



MainStreet of Fremont 2025 Annual Report



January - December

**152 E 6th Street, Suite 104
Fremont, Nebraska 68025**

(531) 344 -5470

**director@mainstreetfremont.org
www.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.



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Reinvestment Report

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Economic Vitality



5

New business openings



17

New jobs

\$203,345

Façade/Building Rehab Projects

\$391,062



Total Reinvestment

Marketing

Facebook Followers
Up from 3.2K

6.2K

805 Instagram Followers
Up from 518

1,916 Newsletter Subscribers
Up from 1,658



Promotion



15

Programs & Events



~12.5K

Attendees

5 Committees
Established



556 Volunteer Hours

Design*

Flower baskets installed **86**
860 Petunias!



1800

Flowers planted in downtown flowerbeds



12

Christmas Trees



335 Wreaths

4

Façade/Building Rehab Projects



*In partnership with the Business Improvement District #1



MAINSTREET OF
FREMONT

Highlights:

Façade/Building Rehabilitation Projects:

CDBG Funding through the City of Fremont lead to 2 façade improvements. There were additional façade improvements that were privately funded by business or building owners.

Empress Theatre

Before



After



Nebraska Quilt Company

Before



After





Programs & Events

- MainStreet Mingles (Monthly)
- MSF Facade Grant Program\
- Chamber Coffee & Awards
- Spring Gallery Walk
- Downtown Clean Up Day
- Concert in the Park Series
- Color the Core
- Fremont Hispanic Festival
- Fall Gallery Walk
- Halloween Hysteria
- Christmas Walk



Design

In partnership with the Business Improvement District #1 (BID #1) we accepted \$169,000 in grant funding. The funding was used to plant/install and maintain flower baskets and flower beds in the downtown district as well as install and store Christmas Decorations on D and Broad Streets as well as 11 Christmas trees downtown. A huge thanks goes to Siffring Landscape and Garden Center and the Parks & Recreation Department for installing, taking down, and storing the decorations.

MainStreet of Fremont also paid for over 40 new banners to be designed and printed for our downtown light poles. The Fremont & Dodge County Convention & Visitors Bureau sponsored a portion of this project and the BID #1 paid the Street Department for installation of them.



MainStreet Mingles

Entrepreneurship is a unique experience. We believe connecting entrepreneurs with each other will foster a community of growth, mindsets that are focused on problem-solving, and breed encouragement. Overall, the goal of these meetings is to create a space for established and aspiring entrepreneurs to help them thrive!

This program is born out of a pilot program from Main Street America. They awarded communities \$3,000 in grant funding in partnership with the Kauffman Foundation.

Once a month we invite entrepreneurs to join us to meet with other Fremont area entrepreneurs (established and aspiring) to discuss milestones, detours, and roadblocks!

These sessions will last about an hour with an additional half hour at the end of each session for networking opportunities.

We provide resources, ideas, and small business support. Topics and speakers are suggested by attendees. This program is something we are creating with entrepreneurs, not for them.

We meet monthly on the first Wednesday of the month. We started at the Fremont Area Art Association and have now begun rotating to different businesses.

