
Measuring Impact on Main Street

October 13, 2025

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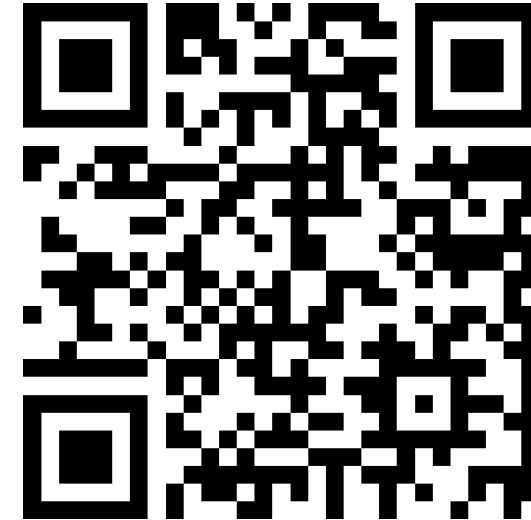
Founding Principal

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While you wait!

Tell us what you're most interested in learning about today.





Learning Objectives



Data Collection Methods

Understand data sources and methods for primary data collection for property conditions and business inventory in a downtown or neighborhood district.



Analytics & KPI Development

Understand methodologies to analyze important insights and set key performance indicators for a downtown or neighborhood plan.



Storytelling for Investment

Understand opportunities to use data for compelling storytelling to attract local and regional philanthropic investment.

Agenda

About the Meadville Community Revitalization Corporation

- The Planning Process
- Early Momentum

Data Collection Methods & Analyses

- Property Conditions Survey
- Business Inventory
- KPIs and Ongoing Measurement

Storytelling and Attracting Investment

Challenges and Lessons Learned



About the Meadville Community Revitalization Corporation

"To foster economic development in greater Downtown Meadville"

Newly formed organization (approximately 14 months) –
Need identified during the community planning process

Cross-sector board of directors
representing diverse community interests

Strategic partnerships with Allegheny College and
the Richard King Mellon Foundation

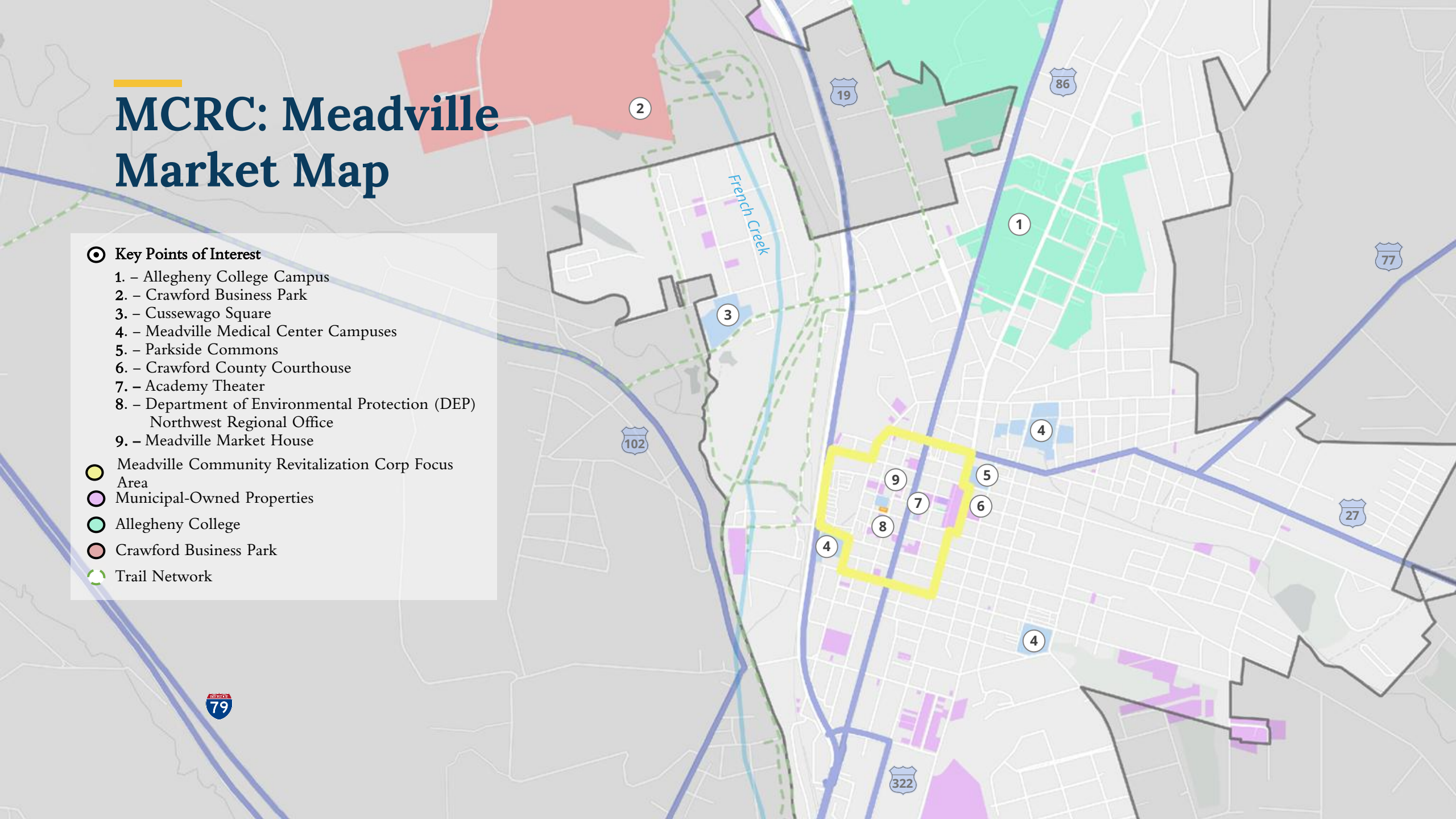


MCRC: Meadville Market Map

Key Points of Interest

1. – Allegheny College Campus
2. – Crawford Business Park
3. – Cussewago Square
4. – Meadville Medical Center Campuses
5. – Parkside Commons
6. – Crawford County Courthouse
7. – Academy Theater
8. – Department of Environmental Protection (DEP) Northwest Regional Office
9. – Meadville Market House

-  Meadville Community Revitalization Corp Focus Area
-  Municipal-Owned Properties
-  Allegheny College
-  Crawford Business Park
-  Trail Network



The Planning Process



Community Engagement

Public Meetings, Surveys, Stakeholder Interviews



Data Collection & Analysis

Property Surveys, Market Research, Demographics



Focus Areas & Priorities

Strategic Project Selection,
Identified Need for Capacity

Community Input Process

-  Steering Committee Guidance
-  Public Meeting Sessions
-  Community Survey

Data Research Components

-  Demographic and Market Trends
-  Real Estate Trends
-  Primary Data Collection on Property Conditions
-  Landscape Analysis of Prior Plans and Studies
-  Current Organizational Capacity Assessment

MCRC Strategic Priorities and Committees



Real Estate & Business
Development

Increase Downtown Market Momentum through
Real Estate Intervention



Placemaking

Promote Connectivity and Downtown Design through
Placemaking and Public Realm Improvements



Communications, Marketing, &
Engagement

Encourage Activation and Vibrancy through Business
Engagement and Communications

Early Momentum: Real Estate Committee

Phase I Focus Area

- Citizens Bank Building
- Trust Building
- Upper Floor / Mixed Use in the corridor
- 945 & 941 Market Street
- 960 Parklet (Underway)

**Remaining Opportunistic as needed*



Early Momentum: Placemaking

960 Avenue Parklet

- The 960 Avenue Parklet project transforms an underutilized vacant lot into a vibrant community space
- Funding secured from multiple sources including **\$50,000** from T-Mobile Hometown Grant program
- Designed as a welcoming public gathering area that enhances downtown connectivity



Early Momentum: Communications, Marketing, Engagement

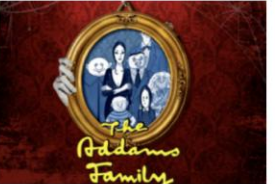
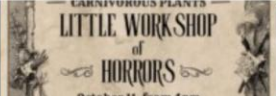
New Website – Enhanced online presence for the downtown Meadville community

Events Calendar – Centralized community events coordination

Holiday Video Campaign – Showcasing downtown Meadville's small businesses

Holiday Commercial Success: During the holiday season, MCRC released a commercial showcasing downtown Meadville's numerous small businesses. The campaign reached **40,269** people on Facebook, was featured in The Meadville Tribune, and "reminded shoppers of the wonderful local options we have in Meadville," according to local business owner Sue Wycoff.

OCTOBER 2025

			
October 09 Thursday EMBRACE Grace Pregnancy Center of Meadville 10:00 AM - 10:45 AM	October 09 Thursday NWPIC Monthly Happy Hour at Blissful Meads Blissful Meads 5:00 PM - 7:00 PM	October 10 Friday One Ray Live Davenport Cider & Winery 6:00 PM - 9:00 PM	October 10 Friday The Addams Family Academy Theatre 7:30 PM
			

About the Meadville Community Revitalization Corporation

Early Momentum Matters!

Share a time when early momentum helped attract funding to a project or initiative.

What opportunities do you have in your project now to create early momentum?

Data Collection Methods and Analysis



Primary Data Collection

-  Property Conditions Inventory
-  Business Inventory



Data Research

-  Real Estate Market Trends
(Commercial + Residential)
-  Economic and Demographic Trends

Data Collection Methods: Property Conditions

-  Web-Based Survey 123 Tool for efficient and consistent data collection
-  Volunteer Engagement Opportunity – community participation in data gathering
-  5 Category Condition Ranking for Overall Condition (façade, foundation, roof, and other attributes)
-  Sidewalk Inventory and Condition Ranking
-  Property Occupancy and Site Use data collection



Property Conditions: Survey Totals

The Downtown Property & Business Survey was conducted in December 2024, providing comprehensive data on property conditions in the district.



224

Total District Structures



410

Total Parcels in District

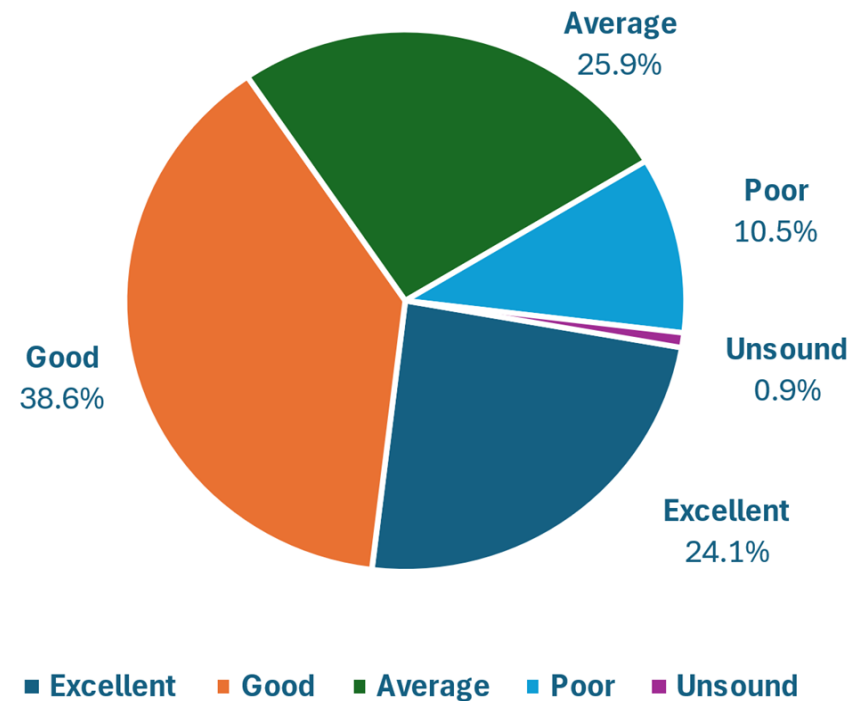


Survey Results: Overall Property Conditions

The Downtown Property & Business Survey was conducted on December 16th–17th, 2024. A total of 224 structures were surveyed in the MCRC Focus Area.

88% of all parcel property conditions in the MCRC Focus Area were considered Average or Above.

** Initial findings only. All results pending final survey analysis.*

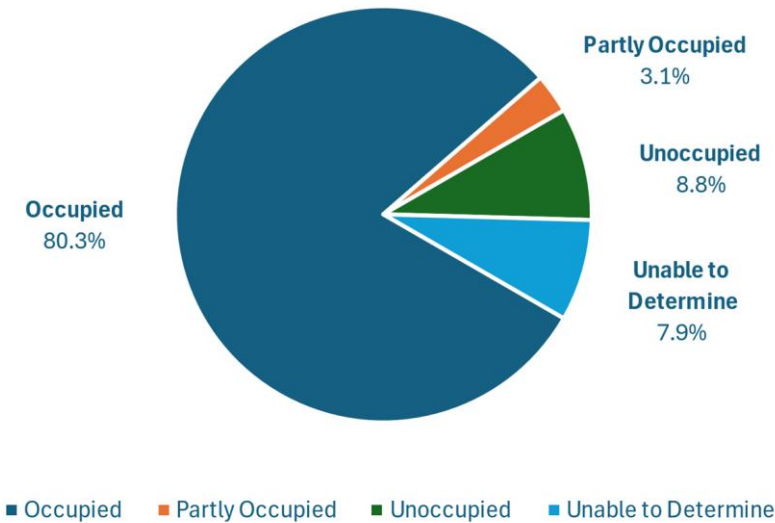


Survey Results: Parcel Occupancy & Site Uses

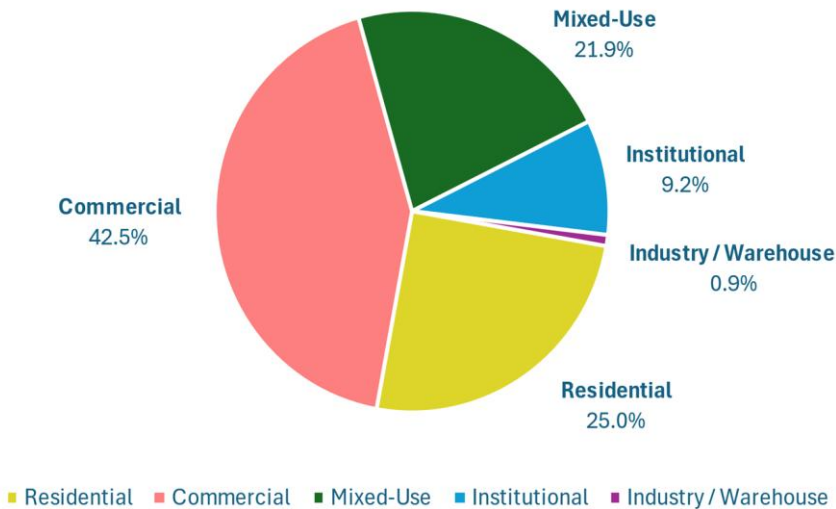
The Downtown Property & Business Survey was conducted on December 16th-17th, 2024. A total of 224 structures were surveyed.

9% +
vacancy

Parcel Occupancy (224)



Parcel Site Uses (224)

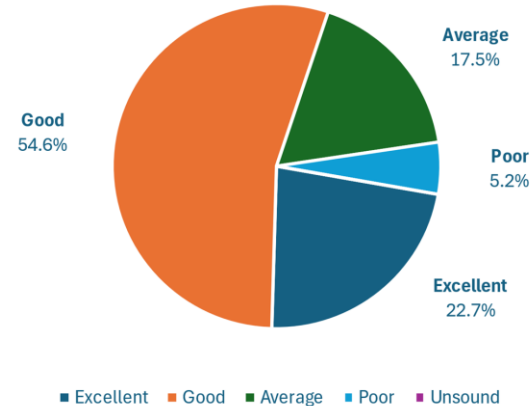


Survey Results: Commercial Parcels

Parcel Property Conditions

Commercial Parcels (97)

* Single Use Commercial Parcels Only

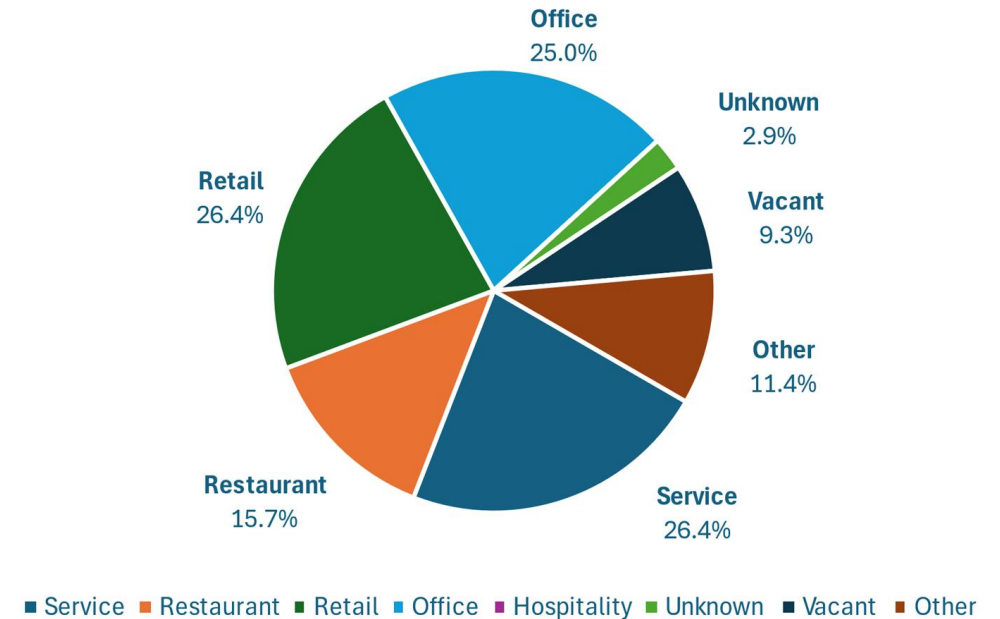


95%
of commercial
parcel property
conditions in the
MCRC Focus Area
were considered
Average or Above.

District Tenant Types

Commercial Tenants (164)

*Including Mixed-Use Commercial Tenants

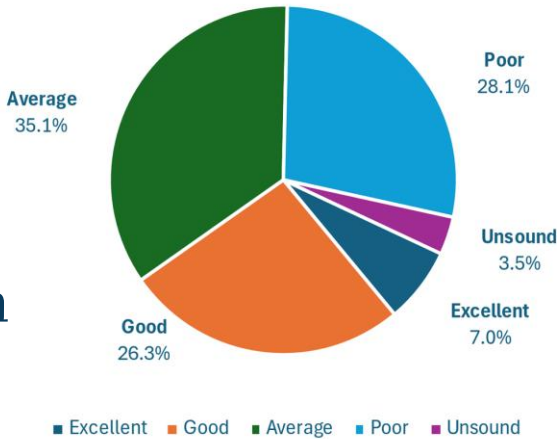


Survey Results: Residential Parcels

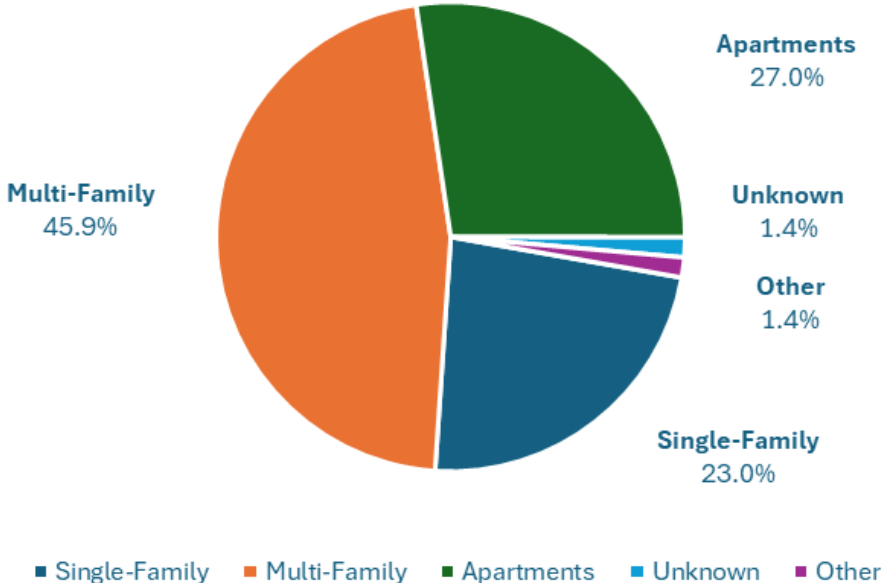
68%
of residential
parcel property
conditions in the
MCRC Focus Area
were considered
Average or Above.

Parcel Property Conditions (57)

* Single Use Residential Parcels Only



District Build Types (72)



Business Inventory: Data Sources

 Primary Data Collection

 Local Services Tax / Earned Income Tax Data

 Fields Include:

 Business Name

 Business Address

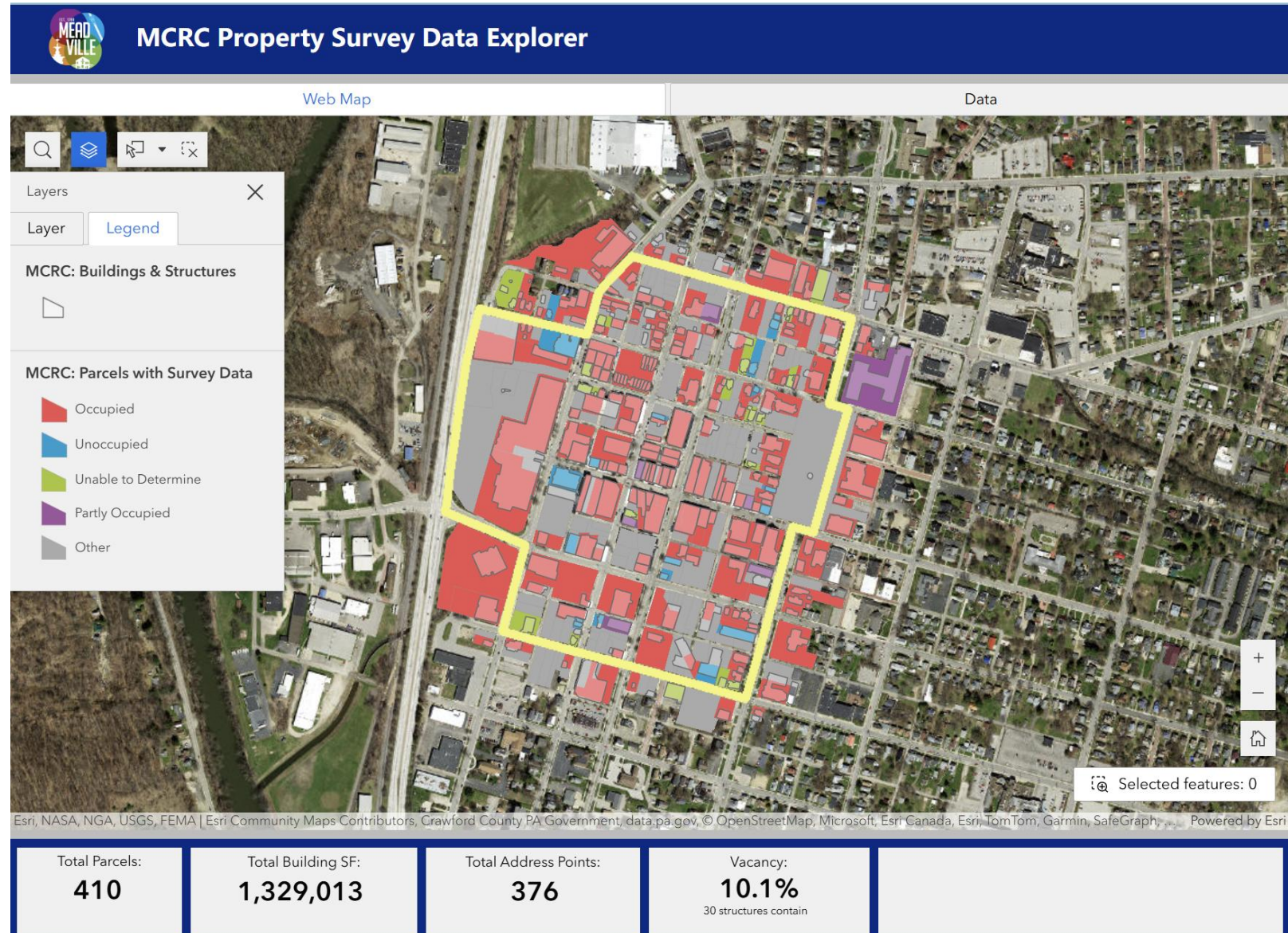
 Parcel Number

 Data Source

 Business Type

 Number of Employees

MCRC Web App





Key Performance Indicators (KPIs): Overview

Successful planning initiatives inspire community adoption and outside investor confidence by setting clear goals which are:



Manageable

Project team has capacity and access to data sources to track KPIs over time - sometimes less is more.



Meaningful

Goals and KPIs developed in context of community planning process and reflective of community goals.



Measurable

Goals and KPIs are quantitative in nature and can be tracked over time.



KPIs Table: MCRC Focus Area

MCRC Focus Area	Key Performance Indicators	Metrics
Real Estate & Business Development	Downtown Market Momentum through Real Estate Intervention	- Market Rates (Commercial/Residential) - New Businesses Attracted - Shovel-Ready Projects - Net New Square Footage - Total Vacancy - Property Conditions - Dollars Invested
Placemaking	Connectivity and Downtown Design through Placemaking and Public Realm Improvements	- Number of Design Improvements - Placemaking Investment - Completed Improvements
Communications, Marketing, & Engagement	Activation and Vibrancy through Business Engagement and Communications	- Calendar Usage Increase - Event Attendance - Coordinated Events Count - Funding Allocated



KPI Examples: Real Estate & Business Development

Key Performance Indicators with Baseline and 5-Year Goals



Commercial Vacancy Rate

Baseline

9%

Goal

5%



● Current ● Target

i MCRC GIS App: Commercial Use Type, Vacant (Ground Floor)



Residential Market Rate

Baseline

\$985

Goal

\$1,400



i Market Rent per Unit. CoStar Market Analytics.



Commercial Market Rates

Baseline

\$13.65

Goal

\$17.50



i Price per square foot for commercial space



New Businesses Attracted

Baseline

2

Goal

20



i Current: DiMarco Bros Deli, Cat Tail Cafe

KPI Examples: Placemaking

 Dollars Invested In Placemaking Improvements	Baseline \$75,000	Goal TBD	\$50k Grant from the T-Mobile Hometown Grant program; \$15k ECF Crawford County Progress Fund, \$10,000 from Crawford Heritage Community Foundation
 Number of Permanent Placemaking Improvements	Baseline 1	Goal TBD	960 Park Ave Parklet
 Number of Tactical Placemaking Improvements	Baseline 1	Goal TBD	Weeding and Mulching event



KPI Examples: Communications, Marketing, and Engagement

KPI	Baseline	Goal	Notes
 Newsletter Open Rate	44.1%	TBD	 Based on communications firm analytics
 Email Newsletter Subscribers	272	TBD	 Based on communications firm analytics
 Newsletter Conversion Rate	\$12.5%	TBD	 Based on communications firm analytics

Storytelling and Attracting Investment

Investment to Date:

Local Government

\$20,000 from City RDA for 960 Park Ave Parklet project

State Funding

\$16,800 from DCED Main Street Matters for Upper Floor Residential Feasibility Analysis

Philanthropic & Private

Richard King Mellon Foundation:
\$1M+ (over 2 years)

T-Mobile Hometown Grant:
\$50,000

Meadville Medical Center: \$55,000

Individual Contributions: \$40,000

Allegheny College: Executive
Director Salary and Benefits
(over 2 years)

Local Foundations: \$25,411



Total Investment

\$1.5M+

Storytelling and Attracting Investment



Sophisticated Data Collection Demonstrates:

Understanding of social and economic context

Efforts are strategic and fit within the community's priorities + solid economic strategies

Commitment to Accountability and Focus

What difference does the difference make?

Ability to Show Demonstrable Progress

Lean in to key data points which align with funder and investor goals
Key for funder reporting and internal impact evaluations — Provides evidence-based metrics for project success

Case Example: Bank Discussion & LMI Tract

Meadville Community Revitalization Corporation

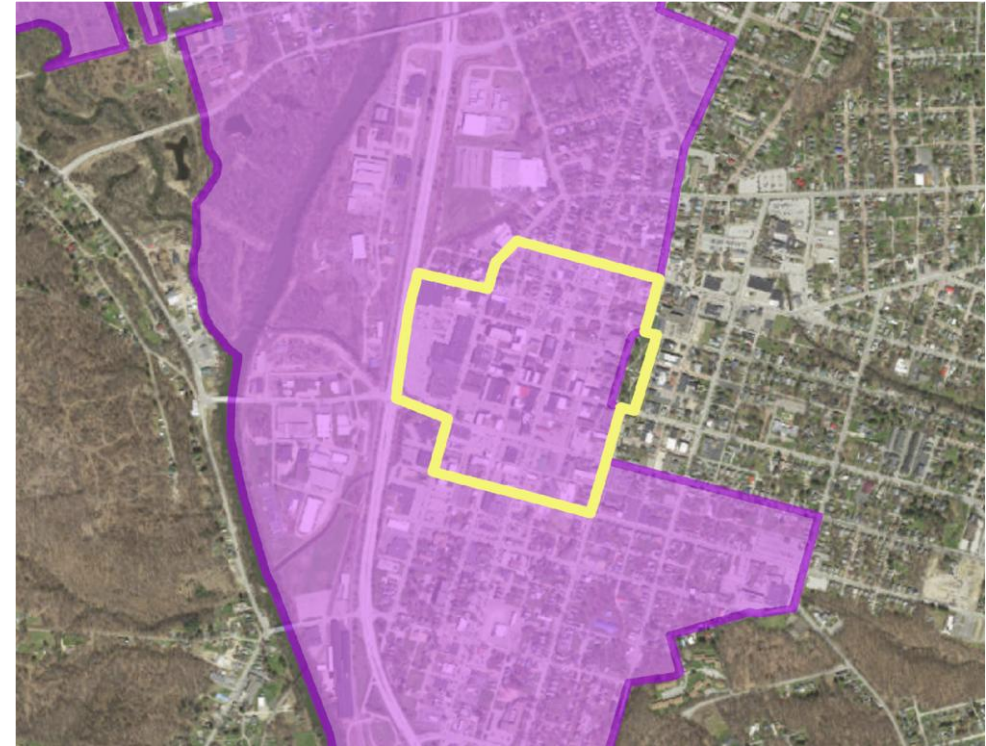
Qualified Census Tract analysis provides critical context for funding conversations with financial institutions.

Low-to-Moderate Income (LMI) Census Tracts:

U.S. Census Tracts in which 51% or more of the households earn less than 80 percent of the Area Median Income (AMI).

Tract 1116 is estimated to be 80.4% LMI individuals according to HUD data.

This designation is key to bank Community Reinvestment Act (CRA) goals and unlocks specific funding opportunities for downtown development projects.



Data Sources for Common KPIs

Discussion: What other Data Points have you used to help measure impact and attract investment? How can you use these in the early momentum project you discussed earlier?

Common Data Points / KPIs	Open Source	Paid Services	Primary Research
 Real Estate Market Rates		Co-Star	Primary research (Loopnet, Realtor.com)
 Property Conditions			"As is" Street Level Data Collection
 Business Inventory	Earned Income Tax Data		Street Level Data Collection
 Net New Square Footage	Building Permits (Municipality)		Project Team Market Knowledge
 Consumer Buying Power / Retail Trends		Claritas ESRI Business Analyst	
 Demographic Trends	US Census	ESRI Community Analyst	
 Industry Output	Federal Reserve Bank (FRED)	IMPLAN	
 Traffic Counts / Migration		Co-Star; Placer.ai, Census	

💡 Best Practices & Takeaways

- 📋 Documenting sources and methodologies is key for consistent data measurement
- 🔄 Consistency is critical – comparing apples to oranges year over year can skew trends
- 🤖 AI is a valuable research tool, but verify sources and document methods for repeatability
- 🔍 Small markets require more primary data collection due to limited available resources
- 💰 LST/EIT Tax Data can be a valuable resource, though often difficult to export

Thank You!

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Scan to Schedule a **60-Minute**
Impact Measurement Coaching and
Technical Session

