

MEMORANDUM

To: Mayor and City Council Members
Steve Parker, City Manager

From: Kyle Kramm, Main Street Program and CVB Director

Through: Rick Cortes, Deputy City Manager

Subject: Texas Main Street Program Participation

Date: December 1, 2022

Attached is a Resolution outlining the City of Seguin support for continuing participation as a member of the Texas Main Street Program – the state coordinating program of Main Street America. This Resolution, along with a Letter of Agreement to be signed by the City Manager, is required in order for Seguin to continue participating in the Texas Main Street Program.

As a Main Street community, Seguin receives free trainings, economic impact analysis, design assistance, a list serves, 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 trainings a year and pay \$535.00 in dues.

The mission of the 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."

Seguin was a charter member of the Texas Main Street Program in 1981 to 1985. Seguin would rejoin the program in 1998 and has been an active member ever since.

As the Director of the Seguin Main Street Program, I ask Mayor and Council to support continued participation in this excellent statewide downtown revitalization program and approve the Resolution.