

Legislation Details (With Text)

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Title: Discussion and update regarding the New Braunfels Main Street Program
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Date	Ver.	Action By	Action	Result
6/18/2024	1	Downtown Board		

PRESENTER:

Mandi Scott, Economic and Community Development Manager

SUBJECT:

Discussion and update regarding the New Braunfels Main Street Program

DEPARTMENT: Economic and Community Development

COUNCIL DISTRICTS IMPACTED: 1, 5

BACKGROUND INFORMATION:

The City of New Braunfels has been a member of the Texas Main Street Program (TMSP), a subsidiary of the Main Street America (MSA) program, since 1999. MSA is a subsidiary of the National Trust for Historic Preservation. MSA's Four Point approach is referenced in the Downtown Board bylaws and are also fundamental to the work of the Economic and Community Development Department (ECD). The Four Points are organized into Transformation Strategies that are defined and set by each community: Economic Vitality, Design, Promotion, and Organization.

This presentation will provide the Board updates on the New Braunfels Main Street program and the recent Texas Main Street Manager Training in San Angelo, TX.