



Culpeper 2024 Reinvestment Statistics

Economic Impacts	2024	Cumulative
Total Private Investment	\$202,533.00	\$83,814,797.22*
Total Private Improvement Projects	39	548
Average Private Investment per Project	\$5,193.15	\$152,946.71*
Total Public Investment	\$142,470.00	\$8,572,577.92*
Total Public Improvement Projects	4	74
Average Public Investment per Project	\$35,617.50	\$115,845.65*
Total Businesses Created / Expanded	15	466
Total Jobs Created	36	1,242
Cost per Job Created	\$13,320.33	\$9,392.44* (2020-2024)
Five Year Leveraging: Local Budget	2020-2024	
Ratio of Budget to All Investment	\$2.50*	
Ratio of Budget to Private Investment	\$1.62*	
Ratio of Budget to Public Investment	\$0.88*	
Promotional & Special Events	2024	Cumulative
Total Events Held	32	71
Total Attendees at All Events	42,000	90,450
Housing Units	2024	Cumulative
Total Units Placed in Service	0	6
Volunteer Hours	2024	Cumulative
Total Hours Contributed	1,863	64,696.9
Estimated Market Value of Time	\$62,391.87**	\$2,166,699**

Notes & Sources:

- All figures are from the Virginia Main Street Database, except where noted.
- *All monetary figures have been adjusted for inflation using the Consumer Price Index (CPI)
- **Independent Sector, Giving and Volunteering in the United States, 2024

What the Numbers Mean

Economic Impacts

- **Total Private Investment**
 - The total dollar amount of exterior, interior, signage, new construction, and other improvements made to privately owned buildings in the Main Street district.
- **Total Private Improvement Projects**
 - The total number of exterior, interior, signage, new construction, and other improvements made to privately owned buildings in the Main Street district.
- **Average Private Investment per Project**
 - The average dollar amount spent on exterior, interior, signage, new construction, or other improvements to privately owned buildings in the Main Street district.
- **Total Public Investment**
 - The total dollar amount of streetscape, utility, new facility / amenity, signage, and other improvements made to public spaces in the Main Street district.
- **Total Public Improvement Projects**
 - The total number of streetscape, utility, new facility / amenity, signage, and other improvements made to public spaces in the Main Street district.
- **Average Public Investment per Project**
 - The average dollar amount spent on streetscape, utility, new facility / amenity, signage, or other improvements made to public spaces in the Main Street district.
- **Total Businesses Created / Expanded**
 - A created business is one that is new, and all of its jobs are recorded as new.
 - An expanded business is one that has added new jobs, while remaining in the local Main Street district. Both the business and jobs are included in the total. VMS recognizes that this method will result in some overlap, but it's within an acceptable margin of error considering the constant flux of the downtown and the imperfections of communication about business behavior.
- **Total Jobs Created**
 - The total amount of jobs created in the Main Street district from businesses created / expanded.
- **Cost per Job Created**
 - The cost per job ratio compares the total amount of local Main Street funding from all sources with the total number of jobs created in the Main Street district.
 - Essentially, the figure given completes the sentence:

- The local Main Street program spends about \$_____ for every job that is created in the Main Street district.
- Generally, most economic development programs should evaluate performance at or around the five-year mark. Less than five years can be too early to truly assess the value of economic development programs, which require time to mature. Beyond five years, the data becomes more reliable, but for some performance indicators, like leveraging and cost per job, longer stretches of time may not reflect a contemporary view of the program's current performance.

Fiver Year Leveraging: Local Budget

- **Ratio of Budget to All Investment**

- Compares the total amount of all direct investment downtown recorded by the local Main Street program for the past five years with the total amount of program funding from all sources for the past five years.
- The figure given completes the sentence:
 - For every dollar that goes into the local Main Street budget, another \$____ of public and private investment occurs.

- **Ratio of Budget to Private Investment**

- Compares the total amount of direct private investment in building improvements downtown recorded by the local Main Street program for the past five years with the total amount of program funding from all sources for the past five years.
- The figure given completes the sentence:
 - For every dollar that goes into the local Main Street program budget, another \$____ of private investment in building improvements occurs.

- **Ratio of Budget to Public Investment**

- Compares the total amount of direct public investment in public amenities and improvements downtown recorded by the local Main Street program for the past five years with the total amount of program funding from all sources for the past five years.
- The figure given completes the sentence:
 - For every dollar that goes into the local Main Street budget, another \$____ of public investment in downtown improvements occurs.

Promotional & Special Events

- **Total Events Held**

- These events are those hosted by your organization that position the Main Street district as the center of the community and hub of economic activity, while creating a positive image that showcases your community's unique characteristics, culture, history, and defining features.

- **Total Attendees at All Events**
 - People that attended promotional and special events in the Main Street district.

Housing Units

- **Total Units Placed in Service**
 - The total number of “Certificates of Occupancy” issued in the Main Street district.

Volunteer Hours

- **Total Hours Contributed**
 - Hours contributed represents the total number of volunteer hours contributed to the local Main Street program and its projects, events, and other initiatives.
- **Estimated Market Value of Time**
 - Each year, [The Independent Sector](#) research group publishes the estimated value of a volunteer hour. Hours are multiplied by the appropriate value.