

2023-2024

Annual Report

MERCED MAIN STREET ASSOCIATION



Merced, CA

Merced Main Street Association

Annual Report

2022-2023

"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 but is on slate for 2024.

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.

Programming Highlights:

Façade Improvement Grant Program

- Ambriz Legal Help
- Bangkok Thai Restaurant
- Tim Razzari (Schaffer Building)
- Darlene Dover (Envy Fine Clothing)
- Eddie Beltran (Cue Spot)

Total of \$13,434.00 grants for Downtown Businesses

Celebrate Downtown

- Lao New Year: \$695
- Hispanic Chamber (Mercado) \$1,500.00

Total of \$2,195.00 for Celebrate Downtown

Merced's Annual Hometown Christmas Parade

- Snow Machine: \$2,200.00
- Holiday Banner: \$1,095.00
- DJ (Sound) \$1,076.00
- Insurance \$1,287.00
- Parade Prizes and Giveaways: \$1,725.00.00
- Seasons OF Reasons (set up take down decorations): \$6,100.00.

Total of \$16,992.00 for Christmas Parade \$13,483.00

Organizational Expense:

- Rent: \$3,600.00
- Accounting: \$900.00
- Insurance: \$2,245.00
- MMSA Website: \$1,200.00

Total Organizational Expense: \$7,945.00

Total expenses: \$36,957.00



Burgers and Brews 2023



Merced's Annual Hometown Christmas Parade (snow machines)



Snow machine s on parade floats.

Snow machines in the park







MMSA Board of Directors

Robert Matsuo, President
Andre Santos, Vice President
Frankie Montgomery,
Secretary
Mike Wait, Treasurer

Mike Waite, Eddie Beltran, Chris Bounlangsy, Frankie Montgomery, Alex Trevino,
Bobby Mcgee, Colton Dennis, Tom Leach, Robin Donovan.