MAIN STREET *Now*

Philadelphia

APRIL 7-9 2025

PENNSYLVANIA

Demystifying Data

Data

Fundamentally, data is the foundation or cornerstone with which demonstrating our impact begins. Data is made up of facts and numbers used to analyze something or make decisions.

Data can be qualitative or quantitative.

Data is the first step.

Metrics

A metric is a quantitative measurement of data. For example, your data is just a meaningless number, but a metric is the category you assign to that number to give it context.

Metrics are the next step in making your data make sense. In Main Street, our metrics are our **Reinvestment Statistics**.

Key Performance Indicators (KPIs)

KPIs are predefined metric values (benchmarks) that help you measure the progress of a certain parameter.

These are your key indicators of success in an area you choose to measure. In Main Street, KPIs could be estab your **Transformation Strategies**.

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The Role of Reinvestment Statistics

Reinvestment stats provide an opportunity to track, measure, and communicate the preservation, revitalization, and economic impact activities in a Main Street district over time.

It's important to not only keep the standardized set of metrics required by MSA for your program but also identify metrics unique to your selected Transformation Strategies to help you tell the story of your district.

Your accurately collected and reported Reinvestment Stats help demonstrate nationwide the power of the Main Street Approach and help you make the case for your program.

Basic* Redevelopment Statistics

+ Net Full Time Equivalent (FTE) Jobs Created
+ Net Part Time Jobs Created
+ Net New Businesses Created
+ # Rehabilitation Projects Completed
+ # New Construction/Infill Projects Completed
+ # Public Improvement Projects Completed

+ Public Investment in District ($)
+ Private Investment in District ($)
+ # Volunteer Hours and # Volunteers Contributed
+ District Map
+ Annual Program Budget
+ Business Inventory
+ Property Inventory

Note: Your state may require additional data points.

Transformation Strategy Metrics

Agricultural Economy

 # farmers markets/vendors

# of community gardens/urban food

# of restaurants using locally grown produce

 # food-based businesses

Arts District

 # housing units subsidized for artists

# of arts related events

public art inventory

 # businesses that feature or promote local art in their shop

College Town

Inventory of businesses offering student or alumni discounts

# of businesses owned by alumni

# of workers who are also students in the district

DATA BEST PRACTICES

Leverage Relationships

+ Business Owners

+ Property Owners

+ Municipal Staff

+ County Staff

+ Major Downtown Attractions

+ State Staff

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DATA BEST PRACTICES

Frame the collection of data through the Main Street lens.

+ Trends related to budget, volunteer hours, and volunteer value relate to **Organization**.
+ Façade improvements, building rehabs, and many public investments relate to **Design**.
+ Event attendance and participation, social media insights, website traffic, ad metrics relate to **Promotion**.
+ New businesses, new employees, new construction/infill, some public investment, and most private investment relate to **Economic Vitality**.

DATA BEST PRACTICES

Consider the source.

Be source savvy, especially with empirical or anecdotal data.
Be wary of incomplete data, especially when using free online sources.

Create good data habits.

Work data collection into your routine. Set a date on your calendar monthly to compile. Compiling monthly will help ensure complete data sets and help you avoid analysis paralysis.

Establish routines or schedules with your data collection partners and committees. This will help everyone know what to expect and when.

Data Health + Stewardship

What makes good data?

+ **Accuracy**: How well does the information reflect the reality of the district?

+ **Completeness:** Does the information fulfill your expectations of what's comprehensive?

+ **Consistency:** Does the information get gathered/compiled in a central or accessible place regularly?

+ **Timeliness:** Is the information readily available when you need it?

+ **Validity:** Does this information exist in a usable format

+ **Uniqueness**: Is the data gathered and presented in a way unique to your community?

Quantitative vs. Qualitative Data

+ Quantitative is purely about the numbers, what is countable or measurable
+ Qualitative is interpretive and descriptive, often based on emotions or observations; gathered through interviews, helps us understand the "why"
+ You need **BOTH** to have highly functional datasets

Anecdotal vs. Empirical Data

+ Anecdotal data relies on personal experience
+ Empirical data is scientifically measured and gathered
+ You need **BOTH** to have highly usable datasets

Quantitative

- Number of website visitors
- Hospitality tax generated in your district
- # of buildings renovated
- # of technical service hours provided by Main Street program
- Annual sponsorship revenue

Qualitative

- Where district visitors came from (zip codes)
- Survey responses with satisfaction rates
- Reviews of district businesses
- Observed conditions
- Types of businesses in the district

Keeping Data Healthy

Data Hygiene Challenges

+ Ambiguous Data

+ Duplicate Datasets

+ Inconsistency

+ Misplacement

+ Missing Data

Fix It!

+ Conduct a **data health audit**

+ Remove unnecessary or duplicate information

+ Take a closer look at what you collect and why

+ Standardize processes for ongoing collection and maintenance

+ Bring on an expert to help

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The Role of Data in Succession Planning

+ Succession planning starts with becoming good data stewards at the staff and board levels.
  + Knowing what data the Main Street organization has
  + Understanding where data lives within the organization
  + Safeguarding the validity and accuracy of data collected and stored
  + Determining and enforcing rules for data access and use
+ Vital Documents or Organization Inventory
+ Just like our data: reviewed, updated, and backed up regularly

Processes for Systems Implementation

+ Develop a data strategy
  + How will data be integrated into the Main Street program?
  + Where will data be stored?
  + Who will manage the data collected?

+ Standardize input practices and file naming conventions

+ Create a data training process for board, committees, and staff

+ Define roles and rules for handling data

+ Schedule regular backups

Shaping +
Sharing

DATA

SORTED

Data Storytelling Pathway

ARRANGED

PRESENTED VISUALLY

EXPLAINED WITH A STORY

ACTIONABLE & USEFUL

Originally created by Hot Butter Studio, this data storytelling pathway is one of the best ways to think about what we collect and how it can be used.

Using Data to Make Your Case

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REV Birmingham, Birmingham, AL

Using Data to Tell Stories

+ Market Analysis/Retail viability assessments

+ Pitch decks

+ FAM tours

+ Reports to elected officials

+ Annual reports

+ Website

+ Campaign or program recaps

+ State of Main Street events or reports

+ Press releases

+ Social media campaign

+ Recruitment flyers

+ Sponsorship appeals

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Main Street Hartsville
Sep 10, 2024 ·

Congratulations to not one, but two, grand prize winners for our Destination Downtown Passport drawing, Jordan and Gaye. Their prize of $100 in our NEW Main Street Money will make supporting their favorite downtown merchants a breeze.

Thank you to everyone who participated in this year's Destination Downtown event. Your combined passports totaled over $11,000 in support of local businesses in Downtown Hartsville, and we can't thank you enough! Be on the lookout for more exciting news on how you can support Downtown Hartsville merchants as we quickly approach this busy holiday season.

#itshartsville #DestinationDowntown #mainstreetsc #mainstreethartsvillemoney #mainstreethartsville #shoplocal #supportlocal City of Hartsville, SC, Government

Congratulations Winners!

**OVER $11,000 INVESTED IN DOWNTOWN BUSINESSES**

Vancouver's Downtown Association
Feb 28 ·

Our Clean & Safe team took advantage of the sunshine today! Marcus and one of our reoccurring volunteers, Adam, mitigated 116 tags! They painted over 45 and removed 71. Thank you both!

And thank you to those who have invested in the VDA. Your support allows us to continue programs like Clean and Safe to keep downtown clean and vibrant! Interested in volunteering? Visit our website to learn more about how to get involved! ☀️
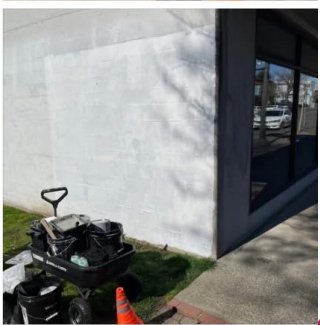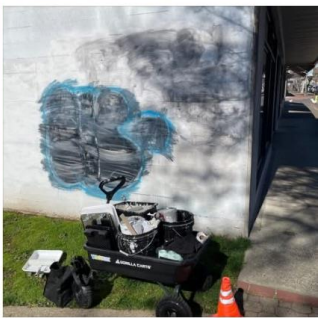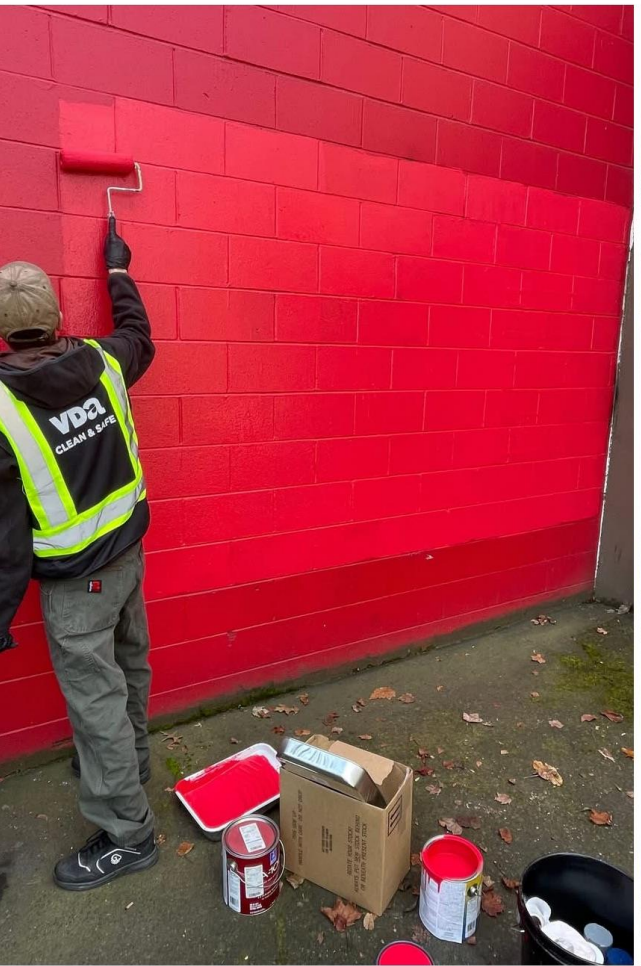
Use your data to provide regular reminders of how your work impacts your community

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Population: 985K
Member of IDA

Population: 6K
Main Street Community

Population: 42K
Main Street Community

Thank You!

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