Relaying the Impact of Revitalization Projects

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Why Economic Transformation Strategies?

• Provide a clear sense of priorities and direction for the revitalization and economic growth efforts
• Are implemented through all Four Points
• Bring about substantive transformation
• Reflect the broader community's vision, needs and wants
• Are based on an understanding of the district's economic performance and opportunities
Economic Transformation Strategies
Work Flow and Tasks

1. Identify

2. Establish

3. Implement

- MainStreet Projects
- Measures of Success
- Evaluation

Assets & Opportunities
- Economic Strategies
- Economic Outcomes
# HOW ETS AND PROJECTS WORK TOGETHER

## ECONOMIC TRANSFORMATION STRATEGY: Develop the restaurant cluster...

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<tr>
<th>ECONOMIC VITALITY</th>
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Why Measure Impact?

1. High impact nonprofits can clearly articulate their “theory of change”
2. High impact nonprofits seek capital at scale.
3. High impact organizations learn from each other, share best practices, work in partnership.

CONTEXT: High-impact organizations place themselves in the context of their communities.

Another important element of impact measurement is to educate supporters and investors on the economic impact of your nonprofit’s work. Nonprofits operate in the context of communities; their impact occurs within an ecosystem. That impact might be cultural, social, or economic. In Massachusetts, the Worcester Center for the Performing Arts demonstrated significant impact when they transformed an abandoned cinema into a 2,300-seat auditorium at the center of a new theatre district. An impact study conducted in 2008 projected that the project would create 135 jobs in the community, generating an estimated $5.5 million in annual income for local businesses. With the support of the New Markets Tax Credits Program, WCPA’s
First thing’s first – does your organization’s impact really matter to funders?

According to our survey, the answer is an overwhelming yes. When asked what the top considerations funders use to determine whether or not to fund an organization, 98% of them said impact is among their top 3.

We asked the funders what kind of data they look for in the reports nonprofits give them and 88% of them answered that they look for program outcomes, which is not surprising. It’s important to show that your organization is actually achieving some, if not all, of the goals it set for itself.

41% of the funders also value impact stories when they are looking at reports. Impact stories are a great way to show the progress of an individual, which can shed light on the overall success of the organization. When combined with the outcomes your data can prove, your nonprofit will be well on its way to proving your impact and gaining more funding.
# Outputs vs. Outcomes

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<tr>
<th>Activities (what we do)</th>
<th>Participation (who we reach)</th>
<th>Short Term KNOWLEDGE</th>
<th>Medium Term ACTIONS</th>
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<td>Partner</td>
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http://www.uwex.edu/ces/lmcourse/Module_3_pages/M1_Section2/HTML/m1s2p3a.htm
Measuring Outcomes Doesn’t Have To Be Hard
Measuring Outcomes Doesn’t Have To Be Hard

• DESCRIBE the outcomes you want to achieve.
  • Why are you implementing these projects/activities in the first place?

http://measurementresourcesco.com/2014/02/02/outputs-vs-outcomes-matters/
### Economic Transformation Strategy #1

Enhance the small business and entrepreneur environment by providing business development support, improving physical properties and marketing business and property opportunities.

### Outcomes

1. More retail businesses in the district, like clothing, outdoor outfitters and carry out restaurant!
2. Educate the community as to what downtown has to offer!
3. Help businesses be more profitable
4. Make downtown THE place to open a business
5. Fewer vacant buildings!
6. Better prepared business owners and entrepreneurs
7. Less business turnover; help keep existing businesses in business!
Measuring Outcomes Doesn’t Have To Be Hard

• DESCRIBE the outcomes you want to achieve.
  • Why are you implementing these projects/activities in the first place?

• **Transform the identified outcomes into a quantitative measure.**
  • Identify a time-frame in which these desired outcomes will be achieved
  • i.e. number of new businesses opened in 2019, % of vacancy reduction over 18 month period, etc.

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## Economic Transformation Strategy #1

Enhance the small business and entrepreneur environment by providing business development support, improving physical properties and marketing business and property opportunities

### Outcomes

1. **Increase the number of retail businesses** by 20%, from 15 to 18
2. **Increase community knowledge** of district retail options by 25%
3. **Increase Gross Receipts Tax** for the district by 20%
4. **Increase interest** in locating businesses in the district by 200%, from 10 annual inquires to 30
5. **Reduce the number of vacancies** in the district by 40%, from 10 to SIX (6)
6. **Increase business-related knowledge** of entrepreneurs and business owners by 20%
7. **Reduce annual business turnover** in the district by 50%, from FOUR (4) to TWO (2)
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• Confirm that your desired outcomes are actually linked to your outputs or activities.
  • Ensure that it is reasonable to expect your desired outcomes to be achieved based on your activities.

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Projects/Activities/Events

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<thead>
<tr>
<th>Outcomes</th>
<th>Projects/Activities/Events</th>
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<td>1 &amp; 4</td>
<td>Sample Business Plans for Targeted Businesses: Apparel, Outdoor Outfitters &amp; Carry Out Restaurant</td>
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<tr>
<td>2, 3 &amp; 7</td>
<td>Marketing Campaign - Social Media, Website &amp; E-newsletter</td>
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<tr>
<td>3 &amp; 7</td>
<td>District Events: Downtown Summerfest &amp; Holiday Extravaganza</td>
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<tr>
<td>4 &amp; 5</td>
<td>Vacant Building Façade Improvements</td>
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<tr>
<td>1, 4 &amp; 5</td>
<td>Marketing of Vacant Buildings - Window dressing campaign, available properties webpage &amp; available properties tour</td>
</tr>
<tr>
<td>3, 6 &amp; 7</td>
<td>Biz Dev Trainings &amp; Support - Biz marketing, social media, biz expansion financings &amp; biz mentor program</td>
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</table>

3. Increase overall **annual sales $$$ for existing businesses** by 10%, from $1.5 million to $1.65 million
Measuring Outcomes Doesn’t Have To Be Hard

- DESCRIBE the outcomes you want to achieve.
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- Transform the identified outcomes into a quantitative measure.
  - Identify a time-frame in which these desired outcomes will be achieved
  - i.e. number of new businesses opened in 2019, % of vacancy reduction over 18 month period, etc.

- Confirm that your desired outcomes are actually linked to your outputs or activities.
  - Ensure that it is reasonable to expect your desired outcomes to be achieved based on your activities.

- Track the measures you identified for your activities/projects.

http://measurementresourcesco.com/2014/02/02/outputs-vs-outcomes-matters/
METRICS MUST BE

**Replicable**: Your performance indicators must be things that you expect to happen, with relative frequency, in a given time frame. For instance if the community attracts tourists during a given season reasonable metrics may be hotel vacancies, Airbnb stays, event attendance, etc. It is important to choose metrics that apply to a community’s unique position.

**Measurable**: You must be able to track your metrics. You must be able to collect the data on any key metric you plan to use to determine the economic health and well being of the district. Also, if an indicator is chosen there must be sufficient human capital to collect the data and distill it into meaningful results. If you want to measure dollars flowing into the community from neighboring states but don’t have anyone available with the expertise to find that data, it’s not a truly measurable indicator.

**Useful**: People must care about the information. One can collect information on the amount of birds cataloged each year at the local Audubon center but that has little to do with economic well being. There is a finite amount of metrics that can be accurately tracked. Choose wisely.
Vacant Building Façade Improvements
- Track number of inquiries on buildings that received improvements

Marketing of Vacant Buildings: Window dressing campaign, available properties webpage and available properties tour
- Track number of inquiries in response to window dressings & website
- Track number of participants in the available property tours
- Track number of participants in the available property tours who follow up with post-tour inquiry
- Track number of inquiries real estate agents receive about downtown properties
- Track number of "available properties" webpage views

Marketing Campaign: Social Media, Website & E-newsletter
- Survey community member knowledge of downtown retail offerings via social media, website and e-mail surveys BEFORE launching campaign
- Survey community members AGAIN after marketing campaign to determine increase in knowledge
- Ask businesses to anonymously respond to survey questions regarding sales from the prior year
- Ask district businesses to anonymously respond to survey questions regarding sales from the current year; do these quarterly throughout the year or after marketing pushes or special events

District Events: Downtown Summerfest & Holiday Extravaganza
- Survey event attendees as to how much they spent while downtown and on what (food, drink, merchandise, etc.)

Sample Business Plans for Targeted Businesses
- Track the number of inquiries in response to posting plans to website, promoting them via social media and biz dev partners sharing them

Business Development Trainings & Support: Biz Marketing, Social Media, Biz Expansion Financings & Biz Mentor Program
- Survey training participants on their knowledge of the topic areas PRIOR to the trainings
- Survey training participants on their knowledge of the topic areas AFTER the trainings
- Conduct one-on-one follow up meetings to determine how they are implementing their new knowledge and identify follow up support/trainings
Measuring Outcomes Doesn’t Have To Be Hard

- DESCRIBE the outcomes you want to achieve.
  - Why are you implementing these projects/activities in the first place?

- TRANSFORM the identified outcomes into a quantitative measure.
  - Identify a time-frame in which these desired outcomes will be achieved
  - i.e. number of new businesses opened in 2019, % of vacancy reduction over 18 month period, etc.

- CONFIRM that your desired outcomes are actually linked to your outputs or activities.
  - Ensure that it is reasonable to expect your desired outcomes to be achieved based on your activities.

- TRACK the measures you identified for your activities/projects.

- SHARE and BUILD off your success because you have the data to confidently and appropriately communicate your impact and value!
LET’S EXERCISE!
I mean, let’s DO an exercise.
LET’S DO AN EXERCISE!

1. **DESCRIBE** the outcomes you want to achieve for ONE (1) of your ETS.

2. **TRANSFORM** the identified ETS outcomes into a QUANTITATIVE MEASURE.

3. **MAKE** sure your outcomes are linked to your projects and activities.

4. **IDENTIFY** MEASUREMENTS for TWO of your projects and activities and **DETERMINE** how you will TRACK them.
1. DESCRIBE the outcomes you want to achieve for ONE (1) of your ETS.

2. TRANSFORM the identified ETS outcomes into a QUANTITATIVE MEASURE.

3. Are your outcomes LINKED to your projects/activities/events? And are they MEASURABLE? List the projects/activities/events and which outcomes they support.

4. IDENTIFY MEASUREMENTS for TWO of your projects/activities/events and DETERMINE how you will TRACK them. What are you measuring and how?
Measuring the Impacts

- New Businesses
- Full-Time Jobs
- Part-Time Jobs
- Public Investment
- Private Investment
- Boundary Map
- Volunteer Hours
- Organization Budget
- New Construction Projects
- Public Improvement Projects
- Rehabilitation Projects
Measuring the Impacts of Placemaking
Research and Resources

http://www.goethe.de/ins/us/was/pro/creative_placemaking/2014_Symposium_Report.pdf

Measuring the Outcomes of Creative Placemaking
Mark J. Stern
University of Pennsylvania, stern@sp2.upenn.edu

http://www.goethe.de/ins/us/was/pro/creative_placemaking/2014_Symposium_Report.pdf

Measuring Creative Placemaking
Measuring Livability in the Station North Arts & Entertainment District, Baltimore
Mark Treskon

Measuring the Impacts of Placemaking
Research and Resources

The Economic Impact of PLACEMAKING

High quality places are critical to attracting talent. Enhancing walkability, promoting entrepreneurship, and expanding transit help create a vibrant place and are effective ways to improve a community’s local economy.


Assessing a Set of Indicators for Creative Placemaking: Reflections From the Field
Elaine Morley and Mary K. Winkler
Urban Institute

Along with the interest and growth in creative placemaking is a concomitant interest in measuring and communicating accomplishments of those efforts and sharing good practices among creative placemaking practitioners. Toward this end, funders, researchers, and other interested parties are developing methods of measuring impact and identifying what information (e.g., indicators) to collect to measure


Place Vibrancy and Its Measurement: Construct Development, Scale Development, and Relationship to Tourism
John D. Delconte
University of Massachusetts - Amherst, jdelconte@umass.edu

https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2125&context=ttra
Measuring the Impacts of Placemaking
Research and Resources
Measuring the Impacts of Placemaking
Research and Resources

New study confirms economic impact of eight placemaking assets every community should have

Measuring the Impacts of Placemaking

- Economic Impact: Talent Attraction and Retention
- Economic Impact: Entrepreneurship and Small Business Development
- Economic Impact: Walkability
- Economic Impact: Transit and Transit-Oriented Development

Measuring the Impacts of Placemaking

The eight aspects found to have positive economic impacts on communities are:

1. Physical design and walkability
2. Community messaging and technology
3. Multimodal transportation networks
4. Environmental sustainability
5. Arts and culture development
6. Entrepreneurship
7. A welcoming culture
8. Education

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<td>Length of residence (median length)</td>
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<td>Proportion of housing units owner occupied</td>
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<td>Proportion of housing units occupied</td>
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<td>Election turnout rate</td>
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<td>Household outflow (tax returns leaving)</td>
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<td>Civic engagement establishments per 1,000 population</td>
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<td>Percentage of residential addresses not collecting mail</td>
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<td>Arts and entertainment-related establishments per 1,000 population</td>
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<td>Median household income</td>
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<td>Active business addresses</td>
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<td>Income diversity</td>
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Measuring Foot Traffic - Soofa Devices
Measuring Foot Traffic - Soofa Devices
SHARING & BUILDING OFF YOUR SUCCESS

How do you do it?

NEW MEXICO MAINSTREET | A Program of the New Mexico Economic Development Department
Fundraising Materials

Dear Ned,

Thanks to you, 2013 may have been the most exciting year on record for homeless animals! It certainly was for Rhubarb, a very special dog whose medical needs were so great he was a long shot for adoption. But to and behold, he made the trip to his forever home in California! And for then after months of behavioral rehabilitation, Carousel the cat found a home too! And for that, we are grateful.

But did you know that the revenue from ticket sales covers just 60% of Big Top's operating costs? The financial support of donors and show sponsors is what bridges that gap and makes Big Top's seasons exceptional year after year.

Join Big Top's family of donors and support our ability to present an eclectic and exceptional line-up of performers each year. Your gift will also support the creation of original musical performances, help to offer free educational opportunities for youth and families, and help maintain Big Top's one-of-a-kind canvas tent venue.

Give a tax-deductible donation and support another wonderful season of performances at Big Top Chautauqua. Return your gift in the envelope included or give online at www.bigtop.org. Gifts of all amounts are important and sincerely appreciated!

Thank you,

Chelsa Spreeman
Development Director

PS: Give $100 or more to join our ‘Blue Canvas Club’ and get early notice of all the shows coming to Big Top next year — and you can purchase your tickets before they go on sale to the public!

PPS: Easier to give $30/month? Call our office and enroll in our easy monthly giving program at any level you choose, 715-373-5520.
Sponsorship Materials

ECONOMIC IMPACT

A snapshot of the festival’s economic benefits shows:

- Overall dollars generated by the festival in 2012 were more than $27 million, almost $7 million daily.
- Visitors’ onsite spending grew by 18.5%, rising from $13,190,329 in 2009 to $16,363,444 in 2012.
- Visitors spending in the region of the festival grew by 21.2% from $3,163,761 in 2009 to $4,017,832 in 2012.
- Visitors’ length of stay in the area grew by 19% in 2012 from 2009 (71.96 vs. 59.76 hours respectively).

C. REVENUES/EXPENSES:

Revenues: $2,007,000
Expenses: $1,728,000
Net: $279,000

2011 2012 2013 (weather)

D. EVENT ATTENDANCE: Tens of thousands - please contact for further information

ATTENDANCE: As an ungated event, we do not have specific attendance figures. Our attendees are mostly married, college graduates, 36 – 50 years of age with incomes of between $50,001 - $75,000. The most common occupational category is Professional/Technical. Complete demographic information available.

The Hill ‘n the Ville Music Festival

Sponsorship Levels:
- Presenting Sponsor: $2,500
- Event Sponsor: $1,800
- Supporting Sponsor: $500

Timing: Mid-September
Target Audience: Local college students & community members
Estimated Attendance: 2000+

Objectives: To welcome college students back to town, introduce them to downtown Wilmerdale, and bring them into meaningful contact with area residents and businesses.
Event Summary: A free music festival on the waterfront featuring big name acts and top-notch stage and sound equipment. The event also includes a variety of food and retail vendors and games for all ages.

F. VOLUNTEERS AND DEMOGRAPHICS:
- 18 - Member Festivals and Events Committee (vision, policy)
- 65 - Member Event Steering Committee (operations, management)
- 940 - Volunteers staffing 1,440 positions

Volunteer demographics match our overall event demographics, with a diversity of cultures, ages and gender working tirelessly behind the scenes to make the arts festival a success.

Age:
- 18 - 25: 19%
- 26 - 35: 30%
- 36 - 54: 34%
- 55 - 64: 15%
- Over 64: 2%

Income:
- Majority (50%) earn over $50,000 per household

Ethnicity:
- Caucasian: 58%
- Hispanic: 22%
- African American: 12%
- Other: 8%
Budget Request/Municipal Contract/Lodger’s Tax

Capital Outlay Projects
In the last 10 years, Carlsbad MainStreet has brought more than half a million dollars in capital outlay to Carlsbad.
- Streetscape Improvements — $140,000
- Downtown Parking Improvements — $25,000
- Streetscape Improvements, Pedestrian Amenities, Site Furnishings & Parking Improvements — $38,500
- City-wide Wayfinding Signage Plan — $46,000
- Streetscape Improvements for Canil Street Construction — $130,000
- Downtown Master Plan — $86,000
- Hatadero Arts Park Phase IIa — $80,000
Total — $545,500

Sample Survey
Gate City Music Festival Survey

How did you hear about the Gate City Music Festival concert?
Where are you from?
Did you stay in a Reton Hotel/Motel?
How many nights?
How many people in your party?
How much money would you say you spent in Reton this weekend?
Will you come back next year?
Any other comments or suggestions?
CARLSBAD DOWNTOWN FARMERS’ MARKET (CDFM)
Overall, the 2012 CDFM season was very successful. We had an increase in growers and produce at the market, resulting in a 50 percent increase in vendor sales and a 40 percent increase in customer attendance. By the end of the market season on Sept. 29, the market had approximately 5,658 market visitors and generated $29,464 in vendor sales. There were a total of 38 vendors and the market averaged about 23 vendors a market day. There were 22 vendors selling locally-grown food; the rest were crafters and prepared food vendors.

We implemented a few changes this season. The first CDFM vendor meeting was held in February, earlier than normal, to provide a forum for our experienced and less-experienced growers to interact and answer each other’s questions. We held educational sessions throughout the season on topics such as composting/mulching and “how to grow for a farmers’ market.” We also extended the season two weeks longer than the previous season. For the 2013 season, we hope to open the market earlier than late June and continue to increase the number of growers and attendees.

Established by the National Trust for Historic Preservation in 1980, the National Main Street Center helps communities of all sizes revitalize their older and historic commercial districts. Working in more than 2,200 downtowns and urban neighborhoods over the last 32 years, the Main Street program has leveraged more than $55.7 billion in new public and private investment. Participating communities have created 473,935 net new jobs and 109,693 net new businesses, and rehabilitated more than 236,418 buildings, leveraging an average of $1.8 in new investment for every dollar spent on their Main Street district revitalization efforts.

###
Grant Applications

Outcomes: What are the 2-4 measurable outcomes of the project that will define success of the grant (i.e., the changes in people or institutions that are expected to occur as a result of the activities)?

Describe the information that will be provided to you next year in your final report or annual interim reports if multi-year grant) that will demonstrate achievement of the activities and outcomes.

Policy change is a long-term process, which is measured in the incremental steps necessary to achieve such change. The greater the involvement of advocates, the quicker the desirable outcomes will be won. To accomplish the ultimate outcomes, short-term outcomes that will measured include:

- Scarlet Plague Advocacy Network Growth: by EOY 2012, Scarlet Plague Advocacy Network membership will exceed 9,000 members.
- Scarlet Plague Advocacy Network Impact: by EOY 2012, Scarlet Plague Advocacy Network members will have made 7,000 legislative contacts via visits, letters/emails, and phone calls to advocate for the scarlet plague policy agenda.
- Scarlet Plague Advocacy Network Engagement: by EOY 2012 National Scarlet Plague Association’s Scarlet Plague Advocacy Network will have distributed at least six action alerts consistent with the scarlet plague policy agenda, with a minimum 10% response rate from members.

In addition, National Scarlet Plague Association will monitor and report any policy shifts and legislation passed. This information will be provided to ABC next year in the final report if this request is approved.

Evaluation: How will you monitor your performance and measure the impact?

Objective goals have been established to monitor incremental progress related to advocacy goals. Key criteria for measuring the success of the initiative also include subjective measures of satisfaction, sense of empowerment, and additional need for support. Other program components to be measured include the number of people who sign up to receive e-newsletters and action emails and the number of people who send action emails. The evaluation results will be used to make midcourse corrections and increase National Scarlet Plague Association’s capacity to empower scarlet plague survivors to advocate for their own needs.

Metrics will be reported on a monthly basis. Engagement will be measured and reported based on log-ins to the Network and analysis of kinds of engagement (what actions members took).

ECONOMIC IMPACT
Overall economic impact was impressive. Each of the 11,000 attendees spent a conservatively estimated $10 in the community, that represents $110,000 in economic impact brought in to Los Alamos and the State of New Mexico by ScienceFest. The $10 dollar figure was determined through the National MainStreet Association’s guideline for average dollars spent downtown while attending an event.

4.3 Eligible Grant Purpose

This proposal would meet the following business Opportunity goals:

1. Identify, train, and provide technical assistance to existing and prospective entrepreneurs through workshops.
2. Establish a Business Support Center.
3. Conduct leadership training through business breakfasts, trainings, and workshops.
4. Pay fees for professional services necessary.

- Suggested Performance Criteria:

Suggest one or more relevant criterion to be used to evaluate the performance of the grant project during its operational phase post-funding. As benchmarks to assess whether or not the primary goals and objectives proposed in the scope of work are accomplished during the project period. These criteria should relate to the overall project goal of financing and/or assisting small and emerging businesses or conducting business opportunity projects, with a resulting creation or saving of jobs.

Currently, there are about 80 businesses operating in downtown Truth or Consequences. It is the goal of MainStreet to provide services to at least 24 businesses through trainings and workshops. We also aim to help 24 businesses create or update their business plans and help at least 24 develop marketing plans.

Another goal for us would be to provide access to resources to at least 25 current or prospective business owners at the business resource center. Lastly, our goal is an increase in net new jobs of 25 in the downtown area as tracked by MainStreet quarterly reports.
Infographics

https://venngage.com/
Mainstreet Investments from FY14-18 Created:

- 2,714 Net New Jobs
- 1,172 Building Rehabilitations
- 593 Net New Businesses
- $124,466,432 Private Sector Reinvestment

New Mexico MainStreet develops local capacity for economic redevelopment, to create the right environment to increase economic health and opportunities in our downtown districts.

www.nmmainstreet.org
## NMMS ANNUAL ACCREDITATION REPORT

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<tr>
<th>PROJECT TITLE</th>
<th>PROJECT COMPLETION STATUS</th>
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<td>Los Alamos ScienceFest</td>
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### PROJECT DESCRIPTION

Los Alamos ScienceFest is the signature and largest event in the County—spanning five days. 2018's event marked ScienceFest's 11th year, with a "Science Rules" theme. The five-day festival was complete with live music, interactive and family-friendly events for all ages, and out-of-the-classroom Science, Technology, Engineering, Art and Math (STEAM) learning opportunities.

### OUTPUTS (AND/OR EXPECTED OUTCOMES)

1. Developed ScienceFest programming to bring in new and returning visitors
2. Connected with community partners to work on enhancing and executing programming
3. Developed timeline for promotional activities, working closely with the County and their marketing team
4. Executed promotions, including a new “Business Specials” flyer that encouraged people to check out the local science and other STEM-related products and specials at local MainStreet businesses
5. Developed map, which included re-envisioning location of ScienceFest, to encourage more visits / traffic flow to downtown businesses
6. Launched the event, including the biggest day, Discovery Day. Filmed and shot photos throughout the day.
7. Conducted a post-event survey for exhibitors and partners, and analyzed results of the participant survey

### METRICS (AND/OR EXPECTED METRICS)

- 30 activities across 5 days; 70+ exhibitors with hands-on STEAM demos during Discovery Day (up from 42 in 2017), and 35 community collaborators to make the event happen.
- In general, 12,972 ScienceFest attendees x $10 spent in the community adds up to approximately $129,720 of economic impact.
- 81% percent of ScienceFest attendees who took the ScienceFest survey said they spent money with a local business during Discovery Day.
- Survey results from exhibitors and partners noted a 71 Net Promoter Score for ScienceFest and all said they plan to return next year. Anecdotal feedback stated that Discovery Day attendance seemed up overall, and the Business Specials flyer feedback was positive (with businesses seeing direct sales as a result of these promotions).
- Doing a direct comparison of sales reported by the Historical Museum, last year's total was $4,237 versus $4,800 this year - a 13% increase.
- Hotel occupancy rates were around 90% or higher, with the Comfort Inn & Suites indicating, “Looks like we had good weekend turn out for ScienceFest. All the brochures you brought over are all gone... On Friday night I called all the hotels in the area and they were completely sold out all the way down to Cities of Gold.” Several hotels sold out on different nights during ScienceFest week as well (which wasn’t the case in 2017).
- Out-of-town attendance was around 31% primarily from around New Mexico. This number represents 13 cities in New Mexico beyond Los Alamos/White Rock, 12 states and 3 countries.
A FEW MORE THINGS TO CONSIDER...

• Never assume that your audience already knows about the work your organization is implementing
  • NMMS, City/County, Donors, Volunteers, etc.

• Tailor your message based on the audience you are addressing
  • How you articulate your work to the City, might not be the same as how you articulate it to your volunteers

• Tracking metrics for your events/projects/activities enables your organization to evaluate their effectiveness and make adjustments for the following year
  • Is your retail promotion actually generating $$$ for district businesses? How can we tweak it? Should we scrap it?
  • Are your business trainings effective? Are you providing the content they need?
THANK YOU! QUESTIONS?

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