

2024

POSITIVE IMPACT REPORT



TURNING SPACES INTO PLACES

A LETTER FROM OUR EXECUTIVE LEADERSHIP

As a vertically integrated organization spanning real estate development, general contracting, and property management, we recognize our responsibility to foster positive change in the communities we touch. Through our collective outreach endeavors and steadfast commitment to stewardship, we embrace the opportunity to give back. Our 2024 Positive Impact Report serves as a testament to the breadth and depth of our endeavors. From neighborhood revitalization to providing necessary inclusionary housing, our efforts underscore our dedication to building meaningful and long-lasting sustainable communities.

Looking ahead to 2025 and beyond, we are fueled by a sense of optimism and purpose. We aspire to build upon our achievements, striving to create a legacy defined by contributions that make a positive impact. While we take pride in our progress, we remain mindful of the challenges ahead. It's through the unwavering support of our community that we draw strength, and together, we are poised to forge a brighter future for all.



Eric Campbell
MainStreet Chairman
GenCap Chairman



Kelly Price
MainStreet CEO
GenCap CEO
Insite CEO



Jackie Hizey
MainStreet Co-President
& Chief Financial Officer



Kim Faust
MainStreet Co-President
& Chief Development Officer



Rob Warnaca
GenCap President



Matt Smith
GenCap VP of Operations



Chantel Emery
Insite President



Molly Lambright
Sr VP of People & Culture

YEAR IN REVIEW

In 2024, our impact was reflected in both what we built and how we showed up for our communities. We advanced work that reflects not just what we do, but what we believe—making progress across our core pillars of Sustainability, Diversity & Inclusion, and Stewardship.

\$236K
CONTRIBUTED
To Charities & Causes

1,425+
HOURS
Contributed

35
PARTNER
ORGANIZATIONS

15
BOARD, COUNCIL &
LEADERSHIP ROLES

\$7.3 MM
INCLUSIONARY
HOUSING VALUE
DELIVERED
Through 21 Affordable Units

#1 IN LEED
CERTIFICATION
*Siteline earned the highest
LEED score of any project
in the Puget Sound region—
across all building types*



TURNING SPACES INTO PLACES

OUR PURPOSE

Our family of companies **develops**, **constructs**, and **operates** amazing places – all to delight our customers and make the community around us more enjoyable now and in the future.

To do that, we are committed to thinking a little differently. We are curious. We ask questions. We value creative innovation, unique perspective, and thoughtful sustainability, which result in remarkable customer experiences.

We work with talented people who create better, long-lasting living and working environments. We think it's essential to have fun along the way while making everything we touch a little better.



DEVELOPS



MainStreet Property Group

MainStreet is committed to forming lasting partnerships in the Cities we develop. For each project, we partner with a top consultant team of experts and local city planners to create unique communities in emerging urbanizing neighborhoods.



CONSTRUCTS



GenCap Construction Corp.

GenCap is a commercial general contractor specializing in design-assist and design-build delivery. Fueling our approach is our team of industry professionals with a depth and breadth of experience in all kinds of commercial construction.



OPERATES



Insite Property Solutions

Insite creates vibrant communities designed to build connections, foster innovation, and encourage authenticity because we understand that investing in people leads to better opportunities for all.

OUR GUIDING PRINCIPLES



PEOPLE FIRST

We hire **brilliant** people who allow our culture to grow. We prioritize the **development, safety, and wellness** of each other to ensure that we are **empowered** to express our interests, **motivated** so our strategies flourish, and positioned to **be brilliant** every day.



THINK BIGGER

We embrace challenges as opportunities to learn and grow. We encourage a **growth mindset**, allowing us to be **innovative** and support big, bold ideas. Through active **learning and training**, we **continuously improve** to address the **details** to differentiate ourselves.



CULTURE OF COLLABORATION

Our **unified goals** strengthen us – sharing, innovating, and **growing together**. While each person, team, and company culture is unique, our **superpower** lies in our ability to collaborate towards a common purpose.



DELIVER TO CUSTOMERS

We act with thoughtful **speed and action** to deliver the **highest value** to our customers. The quality of our work is a reflection of our entire team. We are **problem solvers** who continually **raise the bar** to improve our **customers' experience**.



POSITIVE IMPACT

We are **stewards of our community** with a passion for positively impacting the people and organizations around us. Through **charitable** efforts, dedication to **sustainable approaches**, honoring **unique perspectives**, and **equitable practices**, we strive to improve everything we touch.



PURPOSE IN MOTION

OUR PILLARS OF POSITIVE CHANGE

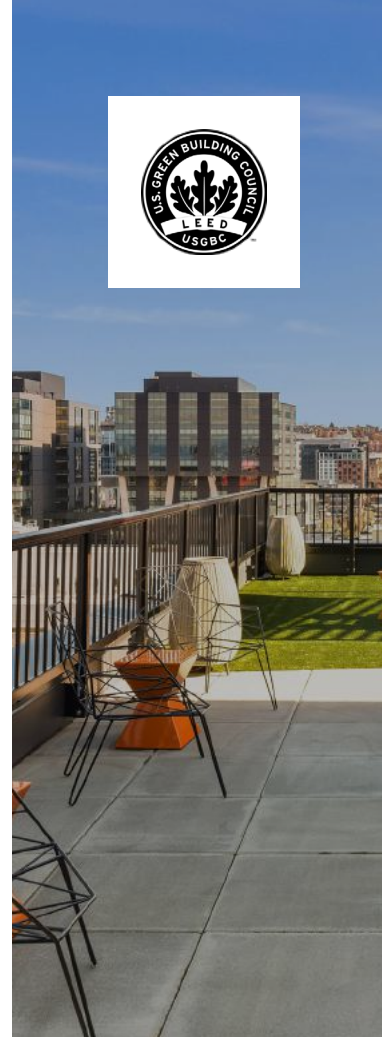
Rooted in Our Purpose and Guiding Principles, our **Positive Impact Committee** was created to bring our values to life—ensuring our contributions to the community are intentional, strategic, and aligned with our core pillars of **Sustainability, Diversity & Inclusion, and Stewardship.**



SUSTAINABILITY

BUILDING SMARTER & LIVING BETTER

We prioritize environmental responsibility across every phase of development—from reducing waste and using sustainable materials to selecting walkable, transit-connected sites. Projects are designed for LEED certification and energy efficiency. Opened in Redmond in 2024, **The Spoke** features low-carbon concrete, rooftop solar, and a courtyard garden by Seattle Kitchen Gardens that provides residents with fresh, homegrown produce.



LEED

PLATINUM

4 Certified / 2 Expected

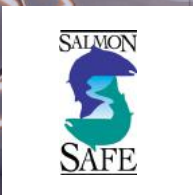
- Eastrail Flats - Woodinville**
- The Spoke - Redmond*
- Siteline - Seattle*
- Porch + Park - Redmond*
- The Bond - Redmond*
- Heron - Redmond*

GOLD

7 Certified

- The Pine - Kirkland*
- The Schoolhouse District - Woodinville*
- The POP - Bothell*
- SKY - Sammamish*
- Junction - Bothell*
- The Carter - Redmond*
- LINQ - Kenmore*

LEED® is the world's most widely used green building rating system, offering a framework for healthy, efficient, and carbon-conscious design.



SALMON-SAFE

1 Certified

Siteline - Seattle

Salmon-Safe is a leading nation-wide ecolabel linking site development and land management practices with the protection of agricultural and urban watersheds.



FITWEL

1 Certified / 2 Expected

- Eastrail Flats - Woodinville**
- The Spoke - Redmond*
- Porch + Park - Redmond*

Fitwel is the pioneering real estate platform striving for a healthier future where every building is enhanced to support the well-being of its occupants and support healthy communities.

DIVERSITY & INCLUSION

CREATING ACCESS FOSTERING BELONGING

Inclusionary housing is not only a social responsibility—it's a long-term investment in economic and community strength. By increasing access to quality housing across income levels, we help create neighborhoods where people from diverse backgrounds can live, grow, and thrive together.

All of our recent projects include ARCH-designated units, offered at rental rates ranging from 50%–85% of King County's median income. **These homes provide greater access to newly built communities for individuals and families who may otherwise have been priced out of high-opportunity areas.**

Through strong partnerships, local collaboration, and thoughtful development, we're expanding housing opportunities that reflect the full diversity of the communities we serve—supporting long-term resilience, social connection, and inclusive growth.



CONTINUED IMPACT IN REDMOND

In 2024, The Spoke delivered **21 income-restricted homes** through the ARCH program—reserved for households earning less than 50% of King County's median income—contributing **\$7.3 million in long-term housing value.**

SETTING THE HOUSING STANDARD

Private developers contribute more affordable housing than any other sector—and MainStreet is proud to be at the forefront of that effort.

222
COMPLETED UNITS
Across Our Org

\$57.3+MM
**TOTAL INCLUSIONARY
HOUSING VALUE
CREATED**

We are not committed to this cause because we have to—the tax deferrals are modest, the incentives are limited, and in some cases, there is no formal framework at all. **We choose to provide this type of housing because it's the right thing to do.**

By building for a broader range of income levels, we help preserve the social and economic balance that keeps neighborhoods vibrant and sustainable.

We're not just responding to a housing need—we're setting the standard for what responsible, community-minded development looks like.

STEWARDSHIP

GIVING WITH GREATER PURPOSE

Giving back is part of who we are—as volunteers, donors, and active participants in the communities we serve. In 2024, we sharpened our focus by aligning with a core group of nonprofit partners whose missions reflect our values. This approach allowed us to build deeper relationships, stay engaged, and direct our support where it can have the greatest impact—expanding access to safety, housing, and stability for those who need it most.



MARY'S PLACE

Mary's Place ensures no child sleeps outside by providing emergency shelter, housing resources, and wraparound support for women and families experiencing homelessness. Their work centers equity, dignity, and long-term stability—meeting families where they are and helping them move forward. From crisis response to permanent housing solutions, Mary's Place creates space for safety, healing, and hope.

\$26K
RAISED



COMMUNITY ROOTS

Community Roots Housing embraces community-led development and deep partnerships to help create equitable, vibrant communities.

\$21K
RAISED



FRED HUTCH

Fred Hutchinson Cancer Center leads life-saving cancer research and care. In 2024, we formed an Obliteride team—raising funds and showing up in stride for the cause.

\$9K
RAISED

COMMUNITY LEADERSHIP

Our executive leadership team is dedicated to leading community non-profit organizations and contributing their time to various committees & boards to support key missions, ranging from government affairs to strategies to include inclusionary housing. We firmly believe supporting these organizations is not only the right thing to do but also makes a true impact on the greater good and community as a whole.

BOARD, COUNCIL & LEADERSHIP INVOLVEMENT

- Community Roots Foundation Board
- NAIOP Board of Directors
- One Redmond Government Affairs Committee
- WA Multi-Family Housing Association Board of Directors
- Eastside Community Development Fund Board
- UW Runstad Department of Real Estate Board
- UW Construction Industry Advisory Council
- UW Athletic Department Tye Board
- UW Undergraduate Women in Business Alumni Board
- Cascadia College Foundation Board
- Santa Clara Real Estate Advisory Board
- Fred Hutch Board of Advisors
- Fred Hutch Chair of Philanthropy Committee
- PSBJ 40 Under 40 2025 Judge
- Pacific Real Estate Institute (PREI)



INVESTING **\$168K+** IN FUTURE GENERATIONS **RAISED**

We're proud to support educational programs and institutions that empower the next generation of leaders, builders, and innovators.



BACKING **\$29K+** COMMUNITY BUILDERS **RAISED**

Through advocacy, leadership, and collaboration, we're actively shaping the future of housing and development in the communities we serve.



Advocating for and educating Washington's multifamily housing professionals to raise industry standards statewide.



Partnering with families to build and preserve affordable homes across King and Kittitas Counties.



Operating Seattle's largest nonprofit housing portfolio to provide lasting stability for lower-income residents.



Investing in affordable housing and economic opportunity to strengthen Eastside communities from the ground up.

CHARITY GOLFING FOR SOUTH KITSAP



MCCORMICK CHARITY CLASSIC

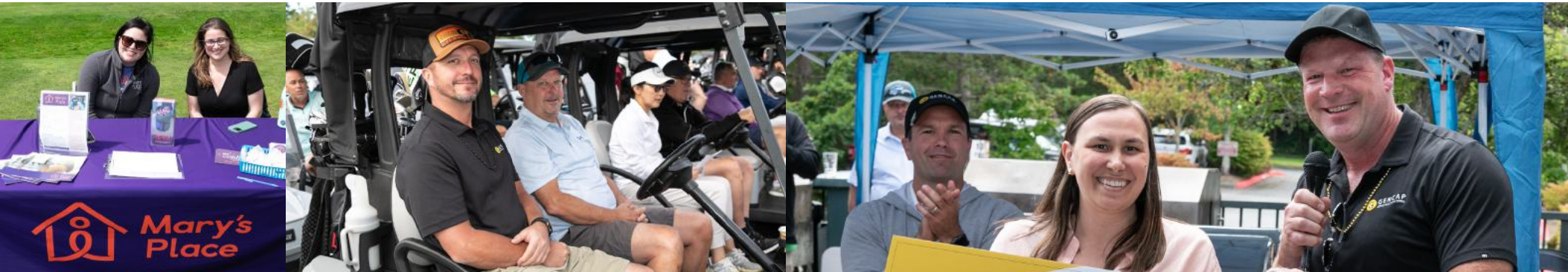
The second annual McCormick Charity Classic demonstrated our commitment to community engagement and social responsibility across the region. Through collective efforts, we strengthened partnerships with the South Kitsap Rotary Club, Helpline Food Bank, and HomeAid Puget Sound—creating meaningful impact in the greater Port Orchard area and beyond.

\$42K+
RAISED

180
HOURS
Contributed



DRIVING CHANGE ONE ROUND AT A TIME



NAIL DRIVER CLASSIC

Our 4th annual Nail Driver Classic brought together clients, partners, and subcontractors for a day of friendly competition—and a shared commitment to giving back.

In addition to great golf and memorable moments, we raised funds in support of Mary's Place and Community Roots Housing, **increasing our total contribution by 50% over last year.** We're proud to see this event continue to grow.

\$46K+
RAISED

316
HOURS
Contributed





VETERAN'S DAY 5K

We held our inaugural Veterans Day 5K to honor those who've served, with team members running, walking, or riding together before gathering for a celebratory happy hour and tribute to the veterans in our lives.

The Wounded Warrior Project supports veterans and service members who have experienced physical or mental injuries in service. Through programs focused on mental health, career counseling, and connection, they work to honor and empower veterans.



FOOD DRIVE

We partnered with Hopelink to place food drive collection boxes at each of our corporate offices, construction, and property sites to help donate food to those in need over the holidays.

Hopelink is working to end poverty in our community. Each year they help people through programs that provide stability and the skills and knowledge needed to exit poverty.



FORGOTTEN CHILDREN'S FUND

We partnered with the Forgotten Children's Fund to support their mission of bringing holiday joy to families in need by wrapping and delivering gifts throughout the season.

The Forgotten Children's Fund is a local nonprofit that works year-round to make the holidays brighter for underserved children and their families—spreading cheer, hope, and kindness when it's needed most.



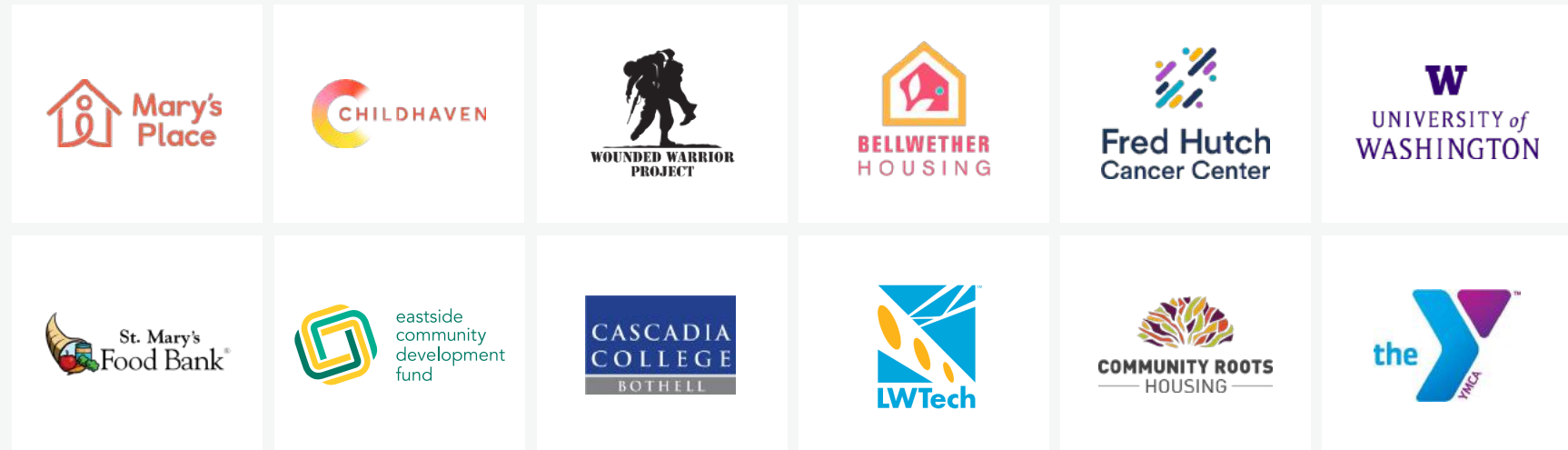
TOY DRIVE

We partnered with Mary's Place to create giving trees and toy drive collection boxes at each of our corporate offices, construction, and property sites to donate toys and fulfill a child's holiday wish!

Mary's Place helps ensure that no child sleeps outside by centering equity and opportunity for women and families.

GIVEBACK PARTNERSHIPS

In 2024, our organization's impact resulted in over **\$236K in contributions** across **35 different partners**, with over **1,425 hours contributed** to giveback efforts, activities, and community involvement.



WMFHA

Akin Dream Together Event

SCU Symposium

Central WA University

Habitat for Humanity

Queen Anne Soccer Association

Lynnwood Chamber of Commerce

ALS Walk

Kenmore Oktoberfest

Renton Christian School

Bellevue Police Foundation

Holy Family Parish School

Issaquah Food & Clothing Bank

Redmond Historical Society

Washington Alliance for Better Schools

Nomad Boxing Club

Postpartum Support International

Clyde Hill Elementary PTA

St. Demetrios Greek Orthodox Church

LWHS Girl's Soccer Booster Club

Wild Orca

Northwest Avalanche Center

American Cancer Society

Multi-Service Center

South Kitsap Helpline

HomeAid

South Kitsap Rotary Club

Hopelink

St. Francis House

Forgotten Children's Fund



TURNING SPACES INTO PLACES

