

## 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"> <li>1. Fully “staffed” and engaged team.</li> <li>2. Recognized and celebrated brand.</li> <li>3. Valued, consistent, and happy Board and staff.</li> </ol>	<ol style="list-style-type: none"> <li>1. 30% increase in membership.</li> <li>2. MS awards are now sought after/competitive.</li> <li>3. Frequent, regular storytelling is achieved through blogs, podcasts, etc.</li> </ol>	<ol style="list-style-type: none"> <li>1. Solidified revenue and relationships with donors and sponsors.</li> <li>2. 15% Revenue Growth from new donors/sponsors.</li> <li>3. Active (meeting monthly) MS Alumni or Booster Club – “Friends of Main Street”</li> </ol>	<ol style="list-style-type: none"> <li>1. Businesses are benefiting from being open 1 or more consistent nights per week.</li> <li>2. Quality Design/Improvements are driving downtown VIBE – making it an attraction due to ambiance.</li> <li>3. Main Street signature events have evolved and are eagerly anticipated and well attended.</li> </ol>