

2020-2021

Annual Report

MERCED MAIN STREET ASSOCIATION



Merced, CA

Merced Main Street Association

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“To improve the Downtown District through organization, promotion, design and economic stability by fostering a safe, pleasant, diverse retail, and entertainment environment.”

MMSA Programs

Façade Improvement Grants

An associate program that provides for the maintenance, rehabilitation, and upgrading of existing commercial properties within the Downtown Merced Business Improvement District (BID). The grant program is intended to stimulate building improvements while being mindful of the historical significance and uniqueness of downtown architecture. This program is designed to enhance the appearance of the district, and indirectly, make a positive statement about Downtown Merced’s business climate.

Celebrate Downtown

A sponsorship program that seeks to encourage community event organizers to consider Downtown Merced for their street fairs, parades, and events by supplementing the costs of insurance and permit fees from the city and county. The program seeks to further establish Downtown Merced as a community space and solidly define the area as Merced’s Arts, Culture, and Entertainment district.

Merced FEAST

Canceled again this year due to Covid.

This event features fares from only Merced County farms, which are artfully prepared by local area chefs, highlighting our wonderful and diverse food cultures of this Central Valley Region. This event is a joint effort of The Merced Certified Farmer’s Market, California Women for Ag, Merced College, UC Merced, Downtown Neighborhood Association, and The Merced Main Street Association, a trade organization with a mission to improve the Downtown District by fostering a safe, pleasant, diverse retail and entertainment environment. A scholarship program created from event proceeds are awarded to students who are pursuing a degree in an Agriculture related field. All AG students in Merced County are eligible for the scholarship.

Merced’s Annual Hometown Christmas Parade

Our annual Christmas Parade has fun vendor booths with activities, food, and various live-entertainment followed by a community Christmas parade. At the end of the parade, we have the lighting of the MERCO Community Christmas tree. The parade brings the whole community and families from all over Merced County and beyond. **In 2020, we supported and provided sponsorship for a “reverse Christmas parade” which was very successful.**

Programming Highlights:

Façade Improvement Grant Program

- C&S Motors
- Farmer's Market
- Destino's
- Trevino's
- Rumin's Auto Body
- Bella Luna

Total of \$13,896.40 grants for Downtown Businesses

Covid 19 Grants:

- Permits for downtown street closures. \$500.00
- Parkette Grant, Bella Luna. \$500.00
- Covid Stuff (Table, Chairs, Chemicals, Pop Up tents, etc., for street dining) \$850.00
- Mercado Advertisement and Insurance. \$500.00
- ABC Permits, for street dining \$500.00

Total of \$2,850.00 grants for Downtown Business.

Celebrate Downtown

- Painted Pianos: \$600
- Dine Downtown: \$200
- Movie Night: \$300

Merced's Annual Hometown Christmas Parade-Sponsorship and Downtown Decorations

- Reverse Christmas Parade: \$7,276.47

Total Programming Expenses:

- \$22,272.87

Organizational Expense:

- Rent: \$8,500
- Accounting: \$400
- Insurance: \$2,760.23
- MMSA Website: \$3,398.79
- Miscellaneous: \$773.89

Total Organizational Expense: \$15,832.91

Merced Painted Piano



Merced's Annual Hometown (Reverse) Christmas Parade





MMSA Board of Directors

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