



## Merced Main Street Association

### Annual Report 2017-2018

“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.”

#### **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 2017-2018

#### **Officers**

Robert Matsuo, President  
Jessica Kazakos, Vice President  
Miguel Lopez, Secretary  
Manuel Alvarado, Treasurer

#### **Board of Directors**

Melissa Villegas  
Colton Dennis  
Joe Ramirez  
Tom Leach  
Eddie Beltran  
Joy Alexander  
Andre Santos  
Christopher Medina

## A MESSAGE FROM ROBERT MATSUO, PRESIDENT

Friends-

Welcome to our forth annual report, and we a pleased to share with you in the pages that follow some of our accomplishments with you and the community we serve. 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 2017-2018, 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, and the current board of director's thanks all who have shared their time and talent.

We are also excited to see three new projects happening in the downtown district of Merced. The El Capitan Hotel, The Mainzer and The Tioga will certainly add to the vibrancy of our district. We would like to acknowledge John Martin of NuovoRE on selecting Merced as one of cities to invest in.

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.

Sincerely,

Robert Matsuo, President, MMSA

The Main Street Association is partnership of the following:

The City of Merced  
Merced Certified Farmers' Market  
Greater Merced Chamber of Commerce  
Merced Downtown Neighborhood Association  
Restore Merced

**Total Association Budget:**

\$94,949.00 Pre-Audit numbers  
\$60,000.00 Business Improvement District Funding  
\$29,099.00 Merced FEAST  
\$4,000.00 Membership  
\$1,850.00 Miscellaneous

**Programs Budget:**

\$40,251.00

**Façade Grants**- Trevino's Restaurant, The Partisan, Merced Theatre, Fluetsch & Busby, Merced Uniform Store, Gottschalk's Music 18,000

**Celebrate Downtown**- Veteran's Parade, Loa New Year's Celebration, Christmas Parade, Certified Farmers' Market, Spring Festival, Playhouse Merced, Merced FEAST, Fall Festival, UC Merced, Tsunami Collaboration, Taste of the Town and Concert in the Park. 2,725.00

**Holiday Decorations**- 24 light pole wreaths - 15,402.00

**Art Hop**- General support for 2017-18 4,000.00

**Misc.** – Safety Lighting, Block by Block 1,240.00

**Operational Budget:**

\$53,333.18

-We are now our own 501 C(6) not-for-profit organization issued by the IRS on November 17, 2017-

- 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.
- On the Saturday prior to Easter, April 15th we hosted a Spring Festival for children where there were Egg Hunt in Bob Hart Square along with other activities for children.
- A total of six Façade Grant was awarded to MMSA businesses to improve their curb appeal in the Business Improvement District. McAuley Motors, Triveno's Restaurant, The Partisan, Merced Theatre, Fluetsch & Busby, Merced Uniform Store, Gottschalk's Music The Total fund disbursed for the grant program was almost \$18,000.
- 68 Light Post Holiday Decorations were purchased and installed for the downtown district
- 24 Holiday Banners were also purchased and installed in the BID district.
- On the last Saturday of October, the 29th we held our 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.
- The Second Merced FEAST was a huge sold-out success and was held on September 21 on Main Street, in partnership with several other community- based organizations i.e. Merced Certified Farmers' Market, Downtown Neighborhood Association (DNA), Merced College with corporate sponsorship by Foster Farms, Joseph Gallo Farms, Rabobank and Delicato Family Winery. Raised a total of \$29,099.00 which was shared with Certified Farmers' Market, Local Future Farmer's of America and the Downtown Neighborhood Association.*
- We held our annual membership meeting of all the BID contributors on August 17th at the Multicultural Arts Center with over 100 attendees.*
- We have recruited two new board of directors for our 2017-18 year,(Andre Santos and Joy Alexander) and sadly said good by to one of our current member, (Lakisha Kenkins)*
- The Merced Certified Farmer's Market has been reinvested.*
- The Merced Art Hop has been given \$4,000 for their quarterly program for the 2017 year in addition to the City support.*
- We have moved into a new office with the United Way of Merced and now pay for half the rent to the Greater Merced Chamber of Commerce for administrative support .*
- California Main Street Program process is underway.*
- 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.*
- Website recreated for the MMSA
- Design, Promotion, Organization and Economic Committees were organized and meet monthly
- Emergency Lighting Program is in place for merchants to place on their buildings.
- Block by Block Security Program is out to our membership.

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

**Organization Committee** (Chairman J. Kozakos) 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.

**Promotion Committee** (Chairman Kevin Hammon) 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.

**The Design Committee** (Chairman M. Alvarado) 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 — is just part of the story. 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 a sales increase, making good design

**Economic Restructuring Committee** (Chairman T. Leach) 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.

#### **2017-2018 in Review**

##### **Income**

The Merced Downtown Business Improvement District Tax was awarded to MMSA in 2016-17 with a total of \$60,000.00.

Merced FEAST Revenue	\$29,099.00
MMSA Membership Dues for 2017-18	\$ 4,000.00
Interest Earned	\$ 1,850.00
Total Income	\$94,949.00

##### **Organizational Expense**

Advertising	2,586.00
Bank Fees	120.00

Business Expenses	658.00
Accounting	360.00
Professional Services	6,810.00
Contracts-Other	1,750.00
Events- Expense	11,450.00
Donations	8,530.00 (Lao New Year, Free Friday Swim, FFA, Downtown Neighborhood Association, Control Productions, Studio K, United Way, Merced Farmer's Market, Saint Paul's School)
Rent	5,700.00
Membership Services	\$5,398.00
Insurance Coverage	\$4,487.00
Printing/Copying	\$1,966.19
Permits & Licenses	\$1,500.00
Travel & Meetings	\$1,018.00
TOTAL	\$52,333.19
Reserve Balance	\$7,953.00

#### **Programming Expense 2017-2018**

Façade Improvement Grant Program	\$18,000.00
Celebrate Downtown Program	\$2,725.00
Block by Block & others	\$1,240.00
Art Hop	\$4,000.00
Holiday Decorations Program	\$15,402.00
Total	\$40,251.00

#### **MOVING FORWARD IN 2018-19**

The MMSA will administer all of the BID funding from the taxes collected and allocated by City Council 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 vested interest here and feel a great sense 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, 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 other 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 2018 -2019 the Merced Main Street Association's Board of Directors would like to the following:

- Promote the *Non/Certified Merced Farmer's Market* cost of roughly \$2,000\*
- \$11,400.00 for our rental agreement\*
- Continue the *Façade Grant* for curb appeal improvements is in place with a total up to \$12,000\*
- *National Main Street Program* membership at a cost of \$1,500.00
- Host *Monthly Membership Meetings* \$3,500
- Continue *Celebrate Downtown* program has been 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 Certified 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* (Festival Engaging Agriculture Sustainability to the Table) in partnership with MCFM, Farm Bureau, California Women for Ag, Downtown Neighborhood Association and Merced College \$2,000.00\*
- Sponsor the Christmas Holiday Parade \$3,500.00\*

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

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