



AGENDA MEMORANDUM

Future Agenda Item for the City Council Meeting of July 21, 2015
Regular Agenda Item for the City Council Meeting of July 28, 2015

DATE: July 13, 2015
TO: Ronald L. Olson, City Manager
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Resolution to support Downtown Management District's application for the Texas Historical Commission's Main Street Program.

CAPTION:

Resolution authorizing participation as a Texas Main Street Urban City and designating city participation.

PURPOSE:

The purpose of this item is to support the Downtown Management District (DMD) in their application to the Texas Historical Commission's (THC) Main Street Program (TMSP).

BACKGROUND AND FINDINGS:

The mission of the Texas Main Street Program (TMSP) is "to provide technical expertise, resources and support for Texas communities in the preservation and revitalization of historic downtowns and commercial neighborhood districts in accord with the National Main Street Four Point Approach® of organization, economic restructuring, design and promotion."

Each year, the THC selects up to five Texas cities for official Main Street designation. The designation provides access to a statewide and national network and services from the TMSP staff. Designation lasts for five years. Benefits include:

- Design services from professionally-trained TMSP staff to help downtown property owners undertake effective rehabilitation, restoration and adaptive re-use projects
- As-needed technical consultation with business and property owners on a variety of topics
- Individualized, on-site training for Main Street managers, boards and participants
- Two Annual Main Street trainings for volunteers or staff
- Product development, such as design reports for specific properties, strategic planning reports and other technical reports based upon the community's individual needs
- Participation in a Main Street listserv
- Technical assistance on resources for funding projects and furthering development
- Comprehensive resource reports for new programs to drive a multi-year plan of action
- Access to a Main Street-specific pool of improvement funds through the Texas Capital Fund of the Texas Department of Agriculture.

Though Corpus Christi has a rich history, there is room for improvement on utilizing and preserving this history to enhance our identity as a community settled in 1852. Participation in the TMSP will support efforts to build on the history of Downtown Corpus Christi.

ALTERNATIVES:

The alternative was no to support the DMD's Application.

OTHER CONSIDERATIONS:

For communities over 50,001, TMSP requires two full time positions, including a full-time Main Street Director to be budgeted for through the five year membership. The DMD has met this requirement with the Merchant's Coordinator position, added in FY 2015.

CONFORMITY TO CITY POLICY:

N/A

EMERGENCY / NON-EMERGENCY:

This is a routing, non-controversial item.

DEPARTMENTAL CLEARANCES:

N/A

FINANCIAL IMPACT:

Operating Revenue Capital Not applicable

Fiscal Year: 2015-2016	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget				
Encumbered / Expended Amount				
This item				
BALANCE				

Fund(s):

Comments: By supporting this Resolution, the City is not obligated for any finances beyond what is budgeted annually for the DMD Interlocal Agreement.

RECOMMENDATION:

Staff recommends approval of the Resolution.

LIST OF SUPPORTING DOCUMENTS:

Resolution – Texas Main Street Program