

**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:** January 12, 2021

Attached is a Resolution outlining the City of Seguin support for continuing participation as a member of the Texas Main Street Program. 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 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 trainings a year and pay \$535.00 in dues.

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.