



# **Merced Main Street Association**

## **Annual Report 2016-2017**

Design | Promotion | Organization | Economic Restructure

## MISSION



Merced Main Street Association focus to improve the Downtown District through organization, promotion, design and economic stability, by fostering a safe, pleasant, diverse retail and entertainment environment.

## Merced Main Street Association Board of Directors 2016-2017

Robert Matsuo, **President**

Jessica Kazakos, **Vice President**

Miguel Lopez, **Secretary**

Manuel J. Alvarado, **Treasurer**

Kevin Hammon (2016)

Alfred Whitehurst (2016)

Joey Essig (2016)

Melissa Villegas

Colton Dennis

Joe Ramirez

Tom Leach

Eddie Beltran

Mark Purnell

Joy Alexander

Christopher Medina

Mike Waite



## A MESSAGE FROM ROBERT MATSUO, PRESIDENT

### *Friends-*

It is with great pleasure to share our annual report with you and our fine community! In the following pages of the publication you will see the progress we have made in building a safe and vibrant downtown for all of Merced's residents and to document our programming we have put into place and its' effects. This being our fiscal year 2016-2017, we are pleased with the accomplishments our organization has been able to achieve with an ALL volunteer board and staff and in cooperation with the City of Merced.

At MMSA, we work in many ways to improve our downtown business district (BID) by utilizing the revenues paid by our business membership's of the BID and keeping our mission in mind at all times. On behalf of the Board of Directors of MMSA, it is my pleasure to present to you the successes of this years' funding. Please understand, it has taken many meetings, discussions and hundreds of hours of work to get to where we are today and all of it has been done by all volunteers. We would also like to acknowledge the work of termed-off board members; Joey Essig, Kevin Hammon and Al Whitehurst who served during 2016 time period. The current board of director's thanks you all three for their leadership and talent.

To those of you who have worked along-side us in the numerous accomplishments over the past several months, we thank you for your effort in helping us create a downtown that will be the center for all of Merced.

The Merced Main Street Association will continue to serve as a non-profit organization to expand the revitalization efforts focusing on the three concerns of study conducted by the Alliance for Community Research and Development for years to come.

- Safety/Security,
- Maintenance/Cleanliness
- Downtown Events.

We look forward to continue our partnerships and the excellent work the future holds in store for us.



A handwritten signature in black ink that reads "Robert Matsuo". The signature is written in a cursive, flowing style.

Robert Matsuo, President, MMSA



## The Merced Main Street Association is a partnership of the following:



The City of Merced



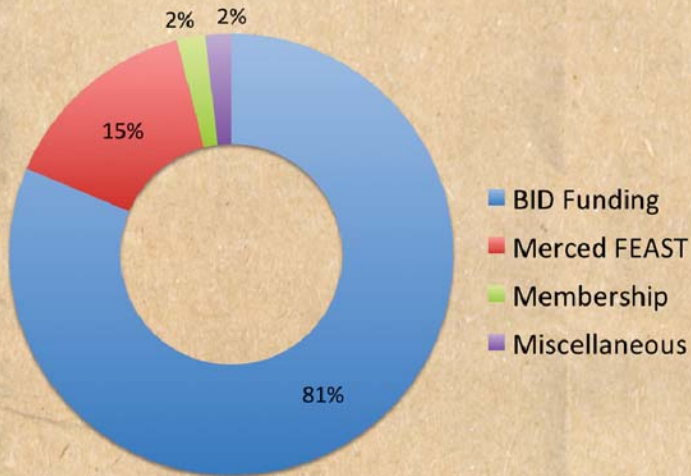
Merced Certified  
Farmers' Market



Greater Merced  
Chamber of Commerce



Merced Downtown  
Neighborhood Association



## Total Association Budget

\$120,000.00 BID Funding

\$21,699.00 Merced FEAST

\$3,000.00 Membership

\$2,820.00 Miscellaneous

**\$147,519.00 Pre-Audit numbers**

### Programs Budget:

**\$39,300.00**

**Façade Grants** - Coffee Bandits, Gottschalks Music, McAuley Motors, The Partisan, Larke Properties, Poppies Galore, Blauert Properties, Second Time Around Bookstore, Brightdart Printing & Design and Wilson's Uniforms.

**Celebrate Downtown** - Veterans Parade, Mercy Gulch, Merced Downtown Street Faire, Christmas Parade, Merced Certified Farmers' Market, MMSA Spring Festival, Playhouse Merced, Merced FEAST ( Festival Engaging Argiculture Sustainability to the Table), MMSA Fall Festival, Sattelite Rotary Free Swim Fridays, Cap and Town, UC Merced and Tsunami Collaboration.

### Operational Budget:

**\$21,714.34**



## 2016

| Emergency Lighting Program is in place for merchants to place on their buildings. | Block by Block Security Program is out to our membership. |  
| Holidays 2016: 68 Light Post Holiday Decorations were purchased and installed for the downtown district; Holiday Banners were also purchased and installed in the BID district. |

MARCH 2016 | An encroachment permit was acquired from the city to post Farmers' Market Banner on city light poles in and around the parking lot on 16th & Canal Streets.

SPRING 2016 | • Celebrate Downtown program has again been established to underwrite groups who hold events in the downtown district to cover permitting fees incurred to support these efforts.  
• The Merced Un-Certified Farmers' Market has been reinstated.

2016>

Jan • Feb • Mar • Apr • May • Jun

## 2017>

SPRING 2017 | • The Merced Art Hop has been given \$4,000 for their quarterly program for the 2016 year in addition to the City support.  
• The Poppies Mural Project in Bob Hart Square was extended completely around the perimeter of the flag pole flower bed by an underwriting effort by MMSA with Artist Monika Modest.

APRIL 15 | On the Saturday prior to Easter, we hosted a Spring Festival for children where there were Egg Hunts in Bob Hart Square along with other activities for children.

MAY 20 | The MMSA supported Mercy Gulch as a sponsor along with the City of Merced, PG&E and Horizons Unlimited.

## 2016 - 2017 Ongoing

| Design, Promotion, Organization and Economic Committees were organized and meet monthly |  
| MMSA is working to become a California Main Street Program |  
| MMSA has paid a fee to the Greater Merced Chamber of Commerce for administrative support . |  
| Supported the Merced Downtown Street Faire this past summer once the initial organization could no longer do so. MMSA plans to sponsor these events for the 2017 season. |  
| A total of four Façade Grant was awarded to MMSA businesses to improve their curb appeal in the Business Improvement District. McAuley Motors, Coffee Bandits, Clifford Blauert Property and Gottschalks Music Building. The Partisan lounge is approved but pending its completion. Total fund disbursed for the grant program was almost \$12,000. |



SEP 22nd | The inaugural Merced FEAST was a huge sold-out success on Main Street, in partnership with several other community based organizations i.e. Merced County Certified Farmers' Market, California Women for Ag (CWA), Downtown Neighborhood Association (DNA), Merced College with corporate sponsorship by Foster Farms, Joseph Gallo Farms, Rabobank and CWA. Raised a total of \$7,598 which was shared with Merced Certified Farmers' Market and the Downtown Neighborhood Association.

OCT 29th | On the last Saturday of October, MMSA held its second annual Fall Festival in Bob Hart Square where we had over 800 children trick-or-treating in dozens of downtown businesses and merchants. Games, food booths, face-painting and balloon artists were available for children to enjoy.

Jul • Aug • Sep • Oct • Nov • Dec

JULY 2017 | • Website recreated for the MMSA.  
• We have recruited five new board of directors for our 2016-17 year, and sadly will see three of our current members leave the board. Our new members are: Joe Ramirez, Miguel Lopez, Colton Dennis, Jessica Kazakos, Chris Medina and Mellissa Villegas.

OCT 29th | The Fall Festival is being planned in partnership with the Merced Certified Farmers' Market and Main Street Members/Merchants.

AUG 10 | MMSA's annual membership meeting of all the BID contributors at the Multicultural Arts Center.





**The MMSA organizational structure is done in compliance with the National Main Street committee structure:**

**ORGANIZATION COMMITTEE** gets everyone working toward the same goal. A governing board and standing committees make up the fundamental organizational structure of this volunteer-driven program. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders. The Organization Committee plays a key role in keeping the board, committees, staff, and programs-of-work in good shape by attracting people to the organization.

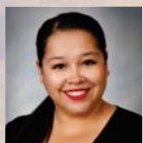


Dr. Lakisha Jenkins

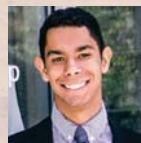


Melissa Villegas

**PROMOTION COMMITTEE** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing the district's unique characteristics to shoppers, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area. An effective commercial district promotional strategy contains three components: image promotion, retail promotion, and special events.



Jessica Kazakos



Christopher Medina



Colton Dennis



Manuel J. Alvarado



**THE DESIGN COMMITTEE** is key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners, and visitors. Design means getting Main Street into top physical shape, capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets. Main Street's physical appearance affects the decisions shoppers, investors and visitors make about the district. A commercial district's design should make economic sense as well as aesthetic sense. Design improvements can result in an increase of sales.



Robert Matsuo



Tom Leech



Mike Waite



Eddie Beltran

**ECONOMIC RESTRUCTURING COMMITTEE** identifies new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property. The Economic Restructuring component of the four-point approach involves identifying new downtown business opportunities, helping existing businesses expand, finding new uses for vacant buildings, converting upper stories to housing, office or commercial space, and improving downtown business management techniques. The Economic Restructuring Committee must develop a thorough understanding of the district's economic condition and its best opportunities, focusing on incremental changes that gradually improve the area's economic foundation and eventually make large-scale investment possible.



Tom Leech



Manuel J. Alvarado



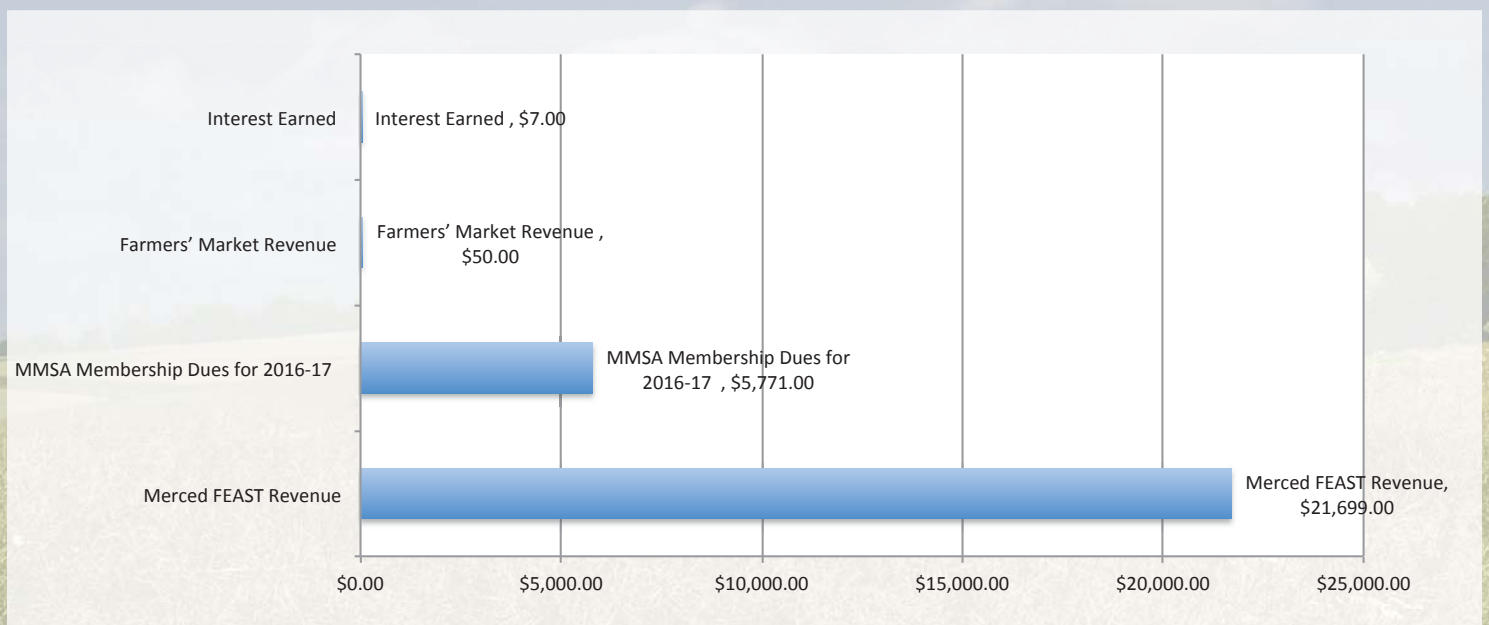
Miguel Lopez

## 2016-17 in Review

### Income

The Merced Downtown Business Improvement District Tax was awarded to MMSA in 2016-17 with a total of \$120,000.00.

**Total Income | \$147,519.00**

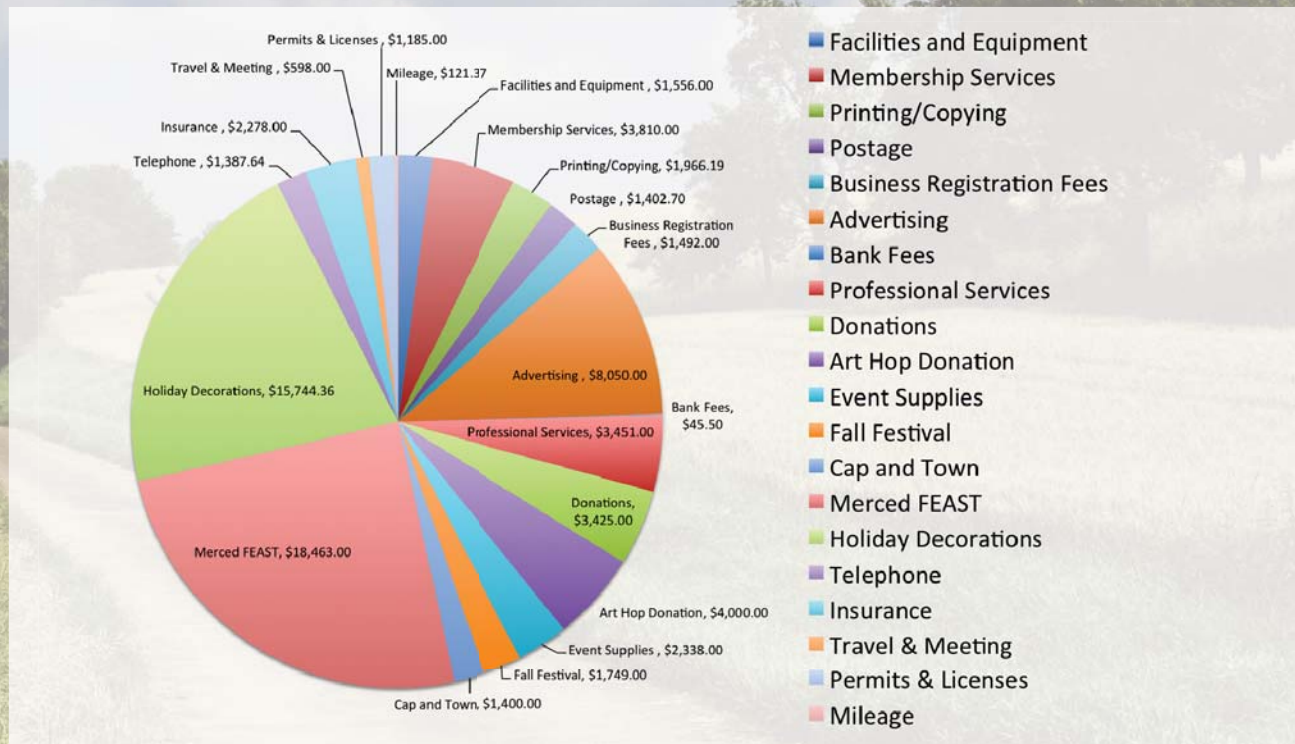




# Organizational Expenses

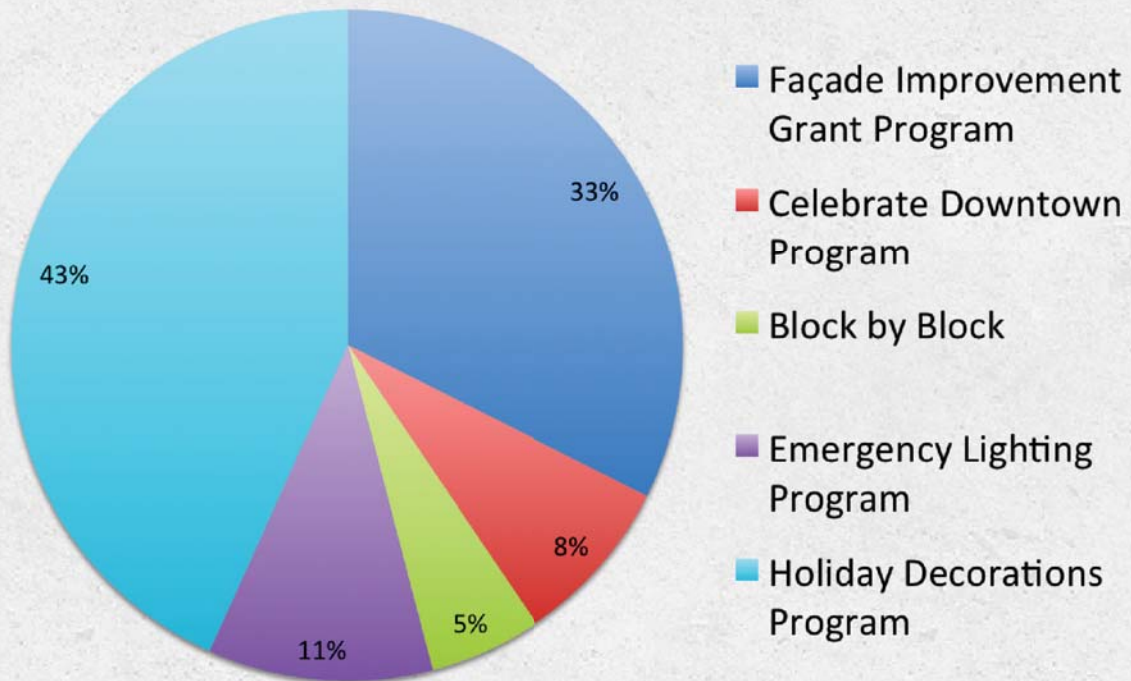
Total | \$71,991.00

Reserve Balance | \$55,000.00



## Programming Expenses 2016-2017

Total | \$39,300.00







## MOVING FORWARD IN 2018

The MMSA will administer all of the BID funding from the taxes collected from the downtown merchants including previously allocated city staffing funds and city -arranged agreements with other community based organizations.

*We are dedicated to our membership and promise to be:*

**Responsible:** As members of the Downtown business community we believe it is our responsibility to care for the Downtown district. We have a vested interest here and feel a great sense of duty in the work that we do for our community, that is why we make it our own personal responsibility to be great stewards of the Downtown. In assuming this responsibility, we willingly assume the burden of managing the Downtown Business Improvement funds for all of Merced.

**Accountable:** Fiscal responsibility is one of the cornerstones to successfully managing the Downtown Fund. We believe transparent accounting and open ledgers are key to garnering and maintaining trust among our peers and historic fiscal accountability.

**Report:** We aim to report in detail our financial plans and objectives while explaining our goals and milestones, grading ourselves along the way.

**Engage:** By hosting monthly members' mixers and board of directors meetings, we aim to engage businesses and residences in the progress of our downtown community. By sharing this responsibility of what takes place in downtown, our hope is to foster a sense of ownership and involve others in the stewardship of downtown.



**We continue to build upon our goal of complete transparency as an organization; we will collaborate with other stakeholders and community based organizations to openly cooperate with them for the betterment of all Merced.**

**In 2017 -2018 the Merced Main Street Association's Board of Directors would like to do the following:**

- Work towards a "Welcome To Merced" Arch in conjunction with the High Speed Railroad Station
- Promote the Non/Certified Merced Farmers' Market Manager cost of roughly \$5,000\*
- \$2,500 to the Greater Merced Chamber of Commerce for our administration agreement\*
- Continue the Façade Grant for curb appeal improvements for a total of \$12,000\*
- National Main Street Program membership at a cost of \$1,500.00
- Continue filing for a Non-profit 501 (c) (6) legal fees \$1,000.00 with the IRS.\*
- Host Monthly Membership Meetings \$3,500
- Continue Celebrate Downtown program, which was established to underwrite groups who hold events in the downtown district to cover permitting fees incurred with a total of \$3,000\*



- Interns to assist in marketing the Downtown Core \$2,000\*
- Website maintenance for the MMSA \$1,500
- Design, Promotion, Organization and Economic Committees meet quarterly
- Support Farmers' Market Fall & Spring Festivals in partnership with the Merced Certified Farmers' Market and Main Street Members/Merchants \$3,000.00\*
- Holiday Decorations acquired for the downtown district \$16,000\*
- MMSA brochure designed and printed \$3,000.00\*
- Printing and postage for mixers, events, school flyers and general correspondence \$3,000
- Continue the Emergency Lighting Program \$4,000\*
- Block by Block Security Program \$2,000 \*
- Support the Merced Downtown Neighborhood Association \$2,000\*
- Merced FEAST in partnership with MCFM, Farm Bureau, California Women for Ag, Downtown Neighborhood Association and Merced College \$2,000.00\*
- Thursday Night Concert in the Sqaure \$3,000.00\*

*(\*) Pending the approval of City of Merced and the MMSA Board of Directors.*



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