

***You have collected the information, now what do you do with the reinvestment stats....***

*Who: Determine who needs the information and why it might be useful to them.*

1. Board of directors
2. Committee volunteers
3. Local government (city, county)
4. Business owners
5. Property owners
6. Major contributors
7. Local legislators
8. Members
9. Community

*What: Determine what information is useful and interesting for stakeholders to know.*

1. Total reinvestment for the year.
2. Reinvestment by source (or activity type).
3. Cumulative reinvestment since program's inception.
4. Number of volunteer hours for the year, quarter, and by project if possible.
5. Cumulative retail sales tax collection.
6. Return on investment (total \$ amount invested/city \$). Return on investment is an important statement of value for major financial contributors to your program.

*When: Determine best time of the year to present information to different stakeholder groups.*

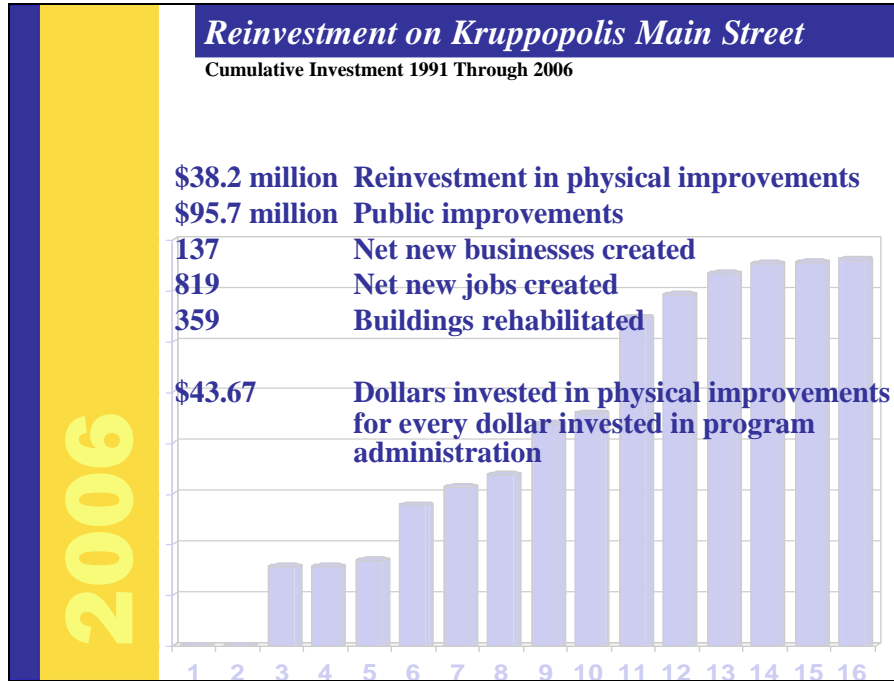
1. Update board quarterly after completing the manager reports. Give them the statewide chart when available.
2. Present twice annually to the city.
3. Stakeholders should receive the information at least once per year.

*Where: Determine what media is the best format to present the information to each stakeholder group.*

1. Annual report.
2. City budget request.
3. Fund drive materials.
4. "State of Downtown" address delivered by the board president or mayor at the annual meeting.
5. "Progress Report" to downtown building owners.
6. Article in newspaper.

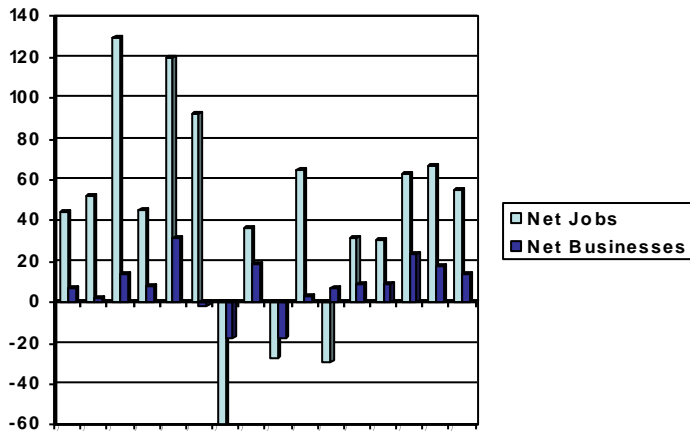
How: Determine how to present the data for maximum impact.

1. Words are good, but graphic illustrations can be more powerful (see examples below):

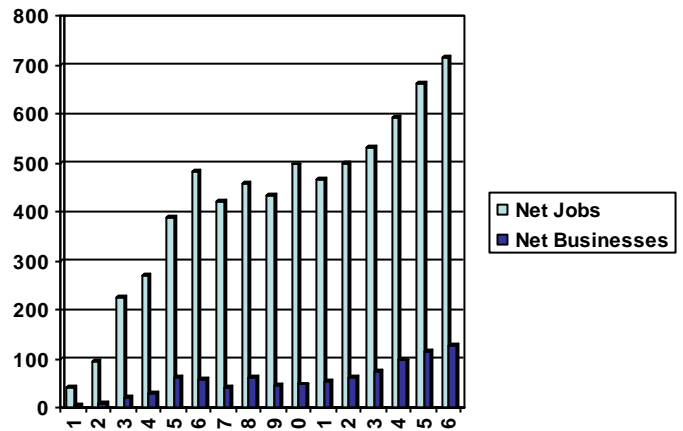


2. Determine whether annual or cumulative statistics better present your case. Examples below show net new jobs and businesses by year and as cumulative totals:

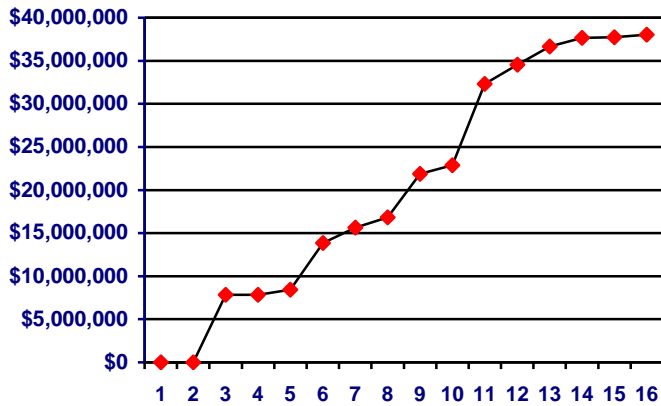
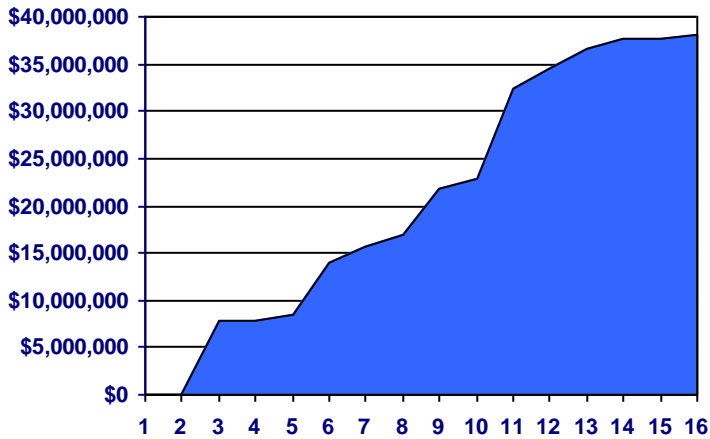
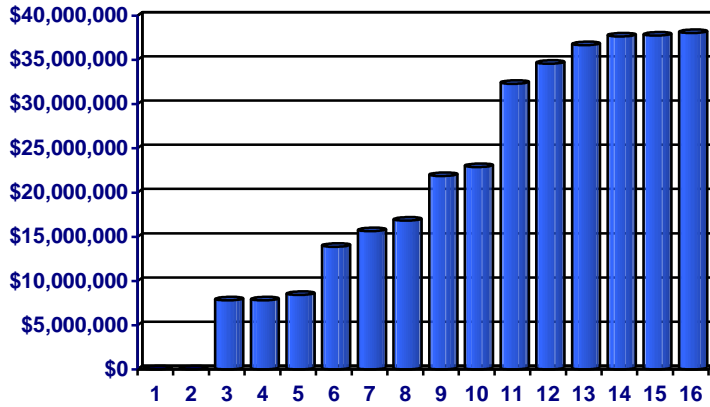
Reinvestment by Year



Cumulative Reinvestment



3. Select the appropriate format to present your data accurately, but also in the most compelling graphical representation (column chart, area chart, line chart, bar chart, pie chart, etc.). See comparisons of the same cumulative reinvestment in physical improvements data presented in different formats below:



4. The dollar value of volunteer time is \$22.75 for 2015 ([www.independentsector.org](http://www.independentsector.org)). Multiply this number by your total volunteer hours to give you a dollar value estimate of the time invested in downtown. If possible, break out by specific activities – this gives you an idea of the “true” cost of each project or activity you do when added to actual hard costs.

The true cost is what the community would have paid to receive a similar service. For example, the cost of hanging holiday lights downtown is not just the cost of the replacement bulbs or buying new strands of lights. It includes staff and volunteer time put into replacing the bulbs, hanging the strands, taking down and storing strands, etc.

5. The value of volunteer time contributed to revitalization activities extends beyond a dollar accounting. It also includes intangibles such as demonstrating community support. According to Susan Ellis, a national expert on volunteerism, when reporting volunteer hours, don't use the term “volunteers save us money.” Instead, say “volunteers allow us to spend every available cent and then do more.” Or, “volunteers extend the budget beyond anything you could otherwise afford.”
6. Sales Tax: This is best illustrated as a column or bar chart showing total sales collection for each year since the program's inception. Alternately, demonstrate progress by showing as a % increase from your base period (typically your first year) to current year.
7. Return on Investment: Include a statement to demonstrate how the Main Street program effectively leverages public sector investment in the organization – “every \$1 invested by the City of Kruppopolis has yielded \$43.67 in private investment. This exceeds the national average local reinvestment figure of \$26.14.”