



2015 REINVESTMENT FIGURES REPORT

Sedona Main Street District for 2015 Year End Report from Sedona Main Street Program

BUILDING/BUSINESS PROJECTS

This includes the number and dollars spent on all building & business projects within the Main Street district. Include new construction, renovations, capital improvements, interior and exterior rehabilitations.

Two figures are needed: Number of projects and dollars invested in the projects.

Building/Business Projects: Number = 74 Dollars = \$ 5,179,572.00

PROPERTY ACQUISITIONS

This category should contain the number of properties sold in the Main Street area and the dollar cost of the sales. The sales could be public or private transactions of real commercial property within the district.

Two figures are needed: the number of property sales and the total dollar cost of transactions.

Property Acquisitions: Number = 5 Dollars = \$ 3,610,000.00
(Private transactions = 5; public transactions = 0)

PUBLIC IMPROVEMENTS

This area includes capital projects such as parks, street improvements, sewer, lighting, curbs and gutters, utility improvements, etc. You could also include the purchases of buildings, by the city, which have been demolished or improved for use within the Main Street area. Remember to include any county or state (i.e., ADOT) projects that took place in your district and any utility improvement projects (electric/gas/cable/phone companies, etc.)

Two figures will be reported: Number of projects and total dollar value of the improvements.

Public Improvements: Number = 2 Dollars = \$ 7123.74
(City of Sedona Improvements: Number = 0; Dollars = \$0)
(State = \$ 7123.74; Utility Companies = \$0)

NET NEW BUSINESSES

Here the outcome is one number, which is the NET increase in new businesses. (If 8 new businesses open in the district and two close or move out of the area, your net would be 6 new businesses.)

Net New Businesses: Number = +12
(New Business Start-ups = 31, minus Closed/Moved out of District = 19)

NET NEW JOBS

This is similar to the new businesses in that the outcome is one number - the NET change in number of jobs within the district. Remember, job additions or cuts can come from existing businesses too! Both this and the previous figure could conceivably be negative numbers if you lost more businesses or jobs than you gained.

Net New Jobs = +94
(New job positions created = 138, minus job positions lost/terminated = 44)

TOTAL # of DOWNTOWN HOUSING UNITS = 127 residential units

TOTAL # COMMERCIAL SPACES=372/ # VACANT SPACES= 26; 6.98 % vacancy rate
AVG. RENTAL RATE - \$6.50/s.f. estimated; TOTAL S.F. COMMERCIAL SPACE - Not available