



Legislation Details (With Text)

File #: ID#21-622 **Version:** 1 **Name:**

Type: Discussion Item **Status:** Individual Consideration

File created: 7/23/2021 **In control:** City Council

On agenda: 10/19/2021 **Final action:**

Title: Hold discussion on Recommendation Resolution 2021-03RR, of both the Historic Preservation Commission and Main Street Advisory Board, recommending the City Council support and create a San Marcos Legacy Business Program; and provide direction to Staff.

Sponsors: Alison Brake

Indexes:

Code sections:

Attachments: 1. 2021-03RR Recommendation Resolution, 2. Legacy Business Program 2021-10-19, 3. MEMO Legacy Business Program and Small Business Retention Incentive, 4. DRAFT Framework from HPC and Main Street Advisory Board

Date	Ver.	Action By	Action	Result
10/19/2021	1	City Council		

AGENDA CAPTION:

Hold discussion on Recommendation Resolution 2021-03RR, of both the Historic Preservation Commission and Main Street Advisory Board, recommending the City Council support and create a San Marcos Legacy Business Program; and provide direction to Staff.

Meeting date: October 19, 2021

Department: Main Street, Planning and Development Services, and Economic Development

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: N/A

City Council Strategic Initiative:

Choose an item.

Comprehensive Plan Element (s):

☒ Economic Development - Diverse Local Economic Environment

☐ Environment & Resource Protection

- ☐ Land Use
- ☐ Neighborhoods & Housing
- ☐ Parks, Public Spaces & Facilities
- ☐ Transportation
- ☐ Core Services
- ☐ Not Applicable

Master Plan:

N/A

Background Information:

A desire to support long-standing businesses in the City of San Marcos has been expressed by City Council, Boards & Commissions, and City Staff. Staff members representing the City Manager's Office, Planning & Development Services, and Main Street departments have worked internally and with the Historic Preservation Commission and Main Street Advisory Board to research best practices and establish new ways to offer technical and financial support to designated legacy businesses should City Council have staff move forward with a program.

In November 2020, the Historic Preservation Commission and Main Street Advisory Board held a joint workshop. Claudia Guerra, Cultural Historian with the City of San Antonio, shared best practices from their existing Legacy Business Program. In December 2020, a joint committee consisting of members from both the Historic Preservation Commission and the Main Street Advisory Board was created. The joint committee met twice, on March 23, 2021 and April 19, 2021, to develop a framework and logo for the prospective program. In addition, they developed a joint Recommendation Resolution for Council consideration.

To offer another layer of support for legacy businesses, on top of the technical and promotional assistance outlined in the draft framework from the Historic Preservation Commission and Main Street Advisory Board, City staff also propose considering financial support through infrastructure assistance in public rights-of-way or Chapter 380s that can provide grants for property tax rebates or jobs.

Should City Council have staff move forward, a proposed Legacy Business Program would be included in the update to the City of San Marcos Economic Development Incentive Policy and brought back to City Council for consideration

Council Committee, Board/Commission Action:

On May 19, 2021, the Main Street Advisory Board **approved** Recommendation Resolution 2021-03RR.

On June 3, 2021, the Historic Preservation Commission **approved** Recommendation Resolution 2021-03RR.

On July 7, 2021, the Chairs of the Historic Preservation Commission and the Main Street Advisory Board **co-signed** Recommendation Resolution 2021-03RR.

Alternatives:

Recommendation: