California Main Street

Recap of Members' Annual Reports and Reinvestment Statistics

Coronado, CA

February 22, 2010

Numbers, Numbers

» Out of 31 California Main Street Communities, 27 turned in a 2009 annual report or a semi-annual report from Jan-June 2009 as of February 17, 2010

What We're Looking At…

- **Cumulative Numbers of All Communities for**
  - **New Business Starts**
  - **Business Expansions**
  - **Business Lost**
  - **Net Gain/Loss of Businesses**

What We're Looking At…

- **Cumulative Numbers of All Communities for**
  - **Jobs Created - Starts**
  - **Jobs Created - Expansions**
  - **Jobs Lost**
  - **Net Gain/Loss of Jobs**

What We're Looking At…

- **Cumulative Numbers of All Communities for**
  - **# of Private Sector Projects**
  - **Private Sector Investment**
  - **# of Public Sector Projects**
  - **Public Sector Investment**

National Main Street 2008 Reinvestment Statistics

- Dollars Reinvested (Total amount of reinvestment in physical improvements from public and private sources) – $48.8 Billion
- Net gain in businesses – 87,850
- Net gain in jobs – 391,050
- Number of building rehabilitations – 206,600

National Main Street 2008 Reinvestment Statistics

» Reinvestment Ratio – the average number of dollars generated in each community for every dollar used to operate the local Main Street program – $25 to $1.

National Main Street 2008 Reinvestment Statistics

» This ratio measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program, based on medial annual program costs reported to the National Trust Main Street Center by its coordinating programs.

California Main Street 2009

- » **New Business Starts – 419**
- » **Business Expansions – 39**
- » **Business Lost – -251**
- » **Net Gain of Businesses – 207**

California Main Street 2009

- **Jobs Created – New Business Starts – 1596**
- **Jobs Created – Expansions – 61.5**
- **Jobs Lost – -583.5**
- **Net Gain of Jobs – 1,074**

California Main Street 2009

- **# of Private Sector Projects – 90**
- **Private Sector Investment – $60,207,872.57**
- **# of Public Sector Projects – 47**
- **Public Sector Investment – $28,710,823.40**
- **Total Investment in CA Main Street Communities – $88,918,695.97**

California Main Street 2009

- **Total Investment in CA Main Street Communities – $88,918,695.97**
- **Total of Annual budgets of the reporting communities – $7,851,833**
- **California Reinvestment Ratio – ($88,918,695.97 divided by $7,851,833)=$11.32**

California Main Street 2009

- Some Observations –
  - 11 Communities reported no Private Sector Investments for 2009
  - 8 Communities reported no Public Sector Investments for 2009

California Main Street 2009

- Some Observations –
  - There is no mechanism on form for reporting layoffs from businesses that still exist, but may have job reductions
  - In 2004, the National Main Street Center reported a $39.22 to $1 reinvestment ratio

California Main Street 2009

- Some Observations –
  - It will be interesting to compare the 2008 California statistics with the 2009 California statistics as well as the 2008 and 2009 National statistics to see a full year of a down economy's affect on statistics