

MAIN STREET

MISSION STATEMENT:

The mission of Cedar Hill Main Street is to preserve and enhance the unique character and community of Historic Downtown through design, economic development, promotion and facilitation.

CORE FUNCTIONS:

- 1) **Design** - Enhance the aesthetic appeal of Historic Downtown Cedar Hill
- 2) **Promotion** - Increase public awareness of downtown business districts
- 3) **Economic Development** - Encourage growth, retention, and recruitment of business
- 4) **Facilitation** - Support the interests and development activities of downtown businesses, residents and supporters; Serve as liaison to Main Street Development and Preservation Board and the Cedar Hill Museum of History

CORE FUNCTION: #1 Design

Action:

- Encourage rehabilitation of existing properties
- Coordinate and encourage appropriate infill development in the Old Town and Historic Downtown districts
- Review and uphold Uptown and Old Town ordinances
- Increase public awareness of Old Town district ordinances
- Beautify the Old Town and Historic Downtown districts
- Provide oversight for ongoing streetscape projects
- Coordinate design and development of downtown future master plan

Activity Measurement:

- Meet individually with downtown property owners semi-annually
- Perform inventory of downtown properties and vacant land tracts semi-annually
- Coordinate and report architectural review findings of the Main Street Board to the Planning and Zoning Commission and City Council monthly
- Perform maintenance inspection of benches, decorative lighting and banners annually
- Facilitate Main Street Board meetings monthly
- Coordinate completion of ongoing streetscape projects by September 2016
- Facilitate, at least four meetings annually, with the Planning Department and Main Street Board for design and development standards of future Historic Downtown Master Plan

Meets City Council's Premier Statements:

Cedar Hill has Distinctive Character.

Cedar Hill has Excellent, Safe and Efficient Infrastructure.

Cedar Hill is Safe.

Cedar Hill is Clean.

Cedar Hill has a Strong and Diverse Economy.

CORE FUNCTION: #2 Promotion

Action

- Increase involvement in downtown events (Creative Arts Festival, Old Settlers' Reunion, Country Day, Scare on the Square and Old Town Holiday on the Hill)
- Assist downtown merchants with planning additional activities (After Dark in Historic Downtown ADHD, Cinema on the Square, Remarket)
- Increase downtown publicity
- Promote education regarding historically significant properties in Cedar Hill
- Recognize historically significant properties in Cedar Hill with historic designation marker
- Enhance Historic Walking Tour with heritage appreciation and education programs

Activity Measurement:

- Increase attendance in downtown events by 10%
- Increase merchant-driven downtown events by one per month
- Publish downtown events calendar in *HIGHLIGHTS* newsletter quarterly
- Advertise each downtown event quarterly
- Install historic designation marker within 60 days of recognition or request
- Develop and publish two Historic Walking Tour supplemental features annually

Meets City Council's Premier Statements:

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CORE FUNCTION: #3 Economic Development

Action:

- Monitor retention and expansion of existing downtown businesses
- Recruit new specialty businesses
- Promote downtown growth and development
- Support efforts to develop tourism program with civic and business organizations

Activity Measurement:

- Make Business Retention/Expansion Program (BREP) calls to existing downtown businesses quarterly
- Visit specialty merchants throughout North Texas semi-annually
- Meet with downtown supporters and stakeholders semi-annually
- Attend one tourism-related conference annually

Meets City Council's Premier Statements:

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CORE FUNCTION: #4 Facilitation

Action:

- Develop Old Town/Historic Downtown neighborhood organization
- Increase neighborhood involvement in community events
- Create and maintain a network of downtown Main Street supporters
- Serve as liaison to Main Street Development and Preservation Board
- Serve as liaison to Cedar Hill Museum of History

Activity Measurement:

- Meet with downtown residential organizations semi-annually
- Solicit Old Town residential input and participation in a minimum of two downtown events annually
- Facilitate participation in Main Street events and activities through sponsorships quarterly
- Facilitate Main Street Board meetings monthly
- Attend Cedar Hill Museum of History meetings monthly

Meets City Council's Premier Statements:

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SUMMARY - MAIN STREET

EXPENDITURES	ACTUAL	ACTUAL	BUDGET	EST.	FISCAL YEAR 2016-2017		
	FYE 14	FYE 15	FYE 16	FYE 16	CONTINUED	GROWTH	PROPOSED
Personnel	\$ 43,306	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies	1,333	2,768	7,175	5,860	8,575	-	8,575
Maintenance	-	-	-	-	-	-	-
Services	4,766	12,966	17,285	15,855	17,450	-	17,450
Utilities	109	51	-	-	-	-	-
Miscellaneous	2,499	3,539	7,775	6,020	6,400	-	6,400
TOTAL Dept. Budget	\$ 52,013	\$ 19,324	\$ 32,235	\$ 27,735	\$ 32,425	\$ -	\$ 32,425

STAFFING	ACTUAL	ACTUAL	BUDGET	EST.	FISCAL YEAR 2016-2017		
	FYE 14	FYE 15	FYE 16	FYE 16	CONTINUED	GROWTH	PROPOSED
Main Street Manager	0.5	-	-	-	-	-	-
TOTAL Department Staff	0.50	-	-	-	-	-	-

REPLACEMENT VEHICLES & EQUIPMENT:	ACTUAL COST	LEASE COST	FUNDED
N/A			

MAIN STREET PROGRAMS:	PRIORITY	COST	FUNDED
Cross Street Banners (6)	1	\$ 59,400	Partial (2)*

*\$20,000 is funded via the Hotel Occupancy Tax Fund.

Proposed Program Description

Main Street

Program One (1): Cross-Street Banner Stanchions (6)

Program Cost: \$59,325

Tax Rate Impact \$0.0019

Included in City Manager's Budget: Yes, Partial (\$20,000)

Program Description:

Communication is a key component in successful event planning and one of the most challenging to execute. Statistics indicators conclude that individuals are exposed to as many as 1,500 commercial messages every day, and the average person requires at least five repeat exposures to a message before a conscious visual impression is realized.

This program, first requested in the FY 2007-2008 Budget, would provide consistent, aesthetically appealing banner installation systems to facilitate communication of City-sponsored or sanctioned events and activities that benefit the community or promote local and/or regional attractions. The installation systems would place additional stanchions, or poles, at or near high traffic intersections to display large format banners like those currently represented on Uptown Boulevard at West Belt Line Road near the Government Center.



The banners feature excellent visibility, reducing the need for placement of multiple smaller-format signs throughout the City, and are a proven effective tool for promotion of events. Combined with specified design, construction and placement policies and guidelines, the cross-street banner systems offer maximum utilization of advertising and promotion budgets and provide superior visual impact.

A typical installation would require three 20' stanchions, one each in the right-of-way on either side of a selected thoroughfare, and one center stanchion in the median. The stanchions would facilitate a cable and pulley hanging system to support two mesh banners, one facing either direction, up to 4 feet tall and no more than 40 feet wide. Cost per stanchion installation is \$3,300, which includes reinforced concrete pier, base, pulley and cable hardware. A Facility Use and Reservation Policy would govern banner installations and removals for all City and non-city applications, and all requests would be subject to the Cross-Street Banner Policy and Guidelines.



Prioritized sites for installations include:

1. Uptown Boulevard at FM 1382,
2. Eastbound W. Belt Line Road at Carrell (single stanchion installation),
3. East Belt Line Road at FM 1382,
4. East side FM 1382 at U.S. Highway 67,
5. West side FM 1382 at U.S. Highway 67,
6. Joe Wilson Road at northbound U.S. Highway 67,
7. Pleasant Run Road at southbound U.S. Highway 67,
8. Eastbound and Westbound Belt Line Road at U.S. Highway 67.



If this program is not funded:

The City cannot fully realize the proven awareness, involvement, participation and attendance potential in community, regional and tourism events and activities, and superior visual impact the cross-street banners provide. Communication will become more challenging as traditional alternative methods become unreliable, obsolete or financially unrealistic. Code Enforcement staff will continue to be plagued with non-conforming event signage issues and the sense of place reminiscent of small town event communication will be missing from our distinctive character.

This program reflects City Council's Premier Statements:

- Cedar Hill is Clean.
- Cedar Hill has a Strong and Diverse Economy.
- Cedar Hill has Distinctive Character.

Finance Department's Comments:

This Program will be paid from the Hotel Occupancy Tax Fund, costing \$9,900 per intersection.