

**2017 Budget, Benefits and Salary Survey Statistics**

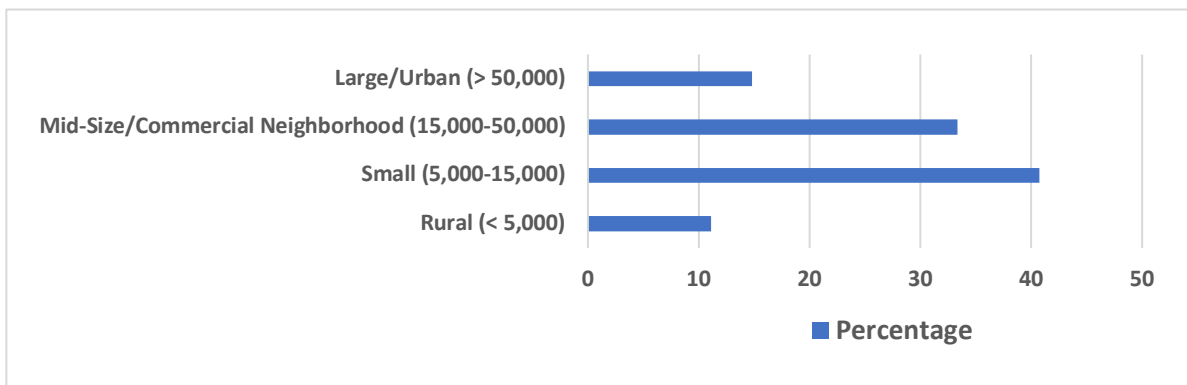
**Introduction**

In November 2017, New Mexico MainStreet (NMMS) completed the annual Salary, Benefits and Budget Survey of all twenty-seven active MainStreet communities; the community of Ruidoso, currently engaging the Accelerator Process did not participate and no response was received from the Clayton MainStreet program. The reporting period covered the 2017 calendar year. Of the 27 programs that responded, twenty-one were Main Street America Accredited programs in 2017 and six were designated as Main Street America Affiliate programs, working towards accreditation (Barelas, Clayton, Gallup, Portales, Roswell Ruidoso and Zuni Pueblo).

The budget and salary survey is a critical tool in helping the New Mexico MainStreet Coordinating Program craft appropriate and effective technical assistance to each community, and support each program’s pathway to attain (or maintain) accreditation. The data does represent trends in 2017 and a three-year comparison of key indicators is also provided below.

**General Descriptors**

The majority of local MainStreet programs (51.9%) are located in communities with less than 15,000 residents (Figure 1) and more than one-quarter of them (26%) are less than five years old (Figure 2). The comparative age of each program indicates a relatively uniform growth over time, especially since 1996-2000. As the NMMS Coordinating Program added resources and capacity, its ability to serve a greater number of communities also expanded.



*Figure 1. Population size of communities where local MainStreet programs are located.*

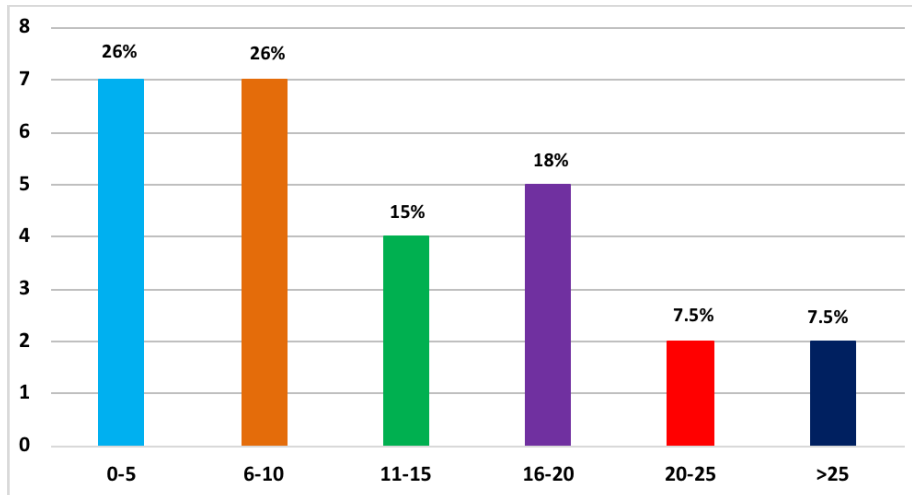


Figure 2. Age of local MainStreet programs in New Mexico (years).

### **2017 Salary and Benefits - Local MainStreet Staff**

- 89% (24) of the local Main Street programs maintain a full-time Executive Director working a minimum of 40 hours per week; 81% of the Executive Directors are salaried employees, with the remaining percentage being contractors.
- The average salary for a local Executive Directors is \$40,281, an increase over the previous year. A majority (75%) of the programs in communities with >5,000 residents meet the recommended salary standard of \$40,000/year. None of the Directors in communities >5,000 residents have a salary below \$35,000/year.
- Nine (9) programs reported having additional staff (part or full time). Support staff include Assistant Directors, Promotion/Event Coordinators, Administrative Assistants or bookkeeping/accounting support.
- Two-thirds (66%) of Executive Directors accrue paid time off and sick leave and more quarter also receive compensatory time. However, only 25% are provided health benefits. Training-related costs (including registrations, meals, lodging and travel) are nearly always covered by the local MainStreet and 72% of all Directors are provided separate allowances for mileage or cell phones expenses.

### **2017 Revenues, Local MainStreet Programs**

- Total revenues averaged \$131,782. The average applied to revenues is \$75,655. Compared to 2015 values, most communities (63%) reported an increase an operational funding.
- The average contribution by City Government is \$47,437 – an increase compared to 2016 values (Figure 3). County government contributed resources in 10 communities, with the average of \$9,712 bolstered by those communities where County government is the primary local government partner (Harding County MainStreet, Los Alamos MainStreet and South Valley MainStreet).

- Seven (7) programs indicated that the amount of funding received from the local municipality or county agency increased over the previous year while four (4) reported a decrease. The rest were unchanged.
- Thirteen (13) programs launched new fundraising strategies in 2017 and eleven (11) programs responded that the Board of Directors had raised new funds for operations, compared to the previous year. Nearly half however (48%) indicated no change in the funds raised by the Board of Directors. Fundraising events generated an average of \$11,716, and a slight decrease in comparison with 2016.
- Average revenues from public sector grants (\$9,885), private foundations (\$15,360) and corporate contributions (\$9,886) all decreased in 2017.
- Sponsorships netted an average of \$11,326 for projects and events.
- Half of the programs reporting indicated they maintained a reserve fund in 2016 and one-third (9 programs) underwent an audit of their finances by an external entity (CPA or accounting firm).
- Fourteen (14) programs have implemented a policy requiring contributions by Board members, but only a few maintain written fundraising plans (5) or prepare an annual fund solicitation letter (10). Only five (5) organizations reported publishing an annual report, although the figure may likely be somewhat higher.

### **2015-2017 Trends**

The 2017 budget and salary survey shows increases in nearly some revenue indicators compared to 2016. Funding from city and county government, and sponsorships increased while funding from corporations, grants, fundraising activities and events decreased.

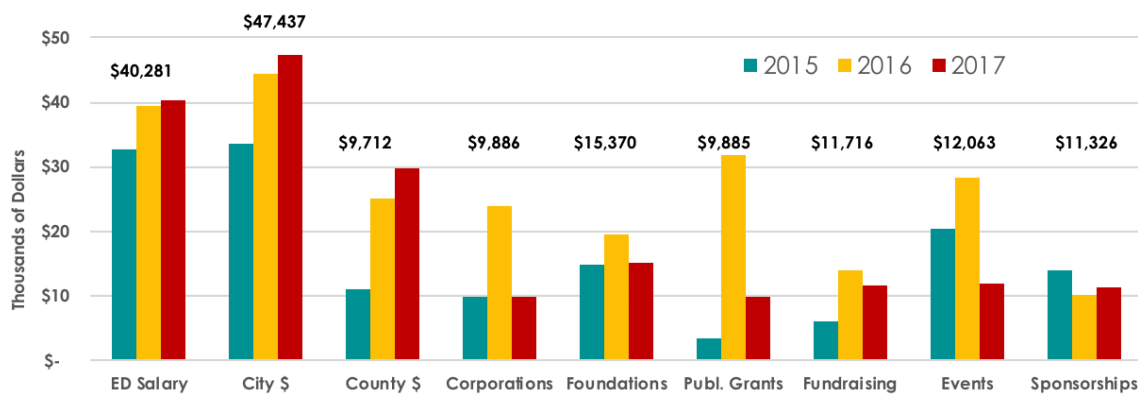


Figure 3. 2015-2017 values for Director salary and revenue sources

Despite increases in the average funding by local government, most respondents indicated little change in the amount of funding from local government over the three-year period (Table 1). Over one-third of respondents indicated an increase in funds raised by Boards.

Table 1. 2014-2017 values for Director salary and revenue sources

		2014	2015	2016	2017
Local Government Funding	Increased	22%	18%	27%	22%
	Decreased	28%	18%	14%	4%
	No Change	50%	64%	59%	74%
Board Fundraising	Increased	14%	27%	25%	37%
	Decreased	22%	18%	13%	15%
	No Change	62%	55%	62%	48%