

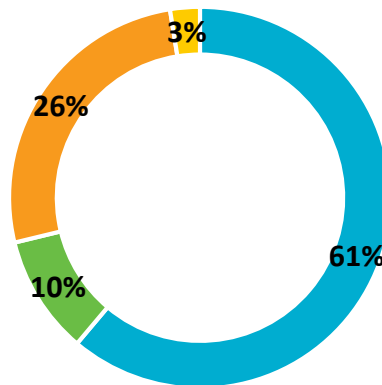
2018 Trends Survey



This year, 347 respondents participated in the annual Main Street America™ Trends Survey. The findings below reflect the current organizational, staffing, and funding trends across the Main Street America™ Network.

Budget and Funding

Tax Status



■ 501(c)3 ■ 501(c)6 ■ Government Entity ■ Other

Approximate Percentage of Budget's Funding

	Average (%)
Public Funding	44%
Events/ Festival Revenue	14%
Sponsorships	9%
Grants	7%
Membership	7%
BID	7%
Donations	7%
Other	4%

Operating Budget

< \$50,000	9%
\$50,000 - \$74,999	13%
\$75,000 - 99,999	14%
\$100,000 - 124,999	12%
\$125,000 - 149,999	11%
> \$150,000	41%

Main Street Community

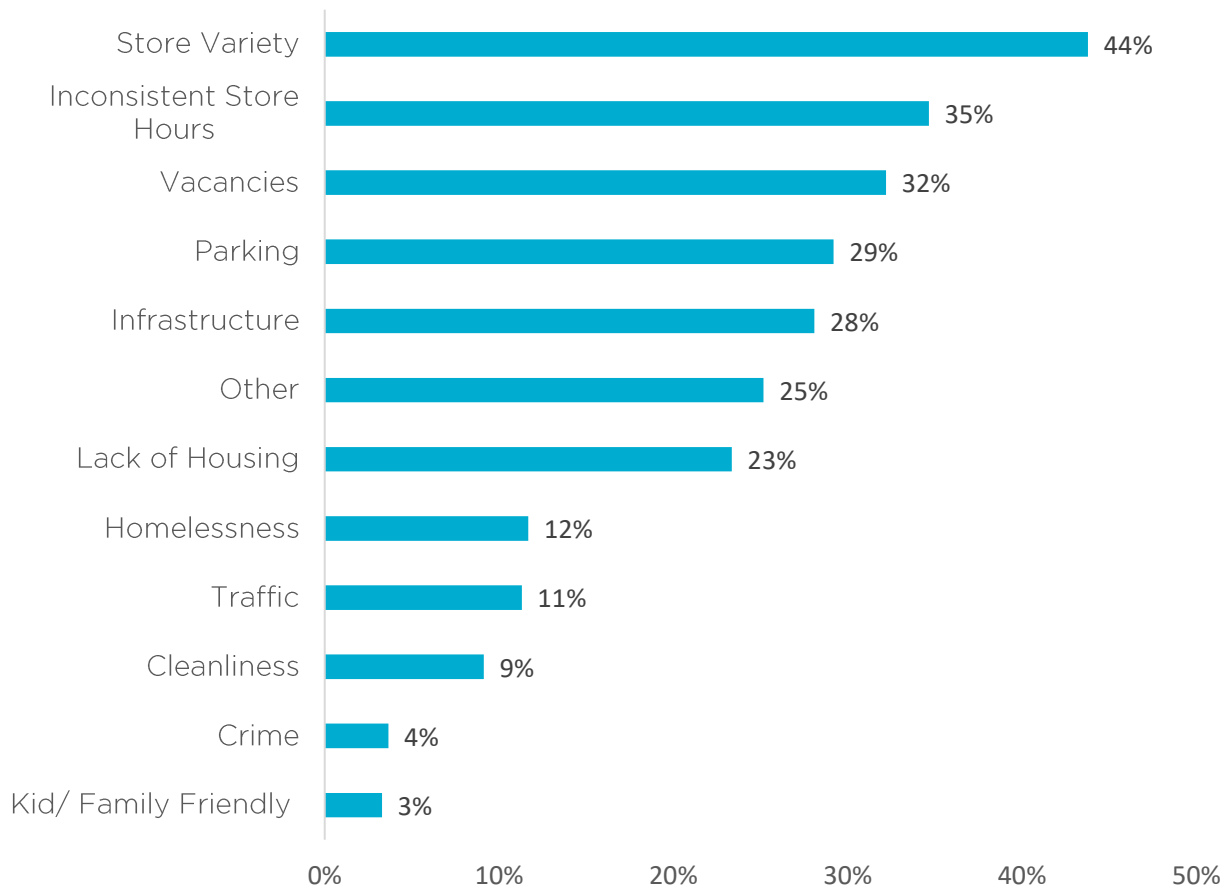
City Population

<2,500 people	8%
2,500 - 10,000	32%
10,000 - 25,000	29%
25,000 - 50,000	17%
50,000 - 100,000	7%
100,000 - 500,000	4%
<100,000	3%

Percent of Locally Owned Restaurant/ Retail Businesses

	# of Communities
<10%	1
10% - 30%	10
30% - 50%	6
50% - 70%	21
70% - 90%	77
90% - 100%	158

Main Street's Biggest Challenge in 2018



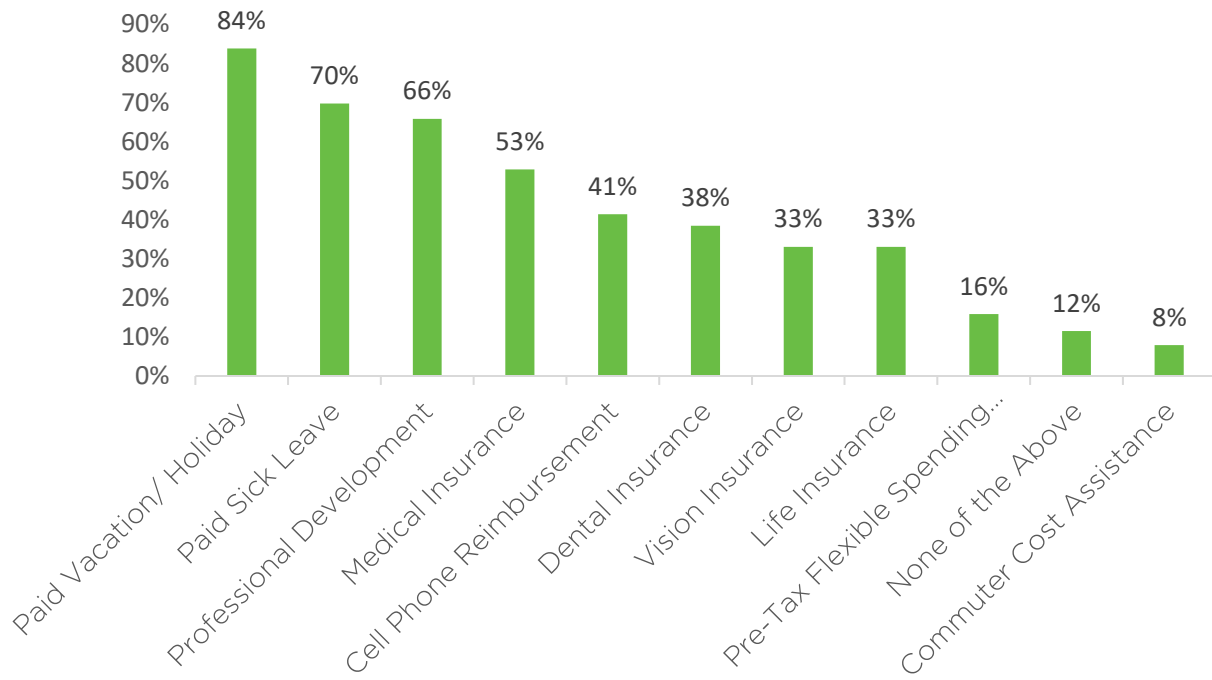
Staff and Board

Staff Composition

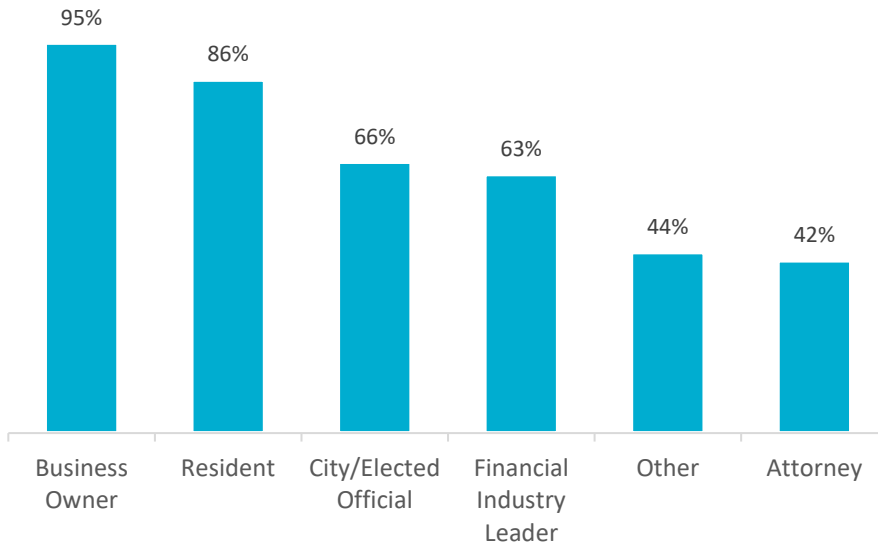
Of the 268 communities that reported:

- 7% operate without full-time staff
- 52% operate without part-time staff
- 66% operate on a team with only one full-time staff member
- 43% operate with just one full-time staff member

Benefits Offered to Staff



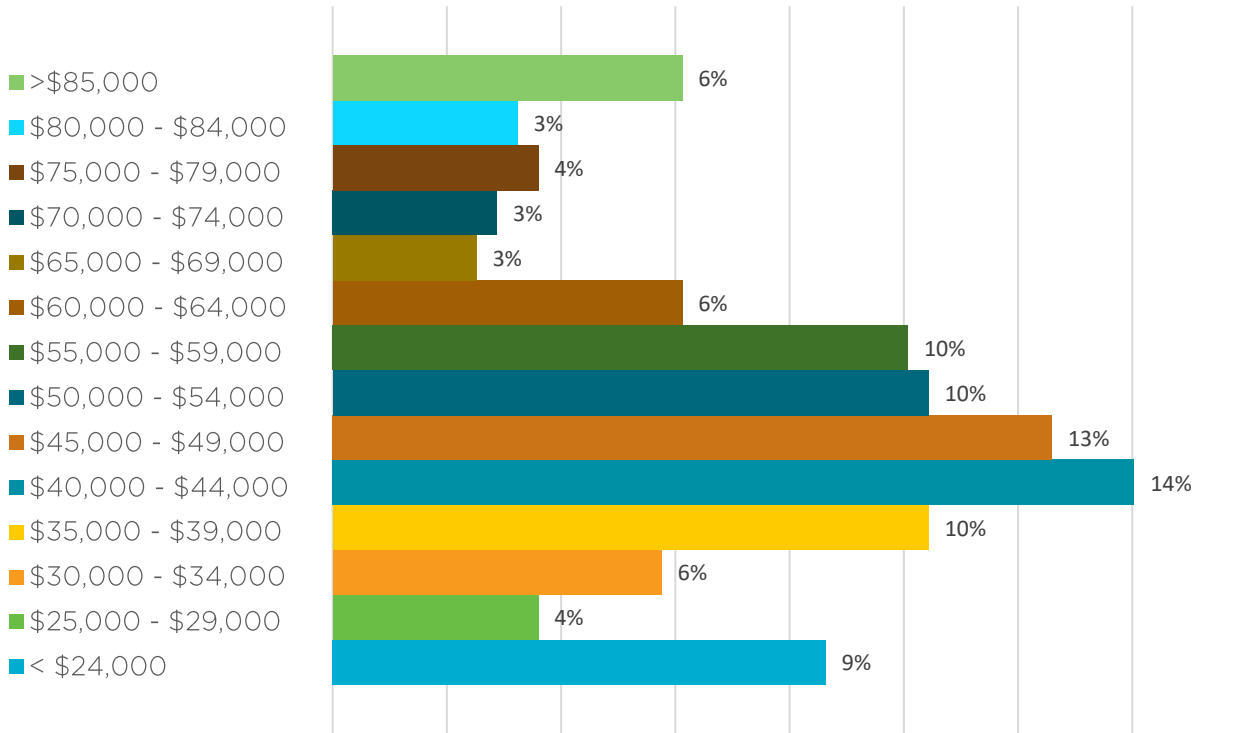
Board Composition



Top "Other" Categories

1. Property Owner
2. College Representative
3. Real Estate
4. Retirees
5. Chamber of Commerce

Executive Director's Salary



Number of Years Executive Director Has Held Position

