OCTOBER 2026 NEWSLETTER

DOWNTOWN FOND DU LAC Partnership

UPCOMING EVENTS

- **Saturdays Through October 31 - Farmers Market**
- **October 31 - Monster March**
- **November 7 - Holiday Wine Walk presented by Fox Valley Savings Bank**
- **December 5 - Merry on Main**

2027 EVENTS

Fill out your participation form here for our upcoming winter & spring events here: https://forms.gle/jL9q9CxYUm8rHHPG7 to make sure you are included in promos!

MERRY ON MAIN



Merry on Main is quickly approaching! A big thank you to National Exchange Bank & Trust and Empire Home Remodeling for sponsoring this festive event!

We hope our Downtown businesses are getting excited and planning their holiday window displays to help make Main Street merry and bright this season!

THIRD THURSDAYS ON MAIN FEEDBACK



A big thank you to Destination Lake Winnebago Region for bringing Third Thursdays on Main to life!

The DFP realizes extended shopping hours are great for Downtown Districts and we appreciate keeping the habit of coming Downtown early on Thursdays alive.

For future planning, we want to hear from our Downtown businesses on this matter! Please share your feedback on Third Thursdays on Main to help us decide what comes next.

📝 Fill out the form here!

DOWNTOWN FOND DU LAC Partnership

🎄Help Us Light Up Veteran's Park with a Christmas Tree!

The Fond du Lac County Veterans Office would love to bring a beautiful lighted Christmas tree to Veterans Park, and we need YOUR help to make it happen!

We are currently accepting donations to help bring this festive addition to life and light up Veterans Park for years to come!

Every donation, big or small, helps us spread holiday cheer and create a beautiful new tradition for our community! ❤️🎄

Please visit our website here to donate and help make this holiday dream a reality!

WITCHES DAY OUT



A HUGE thank you to all of our amazing Downtown businesses and community partners who helped make Witches Day Out 2026 such a magical success! A special shoutout to Aurora's Apothecary for sponsoring this wonderful event! Your generosity and support helped make the magic happen!

Another BIG thank you to Cujak's Wine & Spirits, La Belle FDL, Gallery & Frame Shop, and Oddball Arts for helping bring our photo opportunity to life and making sure everything was set up and ready for the day! It was definitely one of the highlights of the event, and we truly couldn't have done it without you all!

We are so grateful to have such incredible businesses and partners who are always willing to jump in, lend a hand, and help make Downtown Fond du Lac a special place to be! 💜✨

Help make next year even better, please fill out the feedback form that works best for you!

Attendee Feedback: https://forms.gle/KC2R6U9Wry1q8H6G8
Business Feedback: https://forms.gle/mWe2uijY7LngjUe98







DOWNTOWN FOND DU LAC Partnership

UNSHELTERED INDIVIDUALS

We understand that many Downtown businesses have noticed an increase in individuals experiencing homelessness in the area. If you need assistance with a non-emergency situation, please contact the Police Non-Emergency Line at 920-906-5555. As always, if it is an emergency, please call 911.

If you have any questions or would like to speak to Brittany more about this, please email her at director@downtownfdl.com or call at 920-322-2007.

EXTERIOR SECURITY CAMERA & LIGHTING GRANTS AVAILABLE!

Did you know we have exterior security camera and lighting grants to help enhance safety?!



For full details and contact information on the DFP grant programs listed above, visit: Grant Programs. If you have any questions or would like to speak more please email Brittany at director@downtownfdl.com or call her at 920-322-2007.

ENVISION
GREATER FOND DU LAC

Did you know Envision Greater Fond du Lac offers a variety of opportunities for businesses and professionals?

From trainings and workshops to networking events and connection meetings, there's something for everyone! Explore their upcoming opportunities here: https://business.enviisiongreaterfdl.com/events

BUSINESS UPDATES

- TechWeFix is now open at 19 S. Main Street. Owned by Gavin Kuhl, TechWeFix was created with the goal of providing affordable, reliable tech repair services to the community. From Google, Android, and Apple devices to gaming console repairs and maintenance, TechWeFix offers a variety of services to help keep your technology running smoothly.

- New Directions Chiropractic will be opening this November at 207 N. Main Street. Owned by Zoelle Reinke, New Directions Chiropractic is dedicated to helping individuals improve their health and overall wellness. Zoelle offers a variety of services, including prenatal, pediatric, and athletic chiropractic care, hormone testing, and more. She also has plans to welcome additional practitioners into her space, with suites available for future growth.

- 21 N. Portland St was purchased by Peak & Pine Properties LLC.

DOWNTOWN FOND DU LAC Partnership

MARKETING OPPORTUNITIES

SHOP SMALL CAMPAIGN

We are so excited to highlight small businesses with our new shop small campaign that will run November - December. If you'd like to be featured, please fill out this form https://forms.gle/Gm1YVX6YVBsiAHUJA or email Jaelle at marketing@downtownfdl.com.



BE OUR NEXT FEATURED BUSINESS

Each week we would love to feature a Downtown business on our Facebook page, giving the community a chance to learn more about your story, products, services, and the people behind your business!

If you'd like to be featured, simply fill out the interest form here: Downtown Featured Business Form. We'd love to help showcase what makes your business unique! If you need any help with this please reach out to Jaelle at marketing@downtownfdl.com.

CELEBRATE YOU!

We would love to stay more up to date on your projects, business announcements, special events, milestones, and more so we can help spread awareness and celebrate your successes on our social media pages!

To make that easier, we created a Google Form that you can return to anytime throughout the year. Whether you're celebrating:



🎈 A business anniversary
👋 A new employee
🛍️ A new product launch
🎉 A special event or more!

...simply choose the topic that fits and answer a few quick questions! Check out the form here. If you have any questions, please feel free to reach out to Jaelle at marketing@downtownfdl.com.

DOWNTOWN FOND DU LAC Partnership

ARE YOU A LOCAL NONPROFIT? - THE GREAT GIVE BACK

Looking for an opportunity to grow your reach, share your mission, and connect with MORE supporters?

The Great Giveback Fond du Lac, happening February 17–18, 2027, is a fantastic opportunity! 30 local nonprofits will be selected to receive an expansive marketing package at NO COST to their organization!

This is a great chance to showcase your mission, connect with new supporters, and be part of a countywide celebration of generosity. Applications close October 31! Learn more and apply at www.greatgivebackfdl.com.

45TH ANNUAL MARKETPLACE WISCONSIN

Business owners have an amazing networking and sales opportunity! Registration is open for the 45th Annual MARKETPLACE Wisconsin. The Governor's Marketplace Conference connects business owners from across Wisconsin looking to do business with state, federal, and local governments as well as the private sector.

MARKETPLACE provides a chance for business owners to learn from and connect with resource providers, government representatives, corporate buyers, and business professionals.

Why attend MARKETPLACE?

- Business owners can meet with dozens of government and corporate buyers and learn about business funding and assistance resources.
- Corporate buyers can meet business owners who are eager to work with you.
- Government agency representatives can share business opportunities with potential suppliers.
- Lenders and business assistance providers can promote their offerings.
- Attendees of all types can partake in the networking opportunities and awards celebration.

When:
December 8, 2026 – Virtual
The Contracting Academy (TCA)
December 9-10, 2026 – In-person
The Baird Center, Milwaukee

Visit the event website for more information and to register to attend. Onsite registration is not available.

FDL.COM – THE COMMUNITY EVENT CALENDAR

Do you have an event that you'd like featured on the community calendar? Visit https://www.fdl.com/submit-event-sv/ to add your events to Destination Lake Winnebago Region's community calendar!

2026 GRANT PROGRAMS

- Building Improvement Grant (BIG) – Designed to incentivize property owners to undertake exterior property improvements, 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 with 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, 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 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.

- Building Security Grant Program – Assists property/business owners with purchasing an exterior surveillance camera system (in partnership with the FDL PD), exterior security lighting and/or a rapid entry system lock box (in partnership with the FDL FD)

For full details and contact information on the DFP grant programs listed above, visit: Grant Programs Please email info@downtownfdl.com for more information.

OPEN FLAGS

The DFP has "OPEN" flags available for downtown businesses at no cost. The goal is to create a unified look throughout downtown and to highlight businesses that are open. If your business would like a flag, please email info@downtownfdl.com



SOCIAL MEDIA AUDITS

As members of a Wisconsin Main Street Community, Downtown Fond du Lac businesses are eligible to receive free website and social media audits. 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 info@downtownfdl.com.

DOWNTOWN FOND DU LAC MAPS

The DFP has a downtown map showing downtown retail, bar and restaurant businesses. Pads of 25 are available at the DFP office, or email info@downtownfdl.com if you would like one dropped off.

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!

Downtown Fond du Lac Gift Checks are sold at the DFP office or online in any requested denomination and can be mailed directly to the recipient's address.

If your business would like to be included in the Downtown Fond du Lac Gift Check program, please email info@downtownfdl.com.

FOND DU LAC POLICE DEPARTMENT RESOURCES

City of Fond du Lac Chief of Police, Aaron Goldstein offers the following insight and resources to the downtown business community:

§ 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.

BOARD MEETINGS

The DFP Board of Directors typically meets the second Wednesday of the month 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 info@downtownfdl.com.

DOWNTOWN FOND DU LAC Partnership

STAY CONNECTED

- **DFP Business and Property Owners Facebook Group – This private group welcomes downtown business and property owners to discuss general downtown issues, public notices and services. Business and Property Owners Group**
- Downtown Events Collaboration Team Facebook Group – This private group is a place for downtown business owners to discuss ideas to make the most out of capturing the audience of attendees at downtown special events Downtown Events Collaboration Team.
- DFP Facebook Page – DFP Facebook
- DFP Instagram PageDFP Instagram
- DFP Farmers Market Facebook Page Farmers Market Facebook

CONTACT US

General inquiries or responses to items from this news bulletin can be sent to info@downtownfdl.com or via phone at (920) 322-2006.

- Brittany Machleit, Executive Director, director@downtownfdl.com
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- Stephanie Margelowsky, Events & Program Manager, events@downtownfdl.com
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- Julia Pearson, Special Events and Marketing Intern

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DOWNTOWN FOND DU LAC Partnership