



# City of San Antonio

## Agenda Memorandum

**File Number:**  
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**Agenda Item Number:** 4

**Agenda Date:** September 27, 2022

**In Control:** Economic and Workforce Development Committee Meeting

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**DEPARTMENT:** Economic Development Department

**DEPARTMENT HEAD:** Brenda Hicks-Sorensen

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Briefing regarding a professional services agreement between the City of San Antonio Economic Development Department and Main Street America.

**SUMMARY:**

Briefing regarding a professional services agreement between the City of San Antonio Economic Development Department and Main Street America.

**BACKGROUND INFORMATION:**

The National Main Street Center was established as a program of the National Trust for Historic Preservation in 1980 to address the myriad issues facing older and historic downtowns during that time. Working with a nationwide network of coordinating programs and local communities, Main Street has helped over 2,000 communities across the country bring economic vitality back downtown, while celebrating their historic character, and bringing communities together.

For over forty years, Main Street America (MSA) has been instrumental in developing highly successful Main Street programs in almost every state in the nation. The Main Street Approach is MSA's framework for community revitalization. Centered around Four Points – Economic Vitality, Design, Organization, and Promotion - the Approach offers community-based revitalization initiatives with a strategic, adaptable framework for downtown transformation that is easily tailored to local conditions.

MSA pioneered the use of the Main Street Approach in urban neighborhood commercial districts when it worked with the City of Boston to create the Boston Main Streets Program in 1995, which was the first urban multi-neighborhood district Main Street citywide program in the United States. Today, MSA delivers technical assistance and training services to Main Street urban neighborhood commercial districts through other citywide Main Street coordinating programs in Baltimore, Orlando, and Washington DC, just to name a few, that have been established since the Boston Main Street Program.

MSA has partnered with several Texas cities including Austin, New Braunfels, Seguin, and San Marcos through their coordinating program, Texas Main Street. Fort Worth, TX is currently undertaking a process to become a coordinating program like those urban cities previously mentioned. MSA's regional market understanding, and experience would positively influence the request for applications (RFA) distribution, review, and selection process to determine the selected organization/entity to represent each corridor.

#### **ISSUE:**

In June 2022, the City Council approved the ARPA Small Business Implementation Plan. The Implementation Plan includes a two-phase approach with the first phase having been focused on COVID Impact Grants and the second phase broken into two initiatives. The first Request for Proposal (RFP) was issued in August 2022 and focused on the growth fund, capacity building, ecosystem enhancements, and Buy Local. The second RFP is to be issued in early 2023 and will be focused on placemaking and corridor revitalization efforts. At that same time, the Economic Development Department would like to launch the two-corridor pilot program. The Economic Development Department believes that, due to their depth of experience and expertise, and long history of success, a partnership with Main Street America should be pursued to implement a tailored, community-based revitalization program.

A contract with Main Street America will support the technical community revitalization assistance in two of San Antonio's neighborhood commercial districts, as well as community wide Main Street Fundamental Training and Market Analysis training. The effort would span from January 2023 to December 2026. No City Council action is required for this contract.

#### **FISCAL IMPACT:**

**A total budget of \$131,500.00 will be utilized for the contract with Main Street America, which will support the technical community revitalization assistance in two of San Antonio's neighborhood commercial districts, as well as community wide Main Street Fundamental Training and Market Analysis training.**

**Funding is available from ARPA State and Local Fiscal Recovery Funds. There is no impact to the General Fund.**

**ALTERNATIVES:**

Without acceptance of this agreement, the EDD would need to explore alternative options to developing and implementing a tailored, community-based revitalization program.

**RECOMMENDATION:**

The EDD recommends a professional services agreement with Main Street America.