

Ready. Set. Develop.



Come together.

DOWNTOWN FOND DU LAC

Focused on the Future

Developers, investors and entrepreneurs take note: Fond du Lac is strategically planning for economic growth that will impress you!

With a collaborative public and private community base that has committed to major downtown investments, now is the time to make Fond du Lac your next business venture location.

The downtown vision is actively supported by local city and county governments as well as the Fond du Lac Arts Council, Downtown Fond du Lac Partnership and the Fond du Lac Area Association of Commerce – all of which dedicate time and resources to ensure progress.

Arts and Entertainment District vision plan outlines an exciting and ambitious strategy to transform Downtown Fond du Lac into a regional destination.

Downtown development benefits include:

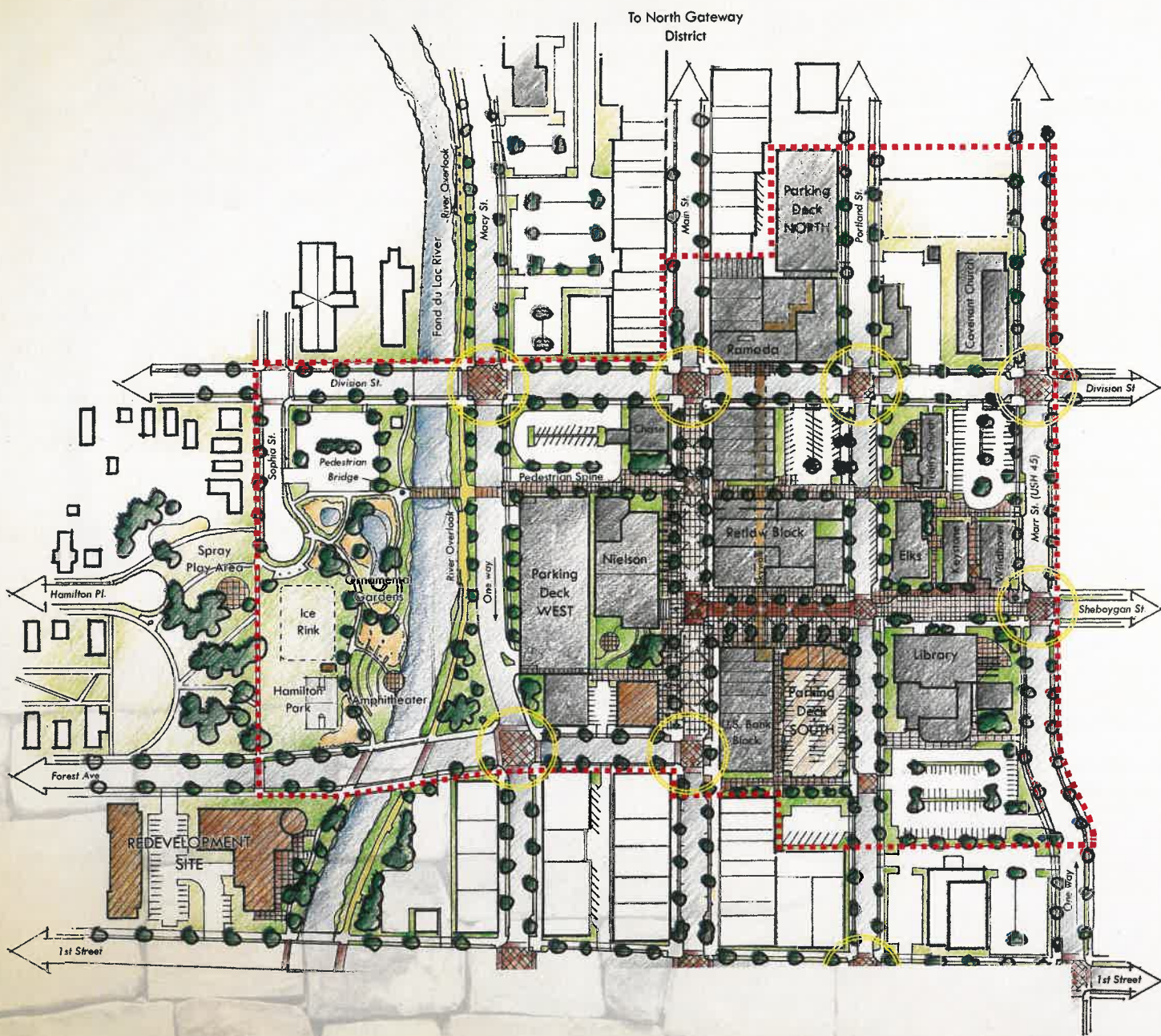
- ✓ City-commissioned 20-year downtown comprehensive plan
- ✓ Arts and Entertainment District vision plan with government and community leader endorsements
- ✓ Quick, single-level approval process
- ✓ Supportive zoning authority
- ✓ Economic impact study
- ✓ Architectural review board
- ✓ Marketing and promotional support

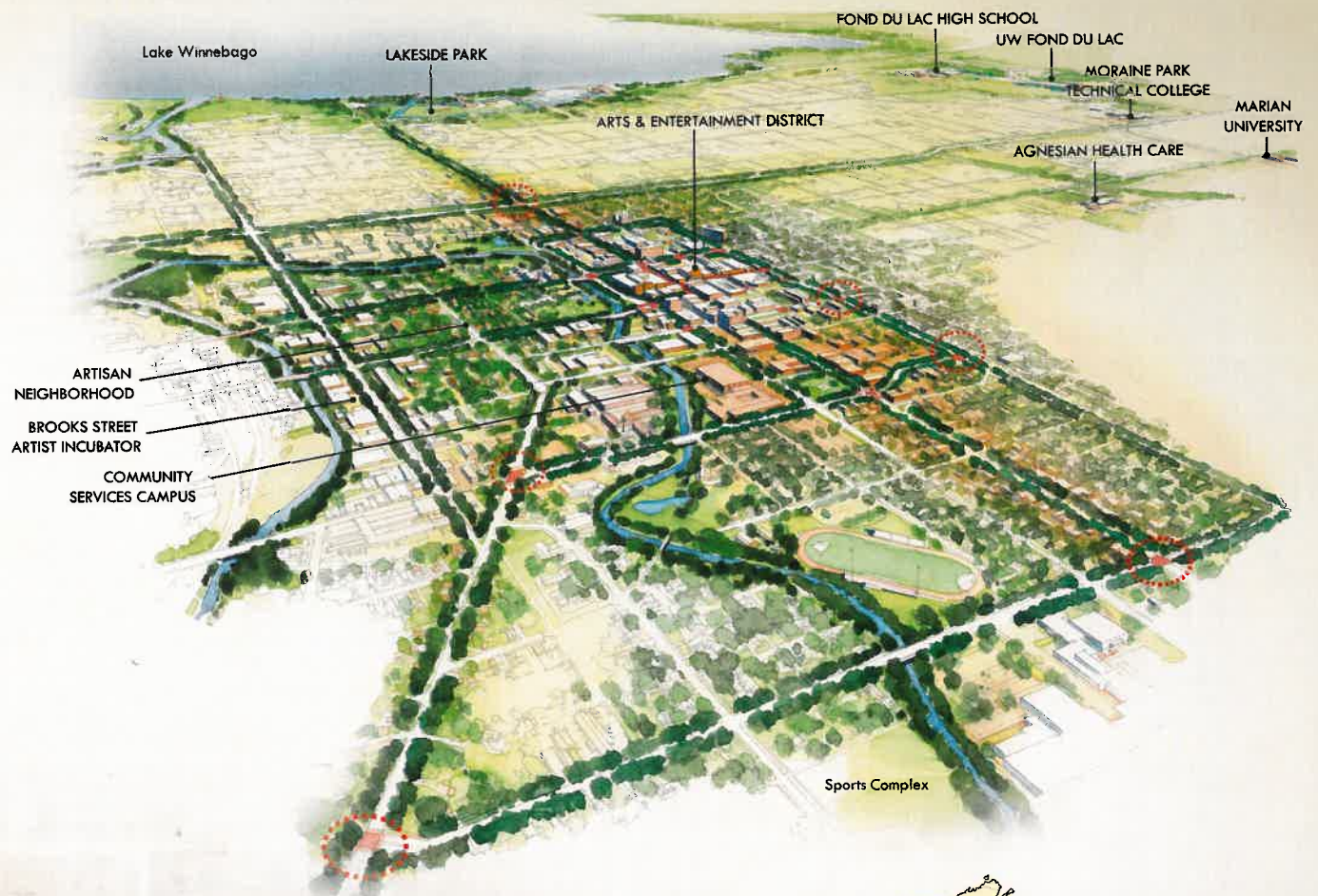




Sheboygan Street will be widened to create outdoor event and festival space.

Arts & Entertainment District Map

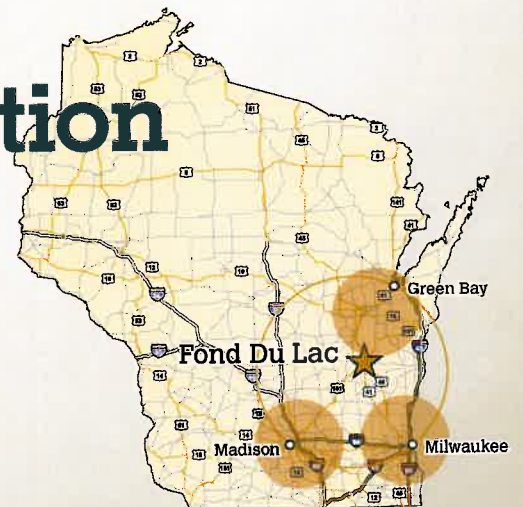




Centerpoint Location

Centrally located in the heart of Wisconsin, the City of Fond du Lac is in the middle of it all! Within a one-hour driving distance of Milwaukee, Madison, Sheboygan, Green Bay and the Fox Cities, Fond du Lac is a connection point of more than three million people. With immediate access to US Highways 41, 45 and 151 and State Highway 23, Downtown Fond du Lac is easy to reach.

In addition, Fond du Lac is home to several highly-anticipated and high-traffic festivals, attracting more than 60,000 downtown visitors and creating \$1.8 million in economic impact, annually.



One hour drive to Madison, Milwaukee or Green Bay

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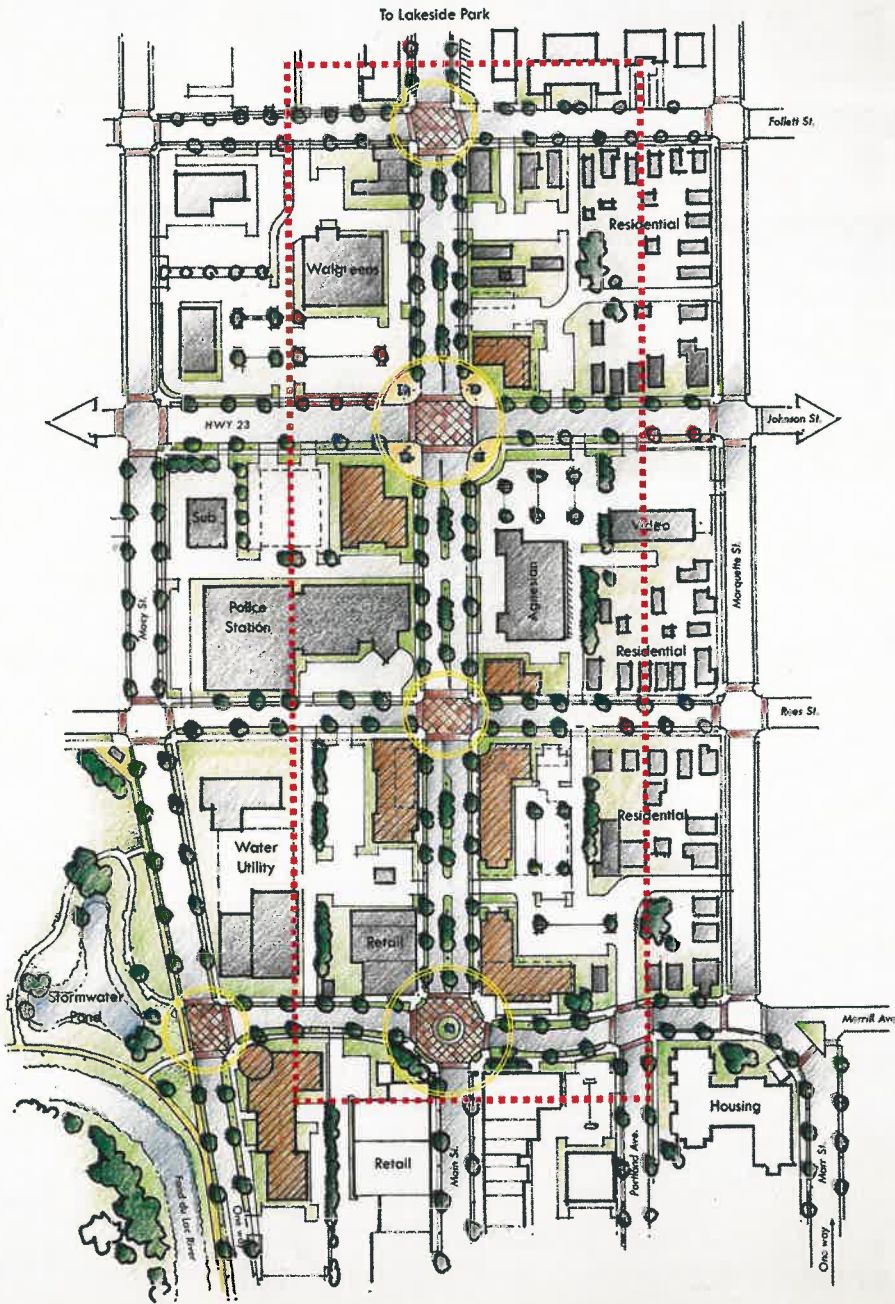
Arts & Entertainment District

The Greater Fond du Lac Arts & Entertainment District will attract individuals, families and kids to the downtown for year-round, indoor and outdoor celebrations, festivals, concerts and educational opportunities to experience Fond du Lac's rich cultural heritage.

At the heart of the Arts & Entertainment District is the historic Retlaw Theater Complex. District buildings feature historic architecture with modern updates; storefronts are conjoined with easy-to-access parking.











Gateway District Map











In the Gateway District, storefronts are stand-alone buildings with ample on-site parking.

Map Key

-  Facility within District
-  Proposed Future Redevelopment
-  Fond du Lac River
-  Special Roadway Pavement
-  Table Top Festival Plaza
-  Key Intersection — Entrance Feature/Signage
-  District Boundary
-  Riverwalk



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The Community "Great Room"

In concert with downtown infrastructure improvement and community programs, an identified Greater Downtown Fond du Lac Arts and Entertainment District will be a place to have fun, be entertained, to learn and to come together – attracting local and out-of-town visitors time and time again.

Envisioned as the community's "great room", the arts and entertainment district will blend a historic, retro feel with modern entertainment, including upscale experiential dining, cafés, boutique shops, visual art galleries and performance theaters.



Windhover Center for the Arts is a current Downtown Fond du Lac staple, holding more than 200 performance and visual arts events annually.

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Gateway District

The Gateway District is the north entrance to Downtown Fond du Lac. As a high-traffic connecting point to the Greater Fond du Lac Arts & Entertainment district, the Gateway District will undergo considerable upgrades to curb appeal, wayfinding signage, lights and streets.

Envision nationally recognized franchises and small mom and pop shops; commercial-use buildings and consumer hotspots – the Gateway District will house it all.



Boulevard and street scaping enhancements will transform the Gateway District into an access "lobby" to the Arts and Entertainment District.



Hamilton Park and areas surrounding the Fond du Lac River will be enhanced with natural landscaping and recreational trails. Surrounding neighborhoods will be developed for live/work opportunities.

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Riverwalk District

Visitors will also enjoy a new River Walk District, featuring pedestrian riverwalk and bridge and outdoor amphitheater.

Development is Underway!

The Fond du Lac community is committed to investing in downtown structural improvements, as well as celebrating and supporting its current treasures.

In Progress Improvements:

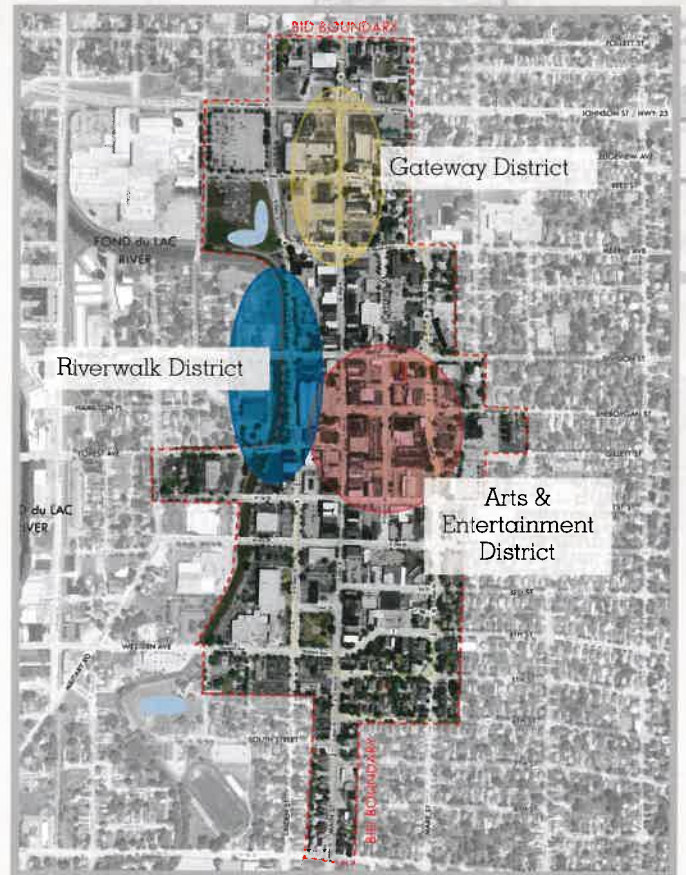
- ✓ Downtown hotel renovations; \$1.8 million and in interior exterior updates
- ✓ Charming restaurant planned in historic church setting
- ✓ Main Street reconstruction, including lights, wayfinding signs and boulevard
- ✓ State-of-the-art YMCA and Boys and Girls Club; \$12.5 million renovation project
- ✓ Riverwalk Business Center

Recent Investments:

- ✓ St. Peter's Place (senior living facility)

Existing Attractions:

- ✓ Windhover Center for the Arts, with more than 200 visual and performance art events annually
- ✓ Children's Museum of Fond du Lac
- ✓ Largest bridal shop in Wisconsin
- ✓ Nation's oldest operating bowling alley
- ✓ Public library (2006 Library of the Year)
- ✓ Historic Main Street District
- ✓ Riverwalk Trail



For more information on Downtown Fond du Lac, the Gateway District, Riverwalk District or the Greater Fond du Lac Arts & Entertainment District properties:

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