



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™



HOW TO BUILD A BETTER BUILDING INVENTORY WITH THE BOOMS TRACKER

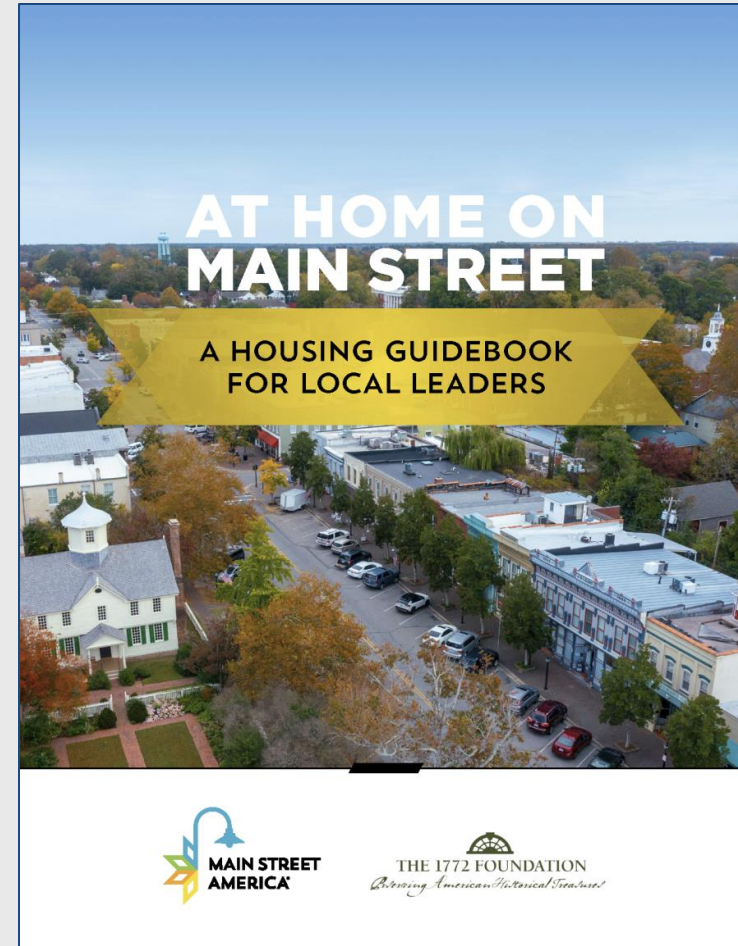
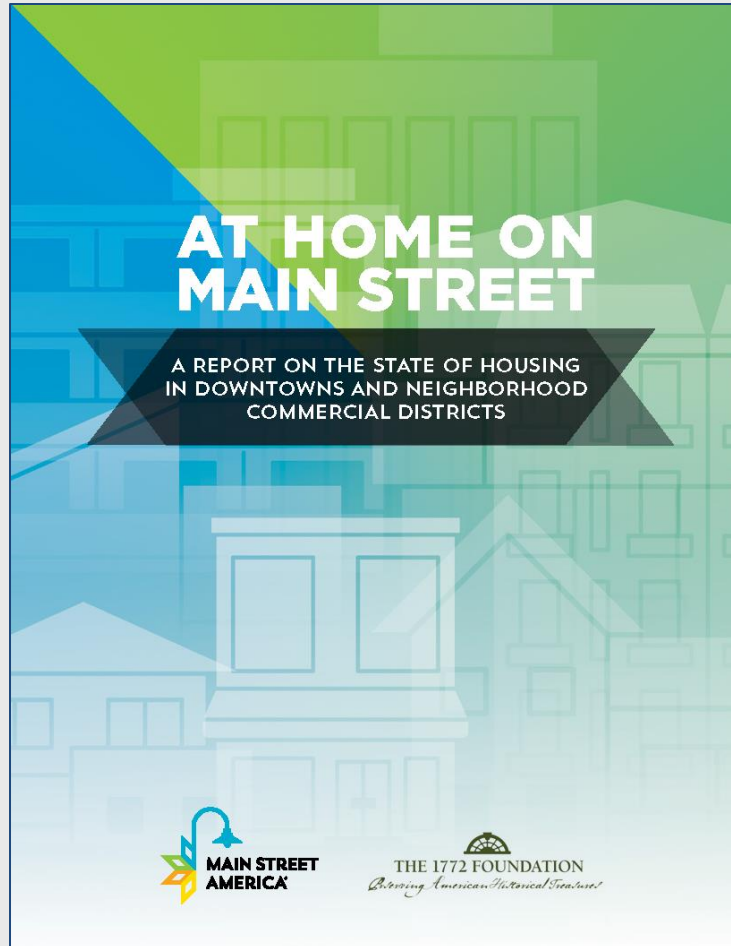
Network Webinar

MSA Research

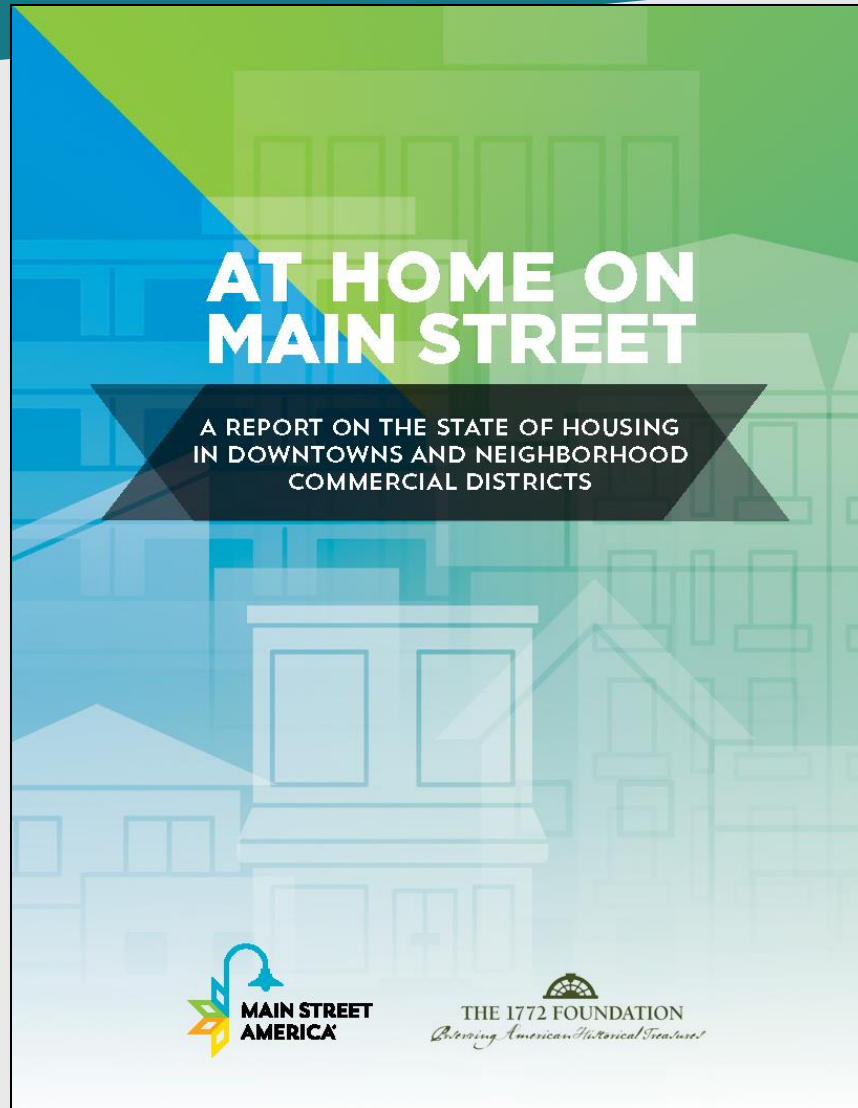
OUR AGENDA TODAY

- + What is the BOOMS Tracker?
- + Live walkthrough and demo of the BOOMS Tracker online
- + Q&A and Discussion

BACKGROUND - OUR FOCUS ON HOUSING



STATE OF MAIN STREET HOUSING – MAY 2022



- + Analysis of housing characteristics in and near Main Street districts
 - Majority is single-unit detached
 - Half is 50+ years old
 - 10% net increase in housing units between 2010-2020
- + Highlighted barriers to improving housing situations

BACKGROUND – THE STATE OF HOUSING

- + Housing availability and affordability crises across the U.S.
 - Shortage of millions of housing units – 3.8M unit shortfall according to Freddie Mac
- + These crises are being felt in Main Streets
 - 87% of Main Street managers reported that housing is a concern in their Main Street district
 - 75% indicated that there isn't enough housing to accommodate those who want to live in the district

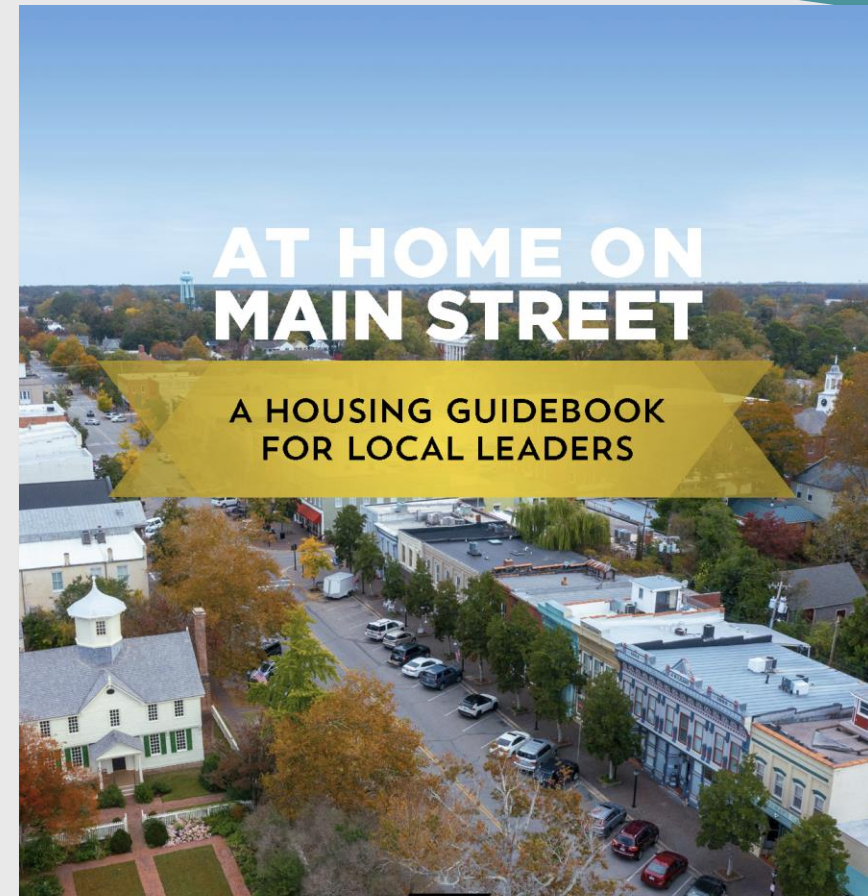
HOUSING GUIDEBOOK – MARCH 2023

+ March 2023 “Guidebook”

- Built with guidance from expert advisors
- 101/102-level discussion
 - Where to get started
 - How to take stock of housing assets
 - How to promote housing potential in your community
 - Financing sources and terms to know
 - How to deal with codes and regulations

“You don’t need to be an expert in all the types of buildings and developers. Just know the general trends.”

- Sherry Early, Incremental Development Alliance



WHAT IS THE BOOMS TRACKER?

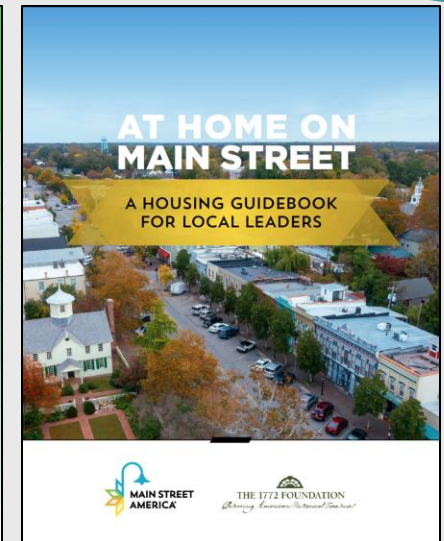
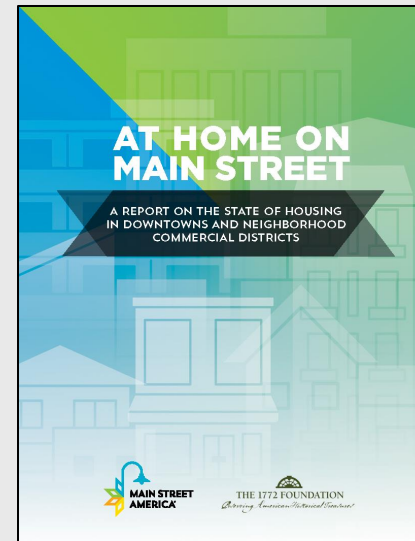
+ Building Opportunities on Main Street (BOOMS) Tracker

- Property and vacancy inventory tool
- Map-centric, mobile-friendly property inventory solution

+ Background:

- Part of the “At Home on Main Street” project
- Piloted last summer with eight local programs

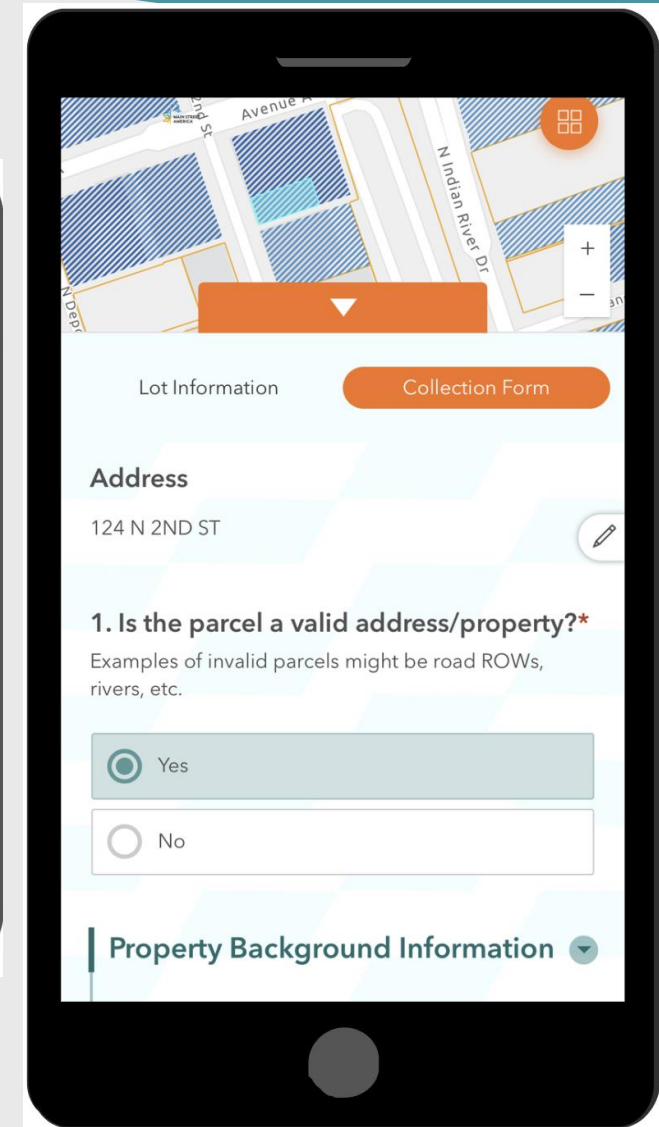
+ Focus: Vacant spaces are opportunities



Since 1980, the Main Street movement has generated activity in more than 2,000 downtowns and neighborhood commercial districts, strengthening economic vitality and promoting socially vibrant spaces. The BOOMS Tracker helps you identify additional opportunities in your Main Street. Using your connected device, you can add, review, and update information about your district's built environment and its property owners.

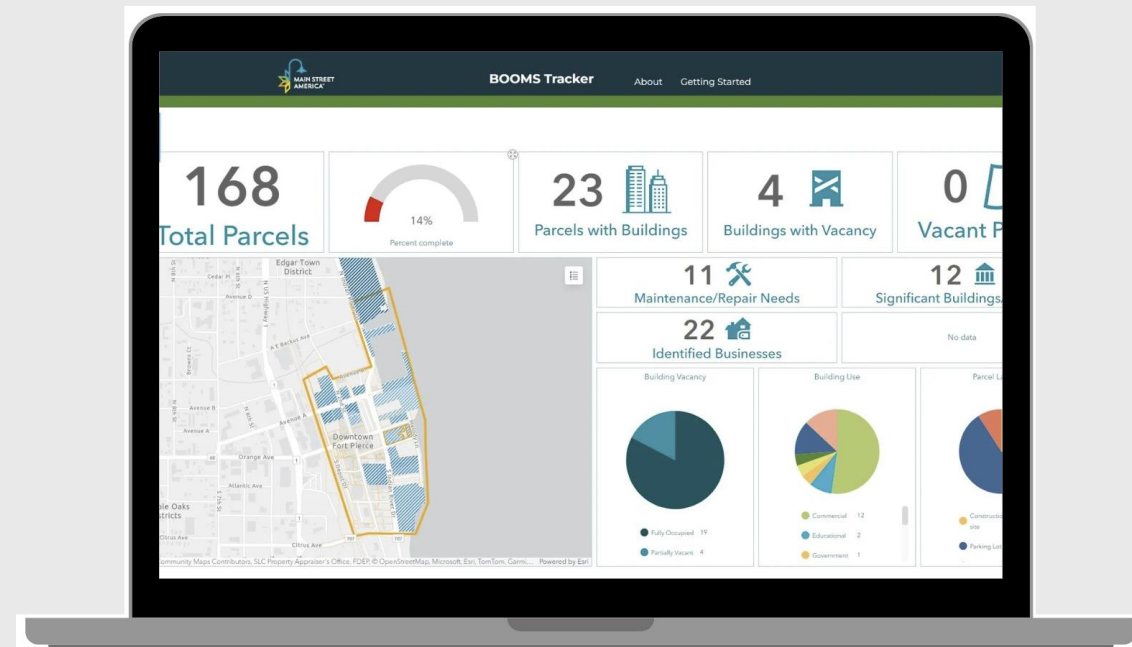
WHAT IS THE BOOMS TRACKER?

- + Building Opportunities on Main Street (**BOOMS**) Tracker
 - Property and vacancy inventory tool
 - Map-centric, mobile-friendly property inventory solution
- + What it enables:
 - Accessible, updatable property information at local level



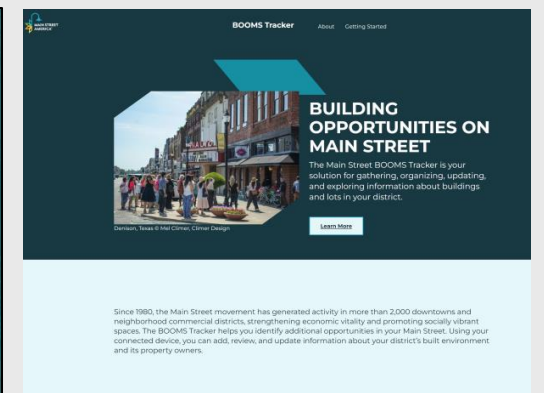
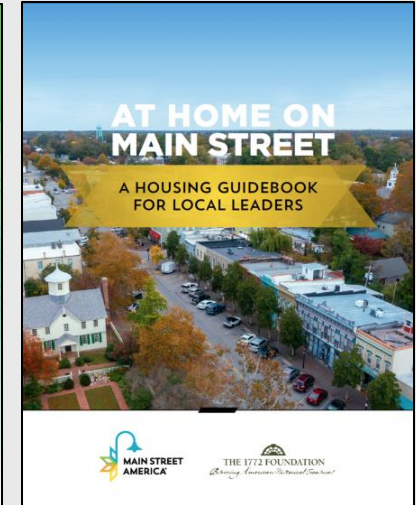
WHAT IS THE BOOMS TRACKER?

- + Building Opportunities on Main Street (**BOOMS**) Tracker
 - Property and vacancy inventory tool
 - Map-centric, mobile-friendly property inventory solution
- + What it enables:
 - Accessible, updatable property information at local level
 - Real data on opportunities for housing / other development across the U.S.



WHAT IS THE BOOMS TRACKER?

- + Building Opportunities on Main Street (**BOOMS**) Tracker
 - MSA’s property and vacancy inventory tool
 - Map-centric, mobile-friendly property inventory solution
- + Background:
 - Part of the “At Home on Main Street” housing project, generously funded by the 1772 Foundation
 - Piloted an early version last summer with eight local programs
- + Focus: Vacant spaces are opportunities



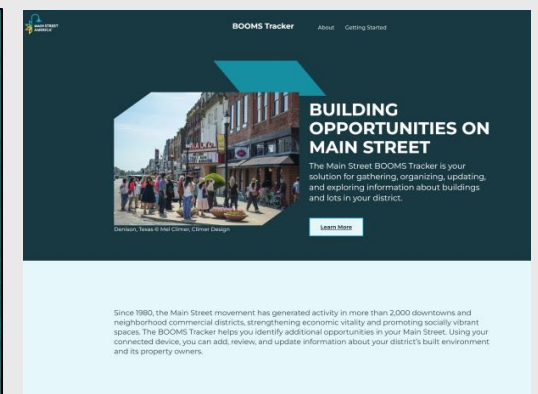
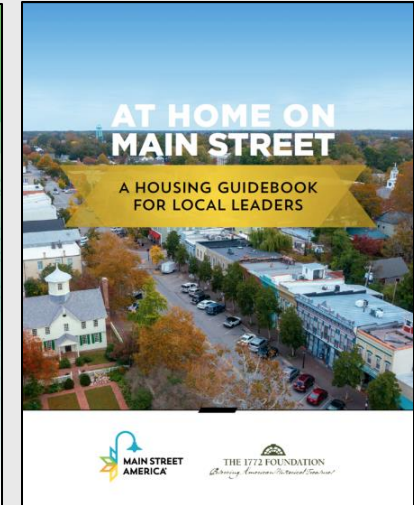
WHAT IS THE BOOMS TRACKER?

+ Building Opportunities on Main Street (BOOMS) Tracker

- MSA's property and vacancy inventory tool
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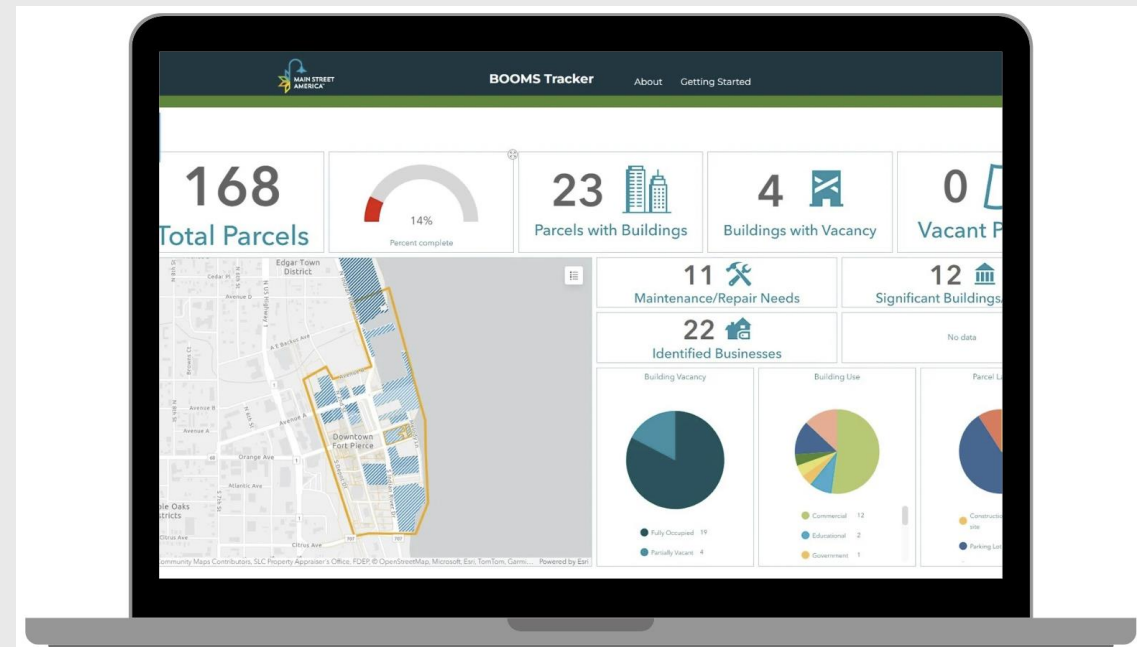
+ What it enables:

- Accessible, updatable property information at local level
- Real data on opportunities for housing / other development across the U.S.



WHY USE BOOMS?

- + The BOOMS Tracker is the best way to build your property inventory
 - YOU are the expert on your district!
 - Dashboard view is a great presentation tool
- + Understanding opportunities locally and at broader scales
 - How many housing units could occupy vacant spaces?



A wide-angle photograph of a historic downtown street. The buildings are multi-story, featuring a variety of colors including red brick, yellow, blue, and white. The street is lined with parked cars, including a dark BMW in the foreground on the left and a dark convertible on the right. The sky is bright blue with scattered white clouds. A dark, semi-transparent banner is overlaid across the middle of the image, containing the title text in yellow.

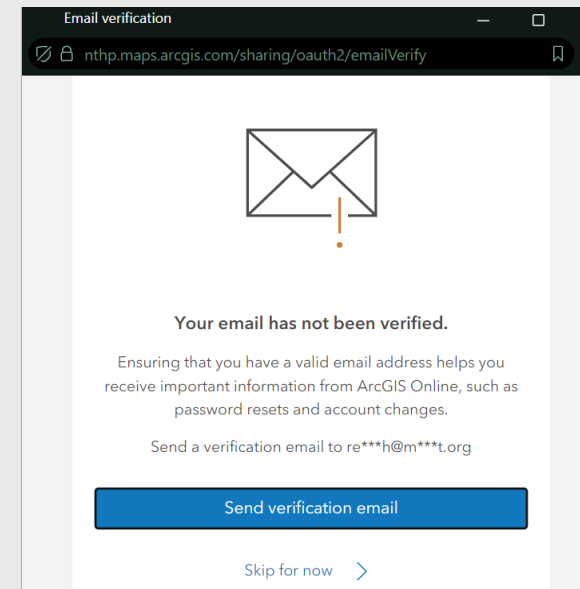
How to Get Started with BOOMS

LOGIN CREDENTIALS

- + Each program has a unique user ID.
- + If you already requested and received your user ID – awesome!
- + If you need your user ID, please email us at **research@mainstreet.org** and include the name of your Main Street program.
- + We will get back to you with the unique user ID for your program and a temporary password.

LOGIN CREDENTIALS CONT.

- + When you login for the first time, you will be prompted to:
 - Set up a security question
 - Create a permanent password
- + If you get a popup about email verification:
 - Just “Skip for now”
- + If you forget your password or need to reset it, you can click “Forgot your password” or contact us at **research@mainstreet.org**.



OVERVIEW OF SITE AND UNIQUE PAGES



BOOMS Tracker

About

Getting Started



Denison, Texas © Mel Climer, Climer Design

BUILDING OPPORTUNITIES ON MAIN STREET

The Building Opportunities on Main Street (BOOMS) Tracker is a tool for gathering, storing, and showcasing information about buildings and lots in local Main Street districts.

[Learn More](#)

PROGRAM NAVIGATION MAP



BOOMS Tracker - Find your Program

Main Street America

Filter by Coordinating Program

All



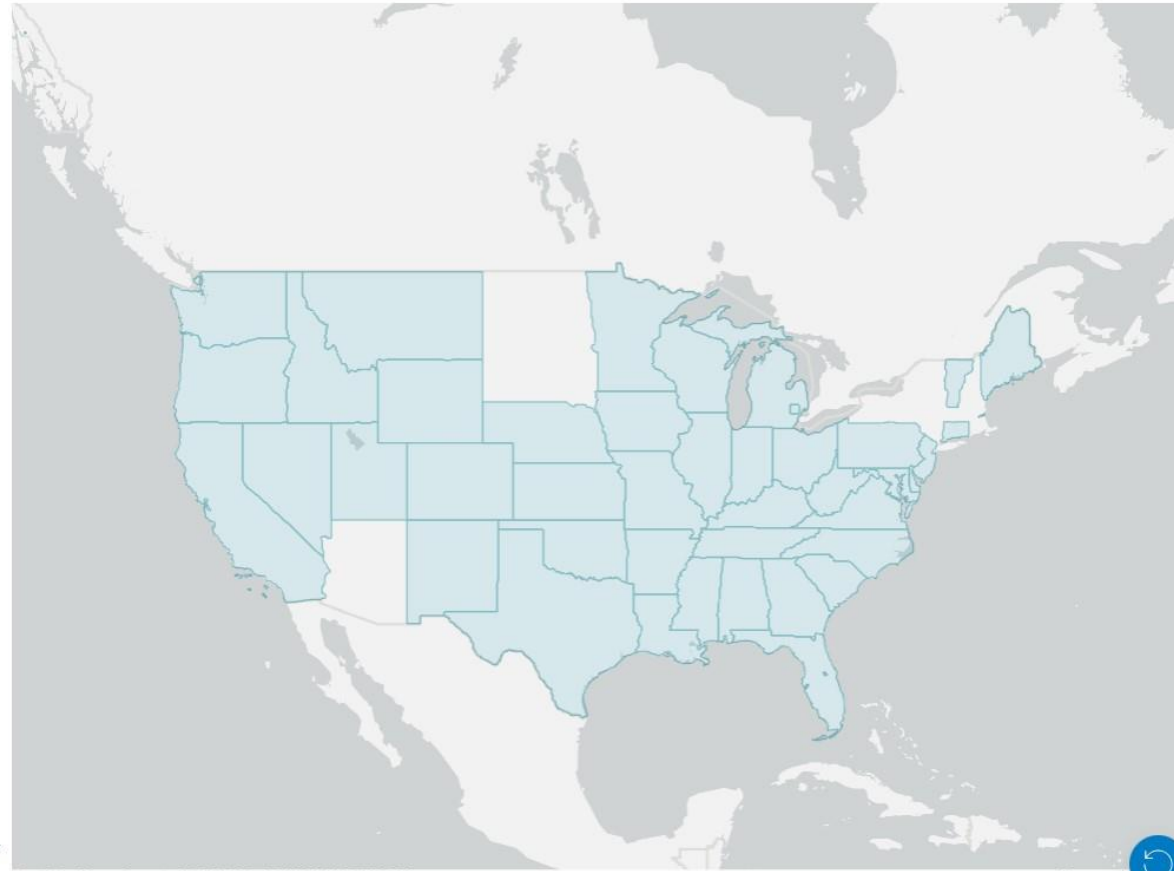
Main Street America Local Programs

Click to zoom

64.6 Downtown	Log in to page
6th Avenue Corridor Inc.	Log in to page
Abbeville Main Street	Log in to page
Aberdeen Main Street	Log in to page
Aberdeen Revitalization Movement	Log in to page
Ada Main Street	Log in to page
Adel Mainstreet	Log in to page
Advance Shullsburg, Inc.	Log in to page
Aiken Downtown Development Alliance	Log in to page
Alamogordo MainStreet	Log in to page
Albany Downtown Association	Log in to page
Albemarle Downtown Development Corp.	Log in to page
Albert Lea Main Street Program	Log in to page
Albia Chamber Main Street	Log in to page
Albuquerque Downtown Art & Cultural District - a NM MainStreet	Log in to page
Allapattah Main Street	Log in to page
Allston Village Main Streets, Inc.	Log in to page
Altavista On Track	Log in to page

Local Programs

Coordinating Programs

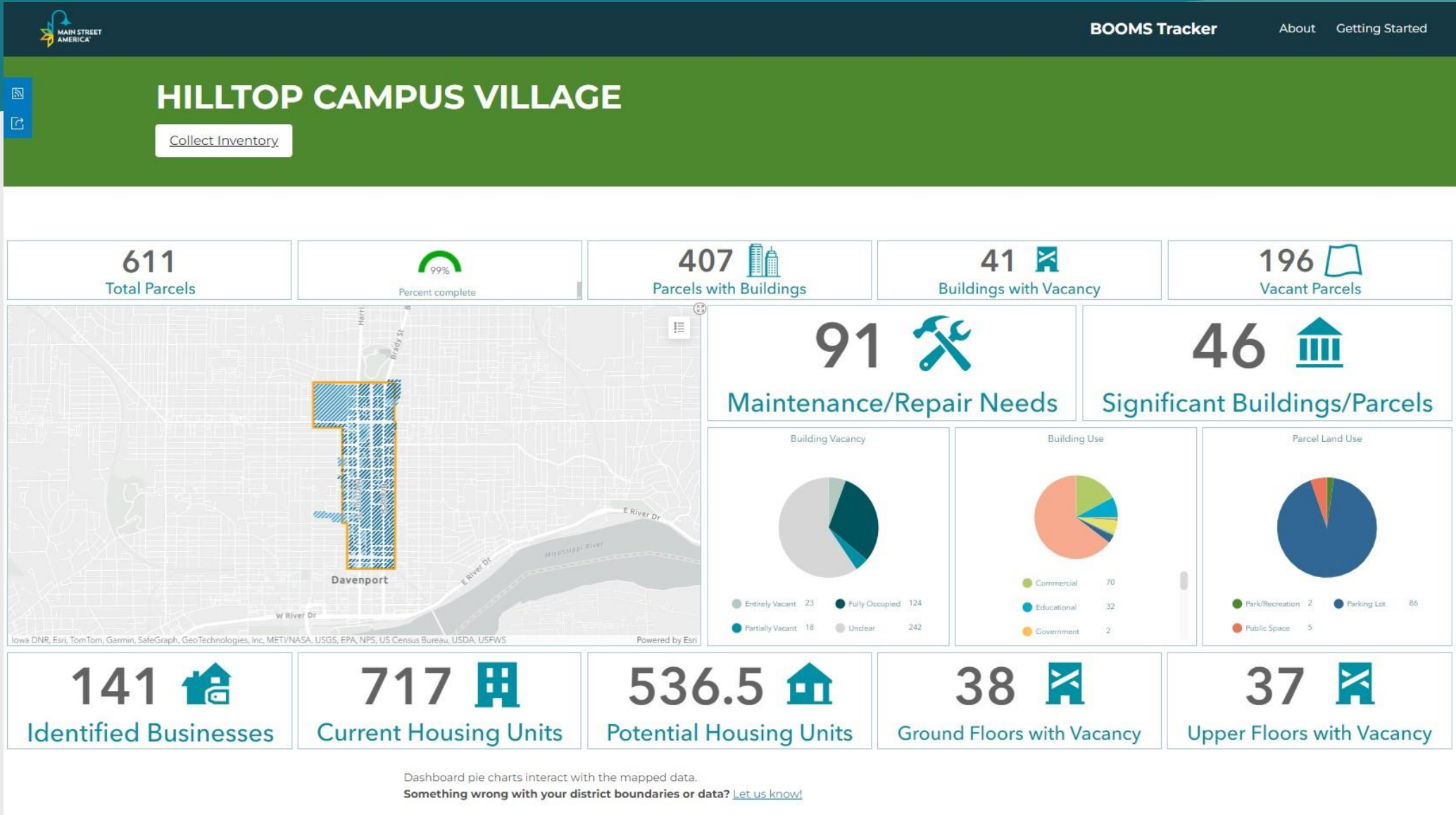


Esri, TomTom, Garmin, FAO, NOAA, USGS, EPA, USFWS

Powered by



LOCAL DASHBOARD



INVENTORY PAGE AND TAB



Building Opportunities On Main Street Tracker

Select the **Orange Tab** to the right to open the Data Collection Survey in Sidebar

Survey Completion: 0%

Collected Survey Data	
Address	102 AVENUE A
Building	No
Environmental Risks (Y/N?)	

Address
102 AVENUE A

1. Is the parcel a valid address/property?*

Examples of invalid parcels might be road ROWs, rivers, etc.

Yes

No

Property Background Information

2. Is there a building on this parcel?*

Yes No

7. Is this building or parcel culturally significant, historically significant, or significant in terms of its uses?

A street scene with historic buildings and cars, overlaid with a dark diagonal banner containing text. The banner is a dark, semi-transparent shape that runs from the top-left towards the bottom-right. The text is in a bright yellow, bold, sans-serif font. The background shows a street with various cars parked and driving, and buildings with different architectural styles and colors like red brick and blue accents. The sky is blue with some clouds.

**Time to screenshare and go
through the BOOMS Tracker live!**

IDEAS FOR DATA GATHERING

- + Hire a temporary **intern** dedicated to entering local data into the BOOMS Tracker and identifying insights and opportunities in the findings.
 - MSA will provide a template internship description for your use.

- + Host a **volunteer day** and have community members walk the district together and submit parcel data into the BOOMS Tracker.
 - MSA will provide template marketing materials and technical support for a BOOMS Tracker volunteer day.

WHERE WE ARE AND WHERE WE'RE HEADED

- + Platform “soft launch” was mid-April
 - Close to 200 credentials distributed
 - Nearly 1,900 parcels inventoried
 - Projecting potential for 200,000+ housing units across the network

WHERE WE ARE AND WHERE WE'RE HEADED

- + Platform has currently includes designated programs from MSA's 2023 program roster that have drawn boundaries
 - Missing programs that are new to the network in 2024; programs that don't have accredited or affiliate status; programs with missing or incorrect boundaries

WHERE WE ARE AND WHERE WE'RE HEADED

+Coming Soon:

- On quarterly update schedule:
 - New programs
 - Programs with newly drawn / newly corrected boundaries
 - Partner programs and “aspiring” programs
- CSV Export + 🤖 🤖 Maestro / CSV Import 🤖 🤖
- Longer horizon: Additional “levels” of questions (e.g., disaster / climate preparedness, energy efficiency, building / zoning code challenges)

TO GET STARTED WITH THE BOOMS TRACKER...

- + Visit the BOOMS Tracker here -- <https://booms-tracker-nthp.hub.arcgis.com>
- + To receive your login credentials, please send an email with your program name to research@mainstreet.org
 - We'll get back in touch with the username and password within 1-4 business days
- + To check the program boundaries we have on file, visit this map -- <https://arcg.is/11fj9b>
- + To update your local program's boundaries, enter them here -- <https://arcg.is/1Dq9XC>

A photograph of a city street with historic buildings. The image is overlaid with a dark diagonal gradient from the top-left to the bottom-right. The word "Questions?" is written in large, bold, yellow font across the center of the image.

Questions?



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THANK YOU!

MSA Research

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