



Nebraska Main Street Network Impact Report 2013-2016

The Nebraska Main Street Program 2013 to 2016

Inspired by the shared belief that communities are the lifeblood of our great state, the Nebraska Main Street Network is dedicated to enlivening downtowns as cultural and economic drivers for the future. The Nebraska Main Street Network partners with communities to transform and revitalize hometowns. By supporting preservation of our heritage and treasured resources, we're making history from history. Connecting people, exchanging ideas and working together is how the Nebraska Main Street Network provides the guidance that communities need to remain vibrant places to live and work.

July of 2013 marked a turning point for the program. Led by member communities and the necessity for a stronger and more independent identity, the Nebraska Main Street Network was formed as a 501c3 non-profit and oversees the Nebraska Main Street Program.

The Nebraska Main Street Network is an accredited Main Street America coordinating organization of the National Main Street Center. We provide education, leadership and assistance to our member communities in Nebraska and guide these communities toward success in following the 36-year old Main Street Approach® to comprehensive, sustainable downtown revitalization. Main Street is not a project with a beginning or an end, it is a process and a methodology for long-term vitality for downtown business districts in all sizes of communities from rural to urban. Main Street communities are working hard to create and sustain an atmosphere for business and job retention and growth.

Creating or rebuilding an economically healthy and vibrant downtown is difficult. While some of the efforts are immediate and visible, others take years to build and even longer to maintain. The Nebraska Main Street Network is the knowledge and experience resource for supporting member communities in their efforts to build and maintain healthy downtowns. Connecting through a network of communities statewide as well as through a nationwide network of more than 1,000 other communities dedicated to this work, provides increased access to resources and recognition. Main Street is a unique, one-of-a-kind economic development program that has a proven track record of success across the board with billions of dollars in investments and several hundred thousand businesses and jobs either retained or created.

This report outlines the impact of the Nebraska Main Street program from 1994 through 2016 with specific data highlighting the program since launching as an independent 501c3 non-profit in July of 2013. The information contained in this report includes data from current designated Main Street communities as well as from communities that no longer participate in the program. This data comes from reporting provided to us from the communities on a monthly basis.

Nebraska's Main Street communities work hard, each and every day to ensure their downtown business districts remain economic healthy and alive with social activity and interaction among business owners and employees, residents and visitors alike. Their work is what makes this program successful. The Nebraska Main Street Program helps make local success possible by providing communities with the knowledge, resources and guidance they need.



Elizabeth Chase, Executive Director

Nebraska Main Street Network Board of Directors 2013-2016

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Reinvestment Impact (Community)

The statewide economic impact of Main Street is calculated monthly based on reports submitted by the managers of the local Main Street programs. They reflect activity only in the designated traditional Main Street commercial district of those communities and does not include any activity outside of that district. The greater community benefits from public and private reinvestment in the Main Street district, the work and financial investment occurs in the district and therefore the numbers are reflective of a specified segment of a community's total land area.

Total Community Reinvestment

	FY Totals 1994-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total 1994-2016
Local Program Expenditures	\$7,144,756	\$660,407	\$405,022	\$639,462	\$8.84 million
Total Downtown Reinvestment	\$117.6 million	\$14.7 million	\$3.48 million	\$8.9 million	\$144.68 million
TOTAL DOWNTOWN REINVESTMENT PER \$1 ¹	\$16.46: \$1	\$22.39: \$1	\$8.60: \$1	\$14.07: \$1	\$16.35: \$1

Organization

	FY Totals 1994-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total 1994-2016
Volunteer Hours	276,544	12,836	8,776	9,949	308,105

Economic Restructuring

	FY Totals 1994-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total 1994-2016
Net Business Gain	670	19	15	30	734
Net Job Gain	1,891.5	212	27.5	48	2,179

Design

	FY Totals 1994-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total 1994-2016
Building & Façade Rehabilitation Projects	1,716	82	59	48	1,905
Rehabilitation Investment	\$49,329,136	\$9,794,885	\$2,199,449	\$5,552,924	\$66.8 million
New Construction Projects	79	3	1	1	84
New Construction Investment	\$30,820,319	\$14,800	\$1,200	\$54,579	\$30.8 million
Public Improvement Projects	231	14	9	7	261
Public Improvement Investment	\$29,910,657	\$3,456,150	\$1,064,160	\$3,122,953	\$37.5 million

¹ Calculated by dividing the amount of downtown reinvestment by the local program expenditures. Total downtown reinvestment includes the sum of the value of volunteer hours, building rehabilitation investment, new construction investment, public improvement investment, grants, and in-kind contributions. Reinvestment figures include combined public and private financial contributions.

Reinvestment Impact (State & National)

The cumulative success of the Main Street Approach® has earned it a reputation as the most powerful downtown revitalization strategy in the country. The National Main Street Center annually collects information on economic activity from local Main Street programs nationwide. The **Average Reinvestment per Community** reflects investment in communities that have recently begun commercial district revitalization programs and those that have been actively involved for several decades. In addition, it includes investment of communities of a wide variety of sizes and in all parts of the country. The **Reinvestment Ratio** measures the amount of 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 Main Street Center by coordinating programs.

National Main Street Reinvestment Statistics 1980-2015

Reinvestment in Building Rehabs, New Construction & Public Infrastructure Improvements	\$65.6 billion
Net Gain in Businesses	126,476
Net Gain in Jobs	556,960
Number of Building Rehabilitations	260,011
Reinvestment Ratio	\$26.14: \$1

Combined Statewide Impact of Main Street in Nebraska 1994-2016

This table shows the statewide economic impact of Main Street combining the investments made by the Nebraska Main Street program and the designated Main Street communities.

Fiscal Year	Coordinating Program Expenditures	Local Main Street Program Expenditures	Combined Expenditures	Total Reinvestment ¹	Return on Investment Ratio ²
FY 1994-1995	\$192,027	\$176,398	\$368,425	\$499,631	\$1.36 : \$1
FY 1995-1996	\$251,556	\$162,945	\$414,501	\$2,193,329	\$5.29 : \$1
FY 1996-1997	\$181,983	\$226,230	\$408,213	\$1,253,835	\$3.07 : \$1
FY 1997-1998	\$272,725	\$264,829	\$537,554	\$1,782,014	\$3.32 : \$1
FY 1998-1999	\$175,820	\$232,688	\$408,508	\$7,448,235	\$18.23 : \$1
FY 1999-2000	\$223,352	\$405,315	\$628,667	\$9,203,075	\$14.64 : \$1
FY 2000-2001	\$232,498	\$328,306	\$560,804	\$4,796,683	\$8.55 : \$1
FY 2001-2002	\$251,561	\$373,598	\$625,159	\$13,033,670	\$20.85 : \$1
FY 2002-2003	\$230,489	\$311,882	\$542,371	\$5,005,359	\$9.23 : \$1
FY 2003-2004	\$249,434	\$322,196	\$571,630	\$2,566,936	\$4.49 : \$1
FY 2004-2005	\$275,687	\$295,369	\$571,056	\$5,340,620	\$9.35 : \$1
FY 2005-2006	\$287,459	\$235,421	\$522,880	\$2,828,868	\$5.41 : \$1
FY 2006-2007	\$272,839	\$272,893	\$545,732	\$9,932,220	\$18.20 : \$1
FY 2007-2008	\$258,191	\$435,913	\$694,104	\$3,755,321	\$5.41 : \$1
FY 2008-2009	\$127,652	\$497,013	\$624,665	\$7,150,441	\$11.45 : \$1
FY 2009-2010	\$119,238	\$588,873	\$708,111	\$9,130,277	\$12.89 : \$1
FY 2010-2011	\$110,475	\$595,073	\$705,548	\$6,647,910	\$9.42 : \$1
FY 2011-2012	\$90,742	\$708,458	\$799,200	\$16,665,484	\$20.85 : \$1
FY 2012-2013	\$82,555	\$711,356	\$793,911	\$10,677,257	\$13.45 : \$1
FY 2013-2014	\$25,686	\$660,407	\$686,093	\$14,785,932	\$22.39 : \$1
FY 2014-2015	\$44,406	\$405,022	\$449,428	\$3,483,805	\$8.60 : \$1
FY 2015-2016	\$76,848	\$639,462	\$716,310	\$9,071,786	\$12.66 : \$1
TOTAL	\$4 million	\$8.8 million	\$12.8 million	\$297 million	\$23.07 : \$1

¹ Total reinvestment includes the sum of local investment (public and private) + coordinating program expenditures

² Calculated by dividing the amount of total reinvestment by combined expenditures

Dedication of Time and Resources

Training Programs 2013 to 2016

Main Street 101 for Rural Towns
 Internat'l Existing Building Code webinar
 Rural Futures presentation & discussion on Main Street
 CVI/Extension presentation & discussion on Main Street
 Dispelling the Myths of Historic Preservation presentation
 Successful Promotions That Ring the Cash Register webinar
 Simple Building Improvements webinar
 Market Driven Main Street Programs webinar
 Elements of Parking Management training
 Merchandising & Store Image training
 Entrepreneur Development on Main Street webinar
 Business Incubators on Main Street webinar
 Breaking the Cycle of Disinvestment webinar
 Historic Preservation Tax Incentives 101 webinar
 Local Main Street directors retreat

Partnerships

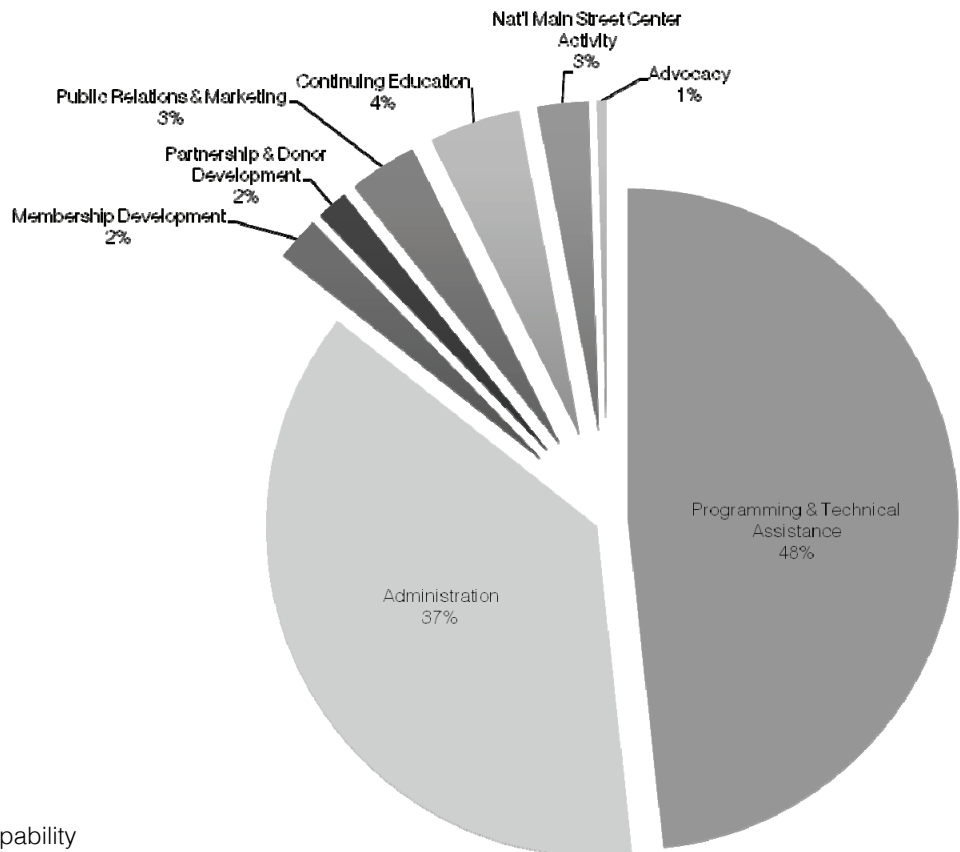
Nebraska State Historical Society/SHPO
 Nebraska Department of Economic Development
 Nebraska Department of Roads
 UNL College of Architecture
 Farmer's Cooperative (Dorchester)
 Frontier Cooperative (Brainard)
 Southeast Community College Continuing Education
 Southeast Community College Entrepreneurship Center
 Community Development Resources (CDR)
 Rural Futures/Extension
 AIA Nebraska
 APA/NPZA
 National Main Street Center & other coordinating programs

Technical Assistance Provided 2013 to 2016

Local board and committee retreats
 Organizational development & strategic planning
 Main Street designation process and application requirements
 Property redevelopment guidance

National Register of Historic Places education & property nomination assistance

Maker spaces
 Organizational assessments
 Downtown assessments
 Funding development
 Cultural diversity issues
 Visioning
 Work plan development
 Economic impact reporting
 Carnegie Library rehab and reuse
 Wayfinding
 Flood plains and preservation tools
 New local staff orientation/training
 Alleyway improvements
 BID/Main Street organizations
 Mesker storefront preservation
 Mesker window preservation
 Energy efficiency & preservation
 Grant application assistance
 Shop local program development
 Mothballing historic buildings
 Walkable communities
 Placemaking
 Window displays
 Merchandising
 Miscellaneous information requests



Programmatic Work

Website upgrade with e-commerce capability
 Social media marketing & education
 Branding and logo development
 Small Business Saturday Participant
 Weekly e-newsletter for member communities
 Sharing Nebraska's Main Street Stories in lectures & presentations outside of state

Participating Communities

Designated Main Street Communities

Beatrice (Nationally Accredited 2016)
Falls City (Nationally Accredited 2016)
Fremont (Nationally Accredited 2016)
Grand Island (Nationally Accredited 2016)
Plattsmouth (Nationally Accredited 2016)
Sidney (Nationally Accredited 2016)
Wayne (Nationally Accredited 2016)

Co-Op Partner Communities

Milligan
Plymouth

Associate Member Communities

Hastings
Lexington
McCook
Milford
Minden
Neligh
Schuyler
York

Rural Associate Member Communities

Bassett
Taylor

Community Economic & Local Program Activity

Main Street Beatrice

	FY 1996-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	39,830	5,063	1,752	1,243	47,888
Building & Façade Rehabilitation Projects	175	31	16	7	229
Rehabilitation Investment	\$7,655,441	\$913,837	\$624,400	\$379,463	\$9,573,141
Public Improvement Projects	37	3	0	2	42
Public Improvement Investment	\$3,944,739	\$16,300	\$0	\$106,000	\$4,067,039
New Construction Projects	19	2	0	0	21
New Construction Investment	\$2,444,160	\$4,800	\$0	\$0	\$2,448,960
Net Business Gain	103	9	6	12	130
Net Job Gain	180.5	17	4.5	9.5	211.5
Total Main Street Reinvestment	\$15,023,197	\$1,057,637	\$667,829	\$517,065	\$17,265,458
Local Program Expenditures	\$1,298,997	\$206,282	\$81,912	\$106,483	\$1,693,674
Reinvestment Ratio (per \$1 spent)	\$11.57 : \$1	\$5.13 : \$1	\$8.15 : \$1	\$4.86 : \$1	\$10.19 : \$1

Falls City Main Street

	FY 2009-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	2,643	1,033	636	1,351	5,663
Building & Façade Rehabilitation Projects	4	1	0	1	6
Rehabilitation Investment	\$22,494	\$150,000	\$0	\$97,000	\$269,494
Public Improvement Projects	1	2	1	2	6
Public Improvement Investment	\$569,000	\$5,900	\$2,550	\$522,953	\$1,100,403
New Construction Projects	0	0	0	0	0
New Construction Investment	\$0	\$0	\$0	\$0	\$0
Net Business Gain	3	0	1	3	7
Net Job Gain	-5.5	0	1	4	-5
Total Main Street Reinvestment	\$696,864	\$44,765	\$16,892	\$650,418	\$1,408,939
Local Program Expenditures	\$165,284	\$40,063	\$68,292	\$105,452	\$379,091
Reinvestment Ratio (per \$1 spent)	\$4.22 : \$1	\$1.12 : \$1	\$2.25 : \$1	\$6.17 : \$1	\$3.72 : \$1

Main Street of Fremont

	FY 1994-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	43,644	791	897	1,335	46,667
Building & Façade Rehabilitation Projects	328	8	1	0	337
Rehabilitation Investment	\$4,512,138	\$449,400	\$3,419	\$0	\$4,964,957
Public Improvement Projects	8	0	3	0	11
Public Improvement Investment	\$96,559	\$0	\$14,610	\$0	\$111,169
New Construction Projects	9	0	0	0	9
New Construction Investment	\$1,044,125	\$0	\$0	\$0	\$1,044,125
Net Business Gain	76	-2	2	2	78
Net Job Gain	197.5	4.5	3	-1	204
Total Main Street Reinvestment	\$7,550,662	\$467,424	\$38,256	\$40,104	\$8,096,446
Local Program Expenditures	\$1,683,757	\$84,847	\$85,261	\$87,780	\$1,941,645
Reinvestment Ratio (per \$1 spent)	\$4.48 : \$1	\$5.51 : \$1	\$.45 : \$1	\$.46 : \$1	\$4.17 : \$1

Downtown Grand Island Business Improvement District/Main Street

	FY 2006-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	4,845	333	589	1,148	6,915
Building & Façade Rehabilitation Projects	69	19	13	15	116
Rehabilitation Investment	\$7,479,001	\$773,290	\$524,665	\$4,643,288	\$13,420,244
Public Improvement Projects	19	1	0	2	22
Public Improvement Investment	\$1,080,252	\$3,900	\$0	\$2,470,000	\$3,554,152
New Construction Projects	2	0	0	1	3
New Construction Investment	\$19,727	\$0	\$0	\$54,579	\$74,306
Net Business Gain	24	2	2	4	32
Net Job Gain	122.5	1	10	23	156.5
Total Main Street Reinvestment	\$8,727,219	\$789,963	\$538,847	\$7,202,754	\$17,258,783
Local Program Expenditures	\$484,826	\$196,854	\$80,759	\$230,456	\$992,895
Reinvestment Ratio (per \$1 spent)	\$18.00 : \$1	\$4.01 : \$1	\$6.67 : \$1	\$31.25 : \$1	\$17.38 : \$1

Plattsmouth Main Street Association

	FY 2001-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	23,885	5,233	3,795	3,986	36,899
Building & Façade Rehabilitation Projects	73	10	5	3	91
Rehabilitation Investment	\$1,351,036	\$408,829	\$895,900	\$99,300	\$2,755,065
Public Improvement Projects	8	0	0	1	9
Public Improvement Investment	\$7,376,279	\$0	\$0	\$24,000	\$7,400,279
New Construction Projects	4	0	0	0	4
New Construction Investment	\$14,196,800	\$0	\$0	\$0	\$14,196,800
Net Business Gain	18	-3	-2	1	14
Net Job Gain	109	-8	-1.5	.5	100
Total Main Street Reinvestment	\$23,439,308	\$530,099	\$988,889	\$218,584	\$25,176,880
Local Program Expenditures	\$466,786	\$63,785	\$54,979	\$51,547	\$637,097
Reinvestment Ratio (per \$1 spent)	\$50.21 : \$1	\$8.31 : \$1	\$17.95 : \$1	\$4.24 : \$1	\$39.52 : \$1

Historic Downtown Sidney

	FY 2003-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	17,098	372	504	260	18,234
Building & Façade Rehabilitation Projects	106	27	24	19	176
Rehabilitation Investment	\$1,697,221	\$7,786,929	\$151,065	\$330,323	\$9,965,538
Public Improvement Projects	45	7	4	0	56
Public Improvement Investment	\$1,600,204	\$2,630,050	\$1,047,000	\$0	\$5,277,254
New Construction Projects	3	0	1	0	4
New Construction Investment	\$872,776	\$0	\$1,200	\$0	\$873,976
Net Business Gain	34	6	3	0	43
Net Job Gain	71.5	135.5	-2	-2	203
Total Main Street Reinvestment	\$4,525,817	\$10,435,187	\$1,220,602	\$346,147	\$16,527,753
Local Program Expenditures	\$188,780	\$33,575	\$23,520	\$22,080	\$267,955
Reinvestment Ratio (per \$1 spent)	\$23.97 : \$1	\$310.80 : \$1	\$51.90 : \$1	\$15.68 : \$1	\$61.68 : \$1

Main Street Wayne

	FY 1998-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	Cumulative Total
Volunteer Hours	16,377	529	604	626	18,136
Building & Façade Rehabilitation Projects	58	1	0	3	62
Rehabilitation Investment	\$1,609,450	\$42,000	\$0	\$3,550	\$1,655,000
Public Improvement Projects	8	0	0	0	8
Public Improvement Investment	\$2,509,167	\$0	\$0	\$0	\$2,509,167
New Construction Projects	2	1	0	0	3
New Construction Investment	\$3,785,000	\$10,000	\$0	\$0	\$3,795,000
Net Business Gain	39	0	3	8	50
Net Job Gain	110	-3.5	12.5	13.5	132.5
Total Main Street Reinvestment	\$8,241,799	\$66,617	\$14,470	\$19,866	\$8,342,752
Local Program Expenditures	\$348,244	\$5,750	\$10,300	\$35,664	\$399,958
Reinvestment Ratio (per \$1 spent)	\$23.67 : \$1	\$11.59 : \$1	\$1.40 : \$1	\$.56 : \$1	\$20.86 : \$1