2015 National Main Street Network Trends Survey Results

This year, 216 Main Streets participated in the annual Trends Survey. The below findings reflect the current organizational, staffing, and funding trends across the National Main Street Network.
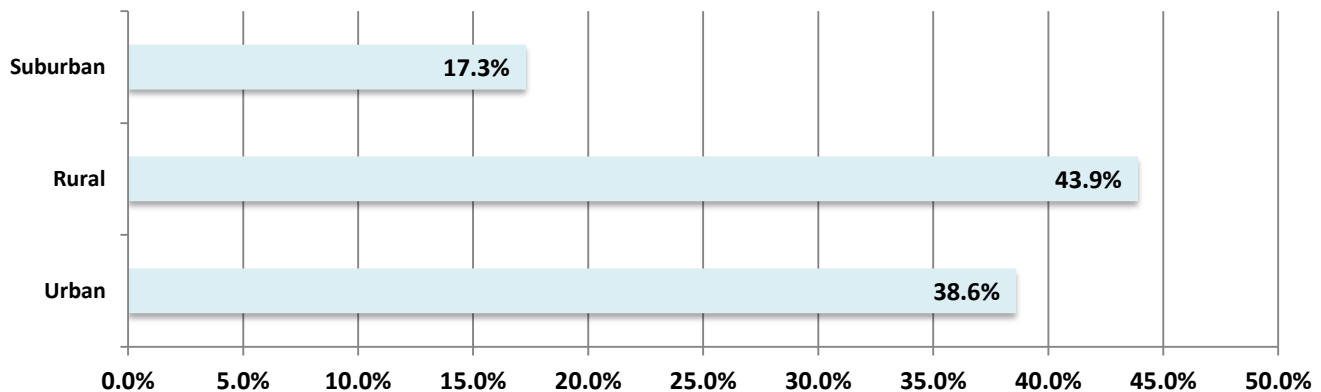
Organizational Info

Years in existence

less than 1	1.93%
1-9 years	32.85%
10-19 years	25.60%
20-29 years	28.02%
30-39 years	8.70%
40 or more	3.00%

Tax Status

501(c)(3)	71.5%
501(c)(4)	1.2%
501(c)(6)	12.8%
Government Agency	9.9%
N/A	4.7%

Your Main Street District

How do you define your Main Street district?

Suburban	17.3%
Rural	43.9%
Urban	38.6%

Number of businesses in your district in the following categories:

	Average
Retail	38
Restaurant	17
Professional Services	44
Government or Nonprofit	12
Arts/Entertainment	6
Other	18

Population of your city (total population for urban neighborhoods)

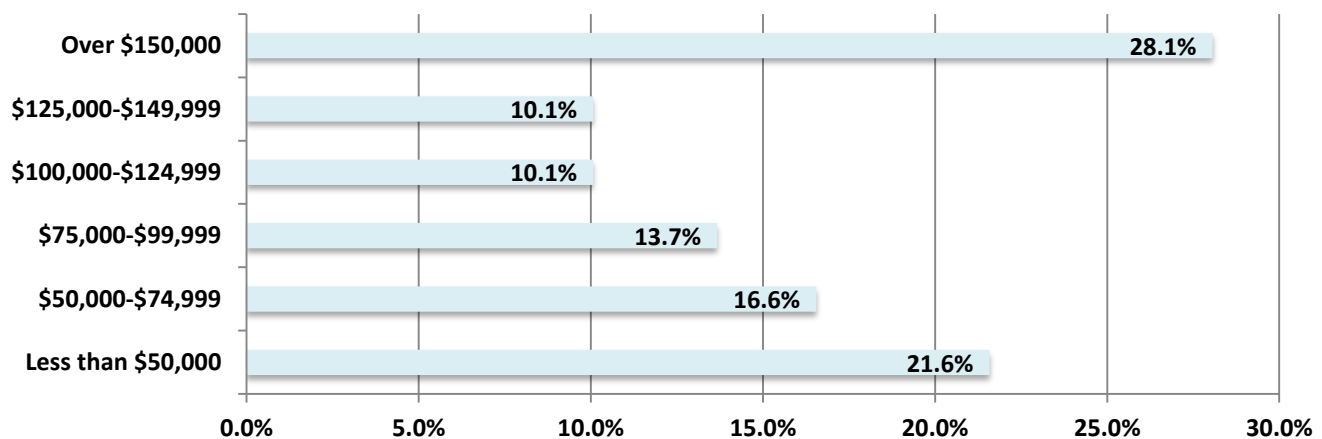|	
<2,500	8.63%
>2,500 and <5,000	15.11%
>5,000 and <50,000	58.99%
>50,000 and <100,000	9.35%
>100,000	7.91%

Staffing Information

Executive Director salary

Under $24,000	14.4%
$25,000 - $34,000	23.0%
$35,000 - $44,000	22.3%
$45,000 - $54,000	18.0%
$55,000 - $64,000	10.8%
$65,000 - $74,000	3.6%
$75,000 - $84,000	4.3%
Over $85,000	3.6%

Staff benefits offered

Medical insurance	46.0%
Dental insurance	29.5%
Vision insurance	24.5%
Life insurance	25.2%
Commuter cost assistance	9.4%
Pre-tax flexible spending account	11.5%
Paid Vacation/Holidays	85.6%
Paid Sick Leave	65.5%

Budget & Funding

Annual operating budget (including salaries)

Budget	Percentage
Over $150,000	28.1%
$125,000-$149,999	10.1%
$100,000-$124,999	10.1%
$75,000-$99,999	13.7%
$50,000-$74,999	16.6%
Less than $50,000	21.6%

Has your annual budget's public-private funding percentage varied in 2014?

It has not changed	62.5%
Public funding decreased, private funding INCREASED	11.0%
Public funding increased, private funding DECREASED	3.70%
Both public & private funding have INCREASED	14.70%
Both public & private funding have DECREASED	8.10%

Percentage of your budget's funding

	Average
Public Funding	40.0%
Membership	10.0%
Donations	9.0%
Grants	10.0%
Events/Festival Revenue	21.0%
Business Improvement Districts (or o†	10.0%
Sponsorships	11.0%
Other Earned Income (product sales, business venture, etc.)	8.0%