



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: April 4, 2024

SUBJECT

Receive a report and hold a discussion regarding the Quarter Two Main Street Report.

BACKGROUND

In 2023, the City Council approved the Main Street Program Manager position to be back with the City of Denton and housed in Economic Development. The Main Street Program Manager also oversees the Denton Main Street Association (DMSA) which is a non-profit 501 (c) (6). The Main Street Program follows the four-point approach to support community transformation.

Economic Vitality

Bullseye Bikes has completed its renovation and its final inspection was approved. They will move forward to request their reimbursement from the Downtown Reinvestment Grant. There are three active Private/Public partnerships.

- 116 W. Oak (McBride's > Voodoo Brewery)
- 104-106 W. Oak (McNeill's > Engineering Firm/Retail Space)
- 212 W. Sycamore (Eagle Surveying)

Held the first Main Street Masterclass of 2024 to review the process of the Downtown Reinvestment Grant. Partnered with the Building Inspection team to explain how permits and the grant process work together. The Historic Preservation Officer explained the different designations and certificates buildings Downtown can receive along with state and federal historic tax credits.

Within quarter two, there have been seven new businesses opened, five businesses closed, and one relocated.

Design

Downtown Beautiful Business Award – Each month Main Street works in cooperation with Keep Denton Beautiful, Parks and Rec, the Historical Preservation Officer, and a group of Downtown community members to recognize a business within the Downtown District that has done an exemplary job keeping their property clean, maintaining building exterior standards i.e., signage, paint, cleanliness, and has enhanced the area with beautification efforts. Winners: January, Juliet's Jewels; February, Flowergarden 118; March, L'Amitie.

Promotion

For the entire month of February, Main Street businesses partnered with local non-profits to provide designated donation days or special discounts if customers donated items to the non-profit. This initiative

helped promote not only the non-profits but also created an opportunity for guests to discover new businesses.

Organization

Main Street hosted a Downtown Safety Meeting in partnership with the Community Services Team to roll-out the Downtown Ambassador Program to Downtown stakeholders.

Main Street hosted a Retail Roundtable for retail specific businesses to discuss struggles, wins, and any initiatives Main Street can use to bring more attention to Downtown retailers.

Main Street had 144 Volunteer Hours, 155 Board Member Volunteer Hours for a total of 299 Total Volunteer Hours.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:
Kristen Pulido
Main Street Program Manager