



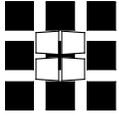
California Main Street

Instructions for Completing the 2009 Annual Reporting Form

The California Main Street annual reporting form has been designed to make reporting to the state program as easy as possible for local Main Street programs. The form uses a checkmark method to minimize the amount of writing on the part of Main Street managers. **No more than two hours should be needed to complete the form.** Annual reports from the local programs **must be made using the enclosed form** so that the proper statistics can be reported to the National Main Street Center. This form will also be available to download from the California Office of Historic Preservation Web site, www.parks.ca.gov/?page_id=23484 in a Word document "form" so you can fill it out, save and email. The National Main Street Community Criteria Form is also enclosed for you to fill out as well and will be available on the Web site.

- **Reporting Schedule:** The reporting schedule is now on an annual basis; reporting for 2009 due on **Jan. 15, 2010**.
- **Program Information:** Please complete all information about the executive director, board chair and your city manager. We use this information to keep our mailing lists and network directory up to date.
- **Organization:** Please check all projects for organization that were completed in 2009, and please include your total annual budget, and source of funds.
- **Economic Restructuring:** Business losses include businesses that have relocated outside the downtown or project area, as well as businesses that have closed. Types of businesses include: retail, restaurant, office, service, arts/entertainment, and professional. In order to track job and business statistics, you must be able to provide information on what businesses have opened and closed in 2009. Information obtained from business license statistics available from your city help you. (This is most easily done when tracked monthly; or if you report new businesses in your member newsletter, the task is easier.) When reporting job figures, use **full-time equivalents** (two or three part-time jobs equal one full-time job).
- **Design:** Design projects include both private and public design projects. Statistics provided under this heading refer to **permanent improvements made to public and private real estate**. Under private sector projects: (1) identify names of funding sources, both private and public, and amounts for each; (2) describe project in some detail such as new construction, façade restoration, building rehabilitation (paint, awnings, interior renovation, etc.). Under public sector projects: (1) list type of project (e.g., street lighting, sidewalks, new public building constructed); and (2) source of funding (e.g., general fund, assessment district, redevelopment funds, etc.). List projects **after** they have been completed.
- **Promotion:** Be sure to indicate the type of event listed. **Retail events** are designed to make cash registers ring (sidewalk sales, open late events, etc.). **Special events** draw people to the downtown.
- **Networking With Other Communities:** These are **your** outreach efforts to other communities in 2009, such as assisting at another community's special event, assisting with board or executive director training for another community, giving a speech at another community's meeting, etc.
- **Career Development Training:** Please list any types of career development training you have attended.
- **Network Meeting Substitution Form:** The reporting form includes a page to request credit for network meeting substitutions. In 2009, there were two network meetings – the Winter Network Meeting in Sacramento on February 9-11; and the California Downtown Association conference in Ventura on September 23-25. Fill out the form only if you have missed a network meeting and have attended an alternate training event. Eligible alternate conferences and workshops include League of California Cities annual or other conference; National Main Streets Conference; California Preservation Foundation annual conference or other conference; National Trust for Historic Preservation annual conference; International Downtown Association conferences; and Local Government Commission conferences and workshops.

Job creation and public/private investment statistics are important measurements of local, state and national program success. Statistics requested in the "Business Activity" section (Economic Restructuring) and "Design Activity" section (Design) are vital pieces of information needed by both CAMSA and National Main Street Center. **Please make every effort to provide complete and accurate information.**



California Main Street Alliance Annual Report Form 2009

Name of Local Program: _____

Reporting Period: 2009

The executive director of each local Main Street program must submit an annual report for their California Main Street Program. This is required for the community to maintain status as a California Main Street city. These statistics are reported to the National Trust Main Street Center and is a factor in determining your status as a National Main Street Center Accredited Program.

In the event of a vacancy of the executive director staff position, the board chair (or a person designated by the board chair) is responsible for completing and submitting annual reports on time.

Report Completed By: _____ Title _____

Date Report Completed: _____

Signature of Person completing report _____

Reporting Schedule

Annual reports are due on the following dates:

For the reporting period January 1 through December 31, 2009 Report due January 15, 2010

Report Contents

- Organization
- Accomplishments in Organization
- Economic Restructuring
- Accomplishments in Economic Restructuring
- Design
- Accomplishments in Design
- Promotion
- Accomplishments in Promotion
- Networking with Other Communities
- Network Meeting Substitution Form

Email completed report in Word or PDF format to: lauracolerowe@yahoo.com (preferred)

OR Mail report to:

California Main Street Alliance
c/o lauracolerowe consulting
1107 Park Lane
Suisun City, CA 94585
Attention: Laura Cole-Rowe

For California Main Street Alliance Use Only

Date report received: _____
Report logged _____
Numbers entered _____

ORGANIZATION

(Check boxes and complete information if applicable):

Main Street Executive Director/Manager Information

Manager's Name: _____

Organization's Name: _____

Organization's Mailing Address: _____

City _____ State _____ Zip _____

Telephone Number: _____ Fax Number: _____

Email address: _____ Web site: _____

Date of Hire: _____

Check here if the Main Street manager must be notified prior to faxing.



Board Chair Information

Board Chair's/President's Name: _____

Business Name: _____

Business Mailing Address: _____

City _____ State _____ Zip _____

Telephone Number: _____ Fax Number: _____

Email address: _____



City Manager Information

City Manager's Name: _____

City Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Telephone Number: _____ Fax Number: _____

Email address: _____

Accomplishments in Organization

The following projects were completed during this reporting period. (Please check the appropriate boxes. It is not necessary to attach items.)

- Annual Report/ Accomplishments
- Articles of Incorporation
- Business Improvement District - Renewal New Formation
- Board of Directors (list of, job descriptions, roles/ responsibilities, etc.)
- Budget - Annual Budget: \$ _____

Source of Funds: City Contribution: \$ _____ ; Assessment District: \$ _____

Other: \$ _____

- Bylaws/ Amendments to Bylaws: Proposed revisions attached
- City /Main Street Agreement
- Committee (list of, job descriptions, roles/ responsibilities, etc.))
- Executive Director Recruitment (brochure, application, etc.)
- Facebook/Other Social Networking Page for your program
- Funding/ Fundraising
- Grant Proposals
- Insurance
- Membership (brochure, application, etc.)
- Newspaper clippings or other media clips
- Newsletters /E-Newsletters
- Nonprofit Status Application
- Personnel Management (job descriptions, evaluation forms, applications, etc.)
- Program Brochure
- Public Relations Campaigns
- Reports to City Council
- Volunteer Management (job descriptions, applications, etc.)
- Volunteer Appreciation (certificates, award programs, etc.)
- Workplans for each committee

- Other (*please describe*)

Comments Regarding Organizational Concerns/Challenges/Accomplishments:

ECONOMIC RESTRUCTURING

List the business activities that have taken place during this reporting period. Use full-time job equivalents when reporting number of jobs created or lost.

New Business Starts

1.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
2.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
3.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
4.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
5.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
6.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
7.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
8.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
9.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
10.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
11.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
12.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
13.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
14.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
15.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
16.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created
17.	_____	_____	_____
	Name of Business	Business Type	# of Jobs Created

(If necessary, you may duplicate this page to continue your new business lists)

ECONOMIC RESTRUCTURING (continued)

Business Expansions

1. _____

Name of Business	Business Type	# of Jobs Created
Type of Expansion		
2. _____

Name of Business	Business Type	# of Jobs Created
Type of Expansion		
3. _____

Name of Business	Business Type	# of Jobs Created
Type of Expansion		
4. _____

Name of Business	Business Type	# of Jobs Created
Type of Expansion		

Business Losses

1. _____

Name of Business	Business Type	# of Jobs Lost
Reason for Closure		
2. _____

Name of Business	Business Type	# of Jobs Lost
Reason for Closure		
3. _____

Name of Business	Business Type	# of Jobs Lost
Reason for Closure		
4. _____

Name of Business	Business Type	# of Jobs Lost
Reason for Closure		

(If necessary, you may duplicate this page to continue your expansion/loss of businesses lists)

Summary of Business Activity

New Business Starts	_____	Jobs Created from New Business Starts		_____
Business Expansions	_____	Jobs Created from Business Expansions	+	_____
Business Losses	- _____	Jobs Lost from Business Losses	-	_____
Net Gain/Loss of Businesses	= _____	Net Gain/Loss of Jobs	=	_____

Accomplishments in Economic Restructuring

The following materials relate to the business activity listed on the previous page as well as other economic restructuring projects that were completed during this reporting period. (Please check the appropriate boxes. It is not necessary to attach items.)

- Available Space Listings
- Business Cluster Program
- Business Education Flyers/Curriculum
- Business Incubator Program
- Business Recruitment Package
- Business Retention Program
- Check and Fraud Protection Program
- Economic Impact Reports
- Economic Restructuring Plan
- Façade Improvement Program
- General Plan
- Homeless Program
- Lease Agreements
- Major Discounters/Malls/Outlets
- Market Analysis
- Municipal Enterprise Zone
- Mystery Shopper Program
- Newspaper clippings or other media clips
- Parking Information/Brochure
- Permit Assistance/Streamlining
- Planning Materials
- Public Improvements Financing Program
- Public Safety Literature
- Retail Sales Tracking
- Small Business Financing Program
- Surveys and Analysis of Businesses
- Surveys and Analysis of Property Owners
- Surveys and Analysis of Residents
- Surveys and Analysis of Sales Activity
- Surveys and Analysis/Intercept Surveys
- Technical Assistance Program
- Transportation/Trolley/Shuttle

- Other (please describe)

Comments Regarding Economic Restructuring Concerns/Challenges/Accomplishments

DESIGN
Public Sector Projects

List the design activity that has taken place during this reporting period. See instructions for project description information. Count projects **only** when they have been completed.

	<u>Project</u>	<u>Funding Sources</u>	<u>\$Value</u>
1.	_____		
	Project Name		

	Project Description		
			Total \$ _____
2.	_____		
	Project Name		

	Project Description		
			Total \$ _____
3.	_____		
	Project Name		

	Project Description		
			Total \$ _____
4.	_____		
	Project Name		

	Project Description		
			Total \$ _____
5.	_____		
	Project Name		

	Project Description		
			Total \$ _____
6.	_____		
	Project Name		

	Project Description		
			Total \$ _____

(If necessary, you may duplicate this page to continue your Public Sector Project list)

**DESIGN
Private Sector Projects**

	<u>Project</u>	<u>Funding Sources</u>	<u>\$Value</u>
1.	_____	_____	_____
	Name of Building and/or Business	Private	
	_____	_____	_____
	Street Address	Public	
	_____		_____
	Project Description		Total \$ Value
2.	_____	_____	_____
	Name of Building and/or Business	Private	
	_____	_____	_____
	Street Address	Public	
	_____		_____
	Project Description		Total \$ Value
3.	_____	_____	_____
	Name of Building and/or Business	Private	
	_____	_____	_____
	Street Address	Public	
	_____		_____
	Project Description		Total \$ Value
4.	_____	_____	_____
	Name of Building and/or Business	Private	
	_____	_____	_____
	Street Address	Public	
	_____		_____
	Project Description		Total \$ Value
5.	_____	_____	_____
	Name of Building and/or Business	Private	
	_____	_____	_____
	Street Address	Public	
	_____		_____
	Project Description		Total \$ Value

(If necessary, you may duplicate this page to continue your Private Sector Project list)

Summary of Design Activity

	<u># of Projects</u>	<u>\$Value</u>
Private Sector Projects		\$
Public Sector Projects		\$
New Construction Projects:		\$
New Housing Units Created (All Types)		\$

Accomplishments in Design

The following materials relates to the design activity listed on the previous page as well as other design projects that were completed during this reporting period. (Please check the appropriate boxes. It is not necessary to attach items.)

- Americans with Disabilities Act/Handicap Access
- Art in Public Places
- Banner Projects
- Before and After Photos of Façade Renovations
- Brochures on Design
- Building Surveys and Analysis
- Cleaning and Maintenance Program
- Design Contests
- Design Guidelines
- Design Review Board
- Design Workshop/Education
- Downtown Clean Up Days
- Downtown Specific Plan
- Graffiti Abatement Program
- Historic Building Inventory
- Historic District
- Historic Preservation Education
- Municipal Codes/Design and Historic Preservation
- Murals
- Newspaper clippings or other media clips
- News rack Placement
- Ordinances/Design and Historic Preservation
- Paint
- Pushcarts/Street Vendors
- Seismic Safety
- Signage
- Street Furniture
- Training Manuals on Design/Historic Preservation
- Window Display

Other (please describe and attach items)

Comments Regarding Design Concerns/Challenges/Accomplishments

PROMOTION

List the promotional events produced/co-sponsored/supported by your Main Street program during this reporting period.

1. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

2. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

3. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

4. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

5. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

6. _____
Name of Event

Date(s) Held
Check the appropriate box: This event was a retail event special event

(If necessary, you may duplicate this page to continue your Promotion event list)

Accomplishments in Promotion

The following materials relates to the events listed on the previous page as well as other promotional projects that were completed during this reporting period. (Please check the appropriate boxes. It is not necessary to attach items.)

- Business Directory
- Brochures
- Budgets
- Checklists
- Concept Papers/Proposals
- Cooperative Advertising
- Correspondence
- Coupon Books
- Evaluations
- Fact Sheets
- Facebook/Other Social Networking Page for your events
- Farmers Market
- Flyers
- Image Advertising
- Maps
- Newspaper clippings or other media clips
- Planning Materials
- Press Releases
- Promotional Items for Sale or Giveaways
- Promotion Package
- Program Books
- Rules and Regulations for Special Events
- Sponsorship Guidelines
- Sponsorship Marketing Materials
- Street Entertainment
- Surveys during Events
- Ticket Books
- Vendor Applications
- Vendor Contracts
- Walking Tour Brochure
- Web site New Redesign/Refresh

- Other (*please describe*)

Comments Regarding Promotional Concerns/Challenges/Accomplishments

Networking With Other Communities

Please describe your outreach efforts to both California Main Street network and non-network cities for this reporting period.

1. Name community assisted _____
Date(s) of assistance _____
Type of assistance provided _____
2. Name community assisted _____
Date(s) of assistance _____
Type of assistance provided _____
3. Name community assisted _____
Date(s) of assistance _____
Type of assistance provided _____
4. Name community assisted _____
Date(s) of assistance _____
Type of assistance provided _____

Career Development Training

List any career development training opportunities you have attended during this reporting period. (Examples: Time Management, Writing Successful Newsletter, Public Speaking)

1. _____ / _____ / _____
Name of Workshop/Seminar Date Attended Location
2. _____ / _____ / _____
Name of Workshop/Seminar Date Attended Location
3. _____ / _____ / _____
Name of Workshop/Seminar Date Attended Location
4. _____ / _____ / _____
Name of Workshop/Seminar Date Attended Location

NETWORK MEETING

Substitution Form

California Main Street cities are required to attend regularly scheduled network meetings held by the state program. From time to time, a local program may not be able to attend a network meeting due to a variety of circumstances. Your participation agreement allows for network meeting substitutions. Should a local program miss a network meeting, this form should be used to document its attendance at a substitute training/event.

Name of individual attending and his/her relationship with the Main Street organization (i.e., executive director, board chair)

Name of Main Street organization represented

Name of conference / workshop you are using as a network meeting substitution (must coincide with those events outlined in the participation agreement).

Conference / workshop sponsor

Date(s) of substitute event

Which network meetings are you substituting

The National Main Street Community Criteria:

Community: _____

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget

Annual Budget and Sources of Funding

Budget \$ _____

Sources: \$ _____ Assessment District
 \$ _____ City
 \$ _____ Events income

7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the National Trust's Main Street Network membership program

Member number: _____

Expiration date: _____