

2012 Main Street Survey

Welcome

The annual Main Street Trends Survey gathers basic indicators from downtown and neighborhood business district revitalization and management programs.

Your information provides vital feedback to help us determine the "State of Main Street," and track revitalization trends and promote your successes.

Two new set of questions this year:

- 1) Questions about salary and benefits;
- 2) Questions about the future direction of the national Main Street movement.

It is critical that you give us your input on the national Main Street program that has brought tremendous value to communities across America over the past 30 years, through our Main Street Approach and network of more than 1,200 communities. With changes in the direction of the National Trust for Historic Preservation to focus our work more directly on key "National Treasures" projects in coming years, we will be collaborating with our Main Street Network partners, funders, and industry leaders to explore the full range of options for the program's future. We want to ensure that we preserve the most important aspects of the Main Street program currently, while identifying new roles and resources for our national program moving forward. This is your chance to have input in the process.

The survey should take 20-25 minutes to complete.

Begin by clicking "Next" below. * Questions marked with a star are required *

The survey will be open until Friday, Feb. 17, 2012.

***1. Please provide basic contact information. We ask for your email address so that we may follow up on case study information.**

Organization Name:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

***2. What is the population of your district?**

- Downtown: community population < 2,500
- Downtown: community population between 2,500 and 5,000
- Downtown: community population > 5,000 and < 50,000
- Downtown: community population > 50,000
- Urban neighborhood business district (not downtown)

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3. What is the nonprofit tax status of your organization?

501C(3)

501C(6)

Other (please specify)

*4. What is your organization's annual budget?

Range

Budget

5. Please approximate the percentage of your budget's funding. (Note: You can use zero for sources you don't have; and the numbers must equal 100.)

1. Public Funding

2. Membership

3. Donations

4. Grants

5. Events/Festival Revenue

6. Business Improvement District (or other assessment)

7. Sponsors

8. Other Earned Income (product sales, business venture, etc)

6. If your organization has a creative/unconventional funding stream (outside of donations, membership, public funding, events, or product sales), please explain.

7. Has your annual budget's public-private funding percentage varied in the calendar year 2011?

- It has not changed.
- Public funding decreased, private funding INCREASED.
- Public funding increased, private funding DECREASED.
- Both public and private funding has INCREASED.
- Both public and private funding has DECREASED.

8. What is the salary for your organization's executive director? (Individual salaries will not be shared; this information is aggregated so we may report on average salary ranges.)

9. Please indicate all of the benefits your staff is offered:

- Medical insurance
- Dental insurance
- Vision insurance
- Life insurance
- Commuter cost assistance
- Pre-tax flexible spending accounts

Other (please specify)

10. Is your organization focused on surviving and tackling basic projects (like beautification, membership campaigns, special events, and district inventories), or is it strong and tackling advanced projects (like real estate development, regional partnerships, marketing campaigns, and entrepreneur support)?

- Our organization is focused on surviving and tackling basic projects.
- Our organization is strong and tackling advanced projects.

Please tell us about your advanced/innovative projects.

Main Street Businesses & Real Estate

***11. How strongly does your organization agree with this statement: During the calendar year 2011, our downtown/commercial district has seen signs of recovery from the economic downturn?**

- Strongly agree
- Agree
- Disagree
- Strongly disagree

12. The recession has changed the lending climate in many communities. Can you comment on access to capital as it relates to small business owners in your Main Street district? Select all that apply.

- Small/community banks are lending to qualified applicants.
- Small/community banks are not lending to qualified applicants.
- Large/national banks are lending to qualified applicants.
- Large/national banks are not lending to qualified applicants.
- I am seeing more community-owned ventures (like selling shares for a business or establishing a coop).
- My organization has started/continues to offer microloans.
- Entrepreneurs have been using creative methods like kickstarter.org and other ways to gain capital.

Do you have an example of creative business owner financing:

***13. Please tell us about business openings and closings in your district during calendar year 2011.**

Range

OPENINGS:

CLOSINGS:

14. What do believe will be your downtown/commercial district's biggest challenge in 2012?

Brag a Little

15. Please share your two biggest successes in the last year. (This can include anything from an exciting partnership, advocacy win, effective business assistance program, fantastic new mixed use project, "green" public infrastructure overhaul, etc.)

16. What has your organization done recently to help people "rediscover your Main Street"? This could be a regional tourism initiative, forming a new beneficial partnership, adding an interactive tool to your website, using social media, putting your district on Google Earth, launching a new branding campaign, producing a new event, engaging a new target audience, etc.

17. Amy Cortese, the author of "Locavesting: The Revolution in Local Investing and How to Profit From It," coined the term "locavesting" to mean investing in Main Street over Wall Street. She says, "Just as 'locavores' eat mostly foods that have been raised or grown in a radius of 100 miles or so, some people are investing the same way."

Does your community have any of the following local investing initiatives? Choose as many that apply.

- Coop/community-owned/community-supported businesses
- Main Street gift cards like "downtown dollars"
- Main Street shop local campaign
- Local currency
- Local banks (not national, corporate financial institutions)
- Direct public offerings
- "Hyper-local" investment networks (groups that invest with local businesses)
- Local stock exchanges

Please specify:

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Re-envisioning Main Street

Please share your input in order to help us re-envision the Main Street program.

This section of the survey is your opportunity to provide input into the decision making process regarding the future of Main Street.

***18. How important is it that the National Trust Main Street Center lead the Main Street movement in the following areas?**

	Very Important	Somewhat Important	Not Important
Protecting the Main Street brand/trademark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bringing visibility to the Main Street movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing leadership at the national level for historic preservation-based economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leading national federal advocacy campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting and providing resources for local organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Launching & supporting statewide/citywide/countywide "coordinating" Main Street programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a clearinghouse of revitalization information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching data to make the case for revitalization (national reinvestment stats, trends survey, case studies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosting annual Main Street conference (education & networking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certifying Main Street revitalization practitioners (Certified Main Street Manager)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recognizing model Main Street communities through awards (like GAMSA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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*19. How important are the following National Trust Main Street Center (NTMSC) offerings to your organization?

	Very Important	Somewhat Important	Not Important
National Main Streets Conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main Street Now - bimonthly journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main Street Weekly - weekly newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Main Street Network Listserve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great American Main Street Award (GAMSA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main Street publications (committee handbooks, Revitalizing Main Street, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certification of Main Street revitalization practitioners (CMSM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National advocacy campaigns (transportation issues, Save America's Treasurers, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NTMSC Main Street consultants on staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NTMSC Main Street trainers on staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Main Street reinvestment statistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affiliation with NTMSC - a national Main Street organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official Main Street Community Designation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

*20. Please rate the importance of your affiliation with the following entities:

	Very Important	Somewhat Important	Not Important	Not Affiliated
National Trust for Historic Preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Trust Main Street Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State/County/City Coordinating Main Street Organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have another affiliation that helps you with Main Street revitalization efforts that you particularly value?

*21. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
We strive to position/brand ourselves as a preservation organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We strive to position/brand ourselves as an economic development organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are perceived by the community as a preservation organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are perceived by the community as an economic development organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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***22. When considering the topic areas that relate to Main Street listed below, which do you feel the National Trust Main Street Center (NTMSC) must address through content development, research, consulting services/technical assistance, or training in order to help you accomplish your revitalization goals, and which topics are addressed best by other organizations/entities?**

	NTMSC Must Address	Other Entities Address
Historic building adaptive reuse	<input type="radio"/>	<input type="radio"/>
Small business development/entrepreneurship	<input type="radio"/>	<input type="radio"/>
Clean & safe	<input type="radio"/>	<input type="radio"/>
Research data that makes the case for revitalization	<input type="radio"/>	<input type="radio"/>
Heritage tourism	<input type="radio"/>	<input type="radio"/>
Fund raising	<input type="radio"/>	<input type="radio"/>
Volunteer management	<input type="radio"/>	<input type="radio"/>
Green communities/sustainability	<input type="radio"/>	<input type="radio"/>
Placemaking	<input type="radio"/>	<input type="radio"/>
Walkability	<input type="radio"/>	<input type="radio"/>
Nonprofit leadership & organizational management	<input type="radio"/>	<input type="radio"/>
Grants/funding for revitalization	<input type="radio"/>	<input type="radio"/>
Community branding/image development	<input type="radio"/>	<input type="radio"/>
Strategic work planning	<input type="radio"/>	<input type="radio"/>
Comprehensive planning and zoning	<input type="radio"/>	<input type="radio"/>
Mission statement development/community visioning	<input type="radio"/>	<input type="radio"/>
Community engagement	<input type="radio"/>	<input type="radio"/>
Building support among elected officials for revitalization efforts	<input type="radio"/>	<input type="radio"/>
Membership programs	<input type="radio"/>	<input type="radio"/>
Special assessment districts (like BIDs)	<input type="radio"/>	<input type="radio"/>
Parking/managing traffic	<input type="radio"/>	<input type="radio"/>

Other (please specify)

23. Which THREE additional products/services would you like the Main Street Center to offer?

(Please consider that although some of these topics are important to your organization that they could be delivered by another organization instead.)

- National Public Awareness Campaigns to build support around Main Streets (like Small Business Saturday)
- Research data demonstrating "proof" for Main Street revitalization
- Demonstration/pilot projects with local communities to test new strategies (like placemaking with Project for Public Spaces)
- Online revitalization tools (like tax credit calculators, online step by step market analysis tool)
- Document templates (bylaw documents, design guidelines, newsletter template, etc.)
- Direct technical assistance/consulting services for small business owners
- Start-up kit for new Main Street organizations
- Bundled technology/software packages or discounts (volunteer database, newsletter software, accounting, etc.)
- eCommerce/website software or assistance for small business owners
- Nonprofit tax compliance/IRS changes advocacy or assistance

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24. Consider the sustainability or "greening" of your community. Which of the following issues will your organization be focusing on in the next three years? Check as many that apply.

- Smart growth/land use issues
- High-density mixed-use development
- Walkability
- Local food/farm-to-table/sustainable food systems
- Building local entrepreneurs
- Housing
- New low carbon/energy efficient/"green" infill buildings
- Weatherization/greening historic buildings
- Green space or conservation issues
- Public transportation
- "Green" public infrastructure
- Buy local campaigns
- LEED recognition
- Green businesses (from business practices to recognition program)
- Sustainable community designation/recognition
- Community-owned businesses or ventures
- Electric car charging stations
- Commercial district recycling programs

***25. Have you attended a National Main Streets Conference in the last three years?**

- Yes
- No

***26. If the National Main Streets Conference was combined with the National Preservation Conference, would you attend?**

- Yes
- No
- Not sure

***27. How would changing the name of our membership program from “National Main Street Network” to "National Trust Sustainable Communities" impact your organization and the Main Street movement?**

- It would have a positive impact
- It would have a negative impact
- It would have no impact

Please explain:

28. We want to create a national initiative that helps local Main Street programs meet their goals in the new economy. If you could create the ideal national Main Street entity, what would it look like?