



## Monthly Reports

### *OMSP Monthly Report Instructions*

Tracking statistics – reinvestment, job and business creation – provides a tangible measurement of the local Main Street program’s progress and is crucial to garnering financial and programmatic support for the revitalization effort. Statistics must be collected on a regular, ongoing basis.

- ◆ Please make sure to complete and include **ALL** required information – quantitative and qualitative data.
- ◆ List only projects, transactions, and events occurring or completed during the month.
- ◆ Should there be any information missing from your report, it will be returned to you and not entered into the system until all information is received.
- ◆ An incomplete set of monthly reports from your community will jeopardize your certification standings with the Ohio Main Street Program and National Main Street Center.

### *Marketing*

#### **Downtown Promotions Completed**

List each retail, special event, heritage tourism or image promotion completed last month. Record the sponsors involved with and supporting the promotion and the total cost figure for the promotion.

#### **Evaluation of Each Promotion Event**

List the event along with the approximate number of attendees/participants/shoppers and any additional achievements generated due to the promotion of downtown.

### *Design*

#### **Completed Façade Renovations**

List the name or building address of owners/tenants completing a renovation project in the last month. All recorded projects must fall within the boundaries of the Main Street program area. A project can be as minimal as the removal of an inappropriate sign or a complete exterior restoration. Record the total cost of the project, the source of funds (public or private) and indicate if it is an historic rehabilitation tax credit project.

#### **Other Completed Building Rehabilitation Projects**

List the name or building address of owners completing work other than façade improvements on existing building projects in the Main Street program area in the last month. Record the total cost of the project, the source of funds (public or private) and check the appropriate box if it is a historic preservation tax credit project.

### **New Construction**

List the name or building address of owners completing work other than façade improvements on new construction projects in the Main Street program area in the last month. Record the total cost of the project, the source of funds (public or private) and check the appropriate box if it is a historic preservation tax credit project.

### **Buildings Sold**

List all buildings sold in the Main Street program area in the last month. Also, record the selling price and indicate what the building was used for prior to and after the sale.

### **Public Improvements Completed Affecting Downtown**

Describe each public improvement project completed in the Main Street Program area in the last month, and record the project cost and the source of funds. Examples include improvements to public buildings, installations of street lighting, street and sidewalk improvements, parking improvements, landscaping, etc.

## ***Business Enhancement/Development***

### **New Businesses Opened in Downtown**

List the names and (new) addresses of each business opened in the Main Street program area in the last month. This will include new business startups or a business previously located outside the Main Street program area. Record the type of business, and the total number of new jobs created. "New jobs" in this category is the total number of full-time and part-time people employed by each business.

### **Businesses Closed in Downtown**

List the names and addresses of each business closed in the Main Street program area in the last month. This will include businesses located in your Main Street program area that move outside the area or to another community. Record the business type and number of jobs lost.

### **Businesses Expanded in Downtown**

List the names and addresses of each downtown business expansion in the last month. This may be an expansion in square footage, product lines, or employees. List the type of business and number of new jobs created.

**Businesses Moved Out of Downtown**

List the names and addresses of each business that has moved out of the Main Street program area in the last month.

**New Housing Completed Downtown**

List the addresses of all new housing projects completed last month. Also, record the total number of new housing units completed and total amount of money invested to create those housing units.

## *Operations*

### **Organization Committee Activities Completed**

List the organization committee activities completed within the last month. Record these activities and events by type, the total cost figure for the activity and the local Main Street program's share of the total cost. [For example: hosting local business training sessions, sponsoring job fairs, or starting a membership drive.]

### **Training Sessions Attended**

List the members of the organizations, which have participated in training sessions focusing on downtown revitalization, design, economic restructuring, promotions, and organization. Record the position of attendees and the training session topic.

### **Volunteer Hours Donated**

List the number of volunteer hours donated to the local Main Street program by event/activity.

### **Fundraising Efforts**

List the source and amount of monies raised by fundraising efforts.

### **Membership Efforts**

List all membership development efforts/programs held in the past month and the results it produced.

## *Commentary*

### **Committee Commentary: Design/Economic Restructuring/Promotion/Organization**

Share any pertinent information relating to your organization not covered in the previous sections. This could include additional organizational issues, economic restructuring, design, and promotional activities.

### **Program Commentary**

Share any pertinent information relating to your organization not covered in the previous sections. This could include changes to Board, new volunteers brought on board, speaking engagements to spread the Main Street word. This section also provides the opportunity to list and discuss critical issues, challenges and successes of the past month.

### **Outlook**

Share the goals and challenges of the upcoming months.

### **Suggestions for Heritage Ohio Staff**

List suggestions on services or training topics, new resources, questions, etc.