Guidelines for Reinvestment Statistics:

The following report is a useful tool to capture and analyze data for Main Street Districts over time. The information can be utilized to inform local program choices and to relay community data to stakeholders. We collect this data to help improve our State Coordinating Program, learn about what is happening in your community, and report to the National Main Street Center. We appreciate you taking the time to complete the quarterly reinvestment statistics.

Reinvestment statistics are due quarterly based on the calendar year:

> 1st *Quarter: January/February/March - data due* **April 30th**
> 2nd *Quarter: April/May/June - data due* **July 31st**
> 3rd *Quarter: July/August/September - data due* **October 31st**
> 4th *Quarter: October/November/December - data due* **January 31st**

What to Report for Each Reinvestment Statistic:

Main Street District
Definition: The geographic focus area of your Main Street program.
Collection Method: Each Main Street program should identify a geographic focus area within which efforts are targeted. This area is typically aligned with commercial district areas as delineated in local planning documents to help coordinate Main Street efforts with community planning priorities. Reinvestment statistics should be tracked within this boundary for consistency. Your Main Street District boundary should be considered a guideline for where to focus efforts rather than a hard border.

Organization's Budget
Definition: The annual operating budget allocated to your Main Street program (if applicable).
Collection Method: Report the annual operating budget of your community's designated Main Street organization, or lead organization.

Full-Time Jobs Created (Net)
Definition: Sum of all changes in full-time employment at businesses within the Main Street District. This can be calculated as the total number of new full-time jobs created at each business minus the total number of full-time jobs no longer in existence.
Collection Method: Collecting the total number of jobs in a community can be a difficult task. Main Streets are often most successful when they survey their business owners. Make sure to consider seasonality— does employment increase along the corridor during the summer months? Winter season? One full-time seasonal job typically equates to one-third of an annual full-time job. Often, local economic development corporations may track this data. Main Street programs with many businesses should consider tracking this information from third-party data sources such as the Bureau of Labor Statistics or ESRI.

Part-Time Jobs Created (Net)
Definition: Sum of all changes in part-time employment at businesses within the Main Street District. This is can be calculated as the total number of new part-time jobs created at each business minus the total number of part-time jobs no longer in existence.
Collection Method: Few third-party data sources collect part-time employment information. To the best of their ability, Main Street programs should survey local businesses to collect part-time employment. Like full-time jobs, consider how seasonality may play a role in part-time jobs.

New Business Created (Net)

Definition: Total change in businesses. This refers to the total number of new businesses that opened during the reporting period in the Main Street District minus the total number of businesses that closed during the reporting period.

Collection Method: Main Street programs should maintain an active list of businesses within their boundary. This should be updated annually. The overall change in number of businesses should be provided as the Reinvestment Statistic.

Rehabilitation Projects Completed

Definition: Total number of rehabilitation projects – including construction work such as repairing, renovating, modifying, reconstructing – that were completed during the reporting period.

Collection Method: Rehabilitation projects should be recorded after each project is completed. Ribbon cutting ceremonies or the move-in date for new tenants indicate when a project is completed and thus should be recorded.

New Construction Projects Completed

Definition: Total number of new constructions that were completed during the reporting period.

Collection Method: New construction projects should be recorded after each project is completed. Ribbon cutting ceremonies or the move-in date for new tenants indicate when a project is completed and thus should be recorded.

Public Improvement Projects Completed

Definition: Total number of public improvement projects that were completed during the reporting period. Public improvement projects may include, but are not limited to, streetscaping, lighting, public signage, parks, transportation, etc.

Collection Method: Public improvement projects are often financed by municipalities. Main Street programs should work with local officials to track the completion of these projects.

$ Public Investment

Definition: Total dollar figure of all public investment into the Main Street District.

Collection Method: Main Street programs should contact their local municipalities to determine the total annual public investment.

$ Private Investment

Definition: Total dollar figure of all private investment into the Main Street District. This may include development and redevelopment projects, private donations and grants, etc.

Collection Method: Track the total private investment by categories such as new construction and redevelopment, private donations to the community and Main Street, grants received, etc. Keeping these subcategories can help to understand what types of investment is happening in your community and what strategies are being effective so that strategies can be adjusted accordingly.

Volunteer Hours Contributed

Definition: Total number of hours volunteered within the Main Street District by organizations and groups or for events and activities. Hours should be logged and tracked for each Main Street event as well as general volunteer support, such as administration, throughout the year. *Collection Method:* Tracking volunteer hours is most manageable by tracking hours after each event. Additionally, administrative volunteers can use a volunteer log or simply fill out a sign-in/out sheet during each volunteering session to easily track and manage these hours. If you Main Street Program serves primarily to coordinate the efforts of partner organizations, tabulation is easier when each organization reports information to the coordinating staff/volunteers.

New Housing Units

Definition: The total number of newly constructed or rehabilitated housing units added to the housing stock. This does not include improvements to existing units already considered part of the active housing stock. Apartments, condos, and single-family homes are all considered housing units.

Collection Method: Reaching out to property owners when new construction or major rehabilitation projects are completed is a simple way to gather information on units added. For reporting purposes do not include housing units added outside of your Main Street District, such as new subdivision development.

Events Held

Definition: The total number of events held within your Main Street District including, concerts, farmers markets, festivals, volunteer clean-ups, etc.

Collection Method: Collecting information on events is most manageable when collected after each event by the organizing entity. Sign-in logs and virtual RSVP's via social media platforms can help to estimate attendance. The organizing entity, whether your lead Main Street organization or a partner organization, should keep track of expenses and follow up with vendors after each event to enhance understanding of direct income generated through the event.

Planning Projects Completed

Definition: Planning projects include non-brick and mortar projects in which your Main Street group is involved. This includes larger community planning efforts such as downtown master plans, as well as Preliminary Architectural Reports (PARs) and feasibility studies for specific businesses or properties. Keeping track of these efforts is important since the returns on investment may not be realized for several years. A PAR today will likely lead to a property rehabilitation and new business development tomorrow.

Collection Method: Your Main Street group should keep track of all planning projects in which you are involved. For reporting purposes, it is not necessary to track projects in which your group is not involved, although it will be helpful for your efforts to keep updated on other projects in development within your community. The local economic development organization will be a good partner for staying informed. Planning projects may develop over several months and should be reported once completed. Updates on ongoing projects can be reported in the "Community Updates and Feedback" section.

Part 1: Annual Reinvestment Statistics

2023 Reinvestment Statistics					
Community Name:			Primary Contact:		
Organization's Name:			Email:		
Organization's Budget:			Phone:		
Please only include information on projects in the quarter that they were completed. In addition, please only include projects from within your Main Street District. Updates on ongoing projects and important happenings outside your Main Street District can be included in the "Community Updates and Feedback" section.					
Reinvestment Statistic	**Quarter 1** *Jan, Feb, March*	**Quarter 2** *April, May, June*	**Quarter 3** *July, Aug, Sept*	**Quarter 4** *Oct, Nov, Dec*	**Total** *Annual*
Full-Time Jobs Created (Net)					
Part-Time Jobs Created (Net)					
New businesses Created (Net)					
Rehabilitation Projects Completed					
Public Improvement Projects Completed					
New Construction Projects Completed					
$ Public Investment					
$ Private Investment					
Volunteer Hours Contributed					
New Housing Units					
Events Held					
Cost of Events Held					
Number of Attendees					
Income from Events					
Planning Projects Completed					
$ Public Investment in Planning Projects					
$ Private Investment in Planning Projects					

Part II: Community Updates and Feedback

Describe any new planning projects or community-wide projects in your community this quarter:
For example, the community reorganized their TIF program to create a façade improvement program, which will fund up to $20,000 for exterior brick and mortar improvements to buildings downtown. Or the community is exploring funding for a Downtown Master Plan.

Describe any new business activity in your community this quarter:
For example, the Tap House Cinema finally opened after some delays, and attendance has exceeded original estimates. Or the Broken Spoke purchased an adjacent building to expand seating capacity, and they are looking at adding a performance stage to create a live event space downtown.

Would you like to schedule a call or workshop with MMS staff on a specific project or issue? If so, please include a brief description of the project(s) or issue(s).
For example, there are a lot of differing ideas – among business owners, local government, and residents – about what projects to tackle first in our downtown. Can MMS staff facilitate a workshop so that we can organize and prioritize our ideas, vision, and "game plan" for revitalization?