



NEW MEXICO MAINSTREET Quarterly Report Instructions

REPORT ON THE MAINSTREET DISTRICT AREA ONLY

Be sure that you are familiar with the exact boundaries of your MainStreet district and report performance statistics only for buildings, businesses, public improvements and activities that are within your district boundaries. Do not include statistics for actions outside of your MainStreet district.

PRIVATE BUILDING INTERIOR AND EXTERIOR IMPROVEMENTS AND REHABILITATIONS

The number of projects that improve existing buildings and the dollars of private investment into those buildings are priority performance statistics for the New Mexico Economic Development Department. Make sure that you do not accidentally include public buildings in this category. Private buildings include properties owned by private individuals, private partnerships, businesses, for-profit corporations, and non-profit corporations.

- **Name of Building:** Include a name for the building that helps identify the property. This could be its historic name, the name of the owner, the current main occupant such as a business, the former business name, a long-term use of the building, or some other identifier that the community uses to refer to the building.
- **Address:** Provide the street address number and name of the street. This is required to help ensure that projects are not double-counted.
- **\$ of Private Investment:** How much was spent on the improvements to the property? Include the full investment dollar total. Since the property is privately owned, if the rehabilitation was financed in part by public incentive dollars, those are included in the total because they affect the property value of the privately-held property. MainStreet executive directors typically acquire the dollar investment figures from the property owner and/or architect or contractor and/or city officials who issue building permits. **Given COVID 19 we would like track how much businesses are spending to expand into outdoor spaces, and alterations they are making to their indoor space's.**
- **Description of Work:** A little bit of detail here helps to understand, track and celebrate the project. Was it a facade improvement? If so, what did that entail? -- window repairs, painting, re-pointing of bricks, repair of parapet, etc. Was it landscaping or parking lot resurfacing, or a new roof? If the work included interior improvements, what were they? -- wall refinishing and painting, floor repairs or new flooring, electrical work, new restrooms, etc.
- **NMMS Assistance?:** Was a New Mexico MainStreet specialist involved in providing technical assistance for the project?

BUSINESS OPENINGS, CLOSINGS AND EXPANSIONS

- **New Businesses:** If a new business opens up in your MainStreet district, list its name, address and the number of Full Time Equivalent (FTE) jobs it provides. Include a business that is new to your district even if it moved inside the district from another part of your community. **Do not**

include businesses that are just re-opening.

- **Business Closures:** List the name, address and number of FTE jobs lost of a business that closes in your district. Even if the business re-opens in another part of your community outside of your MainStreet district, it is still counted as a reduction of the businesses within the district. Given COVID 19 Challenges we would like you to only report permanent Closures
- **Business Expansions:** This category is for counting the additional jobs added by a business that expands. An expansion may involve building improvements or expanded floor space, or could involve an expansion of products or services or development of new or expanded customer markets. As long as the expansion includes a growth in jobs, list it here. If an expansion does not bring more jobs, do not include it here. List the business name, address and the number of new FTE jobs associated with the expansion.
- **FTE Jobs:** Jobs are counted as Full Time Equivalent (FTE) jobs. As defined by the U.S. Bureau of Labor Statistics, a full-time job is a minimum of 35 hours per week. Please report the full-time jobs plus also add the weekly hours of part-time jobs together and report 1 FTE for each total of 35 hours per week.

BUILDING PURCHASES

This category is used to help profile the level and values of real estate activity in the district. If a building sale takes place within your MainStreet district, include its name, address, purchase price, and a description of the property (type of building and total square footage). As long as a sales transaction takes place, include it here whether the property is privately or publicly owned.

PUBLIC SECTOR IMPROVEMENTS

This category includes all physical improvements that occur to buildings or on land that is owned by the public sector. Examples to include here are: improvements to city hall or a city-owned theater or library, new landscaping in a public plaza, new utility lines in the public right-of-way, street and sidewalk repairs or streetscape improvements along city- or state-owned streets, wayfinding components, or the installation of public art in public space. Also, if a new city-, county-, state- or federal-owned building is constructed, include it here. As long as the improvement occurs in publicly-owned space, include the total dollar value of the project -- do not get confused if the public improvement is funded in part by the private sector. As long as it occurs on public land, it is a public improvement. For example, a private donor or foundation may support the installation of public art on public property. Include such a project in this category.

PUBLIC / PRIVATE PROJECTS

A public/private project is the result of a partnership between a private entity and a local government agency to finance, build, and operate projects that have a direct benefit to the public. Financing a project through a public-private partnership (i.e. Local Economic Development Act, Metropolitan Redevelopment Area, Industrial Revenue Bonds, tax abatements, and other incentive programs) can allow a project to be completed sooner or make it a possibility in the first place. This category is meant to help NMMS track the number of public/private projects that are taking place in your district and identify how much/many of the reinvestment/projects reported in the PRIVATE BUILDING IMPROVEMENTS AND REHABILITATIONS and PUBLIC SECTOR IMPROVEMENTS categories were the result of public/private partnerships. *Please note that it is alright and even expected that you will report public/private projects in this section that may have already been reported in another category.*

NEW PRIVATE BUILDINGS CONSTRUCTED

This category is for counting all new privately-owned buildings in your MainStreet district. Include the full dollar value of the project even if there were public moneys included in the project's financing. Do

not include new public buildings in this category -- instead, include new public buildings in the Public Sector Improvements category.

MAINSTREET GRANTS

This section is for counting the grants that your MainStreet program receives as the administrator (or co-administrator or project partner) of the grant money. (Some local MainStreet programs operate their own grant programs through which they disperse funds to other local organizations. If that is the case for your program, do not list grants that you give out here.) For grants that your program receives, you can list them in the quarterly report when you receive official notification that you have been awarded the grant. Or, you can wait until you receive the check to list the grant. **But, please remember to only report the grant once.**

- **Public Sector Grants:** This category is for grant funds that are awarded to your MainStreet district from local (city and county), state and federal governments. An example is funds for public infrastructure planning and design or construction from the NMMS capital outlay program.
- **Private Sector Grants:** This category is for grant monies received from private citizens, corporations or non-profit foundations. (Remember that foundations are private, not public, non-profit organizations, so do not count them as "public" grants.) An example of a private sector grant is one received from the New Mexico Resiliency Alliance.

MAINSTREET EVENTS AND PROMOTIONS

- **Events:** This category includes events that your MainStreet organization produces or co-produces. Examples include a street festival, black tie fundraising dinner, Santa's village, parade, art walk, cosplay gathering, or hosting a conference.
- **Promotions:** This category includes activities like sidewalk sales, in-store trick or treat, cooperative advertising initiatives, shop local campaigns, social media marketing programs, and others that your program organizes or co-organizes.

HOUSING

This category is for listing the construction of new housing within your district. For Type of Housing Units, list either single-family house, multi-family rental apartments, or owner-occupied condominium units. You may also specify if a specific group is targeted for the housing units (e.g., senior, low and moderate income families).

VOLUNTEER HOURS

This section provides the ability to estimate the total volunteer hours of your program during the quarter. For each major local program activity, list the number of times that activity occurs during the quarter, the number of volunteers (not paid staff) who perform that activity each time, and the number of hours each volunteer spends on that activity per occurrence. Add and specify other activities as needed.