



Economic Impact Data - Tracking Instructions

Main Street reinvestment statistics (i.e. public and private reinvestment, jobs created, and businesses expansion) provide a tangible measurement of your local Main Street program's progress and are crucial to garnering financial and programmatic support for the revitalization effort.

To make these meaningful and useful, statistics must be collected for your community and are reported to Kansas Main Street on a regular, ongoing basis. The following instructions explain how to report some of these key statistics and where to find them.

New Businesses

This is the total number of new businesses that have opened within your defined Main Street district. This will include new business startups or business(es) that were previously located outside the city limits of your community and relocated to your Main Street program area.

Business Expansion and/or Relocation

This is the number of businesses that have relocated or expanded within the Main Street district. This can include businesses that were previously located inside the city limits of your community but outside the Main Street district that moved into the Main Street district.

Business Closures

This includes the number of businesses that closed within the Main Street district. This statistic will also include businesses located in your Main Street district that moved outside the city limits or to another community.

Jobs Created

This will be the total number of full-time and part time people employed by each new business that has opened within the district, OR if an existing business has added full-time or part-time jobs. If a business has relocated or expanded WITHIN the district, new jobs will be created only if additional people are employed after the move or expansion.

Jobs Lost

List the number of full- and part-time jobs lost to business closure, consolidation or downsizing. This will include noting jobs lost to the downtown district, and jobs lost to the city and state. For example, if a business moves out of downtown to another location in the same community, it would be recorded as a job lost to downtown, but not the city or state.



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Private Investment

This is the amount of improvement dollars spent within the district by individuals or private sources. A project can be as minimal as the removal of an inappropriate sign, or at the other extreme, an interior or exterior restoration project. Examples of these projects are: façade rehabilitation, awnings, private signage, exterior improvements (i.e. improvements made to the roof, sides, or rear of the building such as tuck pointing, masonry cleaning, roof repair, painting), interior improvements (including all interior work such as remodeling, carpet, painting). These dollar amounts can be obtained from building permits, owner or building managers, contractors, neighbors or your best estimation (as a last resort). Included in this reporting will be the number of rehab projects completed.

Public Investment

This includes the amount of public improvement dollars spent within the district using public funds from sources such as the city, county, state, or federal government. Types of public improvement projects include improvements to public buildings, installation and improvement of street lighting, street and sidewalk improvements, parking improvements, public signage, and landscaping. Included in this reporting will be the number of public improvement projects completed.

Number of Volunteers and Volunteer Hours

This is the total number of volunteers and volunteer hours that have been contributed to the organization. This includes hours spent in both board and committee meetings. It can also include volunteer hours from other people or entities outside of your Main Street organization that have partnered with you.