



MEMORANDUM

City of Angels City Council

Date: 3/3/2026
To: City Council
From: Amy Augustine, AICP
Re: Resolution 26-32 Authorizing Membership in Main Street America for Three Years

Recommendation

Approve Resolution 26-32.

Background/Discussion

Main Street America's stated purpose is "...reenergizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation." <https://mainstreet.org/>

During City Council public hearings, several downtown business owners in the historical commercial district have expressed the need for increased economic development. At least one local business owner has requested that the City pursue listing the district on the National Register of Historic Places and become a member of Main Street America to assist with economic development.

A general membership in Main Street American would allow the city access to resources that can assist in economic development and preservation in the historic district.

A sampling of these resources (by subject) includes:

- Small Business Support

- Small Business Hub

- Knowledge Hub (Main Street Approach, Community Preservation, Real Estate and Property Development, Public Space and Infrastructure, Small Business and Entrepreneurship, Fundraising and Finance, Marketing, Communications and Events; Policy and Advocacy)

- Funding Opportunities

- Main Street America Academy

- Main Street Insurance

- Main Street Now Conference (annual 3-day conference)

- Government relations

- Field Services (One-day, in-community workshops for commercial district leaders; In-community,

multi-day technical assessment and plan development to identify gaps and create plans for revitalization)

Podcasts webinars, conferences, self-guided courses, and funding sources with up-to-date forecasting and trends (e.g., *8 Predictions for 2026: What Small Business Owners Needs to Know*; *Small-Scale Manufacturing on Main Street (The Sweet Granada Chocolate Shop)*; *Small business trends*)

Grant programs:

- Backing Small Businesses grant program (supported by American Express) - @\$10,000
- Backing Small Businesses Enhancement Grant Program - @\$25,000
- T-Mobile Hometown Grants (up to @\$50,000)
- Listing of external grant programs supporting small businesses in historic districts

To allow for sufficient time to evaluate the usefulness of the Main Street America program, staff are requesting three years of membership.

Financial Impact

Up to \$1000 in general fund dollars. The current annual membership fee is \$295 annually.

Attachment

Resolution 26-32