

# 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

## 2013 - 2014 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 2014
- 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
- 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 year
- Publish downtown events calendar in *HIGHLIGHTS* monthly newsletter
- 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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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:**

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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

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