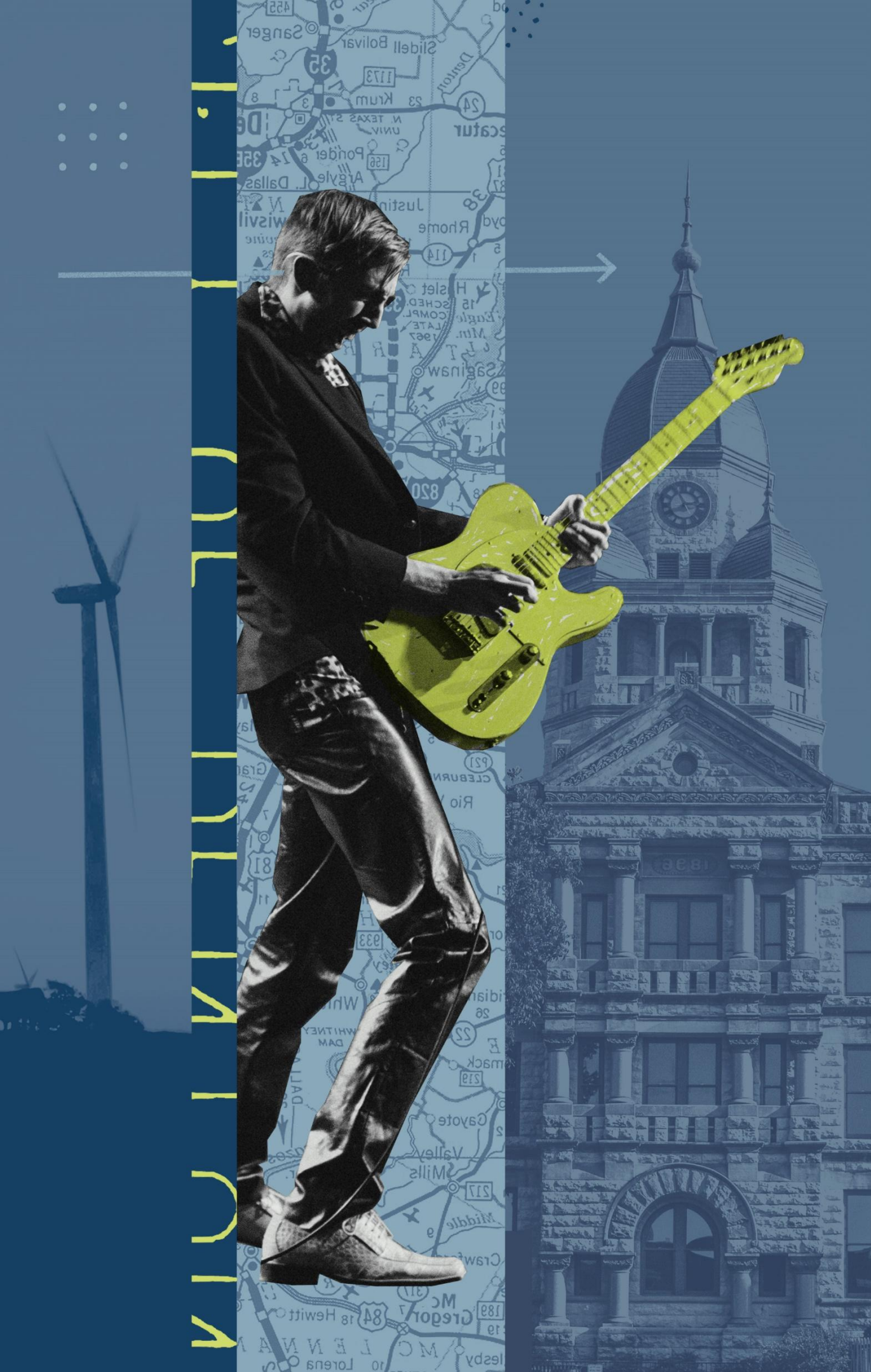




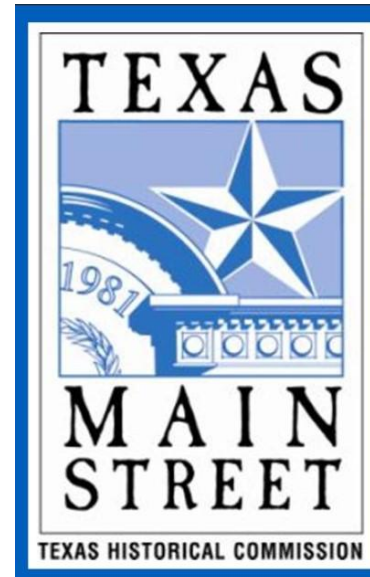
DENTON MAIN STREET PROGRAM

HOT FUND APPLICATION

KRISTEN PULIDO
MAIN STREET PROGRAM MANAGER
DENTON OFFICE OF ECONOMIC DEVELOPMENT

BACKGROUND

- Since 1990, the City of Denton has administered and maintained a Downtown Development Program through a contract with the Texas Main Street Program under the Texas Historical Commission
- The program focuses on Downtown economic revitalization through preservation and rehabilitation of historic buildings 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.

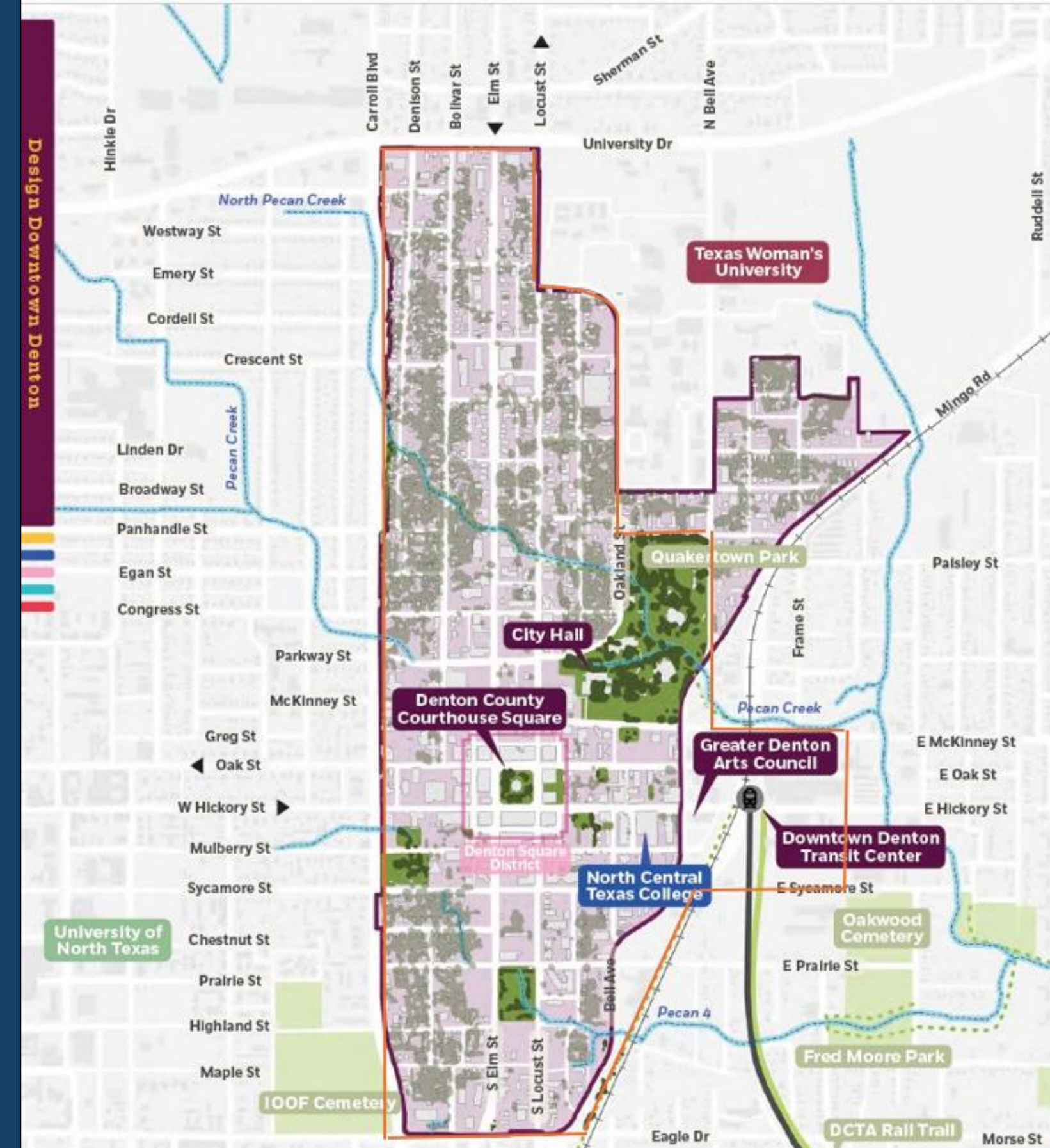


DENTON MAIN STREET ADVISORY BOARD

- On June 16, 2026, City Council approved the creation of the Denton Main Street Advisory Board.
- The Board will meet quarterly and consist of 7 voting members and 2 non-voting ex-officio members who are appointed by City Council.

Members of the board shall consist of the following:

1. Historic Preservation or HLC Representative
2. Greater Denton Arts Council Executive Director (GDAC)
3. Downtown Denton Foundation Leadership/Staff
4. Main Street District Property Owner
5. Main Street District Business Owner
6. Main Street District Business Owner
7. Hospitality and Tourism Representative
8. Ex-Officios
 - a) Denton County Representative
 - b) University Representative



- *Purple: Design Downtown Boundary
- *Orange: Current Main Street Boundary



VISION

To maintain Downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

MISSION

To promote and preserve Downtown Denton as a vital asset to the community.



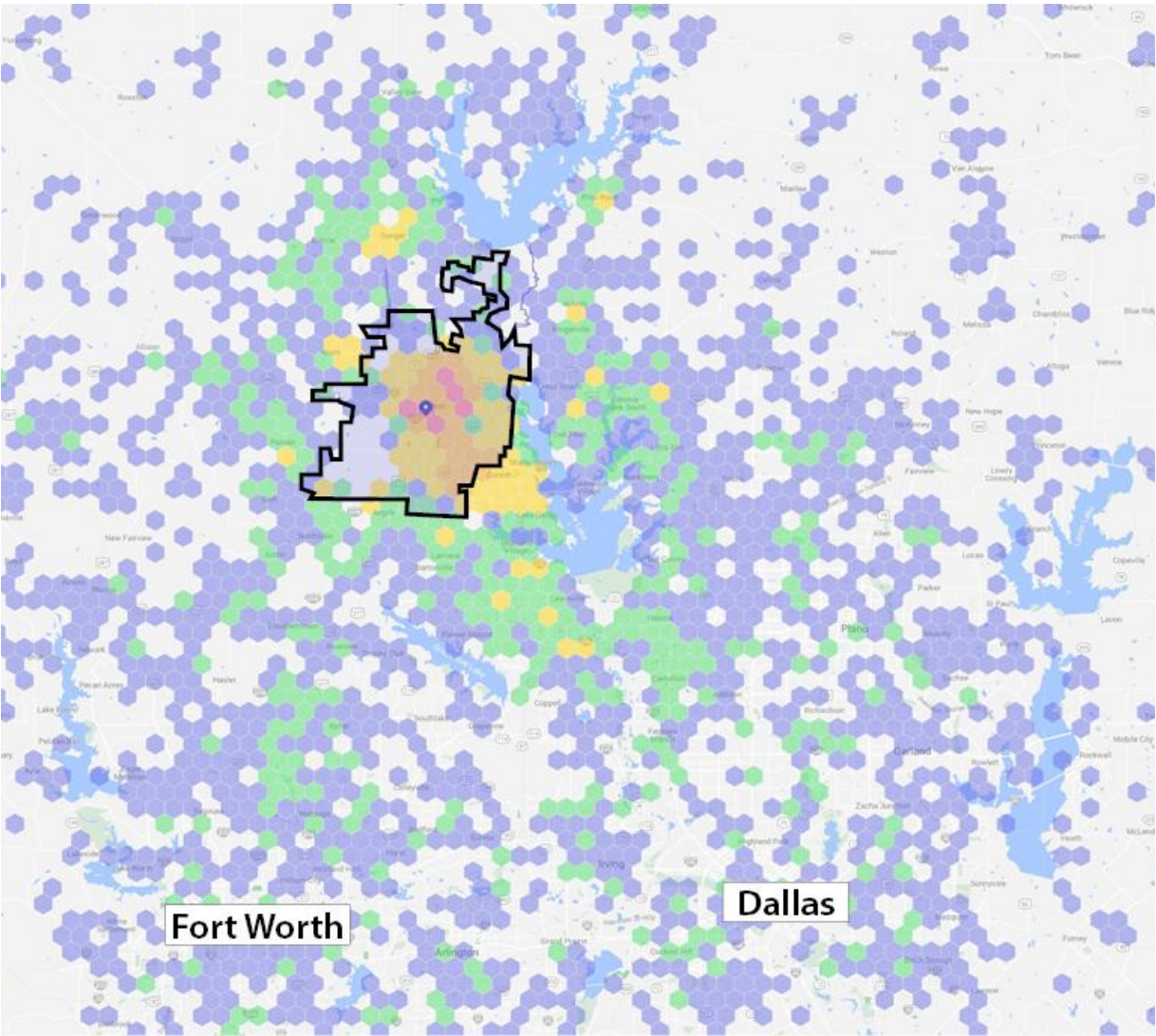
DENTON MAIN STREET GOALS & ACTIVITIES

- The goal for the Main Street Program is to strengthen Denton's Downtown economy by leading coordinated business retention, expansion and recruitment efforts while delivering a comprehensive, year-round series of tourism focused events, marketing initiatives, and historic preservation activities.
- With the transition of the Main Street Program to the City and the dissolution of the Denton Main Street Association (DMSA), former responsibilities were divided between the City's Main Street Program and the Downtown Denton Foundation.

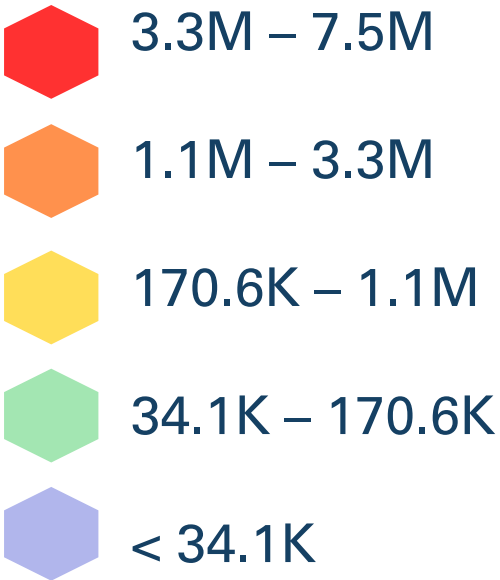


TARGET AUDIENCE

- Visitors staying in Denton hotels who are seeking walkable cultural, dining, and entertainment experiences.
- Regional travelers from the DFW metro area and surrounding counties who visit Denton for events, shopping, dining, and historic attractions.
- Heritage and cultural tourism audiences interested in Denton’s historic downtown, preserved architecture, and unique public spaces.
- Prospective new businesses and entrepreneurs considering Denton as a location for investment and growth.



#OF VISITS MADE BY
DENTON WORKERS



Category	Estimated Value
Global Heritage tourism market	\$605B (2024) vs \$675B (2026)
NPS Historic Site Visits	6.5M visits/year
Estimated Historic Downtown Visits (U.S)	5-15M Annually

LONG-STANDING MAIN STREET EVENTS

- **Business Open Houses*** – businesses offer special weekend promotions i.e discount, menu items, etc.
 - **Holiday 2025**
 - 18 businesses participated
 - Over a 3-day period there were an estimated 25K attendees
 - **Spring 2024** *last available data
 - 12 businesses participated
 - 2025: Over a 7-day period there were an estimated 69K attendees
- **Wassail Fest*** – Partner with the Denton Holiday Lighting Festival to create a weekend Holiday event where businesses create their own variety of Wassail
 - Established in 1999
 - 46 businesses participated
 - Estimated 12,000 attendees
- **Small Business Saturday 2025**
 - Estimated 9,000 attendees for the Saturday event



*Previously funded by HOT funds
CPC 26-019

TOURISM

- **Advertising, Solicitations, and Promotions**
 - Downtown visitor guides, maps and promotional content*
 - Expected annual distribution of 15,000-20,000 guides, with trackable QR code scans for Downtown dining and events
 - Digital Kiosks
- **Historic Restoration and Preservation Activities**
 - Activation of Austin Street
 - Aligns with the Design Downtown Plan
 - Street activations generate compelling visuals and content for social media tourism promotion.
 - Partner with Better Block
 - Revitalize and activate underutilized spaces
- **Signage**
 - Wayfinding to strengthen the connection between hotel guests and the experience available in Downtown (Sidewalk decals)
 - Digital Kiosks that offer interactive navigation to Downtown businesses, historic sites, and event locations.
 - Usage analytics including number of interactions, most-clicked businesses, and navigation routes to historic sites.

ACCESS TO ANYWHERE



QUESTIONS?

