



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor

DATE: June 17, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute an agreement with the Texas Historical Commission to participate in the Texas Main Street Program demonstrating the City of Denton's commitment to continue as a "sustaining level official main street city" and authorizing payment of the annual fee in the amount of \$2,600; and providing an effective date.

BACKGROUND

Since 1990, the City of Denton has administered a Downtown Development Program using the National Main Street methodology in conjunction with the Texas Historical Commission. The Program emphasizes downtown economic revitalization through preservation and rehabilitation of historic buildings in order to provide the necessary image for the downtown area and serve as a unifying factor to encourage area merchants and building owners to reinvest in downtown.

The state contract sets out the City's responsibilities as well as the additional advantages, including group procurement, training, network and staff assistance from the state level that are part of participation as a sustaining Main Street member.

Per the contract, the City will:

- Employ a full-time paid program manager and assistant manager who will attend at least two professional development segments annually:
 1. Real Places Conference of the Texas Historical Commission.
 2. TMSP Basic Training. Required orientation for new program managers.
 3. TMSP Annual Professional Development retreat for all program managers.
 4. National Main Street Now Conference.
 5. Certification programs of MAIN STREET AMERICA.
 6. Texas Downtown Conference of the Texas Downtown organization.
 7. PastForward Conference of the National Trust for Historic Preservation
- Carry out their Local Program work according to the Main Street Approach as promulgated by the National Main Street Center and displayed at <https://www.mainstreet.org/mainstreetamerica/theapproach>.
- Incorporate the Main Street Community Accreditation Standards into the Local Program work:
 1. Broad-based Community Commitment.
 2. Leadership & Organizational Capacity.
 3. Diverse & Sustainable Funding.
 4. Strategy-Driven Programming.

5. Preservation-Based Economic Development.

6. Demonstrated Impact & Result.

- Track statistics such as reinvestment and job/business creation and submit them to the TMSP office.
- Submit an annual report that includes an evaluation of the Local Program implementation of the Main Street Community Accreditation Standards (as outlined above).
- Pay THC an annual fee in the amount of \$2,600 to defray cost of staff time and expenses for services provided under the Local Program.

Summary of services to be performed by Texas Main Street Program:

- Site visits to address design/planning, economic development and organizational/program capacity issues.
- Services may include but are not limited to façade renderings/technical reports; city planning; preservation, and historic building expertise by licensed architects and other design professionals; business development and funding advice; program manager and assistant manager and board training, and program capacity.

FINANCIAL INFORMATION

The City will pay the 2,600 annual fee to participate in the Main Street Program and supporting travel and programming.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance & Contract

Respectfully submitted:

Kristen Pulido

Main Street Program Manager

Office of Economic Development