

Quarterly Statistics Reporting

GUIDE SHEET

Submittal Schedule

Statistics reports are due quarterly. This is based on the calendar year—January to December.

These reports are a requirement of the annual evaluation process. Credit is given based on the completeness and timing of receipt. Full credit is given for stats submitted by the quarterly due date, partial credit is given if received within a month past the due date.

FIRST QUARTER STATISTICS REPORT

(January to March)

- Due **April 30th** for full credit.
- Due no later than **May 31st** for partial credit.

SECOND QUARTER STATISTICS REPORT

(April to June)

- Due **July 31st** for full credit.
- Due no later than **Aug. 31st** for partial credit.

THIRD QUARTER STATISTICS REPORT

(July to September)

- Due **Oct. 31st** for full credit.
- Due no later than **Nov. 30th** for partial credit.

FOURTH QUARTER STATISTICS REPORT

(October to December)

- Due **Jan. 31st** for full credit.
- Due no later than **Feb. 28th** for partial credit.

Statistic Definitions



ANNUAL REVENUE

Your Main Street revenues for the fiscal year. Include all revenue sources (TIF, grants, fundraising, etc.). These should be available from your year-end financial report. This statistic only needs to be reported during the final quarter when you have a full accounting available.



PUBLIC INVESTMENT

Amount of money spent on all public improvements within the Main Street boundaries. This includes money spent by the Main Street program (DDA, PSD, etc.), the CVT, School, Library, or State. This line item is for physical improvement investment on things like public spaces, streetscape enhancements, road repairs/improvements, public lighting, etc. This information should be available from the local CVT (City/Village Manager or Township Supervisor).



NUMBER OF PUBLIC IMPROVEMENT PROJECTS

The number of all publicly funded physical improvement projects completed in the district. This should be available through the local CVT as well as your observations of the downtown.



PRIVATE SECTOR INVESTMENT

Amount of money spent on private improvements within the Main Street area. This includes building rehabilitations, new construction, additions, façade improvements, or interior and mechanical improvements of privately owned properties. Some of this information will be available through the CVT's permitting process; however, permits may not be required for some properties. This will also rely on what information you have access to from the private property owners.

ACRONYM KEY

CVT – City, Village, Township
DDA – Downtown Development Authority
PSD – Principal Shopping District
TIF – Tax Increment Financing



NUMBER OF NEW PRIVATE CONSTRUCTION PROJECTS

The number of new construction projects that were completed during the quarter. Some of this information will be available from the CVT through the permitting process, but some will require observation of the district.



NUMBER OF BUILDING REHABILITATIONS

The number of rehab projects that were completed during the quarter. Larger projects that are completed in phases can be counted separately. Some of this information will be available from the CVT through the permitting process, but some will require observation of the district.



NUMBER OF NEW HOUSING UNITS

The number of new housing units that become ready for occupancy. It includes both rehabilitation and new construction. A Certificate of Occupancy should have been issued from the CVT for new housing units.



SQUARE FEET OF NEW BUILDINGS AND ADDITIONS

Record how much new, usable space (in square feet) has become available either through rehab or new construction in the district. This includes private and public as well as commercial and residential use. Some of this information will be available through the CVT's permitting process; however, permits may not be required for some improvements. This will rely on what information you have access to from the private property owners.



NET GAIN OF NEW BUSINESS

The total number of businesses that either opened (+) or closed (-) in the quarter. Any new business should have requested a Certificate of Occupancy from the CVT.



NET GAIN OF FULL TIME JOBS

How many full-time jobs were either added (+) or lost (-) in the district. This would include both business expansion and newly opened. This will rely on what information you have access to from the businesses as well as your own observations.



NET GAIN OF PART TIME JOBS

How many part-time jobs were either added (+) or lost (-) in the district. This would include both business expansions and newly opened or closed. This will rely on what information you have access to from the businesses as well as your own observations.



NUMBER OF SPECIAL EVENTS

How many public events (concerts, festivals, parades, etc.) took place in the district. Include events that were hosted by the Main Street program as well as any other special events that other organizations/entities implemented.



MONEY SPENT ON ADVERTISING AND PROMOTION

How much money was spent by the Main Street program on advertising and promotion for the district and its events. This includes dollars spent on print, social media, and TV/radio advertising as well as mailings and other forms of promotion. This should be a line item in your monthly financial statements.



MONEY SPENT ON SPECIAL EVENTS

How much money did the organization spend on special events in the quarter, including any service fees, contracts, and supplies. This should be a line item in your monthly financial statements.



NUMBER OF VOLUNTEER HOURS

All unpaid hours of assistance the organization received in the quarter, including board and committee meetings, events, and office support.



MONEY FROM PRIVATE SOURCES OR SPONSORSHIPS

All private grants, donations, sponsorships or contributions received for events, programming, and projects. This should be a line item in your monthly financial statements.



PERCENTAGE OF PUBLIC FUNDING

Much of your annual budget is through public sources (TIF, CVT support, State or Federal Grants). Take the dollar amount of public monies your organization received and divide by your annual revenues for the percentage. $(90,000/100,000=0.9$ so 90% of your budget would be public funds).



MSA BRANDING ADOPTED

Did you sign the annual Main Street America (MSA) Sublicensing Agreement? Are you using the MSA as well and Main Street Oakland County branding on your website and other promotional materials?

QUESTIONS? Please contact your liaison with Main Street Oakland County.