

CITY OF SEGUIN

TO: City Council

FROM: Blaire Friar, Main Street & Destination Seguin Director

DATE: April 7, 2026

SUBJECT: Texas Main Street Program Participation



It's real.

Historical Background

Seguin was a charter member of the Texas Main Street Program (TMSP) from 1981-1985 and has maintained continuous active membership and accreditation since 1998 (32 years total!). To maintain our accreditation and continue participating in the Texas Main Street Program, the attached Resolution and Letter of Agreement must be signed by the City Manager.

As a Main Street community, Seguin receives free training, economic impact analysis, design assistance, a list serve, strategic planning workshops, project renderings, and access to grants, such as the Texas Capital Fund. In exchange, the City of Seguin agrees to pay the salary of the Main Street Program's Director, send the director/staff to two training courses per year and pay \$535.00 in dues.

The mission of TMSP is "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. Using a team-centered approach, we strive to provide highly effective, individualized services to our 90 designated programs to help them reach their revitalization and preservation goals."

Action Requested

Authorize the City Manager to execute the Agreement between the City of Seguin and the Texas Main Street Program.

Procurement Methodology

This is a resolution only and requires no procurement.

Funding Source

Annual dues are accounted for in the Main Street Budget.

Staff Recommendation

Staff recommends approval.

Attachments

Resolution
2026 Main Street Program Contract