



ORGANIZATION

Involves Creating a Strong Foundation For a Sustainable Revitalization Effort, Including Cultivating Partnerships, Community Involvement, and Resources for the District

How to Use Your Main Street Statistical Data

How to tell your statistical story:

Main Street statistics are a piece of telling the story of the impact of your Main Street program at the local level, state level and at the national level. Every North Carolina Main Street program reports statistical data to the NC Main Street & Rural Planning Center each year in July. Subsequently, NC Main Street reports the statewide cumulative data to National Main Street each year in February.

What do you, as a Main Street Director, do with that data? This tech sheet is intended to help you tell your numerical story in order to increase your funding, secure new volunteers, attract developers and new businesses, and increase interest in downtown.

Let's start with the annual and the cumulative numbers that you collect:

- ◇ Public and private investment dollars
- ◇ Net gain number of new businesses and business expansions
- ◇ Net gain number of full-time and part-time jobs
- ◇ Number of building rehabilitations and façade improvements
- ◇ Number of public improvement projects
- ◇ Number of new construction projects
- ◇ Number of housing units in downtown
- ◇ Number of commercial spaces in downtown
- ◇ Total square footage of downtown property
- ◇ Annual average rent per square foot in downtown
- ◇ Number of volunteer hours and the dollar value of that time

Be the most knowledgeable Main Street economic development professional in your community. Make it a practice to share these numbers with a broad list of stakeholders annually.

1. **Present Statistics to the Main Street Board of Directors and Volunteer committees** - Share with the board and committees, both the annual statistical report and the cumulative report that the NC Main Street & Rural Planning Center distributes each year. Do a brief presentation for the board and offer an analysis of why the numbers are up or down in your downtown. Was there a significant public or private acquisition or investment? Was there a large business that opened or closed? Did you have a disaster that occurred, or was there new space for commercial or residential use that obtained its certificate of occupancy, etc. Also include in your presentation:
 - ◇ information about any tax valuation changes and the amount of revenue that will mean for the Municipal Service District, the city, and the county.
 - ◇ information about any emerging trends or anchors that are occurring in downtown.
 - ◇ the number of downtown property owners, business owners and the number of employees that work downtown and compare that information to the largest employers in your community.
 - ◇ include the number of residential units and the number of people living within the downtown boundaries and use the [NC Main Street Economic Impact Study \(https://www.commerce.nc.gov/nc-main-street-economic-impact-report/open\)](https://www.commerce.nc.gov/nc-main-street-economic-impact-report/open) to calculate the impact that downtown residents have on the district;
 - ◇ identify any new properties that were listed on the National Register of Historic Places and/or used the Historic Tax Credit program and communicate the importance of these programs for downtown revitalization.

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- ◇ share the calculations on the overall occupancy and vacancy rates, and those same calculations by use: retail, service, professional, and residential.
 - ◇ and tell the story of the volunteers that dedicated their time to the Main Street program, and the value of that investment of time.
- 2. Present Statistics to the City/Town Council** – Share the same presentation information with the city or town council, and emphasize the impact that a strong, healthy downtown has on the greater economy. In addition, stress in your presentation:
- ◇ information about any tax valuation changes and the amount of revenue that will mean for the city.
 - ◇ share the story of any industries that came to your community because of the condition, amenities, and activities in downtown.
 - ◇ and the story of the volunteers that dedicated their time to the Main Street program, and the value of that investment of time.
- 3. Present Statistics to the County Commissioners** – Once again, share the same presentation information with the county commissioners, and emphasize the impact that a strong, healthy downtown has the county. In addition, stress in your presentation:
- ◇ information about any tax valuation changes and the amount of revenue that will mean for the county.
 - ◇ share the story of any industries that came to your county because of the condition, amenities, and activities in downtown.
 - ◇ and the story of the volunteers that dedicated their time to the Main Street program, and the value of that investment of time.
- 4. Share Statistics with Property Owners & Business Owners** – Write a four-page annual report about the highlights of your Main Street program over the past year. Tell your story with statistical numbers, with testimonials from developers, property, and business owners, and with before and after photos of downtown improvements. Present the report at an annual meeting and mail a copy to all downtown owners.
- 5. Share Statistics with the Media** – Write a press release to share with the local media outlets including newspapers, television, and radio. Highlight the numbers and any significant, positive changes that occurred in downtown over the past year. Include a quote from your Mayor and Board Chair.
- 6. Share Statistics on Social Media** – Create an infographic of your statistics and share on social media. Tag your city and county government and your partner agencies in the post and encourage them to also share your post about your downtown statistics.
- Develop a communication plan and make it a routine habit to broadly share the stories about the impact of your Main Street program in order to grow your program and grow downtown. The result will be more investment, more development, more money for your program and more tax revenue, and more volunteers!

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