



## **FARMERSVILLE TEXAS MAIN STREET BOARD**

February 16th, 2022  
6:00 P.M. Farmersville City Hall  
205 South Main St, Farmersville TX 75442

### **WATCH THE LIVE BROADCAST**

This meeting will be broadcast live through the City's website. Members of the public who wish to watch this meeting, and not speak or participate in the discussion, may watch the broadcast live by:

1. **Going to the City's website.**
2. **Clicking on "GOVERNMENT".**
3. **Clicking on "AGENDAS AND MINUTES".**
4. **Clicking on the "CLICK HERE" link that is located to the right of "LIVE STREAMING"**

#### **I. PRELIMINARY MATTERS**

- A. Call to Order
- B. Roll Call
- C. Recognition of visitors

#### **II. PUBLIC COMMENT**

Anyone wanting to speak at this time with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the Main Street Board or City Staff may only respond with (1) a statement of specific information; (2) a recital policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

#### **III. REGULAR AGENDA**

- A. Consider for approval the Meeting Minutes from December 13th, 2021

- B. Consider, discuss, and act upon December 2021 Financials.
- C. Consider, discuss, and act upon Goals and Annual Report 2021
- D. Consider, discuss, and act upon next event "Valentine Chocolate"
- E. Consider, discuss, and act upon property for a Dog Park
- F. Consider, discuss, and act on the reporting structure for the Main Street Manager
- G. Training for Main Street Board

**IV. ITEMS TO BE PLACED ON FUTURE AGENDAS**

**V. ADJOURNMENT**

No action may be taken on comments received under "Recognition of Visitors". The Board may vote and/or act upon each of the items listed in the agenda.

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made 48 hours prior to this meeting. Please contact me at 972-782-6151 or fax 972-782-6604 for further information.

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the front window of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted on February 11, 2022, by 12PM and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.

**dated this the 11th, day of February 2022.**

  
Paula Jackson, City Staff Liaison





## **FARMERSVILLE TEXAS MAIN STREET BOARD**

### **Minutes**

**December 13th, 2021**

Member present: Jason Acevedo, Doris Cooks, James Moss, Bruce Woody, and Katherine Hershey. Tracey Wolf and Gwen Synder were absent. Also present: Paula Jackson as Staff

### **PRELIMINARY MATTERS**

A. Call to Order and roll call. Jason Acevedo called the meeting to order at 4:37 PM

B. Recognition of visitors

No one present

### **REGULAR AGENDA**

A. Consider for approval the Meeting Minutes

1. November 8th, 2021

- Motion made by Doris Cooks to approve the November 8th, 2021, minutes
- Motion Seconded by Bruce Woody
- Motion Carried all in favor

B. Consider for approval the October 2021 Financials

- Motion made by Doris Cooks to approve the October 2021 Financials.
- Motion Seconded by Clifford Moss
- Motion Carried all in favor

C. Consider, discuss, and act upon November 2021 Financials

- Motion to approve the November Financials made by Doris Cooks
- Motion seconded by Katherine Hershey
- Motion carried all in favor

D. Consider, discuss, and act upon November Checks for approval.

- Motion Cliff James Moss
- Motion seconded by Doris cooks
- Motion carried all in favor
- Discuss on Christmas 2021 Events

E. Discussion on Christmas 2021 Events

- Jason Acevedo brought the board up to date on the Santa's Workshop
  1. Sold spaces for booth space
  2. The board purchased t-shirts, necklaces, Hair Bands and Wands to sell

We have one more week and it looks like 98% of what was purchased for the event will sell.
- Farmersville Lights – going well and will continue through until Christmas Day
- Treats for Tatum – the Kids and their family walked to the square to hang their ornaments on the tree and got Hot Chocolate and cookies.

F. Consider, discuss, and act upon Annual Report 2021

- The Board discussed the Annual Report for 2021. The board were asks that each person to bring a copy or send it to Paula Jackson. This report is very important.
- The Board was asked to get them back in by December 16th

G. Consider, discuss, and act on Goal #3 "Arts" and #4 "Assets"

Goal #3

- Art collaboration with schools and higher Education
  - Art collaboration with local Artists
  - Art Collaboration with the City
- Motion Clifford Moss  
Motion seconded by Doris Cooks  
Motion Carried all in favor

Goal #4

- Cultivate Business Development
- Main Street Workshops
- Texas Downtown Website Update

- City Leader Partnership – Main Street Program, City and Chamber of Commerce Working together.

Motion Clifford Moss

Motion seconded by Katherine Hershey

Motion carried all in favor

H. Consider, discuss, and act upon next event “Valentine Chocolate”

This event is ran by the local businesses. Saturday before Valentine’s Day.

- Local Businesses will have drawings for Baskets or items.
- Check in to the businesses and see what we can do for them.
- Get updates on the Main Street Facebook and City Website
- Get a basket with donation from all the businesses. This would be to help the Local businesses.
- Motion to support the Valentine’s Day Chocolate – Cliff James Moss
- Motion Seconded by Doris Cooks
- Motion carried all in favor

I. Discussion with possible action on the new Date and Time “3<sup>rd</sup> Wednesday at 5:30PM

- Motion to Change the time to 6PM on the 3<sup>rd</sup> Wednesday of each motion starting January Clifford Moss
- Motion seconded by Doris Cooks
- Motion carried all in favor

J. Consider, discuss, and act upon property for a Dog Park

Tabled until next meeting.

K. Consider, discuss, and act on the reporting structure for the Main Street Manager.

Jason Acevedo gave a little information to the Board regarding Main Street Manager. City is now working on numbers along with 4B to see how this position can be funded.

**III. ITEMS TO BE PLACED ON FUTURE AGENDAS**

Dog Parks

Consider, discuss, and act on the reporting structure for the Main Street Manager

Parking

Goals for Annual Report

Future funding requests

Training to what the main street board can and cannot do

**ADJOURNMENT**

5:58PM

SIGNATURES:

\_\_\_\_\_  
Jason Acevedo

\_\_\_\_\_  
President

\_\_\_\_\_  
Paula Jackson



Farmersville Main Street  
Operating Account  
Financial Statement  
12-01-2021 thru 12-30-2021

<b>Beginning Balance:</b>	December 1, 2021	<b><u>\$15,709.00</u></b>
<b>Plus:</b>		
	Santa Workshop	\$189.00
	Santa Workshop	\$133.00
	Santa Workshop	<u>\$219.00</u>
		<b>\$16,250.00</b>

**Less:**

\$16,250.00

<b>Designations</b>	Restricted Audie Murphy Day Monies	\$ 6,864.15
	Restricted Sign & Paint Grant Monies	<u>\$ 450.00</u>
		<b>\$ 7,314.15</b>

Unrestricted Funds	<b>\$8,935.85</b>
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<b>Ending Balance:</b>	December 30, 2021	<b><u>\$ 16,250.00</u></b>
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Check Register:

Jason Acevedo Check #4182	(\$99.22)
City of Farmersville Check #4183	(\$460.00)
City of Farmersville Check #4184	(\$417.15)

<b>Ending Balance:</b>	<b>\$ 15,273.63</b>
------------------------	---------------------





1-22-2022 10:41 AM  
FUND : 251-MAIN STREET  
DEPT : N/A  
POST DATE TRAN # REFERENCE

D E T A I L L I S T I N G

PAGE: 1

PERIOD TO USE: Dec-2021 THRU Sep-2022  
ACCOUNTS: .00.1111.000 THRU .00.1111.000

NOTE =====  
=====AMOUNT=====

PACKET=====DESCRIPTION===== VENDOR INVOICE #

.00.1111.000 CASH ACCOUNT

B E G I N N I N G B A L A N C E

14,732.63

12/13/21 12/13 C29700 DEPOSIT  
12/27/21 12/27 C29810 DEPOSIT  
12/30/21 1/22 B30169 Deposit 120821

17347 DAILY CASH POSTING 12/13/2021  
17398 DAILY CASH POSTING 12/27/2021  
07014 SANTA WORKSHOP  
DECEMBER ACTIVITY DB:

DB:

=====

ACCOUNT TOTAL

541.00

CR:

0.00

541.00

219.00  
133.00  
189.00  
541.00

14,951.63  
15,084.63  
15,273.63

\*\*\*\*\*

000 ERRORS IN THIS REPORT!

\*\*\*\*\*

\*\* REPORT TOTALS \*\*

DEBITS

CREDITS

BEGINNING BALANCES:

14,732.63

0.00

REPORTED ACTIVITY:

541.00

0.00

ENDING BALANCES:

15,273.63

0.00

TOTAL FUND ENDING BALANCE:

15,273.63





Farmersville Main Street  
Operating Account  
Financial Statement  
11-01-2021 thru 11-30-2021

<b>Beginning Balance:</b>	November 1, 2021	<b><u>\$15,559.00</u></b>
<b>Plus:</b>		
	Santa Workshop	\$50.00
	Santa Workshop	\$20.00
	Santa Workshop	\$80.00
		<u>\$15,709.00</u>

**Less:**

\$15,709.00

<b>Designations</b>	Restricted Audie Murphy Day Monies	\$ 6,864.15
	Restricted Sign & Paint Grant Monies	\$ 450.00
		<u>\$ 7,314.15</u>

	Unrestricted Funds	\$8,394.85
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<b>Ending Balance:</b>	November 30, 2021	<b><u>\$ 15,709.00</u></b>
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Check Register:

Jason Acevedo Check #4182	(\$99.22)
City of Farmersville Check #4183	(\$460.00)
City of Farmersville Check #4184	(\$417.15)

<b>Ending Balance:</b>	\$ 14,732.63
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CASH ACCOUNT		B E G I N N I N G		B A L A N C E	
.00.1111.000					15,559.00
11/01/21	11/01 C29230 DEPOSIT	17117	DAILY CASH POSTING 11/01/2021		
11/01/21	11/01 C29247 DEPOSIT	17124	DAILY CASH POSTING 11/01/2021	40.00	15,599.00
11/15/21	11/15 C29322 DEPOSIT	17204	DAILY CASH POSTING 11/15/2021	40.00	15,639.00
11/16/21	11/16 C29329 DEPOSIT	17212	DAILY CASH POSTING 11/16/2021	20.00	15,659.00
11/30/21	1/22 B30168 Check 004182	07013	JASON ACEVEDO	50.00	15,709.00
11/30/21	1/22 B30168 Check 004183	07013	CITY OF FARMERSVILLE	99.22CR	15,609.78
11/30/21	1/22 B30168 Check 004184	07013	CITY OF FARMERSVILLE	460.00CR	15,149.78
11/30/21	1/22 B30168 Check	NOVEMBER ACTIVITY DB:		417.15CR	14,732.63
				976.37CR	826.37CR

\*\*\*\*\*

000 ERRORS IN THIS REPORT!

\*\*\*\*\*

\*\* REPORT TOTALS \*\*

DEBITS ---

15,559.00

150.00

15,709.00

14,732.63

CREDITS ---

0.00

976.37CR

976.37CR

BEGINNING BALANCES:

REPORTED ACTIVITY:

ENDING BALANCES:

TOTAL FUND ENDING BALANCE:





## ANNUAL MAIN STREET PROGRAM ACCREDITATION x

**To:** Staff and Boards of Texas Main Street communities

**Date:** November 16, 2021

**Report due date:** Friday, January 21, 2022

### What is accreditation?

Accreditation is a mark of distinction within designated Main Street communities (*Designated* communities include both accredited and non-accredited communities within our Main Street network.) ACCREDITED communities have worked to meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts.

### The performance standards upon which accreditation is based fall into SIX broad categories:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

### What is the review process?

Once you have submitted your self-evaluation and 4<sup>th</sup> quarter Reinvestment Report, state staff will review your submissions along with your other quarterly reports, and recommend YES or NO for accreditation. These recommendations will be sent to Main Street America. Note that you need to your Main Street America membership needs to be current in order to be eligible for accreditation. Cities will be notified of their accreditation status in the spring.

### What about my 4<sup>th</sup> quarter report?

Due to this end-of-year reporting, a 4<sup>th</sup> quarter activity report is *optional*. However, year-end/4<sup>th</sup> quarter *Reinvestment Reports* are required – and due January 10, 2022.

### Additional Submission Requirements

1. **Work Plan** - Please submit your 2022 work plan with this self-assessment OR indicate that you will be submitting the work plan by the end of January.
2. **Organizational Chart** – This year, instead of submitting a salary survey or financial incentives questionnaire, we are asking that you submit an organizational chart that demonstrates who you report to and how your Main Street program fits within city structure (see attached example.) If your org chart has names on it, that's fine – but names are not required.

City:     Farmersville    

1 = We do not do this.

2= Marginal performance. We do not consistently do this.

3 = Average performance. We do this, but there is general agreement improvement is needed.

4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

## STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

**A. The Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/ strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	5
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	4
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/ activities that provide opportunities for businesses to regularly come together.	4
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	5
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	3
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	5
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	4
Self-evaluation score, this section	30

**B. Public sector participation.** In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner in building a successful revitalization program.

Key Indicators	Value (1=low to 5=high/ strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5



Key Indicators	Value (1=low to 5=high/ strong)
1. A broad base of community members/residents is engaged in Main Street activities. (Refer to similar questions under A.)	3
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. (Refer to similar question under A.7.)	4
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	3
Self-evaluation score, this section	10

**STANDARD I TOTAL SECTION SCORE** 66

## **STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY**

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

### **A. Active Volunteer Leadership. The Board.**

Key Indicators	Value (1=low to 5=high/ strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. (Refer to similar questions under Standard I.)	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	5
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	5
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	4
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (Note: examples are in the Online Resource Library)	5
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	4
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	4
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5

<input type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input type="checkbox"/> Other (please specify): _____	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 <sup>th</sup> Q Activity report due to this submission. 4 <sup>th</sup> Q reinvestment reports due January 10, 2021)	Texas Main Street office will score this based on your report submissions.
Self-evaluation score, this section	<b>29</b>

**D. Defined mission and organizational foundation.** Note: the Work Plan is covered in Standard IV.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	<b>5</b>
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	<b>5</b>
3. The Main Street organization has by-laws.	<b>5</b>
4. Program activities are effectively coordinated.	<b>5</b>
Self-evaluation score, this section	<b>20</b>

**Project profile/narrative..** Please briefly provide at least one example related to an indicator in this section on Standard 2 - Active Leadership & Organizational Capacity. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.

See attached presentation

2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	<b>3</b>
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	<b>4</b>
<b>Self-evaluation score, this section</b>	<b>11</b>

**B. The Main Street Program Has Sustainable Program Operations.**

**Reflection.** *As you reflect on your program's success (or struggle)s in standard III, please share any observations / comments / concerns / questions you may have.*

Again, this is an area that suffered due to a lack of a Main Street Manager. We needed that person who could be a frontman for the program and help to evangelize it to the downtown merchants.

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. The Main Street funding structure provides for balanced attention to all four points.	<b>4</b>
2. Work aligns with financial capacity.	<b>5</b>

2. We are (please indicate which one) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	<b>have begun</b>
3. Our work plan has activities across all four points of the Approach.	<b>5</b>
Self-evaluation score, this section	<b>10</b>

**Reflection.** As you reflect on your program's success (or struggles) in standard IV, please share any observations / comments / questions you may have.

The board did well in this area.

**STANDARD IV TOTAL SECTION SCORE** \_\_\_\_\_ **35** \_\_\_\_\_

**Reflection.** *As you reflect on your program's success (or struggles) in standard V, please share any observations / comments / questions you may have.*

The city is slowly making improvements in this area. There are some outdated ordinances and some process are still working out the wrinkles to make them fully effective.

**STANDARD V TOTAL SECTION SCORE** 49

## **STANDARD VI. DEMONSTRATED IMPACT & RESULTS**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	<b>5</b>
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	<b>5</b>
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	<b>4</b>
5. Downtown is generally viewed as an active marketplace which the community supports.	<b>5</b>
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	<b>5</b>
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	<b>4</b>
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	<b>5</b>
9. Property owners see a positive return on their investments.	<b>5</b>
10. Downtown's occupancy rate has increased over time, including second floor uses.	<b>5</b>
11. Downtown has destination businesses.	<b>5</b>
Self-evaluation score, this section	

**STANDARD VI TOTAL SECTION SCORE** 48



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Support Documentation/Attachments



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## Farmersville, Texas Main Street Program

"SHOP-DINE AND DISCOVER A TEXAS TREASURE"





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021



### The Artist—Mr. Jerry Bywaters

- The Farmersville Main Street Program's Logo was inspired by the post office's mural in Farmersville, Texas. Jerry Bywaters of Dallas, Texas, created the mural painting entitled "Soil Conservation Collin County" in 1941. The Public Buildings Administration Section of Fine Arts commissioned Mr. Bywaters after he won an Honorable Mention in a Section of a Fine Arts competition. Jerry Bywaters was born in Paris, Texas, May 21, 1906. He studied at Southern Methodist University, Dallas, the Art Students League in New York and in Europe and Mexico. His other post office murals include Quanah and Houston, Texas.
- Artis Ellie Elbin, inspired by the Farmersville Post Office Mural, created the Farmersville Main Street Program Logo using a county fair blue ribbon sporting a farmer in a field harvesting with the silhouette of a historic downtown in the background. The Farmersville Main Street Program proudly accepted this image as the Official Program Logo and the slogan "Harvesting Our Past for a Bountiful Future", which was enscribed on the 2000 addition of the Main Street Program Christmas Ornament.

### History Behind the Main Street Program Logo







## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021

### **MISSION STATEMENT**

Our MISSION is to encourage downtown revitalization through historic preservation by utilizing the National Main Street Program Four Point approach which includes;  
**ECONOMIC VITALITY, PROMOTION, DESIGN AND ORGANIZATION**

### **VISION STATEMENT**

We envision the downtown Farmersville Main Street District to be a unique, historical and authentic regional destination that proudly offers diverse business, civic, cultural preservation, recreational and entertainment activities to professionals consumers, residents and visitors of all ages both day and night.



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 (CORE VALUES)

### **C**OMMUNICATION

PERSONAL RAPPORT

TECHNIQUES FOR EXPRESSING IDEAS EFFECTIVELY

COORDINATION-PROCESS OF ORGANIZING SO THAT  
WORK IS DONE IN A HARMONIOUS MANNER

COMMITMENT AGREEMENT OR A PLEDGE TO DO  
SOMETHING

**R**ECRUITMENT-RECOGNITION-REPLENISH-RESTORE-  
INCREASE-VIGOR

ACKNOWLEDGE-SPECIAL NOTICE/ATTENTION

RETENTION

### **O**RGANIZATION/STRUCTURE

OWN IT

CONDITION OF BEING NEAT AND SYSTEMATIC

**E**DUCTION/TRAINING=KNOWLEDGE-DEVELOPMENT

EXPERIENCE-PRACTICAL KNOWLEDGE OR SKILL

ENERGY-DYNAMIC QUALITY-POSITIVE FORCE

EXCELLENCE-DISTINCTION-VALUABLE QUALITY



Farmersville, Texas Main Street Program--Fourth Quarter/Annual Report—2021  
MAIN STREET PROGRAM FOUR POINT APPROACH--CENTERED AROUND TRANSFORMATION STRATEGIES  
Transformation Strategies articulate a focused, deliberate path to revitalizing  
or strengthening a downtown or commercial district's economy

**ECONOMIC VITALITY:** Focuses on capital, incentives and other economic and financial tools to assist new and existing businesses, catalyze property development and create a supportive environment for entrepreneurs and innovators that drive local economies.

**DESIGN:** Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

**PROMOTION:** Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION:** Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement and resources for the district.



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021

**Main Street Program services available to help you grow/  
enhance your business:**

- Business/Financial Workshops
- Building Façade Grants via the Economic Development Corporation (4A)
- Special Events to enhance the Main Street District
- Other State Resources to help you grow your business

**Main Street Program State Office Services**

- Design assistance for property and business owners
- Architectural Site Visits
- Interior Design and Window Display
- Visual Merchandising Assistance
- Staff support for the local Main Street Program in the areas of: Economic and Small Business Development, Design, Historic Preservation and Organization/Management/Program Capacity Building



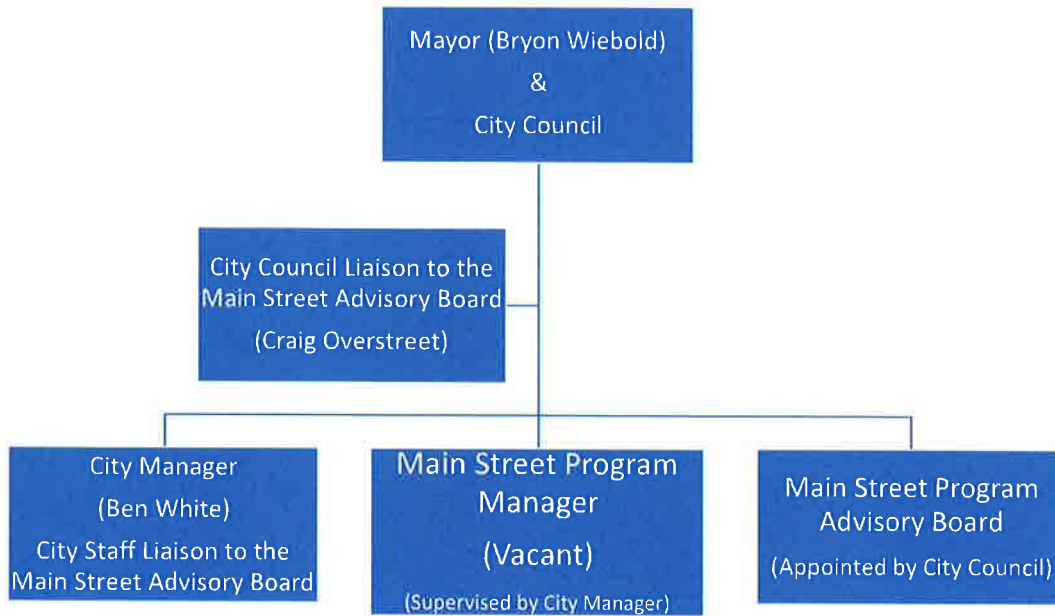
## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021

### List of Main Street Program Managers/Interim Managers

Name	Title	Dates	Tenure	Remarks
Amy Warner	Main Street Program Manager	Jan 2000—Jan 2001	1 Year	
James Rice	Main Street Program Manager	Mar 2001—Apr 2003	2 Years	
Gena Jensen	Main Street Program Manager	Apr 2003—Jul 2003	4 Months	
Adah Leah Wolfe	Main Street Program Manager	Aug 2003—Nov 2017	14 Years	
Reagan Rothenberg	Main Street Program Manager	Feb 2018—Oct 2018	8 Months	
Doris Cooks	Interim Main Street Manager	Oct 2018—Apr 2019	7 Months	Volunteer
Dana Mingo	Main Street Program Manager	May 2019—Mar 2020	10 Months	
Randy Rice	Interim Main Street Manager	Apr 2020—Aug 2020	5 Months	Volunteer
Kevin Casey	Main Street Program Manager	Sep 2020—Jun 2021	10 Months	Board Members currently performing Manager duties and responsibilities




## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Organization Chart





**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Main Street Program Advisory Board Organization Chart**

- 
- President
  - Vice-President
  - Secretary
  - Treasurer (Vacant)

- 
- Seven Member Board

- 
- City Council Liaison
  - City Manager
  - Main Street Manager



### Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Advisory Board Configuration

Name	Board Position/Title	Business Owner	Building Owner	Years on Board	Remarks
Jason Acevedo, BA	President	Yes (Main Street)	Yes (Main Street)	2.5	Yarn & You
Doris Cooks, MEd	Vice-President		Yes (McKinney Street)	4.5	Business Property Owner
Clifford James		No	No	3.5	
Tracy Wolf	Secretary	Yes (McKinney Street)	No	2.5	Rise up Balloons
Bruce Woody		No	Yes (Main Street)	2.5	Business Property Owner
Katherine Hershey		Yes	No	3.5	
Gwen Snyder		Yes (Main Street)	No	2.5	Fine Arts on Main
Lee Cooks, MA, MS, Lt. Colonel (USAF) Ret.	Organization Committee	Yes	Yes (McKinney Street)	4.5	Vet's Landing VA Claims Services





## Farmersville, Texas Main Street Program--Fourth Quarter/Annual Report—2021 Volunteer Hours

Name	Board Position/Title	Board Meeting Hours	Committee Hours	Special Events Hours	Fourth Quarter	Yearly Total
Jason Acevedo	President			30	75	105
Doris Cooks	Vice-President			30	75	105
James Moss	Board Member				8	8
Tracy Wolf	Secretary				12	12
Bruce Woody	Board Member				8	8
Katherine Hershay	Board Member				8	8
Gwen Snyder	Board Member				75	75
Les Cooks	Organization Committee		50	25	100	100



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Committees & Accomplishments

Committee	Chairperson/Members	Accomplishments
Organization	Doris Cooks (Chairperson) Les Cooks	Prepared/Submitted Monthly/Annual Reports
Design	Jason Acevedo (Chairperson) James Moss Katherine Hershey Doris Cooks	Main Street Anniversary Benches downtown New Waste Bends--downtown Directional Signage Project on Highway 380 Refurbished Flower Pots
Promotion	Tracy Wolf (Chairperson) Gwen Snyder	Movies & Music in the Park Event Farmersville has Talent Event
Economic Vitality	Jason Acevedo (Chairperson) Bruce Woody	Business Training Workshops
Events Committee	All Board Members	Reference Slide #



# Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Work-Plan for 2022

GOAL #1 (PARTNERSHIPS)	Timeline	Office of Primary Responsibility	Partners	Budget
<b>Facilitate Effective Communication with Community Partners</b> <b>STRATEGY:</b> Use Social Media Create Newsletter Establish effective communications with downtown businesses Provide training to Merchants via a "Lunch & Learn" Program.	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD
<b>Strengthen Volunteer Base</b> <b>STRATEGY:</b> Provide Ongoing Training Establish annual awards program	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD
<b>Develop Partnership with Local Schools</b> <b>STRATEGY:</b> Meet with Superintendent of Schools to discuss/establish common goals and needs	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards, Committees and Local School Officials	TBD



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Work-Plan for 2022

GOAL #2 (VIBRANCY)	Timeline	Office of Primary Responsibility	Partners	Budget
<b>Add or update Informational/Directional Signage in the Downtown Area</b> <b>STRATEGY:</b> Request funding through 4B and fund raising events	2022	Main Street Manager & Main Street Advisory Board	Public Works & 4B	TBD
<b>Create &amp; Maintain Attractive Building Facades</b> <b>STRATEGY:</b> Collaborate with Business/Building Owners Facilitate Façade Grant Applications Suggest the use of "Window Scape" Covering on vacant buildings Request funding through 4B and fund raising events	2022	Main Street Manager & Main Street Advisory Board	City Code Enforcement	TBD
<b>Create &amp; Maintain Community Garden, Green Spaces &amp; Dog Park</b> <b>STRATEGY:</b> Use local and state resources for design assistance Request funding through 4B and fund raising events	2022	Main Street Manager & Main Street Advisory Board	Business Owners and City Staff	TBD
<b>Coordinate &amp; Create Opportunities to Showcase Local Talent</b> <b>STRATEGY:</b> Collaborate with Fine Arts on Main Street	2022	Main Street Manager & Main Street Advisory Board	Business Owners and Local Artist	TBD



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Work-Plan for 2022

GOAL #3 (ARTS)	Timeline	Office of Primary Responsibility	Partners	Budget
<b>Develop/Implement Art Collaboration Program with Farmersville ISD</b> <b>STRATEGY:</b> Collaborate with Farmersville ISD Showcase/Feature Art Projects at downtown events (e.g., Old Time Saturday and Audie Murphy Day)	2022	Main Street Manager & Main Street Advisory Board	Farmersville ISD	TBD
<b>Develop/Implement Art Collaboration Program with Local Art Galleries</b> <b>STRATEGY:</b> Collaborate with Local Art Galleries Showcase/Feature Art Projects at downtown events (e.g., Old Time Saturday and Audie Murphy Day)	2022	Main Street Manager & Main Street Advisory Board	Local Art Galleries	TBD
<b>Develop/Implement Art Collaboration Program with Local Community College</b> <b>STRATEGY:</b> Collaborate with Local Community College Showcase/Feature Art Projects at downtown events (e.g., Old Time Saturday and Audie Murphy Day)	2022	Main Street Manager & Main Street Advisory Board	Local Community College	TBD



Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report— 2021  
Work-Plan for 2022

GOAL #4 (ASSETS)	Timeline	Office of Primary Responsibility	Partners	Budget
<b>Cultivate Business Development</b> <b>STRATEGY:</b> Conduct Business Workshops as needed utilizing local/state resources	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD
<b>Develop &amp; Conduct Business Training Workshops</b> <b>STRATEGY:</b> Conduct Business Workshops as needed utilizing local/state resources	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD
<b>Update Texas Downtown, Main Street Program and Social Media Websites</b> <b>STRATEGY:</b> Collaborate with City Webmaster regarding updates	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD
<b>Develop &amp; Maintain City Leadership Partnerships</b> <b>STRATEGY:</b> Provide quarterly program updates to City Council, City Staff, Business Owners, other Boards & Committees	2022	Main Street Manager & Main Street Advisory Board	City Council, City Staff, Business Owners, other Boards & Committees	TBD

# Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 “BIRD’S EYE VIEW OF THE MAIN STREET DISTRICT”





**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Main Street District**

Business/Facility	Category	Remarks
First Baptist Church	Worship Services	
First Methodist Church	Worship Services	
Trinity Church	Worship Services	
Dyers Drug Store	Medical	
Doctor Gamboa, Primary Care	Medical	
Counseling Services	Mental	
Independent Bank	Financial	
McGuire's CPA	Financial	
Edward Jones	Financial	
Laird Insurance	Insurance	





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Main Street District

Business/Facility	Category	Remarks
Jalapeno's	Tex-Mex Dining	
The Stable Bar & Grill	Full Service Dining	Live Music
Over Yonder	Sandwich Shop	
Bottles & Boards	Special Events Dining	Live Music
Wood & Time BBQ	Specialty Dining	
12 Stories Coffee Shop	Specialty Coffee Shop	Live Music
RSVP Events Venue (A Social Place)	Special Events	Live Music
Clay Potter Events Venue/Action House	Special Events	
Fine Arts on Main	Entertainment Venue	
The Historic Onion Shed	Entertainment Venue	Live Music
Farmersville Heritage Museum	Educational	
Historic Honaker & Bainer Houses	Educational	



**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Main Street District**

Business/Facility	Category	Remarks
Nail Shop	Personal Services	
Laundry Mat	Household	
Sugar Hill Florist	Personal Services	
Post Office	Business Services	
Yarn & You	Arts	
Fiber Circle	Arts	
Fancy Fibers	Arts	
Blevins Gallery	Arts	
Pie Ville	Special Deserts	
Red Door Antiques	Household Goods	
Dollar General Store	Good & Services	



**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Main Street District**

Business/Facility	Category	Remarks
Farmersville Auto Parts	Automotive	
James Auto Repair	Automotive	
Car Wash	Automotive	
Exxon Gas Station & Convenience Store	Automotive/Food	
McCloud's Gas Station & Convenience Store	Automotive/Food	
Farmersville Feed & Lumber Supply	Farm & Ranch	
Shinn Team Real Estate	Realtor	
ReMax	Realtor	



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021

### **Main Street District Partners**

- Chamber of Commerce
- Old Time Saturday Centennial Committee
- Audie Murphy Celebration Day Committee
- Farmersville Police/Fire Department
- Rotary Club
- City of Farmersville Staff
- City Council
- Farmersville Heritage Museum
- Downtown Business Owners

### **Main Street Non-District Partners**

- Commercial Bank of Texas
- Brookshires Grocery Store
- Farmersville ISD



**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
List of Special Events in the Main Street District**

Event	Month	Sponsor	Budget	# of Participants	Economic Impact or REMARKS
Valentines on the Square	Feb	Main Street & Business Owners	Main Street	300	Moderate
Cinco de Mayo	May	Main Street & Business Owners	Main Street	N/A	Moderate
City Wide Yard of Yard Sales	Jun	Main Street	Main Street	0	Event Canceled (Covid)
Audie Murphy Day Celebration	Jun	Main Street & Audie Murphy Committee	Main Street	0	Event Canceled (Covid)
Scare on the Square	Oct	Main Street & Business Owners	Main Street	500	Moderate
Treats for Tatum Elementary	Dec	Main Street	Main Street	300	Minimal



## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 List of Special Events in the Main Street District

Event	Month	Main Sponsor (s)	Budget	Estimated # of Participants	Economic Impact or REMARKS
Farmersville Market	Monthly	Chamber of Commerce	Vendor Funded	2000	Extremely High
Music and Movies in the Park	Seasonal	Fine Arts on Main	Non-Profit	500	Moderate
Gussie Nell Day (Texas Rangerettes)	Sep	City Council Member	Private Funding	300	Moderate
Trick it up Bike Ride	Oct	Chamber of Commerce	Ticket Sales	350	Moderate
Old Time Saturday Parade	Oct	Centennial Committee	Vendor Funded	3000	Extremely High
Farmersville Heritage Museum Gala	Nov	Heritage Museum Committee	Ticket Sales	0	Event Canceled (Covid)
Volunteer Appreciation Event	Nov	City	City	0	Event Canceled (Covid)
Christmas Parade & Farmersville Lights	Dec	City, Chamber, Main Street & Commercial Bk	Private Funding	3000-4000	Extremely High



Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
(Directional Signage to the Main Street District)

**Heading East on Highway 380**



**Heading West on Highway 380**







## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Directional Signage on Highway 78 North







Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
(Informational Signage within the Main Street District)



**Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Historic Gazebo on the Square**

**During Renovation**



**After \$10,000 4B Grant Renovation**





Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Main Street Program 20<sup>th</sup> Anniversary Seating





Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Unique places to Discover

211 College Street @ Central Street



Texas Historical Marker--2005





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Unique places to Discover

### College Street



### Texas Historical Marker--1996

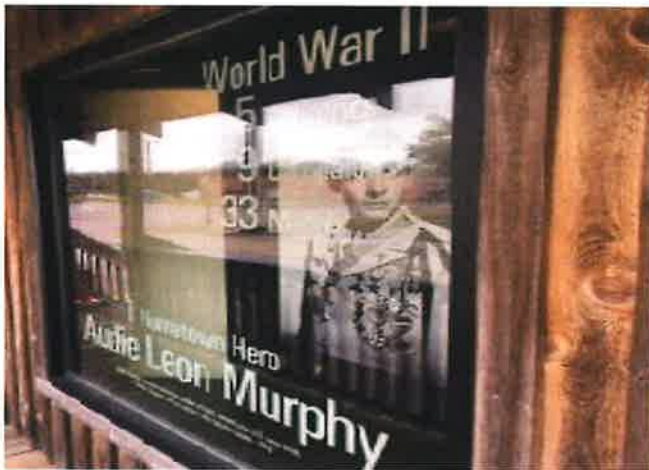






## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021

**Farmersville Heritage Museum**



**Created use of window scape on  
vacant building!!!**





**Farmersville, Texas Main Street Program**  
**Fourth Quarter/Annual Report—2021**  
Farmersville ISD Engineering Academy (Within the Main Street District)  
(Approximately \$1.3 million purchase/renovation project)

**Before (Old Neighborhood Grocery Store)**



**After Renovation!!!**





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report--2021

### Treats for Tatum Elementary--December







## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report--2021

### Old Time Saturday Event--October





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report--2021

### The Historic Onion Shed





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Things to Do on the Square

### Summer Movies @ the Park



### Music @ the Park





Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Scare on the Square (October)

**Dad/Lad Balloon popping trick**



**Balloon popping trick**





Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Gussie Nell Rangerettes Celebration (September)

**Councilman Terry Williams  
(Former Manager)**







## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Pop-up Businesses

**Pop-ups @ Old Time Saturday**



**Pop-ups @ the monthly Market**





Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Toys for Tots Drive Stop over (December)

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Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Toys for Tots Drive Stop over (December)

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Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report—2021  
Farmersville Lights & Christmas Parade (December)

**Magic Carriage Ride**



**Rise up Balloons**





**Farmersville, Texas Main Street Program**  
**Fourth Quarter/Annual Report—2021**  
**Farmersville Lights & Christmas Parade Sponsors/Partners**





## Farmersville, Texas Main Street Program Fourth Quarter/Annual Report—2021 Farmersville Lights & Christmas Parade Sponsors/Partners





**Farmersville, Texas Main Street Program**  
**Fourth Quarter/Annual Report—2021**  
**Farmersville Lights & Christmas Parade Sponsors/Partners**



Farmersville, Texas Main Street Program  
Fourth Quarter/Annual Report-2021  
Farmersville Lights & Christmas  
Parade Sponsors/Partners





## ANNUAL MAIN STREET PROGRAM ACCREDITATION x

**To:** Staff and Boards of Texas Main Street communities

**Date:** November 16, 2021

**Report due date:** **Friday, January 21, 2022**

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### **What is accreditation?**

Accreditation is a mark of distinction within designated Main Street communities (*Designated* communities include both accredited and non-accredited communities within our Main Street network.) ACCREDITED communities have worked to meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts.

### **The performance standards upon which accreditation is based fall into SIX broad categories:**

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

### **What is the review process?**

Once you have submitted your self-evaluation and 4<sup>th</sup> quarter Reinvestment Report, state staff will review your submissions along with your other quarterly reports, and recommend YES or NO for accreditation. These recommendations will be sent to Main Street America. Note that you need to your Main Street America membership needs to be current in order to be eligible for accreditation. Cities will be notified of their accreditation status in the spring.

### **What about my 4<sup>th</sup> quarter report?**

Due to this end-of-year reporting, a 4<sup>th</sup> quarter activity report is *optional*. However, year-end/4<sup>th</sup> quarter *Reinvestment Reports* are required – and due January 10, 2022.

### **Additional Submission Requirements**

1. **Work Plan** - Please submit your 2022 work plan with this self-assessment OR indicate that you will be submitting the work plan by the end of January.
2. **Organizational Chart** – This year, instead of submitting a salary survey or financial incentives questionnaire, we are asking that you submit an organizational chart that demonstrates who you report to and how your Main Street program fits within city structure (see attached example.) If your org chart has names on it, that's fine – but names are not required.



# Submission Checklist

City: \_\_Farmersville\_\_

## WORK PLAN

- ☐ I am submitting a work plan for 2022 *OR*
- ☒ We have not completed our work plan but will submit ours by Jan. 30, 2022

## SELF-ASSESSMENT

- ☒ I have completed this self-assessment in concert with my entire Board *OR*
- ☐ I have completed this self-assessment in concert with my Board President only

## ORGANIZATIONAL CHART

- ☒ I am submitting an org. chart that demonstrates how my position fits within the city structure.

## DESIGN PROJECTS

- ☒ As evidence of our achievements in Standard V (Preservation-based economic development) I am submitting several examples of design projects/building improvements that were completed in 2021, with before/during/after images and a brief description of the work. These could be projects previously submitted in your Q1-Q3 reports, or projects completed in this 4<sup>th</sup> quarter.

## COMMITTEES

So that the Texas Main Street staff can better understand how your program operates, please tell us which committees you have:

- ☒ Design Committee
- ☐ Organization Committee
- ☒ Promotions Committee
- ☒ Economic Vitality Committee
- ☐ Other (please specify): \_\_\_\_\_
- ☐ Other (please specify): \_\_\_\_\_
- ☐ Other (please specify): \_\_\_\_\_

**How to submit.** As in the past, please submit reports electronically via:

1. An **email**, with 'Accreditation Report' and your city name in the subject line *OR*
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us. Regardless of the submission method, the whole report should be in a single document or email and sent to [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov). The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

**City: Farmersville**

1 = We do not do this.

2= Marginal performance. We do not consistently do this.

3 = Average performance. We do this, but there is general agreement improvement is needed.

4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

## STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

**A. The Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/ strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	5
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	4
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	4
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	5
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	3
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	5
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	4
Self-evaluation score, this section	30

**B. Public sector participation.** In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner in building a successful revitalization program.

Key Indicators	Value (1=low to 5=high/ strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5



3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. ( <i>Budget detail under Strategy III</i> )	<b>4</b>
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	<b>5</b>
Self-evaluation score, this section	<b>19</b>

**C. District Stakeholders**, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/ strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	<b>4</b>
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	<b>3</b>
Self-evaluation score, this section	<b>7</b>

**D. The Community-at-large**, including residents, local organizations and corporations outside the district, but within the community.

***Project profile/narrative..** Please briefly provide at least one example related to an indicator in this section on Broad-based Community Commitment. You can pull the information for this section from your quarterly Activity reports or related to your program's ongoing COVID responses.*  
See attached presentation

***Reflection.** As you reflect on your program's success (or struggles) in standard I, please share any observations / comments / concerns / questions you may have.*  
2021 has been a rather difficult year for the Faremrsville Main Street program as we have essentially been without a Main Street Manager all year. Our previous manager was out with several medical issues including COVID and eventually left due to illness. This will be a recurring theme throughout this report. In regards to standard I, the board was able to pull together and still do a pretty good job with community involvement. There are some areas where we would have done better if we had a manger.

Key Indicators	Value (1=low to 5=high/ strong)
1. A broad base of community members/residents is engaged in Main Street activities. (Refer to similar questions under A.)	3
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. (Refer to similar question under A.7.)	4
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	3
Self-evaluation score, this section	10

**STANDARD I TOTAL SECTION SCORE** 66

## **STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY**

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

**A. Active Volunteer Leadership. The Board.**

Key Indicators	Value (1=low to 5=high/ strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. (Refer to similar questions under Standard I.)	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	5
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	5
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	4
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (Note: examples are in the Online Resource Library)	5
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	4
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	4
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5

Self-evaluation score, this section

**42****B. Supporting Volunteer Structure.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	<b>5</b>
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	<b>3</b>
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	<b>4</b>
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	<b>4</b>
5. Volunteers not in board leadership roles also receive orientation and training.	<b>3</b>
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	<b>4</b>
Self-evaluation score, this section	<b>23</b>

**C. Professional Program Management.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	<b>3</b>
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. <i>(Note: see related questions under Standard III)</i>	<b>3</b>
3. A staff job description is in place that includes clearly defines performance expectations.	<b>4</b>
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	<b>5</b>
5. There is regular staff communication among staff, board and committees, task forces etc.	<b>5</b>
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	<b>5</b>
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	<b>4</b>
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	

<input type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input type="checkbox"/> Other (please specify): _____	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 <sup>th</sup> Q Activity report due to this submission. 4 <sup>th</sup> Q reinvestment reports due January 10, 2021)	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	<b>29</b>

**D. Defined mission and organizational foundation.** *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	<b>5</b>
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	<b>5</b>
3. The Main Street organization has by-laws.	<b>5</b>
4. Program activities are effectively coordinated.	<b>5</b>
Self-evaluation score, this section	<b>20</b>

**Project profile/narrative..** *Please briefly provide at least one example related to an indicator in this section on Standard 2 - Active Leadership & Organizational Capacity. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.*

See attached presentation

***Reflection.** As you reflect on your program's success (or struggles) in standard II, please share any observations / comments / questions you may have.*

Overall, the board worked very well together and was able to come together to keep most of the initiatives going despite COVID and the lack of a manager. However, one area we need to improve on is training.

**STANDARD II TOTAL SECTION SCORE** 114

### **STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS**

#### **A. The Main Street Program Has Diversified Funding Sources.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	<b>4</b>

2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. (Also asked in Standard I.)	<b>3</b>
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. (Also asked in Standard I.)	<b>4</b>
Self-evaluation score, this section	<b>11</b>

**B. The Main Street Program Has Sustainable Program Operations.**

***Reflection.** As you reflect on your program's success (or struggle)s in standard III, please share any observations / comments / concerns / questions you may have.*

Again, this is an area that suffered due to a lack of a Main Street Manager. We needed that person who could be a frontman for the program and help to evangelize it to the downtown merchants.

Key Indicators	Value (1=low to 5=high/ strong)
1. The Main Street funding structure provides for balanced attention to all four points.	<b>4</b>
2. Work aligns with financial capacity.	<b>5</b>

3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	<b>3</b>
4. The budget adequately covers programming and activity expenses.	<b>3</b>
5. The budget adequately covers professional development and training expenses.	<b>3</b>
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	<b>5</b>
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	<b>5</b>
8. For urban non-profits: The MS Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	<b>N/A</b>
9. For urban non-profits: There has been an independent financial review in the last 12 months.	<b>N/A</b>
Self-evaluation score, this section	<b>28</b>

**STANDARD III TOTAL SECTION SCORE** 39

## **STANDARD IV. STRATEGY-DRIVEN PROGRAMMING**

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

### **A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. Feedback from district stakeholders is regularly collected.	<b>5</b>
2. We have up-to-date district market, economic and demographic data.	<b>5</b>
3. Our vision and mission ( <i>outlined in Standard II-Leadership</i> ) drives our work.	<b>5</b>
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	<b>5</b>
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	<b>5</b>
Self-evaluation score, this section	<b>25</b>

### **B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/ strong)
1. We have a Plan of Work driven by market understanding.	<b>5</b>

2. We are (please indicate which one) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	<b>have begun</b>
3. Our work plan has activities across all four points of the Approach.	<b>5</b>
Self-evaluation score, this section	<b>10</b>

**Reflection.** As you reflect on your program's success (or struggles) in standard IV, please share any observations / comments / questions you may have.

The board did well in this area.

**STANDARD IV TOTAL SECTION SCORE** \_\_\_\_\_ **35** \_\_\_\_\_



## STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

A community's historic buildings and structures are some of its greatest assets and have the power to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public, as well as working with businesses and property owners on appropriate improvements and utilizing the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/ strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment &amp; design reports for this section.)</i>	5
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	3
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	4
5. We have a design review process that ensures appropriate preservation outcomes.	4
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	3
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	5
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	4
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	3
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	3
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	5
13. We are actively working to become live/public on DowntownTX.org.	N/A
Self-evaluation score, this section	49

**Reflection.** As you reflect on your program's success (or struggles) in standard V, please share any observations / comments / questions you may have.

The city is slowly making improvements in this area. There are some outdated ordinances and some process are still working out the wrinkles to make them fully effective.

**STANDARD V TOTAL SECTION SCORE** 49

## STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/ strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	<b>5</b>
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	<b>5</b>
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	<b>4</b>
5. Downtown is generally viewed as an active marketplace which the community supports.	<b>5</b>
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	<b>5</b>
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	<b>4</b>
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	<b>5</b>
9. Property owners see a positive return on their investments.	<b>5</b>
10. Downtown's occupancy rate has increased over time, including second floor uses.	<b>5</b>
11. Downtown has destination businesses.	<b>5</b>
Self-evaluation score, this section	

**STANDARD VI TOTAL SECTION SCORE** 48

**Reflection.** *As you reflect on your program's success (or struggles) in standard VI, please share any observations / comments / concerns you may have.*

Farmersville's Main Street program in addition to the Chamber of Commerce actively work on vitality of the downtown area. Our proximity to the explosive growth around the DFW area is also a large contributing factor to the energies being put into growing and improving the city and downtown alike.