



Board of Directors **January 14, 2025**
Kim Cuda **Mayor Spellerberg and City Councilmembers**
President **Fremont City Council**
Jasmine De Luna **400 E. Military Avenue**
Vice President **Fremont, NE 68025**

Sam Heineman **Dear Mayor Spellerberg and City Councilmembers,**
Treasurer

Monica Eby **MainStreet of Fremont (MSF) is currently in contract with the City**
Secretary **of Fremont. MSF has committed to partner with the City of**
Katy Jones **Fremont to communicate with downtown businesses and**
Liz Gibney **building owners, offer assistance to downtown businesses, help**
Erika Martinez **beautify the downtown district, and organize events to promote**
Kayla Vacek **the Historic Downtown District.**

Jesse Vitamvas **MSF hosted several events in 2024 that were free and open to**
Brandi Gibney **the public, these events invite the community to explore and**
Mya Siffring **support our downtown district while promoting the businesses**
and district as a whole.

In 2023 MSF, in partnership with the Business Improvement District #1 (BID), facilitated a donation for \$57,500 which was granted to cover the cost of Siffring Landscaping to purchase, install, and maintain the flower baskets and bumpouts downtown for the 2024 season. In 2024, MSF, in partnership with the BID, facilitated donations totaling \$265,000 which allowed us to hire Siffring Landscaping to install, and store 11 Christmas Trees and other Christmas decor. MSF in partnership with the BID also facilitated a donation of \$64,000 which was granted to use to hire Siffring Landscaping to purchase, install, and maintain the flower baskets and bumpouts for 2025.



MSF also worked with the City to communicate to business and building owners regarding CDBG Grant Funding opportunities and meetings, and helped to send information to business and building owners regarding natural gas repairs.

Detailed reporting of the impact of our program is included in the attached report. On behalf of the MSF Board of Directors, I would like to thank you for your continued support of our organization's work to promote and support our downtown district.

Respectfully submitted,

Lainey Paquette

Lainey Paquette

Executive Director

MainStreet of Fremont



MainStreet of Fremont 2024 Annual Report



January 2024 - November 2024

**152 E 6th Street, Suite 104
Fremont, Nebraska 68025
(402) 721 - 2264
director@mainstreetfremont.org**

About MainStreet of Fremont

Our Mission:

MainStreet of Fremont exists to improve the quality of life in Fremont by strengthening the historic downtown as the center of the community. The purpose of MainStreet of Fremont is to encourage, promote, and support downtown Fremont's economic vitality, as well as the image and appearance of downtown.

The Four Point Approach

Economic Vitality:

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Quality Design:

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Effective Promotion:

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Sustainable Organization:

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

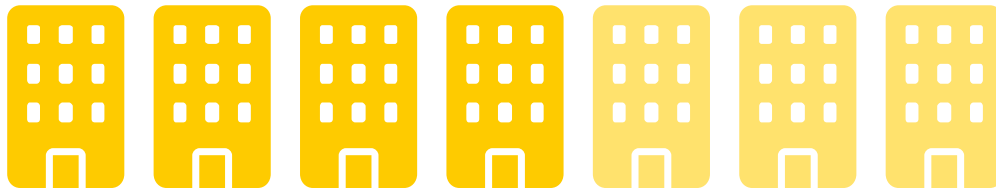
Reinvestment Impact

Data is compiled from July 2023 - June 2024

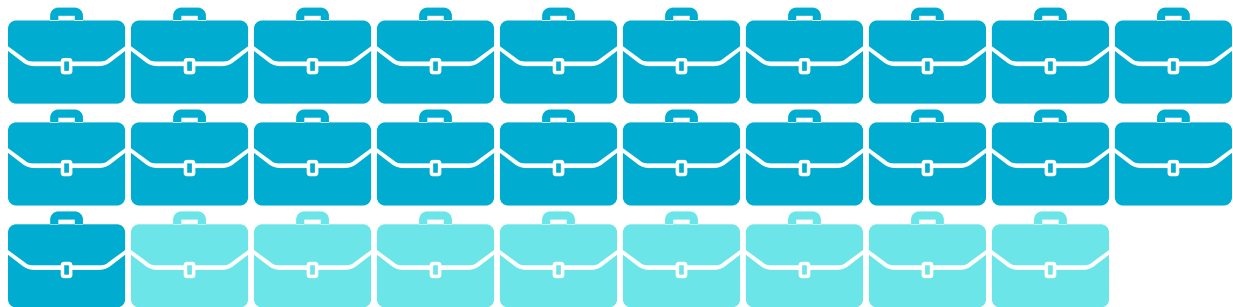
Rehabilitation Projects



Business Gain



Job Gain



Value of Volunteer Hours	Total Reinvestment	Reinvestment per Local Dollar Spent
\$13,689.90	\$489,489.90	\$2.23

See attached for a more detailed report.

Approximate Attendance at MainStreet of Fremont Events in 2024

Fall & Spring Gallery Walk



Concert in the Park



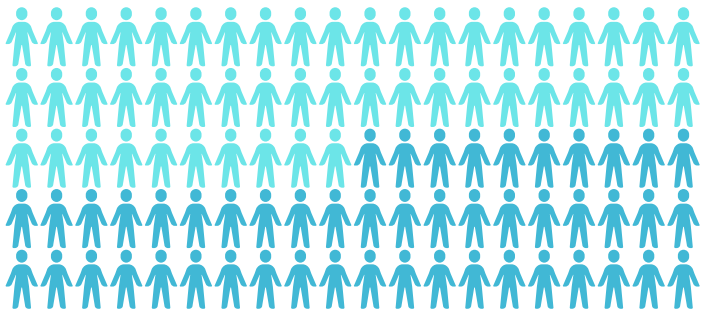
Crazy Days & Chalk Art Festival



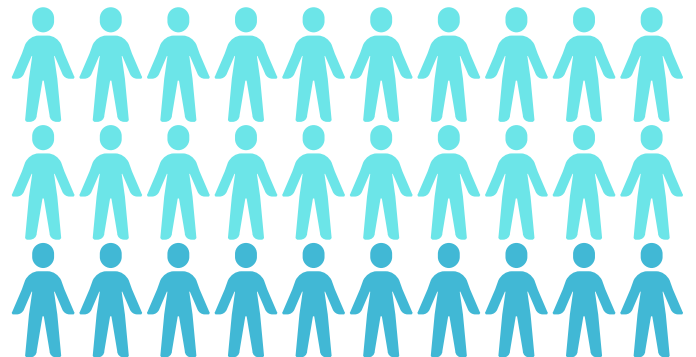
Fremont Hispanic Festival




Halloween Hysteria



Christmas Walk



1  = 100 attendees



2024 UPCOMING EVENTS

April 13th	Spring Gallery Walk
June 6th	Concert in the Park Series
June 13th	Concert in the Park Series
June 20th	Concert in the Park Series
June 27th	Concert in the Park Series
July 11th	Concert in the Park Series
July 20th	Crazy Days & Chalk Art Festival
August 16th - 17th	Fremont Hispanic Festival
October 12th	Fall Gallery Walk
October 17th	Halloween Hysteria
November 30th	Christmas Walk

www.mainstreetfremont.com

FREMONT

2023-2024

Design Projects

Month	Year	Façade Renovations	Amount Spent	Building Rehabilitations	Amount Spent	New Construction	Amount Spent	Public Improvements	Amount Spent
Jul	2023	1	\$ 1,200.00	-	\$ -	-	\$ -	-	\$ -
Aug	2023	-	\$ -	-	\$ -	-	\$ -	-	\$ -
Sep	2023	-	\$ -	-	\$ -	-	\$ -	-	\$ -
Oct	2023	-	\$ -	-	\$ -	-	\$ -	-	\$ -
Nov	2023	2	\$ 6,500.00	3	\$ 141,000.00	-	\$ -	-	\$ -
Dec	2023	-	\$ -	-	\$ -	-	\$ -	-	\$ -
Jan	2024								
Feb	2024			1	\$ 250,000.00				
Mar	2024	1	\$ 4,500.00						
Apr	2024	1	\$ 2,000.00	1	\$ 3,600.00				
May	2024	1	\$ 30,000.00						
Jun	2024								
TOTALS		6	\$ 44,200.00	5	\$ 394,600.00	-	\$ -	-	\$ -

Totals

Total Rehabilitation	11
Rehab Investment	\$ 438,800
Business Gain	7
Business Loss	3
Net Business Gain	4
Job Gain	29.0
Job Loss	8.00
Net Job Gain	21.00
Program Expenses	\$ 219,555

		Business Openings		Organizational Data				Reinvestment Data	
Out of Business	Business	Jobs	Volunteer Hours	Income	Expenses	In-Kind Contributions	Grants Received	Value of Volunteer Hours	Total Reinvestment
-	-	-	33.00	\$ 5,396.04	\$ 8,744.79	\$ -	\$ -	\$ 1,049.40	\$ 2,249.40
-	-	-	195.00	\$ 9,147.82	\$ 20,899.23	\$ -	\$ -	\$ 6,201.00	\$ 6,201.00
-	-	-	14.00	\$ 58,716.81	\$ 64,913.35	\$ -	\$ -	\$ 445.20	\$ 445.20
-	-	-	14.00	\$ 2,142.39	\$ 21,473.86	\$ -	\$ -	\$ 445.20	\$ 445.20
-	2	3.0	37.00	\$ 23,490.41	\$ 20,479.87	\$ -	\$ -	\$ 1,176.60	\$ 148,676.60
-	1	1.0	21.00	\$ 45,918.43	\$ 42,970.83	\$ -	\$ 37,000.00	\$ 667.80	\$ 37,667.80
			17.50	\$ 12,589.05	\$ 4,262.42			\$ 556.50	\$ 556.50
	1	15.0	31.00	\$ 14,239.35	\$ 8,245.64			\$ 985.80	\$ 250,985.80
2.0	1	1.0	22.00	\$ 9,114.89	\$ 5,081.88			\$ 699.60	\$ 5,199.60
			10.00	\$ 9,114.89	\$ 5,081.88			\$ 318.00	\$ 5,918.00
	1	2.0	21.00	\$ 15,367.98	\$ 5,006.90			\$ 667.80	\$ 30,667.80
4.0	1	1.0	15.00	\$ 19,067.69	\$ 12,394.00			\$ 477.00	\$ 477.00
6.00	7	23.0	430.50	\$ 224,305.75	\$ 219,554.65	\$ -	\$ 37,000.00	\$ 13,689.90	\$ 489,489.90

Reinvestment per Local Dollar Spent*	
\$0.26	
\$0.30	
\$0.01	
\$0.02	
\$7.26	
\$0.88	
\$0.13	
\$30.44	
\$1.02	
\$1.16	
\$6.13	
\$0.04	
\$	2.23

Main Street of Fremont Strategic Plan Executive Summary

Mission

MainStreet of Fremont exists to improve the quality of life in Fremont by strengthening the historic downtown as the center of the community. The purpose of MainStreet of Fremont is to encourage, promote, and support downtown Fremont’s economic vitality as well as the image and appearance of downtown.

Value Statement

Downtown is the center of community life and more than just of place of commerce. MainStreet doesn’t only include the “Main Street,” it encompasses the entire downtown district and serves as a resource for the WHOLE community.

Practical Vision

In three years, we will have...

- Secure & Thriving Mainstreet Leadership
- Evaluated & Strategic Promotions & Events
- Proud & Enthusiastic Community Engagement
- Supported & Successful Businesses
- A Vibrant & Attractive Downtown

Strategic Directions

We will achieve the practical vision by...

	Developing A Positive, Purposeful, Proactive Team	Building Inclusive, Mutually-Beneficial, Business-Centered Benefits and Promotions	Nurturing Strategic and Authentic Partnerships and Auxillary Support	Creating Enticing New Energy through Inspiring Design and Events
Year Three Goals	<ol style="list-style-type: none"> Fully “staffed” and engaged team. Recognized and celebrated brand. Valued, consistent, and happy Board and staff. 	<ol style="list-style-type: none"> 30% increase in membership. MS awards are now sought after/competitive. Frequent, regular storytelling is achieved through blogs, podcasts, etc. 	<ol style="list-style-type: none"> Solidified revenue and relationships with donors and sponsors. 15% Revenue Growth from new donors/sponsors. Active (meeting monthly) MS Alumni or Booster Club – “Friends of Main Street” 	<ol style="list-style-type: none"> Businesses are benefiting from being open 1 or more consistent nights per week. Quality Design/Improvements are driving downtown VIBE – making it an attraction due to ambiance. Main Street signature events have evolved and are eagerly anticipated and well attended.