

FOR IMMEDIATE RELEASE



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Downtown Fond du Lac Partnership Announces Retirement of Executive Director Amy Krupp

Fond du Lac, WI — The Downtown Fond du Lac Partnership (DFP) announced today that Executive Director Amy Krupp has shared her intention to retire following 18 years of service to the organization and the downtown district. Krupp’s last day will be April 30, 2026.

Krupp joined the Downtown Fond du Lac Partnership in 2007 and has since led nearly every facet of downtown development. Her responsibilities have included business attraction and retention, business assistance, grant programs, special events, streetscape enhancements, public art initiatives, marketing, organizational management, and fundraising.

Over the course of her tenure, Krupp became a familiar and trusted leader in the community. She oversaw 18 years of 19 annual downtown events, including the Saturday Farmers Market, Fondue Fest, Thursday Night Market, and Wine Walks—events that have become hallmarks of downtown Fond du Lac’s vibrancy and community spirit.

Krupp administered more than 250 grants to downtown business and property owners totaling over \$1.5 million supporting reinvestment, façade improvements, and business growth. She was part of the team behind several transformational downtown projects, including Hotel Retlaw, Thelma Sadoff Center for the Arts, The Cellar District, 18 Hands Ale Haus, and numerous façade improvement projects. During her tenure, the downtown district experienced more than \$180 million in private investment.

Krupp also championed public art and placemaking efforts throughout downtown, overseeing the installation of numerous murals and utility box art projects. Most recently, she led the implementation of the Art Lot project, featuring 13 murals.

Professionally, Krupp holds certifications as an Entrepreneurship Development Professional (EDP) through the International Economic Development Council and as a Main Street America Downtown Revitalization Professional (MSARP). She served on the Board of Directors of the Wisconsin Downtown Action Council from 2010 to 2019, including as president from 2013 to 2015, and is a founding member of IGNITE! Small Business & Start Up Support of Fond du Lac County. She has also been recognized with numerous Wisconsin Main Street Awards for excellence in special events and promotions, business development programs and public art initiatives.

In addition to her professional accomplishments, Krupp has been committed to serving the Fond du Lac community as a past member of Fond du Lac Noon Rotary, the Fond du Lac Loop Advisory Council, Fondy 100 Gives, and as a 2009 graduate of Leadership Fond du Lac. Following her retirement, she plans to remain involved as a volunteer with Fond du Lac High School Football and Fond du Lac Festivals.

“I am incredibly grateful for the opportunity to serve downtown Fond du Lac and work alongside so many dedicated business owners, volunteers, partners, board members, and staff over the past 18 years,” said Krupp. “I’m proud of what we’ve accomplished together and look forward to spending more quality time with family and friends, traveling, and pursuing creative arts.”

“Amy’s leadership over the past 18 years has been transformational for downtown Fond du Lac,” said JJ Raflik, President of the Downtown Fond du Lac Partnership Board of Directors. “Her vision, dedication, and ability to bring people together have helped shape a vibrant, resilient downtown. While she will be greatly missed, the Board is deeply grateful for the strong foundation she has built and is committed to ensuring a thoughtful and successful transition.”

The Downtown Fond du Lac Partnership Board of Directors will begin the search for a new Executive Director effective immediately. The organization will continue to be led by its eleven-member Board of Directors and supported by its team of four staff members.

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