



19-0126

**TITLE:** Update on the Texas Main Street Program

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** February 19, 2019

**DEPARTMENT:** MPAC / Main Street & Community Events

**CONTACT:** Amy Rosenthal, Director  
McKinney Main Street and McKinney Performing Arts Center

**RECOMMENDED CITY COUNCIL ACTION:**

No action required - discussion only

**ITEM SUMMARY:**

McKinney Main Street is one of 90 programs across the state of Texas.  
McKinney Main Street is recognized as a leading program in Texas.

Main Street is a national program housed within the National Trust of Historic Preservation. It is founded on a four point approach that addresses design, organization, promotion and economic vitality.

Texas Main Street defines and reinforces the benefits of a city's commitment and investment in their historic downtowns.

**BACKGROUND INFORMATION:**

McKinney was first accredited as a Main Street from 1982 to 1991. In 2004, McKinney re-entered the program as an Urban Main Street. McKinney Main Street is a public-private partnership with a nine member Council appointed board. Two city staff members manage the non-profit McKinney Downtown Business Re-Development, Inc. that provides operational funding for events and downtown promotions.

**FINANCIAL SUMMARY:**

Historic Downtown McKinney has a high concentration of independently-owned

businesses. In 2016, District Property Values were \$337,543,216 and reported sales were \$90,323,400 with McKinney Sales Tax Collected in District 2016 at \$1,806,468 - calculating a ROI of \$427,866,616.

**SUPPORTING MATERIALS:**

[Main Street Update](#)