

NEWS BULLETIN

April 2025



IMPORTANT DFP DATES & DEADLINES

Downtown Derby Day – Saturday, May 3, 2025 – All Day

Downtown Fond du Lac Beer & Bourbon Crawl – Saturday, May 3, 2025 – 1:00pm – 5:00pm

Downtown Fond du Lac Farmers Market – Saturdays, May 17 – October 26 – 8:00 am – 12:00pm

Downtown Fond du Lac Summer Wine Walk – Friday, June 13, 2025, 4:00pm – 8:00pm

BUSINESS & PROPERTY NOTES

BUSINESS NOTES

- **Noel's Touch Esthetics** has moved to **42 N. Main** and will hold their grand opening in their new location on Saturday, May 3, 2025
- **Mai's Closet Couture**, a pop-up clothing boutique has moved into **49 N. Main**. The boutique specializes in unique clothing and hosts small business pop-up vendors within the store, including current pop-up business resident, **Garage Girlz**. Garage Girlz features custom pressed T-shirts and resin art items, and hosts resin classes on the weekends.
- **Omkara Healing Center** has opened at **15 N. Main Street, 3rd Floor**.
- **The Reiki Room** has closed and moved out of state.

2025 GRANT PROGRAMS

- **Building Improvement Grant (BIG)** – Designed to incentivize property owners to undertake exterior property improvements, leading to increased property values within Downtown Fond du Lac. BIG is a matching grant to fund the expense of exterior renovations only. Exterior Renovations must be approved by the Downtown Architectural Review Board (DARB). Property owners may apply for up to 50% of total exterior renovation project costs. There is no maximum.
- **Creative Sign Grant** – Designed to incentivize property owners to add to the unique character of Downtown Fond du Lac through creative projecting sign projects, with a goal of making downtown business signage as unique as the businesses they represent. This grant reimburses up to 75% of the cost (up to \$3,000) of unique, handcrafted projecting signs, including expenses related to design, manufacturing and installation.
- **Experience Generator Grant** – Designed to attract businesses such as restaurants, retail shops, or experience-based businesses that contribute significantly to visitor and tourism spending, and the overall vibrancy and vitality of downtown Fond du Lac. This \$5,000 grant may be used for a variety of business startup expenses.
- **New Business Grant** – An incentive to assist entrepreneurs with expenses associated with starting a new or expanding business in downtown Fond du Lac. New businesses are eligible for a \$2,500 grant to be used towards business startup expenses
- **Security Grant Program** – Assists property/business owners with purchasing an exterior surveillance camera system (in partnership with the FDL PD) and/or a rapid entry system lock box (in partnership with the FDL FD).
- **Downtown Fond du Lac Façade Design Assistance Grant** – This reimbursement grant funds the services of an architect to design the exterior of a downtown property. Maximum grant amount is \$4,000. 25% of design costs are reimbursed when the design is approved by the Downtown Architectural Review Board. The remaining 75% is reimbursed upon completion of the project.
- For full details and contact information on the DFP grant programs listed above, visit: www.downtownfdl.com/doing-business/financial-incentives/
Please contact Amy Krupp at Amy@downtownfdl.com to apply.

NEWS BULLETIN

April 2025



PROMOTIONS & SPECIAL EVENT NOTES

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

- Downtown Fond du Lac Partnership 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.
- Various special event sponsorship levels are available. For more specific information on sponsorship levels available and benefits associated, please see the [2025 DFP Sponsorship Packet](#).
- **Businesses interested in sponsoring a 2025 event should contact Megan Sigrist at Megan@downtownfdl.com.**

2025 MARKET EVENT APPLICATIONS

- 2025 Farmers Market, Night Market, and Fondue Fest vendor applications are officially live and available on the DFP website: www.downtownfdl.com
- Downtown Businesses are eligible to receive one free 10'x10' Farmers Market space, and two free 10'x10' Fondue Fest spaces. **To claim these free spaces, all downtown businesses are required to submit applications for both events.**
- **New this year:** 2025 market event vendor applications went live on February 1, 2025 and are being accepted **100% online**. Vendors without internet access and/or those needing assistance with the digital application process can contact Megan Sigrist at (920) 322-2006, ext. 2, for assistance.

UPCOMING SPECIAL EVENTS AND PROMOTIONS

- **2025 Events Calendar** – [Check out our 2025 Event Calendar here](#) and mark your calendars for your favorite events and promotions!
- **Downtown Derby Day – Saturday, May 3, 2025 – All Day**
An all-day celebration of the Kentucky Derby, featuring themed specials, promotions and activities, contests and prizes. Attendees will be encouraged to dress in their best “Kentucky Derby” themed attire. DFP will support downtown businesses by promoting various Kentucky Derby themed food, drink and retail specials, activities and giveaways.
Downtown businesses wishing to participate in Downtown Derby Day should contact Megan Sigrist (Megan@downtownfdl.com) ASAP.
- **Downtown Fond du Lac Beer & Bourbon Crawl– Saturday, May 3, 2025 – 1:00pm – 5:00pm**
The second annual Beer and Bourbon Crawl, part of Downtown Derby Day, will give ticketholders the opportunity to taste up to 12 samples of various bourbons and beers or mocktails and NA beverages served by participating downtown businesses. 200 tickets will be sold.
Downtown businesses wishing to participate in the 2025 Beer & Bourbon Crawl should contact Megan Sigrist (Megan@downtownfdl.com) ASAP.
- **Downtown Fond du Lac Farmers Market – Saturdays, May 17 – October 26 – 8:00 am – 12:00pm**
Welcoming an average of 90 vendors selling homegrown and handmade items, the 2025 Farmers Market will kick off the Saturday after Mother's Day. [Applications](#) are currently live on the DFP Website.
Downtown Businesses are offered one free 10'x10' space to sell or promote their business, and must [complete an application](#) to claim this complimentary space.

NEWS BULLETIN

April 2025



UPCOMING SPECIAL EVENTS AND PROMOTIONS, CONTINUED

- **Downtown Fond du Lac Summer Wine Walk, Friday, June 13, 2025, 4:00pm – 8:00pm**

Various downtown businesses will turn into “tasting rooms” to allow 600 ticketholders the opportunity to explore downtown Fond du Lac while sampling different kinds of sweet and dry wine, or mocktails and other NA beverages. 575 wine tickets and 25 mocktail tickets will be sold.

NEW in 2025! The DFP Marketing Committee has decided the Summer Wine Walk will have a **Summer Music Festival theme!** To maximize the fun, attendees will be encouraged to dress as their favorite musician, band, or musical genre, and participating businesses will also be encouraged to decorate their shops and/or host activities and specials in line with a musical genre or the overall music festival theme.

Also new this year, rather than offering separate sweet and dry wine tickets, attendees will purchase one standard wine ticket and be able to choose which kind to sample per location.

Businesses wishing to participate as a stop on the Summer Wine Walk should complete the [Summer Wine Walk Sign Up Form](#) by Sunday, April 27th. **This deadline is final in order to meet the City's Special Class B application deadline.**

EVENT RECAPS

- **Downtown Fond du Lac Easter Egg Walk – Saturday, April 12, 2025 – 10:00am – 2:00pm**

200 children and families were given the opportunity to explore downtown, while collecting easter eggs filled with sweets, treats, and other goodies from 19 different downtown businesses. The weather was very pleasant and the Easter Bunny was in attendance, greeting attendees along the way, creating the perfect conditions for a fun, family friendly day downtown.

Business and attendee surveys will be sent Monday, April 14th. Results are forthcoming.

STREETSCAPE DESIGN NOTES

- **Main Street Makeover**

Throughout the Spring and Summer of 2025, the City of Fond du Lac will be implementing a resurfacing on Main Street from 6th Street to Merrill Street.

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.

In addition to City efforts, the DFP Marketing Committee is has created a Main Street Makeover marketing campaign to let Fond du Lac know that “Downtown is Open for Business!” and highlight affected businesses throughout each phase of the project. The Main Street Makeover Campaign will include social media, website, and radio promotions, along with added signage.

To help downtown businesses thrive throughout the project, DFP staff has also developed [a Main Street Makeover landing page](#) on their website containing project details, updates, and business resources. Included are details on the project timeline, how downtown events will be affected, ongoing updates, and access to the [Main Street Makeover Toolkit](#) – a resource for downtown businesses to use to ensure they thrive throughout the project.

NEWS BULLETIN

April 2025



OTHER BUSINESS AND ANNOUNCEMENTS

- **The Dispensary Promotion**

THE Dispensary is holding a special promotion on April 19th and 20th to promote other local businesses in the Fond du Lac area. As part of this initiative, they are putting together 27 envelopes filled with business cards and promotional items from various local establishments. To add some extra excitement, one of these envelopes will also contain a gift card to THE Dispensary.

THE dispensary is actively looking for businesses who would like to provide materials for these promotional envelopes. If your business would like to participate, please contact Doug Bord-Pire at fonddulac@thed8dispensary.com.

- **Radio Plus Main Street Makeover Packages**

Radio Plus is offering an exclusive ad package opportunity to individual downtown businesses throughout the duration of the Main Street Makeover project, to include a series of 15-second ads on your choice of Radio Plus stations, for a period of at least 4 weeks.

- [Official Package Proposal](#)
- [93.7 FM/AM 1170/103.3 FM The Source Sell Sheet](#)
- [Sunny 97.7 Sell Sheet](#)
- [95-1/96.1 The Rock Sell Sheet](#)

For more information, contact Jennie Holzmann at Jennie@radioplus.com.

- **Downtown Fond du Lac Gift Checks**

A great way to support our downtown district is to encourage your customers to purchase Downtown Fond du Lac Gift Checks to share the love with over 70 downtown businesses!

In an effort to make processes more efficient for downtown businesses, the DFP has transitioned from Downtown Fond du Lac Gift *Certificates* to Gift *Checks*. Transitioning to gift checks will allow businesses to deposit funds directly into their accounts upon receipt vs. needing to submit a request for reimbursement to the DFP. Downtown Fond du Lac Gift Checks are sold at the DFP office or online in denominations of \$10, \$25 or \$50.

An emailed memo explaining the new process was sent to downtown businesses on Friday, March 7th with details and answers to FAQs about this transition. Businesses previously enrolled in our gift certificate program have been automatically enrolled in the gift check program, while others will need to opt in. All Existing gift certificates will be honored until the printed expiration date.

If your business would like to be included in the Downtown Fond du Lac Gift Certificate/Check program, please contact Darcie Holte at hello@downtownfdl.com.

- **2025 NFL Draft in Green Bay, Wisconsin – Thursday, April 24 – Saturday, April 27, 2025**

For the first time ever, Wisconsin has the honor of hosting the NFL Draft at Lambeau Field in Green Bay!

This historical weekend is predicted to attract 200,000 – 300,000 visitors and fill hotels from Milwaukee to Door County and everywhere in between. Fond du Lac businesses should expect very high volumes of visitors to their establishments throughout the weekend.

Destination Lake Winnebago Region (DLWR) has created a [2025 NFL landing page](#) on their [website](#) which houses all available 2025 NFL Draft information for Fond du Lac businesses and visitors, including a [Business Resource Kit](#) and [NFL Draft Presentation](#) meant to support Fond du Lac businesses in maximizing sales and exposure during this unique opportunity. This webpage will be your go-to source for the most up to date information and resources for the 2025 NFL Draft.

NEWS BULLETIN

April 2025



OTHER BUSINESS AND ANNOUNCEMENTS, CONTINUED

- **Downtown Fond du Lac Maps**

The DFP has finalized a downtown map showing and listing downtown retail, bar and restaurant businesses. Pads of 25 are being distributed and are available at the DFP office.

- **Main Street Wisconsin WEDC Website/Social Media Audit Opportunity**

As members of 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 include a desire to revamp and/or gain an outside perspective on your website or social media accounts, to obtain assistance with social media content ideas and frequency, and/or assistance with taking over and improving a pre-existing website/social media account.

If you would like to request a website and/or social media audit, please reach out to Amy Krupp at Amy@downtownfdl.com.

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

In response to downtown business concerns in regard to Fond du Lac's unhoused community, City of Fond du Lac Chief of Police, Aaron Goldstein offers the following insight and resources to the downtown business community.:

Partner with organizations that specialize in providing resources to the unhoused community

Kindness and empathy within our community is paramount. Those wishing to help Fond du Lac's homeless community members are encouraged to do so by partnering with local warming shelters, outreach programs, food pantries, etc., rather than pursuing individual efforts. When not done in collaboration with larger community efforts, even the most well-intentioned acts 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. Property and/or business owners and staff who encounter unlawful behavior or safety concerns within a public space, and/or unwanted behaviors in a private space, are encouraged to call the police in a timely manner.

FDL Community Resources

Informational documents on resources available to Fond du Lac community members.

- **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.**

- **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.

NEWS BULLETIN

April 2025



ORGANIZATION NOTES

- The next DFP Board of Directors meeting will be held on Wednesday, May 14, 2025 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.

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.

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