



CITY OF
FREMONT
NEBRASKA

CREATIVE DISTRICT PLANNING 2022-2023



Vision Fusion

Facilitation and Consulting

Charity Adams
308-379-9119

www.VisionFusionConsulting.com

LISTENING SESSIONS - NOVEMBER 15 & 16, 2022

The Fremont Creative District Planning committee welcomed four diverse groups to the Fremont Opera House for community listening sessions on November 15 and 16. Groups were asked to participate in World Cafe conversations. These conversations encouraged participants to dream into the future as well as identify key barriers to success.

These conversations were also opportunities to build relationships with people from multiple community sectors, generate interest and buy in, and build momentum for project development.

The sessions were facilitated by Charity Adams of Vision Fusion Consulting. The results of these sessions are detailed in this report.

Kris Olson	Jacqueline Opheim	Todd Eby
Molly Paden	Katie Sears Thompson	Monica Eby
Therese Hoyle	Erin Parks	Sally Ganem
Susan Larson Hogelin	Kent Heermann	Dale Hartshorn
Stacy Heatherly	Jodi Heermann	
Barbara Christensen	Mara Hornig	
Jennifer Dam	Katy Jones	
Mark Jensen	Joy McKay	
Lee Meyer	Shaun Smith	
Lindi Janulewicz	Melissa Diers	
Jody Sanders	Jason Adams	
Sam Heineman	Kerstin O'Connor	
Al Duminy	Angie Olson	
Rossana Jaeger	Glen Ellis	
Alicia Price	Madelyn Buck	
Casey Vaughan	Cristofer Pabloluna	
Tara Lea	Sheryli Leon	
Cindi Lamprecht	Jenny Kiefer	

ROUND 2 - QUESTIONS

Question: When you think about building a wildly successful Creative District, what questions do planners need to keep in mind?

- Room for growth?
- Progressive/adaptability?
- How is it being funded?
- How to protect and preserve?
- How do we sustain the district?
- Where is the funding coming from?
- How do we diversify our restaurants/business types?
- How do we attract artists?
- Is public transportation needed?
- Where will people sleep?
- What about restrooms?
- What about safety?
- How will it affect the environment?
- Who will people be entertained?
- How will we pay for it?
- How will we advertise it?
- What partnerships and timeline for marketing?
- Marketing: who's in charge?
- Where is the funding?
- How do we promote outside of Fremont
- What are the initial and ongoing funding sources?
- How is the money?
- Who runs the money?
- What is the financial commitment beyond grant funding?
- Who secures funding?
- What is the budget?
- Who are the partners?
- What are the assets?
- Who has the budget?
- Who approves the budget?
- How much is the budget?
- What group or groups owns?
- Who specifically is the point person?
- Who will be in charge of policies of the this group?
- Who evaluates policies in the future?
- What group/groups are responsible for governance structure
- Who is responsible for running and directing the district?
- How will this project be sustained and by who?
- Who are project partners?
- Is this sustainable?
- Who approves?
- How do you make it attractive to off-hours workers?
- How to grow and support current and new businesses/art/housing?
- Approves within parameters of strategic plan?
- How can we guarantee we are attracting everyone?
- Are we enhancing what we have, creating new or both?
- What is a creative business that we want to support?
- How will this be sustained long term?
- Where are they going to park?
- What is the long term goal?
- Where does the funding come from?
- Cost of infrastructure?
- Where could we have lodging downtown? (Hotel/airbnb)
- Who will sustain it long term? (Director/entity)
- How to overcome past stigma?
- Who do we want to attract?
- How do we make this bigger than those who create it?
- Do we ask the young people for their input?
- How to direct people to Fremont? (Signage)
- What needs need to be filled?
- Will people come?
- Are our buildings accessible?
- How can we market better to multiple demographics?
- Is there enough manpower?
- What is our capacity?
- Parking?
- Plans for solar or wind energy?
- Will the leadership be sustainable?
- Cost and how (vision first) ?
- What are your plans to make the district handicap accessible?
- Is it sustainable financially?
- Public restrooms?
- How ill you plan for enough restrooms and nice restroom facilities? (No porta pots)
- Is it accessible?
- How to add green space?
- Who will be responsible for upkeep or artwork and cleanliness of the district?
- How to establish new rep?
- What to name it?
- How to attract small biz and support?
- Transport and parking?



ROUND 3 - KEYS

Question: What are the top 3 keys to creating a wildly successful Creative District?

- Find Our Uniqueness
- Collaborate/Community Involvement
- Celebrate Like Crazy
- Developing A Creative Culture
- Appealing To Other Age Groups And Ethnicities
- Good Food
- Modern/Attractive
- Make A Plan To Build/Improve
- Create Excitement
- Get People Involved
- Get The Word Out
- Leadership: Start And Maintain
- Funding: Sustainable Partners
- Community Support: Now And In The Future
- Marketing
- Create Value: Within The District And Surrounding Areas
- Buy In Community Support
- Collaborative Effort: Inclusive, Sustainable
- Funding
- Planning And Funding
- Community Buy-In
- Passion
- Funding
- Community Buy-In
- Director/Board/Mission Statement (Organization)
- Collective Goal
- Compromise
- Support Each Other
- Destination City
- Marketing/Advertisement (Communication)
- Community Buy-In
- Energy, Synergy, And Fun
- Buy-in And Support "Help Work, Then Underwrite"
- Business Becomes An Event
- Measurements
- Recognition Of Existing Resources
- Money/Grants
- Funding And Partnership
- Input From Everyone (Diversified)
- Aggressive Marketing (Recruiting, People To Visit, Viral,
- Word Of Mouth
- Pr - Pro Management
- Accessible To Everyone
- Must Be Rewarding And Profitable To The Artisans (Attraction)
- Incentives
- Strong Diplomatic Leader
- Must Have An Identity
- Local Support
- Think Outside The Box
- Business Plan
- Collaboration

