Legislation Details (With Text)

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Title:	Discussion and update regarding the New Braunfels Main Street Program		
Sponsors:			
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Date	Ver.	Action By	Action	Result
3/19/2024	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.

The TMSP has deemed the New Braunfels Main Street Program to be out of compliance for a variety of reasons and is on probation through April 30, 2024, when an additional assessment will take place.

ISSUE:
This presentation will provide updates related to the New Braunfels Main Street program, including the Transformation Strategy identified and 2023 Annual Report submitted to National Main Street in January 2024.