

Main Street Pandemic Recovery Worksheet



Calculate Your Impact

Measuring impact is always an essential part of communicating the value of your Main Street program. In light of the COVID-19 pandemic and the exhaustive efforts of Main Street programs to help small businesses survive and sustain community investment, additional metrics aid in accentuating the unique role of Main Street programs as local partners in recovery.

Use this set of questions to spark ideas to calculate your impact over the past year.

Main Street Business Outreach

- Number of business support events (ex: calls hosted to all downtown businesses)
- Number of support events/calls to property owners
- Number of social media posts/campaigns on shopping locally - *Consider count of local hashtag, number of post/video views, total reach*
- Number of business promotion events - virtual or in-person - *Consider amount leveraged through gift card program, sales results*

Main Street Support Services

- Demand for Main Street services, e.g. number of calls/emails from businesses
- Number of businesses supported (overall)
- Number of businesses supported via grant or loan applications - *Consider breakdown between federal, state, local or private programs*
- Amount of business support funding secured for local businesses
- Amount of commercial rent negotiated
- Amount of square footage activated
- Pandemic specific-support (PPE materials/distribution)

Main Street Community Involvement

- Number of volunteer hours contributed
- Value of volunteer hours leveraged (hours x \$27.70/hr)
- Partnerships created or leveraged - *Consider number of formal / informal partners; meetings/calls convened, particularly in response to the pandemic*

Next Steps

Combine applicable figures from the list above with your annual reinvestment statistics and Transformation Strategy metrics to distill your quantitative impact. Be prepared also to present the negative impacts the pandemic may have had on your program. While business outreach and support activities increased, many programs saw a loss in funding due to:

- Cancelled events and programs and corresponding loss in sponsorship revenue
- Reduction in investor or member contributions from local businesses due to hardship
- Reduction in annual programmatic funding from municipal government

Convert these numbers to value: use in association with Recovery Talking Points to help local government and stakeholders to understand how Main Street has responded to the pandemic.