division, First, Second, and Fourth Street open as much as possible. Parking lanes will be limited when working on water lateral, fiber installs, and structure repair. All sidewalks will remain open and Main Street entrances to businesses should not be affected.

## Pre-Project Structural Repairs

In late March, work will begin to complete spot repairs on curbs and gutters, drainage systems, non-compliant ADA ramps, fiber optics, sinking manhole covers, and water value boxes. Access will be impacted around the immediate work areas, only.

## Project Timeline

The project will be done in two phases. Work will likely take place from approximately 7:00am to dusk, Monday – Friday, until the project is completed. The City of Fond du Lac will work to accommodate customer parking needs and loading needs during the course of the project.

### Phase 1: North Main Street, 1st Street to Merrill Street

- Anticipated to begin in late April
- Tentative completion date of approximately June 26, 2025.

### Phase 2: South Main Street, 6th Street to 1st Street

- Work will begin immediately following the completion of Phase 1. There will be no gap in time. Start date of Phase 2 is unknown and relies on the completion of Phase 1.
- Tentative completion date of approximately Sept. 6, 2025.







# 2025 Mill & Overlay Project

## PHASE 1

Late April -  
June 26\*

## PHASE 2

Begins upon  
completion of  
Phase 1.  
Complete by  
September 6.\*

\*Completion Dates  
are approximate and  
subject to change.





# The City of Fond du Lac's Commitment to Supporting Downtown Businesses

The City of Fond du Lac recognizes the challenges that road construction can bring to small businesses and is committed to minimizing disruptions while ensuring a smooth and efficient project.

**To support you during this time, the City will:**

**Provide Clear Directional Signage** | Temporary signage at key intersections will help guide customers, delivery drivers, and pedestrians to open businesses and available parking areas, and will be updated daily if necessary.

**Collaborate on Parking Solutions** | The City will work closely with businesses to address parking concerns and identify alternative options to maintain accessibility for customers and employees.

**Keep You Informed** | Regular updates from City staff will be provided on their website ([www.fdl.wi.gov/engineering/22-utility-street-project/](http://www.fdl.wi.gov/engineering/22-utility-street-project/)) to keep businesses aware of construction progress, timelines, and any changes that may impact operations.

**Maintain Alternate Routes** | With increased traffic in alleyways and side streets, the City will actively repair potholes and maintain these areas to ensure safe and convenient access for both vehicles and pedestrians.

## Lead Pipe Water Lateral Replacement

The City of Fond du Lac has secured grant funding to replace private lead pipe water laterals and is currently working with Main Street property owners to implement these replacements during the Main Street Makeover project. Notification letters were sent in late December 2024 to properties identified to have lead pipes. If you received one of these notification letters and have not yet returned your "Consent to Enter" form, please do so ASAP.

Grant funding is intended to replace lead water laterals at a size equivalent to the existing service size at no cost to the property owner. If a property owner would like to increase the size of the water lateral, the full cost of replacement will be the responsibility of the property owner. If you have not already, it is recommended to contact the City of FDL Inspection Department for guidance.

Ideally, the new water laterals will be bored underneath sidewalks and will not affect access to existing sidewalks. Means and methods are up to the contractor's discretion. Five Star Energy Services is the water contractor.

*We appreciate your patience and partnership as we work together to improve our downtown infrastructure. Our goal is to make this transition as smooth as possible while ensuring a vibrant and accessible Main Street for years to come!*



# Downtown FDL Partnership's Commitment to Supporting Downtown Businesses

The Downtown Fond du Lac Partnership (DFP) is dedicated to helping businesses navigate the construction period by providing resources, marketing support, and clear communication. Here's what we're doing to ensure customers stay informed and engaged with downtown businesses during the project:

## Visibility & Signage

- OPEN Flags – Available for all businesses, including additional flags for back entrances.
- Directional signage on Macy, Marr & Portland Street.
- Yard Signs – Positioned at surrounding intersections to direct customers downtown.

## Communications and Updates

- Road Resurfacing Project Landing Page – A dedicated page on [www.downtownfdl.com](http://www.downtownfdl.com) with up-to-date project information.
- Regular Email Updates – Sent to the DFP distribution list with the latest construction news.
- DFP Business & Property Owners Facebook Group – Frequent informational posts to keep businesses informed.

## Parking & Wayfinding Support

- Printed Maps – Highlighting available parking areas for easy customer access.

## Marketing & Promotion

- Facebook Header Graphics – Custom graphics for businesses to use on social media.
- KFIZ News and Sunny 97.7 Website Banner Ads – Running from April 15 - September 15, directing users to the informational page.
- Social Media Videos – Engaging content on Facebook, TikTok, and Instagram to show that downtown remains open and active.

## Promotions & Engagement

- In Progress – Planning promotional contests, giveaways, and other engagement initiatives to encourage customers to continue supporting downtown businesses.
- Detour Deals - Help us keep the energy alive during road construction with the Detour Deals Card— a special promotion designed to drive customers directly to you from April–August 2025. We'll feature downtown businesses offering exclusive deals to encourage our community to keep showing up and supporting local, even with a few extra orange cones in the way!

*The Downtown Fond du Lac Partnership is here to support you throughout the project, ensuring that businesses remain accessible and customers stay engaged. Together, we will keep downtown thriving!*



# Plan for Success

## Take action to protect your business

Road construction and rehabilitation projects are essential for maintaining and improving our city's infrastructure. Pavement, sewers, and utilities don't last forever, and once reconstruction is complete, the corridor will be construction-free for decades—ultimately benefiting your business and the community.

While unforeseen challenges may arise, local government and project contractors are committed to resolving issues as efficiently as possible—it's in everyone's best interest to complete the project on time.

We understand these projects can be disruptive to your business - but don't panic! There are many proactive steps you can take to navigate this period successfully.

To support you through this process, DFP has created this toolkit packed with strategies to help your business thrive during the Main Street Makeover project. By planning ahead, your business will be in a strong position to flourish once the project is complete. Let's work together to make the best of this transition and ensure a vibrant downtown for years to come!



## What can you do to help?

### Stay Informed:

- Check [downtownfdl.com](http://downtownfdl.com) for the latest updates.
- Join the DFP Business & Property Owners Facebook Group to stay connected!
- Watch for regular emails from the Downtown Fond du Lac Partnership with key information.

### Stay Engaged:

- Use signage, social media, and email marketing to remind customers that you're still open and accessible.
- Provide maps to nearby parking options.
- Help customers navigate changes and ensure they know the best ways to reach you.
- Use the "Downtown Is Open" Graphics!
- Post Behind-the-Scenes Content!
- Tag & Share – Engage with DFP and fellow businesses by tagging and sharing posts to keep customers engaged.
- Encourage customers, employees, and friends to continue supporting downtown businesses.
- Utilize the Business Checklists on the next page!



# Business Checklist

## BEFORE CONSTRUCTION

- ☐ Subscribe to the DFP email distribution list for News Bulletins. Contact [hello@downtownfdl.com](mailto:hello@downtownfdl.com)
- ☐ Join “DFP Business and Property Owners” Facebook Group for marketing templates & promotional ideas. [www.facebook.com/groups/DFPeeps](https://www.facebook.com/groups/DFPeeps)
- ☐ To participate in the “Detour Deals” promotion, email Tristin at [wonderfdl@gmail.com](mailto:wonderfdl@gmail.com) by March 21.
- ☐ Install free OPEN flags at front and rear business entrances. Contact [amy@downtownfdl.com](mailto:amy@downtownfdl.com) for more information.
- ☐ If you are interested in participating in filming a promotional video for TikTok, please email [amy@downtownfdl.com](mailto:amy@downtownfdl.com).
- ☐ Order a free sandwich board sign. Sandwich board signs can be outside only when your store is open. To take advantage of this offer, please email [amy@downtownfdl.com](mailto:amy@downtownfdl.com).

## DURING CONSTRUCTION

- ☐ Make frequent posts to social media updating customers. Pro tip: post at least 3 times per week.
- ☐ Promote your alternative shopping methods (online shopping or delivery options).
- ☐ Create a friendly relationship with construction workers. Remember, onsite workers aren't the ones to talk to about concerns.
- ☐ Change the header on social media pages to show that you are open during the project.
- ☐ Host events and sales to encourage customer traffic - push selling the Downtown Detour cards!
- ☐ Ensure any alternative entrances/walkways are clearly marked for customers.
- ☐ Pin parking map at the top of your social media pages to let your customers know the best place to park.
- ☐ Plan for extra window washing and extra cleaning (both interior and exterior) during this time.

## AFTER CONSTRUCTION

- ☐ Thank your customers who supported your business during construction!



# Business Resources

## Local Resources

- [Downtown Fond du Lac Partnership](http://downtownfdl.com) - downtownfdl.com
- [City of Fond du Lac](http://fdl.wi.gov/engineering/22-utility-street-project/) - fdl.wi.gov/engineering/22-utility-street-project/

## State Resources

- [WI Small Business Development Center](http://wisconsinsbdc.org) - wisconsinsbdc.org
- [WI Economic Development Corporation](http://wedc.org) - wedc.org

## Federal Resources

- [U.S. Small Business Administration](http://SBA.gov) - SBA.gov

*These resources can help businesses navigate challenges, find financial assistance, and stay resilient during construction and beyond. Stay proactive and reach out for support when needed!*

## Main Street Makeover Contacts

Project Manager:

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City of Fond du Lac Project Team:

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Engineering Division, 920-322-3470

# Downtown Events

Where will events be located?

- The Saturday morning Farmers Markets will move to Fourth to First Street during Phase 1 and First to Division Street during Phase 2.
- The Memorial Day Parade will be moved to Macy Street.
- Fondue Fest, Thursday Night Markets, THELMA's Thirteen Thursdays will continue as usual.
- Sidewalks will remain open during the entire project, therefore events such as Summer Wine Walk and the Beer & Bourbon Crawl will continue as usual.

