

FEBRUARY 2021



CITY OF DALLAS MAIN STREET PROGRAM

“A Main Street Approach to a Stronger Community!”

A Sub-program of Business Development Strategic Plan



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CITY OF DALLAS MAIN STREET PROGRAM

WHAT IS MAIN STREET?

The National Main Street Center was “established as a program of the National Trust for Historic Preservation in 1980 as a way to address the myriad issues facing older and historic downtowns during that time”.

On July 1, 2013, the National Main Street Center was relaunched as an independently-operated subsidiary of the National Trust, and in 2015, it launched a new program brand, Main Street America, to reinvigorate the outlook and strategy of Main Street as viable in any city, large or small, and on a local, regional, and national basis.

Based in Chicago, Illinois, the National Main Street Center works with its state programs to implement the goals of Main Street nationwide. The City of Dallas’ Main Street Program is required to pay annual dues to the National Main Street Center to use the branding and resources provided by the program.

FOUR-POINT APPROACH

Main Street operates under a targeted approach to downtown development through the lens of historic preservation. Remember that historic preservation is economic development! The Four-Point Approach has been used by Main Streets nationwide to great success. The approach consists of the following:

- **Design:** A focus on Design supports a community’s transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets must pay attention to public space through the creation of pedestrian-friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, and more.
- **Organization:** A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone nonprofit organization, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources are mobilized to effectively implement the Community Transformation Strategies.
- **Promotion:** A vision of success alone is not enough. Communities must work together to identify key strategies, known as Community Transformation Strategies, that will provide a clear sense of priorities and direction for the revitalization efforts. These strategies

must focus on both long and short-term actions that will move a community closer to achieving its goals.

- **Economic Vitality:** This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic development opportunities, and creating a supportive business environment for small business owners. Supporting downtown housing is also a key element of building Economic Vitality.

Georgia Main Street

Also in 1980, the Georgia Main Street Program was formed as one of the original pilot state coordinating programs of the National Main Street Center. It launched with five communities and now serves over 100 communities today.

Georgia Main Street provides various resources, including design services, webinars, conferences, and more to assist its local programs. The City of Dallas's Main Street Program is required to annually report on its activities and work plan and must be recertified by Georgia Main Street on a yearly basis.

Georgia Main Street Tiers

Georgia Main Street organizes its over 100 Main Street programs into different tiers, which are based on several factors, including length of operation, staffing, operational effectiveness, and need. The tiers follow:

- **Tier 1: Downtown Affiliate Network.** The Downtown Affiliate Network is available to communities, neighborhoods, and non-traditional business districts that have a strong commitment towards downtown development, but have a desire for a more flexible approach in the revitalization of their downtown.
- **Tier 2: Classic Main Street Program.** All Classic Main Street Programs are designated by the State of Georgia and nationally accredited by the National Main Street Center on an annual basis. As part of the annual accreditation process, all Classic Main Street communities are required to meet the 10 standards for accreditation. These standards place an emphasis on historic preservation education, as well as economic development, lending itself to an active and vibrant downtown.
- **Tier 3: Georgia's Exceptional Main Streets (GEMS).** The Georgia's Exceptional Main Street communities, or better known as GEMS, represent some of the best of the best Main Street Programs that the state has to offer. These Main Street Programs have gone above and beyond expectations by making a strong and positive impact in their communities as measured by the Monthly Reporting and Annual Assessment Process.

GEMS-level communities are entitled to special one-on-one technical services offered through the Office of Downtown Development, as well as discounted training opportunities.

Main Street Dallas / mydallasga

MISSION STATEMENT

The Mission Statement of the City of Dallas' Main Street Program is to promote and inspire economic development and in turn improve the quality of life and vitality of a stronger community

VISION STATEMENT

Main Street Dallas (mydallasga) is a municipal organization formed to revitalize the historic downtown area of the City. The overall objective is to improve the longevity and appearance of historic downtown and strengthen the foundation for future growth and unity within the community.

Main Street Advisory Board

Main Street Dallas (mydallasga) operates under the Main Street Four-Point approach. Each Main Street program is required to have an overarching committee. The Main Street Advisory Board will serve under the direction of the Main Street Manager and in conjunction with other city boards and committees in order to support the Four Point approach. The Main Street Manager along with the current Advisory Board will solicit the City of Dallas Main Street Advisory Board members. The Advisory Board will consist of 7 members with official appointment made by the Mayor and Council as stated in the City of Dallas Main Street Advisory Board Bylaws.

The City of Dallas Main Advisory Board shall be comprised of the following:

Business Development Director/Main Street Director- city paid; full time employee

Council Members (2) – elected officials; appointed by Mayor; committee commitment follows elected term

Community Volunteers (4)- one representative from Downtown Merchants Association, one representative from PCSB, one representative representing local non-profit, one representative from local business

Additional Support Committees- City of Dallas Historic Planning Commission; Economic Development Committee, Community Development Committee.

Support Boards & Committees

Historical Preservation Commission (HPC)

The Office of Business Development will work in conjunction with the City of Dallas Historical Preservation Commission to assist with defining the City of Dallas Residential Historic District, update any necessary documents and provide assistance to the commissioners as needed. It will also be the duty of the Office of Business Development Director to organize called meetings, take minutes, and provide assistance as liaison between the City of Dallas and HPC.

Downtown Development Authority (DDA)

The Director of Business Development will work with the Downtown Development Authority through meetings, activities, events and serve as a liaison between DDA and City Council.

Budget

The City of Dallas' Business Development Department oversees multiple budget line-items in the City of Dallas' General Fund, including the budget for the Main Street Program. Budget items are built in to the overall department budget but some line items may be specific to Main Street Dallas, i.e. – Main Street Fundraising, Special Events, and other specific items relating to the program.