



Agenda Item # 20
Date 4/17/24

DODGE COUNTY CONVENTION AND VISITORS BUREAU

APPLICATION:

47-0828134

FEDERAL EMPLOYER ID#

MainStreet of Fremont, Inc.

ORGANIZATION NAME

152 E 6th St, Ste 104

STREET ADDRESS OR LOCATION

MAILING ADDRESS (IF DIFFERENT)

Fremont

CITY

NE

STATE

68025

ZIP

402-721-2264

TELEPHONE

www.mainstreetfremont.com

WEBSITE ADDRESS

Lainey Paquette

CONTACT PERSON

director@mainstreetfremont.org

CONTACT E-MAIL

402-721-2264

CONTACT PHONE

PROJECT:

MainStreet of Fremont Sponsorship 2024

PROJECT TITLE

10,000

REQUESTED AMOUNT

PROJECT TIMELINE

January 2024

START DATE

December 2024

END DATE

JUSTIFICATION:

Body of application should answer the following questions 1-5 in narrative form. Be sure to provide the DCCVB with an original application. All applicants shall send this same information in PDF format by email on or before the deadline to, director@visitfremontne.org. **Submission of hard copies does not replace the requirement for application to be sent and received by email as receipt will time-stamp application submitted.**

REQUIRED FOR ALL APPLICANTS:

1. Briefly describe your organization and any partnering organization (noting its mission and primary activities) and, if applicable, how the partners will collaborate:

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. We host numerous events throughout the year partnering with downtown businesses. These events attract visitors to the downtown district and promote the downtown businesses. We also partner other businesses and orgnaizations that sponsor our events throughout the year.

2. Describe the initiative for which you seek funding. Clearly articulate your objective for this project. Include key proposed activities, target audience(s) (i.e., to whom this project is directed), and estimated project timeline. Clearly detail how requested funds will be used, include the plan that identifies specific actions that will be used to market this event/initiative to prospective out-of-area visitors:

MainStreet of Fremont is requesting funding for our 2024 calendar of events. The events include: Spring Gallery Walk, Concert in the Park Series, Crazy Days & Chalk Art Festival, Fremont Hispanic Festival, Fall Gallery Walk, Halloween Hysteria, and the Christmas Walk. These events are free and open to the public. Advertising for these events covers Fremont, and the surrounding areas including Elkhorn and Omaha. Our events draw crowds from 200 - 1,000 typically. The exception being Halloween Hysteria where we saw a record breaking 3,000 visitors in 2023. Advertising will be through Facebook, Instagram, Walnut Media (Best Mix & Big Dog Radio).

3. Include or attach a detailed budget that clearly shows revenues and expenditures. identify all other sponsors and indicate whether sponsorship(s) are cash or in-kind:

See attached document.

4. Describe the benefit of this project to Fremont & Dodge County, including any economic benefits; demonstrate clearly how initiative will increase out-of-area visitation; Describe the methods and tools for measuring event success in addition to surveying; target goal for increased overnight or daytrip visits, increased audience/circulation, number of tickets sold, overnight rooms booked/occupied, coupons redeemed or other quantifiable measures:

The events hosted by MainStreet of Fremont attract visitors from inside and outside of Fremont to the downtown district. This provides exposure to the businesses located downtown which allows for visitors to explore the district and often times will cause them to come back. This allows for our downtown to gain exposure and increase traffic and sales leading to a stronger district overall. The stronger and healthier the downtown district is, the stronger the City of Fremont is as a whole. Having an active and strong downtown can attract more visitors for overnight stays and planning visits when events take place.

5. Explain your plans to sustain this initiative/event in future years:

As a nonprofit organization we will continue to rely on sponsorships from various organizations and businesses to support our events. We also partner with the City of Fremont and the Business Improvement District for funding. MainStreet of Fremont will also continue to look for other funding opportunities such as grants, private donations, etc.

**Failure to provide required information with application may disqualify applicant from consideration.
Make sure you save a copy for your own files!**



Fremont & Dodge County CVB Sponsorship Proposal of MainStreet of Fremont 2024

Total Ask: \$10,000

Breakdown of use of funds:

- Spring Gallery Walk (Saturday, April 13th)
 - Advertising: \$375
- Concert in the Park Series (Thursday nights in June & July 11th)
 - Advertising: \$1,875
 - Band: \$2,000
- Crazy Days & Chalk Art Festival (Saturday, July 20th)
 - Advertising: \$450
- Fremont Hispanic Festival (August 16th - 17th)
 - Advertising: \$700
 - Supplies/Activities: \$1,500
- Fall Gallery Walk (Saturday, October 12th)
 - Advertising: \$375
- Halloween Hysteria (Thursday, October 17th)
 - Advertising: \$700
- Christmas Walk (Saturday, November 30th)
 - Advertising: \$700
 - Supplies/Activities: \$1,325

**MainStreet of Fremont
2024 Budget (January - December)**

Revenue			
BID Contract for Services		10,000.00	
BID Event Sponsorships		10,000.00	
City of Fremont Agreement		10,000.00	
CVB Event Sponsorships		10,000.00	
Sponsorships			
Tier 1 \$5,000 (Goal 5)	25,000.00		
Tier 2 \$2,500 (Goal 3)	7,500.00		
Tier 3 \$1,000 (Goal 3)	3,000.00		
Tier 4 \$500 (Goal 5)	<u>2,500.00</u>		
Total Sponsorships		38,000.00	
Memberships \$150 (Goal 75)		11,250.00	
Event Revenues			
Friendsgiving	1,500.00		
Hispanic Festival Sponsorships	<u>20,000.00</u>		
Total Event Revenue		21,500.00	
Misc Donations		10,000.00	
Beautification			
Hanging Flower Baskets	30,000.00		
Main Street Bump Outs	<u>25,000.00</u>		
Total Beautification		<u>55,000.00</u>	
Total Revenue			175,750.00
Expenses			
Rent		4,500.00	
Payroll		45,000.00	
Events			
Concert in the Park	12,000.00		
Sidewalk Chalk/Crazy Days	3,000.00		
Halloween Hysteria	2,500.00		
Christmas Walk	12,000.00		
Hispanic Festival	20,000.00		
Spring Art Walk	5,000.00		
Fall Art Walk	5,000.00		
Friendsgiving	1,000.00		
May Flower Baskets/Chamber Event	<u>1,000.00</u>		
Total Events		61,500.00	
Beautification			
Hanging Flower Baskets	30,000.00		
Main Street Bump Outs	<u>25,000.00</u>		
Total Beautification		55,000.00	
Professional Fees		3,000.00	
Insurance		3,000.00	
Supplies		3,000.00	
Banners, Flags, Ect		4,000.00	
Electronic Sign		1,200.00	
Speaker System		<u>600.00</u>	
Total Expenses			180,800.00
Net Income			<u><u>(5,050.00)</u></u>

**MainStreet of Fremont
2024 Event Budget (January-December)**

	2024 Budget	2023 Actual	
Spring Fling/Art Walk			
Facebook/Instagram Ads	3,000.00	1,997.46	
Print/Signs	500.00	262.15	
Sponsored Event Activities	<u>1,500.00</u>	<u>63.02</u>	
Total Spring Art Walk	5,000.00	2,322.63	
Concerts in the Park			
5 Bands 2024 vs 6 Bands 2023	6,000.00	6,850.00	
Print/Signs/Supplies	1,000.00	892.94	
Trolley Rides (BID)	-	1,133.00	
Radio	1,500.00	1,500.00	
Facebook/Instagram Ads	<u>3,500.00</u>	<u>3,763.84</u>	
Total Concerts in the Park	12,000.00	14,139.78	
Crazy Days/Chalk Art			
Facebook/Instagram Ads	1,500.00	749.98	
Print/Signs	500.00	719.04	
Chalk/Supplies/Prize Money	<u>1,000.00</u>	<u>1,064.87</u>	
Total Crazy Days/Chalk Art	3,000.00	2,533.89	
Hispanic Festival			
Facebook/Instagram Ads	3,000.00	4,372.90	
Bands/Performers/Security	10,000.00	9,597.88	
Print/Signs/Yard Signs Bingo Card/Banners	3,000.00	3,000.15	
Supplies/Food Vouchers	1,500.00	1,832.15	
T-Shirts	1,000.00	599.20	
Newspaper	-	-	
Radio	1,500.00	-	
Misc	<u>-</u>	<u>-</u>	
Total Hispanic Festival	20,000.00	19,402.28	
Fall Festival/Art Walk			
Facebook/Instagram Ads	3,000.00	946.48	
Print/Signs	500.00	421.58	
Sponsored Event Activities	<u>1,500.00</u>	<u>-</u>	
Total Fall Art Walk	5,000.00	1,368.06	
Halloween Hysteria			
Facebook/Instagram Ads	1,500.00	944.99	
Supplies	500.00	388.35	
Radio Ads	-	500.00	
Print/Signs	<u>500.00</u>	<u>267.50</u>	
Total Halloween Hysteria	2,500.00	2,100.84	
Friendsgiving			
Facebook/Instagram Ads	750.00	135.00	
Print/Signs/Supplies	<u>250.00</u>	<u>13.38</u>	
Total Friendsgiving	1,000.00	148.38	
Christmas Walk			
Facebook/Instagram Ads	3,000.00	1,829.96	
Trolley	500.00	369.25	
Print/Signs/Supplies	1,000.00	648.86	
Carriage Rides	2,500.00	2,400.00	
Grinch/Santas	500.00	450.00	
Animals	1,000.00	900.00	
Face Painting	500.00	500.00	
Radio	1,500.00	700.00	
Newspaper	-	500.00	
Misc	<u>1,500.00</u>	<u>-</u>	
Total Christmas Walk	12,000.00	8,298.07	
Total	<u><u>60,500.00</u></u>	<u><u>50,313.93</u></u>	