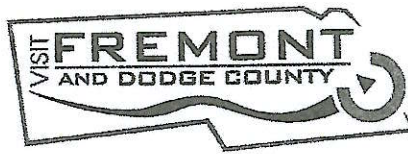


Agenda Item # 15 a-e
Date 5/1/24

1. Resignation of Stephen Dorsey from the CVB Advisory Board Committee.
2. Approval of Jennifer Halladay, the general manager of the Holiday Inn Express, to the CVB Advisory Committee.
3. John C Fremont Days, \$10,000:
 - City Wide Signage Campaign- \$5,000
 - Hot Air Balloon Glow/Watermelon Feed- \$2,500
 - Rodeo Sponsorship- \$2,500
4. Midland University- Heedum Field Track Renovation- \$15,000
5. NE Game & Parks Dead Timber Construction- \$50,000
 - Contingent on getting the matching funds.



DODGE COUNTY CONVENTION AND VISITORS BUREAU

APPLICATION:

47-0700572

FEDERAL EMPLOYER ID#

John C Fremont Days, Inc.

ORGANIZATION NAME

925 N Broad Street

STREET ADDRESS OR LOCATION

PO Box 966

MAILING ADDRESS (IF DIFFERENT)

Fremont

NE

68026

CITY

STATE

ZIP

402-719-4062/402-727-9428

johncfremontdays.org

TELEPHONE

WEBSITE ADDRESS

Barry Reker

CONTACT PERSON

breker@walnutradio.com

402-719-4062

CONTACT E-MAIL

CONTACT PHONE

PROJECT:

Hot Air Balloon Glow/Watermelon Feed

PROJECT TITLE

\$5,000.00

REQUESTED AMOUNT

PROJECT TIMELINE

July 12, 2024

START DATE

July 12, 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:

John C Fremont Days, Inc. a 501C3 non-profit organization promotes, provides and carries out an annual 3 day family friendly fun festival in Fremont, Dodge County, Nebraska, promoting the community.

In celebration and in remembrance of the Pathfinder, John C. Fremont; providing entertainment, education, and a variety of activities for residents and visitors of all ethnicity and ages.

John C Fremont Days attracts visitors from many different states around, and provides historical exhibits, and educational exhibits, 1 of the states largest car/truck & bike shows, Rough Stock Rodeo and more.

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:

John C Fremont Days is requesting \$5,000.00 in funds to help incur the costs of Providing the Hot Air Balloon Glow on Friday July 12th, 2024. This is one of the largest events and continues to attract visitors of all ethnicity & ages from Fremont, surrounding communities, as well as other states. The Hot Air Balloon Glow and Watermelon feed typically has between 2,000 - 4,000 visitors (approximately) and continues to be one of the biggest attractions of the festival. And is FREE for all who want to attend.

This event is promoted heavily locally in Fremont, Omaha, Lincoln areas, as well as through our website and social media formats, posters and schedule of events (with a percentage of those printed in Spanish)

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:

The cost of the Balloon Glow is approximately \$5,900.00 which includes Fuel for the balloons, food for the balloonists, up to 6 balloons for the glow. Then we also provide lodging for the balloonists as well.

We also have the costs of promoting the festival which includes, radio, print, posters/schedule of events, as well as social media.

Some donors are in kind and others sponsor specific events with cash or check monetarily. If we were to place a figure on all of our donations it would be a guess. But all in this year we expect the cost of the festival to be in the range of \$130,000.00 to \$140,000.00 range

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:

Both of these events will draw people from outside Fremont. During the festival we speak with visitors from Omaha, Lincoln, Norfolk, Columbus and areas from all over in Nebraska as well as out of state.

Simply stated we get comments from people from all over the place, on our social media, emails and text messages, saying how much they enjoy the John C Fremont Days Festival. They even make suggestions for improvements, possible new events etc.

Many of the visitors either book rooms for the weekend, stay in their motorhomes or Rvs, all of which you see license plates from several different states

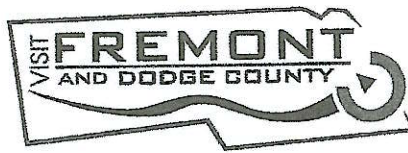
5. Explain your plans to sustain this initiative/event in future years:

The John C Fremont Days board of directors continues to look for, create and secure unique opportunities for education and promotion of Fremont & Dodge County.

Last year we brought in nearly triple the amount of vendors in the city park and hope to increase that again this year as well.

John C Fremont days, plans on continuing to bring new events and attractions, to our festival each year. As well as continue to search for additional sources of funding. The festival marks the 36th annual this year. John C Fremont Days, Inc. looks forward to providing a great festival for years to come!

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



DODGE COUNTY CONVENTION AND VISITORS BUREAU

APPLICATION:

47-0700572

FEDERAL EMPLOYER ID#

John C Fremont Days

ORGANIZATION NAME

925 N Broad Street

STREET ADDRESS OR LOCATION

PO Box 966

MAILING ADDRESS (IF DIFFERENT)

Fremont

NE

68026

CITY

STATE

ZIP

402-727-9428

johncfremontdays.org

TELEPHONE

WEBSITE ADDRESS

Barry Reker

CONTACT PERSON

breker@walnutradio.com

402-719-4062

CONTACT E-MAIL

CONTACT PHONE

PROJECT:

City wide signage campaign

PROJECT TITLE

\$5,000.00

REQUESTED AMOUNT

PROJECT TIMELINE

07/12/2024

07/14/2024

START DATE

END DATE

JUSTIFICATION:

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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:

John C Fremont Days - The purpose of the John C. Fremont Days, Inc. is to promote and carry out an annual festival in Fremont, Dodge County, Nebraska, in celebration and in remembrance of the Pathfinder, John C. Fremont, explorer, politician, soldier, and patriot whose journeys throughout the West in the 1840's helped open up and make possible the settlement of the West and Nebraska in particular. The general objectives of the annual John C. Fremont Days celebration is to provide entertainment, education, activities for all age groups, to provide a variety of activities for visitors and residents to attend, and to promote the community of Fremont, Nebraska.

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:

John C Fremont Days has made the commitment to try and bring new events to the festival each year. In 2023 we had the Dinosaur exhibit from the Omaha Childrens Museum, this year we are bringing the Moon to Mars Exhibit. The exhibit is not only educational but it also includes hands on learning.

We expect that the exhibit will attract families, with children between the ages of 3 - 12 years of age+.

We would like fundin g to be able to make our own directional signs for several of the events we have citywide.

Historical park at Clemmons park

Kennedy's Cruisers on Main

The Moon to Mars/and Space Jams family movie in the City Auditorium (New Location)

City Park events

Balloon Glow

Children's Events at Midland University

Water Fights downtown

Backyard Barbecue Competition

and more...

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:

John C fremont Days would like to purchase 12 - WindPro sandwich boards @ \$240.00 each for a total of \$2,880.00 plus tax
the Additional \$2,120.00 would be used for the expense of the Printing of the signs that fit the sandwich boards.

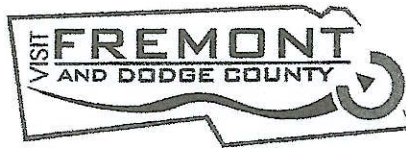
4. Describe the benefit of this project to Fremont & Dodge County, including any economic benefits; demonstrate clearly how initiative will increase out-of-area visitation; Describe the methods and tools for measuring event success in addition to surveying; target goal for increased overnight or daytrip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

The signs can be used year after year directing our visitors to some of our more popular events. Thus making it more welcoming to out of towners, and making it easier to navigate.

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

Obviously we can use the sandwich boards year after year, as they are ones that won't blow away or be damaged by the wind. The great part of it would be that The Fremont and Dodge County Visitors and Convention Bureau Logos would be included in the artwork year after year showing the visitors that we care as a City/County, to make it easier to find the events and venues they are looking for.

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DODGE COUNTY CONVENTION AND VISITORS BUREAU

APPLICATION:

47-0700572

FEDERAL EMPLOYER ID#

John C Fremont Days, Inc.

ORGANIZATION NAME

925 N Broad Street

STREET ADDRESS OR LOCATION

PO Box 966

MAILING ADDRESS (IF DIFFERENT)

Fremont

NE

68026

CITY

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ZIP

402-719-4062/402-727-9428

johncfremontdays.org

TELEPHONE

WEBSITE ADDRESS

Barry Reker

CONTACT PERSON

breker@walnutradio.com

402-719-4062

CONTACT E-MAIL

CONTACT PHONE

PROJECT:

Rodeo Sponsorships

PROJECT TITLE

\$5,000.00

REQUESTED AMOUNT

PROJECT TIMELINE

July 12, 2024

July 13, 2024

START DATE

END DATE

JUSTIFICATION:

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John C Fremont Days attracts visitors from many different states around, and provides historical exhibits, and educational exhibits, 1 of the states largest car/truck & bike shows, Rough Stock Rodeo and more.

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:

John C Fremonts days is requesting \$5,000.00 in funds to help incur the costs of our 2 day rodeo. The Rodeo continues to grow in attendance attracting visitors of all ethnicity & ages from Fremont, surrounding communities as well as other states. The Rodeo typically has between 1,000 - 2,000 in attendance each night, and seems to keep growing year after year. This is low cost to adults and no cost to children.

This event is promoted heavily locally in Fremont, Omaha, Lincoln areas, Regional Advertising, as well as through our website and social media formats, posters and schedule of events (with a percentage of those printed in Spanish)

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:

The cost of the rodeo is approximately \$24,200.00 includes rodeo organizers fee, security, credit card reader fees and other misc. expenses.

We also have the costs of promoting the festival which includes, radio, print, posters/schedule of events, as well as social media.

Some donors are in kind and others sponsor specific events with cash or check monetarily. If we were to place a figure on all of our donations it would be a guess. But all in this year we expect the cost of the festival to be in the range of \$130,000.00 to \$140,000.00 range

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:

This event will draw people from outside Fremont. During the festival we speak with visitors from Omaha, Lincoln, Norfolk, Columbus and areas from all over in Nebraska as well as out of state.

Simply stated we get comments from people from all over the place, on our social media, emails and text messages, saying how much they enjoy the John C Fremont Days Festival. They even make suggestions for improvements, possible new events etc.

Many of the visitors either book rooms for the weekend, stay in their motorhomes or Rvs, all of which you see license plates from several different states

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

The John C Fremont Days board of directors continues to look for, create and secure unique opportunities for education and promotion of Fremont & Dodge County.

Last year we brought in nearly triple the amount of vendors in the city park and hope to increase that again this year as well.

John C Fremont days, plans on continuing to bring new events and attractions, to our festival each year. As well as continue to search for additional sources of funding. The festival marks the 36th annual this year. John C Fremont Days, Inc. looks forward to providing a great festival for years to come!

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Make sure you save a copy for your own files!**

APPLICATION FOR FREMONT & DODGE COUNTY CVB VISITOR IMPROVEMENT FUND

TYPE OR PRINT ALL INFORMATION

1. APPLICANT IDENTIFICATION

Applicant Name: Midland University

Mailing Address: 900 North Clarkson Street

City/State/Zip: Fremont, Nebraska, 68025

Telephone Number: 402-941-6523 **Fax Number:** N/A

Contact Person: Laura Jensen - Vice President for Institutional Advancement

Federal Tax ID: 47-0376551

Email Address: jensen@midlandu.edu

2. PROJECT NAME AND LOCATION

Heedum Field Track Renovation - Fremont, Nebraska

3. SERVICE AREA - Area to be served (City, County, Region)

The immediate area that will be served by this project is the city of Fremont and Dodge County. However, the usage and availability of the track at Heedum Field extends to many communities outside of Dodge County. Midland University uses this track for practice and competition, and also hosts competitive track meets that bring in schools, athletes, and their families from all over the Midwest. Additionally, Fremont's Archbishop Bergan Catholic School uses the facility for meets that bring in students and families from various Nebraska schools outside of Dodge County.

4. FUNDING SOURCES

CVB Funding Request	\$50,000.00
Other Funding	\$0.00
Matching Funds	\$25,985.00
Other Funding Requests	\$47,000.00
Total Project Funds	\$122,985.00

5. Is your organization a nonprofit?

Yes, Midland University is a 501(c)3 non-profit organization.

6. Give a brief narrative description of the project for which CVB funds are requested. Include project budget. Please attach additional documentation if needed.

Midland University seeks grant support for its Heedum Field Track Renovation Project. Midland's 200-meter competition track is located at Heedum Field in Fremont. Midland uses this track for both practice and competition for its men's and women's track and field sports. Additionally, the track is used by other Midland athletes for physical training and is the designated competition track for Archbishop Bergan Catholic Schools.

Over the years, the track has sustained significant wear and tear and requires repair and resurfacing. Attached is a bid from Midwest Tennis & Track for the proposed renovations, with a total estimated cost of \$122,985.00. The estimate includes the cleaning and preparing of the track surface, repair of damaged surface areas, cleaning and sealing of cracks, resurfacing of the track, and repainting of the lines per NCAA standards.

This project has been designated as a funding priority for Midland University as the Athletic Department has been confirmed as the host for the Great Plains Athletic Conference (GPAC) Track & Field Championships in spring 2026. This is a significant milestone and opportunity for Midland Athletics. The GPAC consists of 12 private colleges throughout the Midwest with more than 6,500 student-athletes. The successful execution of hosting this championship meet would open the door for future opportunities for Midland as a competition host site and would bring hundreds of track and field athletes, spectators, and families to the Fremont community.

7. How will this project increase visitation to or encourage visitors to stay longer in Dodge County?

Midland University has been confirmed as a host site for the GPAC Conference Track & Field Championships for the 2025-2026 season, which includes 11 men's teams and 12 women's teams within the conference. This meet alone will bring in hundreds of students, families, and out-of-area spectators to the Fremont community. This track meet is a two-day competition that would encourage, and in many cases require, an overnight stay in local hotels. Upgrades to the track would help ensure a successful and positive experience for athletes that would allow Midland the opportunity to host this conference event in the future. Additionally, two local high school meets have been confirmed at this location for next season, which will bring in hundreds of high school athletes and their families.

More importantly, a renovation of the track at Heedum Field would provide opportunities to host college and high school track and field meets in the future that the current track does not allow. For example, the track at Heedum Field is under consideration to be a host site for the Amateur Athletic Union (AAU) Summer Track Meet, a high school-aged competition that brings in roughly 1,200 athletes and fans. This is just one example of an additional meet that could be brought to

Fremont with a renovated track. An improved facility would certainly increase interest in events such as these coming to Fremont.

8. What other sponsors do you currently have and what is the amount pledged?

As the GPAC Track & Field Championships will be hosted in spring 2026, Midland University has just begun soliciting funding and sponsors for this improvement project. However, Midland is committed to its match and fundraising efforts to see this project to fruition to ensure a successful competition event and opportunities to host future events.

9. If this grant is not awarded will the project still continue?

If this grant is not awarded, Midland University will continue to seek funding from other sources for this project. If funding is not secured, likely only a portion of the improvements will be considered prior to the 2026 meet, and Midland will evaluate future renovation improvements as its budget allows.

10. What is the project timeline?

Now that project estimates have been secured, Midland is seeking grants and funding support this year toward the project. If funding is secured, the track project is slated to be completed in the summer of 2025 to be ready for the conference championships in the spring of 2026.

11. Additional comments.

12. CERTIFYING OFFICIALS

To the best of my knowledge and belief, data and information in this application are true and correct, including any commitment of local or other resources.



Signature

Vice President for Institutional Advancement
Title

3/29/2024
Date

Grant requests are reviewed quarterly and due to the FDCVB by January 1, April 1, July 1, & October 1. Requests will be reviewed by the FDCVB Grants Review committee and considered by the FDCVB Board the same month. Applicants are invited to the CVB Advisory Committee meeting for a brief presentation to not exceed 15 minutes.

SUBMIT THE ORIGINAL AND TWO COPIES OF THE ENTIRE APPLICATION TO:

Fremont & Dodge County Convention & Visitors Bureau
152 E 6th Street, Suite 103, Fremont, NE 68025
(402) 753-6414 Fax (402) 721-1511

If application is not completed in entirety, we reserve the right to reject the application

APPLICATION FOR FREMONT & DODGE COUNTY CVB VISITOR IMPROVEMENT FUND

TYPE OR PRINT ALL INFORMATION

1. APPLICANT IDENTIFICATION

Applicant Name Tyler Wulf

Mailing Address 54731 897 RD

City/State/Zip Crofton Nebraska 68730

Telephone Number 402-388-4169 Fax Number 402-388-4610

Contact Person Tyler Wulf

Federal Tax ID 47-0491233

Email Address tyler.wulf@nebraska.gov

2. PROJECT NAME AND LOCATION

Shelter Construction and Relocation, Campground Construction and Relocation, and Vault Toilet Replacement / Dead Timber State Recreation, Scribner Nebraska

3. SERVICE AREA

Northeast Nebraska but also Nebraska, Iowa, and South Dakota Areas

4. FUNDING SOURCES

CVB Funding Request \$50,000

Other Funding

Matching Funds \$146,500 NGPC \$598,500.00 CDBG-DR

Other Funding Requests \$

Total Project Funds \$786,000

5. Is your organization a nonprofit?

State of Nebraska

6. Give a brief narrative description of the project for which CVB funds are requested. Include project budget. Please attach additional documentation if needed.

This project will include the relocation and construction of a new stone shelter, 10 electrical campsites, vault toilet, parking lots, and ADA accessibility.

The notable stone shelter house was built by the National Youth Administration (NYA), which searched the countryside for large rocks to construct the shelter house. This shelter has endured multiple flood events including the 2019 bomb cyclone. We plan to construct a new shelter on the bluffs of the Elkhorn River, out of the flood plain, with a post and beam construction while utilizing the stones from the existing shelter. This shelter is historically significant to the area so it's important to carry these features into the new structure. Proposed size consists of 25 x 50 shelter including a 20 x 50 concrete/stone patio. Future family picnics, family reunions, weddings, park events, and other activities can utilize this space. Parking lot and ADA accessibility will be available.

10 (50- Amp) electrical campsites including 2 ADA campsites will be constructed on the bluff overlooking the Elkhorn River bottom. The park currently offers 17 electrical sites but poses many challenges to the park operations. These sites often flood, are too short in length for the modern camper, and the electrical is currently undersized. Moving these out of the flood plain will provide camping opportunities even during high water levels.

Construction of a new concrete vault toilet near the park entrance. This restroom will serve the shelter, campground, park guests, and will replace the restroom that is in the floodplain. Parking lot and ADA accessibility will also be provided.

Budget:

- Shelter and patio construction and material cost/Including design
 - \$420,000.00
- Construction of 10 campsites including 2 ADA sites
 - \$300,000.00
- Vault toilet and parking/Including design
 - \$66,000.00
- **Total Project Cost: \$786,000.00**

7. How will this project increase visitation to or encourage visitors to stay longer in Dodge County?

The park area encompasses approximately 200 acres along the Elkhorn River with an annual visitation of approximately 15,000 visitors. Adding the amenities identified in this application will draw users from across Nebraska, Iowa, and South Dakota to recreate at the already popular Dead Timber State Recreation Area. Many parks or campgrounds within 100 miles from the metro area are often at capacity. Providing additional camping opportunities near the populated areas of Fremont, Omaha, and Lincoln will bring additional visitors to Dodge County. In addition, campers will typically stay in a park for a minimum of 2 nights allowing time to visit attractions in the nearby area. This will bring revenue to the area economy.

8. What other sponsors do you currently have and what is the amount pledged?

Nebraska Game and Parks Commission will commit approximately \$146,500 towards this project. We have recently applied for a grant through the Nebraska Department of Economic Development program CDBG-DR infrastructure grant and requesting \$598,500.00. The deadline for this application was February 29th and applications are currently being reviewed.

9. If this grant is not awarded will the project still continue?

Project completion is subject to funding availability

10. What is the project timeline?

Design- Summer/Fall 2024

Bid- Winter 2024/2025

Construction- Spring/Summer 2025

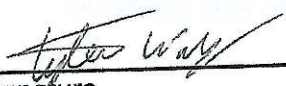
Project Completion- Fall 2025

11. Additional comments.

See attached Dead Timber State Recreation Area Redevelopment Plan

12. CERTIFYING OFFICIALS

To the best of my knowledge and belief, data and information in this application are true and correct, including any commitment of local or other resources.

	Park Superintendent IV	3-20-24
Signature	Title	Date

Grant requests are reviewed quarterly and due to the FDCVB by January 1, April 1, July 1, & October 1. Requests will be reviewed by the FDCVB Grants Review committee and considered by the FDCVB Board the same month. Applicants are invited to the CVB Advisory Committee meeting for a brief presentation to not exceed 15 minutes.

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