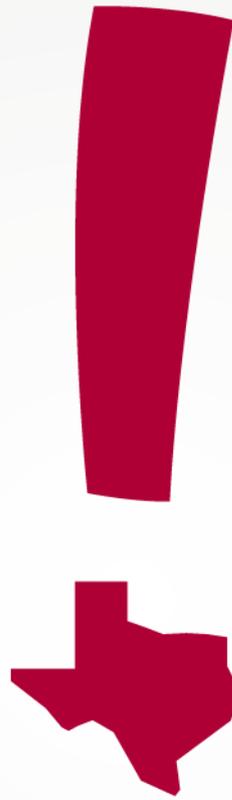




An application webinar reviewing this presentation & answering questions about the application process and requirements will be conducted on Thursday, May 21 at 10 a.m. To receive log-in information for this webinar, please contact the Texas Main Street State Coordinator at debra.drescher@thc.state.tx.us



TEXAS HISTORICAL COMMISSION

real places telling real stories

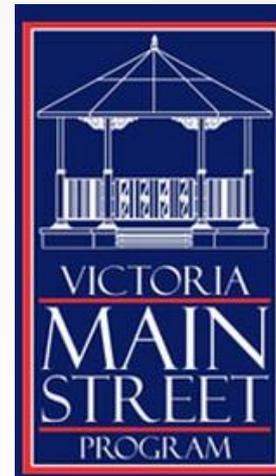
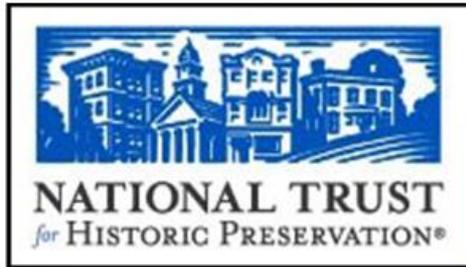


Main Street Program Overview Application Process, Local Commitment



What is Main Street? National brand

National, state and local organizations



Texas Main Street:

34 years in 2015!

88 currently designated active communities



The Texas NETWORK today

Populations 2,000 to 248,000

Under 5,000
24 cities

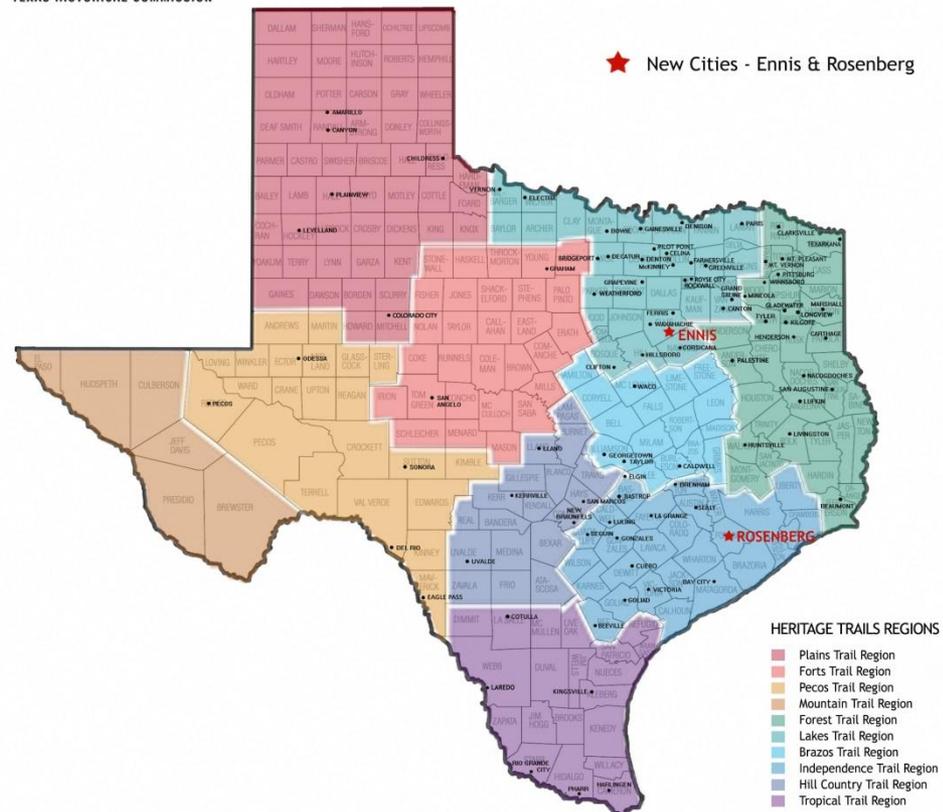
5,0001 – 20,000
29 cities

Mid-size cities to
50,000
21 cities

50,000+ urban
population
15 cities

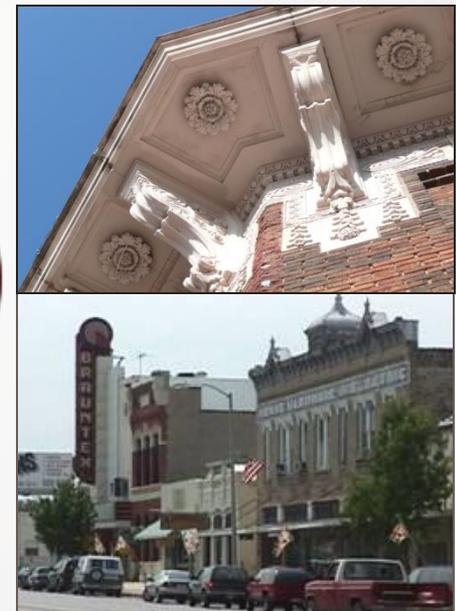


MAIN STREET CITIES 2015



The Main Street model

Sustainable downtown revitalization through historic preservation, volunteerism and the **Four-Point Approach**, a national model.





National Main Street
Center

a subsidiary of the
National Trust for Historic Preservation

“Over the past 34 years, the Main Street movement has transformed the way communities think about the revitalization of their historic downtowns and neighborhood commercial districts, and helped put historic preservation back in the community revitalization conversation. Cities and towns across the nation have come to see that a vibrant, sustainable community is only as healthy as its core”.

<http://www.preservationnation.org/main-street/about-main-street/>

The Main Street Approach to revitalizing historic downtown

- Main Street is an **economic development program** that focuses on small business development and utilizes reuse of historic properties and historic preservation as primary tools
- Over 30+ years, the model has proven itself effective
- Successful implementation of the model changes negative mentality toward downtown that may exist
- It is someone's 'job' to pay attention to downtown every day
- Connects communities of all sizes & its leaders to a nationwide brand & network
- Is designed to be staff administered & volunteer driven, so there is a place for everyone to participate

Main Street as economic development in

Texas: Since 1981, Texas Main Street cities have reported:

- More than \$2.9 billion in overall reinvestment, of which \$1.9 billion+ has come from private-sector reinvestment
- The creation of more than 31,000 jobs and 8,100+ businesses (mostly small business) = about 900 jobs and 240 small businesses annually
- More than \$27 million dedicated to the revitalization effort through volunteer hours leveraged by Main Street

What is Main Street?

Eight Guiding Principles

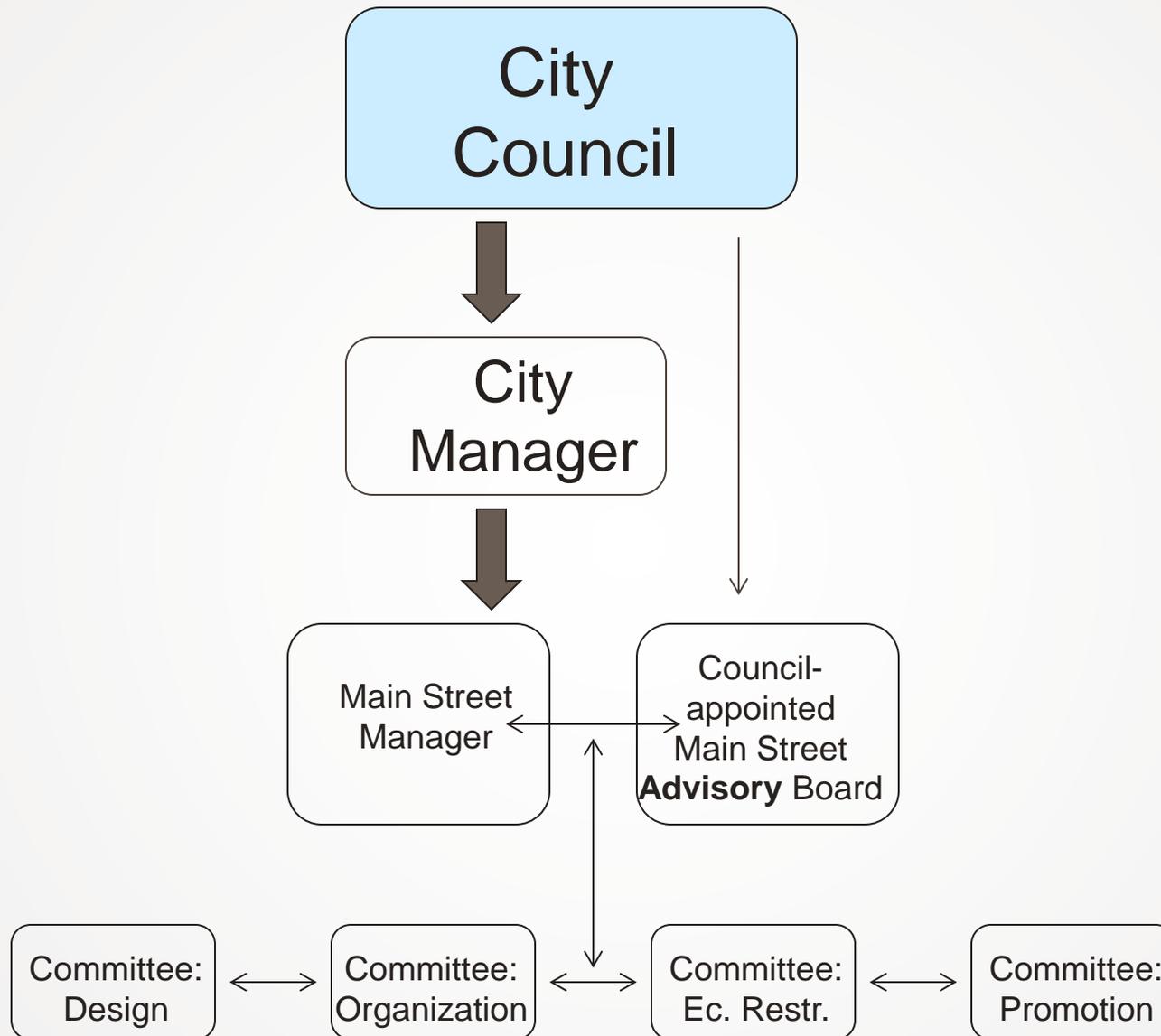
- Comprehensive
- Incremental
- Self-help
- Partnership-based
- Identifies and capitalizes on existing assets
- Quality-based
- Change-oriented
- Implementation-driven

Main Street's Program Driver

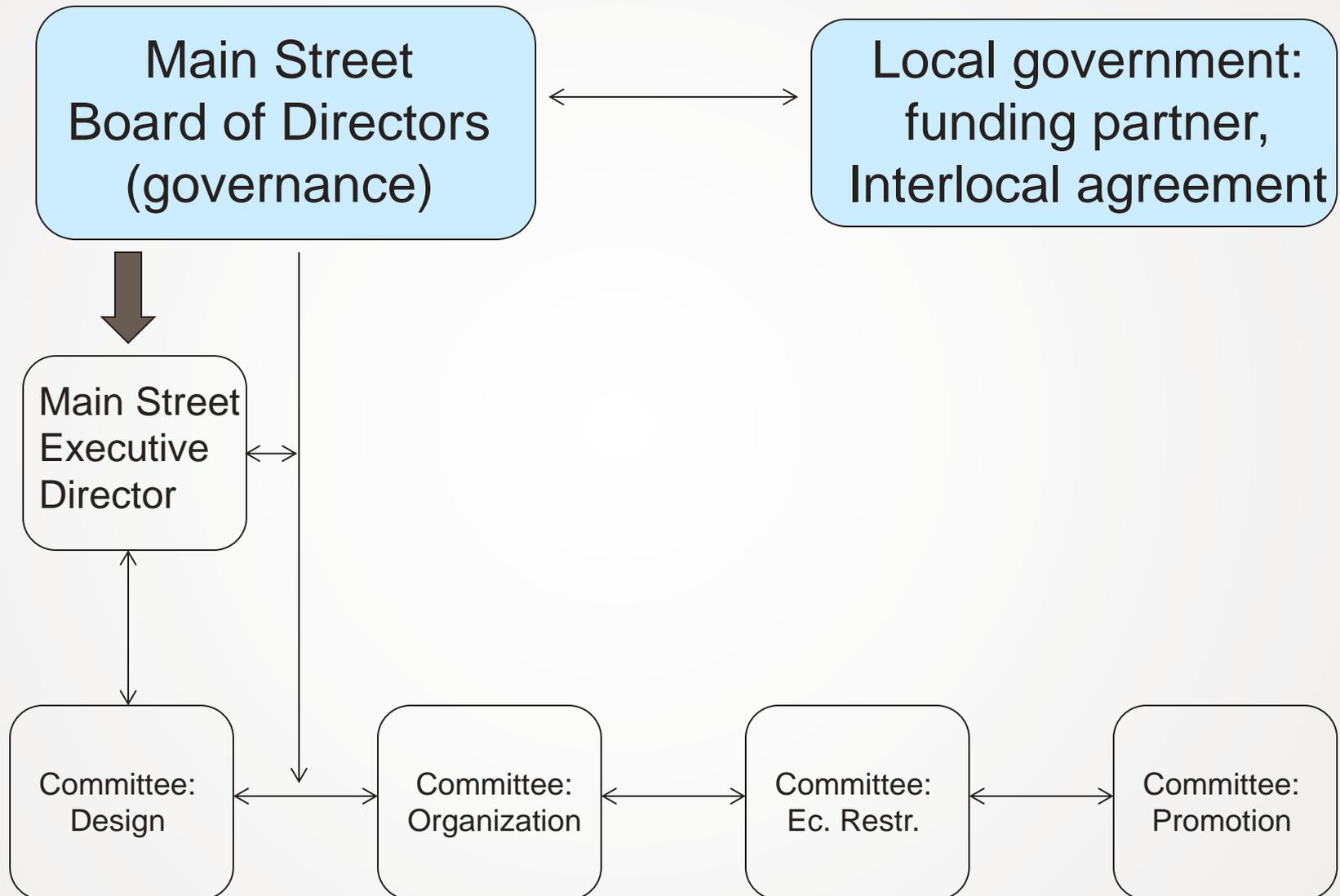
The Four Point Approach™

- Organization
- Promotion
- Design
- Economic Restructuring

City-based Main Street program housed in city government



Non-profit Main Street (urban)



How volunteers are involved

Organization Committee... coalition building projects by those who share an interest in the health of downtown and projects to promote, increase and maintain volunteerism in the program.

How can I learn more?

Call...

Nancy Wood
Bastrop Main Street Program Director
512-332-0068 or
512-297-5382

Dan Hays-Clark
Design Committee Chair
512-303-7701

Candye Wolford
Promotions Committee Chair
512-303-0904

Debbie Moore
Economic Restructuring Committee Chair
225-802-4702

Shawn Fletch
Organization Committee Chair
512-988-1231

OR

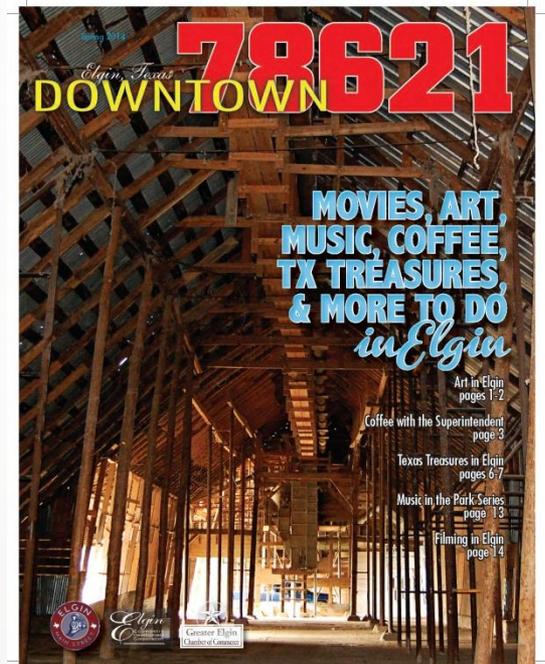
Complete and return the attached form to Nancy Wood—in person at the Bastrop Visitor Center, 1026 Main Street, or by mail to the Bastrop Main Street Program, PO Box 427, Bastrop, TX 78602.

Visit us on the web...
www.bastropmainstreet.com

Bastrop MainStreet Program

I'm claiming my place on Main Street!

Name: _____
Address: _____
City/ZIP: _____
Daytime phone: _____
Evening phone: _____
Email: _____
Occupation: _____
Committee interest: _____



How volunteers are involved

Promotion Committee...SELLING AND BRANDING DOWNTOWN & AN EXPERIENCE

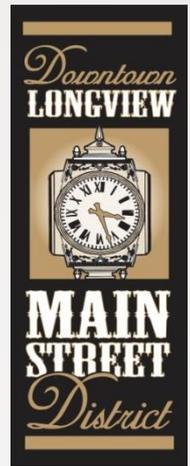
- Positive image
- Promote downtown, the marketplace, the environment, the stories, the businesses

--so that the community uses downtown

-- so that tourists visit downtown

*-- so that businesses and property owners
make a return on investment*

*-- so that possible future investors and businesses see downtown's
potential*



How volunteers are involved Economic Restructuring Committee

Strategies are developed to increase economic benefit:

- strengthen existing economic assets*
- diversify the economic base*
- retain and expand successful businesses*
- appropriate, highest-level reuse of historic properties.*



How volunteers are involved

Design Committee ... creates an attractive, coordinated and quality image of the downtown by capitalizing on unique physical assets and heritage.

Typical activities: spurs building rehabs, use of preservation tools



Application process & local program responsibilities:

Local Program responsibilities:

- Hire & fund a full-time Main Street manager
- Create & fund a Main Street organization
- Commit to funding, training (provided by state office) & reporting

Refer to Application for full details

State Main Street Office of the Texas Historical Commission:

(8 staff dedicated full-time to providing services to designated Main Street programs and their stakeholders)

- Design and urban planning. Four staff members work directly with property owners (i.e. rehabilitation, maintenance) and public sector (city planning)
- Economic development. Staff members work with public and private sector on business and market development
- Maintenance of the organization/program: Staff members provide training, strategic planning and anything related to building program capacity
- Provides access to a Main Street-specific network to increase the local knowledge base for preservation & Main Street implementation

Application process

Texas Administrative Code, Title 13, Part 2, Ch. 19

Up to five new/recertified programs can be selected in any given year, subject to available resources

Timeline:

Friday, May 15, 2015: Optional Letters of Intent due

Friday, July 31, 2015: Applications due, 5 p.m.

October 29-30, 2015: Quarterly Commission meeting, vote on applicants

January 1, 2016: Official entrance

Small city: 3-year initial commitment, 1 full-time employee

Urban program: 5 years, 2 employees

Application process

Application & scoring criteria

- Historic commercial fabric and historic identity in the identified Main Street district
- Community and private sector support and organizational capacity: the capability of the applicant to successfully implement the Main Street program.
- Public sector support and financial capacity to employ a full-time manager, fund a local Main Street program and support downtown-related projects.
- Physical capacity—The cohesiveness, distinctiveness and variety of business activity conducted in the proposed Main Street Program area.
- Demonstrated need.

