



Downtown Revitalization Tools & Resources

Main Street is Economic Development

\$202.6 Million
TOTAL DOWNTOWN REINVESTMENT

255

small businesses
and 824 jobs
were created.



6,386



volunteer hours

(= \$ value of \$1.5 million
contributed to local
programs to support
the revitalization effort)

*In the first two quarters of 2019, Texas' **90**
designated Main Street communities reported
the following reinvestment into their Main
Street districts.*

Downtown is the Mirror of Your Community

\$184.1 Million

2018 TOTAL REINVESTMENT

427

New businesses
created



Private
\$116,673,551



Public
\$67,463,349

1,480

Jobs created



8



Texas Capital Fund
Recipients receiving
\$1.92 million for
\$2.64 million of projects

**\$2.471
Million**



Dollar Value
contributed
to Volunteer Hours
in local programs

\$4.1 Billion
SINCE 1981

What is Main Street?

A sustainable economic development strategy of volunteer-supported and stakeholder-driven downtown revitalization through historic preservation.

A community is only as strong as its core.

The Main Street Four Point Approach™



Downtown is a marketplace with the potential for return on investment.



Downtown's historic nature is what makes it special. The historic assets are worth saving & reusing.



Downtown is a vibrant, active place worth visiting.



The Main Street program is an effective organization through which the downtown vision is achieved.



Economic
Vitality

ECONOMIC VITALITY

focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

PHARMACY MUSEUM

Find your place in historic Downtown, TX

I'm looking for in historic downtown **GO!**

Discover your next downtown property with the 2016 **Possibilities Tours**

TEXAS HISTORICAL COMMISSION
real places telling real stories

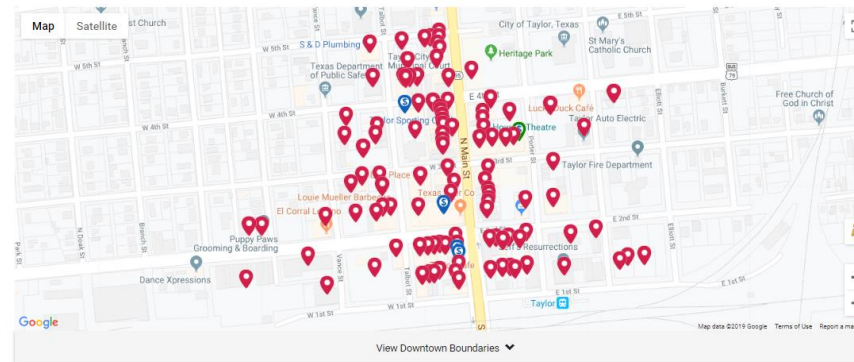
Find your place in **DowntownTX** **.ORG**
HISTORIC PROPERTY LISTINGS

Texas
Alpine
Amarillo
Bastrop
Beaumont
Beeville
Brownsville
Buda
Caldwell
Celina
Corpus Christi
Corsicana
Cotulla
Denison
Denton
Elgin
Farmersville
Georgetown
Goliad
Hartlingen

Find your place in Taylor (114 results)

filtering for all [clear filter]

114 1st St	Inventoried	VIEW DETAILS
313 1st St	Inventoried Built 1889	VIEW DETAILS
101 E 1st St	Inventoried	VIEW DETAILS
108 E 1st St	Inventoried	VIEW DETAILS



Why Taylor?

Downtown Taylor offers an urban feel in a small town setting just 30 minutes east of Austin in one of the fastest growing counties in Texas. With a reputation for world-class barbecue and cotton production, Taylor has recently become known as a small-business friendly community attracting diverse and creative entrepreneurs. An updated downtown master plan has helped generate momentum for transformative projects like Heritage Square park, city hall redevelopment and a downtown skate park.



Design

DESIGN

supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.



Promotion

PROMOTION

positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.



ORGANIZATION

involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



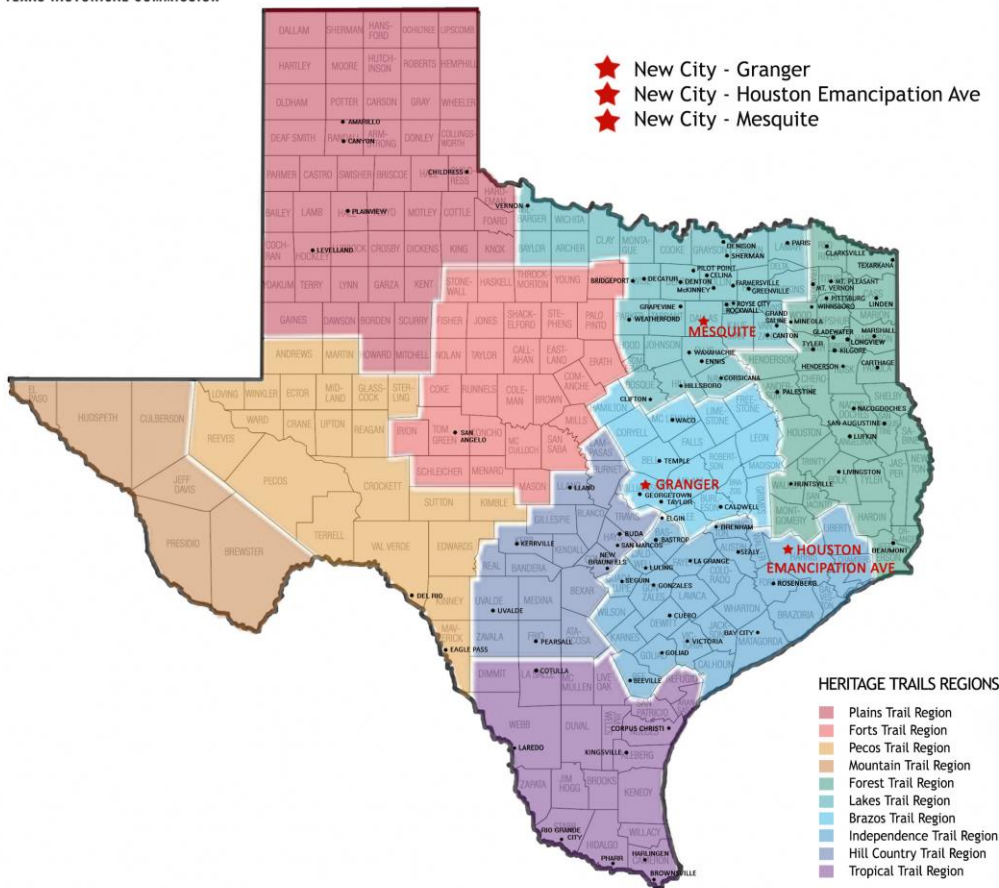
Downtown Buildings = OPPORTUNITY!



Becoming a Main Street community



MAIN STREET CITIES 2019



Under 5,000
24 cities

5,0001 – 20,000
28 cities

Mid-size cities to
50,000
21 cities

50,000+ urban
population
15 cities

TARGETED INCENTIVES

- Support local and existing businesses first.
- Be sure the incentive supports what you want.
- Be strategic in application.



TYPES OF INCENTIVES

- Tax breaks
- Low interest loans
- Grants
- Infrastructure
- Workforce training
- Promotion assistance
- Preferential purchasing



DOWNTOWN FOCUS AREAS

Consider conducting a **CEDS** to identify and prioritize projects (some may be eligible for EDA funding).

Contact the Houston-Galveston Area Council about this process.

1. Preservation & development
2. Small business support & start-ups
3. Downtown housing



1. Preservation & Development

Tax Increment Reinvestment Zone (TIRZ)

Public Improvement District

Texas Historical Commission

- CLG Grants (\$2,000 to \$30,000)
- Historic Preservation Tax Credits (State & National)
- ADA Tax incentives

Texas Department of Agriculture

- Planning and Capacity Building Fund (up to \$55,000)
- Texas Capital Fund (\$50,000 to \$150,000)
- Infrastructure Development program (\$50,000 to \$1.5 million)
- Real Estate Development program (\$50,000 to \$1.5 million)

Hotel Occupancy Taxes

Opportunity Zones



2. Small Business Development

Local

- Sales tax rebates
- Property tax abatements

Texas Governor's Office:

- Texas Enterprise Zone Program
- Product Development and Small Business Incubator
- Skills Development Fund
- Self-Sufficiency Fund
- Capital Access Program
- Texas Leverage Fund

Texas Department of Agriculture:

- Small & Microenterprise Revolving Loan Fund
- Go TEXAN Partner Program

Community Banks and the Small Business Administration (SBA)



3. Downtown Housing

Texas Department of Housing & Community Affairs

- Low-income Housing Tax Credits

Texas Department of Agriculture

- Community Development Fund

Neighborhood Empowerment Zones



DOWNTOWN CONSIDERATIONS

- Think beyond retail.
- Link downtown strategies to broader community goals.
- Establish standards to support quality development & improvements.
- Business start-up training & entrepreneurship.
- Downtown housing.
- Targeted incentives policy to match your needs.



TAX CREDIT



Waco Hippodrome

Historic Use: Movie theater and performance venue

Current Use: Movie theater and restaurant

Total Rehabilitation Cost: \$2,811,719

Qualified Rehabilitation Expenses:
\$1,541,466

Date Certified: April 21, 2016

Also certified for Federal Rehabilitation Tax Credits.



TAX CREDIT



24-26 North Main, Elgin

Historic Use: Retail

Current Use: Retail, apartment

Total Rehabilitation Cost: \$150,000

Qualified Rehabilitation Expenses: \$140,000

Date Certified: February 23, 2017

Also certified for Federal Rehabilitation Tax Credits.



SMALL BUSINESS



Pop-Up Retail

Past Use: Vacant lot & parking

Current Use: Pop-up Retail

Cost: \$2500-\$5000 per container



SMALL BUSINESS



Innovation Pipeline, Tyler

Entrepreneurship Center

Partnership between City, TJC, UT-Tyler, SBDC,
Chamber & others

Offers training, incubator space, makerspace,
mentoring, legal assistance, etc.



Housing



Conrad Lofts, Plainview

Affordable housing

(29 apartments, 796-1,900 sf)

Combined the use of Historic Preservation
and Affordable Housing Tax Credits





TEXAS
MAIN
STREET

TEXAS HISTORICAL COMMISSION

THANK YOU!



TEXAS HISTORICAL COMMISSION

real places telling real stories

www.thc.state.tx.us

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