

FOR IMMEDIATE RELEASE

January 23, 2023

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The Downtown Fond du Lac Partnership announces three new grant programs in addition to existing grant programs.

The Downtown Fond du Lac Partnership (DFP) has created various grant programs to incentivize and leverage investment in Downtown Fond du Lac. Just announced for 2023, the New Business Grant, Experience Generator Grant and Creative Sign Grant are now accepting applications. The Building Improvement Grant and Building Security Grant will continue in 2023 as both programs have proven to be successful in the revitalization of downtown Fond du Lac. These programs are overseen by the Downtown Fond du Lac Partnership, which has an obligation to its 214 property owners to invest in good, stable and financially feasible projects, with an overall goal to raise the property values of the entire downtown district.

Downtown Fond du Lac New Business Grant

The 2023 Downtown Fond du Lac New Business Grant is 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.

Downtown Fond du Lac Experience Generator Grant

To continually increase the vibrancy and vitality of downtown Fond du Lac, the 2023 Experience Generator Grant Program is designed to attract businesses who contribute to the overall downtown experience. These business types include restaurants, retail shops or experience-based businesses. Examples of experience-based businesses include, but

are not limited to: indoor archery, museums, ceramic art studios, golf simulators, cooking schools, etc. These business categories contribute significantly to visitor and tourism spending and the overall liveliness of downtown. The \$5,000 grant may be used for a variety of business startup expenses.

Creative Sign Grant

The 2023 Downtown Fond du Lac Creative Sign Grant is designed to incentivize property owners to undertake creative projecting sign projects that add to the uniqueness and character of Downtown Fond du Lac. The grant is specifically for one-of-a-kind, handcrafted projecting signs. The goal of this grant program is to have business signage as unique as our downtown businesses. The grant reimburses up to 75% of the cost of the sign design, manufacturing and installation.

Building Improvement Grant

The Building Improvement Grant is designed to incentivize property owners to undertake exterior property improvements, which will lead to increased property value and a better utilization of properties within Downtown Fond du Lac. The grant reimburses up to 50% of the cost of exterior property improvements with street frontage.

Over the life of the program, 196 grants have been awarded. In total \$980,000 has been awarded to downtown property owners, leveraging over \$7 million in private investment.

Building Security Grant Program

The Downtown Building Security Program assists property/business owners with purchasing an exterior surveillance camera system (in partnership with the Fond du Lac Police Department) and/or a rapid entry system lock box (in partnership with the Fond du Lac Fire Department). The grant reimburses up to \$250 of the cost of each exterior camera.

In 2022, eight properties were recipients of Building Security Grants. The program has already proven valuable in assisting with criminal investigations.

For full details on these programs, visit <https://downtownfdl.com/doing-business/financial-incentives/>

All programs are administered by the Downtown Fond du Lac Partnership. Contact Amy Hansen at amy@downtownfdl.com for more information.

The Downtown Fond du Lac Partnership, Inc. is a non-profit organization dedicated to bringing people, activity, business and a thriving civic life back to the heart of Fond du Lac. The DFP serves 214 properties with 280+ businesses, 76% of which are small, locally owned and operated.