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Monthly Community Activity Report Guide

Monthly reporting is required for all Main Street Georgia communities. Each program will have 30 days from the last day of the month to submit their previous monthly report. We are always reporting a month behind. For example, January's report is due in February, and February's report is due in March. Any report submitted after 30 days will be considered late.

GENERAL INFORMATION

A screenshot of a web form titled "Main Street Community Reporting: *". The form contains several input fields: a large dropdown menu for "Main Street Community Reporting:", a dropdown for "Designation Level *", a dropdown for "Month of Report: *", and two text boxes for "Person Reporting: *" labeled "First Name" and "Last Name". Each field has a small downward arrow icon on its right side. Below the "Main Street Community Reporting:" field is the instruction "Please select your community from the drop down list." Below the "Designation Level *" field is "Please select the which level your program is designated." Below the "Month of Report: *" field is "Please select the month in which the information contained in this report is related." The form is set against a light gray background with darker gray vertical bars on the left and right sides.

1. **MAIN STREET COMMUNITY REPORTING:** Select your Community from the menu.
2. **MONTH OF REPORT:** Select the month for which you are completing the report from the menu. Remember, you are always reporting a month behind. If it is June, you will be submitting a report for May.
3. **PERSON REPORTING:** Enter your first name and last name.
4. **MAIN STREET DESIGNATION LEVEL:** Select Start-Up, Affiliate, Classic, or GEMS. If you are unsure, please reach out to Elizabeth.Elliott@dca.ga.gov.
5. **I WOULD LIKE A COPY OF THIS COMPLETED REPORT EMAILED TO:** Enter the email address which you would like to see the confirmation receipt sent.
● Tip: Email to yourself to retain a copy for Dropbox, forward to supervisor if applicable
6. **REGION:** Select your DCA state service delivery region. If you are unsure of your region, reach out to our office or visit the Georgia Department of Community Affairs website.

7. **COMMUNITY POPULATION:** Select the population range for your community from the menu. If you are unsure of your community's population, you can find it and demographic information about your city at city-data.com.
8. **DID PROGRAM STAFF OR BOARD MEMBERS PARTICIPATE IN TRAINING THIS MONTH:** Select Yes or No. The annual staff training requirement for Classic and GEMS is 30 hours a year, and for Affiliates is 10 hours a year.
 - Tip: Be sure to record on your training log in Dropbox
9. **DID YOUR PROGRAM HOLD A BOARD MEETING THIS MONTH:** Select Yes or No. The yearly number of required meetings for Affiliate is six, Classic is eight, and GEMS is ten
 - Tip: Add a copy of Agenda, Minutes, and Financial report in Dropbox
10. **PROGRAM INCOME:** Enter the total amount of income for downtown development projects, programs, and promotional activities for the month. The amount may be more than just your community's Main Street programmatic income. For the entire year, this category should match the Program Expense category.
11. **PROGRAM EXPENSE:** Enter the total amount of expense for downtown development projects, programs, and promotional activities for the month. Your expenses may be more than just your community's Main Street programmatic expenses. For the entire year, this category should match the Program Income category.

****TIPS FOR INCOME AND EXPENSE***

We want to show what funds are coming in to support the program and what funds are going out to pay for the program. Make sure to include items like salaries, administrative expenses, benefits, training, event sponsorships, etc. in both the program income and expense fields. Just like a city's budget, we want to see the whole picture of what is coming in and going out. For example, if \$1,500 is budgeted for salary and each month it should be reported as part of the program income, it should also be included in the expense field because it was spent.

An easy way to figure out a rough monthly income if you work for a city is to divide your yearly budget by 12 and use that as your base income number. If you have additional income come in during a specific month, add it to your base monthly income number. For example, if your city budget is \$120,000 a year if you divide it by 12, your base monthly income is \$10,000. If you have a donation of \$1,250 in the month of March, you would report your income as \$11,250. The program's income and expenses should be reflective of everything downtown.

Make sure all the money spent downtown is being accounted for in this section. For example, if your program receives hotel-motel tax, has a separate DDA budget, has an independent 501(c)3 or 501(c)6 budget, Business Improvement District funds, Tax Allocation district funds, and/or community improvement district funds that support downtown make sure to include those funds in your reporting of income and expenses if not otherwise accounted for. When in doubt, use good judgment, and reach out to the main street office for questions.

EVENTS & VOLUNTEERS

1. **DOWNTOWN EVENTS**
Enter the total number of events held in downtown; this may include activities that were conducted by the Main Street Program, with Main Street as a partner, or without any formal Main Street affiliation.

***TIPS DOWNTOWN EVENTS**

We are looking for a comprehensive overview of events downtown. Include events that are hosted by the program and other organizations hosting events downtown. For example, if you have a Holiday Parade downtown that it is hosted by the rotary club, still count toward the parade in your event total for the month.

Events need to be open to the public, whether free or for a small fee. An example of an event often over-looked is a farmer’s market. Keep in mind private events in private facilities do not count toward your event numbers. For example, a private Christmas party in a restaurant downtown.

2. **EVENT ATTENDANCE**
Estimated attendance for all events included in the previous box. Estimate to the best of your ability if you do not have data such as ticket sales for a more concrete number.

3. **VOLUNTEER HOURS**
Approximate amount of volunteer hours assisting with the downtown projects, programs, and promotional activities.

***TIPS VOLUNTEER HOURS**

Board meetings or committee meetings count as volunteer hours! Time used for planning for events and programs, not just the events themselves also count toward volunteer hours.

JOB CREATION

1. **NEW BUSINESSES**
Enter the number of new businesses opening in your Main Street district for the month. If one or more, the below questions will be asked.

***TIPS NEW BUSINESSES**

Feet on the ground, relationship building, communication with the entity that issues business licenses, and utility providers are the great ways to keep up to date on new and prospective businesses.

a. **JOBS CREATED**
Enter the number of new jobs created in the district for the new businesses entered in the previous box. Note-there is another box later in the form for new jobs created at existing businesses that expand.

b. **MAIN STREET MANAGER'S NOTES (BELOW NEW BUSINESSES)**
This is an area for you to write any notes about the new businesses that are opened. Some managers prefer to use this box to list the new businesses, their addresses, and the number of new jobs each created. While this is not required, it is considered a best practice to ensure everything is counted and to prevent double-counting from month-to-month.

2. BUSINESS CLOSINGS

Enter the number of businesses that closed in your Main Street district for the month. If one or more, the below questions will be asked.

- a. **JOBS LOST:** Enter the number of jobs lost in the district for the businesses entered in the previous box.
- b. **MAIN STREET MANAGER'S NOTES (BELOW BUSINESS CLOSINGS):** This is an area for you to write any notes about the businesses that have closed. Some managers prefer to use this box to list the closed businesses, their addresses, and the number of jobs lost at each. While this is not required, it is considered a best practice to ensure everything is counted and to prevent double-counting from month-to-month.

3. BUSINESS EXPANSIONS

Enter the number of existing businesses expanding in your Main Street district for the month. If one or more, the below questions will be asked.

- a. **JOBS CREATED**
Enter the number of new jobs created in the district for the business expansions entered in the previous box. Note-there is another box earlier in the form for new jobs created at new businesses that open in your district.
- b. **MAIN STREET MANAGER'S NOTES (BELOW EXPANSIONS):** This is an area for you to write any notes about the existing businesses that expand. Some managers use this box to list the businesses, addresses, and the number of New jobs each created. This box is not required; however, it is considered a best practice to ensure everything is counted and to prevent double-counting from month-to-month.

**TIP BUSINESS EXPANSION*

Regular touch bases, relationship development, and an annual business survey are the great ways to know about business expansions. Remember that expansion does not have to mean moving to a new and larger space. An expansion is any growth, such as offering new inventory or services that result in hiring additional staff to support the business.

REAL ESTATE SALES, HOUSING, & NEW CONSTRUCTION

**Only enter information once the project is complete for all questions in this section.*

1. WERE THERE ANY NEW RESIDENTIAL LIVING UNITS ADDED TO YOUR MAIN STREET DISTRICT THIS MONTH:

Select Yes or No. If yes, the below questions will be asked.

a. WHAT IS THE TOTAL VALUE OF THE PRIVATE INVESTMENT IN HOUSING IN YOUR

PROGRAM AREA DURING THIS REPORTING PERIOD: Enter the value for private investment in housing. The value should include only the value of construction. Fields below will ask about property sales and rehabilitation for both commercial and residential properties.

- Tip: The best way to know is to ask the property owner/developer or speak with your building inspector/ permit official for the project cost specified for the various required building permits.

**TIPS HOUSING*

Also includes if a vacant second story was rehabbed to create an apartment, or an abandoned building is rehabilitated to create ten new apartments. If this is the case, include the number of units created and enter the value of an investment in the rehabilitation section below.

- b. **NEW HOMES:** Enter the number of individual single-family units added for your district. For example, one new subdivision development was built, but it housed ten individual single-family homes.
- c. **NEW APARTMENTS:** Enter the number of individual multi-family units added for your district. For example, one new apartment building was built, but it housed ten individual units.
- d. **TOWNHOMES:** Enter the number of individual townhome units added for your district. For example, one new townhome development was built, but it housed ten individual townhome units.
- e. **LOFTS/CONDOS:** Enter the number of individual loft/condo units added for your district. For example, one new loft/condo building was built, but it housed five individual condo/loft units.

2. **WERE THERE ANY COMMERCIAL OR RESIDENTIAL PROPERTIES SOLD IN YOUR MAIN STREET DISTRICT THIS MONTH:** Select Yes or No. If yes, the below questions will be asked.

****TIPS PROPERTIES SOLD***

A good relationship with realtors, tax assessors, closing attorneys, downtown business, downtown property owners, and utility providers are great ways to stay informed about property sales downtown.

a. **HOW MANY COMMERCIAL OR RESIDENTIAL PROPERTIES WERE SOLD:** Enter the number of properties sold, both residential and commercial

Your tax assessor's website is another invaluable resource. Google q-public and your county name to find website.

b. **WHAT IS THE TOTAL VALUE OF PROPERTY SALES IN YOUR PROGRAM AREA DURING THIS PERIOD:** Enter the sales value of the properties sold. You may not have the final sale value until several months after the sale of the property. Still, enter an estimated value for this field and email Elizabeth.Elliott@dca.ga.gov with any needed updates to this value when you receive the final amount.

3. **NEW CONSTRUCTION (IN-FILL DEVELOPMENT):**
How many new commercial buildings were built in your program area during this reporting period? Enter the number of commercial buildings built. If one or more, the below question will be asked.

****TIPS NEW CONSTRUCTION***

New Construction is defined as building a new commercial property where one did not exist. Do not include housing developments in this section; please enter any information regarding housing in the Housing section above.

a. **WHAT WAS THE CUMULATIVE CONSTRUCTION VALUE FOR THESE NEW COMMERCIAL BUILDINGS:** Enter the construction value of the properties sold.

You may not be able to obtain a construction value directly from the entity constructing the building. A good source of public records from which to obtain an estimate would be your building permit office since an estimate is often required to be filed to obtain a permit.

Note- If you cannot obtain a real value, enter an estimated value for this field. You can email Elizabeth.Elliott@dca.ga.gov with any needed updates to this value.

REHAB & PUBLIC IMPROVEMENT PROJECTS

**Only enter information once the project or phase is complete for all questions in this section.*

1. REHABS

How many private rehabilitation projects were completed in your program area during this reporting period? Enter the number of private rehabilitation projects. This number may include commercial or residential rehabs. If one or more, the below questions will be asked

a. **WHAT WAS THE CUMULATIVE VALUE FOR THESE PRIVATE REHABILITATION PROJECTS**

Enter the rehab value of the properties. Note-you may not be able to obtain a firm value for the rehabilitation costs. Still, enter an estimated value for this field. You can email Elizabeth.Elliott@dca.ga.gov with any needed updates to this value if you receive additional information.

b. **MAIN STREET MANAGER'S NOTES:** This is an area for you to write any notes about the rehabilitation projects. Some managers prefer to use this box to list the business names/property owners and the rehabbed building addresses. While this is not required, it is considered a best practice to ensure everything is counted and to prevent double-counting from month-to-month.

**TIPS REHABS*

Facade renovation, interior renovation, new roof, etc. We do not want to count investment twice on this form. For example, if you had a rehab project that added housing and you included the investment amount above, please enter the investment amount in this section and remove it from the housing section above.

Another example is if you gave a downtown property owner a facade grant of \$1,000 and they spent \$3,000 on the improvements only count \$2,000 of the improvements in this section because the grant amount of \$1,000 should be accounted for already in your program expenses.

2. PUBLIC IMPROVEMENTS

How many public improvement projects were completed in your program area during this reporting period? Enter the number of different public improvement projects here. If one or more, the below questions will be asked.

a. **WHAT IS THE CUMULATIVE VALUE FOR THESE PUBLIC IMPROVEMENT PROJECTS**

Enter the construction value for the public improvement projects. It should be easier to obtain this amount than those for private construction/ rehabilitation since a public entity completed the work. You can email Elizabeth.Elliott@dca.ga.gov with any needed updates.

b. **MAIN STREET MANAGER'S NOTES (UNDER PUBLIC IMPROVEMENTS):** Use this space to make any notes for future reference about projects you have broken into phases or may need to revise in the future.

**TIPS PUBLIC IMPROVEMENTS*

Projects benefiting the greater good and most often paid for by public funds. They can be large like streetscape, new parking lot, and a new amphitheater. Fountains; or small like installing dog waste stations, new benches, an information kiosk, or planters, etc.

For large projects you may have to make a judgment call on this question if a project is being implemented in phases (such as a streetscape). Use the "Main Street Manager's Notes" box under this question to describe any judgment calls, so that you will have a record of how you have reported any previous components or projects to maintain consistency.

NEW MAIN STREET STAFF

1. **DID YOUR PROGRAM HIRE ANY NEW STAFF THIS MONTH:** Select Yes or No, depending on whether your program has hired a new manager or any support staff. If yes, the below questions will be asked. Please do not include seasonal interns.
 - a) **IF SO, PLEASE INCLUDE THEIR NAME AND ROLE BELOW:** Enter the name and role of any newly hired staff — full time or part-time only.
 - b) **PLEASE PROVIDE THE NEW STAFF'S CONTACT INFORMATION:** Enter the email address and phone number of the newly hired staff.
 - c) **WOULD YOU LIKE FOR NEW STAFF TO RECEIVE INFORMATION ABOUT THE GEORGIA DOWNTOWN ASSOCIATION:** GDA is a non-profit that promotes downtowns across the State of Georgia. They are not directly affiliated with Georgia Main Street. However, they are a partner for our organization and many of our communities. IF you select "Yes" to this question, we will share the email address you list in the box below with GDA so that they can reach out to you/your staff with more information about their organization. There is no requirement or expressed/implied intention by Georgia Main Street that your community participates in GDA.
 - i. **PLEASE PROVIDE THE EMAIL ADDRESS YOU WOULD LIKE US TO SHARE WITH THEIR ORGANIZATION:** Enter an email address you would like to have contacted about GDA. If you have more than one new hire or email you would like to have contacted, you can email that additional information to mainstreet@dca.ga.gov, and we will make sure you are added to the list.
2. **DID YOUR PROGRAM RELEASE ANY STAFF THIS MONTH:** Select Yes or No, depending on whether your program has released the manager or support staff. If yes, the below questions will be asked. Please do not include seasonal interns.
 - a) **IF SO, PLEASE INCLUDE THEIR NAME AND ROLE BELOW:** Enter the name and position of any released staff — full time or part-time only.
 - b) **PLEASE PROVIDE THE NAME AND CONTACT INFORMATION FOR THE INTERIM MAIN STREET CONTACT:** Enter the name, email, and phone number of the person that will be our contact until the vacant position is filled.
 - c) **WHEN DO YOU EXPECT TO FILL THE VACANT POSITION:** Enter the date you expect the vacant position to be filled.

COMPLETE & CERTIFY

1. **DO YOU NEED SOMEONE FROM THE OFFICE OF DOWNTOWN DEVELOPMENT TO CONTACT YOU BASED ON THE INFORMATION IN THIS REPORT:** Select Yes or No; if you select "Yes," please contact Elizabeth Elliott at Elizabeth.Elliott@dca.ga.gov with your question.
2. **SIGNATURE AREA:** Use your mouse or stylus to sign-off on the report
3. **SUBMIT FORM:** Click to submit the report. At any point, you can click the "Save and Resume Later" button it will send a link that will allow you to save what you have so far for 30 days. You can also choose to have the link emailed directly to you.

FREQUENTLY ASKED QUESTIONS

WHEN DO I REPORT THE COST OF A REHAB PROJECT?

- ▶ You will report information once the project, or if it is a phased project once a phase is complete. This rule is true for both private rehabilitations, new builds, and public improvement projects.

HOW DO I KNOW IF ANY PROPERTIES SOLD IN MY DISTRICT?

- ▶ Having a good relationship with realtors, tax assessors, closing attorneys, downtown business, downtown property owners, and utility providers is the best to stay informed about property sales downtown.
- ▶ Your tax assessor's website (Google public and your county name to find the website) is another invaluable resource. If you find out a few months after the sale, you can contact our office, and we can update your monthly report to reflect the sale.

HOW DO I DETERMINE WHAT MY INCOME IS IF IT COMES FROM MULTIPLE SOURCES?

- ▶ Every community is a little different. Reach out to Elizabeth Elliott at Elizabeth.Elliott@dca.ga.gov to help the best way to calculate this figure for your community.

HOW DO I FIND MY DCA REGION?

- ▶ You can visit the Department of Community Affairs website at www.dca.ga.gov and search your county or email Elizabeth Elliott at Elizabeth.Elliott@dca.ga.gov, and she will help you.

WHAT TRAINING HOURS QUALIFY?

- ▶ If you receive training in the areas of economic development, historic preservation, promotion, or planning, etc., it will count toward your training hours. In-person training, webinars, online classes hosted by Georgia Main Street, other governmental agencies, and professional organizations (HPD, GMA, GDA, etc.) qualify for approved training. If you have participated and are unsure if it qualifies, please reach out to our office.

WHAT IF I DO NOT HAVE INFORMATION BY THE MONTHLY DUE DATE? EXAMPLE: A BUILDING SOLD, BUT YOU DO NOT KNOW THE SALE PRICE.

- ▶ Submit your report without the information and email Elizabeth.Elliott@dca.ga.gov with any needed updates when you receive the missing data.

**If you have other questions,
email Elizabeth.Elliott@dca.ga.gov.
Remember, when in doubt, ASK!**