

## Program Performance Measures:

1. Number of business development projects resulting in job growth, new investment, or increased revenue
2. Number of technical assistance cases provided to a community that results in a new economic development program or asset
3. Dollars of private sector investment in MainStreet districts, in millions
4. Number of building rehabilitations assisted by the MainStreet program
5. Number of workers trained by JTIP
6. Number of Foreign Direct Investment leads generated by the Office of International Trade
7. Number of private sector dollars leveraged by each dollar through LEDA
8. Number of jobs created through the use of LEDA funds
9. Dollars of investment in technology-based companies as a result of Office of Science & Technology programs

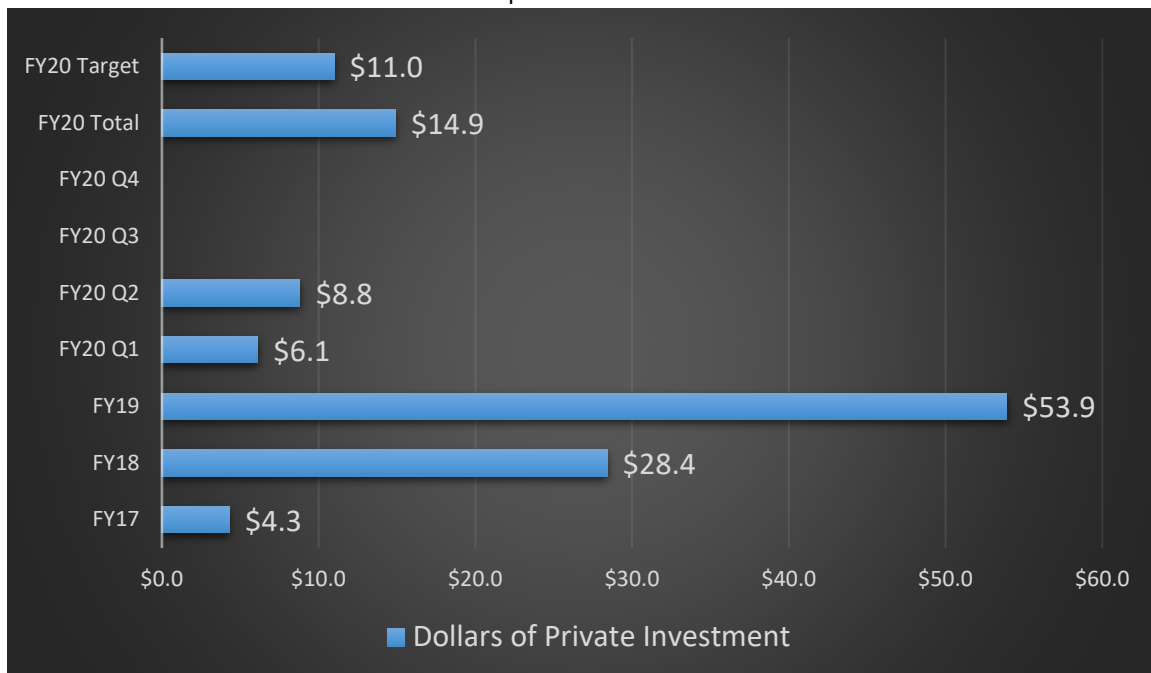
## PERFORMANCE MEASURE #3

*Dollars of private sector investment in MainStreet districts, in millions*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
\$28.4	\$53.9	\$30.7	\$6.1	\$8.8	\$971,820		\$15.87	\$2.4 Quarter/ \$11 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** The total of all private investment into the MainStreet district. This includes development and redevelopment projects, and private sector donations and grants.

**DATA SOURCE/METHODOLOGY:** Data is provided through the combined quarterly reports submitted to the state MainStreet coordinating program from 30 local MainStreet communities that includes easily quantifiable data on private investment in building improvements, new development projects, and private sector donations and grants for community projects. Local programs gather data from local businesses and property owners, donations and grants to the local MainStreet program, and recent construction/building permits.

**STORY BEHIND THE DATA:** Examples that contributed to these results:

- MainStreet de Las Vegas reported 8 building renovations for a total amount of 294,636 in private sector reinvestment. Four of these renovation coincided with the opening of 4 new businesses and the creation of 7 new jobs.
- Artesia MainStreet had 5 building rehabs that included a total of \$136,834 in private reinvestment (La Fonda Restaurant, Roja Real Estate, Piccolino Restaurant, Written in Red Foundation, and a currently vacant building).
- Raton MainStreet reported 3 building rehabs that included \$60,000 in private reinvestment, two business expansions (Enchanted Grounds and Colfax Ale Cellar), the opening of a new business (Gate City Craft Bar) and 7 new jobs.

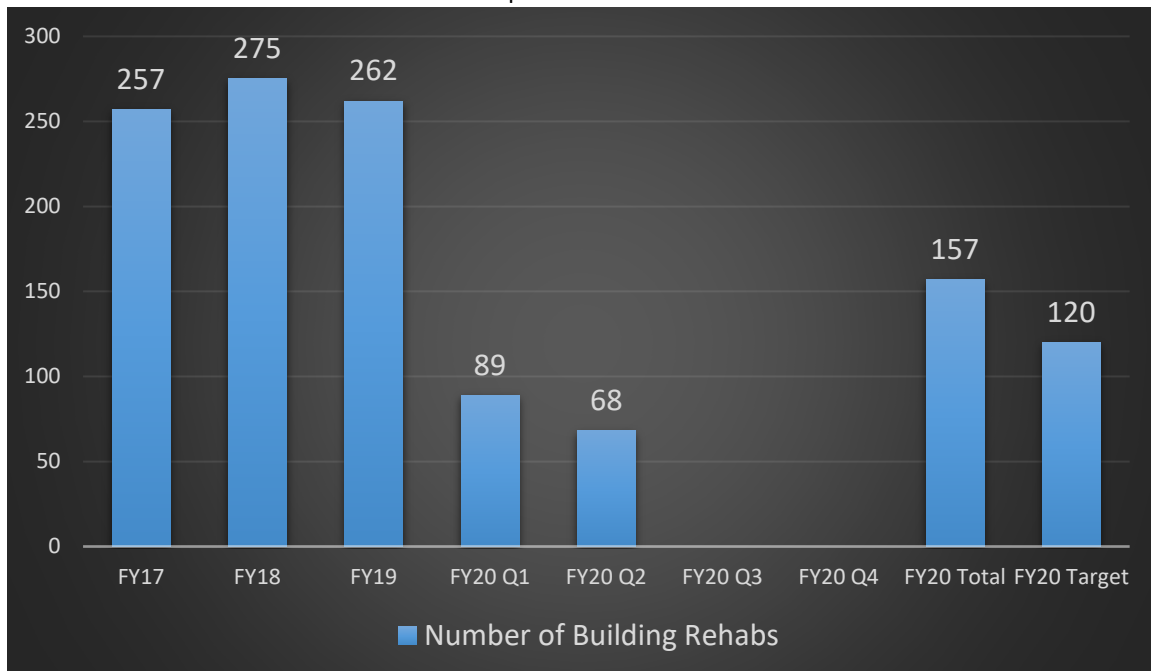
## PERFORMANCE MEASURE #4

*Number of building rehabilitations assisted by the MainStreet program*

### Results

FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
257	275	262	89	68	45		157	30 Quarter/ 120 Annual

Graph of Data Above



**MEASURE DESCRIPTION:** Total number of building rehabilitation projects, including construction such as repair, renovate, modify or reconstruct.

**DATA SOURCE/METHODOLOGY:** Data is provided through the combined quarterly report submitted to the state MainStreet coordinating program from 30 local MainStreet communities. Rehabilitation projects are recorded after each project is completed.

**STORY BEHIND THE DATA: Examples that contributed to these results:**

- **MainStreet Truth or Consequence reported 4 building rehabilitations (Blackstone Hot Springs, Love Shack Gallery, Pelican Spa, and Art & Soul Gallery) that included \$31,000 in private reinvestment and the purchase of the Light of Soul Building for \$159,000 for future development.**
- **Belen MainStreet experienced the total rehabilitation of the Becker Street Pub which included \$150,000 in private investment.**