



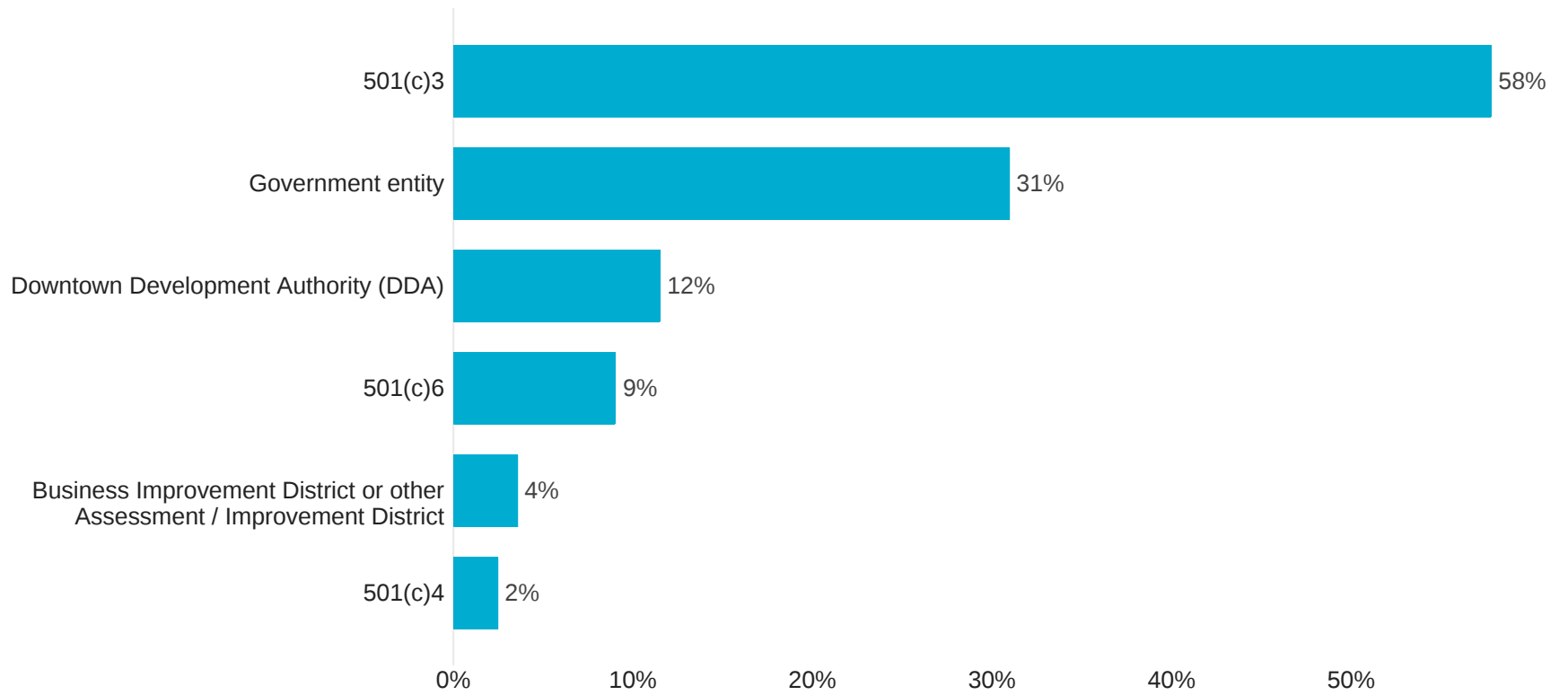
Results - Winter 2022/2023 Trends Survey

Survey Start Date: 01/16/2023

Survey End Date: 02/01/2023

Total Respondents: 367 completed surveys from Executive Directors; 394 surveys overall

Q3. How is your program structured? (Please check all that apply.)



Q4 - What is your program's annual operating budget (including salaries)?



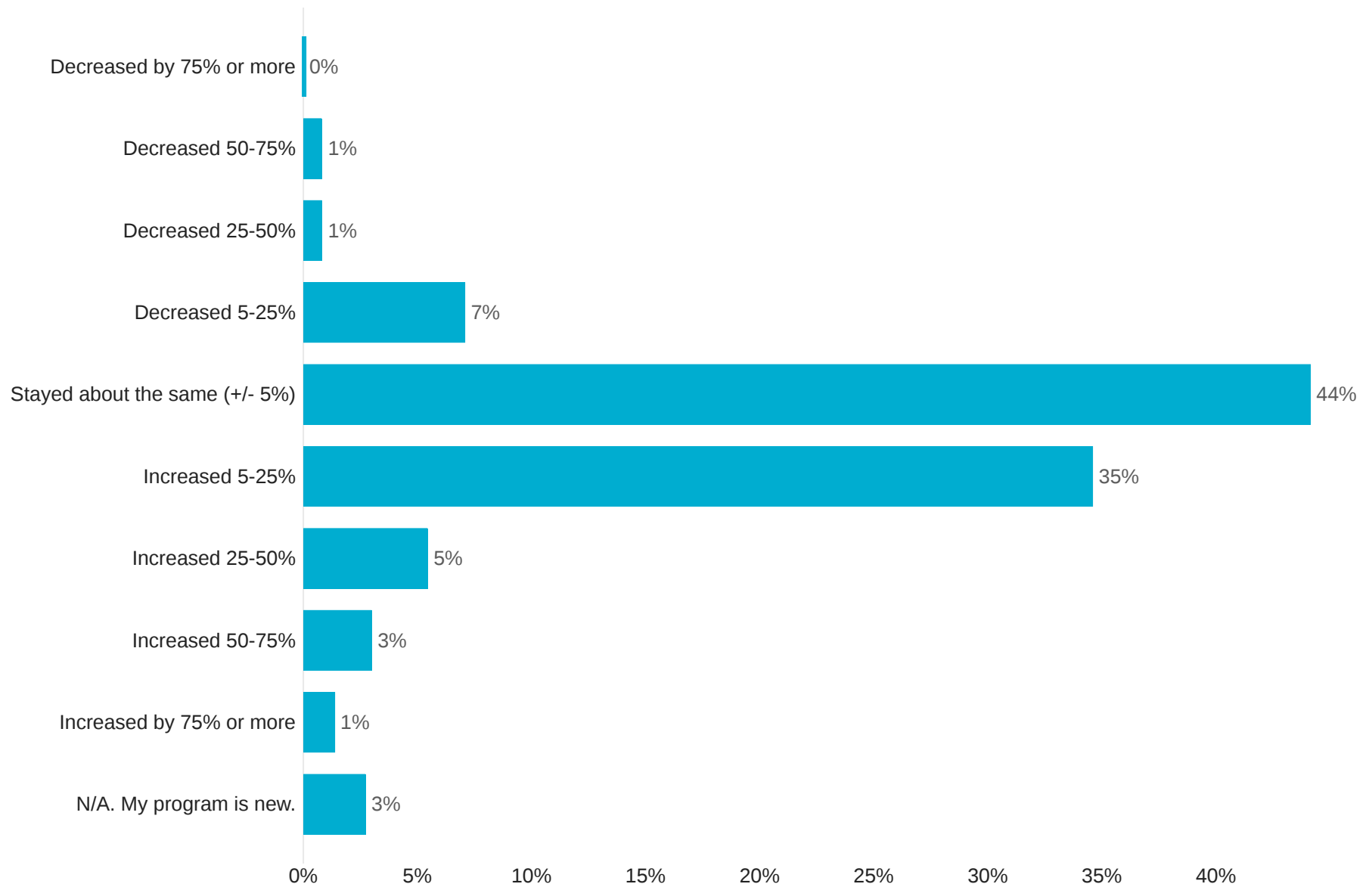
● Less than \$50,000 [13%]
 ● \$50,000 – 74,999 [11%]
 ● \$75,000 – 99,999 [7%]
 ● \$100,000 – 124,999 [14%]
 ● \$125,000 – 149,999 [7%]
 ● \$150,000 – 199,999 [13%]
 ● \$200,000 – 499,999 [28%]
 ● \$500,000 – 999,999 [5%]
 ● \$1,000,000 or more [2%]

Q5 - Please indicate the percentage of your budget that comes from each funding...

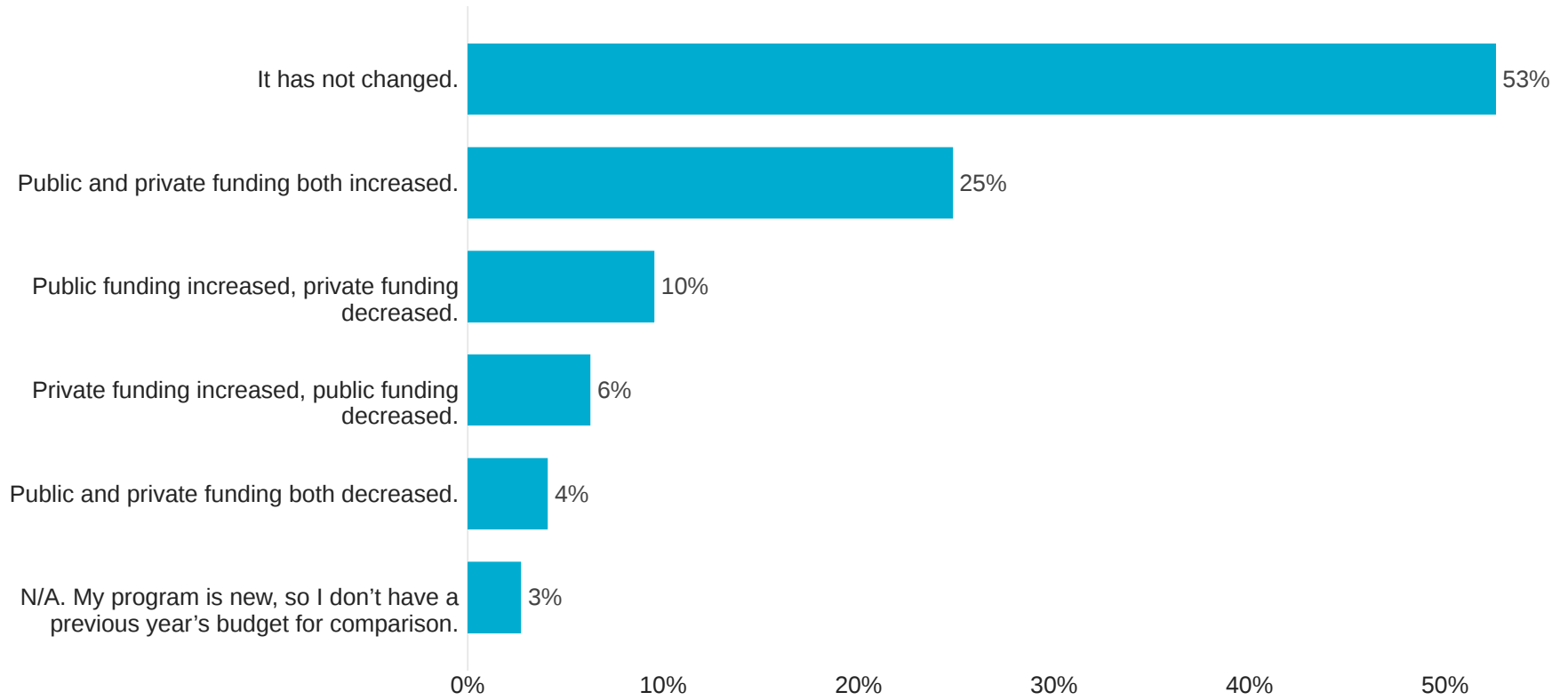
Field	Min	Max	Mean	Median	Standard Deviation	Responses
Public funding (local)	0.00	100.00	49.68	50.00	35.05	367
Public funding (state)	0.00	100.00	2.31	0.00	11.01	367
Public funding (federal)	0.00	90.00	0.71	0.00	5.61	367
Annual investor / supporter campaign	0.00	85.00	4.81	0.00	11.97	367
Membership dues	0.00	55.00	3.07	0.00	7.56	367
Donations	0.00	100.00	5.40	0.00	13.62	367
Grants	0.00	96.00	7.01	0.00	13.09	367
Friends of Main Street / Residential giving	0.00	50.00	0.82	0.00	3.90	367
Events / festival revenue from visitors and vendors	0.00	90.00	11.73	5.00	16.52	367
Business improvement district (or other assessment)	0.00	96.00	3.67	0.00	14.60	367

Sponsorship from companies, philanthropy, public entities, etc.	0.00	100.00	6.66	0.00	11.02	367
Other earned revenue (product sales, business venture, etc.)	0.00	100.00	4.14	0.00	12.16	367

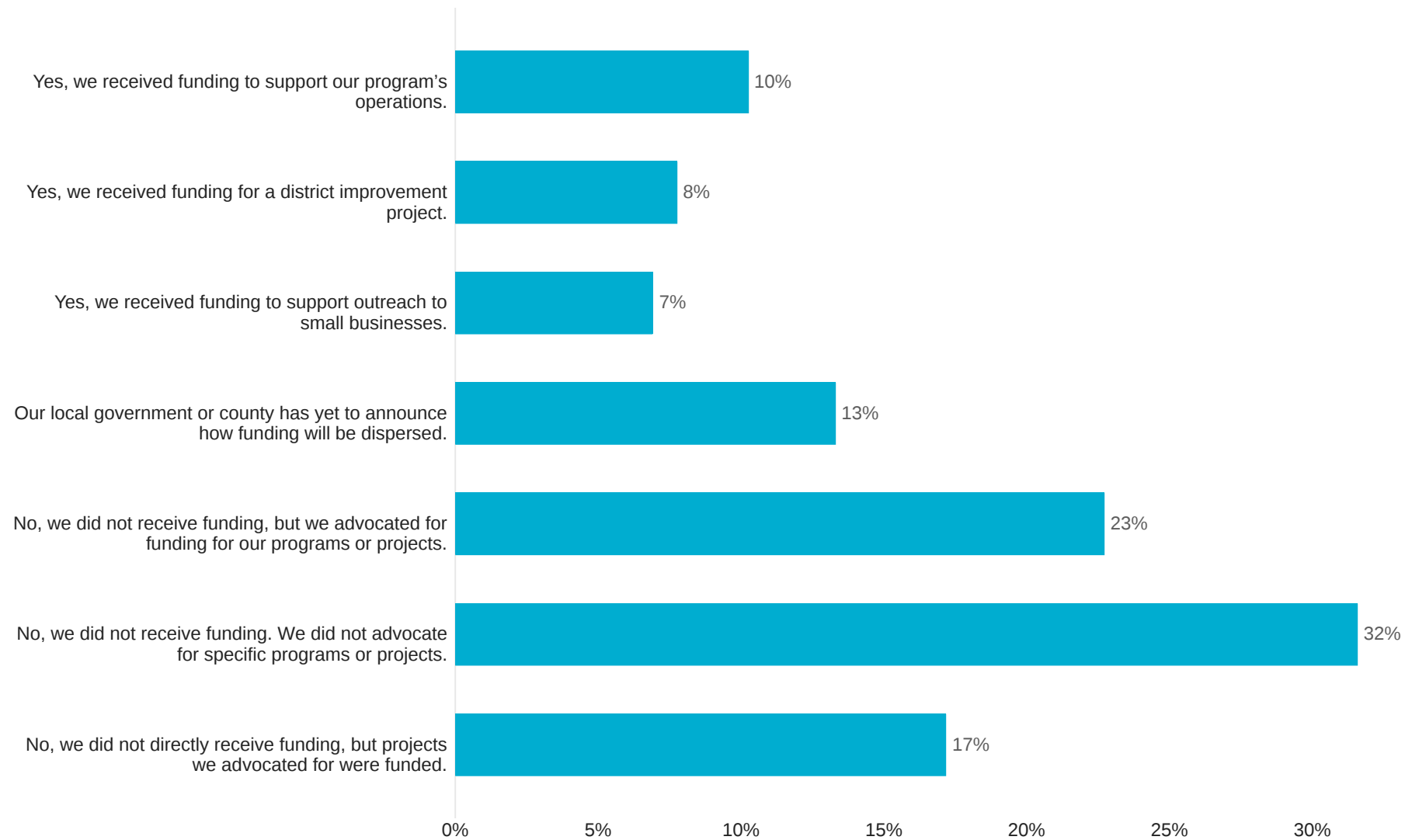
Q6 - How has your annual operating budget changed since the previous year?



Q7 - How has your annual budget's public-private funding changed since the previous year?



Q8 - Did your Main Street program receive any funding from your city or county from American Rescue Plan Act (ARPA) State and Local Fiscal Relief Funds (SLFRF)? (Please check all that apply.)



Q9 - How many people work or volunteer at your organization? (Full-time)

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Full-time	0.00	60.00	1.75	1.00	3.82	336

Q9 - How many people work or volunteer at your organization? (Part-time)

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Part-time	0.00	20.00	1.01	1.00	1.70	218

Q9 - How many people work or volunteer at your organization? (Temporary workers or contractors)

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Temporary workers or contractors	0.00	15.00	1.11	1.00	1.80	180

Q9 - How many people work or volunteer at your organization? (Please include all volunteers who contribute at least 3-5 hours of their time over the course of the year.)

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Volunteers	0.00	950.00	46.12	20.00	73.69	333

Q10 - What is the salary for your organization's Executive Director (or equivalent leadership role)?

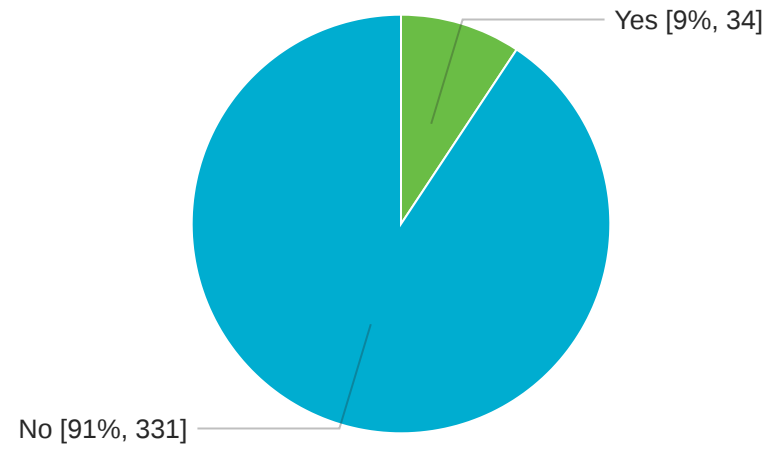


- Less than \$30,000 [14%]
- \$30,000 – 39,999 [9%]
- \$40,000 – 49,999 [18%]
- \$50,000 – 59,999 [23%]
- \$60,000 – 69,999 [15%]
- \$70,000 – 79,999 [11%]
- \$80,000 – 89,999 [4%]
- \$90,000 – 99,999 [3%]
- \$100,000 or more [3%]

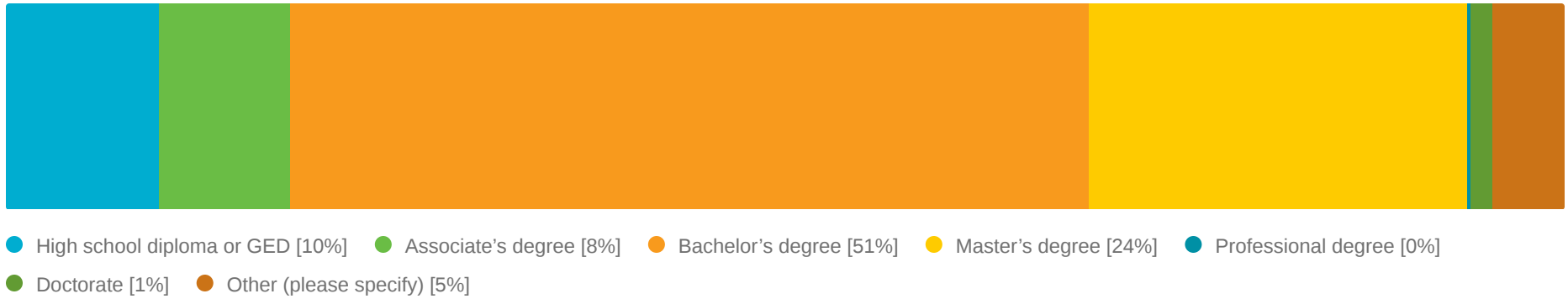
Q11 - How many years have you been the Executive Director (or equivalent leadership role) of your organization? (If less than 1 year, please enter '0'.)

Field	Min	Max	Mean	Median	Standard Deviation	Variance	Responses	Sum
How many years have you been the Executive Director (or equivalent leadership role) of your organization? (If less than 1 year, please enter '0'.)	0.00	35.00	4.96	3.00	5.73	32.89	363	1800.00

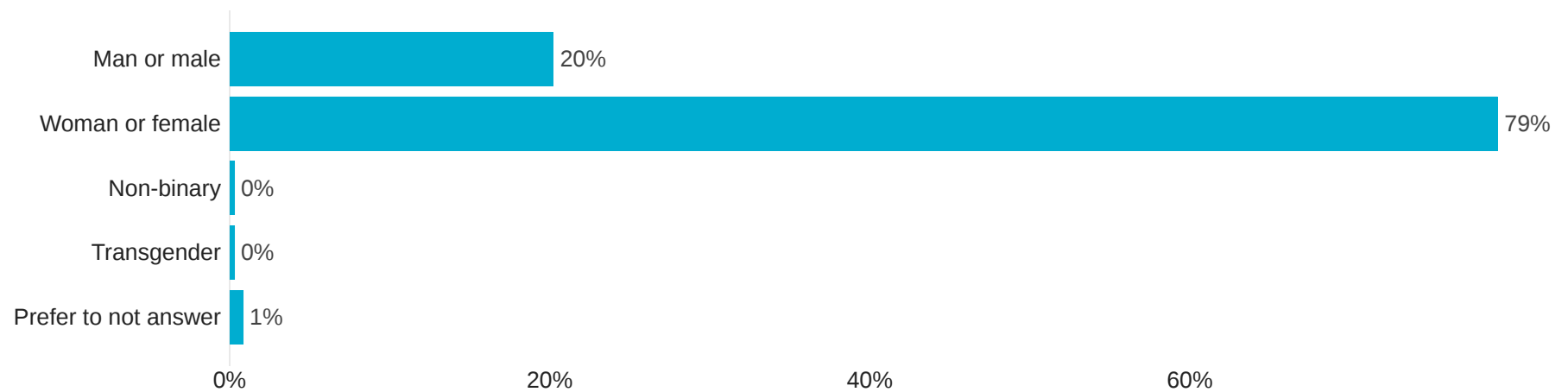
Q12 - Have you received the Main Street America Revitalization Professional (MSARP) credential from the Main Street America Institute?



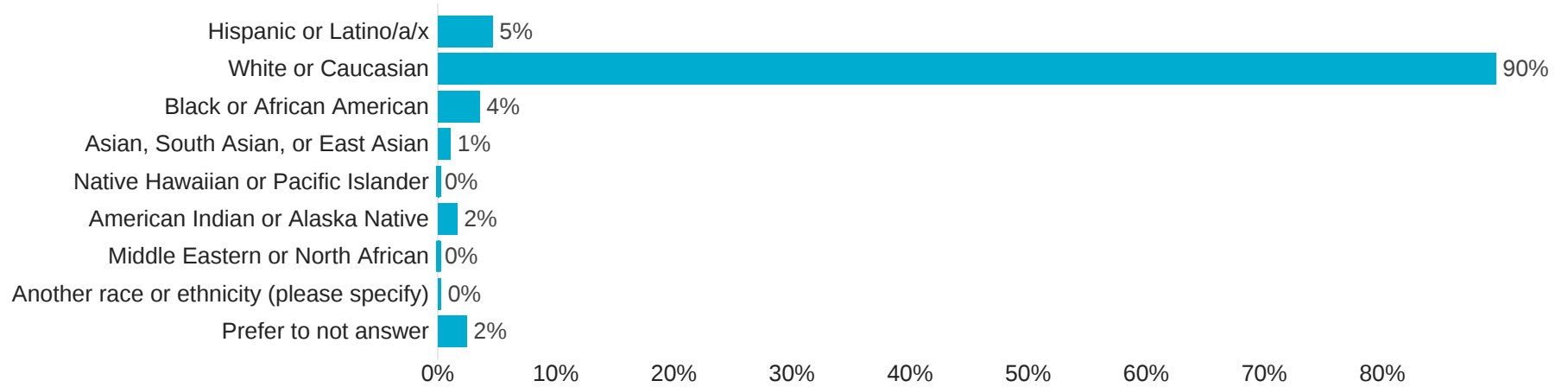
Q13 - Please share your highest degree earned from your formal education. - Selected Choice



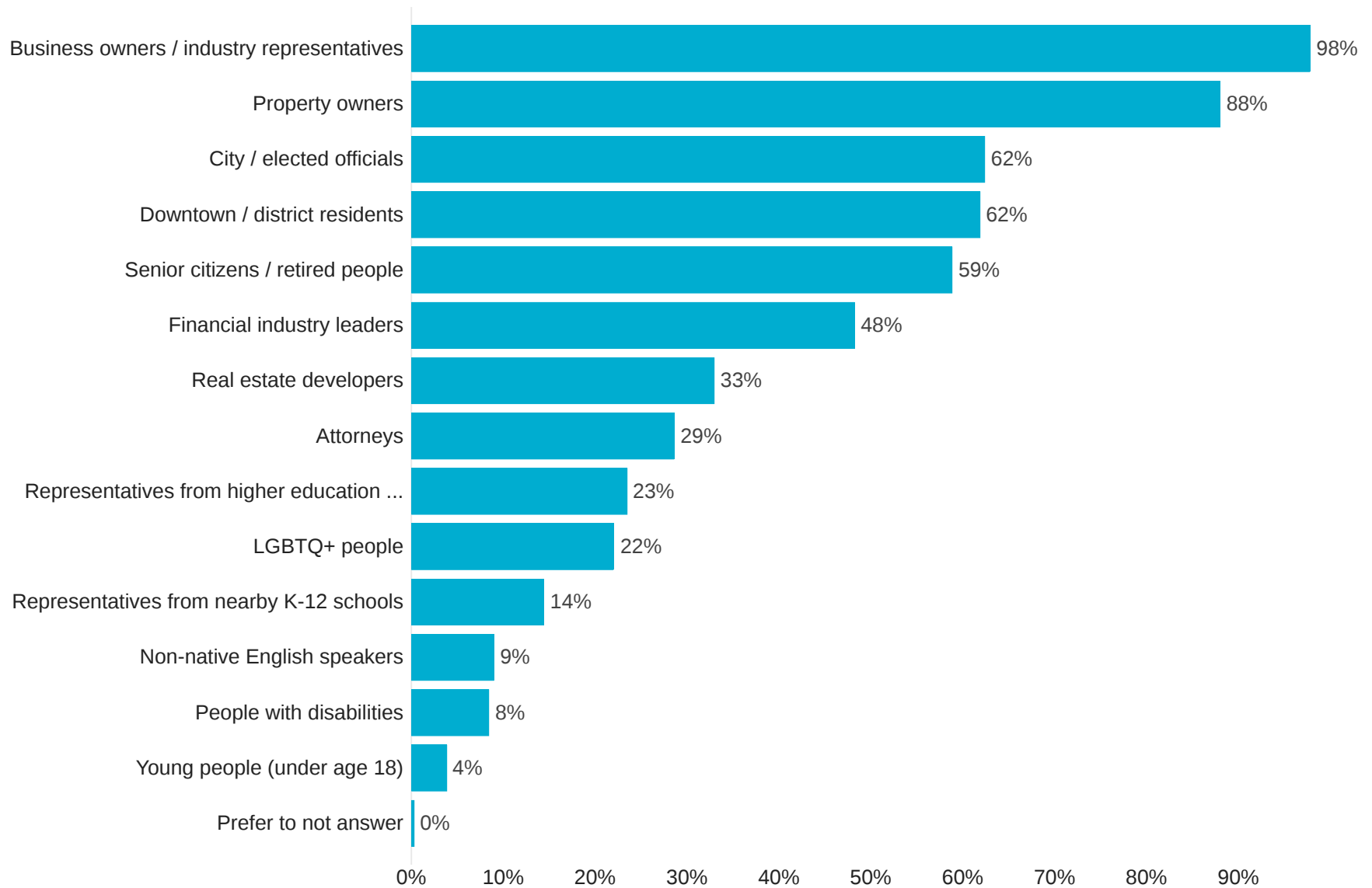
Q14 - What is your gender? (Please check all that apply.)



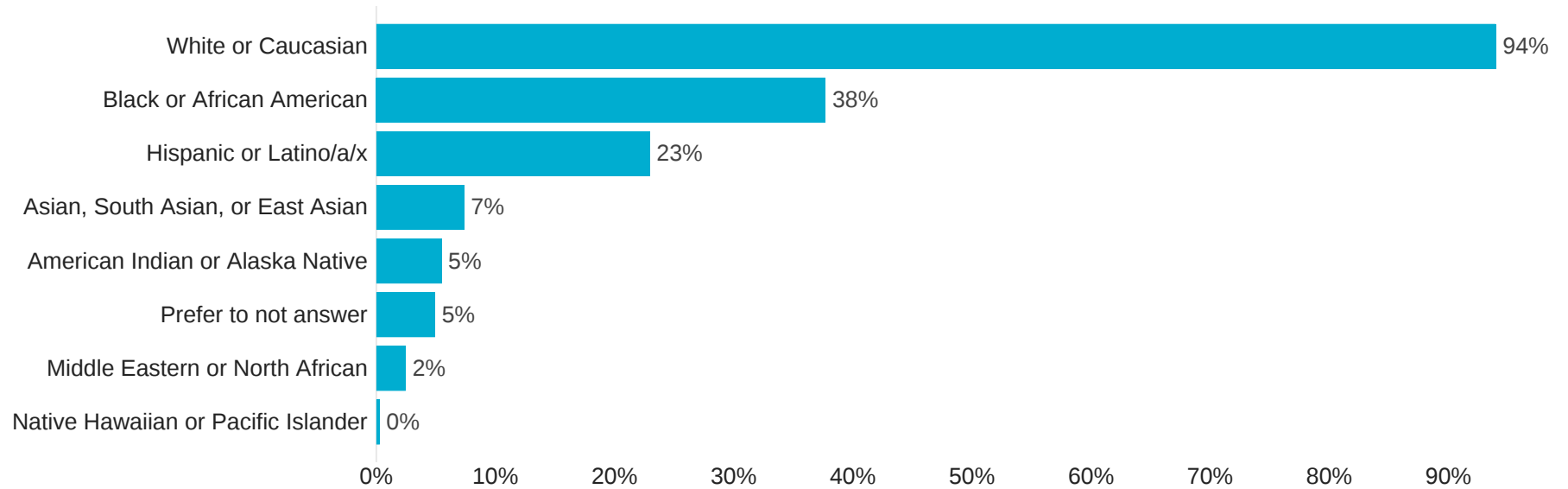
Q15 - What is your race / ethnicity? (Please check all that apply.)



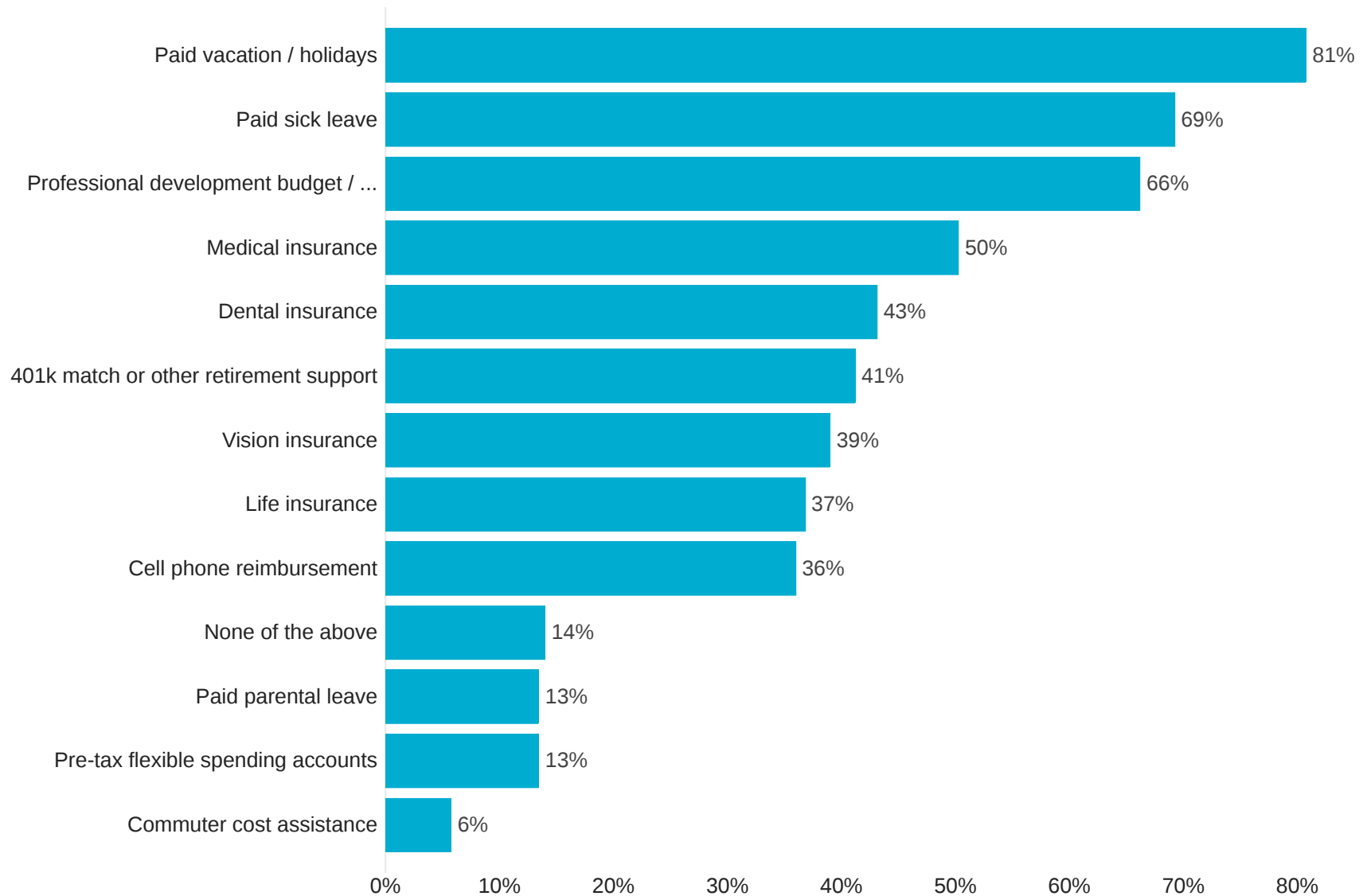
Q16 - Which of the following professional groups and stakeholder communities are currently represented on your program's board? (Please check all that apply.)



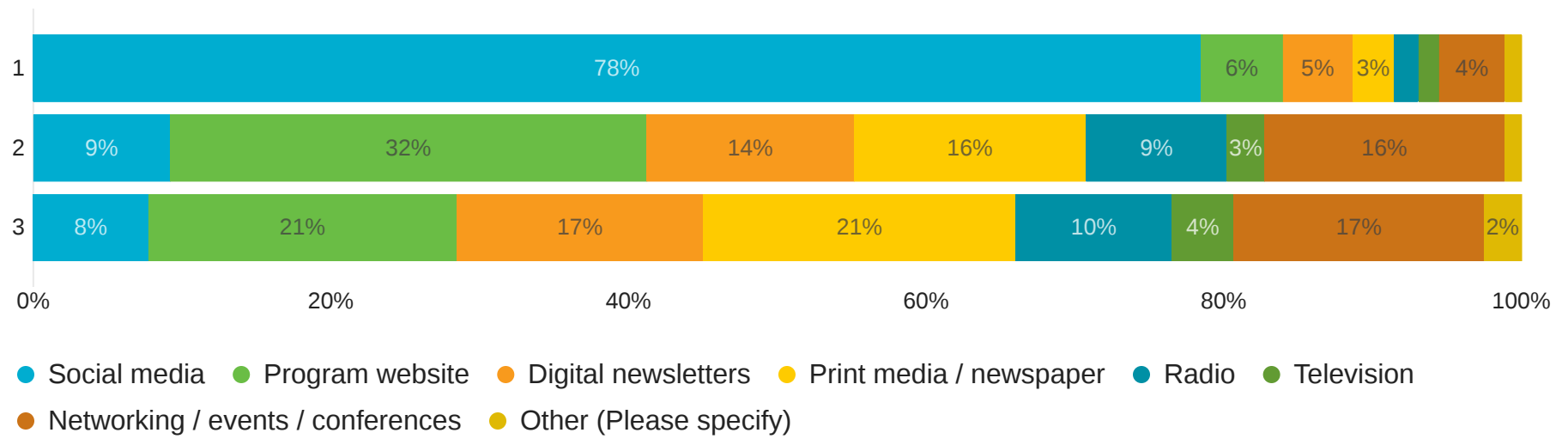
Q17 - Which of the following racial and ethnic groups are currently represented on your program's board? (Please check all that apply.)



Q18 - Please indicate all benefits that are offered to staff at your organization. (Please select all that apply.) - Selected Choice



Q19 - What do you find are your three most effective ways to market your program and its activities?



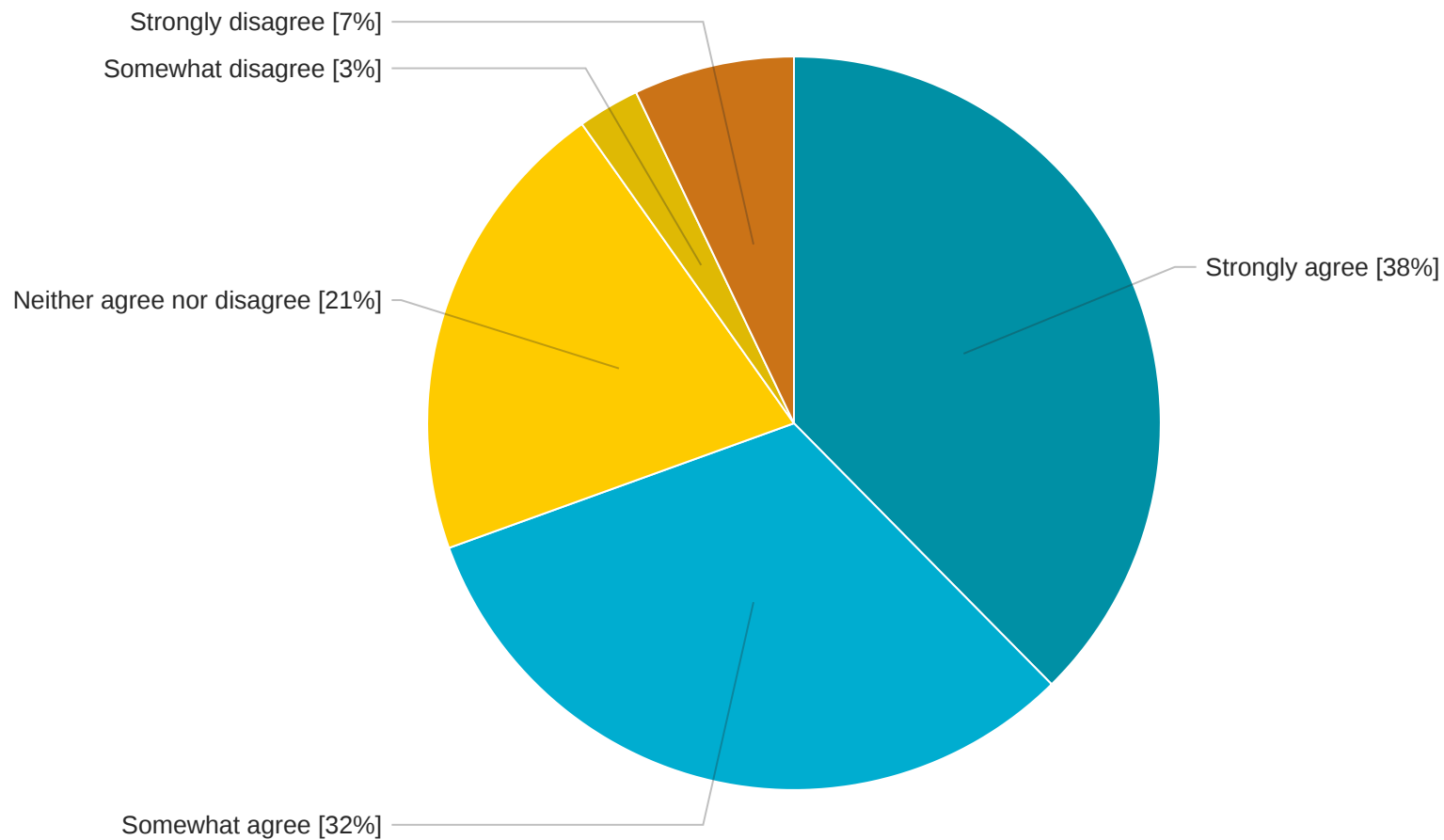
Q19 - What do you find are your three most effective ways to market your program...

367 Responses

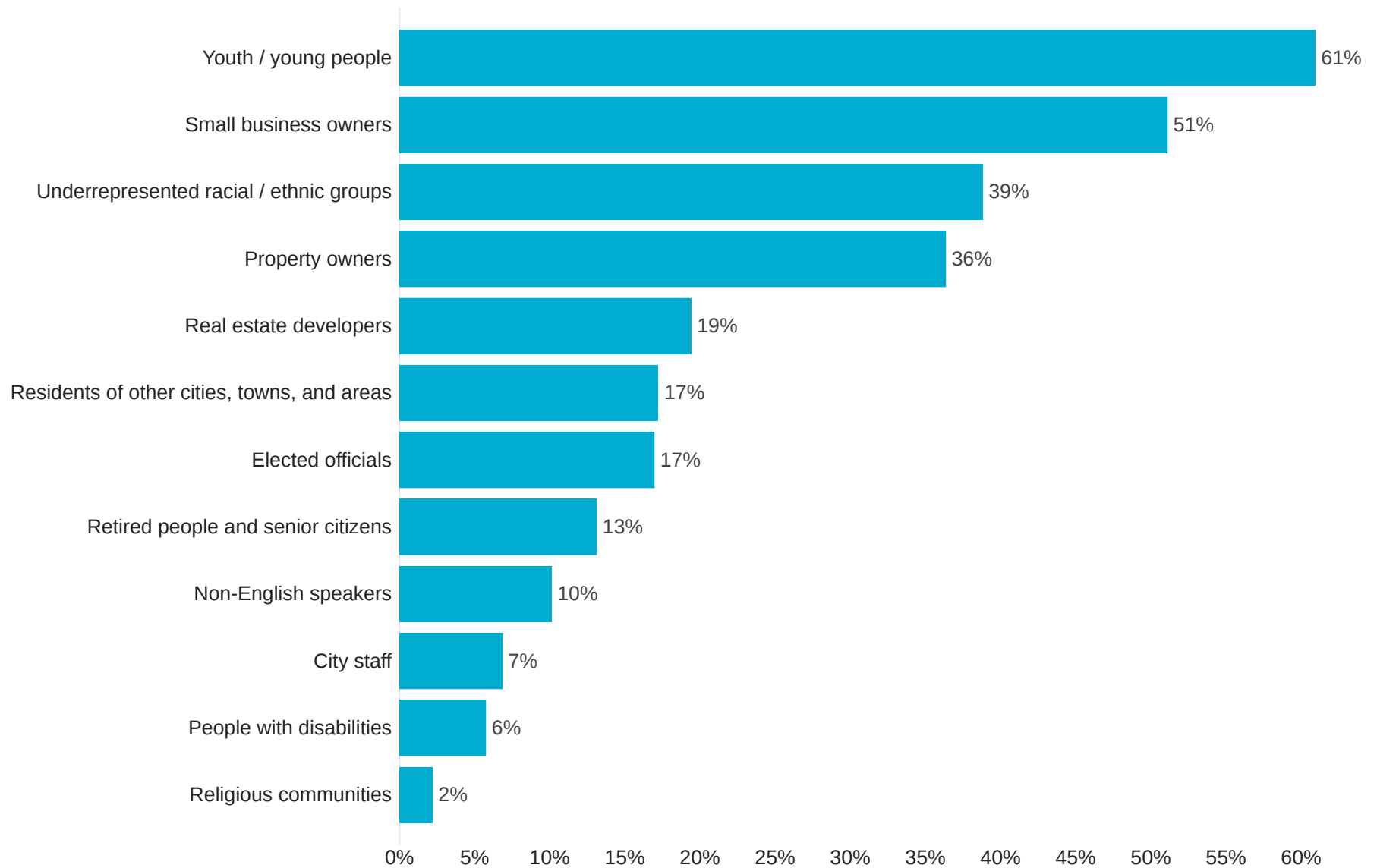
Field	Min	Max	Mean	Median	Standard Deviation	Variance	Responses
Social media	1.00	3.00	1.26	1.00	0.59	0.35	345
Program website	1.00	3.00	2.26	2.00	0.62	0.38	210
Digital newsletters	1.00	3.00	2.34	2.00	0.70	0.49	127
Print media / newspaper	1.00	3.00	2.46	3.00	0.62	0.39	142
Radio	1.00	3.00	2.41	2.00	0.63	0.40	78
Television	1.00	3.00	2.34	3.00	0.76	0.57	29

Networking / events / conferences	1.00	3.00	2.33	2.00	0.68	0.46	135
Other (Please specify)	1.00	3.00	2.29	3.00	0.82	0.68	17

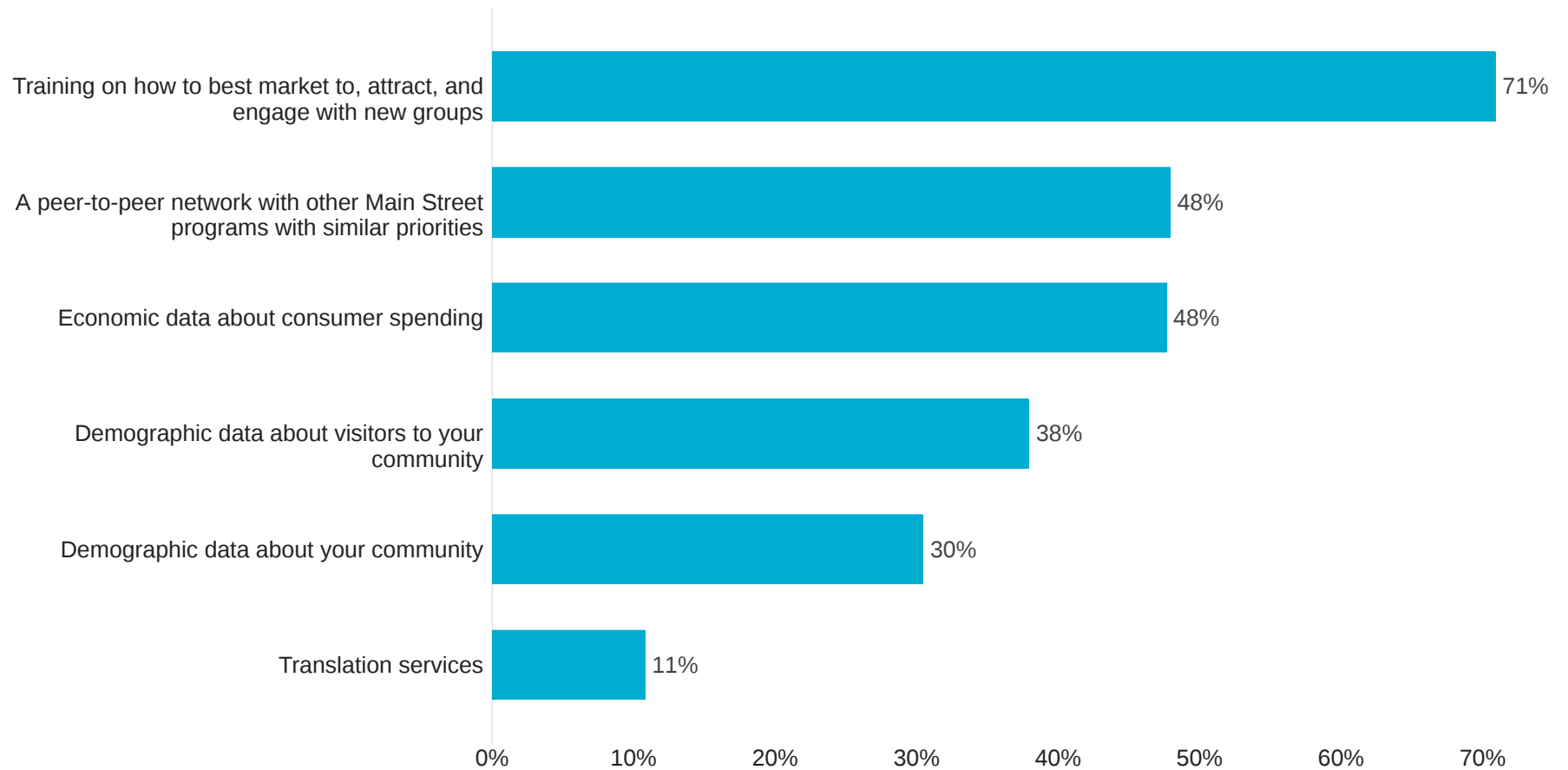
Q20 - Please rate the degree to which you agree or disagree with the following statement:
“Improving the diversity, equity, inclusion, and accessibility of my program’s patrons, constituents,
and programming is a priority for me in 2023.”



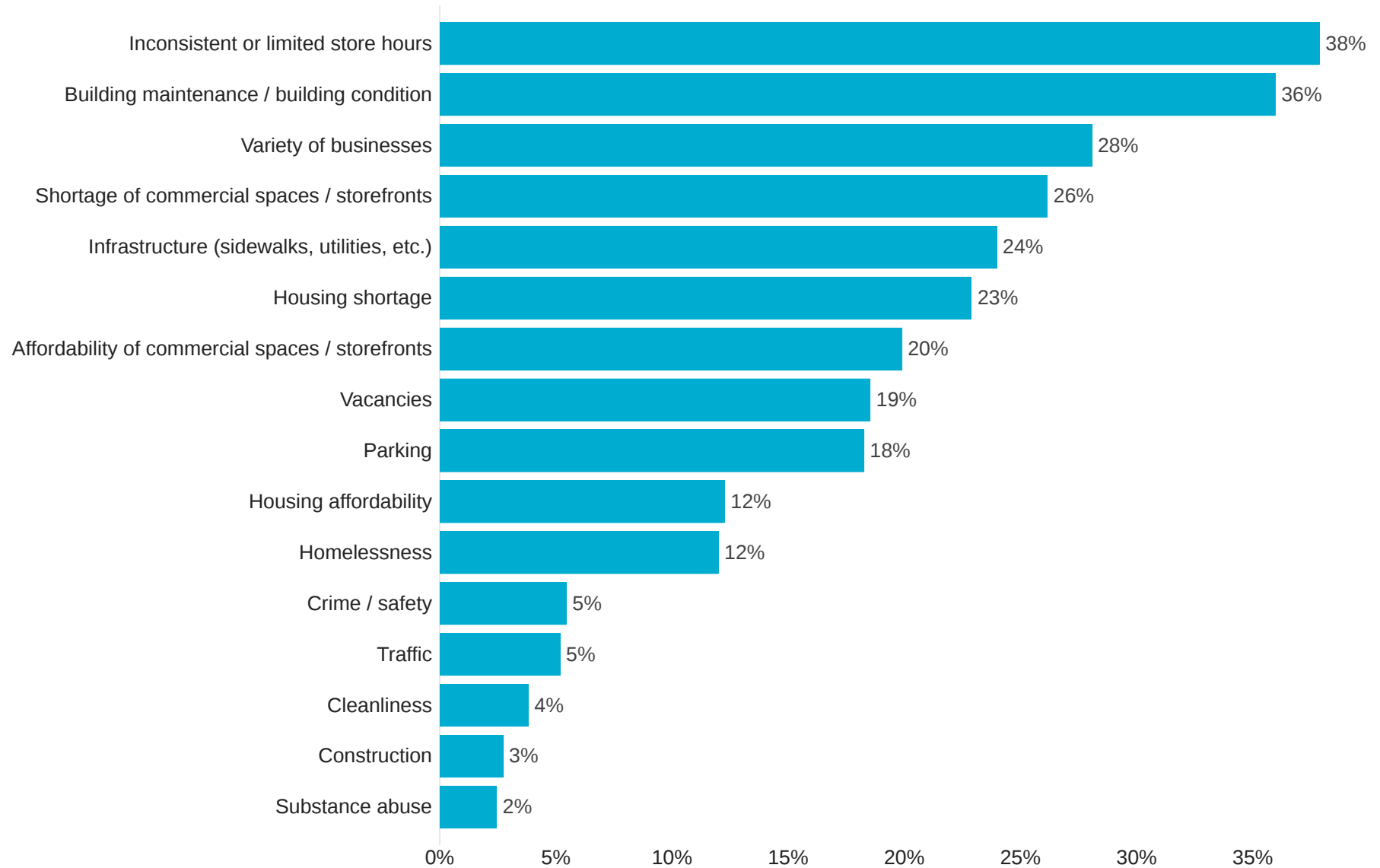
Q21 - Which of the following groups do you hope to engage with more deeply in 2023? (Please select up to three priority groups for the year ahead.)



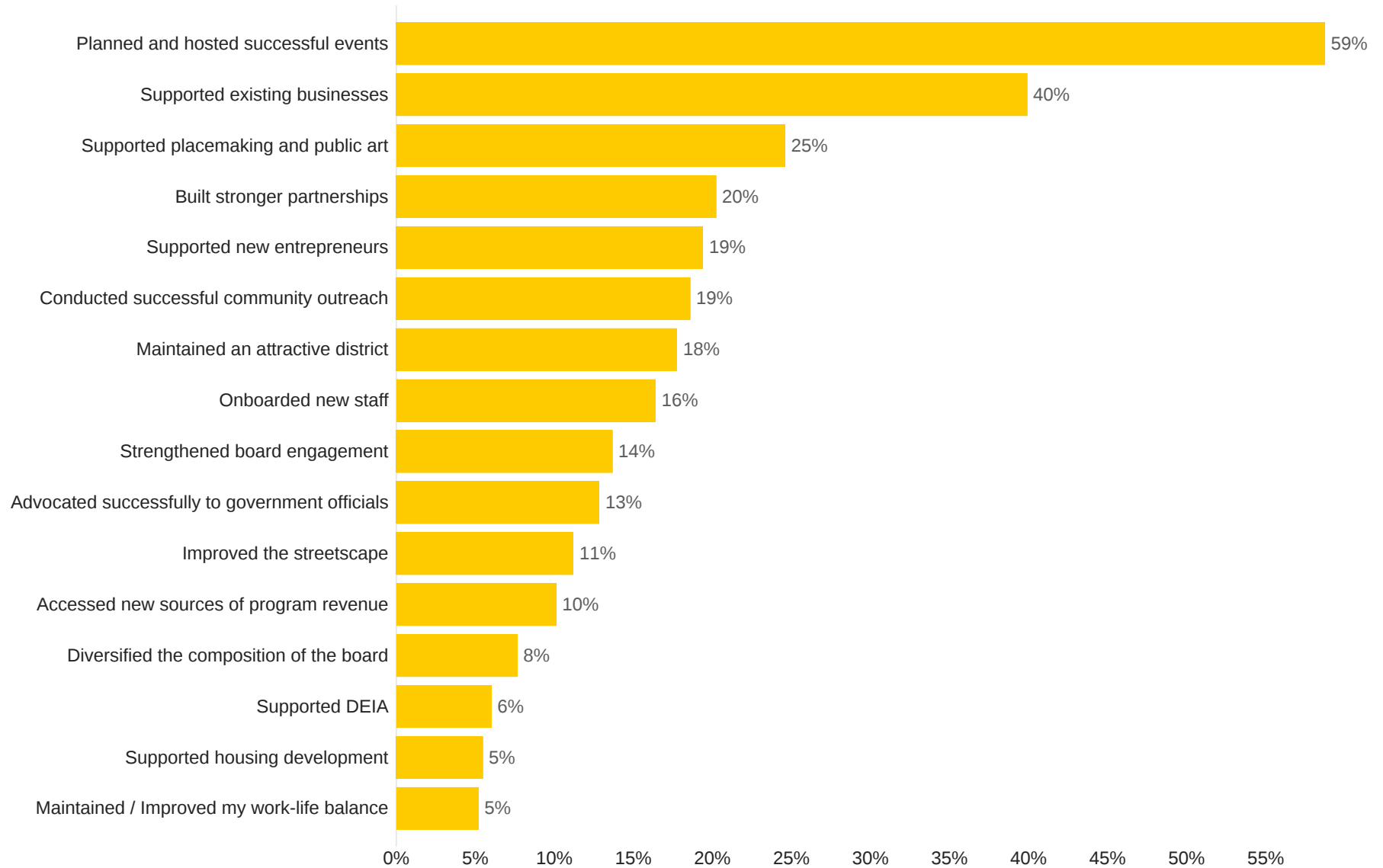
Q22 - Which of the following resources, trainings, and tools would be most useful for supporting deeper engagement with the groups identified in the previous question?



Q23 - What are the top challenges your downtown / commercial district is currently facing?
(Please select up to three.)



Q24 - Which of the following were among your program's greatest successes in 2022? (Please select up to three.)



Q25 - Which of the following are areas where you'd like to improve your impact in 2023? (Please select up to three.)

