



Main Street Annual Report FY 24-25

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Downtown Reinvestment Grant

April 15 – Downtown Masterclass

- Educate businesses within the new TIRZ 1A boundary on the Downtown Reinvestment Grant and Historic Tax Credits

Downtown Reinvestment Grant Pipeline Stage	
5% - Lead	10
10% - Awaiting Application	13
15% - Application Review	4
Lead Lost	10
TOTAL	37

FY 24/25 Tax Increment Reinvestment Zone Number One (Downtown) Grants				
Owner/Business	Address	Type	Capital Investment	Amount Awarded
Green Eggs and Ham LLC	116 W. Oak	Façade	\$138,500	\$50,000
Eagle Surveying	212 W. Sycamore	212 W. Sycamore	\$1,465,728	\$50,000
The Plot Twist	227 W. Oak	227 W. Oak	\$49,605.00	\$27,148.96
		TOTAL	\$1,653,833	\$127,149

Downtown Opening & Closings

Business Opening and Closings				
	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
Q1	7	0	24	0
Q2	5	4	19	99
Q3	3	6	15	43
Q4	4	2	95	15
TOTAL	19	12	153	157

Top Reasons for Closures:

1. Personal/Family Matters
2. Location
3. Zoning

Top things the city can do to support Downtown businesses:

1. Parking solutions
2. Wayfinding
3. Marketing & Promotion

Annual Business Retention, Expansion & Recruitment

37

Business
Retention &
Expansion Visits

*Avg. 3 per month

34

Recruitment
Goal: 5
businesses a
week

*Started tracking in July

18

Active Business
Support
Requests

*Started tracking in June



Downtown Engagement

- **Downtown Masterclass:** Educate businesses within the new TIRZ 1A boundary on the Downtown Reinvestment Grant and Historic Tax Credits
- **2 Downtown Safety Meeting:** Partnered with Community Services, DPD, and the Downtown Ambassadors to review the needs of the community
- **2 Public Improvement District Meetings**
- **Downtown Halloween Town Hall:** Invited Downtown property and business owners, along with Parks and Rec, and the City of Denton's Marketing team, to explore how businesses can participate in the City's 31 Days of Halloween
- **Retail Roundtable:** Downtown retailers gathered at The Dime Store, where owner Anna shared her experiences, and a UNT professor joined to discuss potential partnerships around career fairs, staffing, and integrating downtown business insights into merchandising classroom education.
- **Fire Suppression Workshop:** Partnered with the Denton Fire Department to educate Downtown businesses on the importance of Fire Suppression and to share future goals for increasing its implementation across more locations.



Training & Highlights

- Nationally Accredited Main Street Program
- Supported Downtown Utility Grant for those impacted by road construction and slower summer Downtown traffic
- Texas Downtown Association Conference – Abilene
- Basic Economic Development Course - Waco
- Richardson Regional Economic Development Symposium
- Texas Main Street Design Workshop – Waxahachie
- Women in Economic Development Meet-up
- Texas Downtown Associations Downtown Roundtable, Corsicana, TX
- Texas Main Street Retreat - Austin
- Downtown Lowdown Launch



DOWNTOWN LOWDOWN



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Questions?
