

TEXAS HISTORICAL COMMISSION

real places telling real stories



Main Street Program Overview Application Process, Local Commitment





Program Overview

A brand and network

What is Main Street? **National brand**



Main Street America™ has been helping revitalize older and historic commercial districts for more than 35 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.

What is Main Street? **Coordinating Programs**

- Authorized to carry out the brand, designate Main Street communities and provide direct assistance in the focus areas of the Approach



Texas Main Street: 35 years in 2016!
A program of the Texas Historical Commission,
the state agency for historic preservation

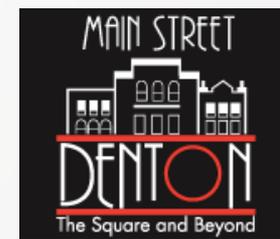
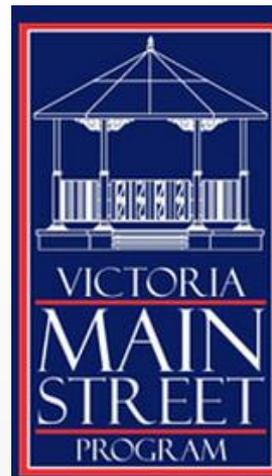


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What is Main Street? **Locally designated programs**

More than 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development. There are 87 currently designated active communities in Texas, making it one of the largest in the country.



The Texas NETWORK today

Populations 2,000 to 316,000

Under 5,000
24 cities

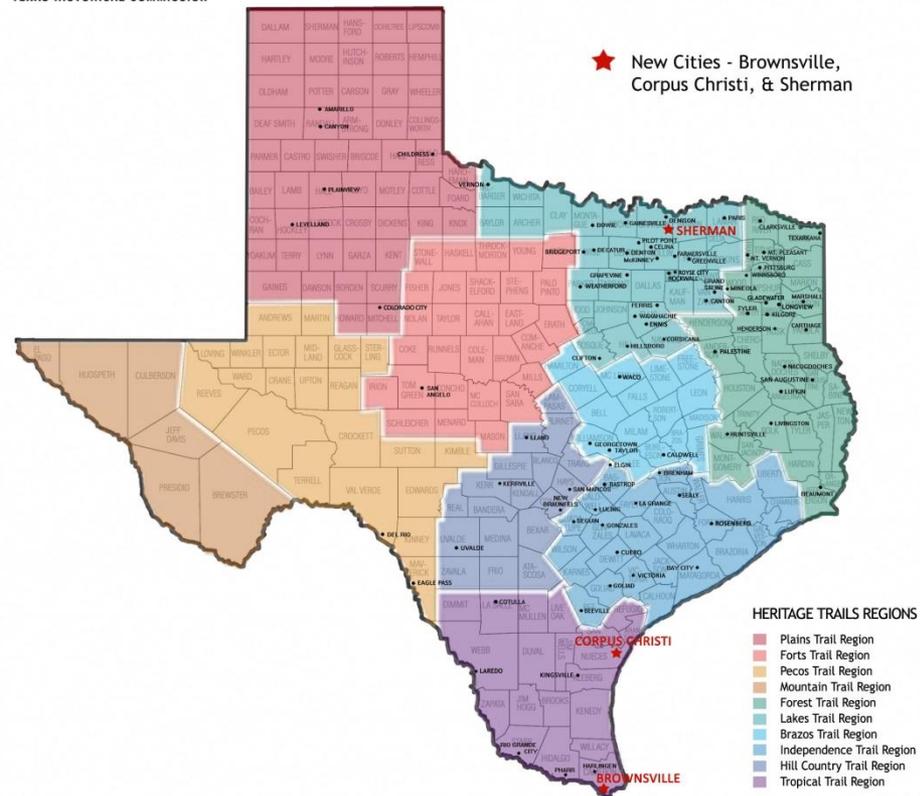
5,001 – 20,000
27 cities

Mid-size cities to
50,000
21 cities

50,000+ urban
population
15 cities



MAIN STREET CITIES 2016

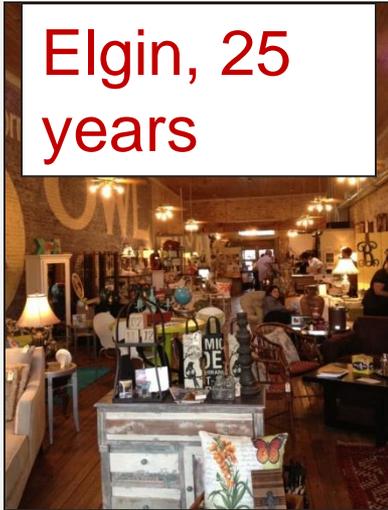


28 participated 20 years or more!

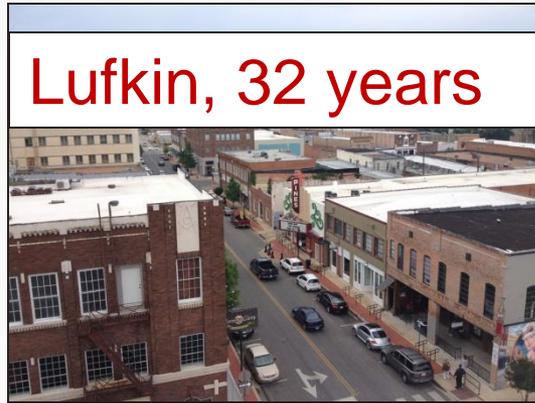


Grapevine,
22 years

Elgin, 25
years



Lufkin, 32 years



Corsicana,
30 years

La
Grange,
20 years



New Braunfels,
25 years



22 years



20 years

The Main Street model



A methodology for sustainable downtown revitalization through historic preservation, volunteerism and the **Four-Point Approach™**, a national model.

Through the model, measurable economic development and quality of life objectives can be achieved.



“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

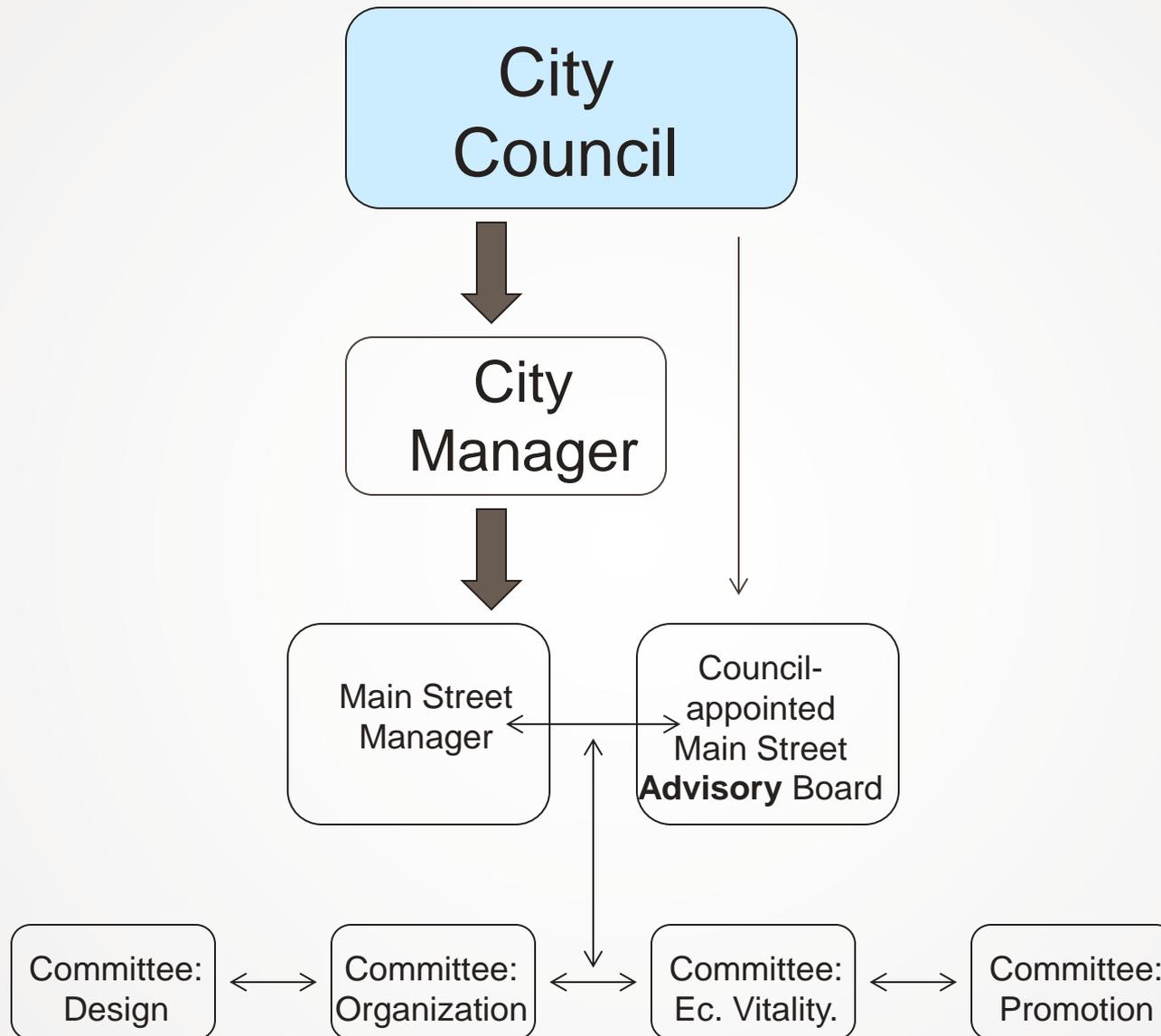
- Main Street is an **economic development program** that focuses on small business development and utilizes reuse of historic properties and historic preservation as primary tools
- Over 35 years, the model has proven itself effective
- Successful implementation of the model changes negative mentality 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 helps partner groups such as EDC, Chamber of Commerce etc. leverage their impact and achieve their community-based goals.

Main Street as economic development in

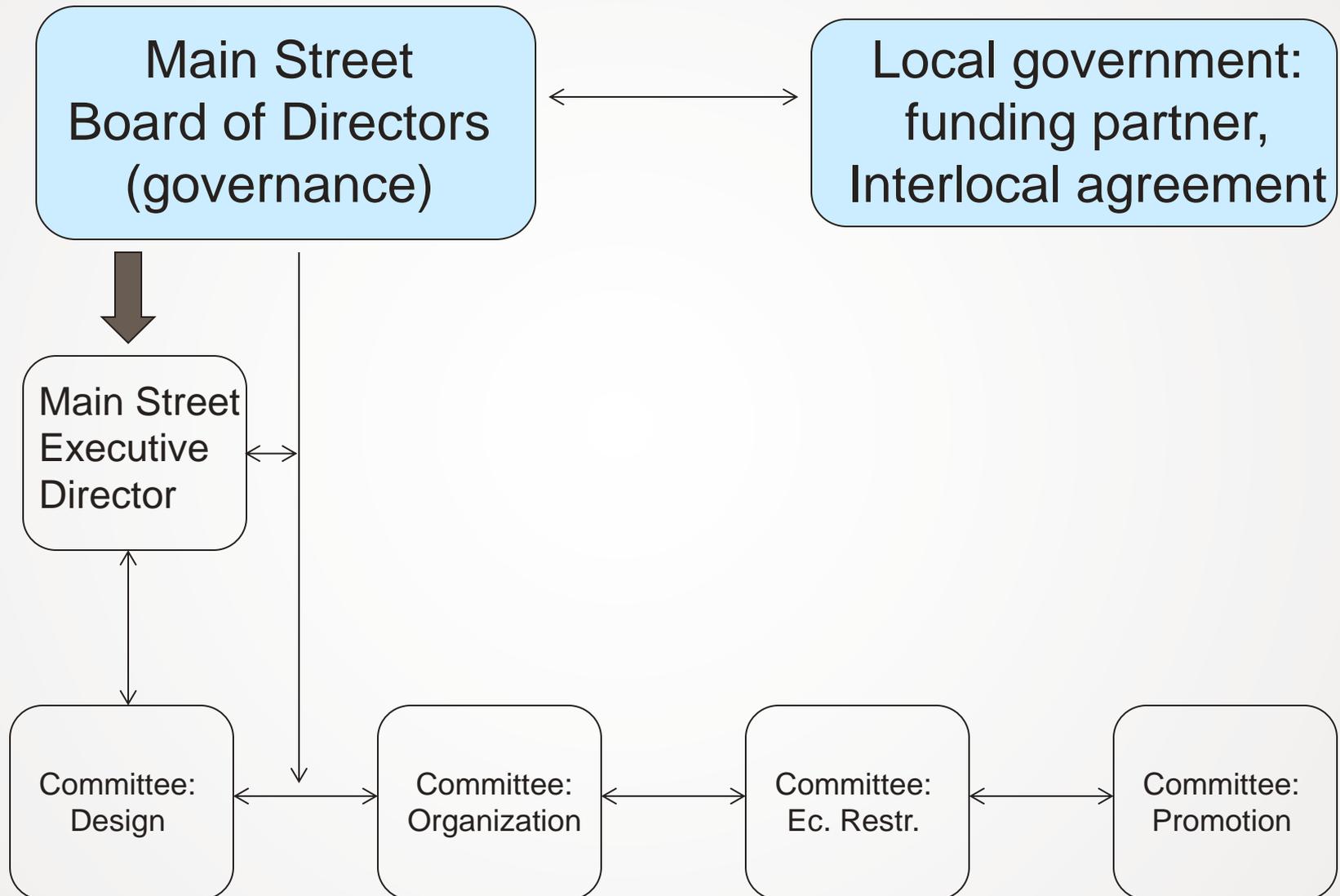
Texas: Since 1981, Texas Main Street cities have reported:

- More than \$3.2 billion in overall reinvestment, of which \$2 billion+ has come from private-sector reinvestment
- The creation of almost 35,000 jobs and 8,600+ businesses (mostly small business) = about 1,000 jobs and 250 small businesses annually
- More than \$33 million dedicated to the revitalization effort & local governments through volunteer hours leveraged by Main Street

City-based Main Street program housed in city government



Non-profit Main Street (urban)



2015 Salary and Funding Survey-TMSP

73 programs reporting

Most programs are city-based; Main Street manager reports to someone within city hall:

City manager – 43

Assistant City Manager -- 5

Mayor – 1

Department Director (i.e. Community Services, Planning) -- 11

Some programs are housed in other public entities:

EDCs: 6 (or are the executive director)

CVB: 1

A few programs are non-profits, report to a governing board:

Chamber of commerce – 1

Non-profit board – 5 (all urbans)

Administrative and project funding sources for a Main Street program:

General Fund

HOT (for Main Street activities that promote overnight tourism)

Economic development sales tax

(for Main Street activities that create economic development)

Special districts (i.e. TIRZ, MMD) to fund projects in the Main Street district

Fundraising & fundraising organizational structures

(i.e. Friends programs)

<http://www.thc.state.tx.us/public/upload/Funding-a-Local-Main-Street-Program-2013-version.pdf>

Main Street's Program Driver

The Four Point Approach™

- Organization
- Promotion
- Design
- Economic Vitality

Areas of focus for staff. Areas of involvement for volunteers.
Drives a plan of work.

Organization... 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.

VOLUNTEER
we need your help!

Keep Downtown Clean & Viable
Sunday, May 3rd at 2:00 PM
Historic Main Street, Royse City
Clean-up Day!

In honor of National Preservation Month, the Royse City Main Street Board & Downtown Business Owners are hosting a clean-up day. We need your help to keep downtown beautiful!

Everyone is welcome to participate.
Please bring the following items:
Brushes * Gloves * Garbage Bags * Buckets

Let's Team-up, to Clean-up!
For additional information contact: Paula Morris, at 972-524-4846 or via email at paula.morris@roysecity.com

Helping to clean up
A group of volunteers gathered on Main Street to help with the cleanup project. The Royse City Main Street Board and downtown business owners hope to make a neighborhood of National Preservation Month. Royse City is the location of the Royse City Main Street Board and Downtown Business Owners.

Help and thank you! Royse City and Main Street Board, the Royse City Main Street Board, are here to help you.

Photo: Royse City Main Street Board. Photo: Royse City Main Street Board. Photo: Royse City Main Street Board. Photo: Royse City Main Street Board.

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

Candy Waldorf
Promotions Committee Chair
512-303-0904

Debbie Moore
Economic Restructuring Committee Chair
225-802-4702

Shawn Fletcher
Organization Committee Chair
512-986-1231

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 Main Street Program

Bastrop Main Street Program

I'm claiming my place on Main Street!

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

Come on in...



78621
Elgin, Texas
DOWNTOWN

MOVIES, ART, MUSIC, COFFEE, TX TREASURES, & MORE TO DO in Elgin

Art in Elgin pages 1-2
Coffee with the Superintendent page 3
Texas Treasures in Elgin pages 6-7
Music in the Park Series page 13
Filming in Elgin page 14

Elgin, Texas
Greater Elgin Chamber of Commerce

Promotion... SELLING AND BRANDING DOWNTOWN & THE 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



Shop the Blocks
Presented by: CUERO, TX MAIN STREET
Saturday, April 11

Tickets are \$25 and can be purchased at the Cuero Main Street office or City Hall

A ticket includes a customized shopping bag, brunch, mimosa bar, and a gift from each of the following participating businesses:

Sponsored by:

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Economic Vitality

Strategies are developed to increase economic benefit:

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



Design ... 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

Texas Administrative Code
Title 13, Part 2, Ch. 19, § 19.3

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

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, public sector financing
- 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

Timeline:

Friday, May 13, 2016: Optional Letters of Intent due

Friday, July 29, 2016: Applications due, 5 p.m.

October 27-28, 2016: Quarterly Commission meeting, vote on applicants

October-January: TMSP staff works with new cities on setting up their programs, hiring staff

January 1, 2017: Official entrance

January/February 2017: Board and new manager training

Spring 2017: Traditional First Lady's tour to new Main Street cities

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.

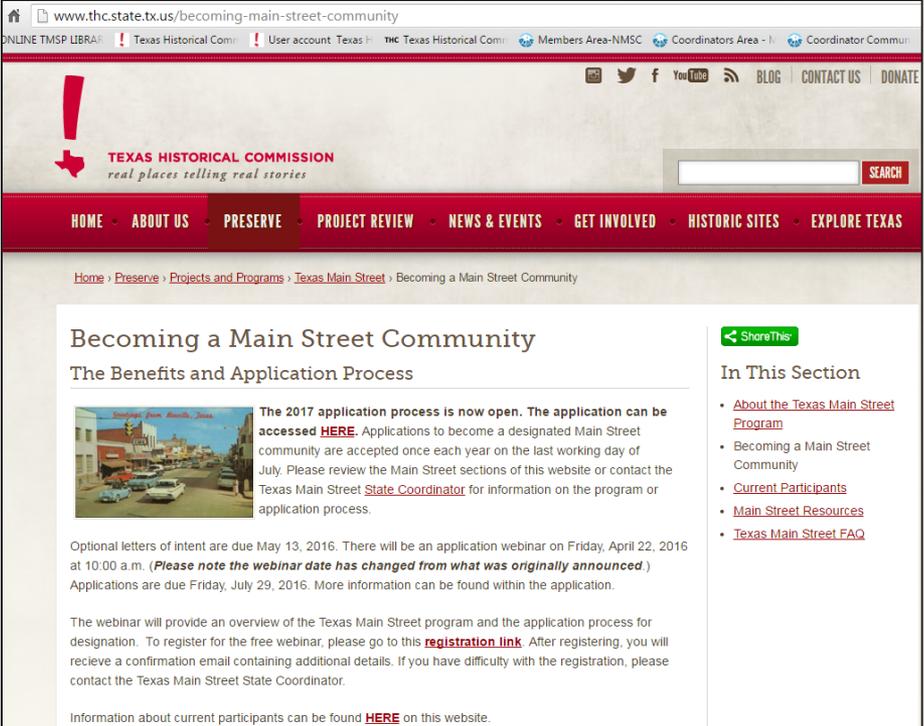
Local programs are responsible for:

- Funding operations & staffing a program
- Recording progress (reinvestment)
- Adopting the Main Street strategy (Approach) as the method for preservation-based economic development



‘Becoming a Main Street Community’
information and the application is available at:

<http://www.thc.state.tx.us/becoming-main-street-community>



The screenshot shows a web browser window displaying the Texas Historical Commission website. The URL in the address bar is www.thc.state.tx.us/becoming-main-street-community. The page features a navigation menu with links for HOME, ABOUT US, PRESERVE, PROJECT REVIEW, NEWS & EVENTS, GET INVOLVED, HISTORIC SITES, and EXPLORE TEXAS. The main content area is titled "Becoming a Main Street Community" and includes a sub-heading "The Benefits and Application Process". A featured image shows a street scene with a sign that reads "Historic Town Market, Texas". The text below the image states: "The 2017 application process is now open. The application can be accessed [HERE](#). Applications to become a designated Main Street community are accepted once each year on the last working day of July. Please review the Main Street sections of this website or contact the Texas Main Street [State Coordinator](#) for information on the program or application process." Below this, it mentions that optional letters of intent are due May 13, 2016, and an application webinar is on Friday, April 22, 2016, at 10:00 a.m. (Please note the webinar date has changed from what was originally announced.) Applications are due Friday, July 29, 2016. More information can be found within the application. The text continues: "The webinar will provide an overview of the Texas Main Street program and the application process for designation. To register for the free webinar, please go to this [registration link](#). After registering, you will receive a confirmation email containing additional details. If you have difficulty with the registration, please contact the Texas Main Street State Coordinator." At the bottom, it notes that information about current participants can be found [HERE](#) on this website. On the right side of the page, there is a "Share This" button and a section titled "In This Section" with a list of links: "About the Texas Main Street Program", "Becoming a Main Street Community", "Current Participants", "Main Street Resources", and "Texas Main Street FAQ".

Questions?

Debra Drescher

State Coordinator

Texas Main Street Program

512.463.5758

debra.drescher@thc.state.tx.us

