

2021-2022

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

Planned for 2023

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 2021 the city of Merced did a drive through Christmas parade.

Programming Highlights:

Façade Improvement Grant Program (\$22,856.00)

- Caton Properties (\$3,000)
- MacNamara Sports (\$3,000)
- Vinhos Tapas (\$1,856)
- Dwight Larks (\$3,000)
- Ambriz Legal (\$3,000)
- Zane IT (\$3,000)
- Bella Luna (\$3,000)
- Rental Zebra (\$3,000)

Total of \$22,856.00 grants for Downtown Businesses

Christmas Decorations/Parade:

- Put up and store Christmas Decorations \$3,600.00
- Tree Gate, under tree (deterrent from homeless going under the tree and cutting the electrical to the tree). \$1,500.00
- Take down and store Christmas decorations. \$3,600.00
- Radio Merced, advertisement \$900.00
- Music/DJ \$600.00
- T.Cole \$260.00

Total of \$10,460.00 to decorate the downtown for Christmas.

Celebrate Downtown

- Lao New Year \$500.00
- Hispanic Chamber Of Commerce (Mercado, Sponsorship) \$3,300.00

Total Celebrate Downtown Expenses: \$3,800.00

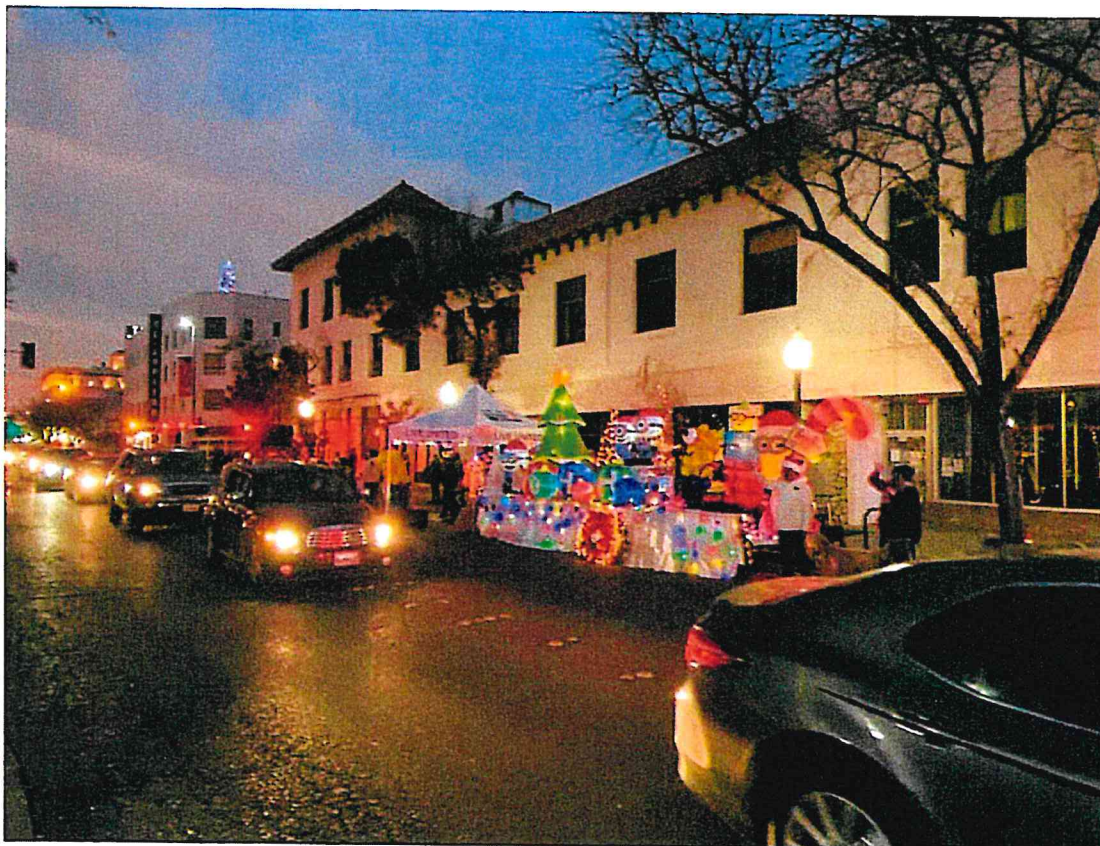
Organizational Expense:

- Rent: \$3,000.00
- Accounting: \$450.00
- Tax Preparation \$1,000.00
- Insurance: \$2,201.00
- MMSA Website: \$674.76
- Annual Meeting \$216.50
- Sidewalk Cleaning \$2,500.00

Total Organizational Expense: \$10,042.26

TOTAL : \$47,158.26

Merced's Annual Hometown (Reverse) Christmas Parade



MMSA Board of Directors

Robert Matsuo (510 Bistro) President

Joy Alexander (MID Valley IT) Vice President

Andre Santos (Vinhos and Tapas) Secretary

Joe Ramirez/Mike Waite (Rabo Bank, Property Owner) Treasurer

Eddie Beltran (Cue Spot Billiards), Chris Bounlangsy (Bangkok Thai Restaurant), Alex Trevino (Trevino's Restaurant), Colton Dennis (CEO Multi Cultural Arts Center), Tom Leach (Mid Valley IT), Robin Donovan (Tioga & El Cap), Robert Reynolds (Pretty Good Burger & Merced Tattoo)