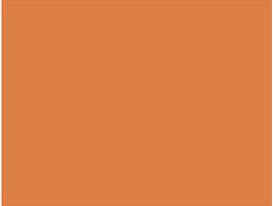


# ILLINOIS MAIN STREET REPORTING REINVESTMENT STATISTICS & GOOGLE GROUPS LISTSERVE



ILLINOIS  
MAIN STREET

December 13, 2011



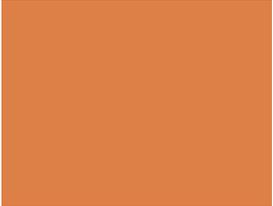
# Reinvestment Statistics

1. Private Sector Investment
2. Public Sector Investment
3. Business Growth
4. Job Growth
5. Local Main Street Program Contribution

# Who uses the reinvestment statistics



- National Main Street Center
- Illinois Main Street
- Local, state, and national elected officials
- YOU!!!!!!!!!!



# Private Sector Investment

1. Building Rehabilitations/Façade Renovations
2. New Construction/Infill
3. Buildings Sold

# Building Rehabilitations/Façade Renovations



- What to include from the *Main Street District*?
  - All façade (front of building or storefront) improvements
  - All rehabilitation or renovation work not specific to the building storefront

# Building Rehabilitations/Façade Renovations

## Examples



- Façade renovations or exterior building improvements (in a more extensive building rehabilitation including all sides and/or rear of the building) can include:
  - New and/or replacement signage
  - Awnings
  - Windows
  - Doorways
  - Appropriate cleaning of exterior brick, tuck pointing, paint enhancements
  - Wood, masonry, or other physical repairs to any building storefront
  - Roof repairs in a larger project also qualify.

# Building Rehabilitations/Façade Renovations

## Examples



- Rehabilitation improvements completed for any or all the floors on the building's interior could include:
  - Renovation/constructions expenses
  - Elevator installation
  - Painting
  - Carpeting
  - Plumbing
  - Electrical

# Building Rehabilitations/Façade Renovations

## Sources

- Investment \$\$\$ can be obtained from:
  - City/village building permit data
  - Property owner or building manager
  - In lieu of permit data less reliable sources are:
    - Primary Contractor
    - Your best and most conservative estimate
- If a façade renovation or building rehabilitation is being completed in phases, either report each phase at completion or report the total value when the project is completed, whichever makes sense for the project.
- Please try to avoid duplicate reporting of data.

## New construction/infill



- What to include from the Main Street District?
  - All new construction

New construction/infill

## Examples



- New infill buildings
- New additions of leasable space to existing buildings

# New construction/infill

## Sources

- Investment \$\$\$ can be obtained from:
  - City/village building permit data
  - Property owner or building manager
  - In lieu of permit data less reliable sources are:
    - Primary Contractor
    - Your best and most conservative estimate
- If a new construction project is being completed in phases, either report each phase at completion or report the total value when the project is completed, whichever makes sense for the project.
- Please try to avoid duplicate reporting of data.

# Buildings sold



- What to include from the *Main Street District*?
  - Closed real estate sales
  - Property transfers

Buildings sold

## Examples



- All buildings sold
- Vacant downtown land sold
  - ▣ Identify vacant land within the Comments/Additional details section as such.

# Buildings sold

## Sources



- Investment \$\$\$ can be obtained from:
  - County recorder of deeds
  - County assessor
  - Seller or buyer of property
  - City/village government real estate transfer tax (if applicable)
  - Local newspapers (if applicable)

# Public Sector Investment

1. Number of projects
2. Total \$\$\$ spent

# Public sector investment

- What to include from the *Main Street District*?
  - All public improvements both large and small

# Public sector investment

## Examples



- Streetscape projects
- Park benches
- Banners
- Flags
- Sidewalk improvements
- Streetlights
- Infrastructure improvements
- Trash receptacles
- Bicycle racks

# Public sector investment

## Sources



- Investment \$\$\$ can be obtained from:
  - City/village departments of public works, streets, or parks
- If a public sector improvement project is being completed in phases, either report each phase at completion or report the total value when the project is completed, whichever makes sense for the project.
- Please try to avoid duplicate reporting of data.

# Business & Job Growth

1. Number of businesses opened
2. Number of businesses closed
3. Number of Business Expansions, Relocations, or Ownership Changes
4. Full-time jobs created
5. Part-time jobs created

# Business & job growth

- What to include from the Main Street District?
  - ▣ Total number of new businesses opened
  - ▣ Total number of businesses closed
  - ▣ Total number of businesses that expanded or grew
  - ▣ Total number of businesses that located to or out of District
    - Includes businesses that move to/from District in/out community
  - ▣ Ownership changes should identify:
    - Previous owner
    - New owner
    - Amount paid for the business
    - Other financial terms
  - ▣ Full & part time job creation (loss)

# Business & job growth

## Sources



- Program Director and/or ER committee visits with:
  - Downtown business owners
- Monitor
  - Business mix
  - Business openings/closings
  - Changes in ownership

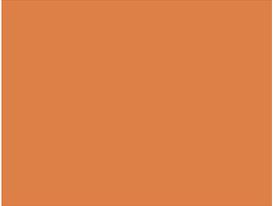
# Local Program Contribution

1. Number of volunteers
2. Number of volunteer hours donated
3. Number of special events
4. Number of retail promotions
5. Number of image activities

# Local Program Contribution



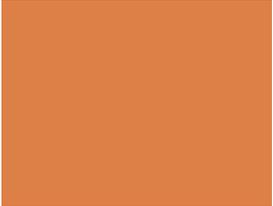
- Report titles and types of activities and events in the Comments/Additional Details Section
- Include special events, festivals, retail promotions, downtown business events, and image activities
- Report activity where partnerships occurred



# Tutorial

[www.illinoismainstreet.org](http://www.illinoismainstreet.org)

LOG IN



[www.illinoismainstreet.org](http://www.illinoismainstreet.org)

- Log In for monthly reinvestment statistics reporting
  - Due by the 15<sup>th</sup> of the following month

# Username and Password



- Only one user allowed per program
  - ▣ Username “firstname.lastname”
- Problems with password
  - ▣ Contact HELP DESK
- Will be required to change password periodically
  - ▣ Place password in secure place because NO email verification of password is provided
- If user changes
  - ▣ Notify Mitzi Brandenburg or Todd Tracy
  - ▣ New IL government ID will be assigned

# Future problems or comments



- Reporting technical assistance
  - Todd Tracy IN(ALLIANCE)
    - 618.237.2407
    - [todd@inalliance.biz](mailto:todd@inalliance.biz)
- Password resetting for Reinvestment Reporting
  - CMS Customer Service Center (Help Desk)
    - 800-366-8768