



## Main Street Inventory Quick Reference

Inventory Type	Recommended Minimum Data to Collect	Update Frequency	Example Sources of Data
Property	Address; Owner; Owner Contact Info; <a href="#">Owner Demographics</a> ; Lot Size; <a href="#">Zoning</a>	Yearly	Tax Assessor; Self-led data collection
Building	Address; Name (if applicable); Listed on National Register of Historic Places Status; Owner; Owner Contact Info; <a href="#">Owner Demographics</a> ; Square Footage; <a href="#">Status</a> ; <a href="#">Usage</a> ; <a href="#">External Building Condition</a>	Monthly	Tax Assessor; Self-led data collection
Commercial Space	Address; Unit Number; Primary Contact Person; Primary Contact Person Contact Info; Square Footage; Floor Level; <a href="#">Lease Status</a> ; <a href="#">Class Rating</a> ; <a href="#">Usage</a> ; Rent	Monthly	Self-led data collection; LoopNet/CoStar/Crexi/etc.
Business	Name; Address; Unit Number; Website (if available); Business or Nonprofit; Contact or Owner; Contact or Owner Contact Info; <a href="#">Owner Demographics</a> ; <a href="#">Type of Business</a> ; Description; <a href="#">Hours of Operation</a> ; <a href="#">Number of Employees</a> ; <a href="#">Number of Open Job Opportunities</a>	Monthly	Self-led data collection; Secretary of State; Chamber of Commerce; Merchant association
Historic Building, Landmark & Public Spaces	Address; Contact or Owner; Contact or Owner Contact Info; Year Erected or Date of Historic Significance; <a href="#">Condition</a> ; Listed on National Register of Historic Places Status; Architectural Style (if applicable); Architect/Designer	Yearly	Self-led data collection; National Register Database; Local historic preservation organizations
Parking	Address; <a href="#">Type</a> ; Rate; Number of Spaces; Hours of Enforcement; Privately Managed vs. Municipally Managed; <a href="#">Condition</a>	Yearly	Self-led data collection; Planning department; Parking owners
Green Space	Address; <a href="#">Type</a> ; Maintenance Provider; Maintenance Contact Information; Sponsor (if applicable); <a href="#">Condition</a>	Yearly	Self-led data collection; Public works; Parks department
Public Art	Address; <a href="#">Type</a> ; Artist; Artist Contact Info; Year Installed; Art Statement; Sponsor (if applicable); <a href="#">Condition</a> ; Maintenance Provider; Maintenance Contact Information; Installation Timeline (if applicable)	Yearly	Self-led data collection; Local public art organizations

*Data elements in italics are suggested*



## Example Question Choices

Below are suggested options to include on your form.

### Owner Demographics

- Gender
  - Female
  - Male
  - Non-binary
  - Transgender
  - Intersex
  - Choose not to respond
- Race
  - Alaska Native
  - Asian
  - Black or African American
  - Multiracial
  - Native American
  - Native Hawaiian or Pacific Islander
  - White/Caucasian
  - Choose not to respond
- Hispanic Origin
  - Hispanic, Latino, or Spanish origin
  - Not of Hispanic, Latino, or Spanish origin
  - Choose not to respond
- Veteran Status
  - Non-Veteran
  - Service-Disabled Veteran
  - Veteran
  - Choose not to respond
- Do you consider yourself a person with a disability?
  - Yes
  - No
  - Choose not to respond

### Property Zoning

You can keep this high-level e.g. Residential, Industrial, Mixed-Use, Commercial, Agricultural. But we suggest you get as detailed as possible per your municipalities zoning which will allow for better analysis.

### Building Status

- Fully occupied
- Less than fully occupied
- For sale
- For lease (entire building)
- Abandoned



Usage (Check all that apply)

- Office
- Industrial
- Retail
- Restaurant
- Shopping Center
- Multifamily
- Single-family
- Specialty (e.g. car wash, religious, etc.)
- Health Care
- Hospitality
- Sports & Entertainment
- Other

External Building Condition

- Minimal Renovation (Good)
- Limited Renovation (Satisfactory)
- Moderate Renovation (Fair)
- Significant Renovations (Poor)
- Major Renovations (Unsatisfactory)
- Replace/Demolition
- Termination

Lease Status

- Occupied
- Vacant
- For lease
  - Listing URL

Class Rating

- Class A
- Class B
- Class C

Type of Business

We recommend getting detailed here so you can better identify business clusters, challenges, and gaps.

- Restaurant and Food Service
  - Food Truck
  - Takeaway
  - Sit-down
- Automotive, Repair, and Maintenance (including gas stations)
- Hospitality (Hotels and Motels)
- Beer, Wine, and Liquor Stores



- Professional Services (e.g. accountant, insurance, real estate, etc.)
- Retail
  - Gift
  - Clothing, Shoes, Accessories
  - Pet
  - Office, Stationary
  - Books, Music
  - Consignment, Thrift, Antique
  - Convenience store
- Grocery
- Neighborhood Services (e.g. dry cleaner, laundromat, pet groomer, etc.)
- Arts and Culture (including “sip and paints”, escape rooms, arcades, etc.)
- Artisan, Craftsmen, Maker, Small Manufacturer
- Brewery or other craft beverage manufacturer
- Religious
- Nonprofit
- Warehouse or storage
- Gym, fitness related
- Other

#### Hours of Operation

We recommend you get hours of operation for every day of the week for better analysis. Monday

- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

#### Number of Employees

- FT (more than 32 hours a week) (not including owner)
- PT (less than 31 hours) (not including owner)

#### Number of Open Job Opportunities

- FT (more than 32 hours a week) (not including owner)
- PT (less than 31 hours) (not including owner)

#### Historic Building, Landmark & Public Spaces Condition

- Minimal Renovation (Good)
- Limited Renovation (Satisfactory)
- Moderate Renovation (Fair)
- Significant Renovations (Poor)
- Major Renovations (Unsatisfactory)



### Parking Type

- Garage
  - Single-level
  - Multi-level
  - Underground
- Lot
- Parallel Parking
- Angle Parking
- Perpendicular Parking
- Valet

### Green Space Type

- Alley
- Flower beds, planters, or hanging baskets
- Park
- Riverfront
- Traffic islands
- Trees
- Vacant Lot
- Other

### Public Art Type

- Community art
- Digital new media
- Experiential art
- Festivals
- Fountains
- Gardens/landscapes
- Memorial
- Mural
- Performances
- Plaques
- Sculpture

### Parking, Green Space, and Public Art Condition

- Excellent
- Good
- Fair
- Poor
- Deteriorated



## Using Google Forms

There are a lot of options for creating online forms. Google Forms is a simple, free tool to use. You just need a Google Account, which you can create for free. Before using Google Forms, make sure your organization does not already have a form tool that is used.

To learn more about how to use Google Forms you can view Google's [help document](#).

As an example, Connecticut Main Street Center has created a Google Form [business inventory template form](#) that you can edit and use. To use this template correctly, you must first MAKE A COPY to edit it for your own use. If you don't make a copy, you will be editing the original copy, will not receive responses, and other organizations will see your edits.

