



MAIN STREET PROGRAM

DS-22-088

July 5, 2022

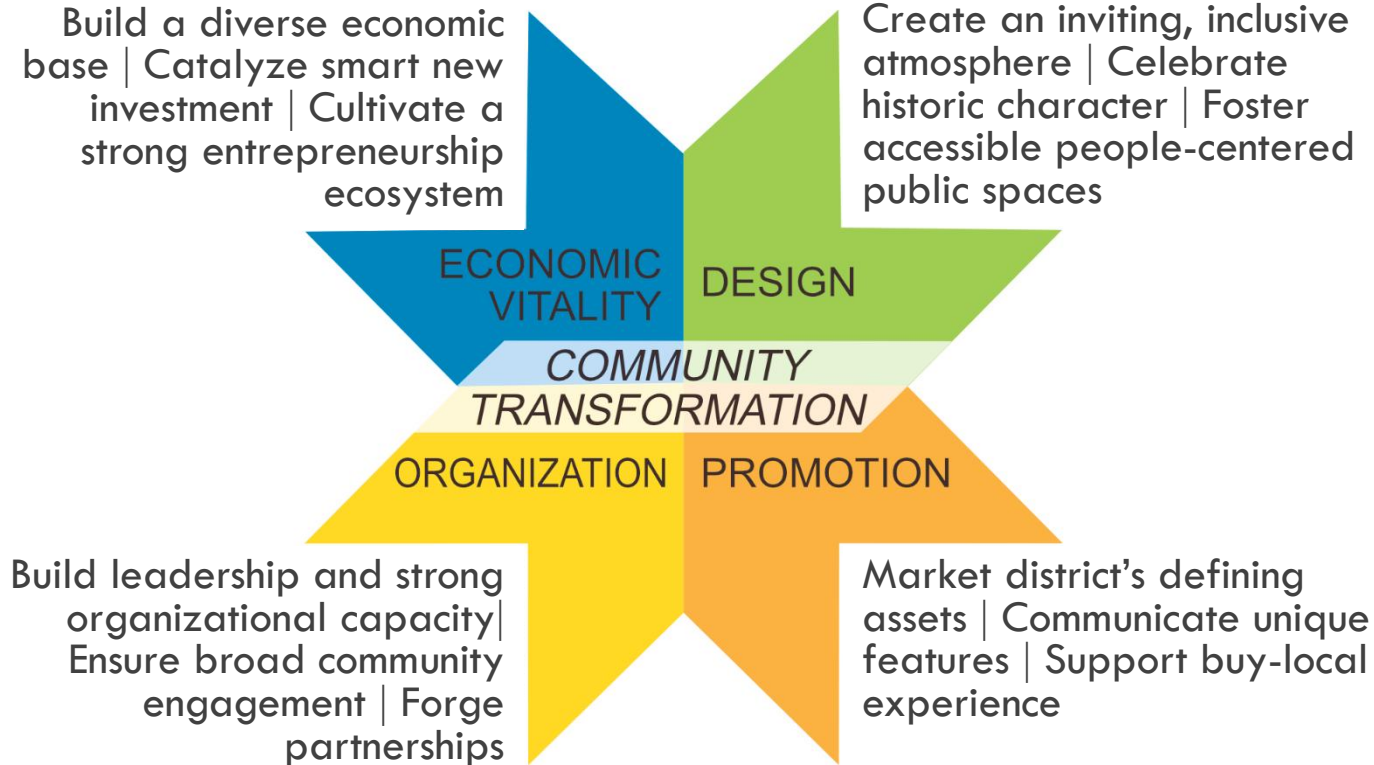
National Main Street Program

- ❑ Main Street America was established by the National Trust for Historic Preservation in 1980.
- ❑ Today, more than 1,200 rural and urban communities participate in the Main Street program nationwide.
- ❑ Main Street communities share a commitment to building stronger communities through preservation-based economic development.



Main Street – Four Point Approach

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Main Street America Designation

Main Street America™ designation is available at two tiers: Affiliate and Accredited.

Affiliate status is an introductory tier. Main Street America Affiliates™ are programs or organizations that have demonstrated a commitment to comprehensive community revitalization and are on the pathway to achieving meaningful economic, social, physical and organizational improvements in their downtown or commercial districts.

Accredited status is the top tier of recognition. This exclusive designation signifies a commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. Main Street America Accredited™ programs have a proven track record of planning, implementing, and measuring results that align with the Main Street Approach. National Accreditation is a powerful advocacy tool that highlights a program's work and showcases their achievements.

Texas Main Street Program

- ❑ The Texas Main Street Program (TMSP) was established in 1980 by the Texas Historical Commission and operates in affiliation with Main Street America®, a subsidiary of the National Trust for Historic Preservation.
- ❑ Mission: To provide technical expertise, resources, and support for Texas Main Street communities in accordance with the National Main Street Four Point Approach® of organization, economic vitality, design, and promotion.

Texas Main Street Program – Benefits

Some of the benefits include:

- ❑ Statewide, Main Street-specific trainings/professional development opportunities annually for participant communities (currently virtual in 2020 and 2021), plus an annual downtown revitalization conference in partnership with the [Texas Downtown Association](#), the national [Main Street Now](#) conference and the Texas Historical Commission's [Real Places](#).
- ❑ Individualized, on-site training for Main Street managers, boards and other Main Street participants. (currently virtual in 2020 and 2021)
- ❑ Access to resources for professional development and assistance with downtown issues.
- ❑ Assistance to Main Street merchants and local programs to support branding and marketing efforts.
- ❑ Access for non-entitlement communities to a Main Street-specific pool of improvement funds through the [Main Street Improvements fund](#) of the Texas Department of Agriculture. Texas Main Street communities have received almost \$20 million from this program since 1993.

Texas Main Street Communities

- ❑ Each year, the Texas Historical Commission selects up to five (5) Texas cities for official Main Street Designation.
- ❑ There are currently 90 Main Street communities in Texas, including:
 - ❑ Temple
 - ❑ Waco
 - ❑ Georgetown
 - ❑ Taylor
 - ❑ Elgin
 - ❑ Bastrop
 - ❑ Buda
 - ❑ San Marcos
 - ❑ Waxahachie
 - ❑ Tyler
 - ❑ McKinney
 - ❑ Brenham

Main Street Communities Program Requirements

- ❑ To apply, a community must agree to hire a full-time Main Street Director, adequately budget for the local program for a minimum of 5 years, and demonstrate the following:
 - ▣ Historic commercial fabric and historic identity;
 - ▣ Community and private sector support and organizational capacity;
 - ▣ Support and financial capacity;
 - ▣ Physical capacity related to business activity and market potential;
 - ▣ Demonstrated need; and
 - ▣ Geographic distribution.

Evaluation Criteria

- ❑ **Historic commercial fabric and historic character:** The historic significance/fabric of the proposed Main Street area and the interest in and commitment to historic preservation.
- ❑ **Community and private sector support and organizational capacity:** Demonstrates community and private sector support for the program as well as the capability of the applicant to successfully implement the Main Street Program.
- ❑ **Support and financial capacity:** Demonstrates the financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects.
- ❑ **Physical capacity and business environment:** The cohesiveness, distinctiveness and variety of business activity conducted in the proposed Main Street Program area.
- ❑ **Demonstrated need:** The need for the Main Street Program.
- ❑ **Geographic distribution and discretionary:** Extra points can be added for underserved location.

Next Steps for COK Main Street Designation

- ❑ **July-August 2022:** Hire Downtown Revitalization Director
- ❑ **Sept-April 2023:** Prepare Main Street Program Application
- ❑ **May 2023:** Submit Intent to Apply
- ❑ **July 2023:** Submit Completed Main Street Program Application
- ❑ **November 2023:** Obtain Preliminary Main Street Program Designation
- ❑ **November - December:** Orientation and review for newly designated communities
- ❑ **January 1, 2024:** Obtain Official Main Street Program Designation