

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

2014 - 2015 WORK PLAN

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 2015
- 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 Clean.

Cedar Hill has a Strong and Diverse Economy.

CORE FUNCTION: #2 Promotion

Action

- Increase involvement in downtown events (Walk the Light 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)
- 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:

Cedar Hill has Distinctive Character.

Cedar Hill is Safe.

Cedar Hill is Clean.

Cedar Hill has a Strong and Diverse Economy.

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:

Cedar Hill has Distinctive Character.

Cedar Hill has a Strong and Diverse Economy.

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:

Cedar Hill has Distinctive Character.

Cedar Hill is Safe.

Cedar Hill is Clean.

Cedar Hill has a Strong and Diverse Economy.

SUMMARY - MAIN STREET

EXPENDITURES	ACTUAL			EST. FYE 14	FISCAL YEAR 2014-2015		
	FYE 12	FYE 13	FYE 14		CONTINUED	GROWTH	PROPOSED
Personnel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,530	\$ -
Supplies	-	-	6,975	-	8,025	69,925	8,025
Maintenance	-	-	-	-	-	-	-
Services	-	-	15,300	-	22,935	22,935	22,935
Utilities	-	-	770	-	615	615	615
Sundry	-	-	6,270	-	7,875	7,875	7,875
TOTAL Dept. Budget	\$ -	\$ -	\$ 29,315	\$ -	\$ 39,450	\$ 146,880	\$ 39,450

STAFFING	ACTUAL			EST. FYE 14	FISCAL YEAR 2014-2015		
	FYE 12	FYE 13	FYE 14		CONTINUED	GROWTH	PROPOSED
Main Street Manager	-	-	-	-	0.00	0.00	0.00
Administrative Clerk	-	-	-	-	0.00	1.00	0.00
TOTAL Department Staff	-	-	-	-	-	1.00	-

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

MAIN STREET PROGRAMS:	PRIORITY	COST	FUNDED
Administrative Clerk	1	\$ 45,530	No
Cross-Street Banners	2	\$ 59,400	No
Historic Downtown KIOSK	3	\$ 2,500	Yes*

Proposed Program Description

Main Street

Program One (1): Main Street Clerk (8th year request)

Program Cost: \$ 45,530

Tax Rate Impact: \$0.0016

Option 1 Cost: \$ 34,815 (30 hours per week)

Option 2 Cost: \$ 14,775 (20 hours per week)

Option 3 Cost: \$0.00

Included in City Manager's Budget: No

Program Description:

The Main Street Manager position was established in 2000 to coordinate activities associated with the Texas Main Street designation and serve as liaison to the Main Street Board in development of programs and events to promote Historic Downtown.

Main Street personnel have reached maximum capacity in resources and time within which to develop and implement downtown programming. The purpose of this program position is to serve as administrative support for the Main Street Manager making it possible for current staff to research, plan, develop and implement new and enhanced service opportunities. The position will assist:

- Preparation of agenda packets for the Main Street Development and Preservation Board, transcription of meeting minutes and coordination of board activities and meetings
- Following-up of service requests and event inquiries
- Historic downtown and event database management
- Maintenance of Main Street website and events calendar
- Processing of invoices related to downtown activities
- Coordination and logistical support for meetings and events including the After Dark in Historic Downtown (ADHD), Walk the Light Arts Festival, Citywide Neighborhood Chili Cook Off, Country Day on the Hill, Scare on the Square and Old Town Holiday on the Hill

Time currently allocated to performance of administrative duties will be redirected toward:

- Improving management of existing programs and new program development
- Investigating alternative funding opportunities and grants
- Increased community outreach
- Fostering partnerships to benefit historic downtown
- Coordinating volunteer services in support of community partnerships
- Developing materials for new and existing programs

- Expanding downtown planning, marketing, economic development and tourism initiatives
- Intensified recruitment of specialty/niche business in historic downtown
- Increased cooperation and coordination with other City departments to elevate the levels of customer service provided by the Main Street program

Background:

Since the Main Street Program inception, the scope of activity and responsibility has expanded.

- Increase in number of downtown events including Arts Fairs, Cinema and Scare on the Square, Small Town Saturday Night, Black History Month, the Historic Walking Tour, Better Block and ADHD.
- Coordinating renovation activities for opening of Babe's (2009)
- Coordination of downtown public parking plan
- Oversight for remaining downtown bond project to include streetscape improvements and City Center planning
- City Emergency Management PIO back-up
- Increased economic development and land-use oversight responsibility
- Historic Designation and Walking Tour Programs (2007 and 2009)
- Appointment to the Texas Historic Commission's Texas Lakes Trail board for cultural heritage tourism (2009)
- Appointment to City tourism committee (2010)
- Establish annual Citywide Neighborhood Bar-be-que Cook Off (2008) now the Country Day Citywide Neighborhood Chili Cook Off and the Walk the Light Arts Festival event (2011)
- Coordination and Implementation of Better Block economic development charrette for Historic Downtown (2013)
- Marketing assistance for Police Canine Trials (2010)
- Marketing assistance for Marshal's Warrant Round-up (2011 and 2013)

Main Street projects and initiatives routinely transcend multiple departments and the position frequently assists other individuals and departments with communication, marketing and support services. The department has assisted with or consulted on:

- Planning activities including land-use, Historic Preservation, the Comprehensive Plan Update, the transit-oriented development City Center Plan Phases I and II, and Main Street Master Plan Visioning and Historic Downtown Vision
- Public Works projects involving design and improvement of downtown parking/streetscape activities
- Produced marketing brochures and ancillary support materials for Administration, the Library, Parks and Recreation, Fire, Police, Human Resources Public Works and Cedar Hill Marshals
- Assisted in facilitation of events and meetings for the Planning, Public Works, Fire and Information Technology departments

The department liaisons to Main Street Development and Preservation Board, the Cedar Hill Museum of History (also serving as Trustee), and more recently the Texas Lakes Trail Board of Directors (Immediate Past President) and Cedar Hill Tourism Advisory Board. The position has also been elevated in the City's Emergency Management Plan to provide back-up communications support to the Public Information Officer.

Efforts to develop meaningful partnerships between the historic downtown neighborhood, schools and the business community have come to fruition as evidenced by substantial increases in Main Street activities. The desire to pursue and develop programs of more significance such as a downtown merchants' association, grant funding opportunities and Main Street Master Planning, marketing and tourism initiatives, is limited by the lack of available time and resources with which to research and execute them.

Options:

In the event a full-time position is not feasible, the following options would be acceptable:

- Part-time position (30 and 20 hours per week),
- Multi-departmental/shared position,
- Volunteer position.

If this program is not funded:

Main Street cannot fully develop the programs necessary to elevate the City's brand to the next level of excellence and Main Street potential will not be fully realized for lack of human resources needed to expand near and long term strategic planning and development standards or to effectively market historic downtown, events, promotion and tourism activities.

Finance Department's Comments:

This program includes one microcomputer budgeted in the Information Technology Department. The budgeted cost of the microcomputer is \$1,400 with a lease cost of \$360 per year for five years.

This program reflects 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 Vibrant Parks and Natural Beauty.
- Cedar Hill has a Strong and Diverse Economy.

Program Two (2): Cross-Street Banner Stanchions (6) (5th year request)

Program Cost: \$59,400 (Six intersections costing \$9,900 per intersection)

Tax Rate Impact \$0.0021

Included in City Manager's Budget: No

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 tourism. 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.

Most installations 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.



Potential optional sites for future installations include:

1. Westbound FM 1382 at U.S. Highway 67,
2. Eastbound FM 1382 at U.S. Highway 67,
3. Uptown Boulevard at FM 1382,
4. Joe Wilson Road at U.S. Highway 67,
5. Eastbound and Westbound Pleasant Run Road at U.S. Highway 67,
6. 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.

Program Three (3): Historic Downtown Wayfinding Kiosk (2nd year request)

Program Cost: \$2,500

Tax Rate Impact: \$0.0001

Included in City Manager's Budget: Yes* (Funded in Tourism)

Program Description:

For downtowns to succeed they must carve out, and become known for their particular niches in the marketplace. Historic Downtown is fast becoming a destination of choice for young residents, specialty boutiques, unique dining experiences and special events, both new and traditional. As the number of first-time visitors increases, so does the need to provide signage to direct them to the people, places and things that make Cedar Hill distinctive.



This program will provide a custom wayfinding kiosk in Pioneer Park to direct visitors to the location of downtown retailers, restaurants and service providers as well as nearby municipal facilities and historic resources throughout the area. In addition to wayfinding, the kiosk will facilitate space for promotion of City-sponsored or sanctioned events and activities that benefit the district and promote local tourism. The kiosk will be designed to complement

the surrounding architecture and reflect the character and charm of Historic Downtown.

The triangular kiosk will be constructed of cedar and include weatherproof display cases on each side suitable for outdoor installation. The viewable area of the individual cases is 26" x 36" and the frame is sealed with a rubber gasket to keep moisture out when used outdoors. The cases will feature a concealed, energy-saving LED light at the top bright enough to allow viewers to read the content even in the nighttime.



This outdoor wayfinding kiosk is an aesthetically pleasing, effective way to communicate information to the public without compromising Historic Downtown's distinctive charm.

If this program is not funded:

Historic Downtown cannot fully capitalize on the growing attention and desirability of the area. The advantages and opportunities of this on-site marketing and promotion tool for residents and visitors will be needlessly missed for lack of communication and visibility. The City cannot fully realize the proven awareness, involvement, participation and attendance potential of the community and the nostalgic impact the wayfinding kiosk provides. The sense of place reminiscent of Historic Downtown events and activities will be missing from our distinctive character.

This program reflects City Council's Premier Statements:

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



CEDAR HILL
WHERE OPPORTUNITIES GROW NATURALLY