

## FOR IMMEDIATE RELEASE

3/27/2026

For more information contact:

### **Amy Krupp**

Executive Director

Downtown Fond du Lac Partnership, Inc.

131 Main Street Suite 101

Fond du Lac, WI 54935

(920) 322-2006

[amy@downtownfdl.com](mailto:amy@downtownfdl.com)

[www.downtownfdl.com](http://www.downtownfdl.com)



## **Downtown Fond du Lac Partnership Receives Two Wisconsin Main Street Awards**

**WAUSAU, WI** – The Wisconsin Economic Development Corporation (WEDC) recognized outstanding downtown revitalization efforts from across the state at the 35th Annual Wisconsin Main Street Awards, held at the Grand Theater on March 19, 2026.

The awards celebrate exemplary projects and initiatives led by communities participating in Wisconsin’s Main Street and Connect Communities programs. Honorees represent a wide range of impactful work, including business and community development, building renovations, special events, and innovative revitalization efforts.

“Showcasing the variety of success stories from communities large and small is always inspirational,” said John W. Miller, Secretary and CEO of WEDC. “The Main Street Awards ceremony celebrates the hard work, vision, and dedication of those working tirelessly behind the scenes each day to preserve and promote their downtowns.”

Administered by WEDC, the Wisconsin Main Street program supports historic commercial districts through technical assistance, training, and implementation of strategies developed by Main Street America. Since its inception in 1987, the program has helped generate more than 3,600 new businesses, over 17,500 net new jobs, and more than \$3 billion in public and private investment statewide. In fiscal year 2025 alone, Main Street communities added 135 net new businesses and 247 net new jobs, supported by nearly 16,000 volunteer hours.

The Downtown Fond du Lac Partnership (DFP) was honored with two statewide awards:

### **Best Business Support Initiative**

**Main Street Makeover – Fond du Lac**

In preparation for a major Main Street reconstruction project beginning in late 2024, DFP launched the “Main Street Makeover” campaign—an intentional, proactive effort focused on maintaining business visibility and customer engagement throughout construction.

With a \$9,000 investment, the campaign included targeted digital advertising, a dedicated project website, intersection signage, yard signs, and complimentary sandwich boards for businesses. Social media videos highlighted local business owners, while “Downtown Detour” cards encouraged continued shopping and exploration.

As a result, the project was completed with minimal disruption to business traffic and event attendance, demonstrating the effectiveness of strategic communication and business support.

## **Best Retail Event**

### **Galentine’s Day – Fond du Lac**

Held annually in January, Galentine’s Day is a free, day-long shopping and social experience designed to energize downtown during a typically slower retail season. The event features 25 participating businesses offering sales, pop-ups, giveaways, and themed experiences.

An additional 250 VIP tickets provide access to exclusive gifts and promotions at 18 featured locations, ensuring strong foot traffic and meaningful customer engagement. Supported by coordinated marketing toolkits, social media campaigns, and professional video content, Galentine’s Day continues to drive sales, strengthen business relationships, and create a vibrant, welcoming atmosphere in downtown Fond du Lac.

### **About the Downtown Fond du Lac Partnership**

The Downtown Fond du Lac Partnership, Inc. is a nonprofit organization dedicated to fostering economic vitality and enhancing quality of life in the downtown district. The organization serves 214 properties and approximately 280 businesses, working to cultivate a vibrant and thriving city center.

### **About the Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) leads statewide economic development efforts by advancing opportunities for businesses, communities, and individuals to thrive in a globally competitive environment. In collaboration with more than 600 regional and local partners, WEDC delivers innovative solutions and resources to support growth across Wisconsin. For more information, visit [wedc.org](http://wedc.org) or follow @WEDCNews.

**###**