

Downtown Kyle Assessment Overview

Presented to the City of Kyle City Council
December 17, 2019



About the Texas Downtown Association

- Founded in 1985
- Independent, statewide, nonprofit organization
- All are welcome
- Variety of programs and services
- Learn more at www.texasdowntown.org

Downtown Assessments

- Offered only to TDA members
- Allows downtown professionals from other communities and regions to meet with stakeholders, tour downtown, and make recommendations for the future.
- Provides the community with a checklist for downtown development and revitalization.

- Downtown is the heart of your community
- Downtown is a recruitment tool.
- Downtown is a retention tool.
- Quality of place matters.

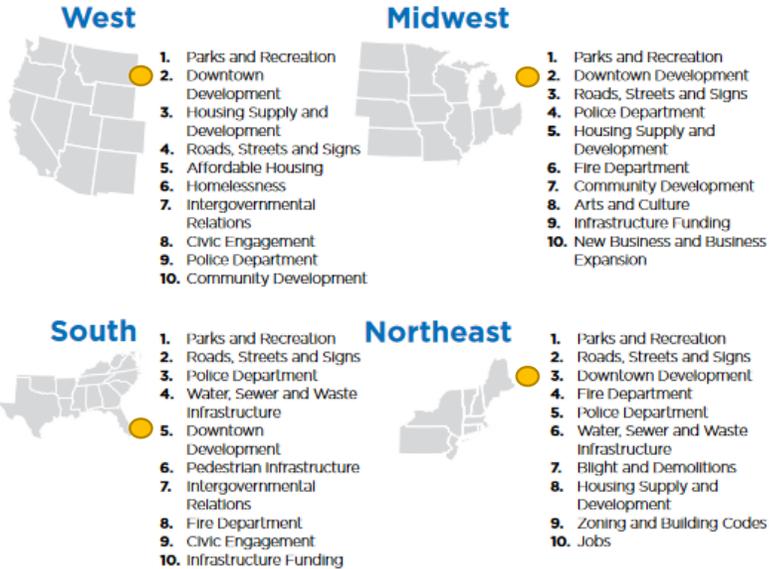
Downtown
is the **MIRROR** of your
Community.



What does yours reflect?

The logo for the Texas Downtown Association. It features a blue star above the word "Texas" in a red, cursive font. Below "Texas" are the words "DOWNTOWN" and "ASSOCIATION" in a smaller, red, sans-serif font.

Top subtopics by region



Top subtopics by population



Combined Ratings* CORPORATE SURVEY

Site Selection Factors	2018	2017
Ranking		
1. Availability of skilled labor	90.5	88.8 (3) **
2. Labor costs	89.1	91.1 (2)
3. Highway accessibility	87.2	91.3 (1)
4. Corporate tax rate	86.7	83.2 (8)
5. Tax exemptions	83.0	85.9 (5)
6. Quality of life	82.8	87.2 (4)
7. State and local incentives	82.5	81.3 (9)



Source: Area Development Magazine, <https://www.areadevelopment.com/Corporate-Consultants-Survey-Results/Q1-2019/33nd-annual-corporate-survey-15th-annual-consultants-survey.shtml>

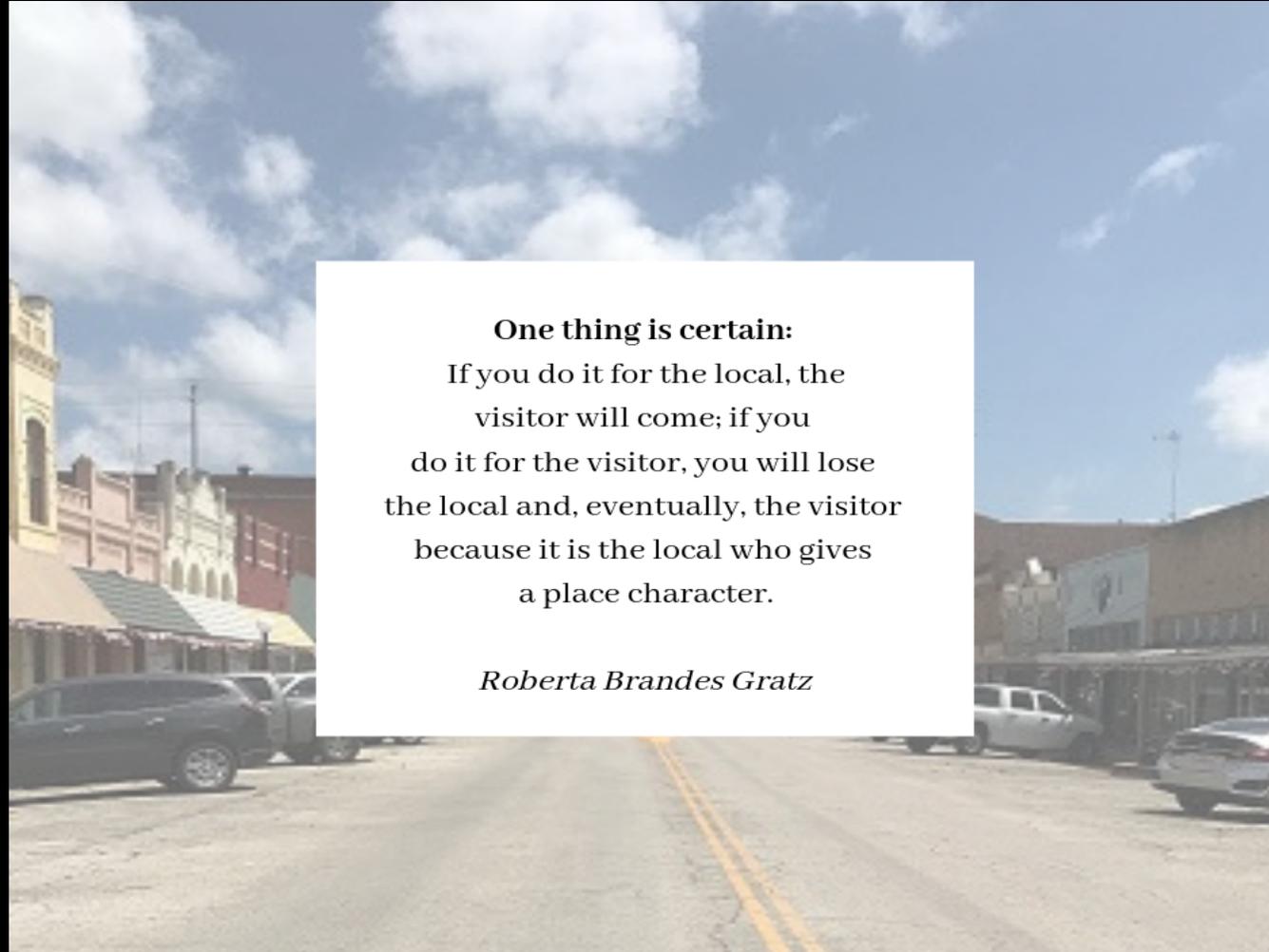
Downtown Kyle – Pros

- Compact downtown
- Historic and cultural heart of the community
- Residential development within, and adjacent to, the district
- Traffic issues related to state highway and railroad
- Dedicated and successful Economic Development and Parks and Recreation staff
- Existing building stock and infrastructure

Downtown Kyle – Cons

- No clear vision
- Competition with other projects
- No dedicated downtown staff
- Traffic issues related to state highway and railroad
- Walkability and perceptions of pedestrian safety

Make Downtown Kyle a Destination for Locals

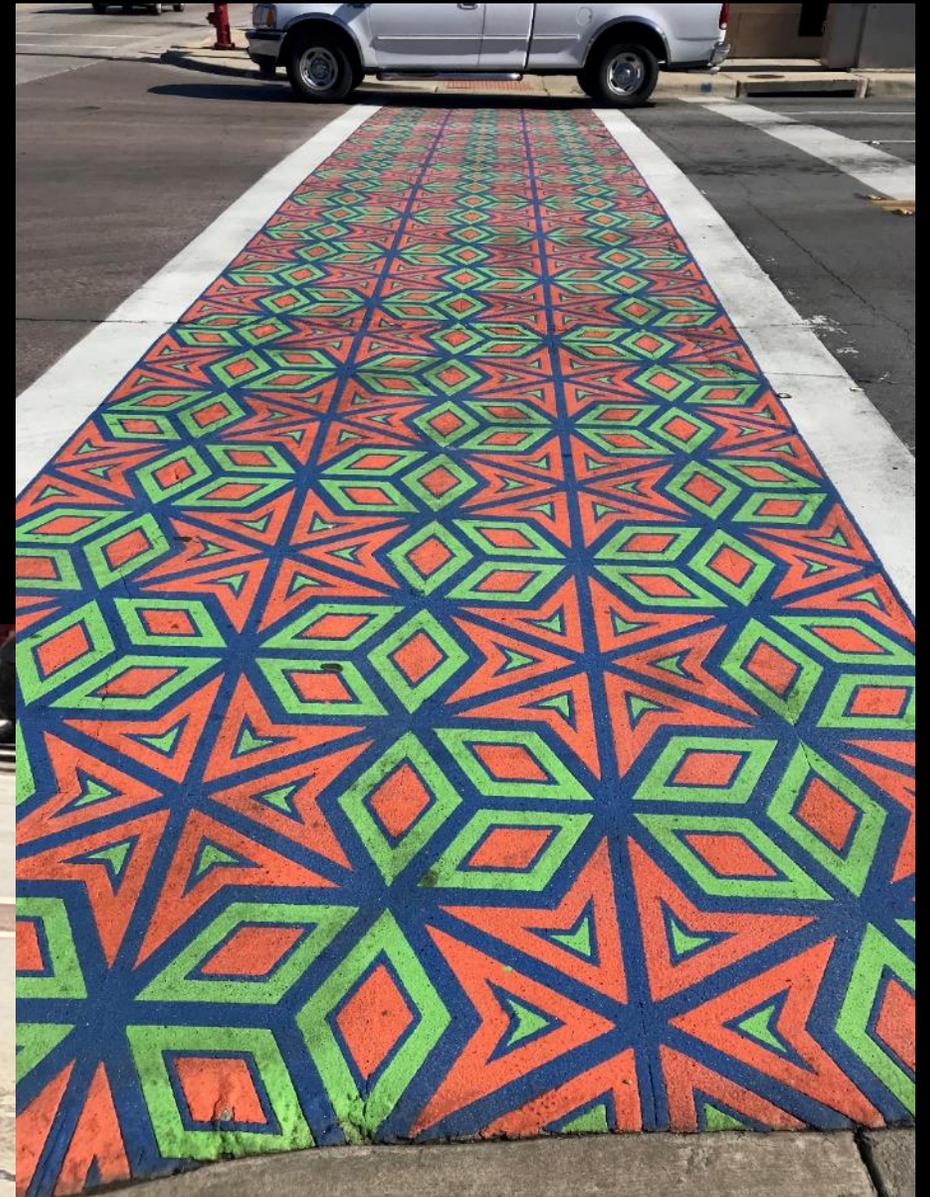


One thing is certain:

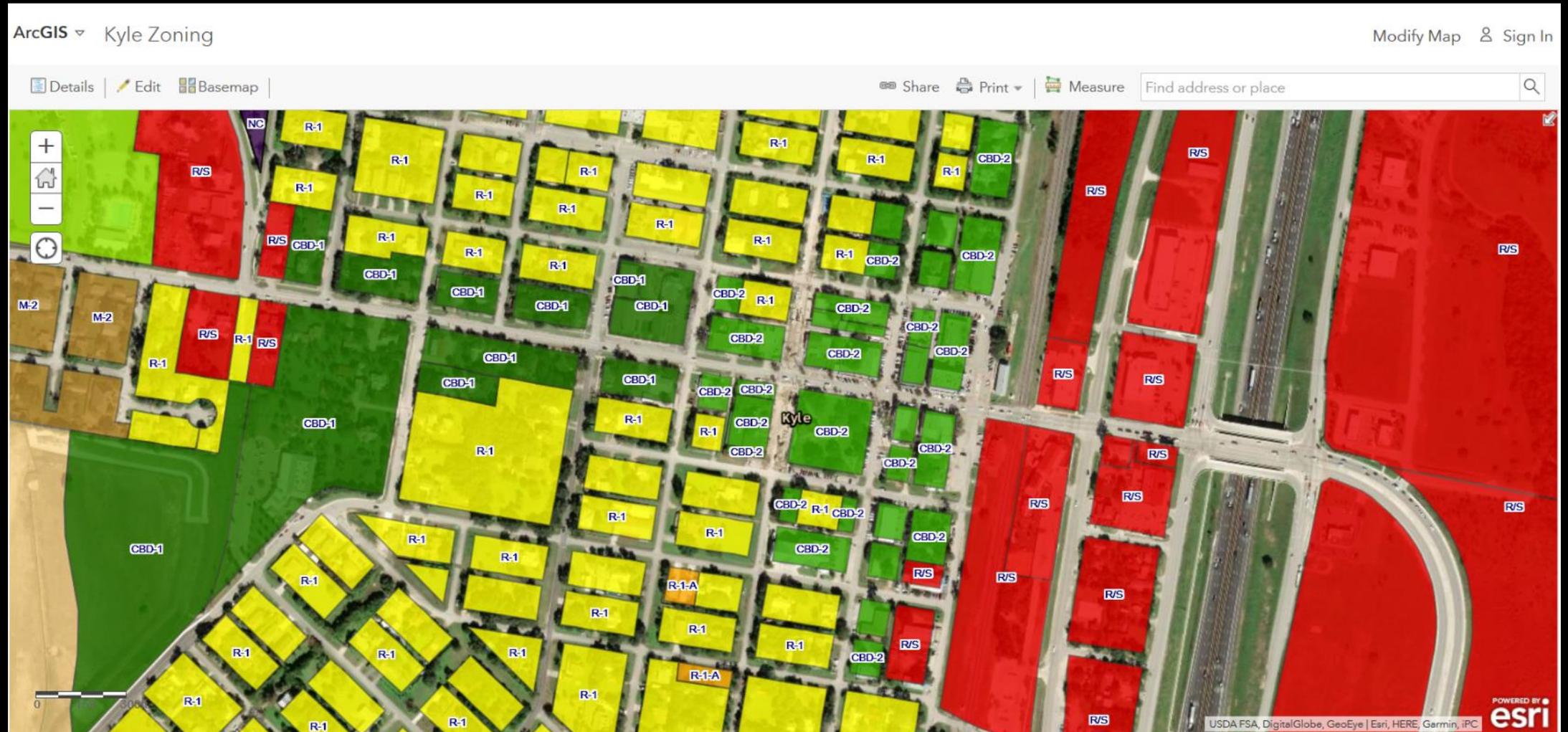
If you do it for the local, the visitor will come; if you do it for the visitor, you will lose the local and, eventually, the visitor because it is the local who gives a place character.

Roberta Brandes Gratz

Improve Walkability



Downtown Overlay & Zoning



Branding & Marketing

*Kyle,
Pie Capital
of Texas*



Small Business & Entrepreneurial Support

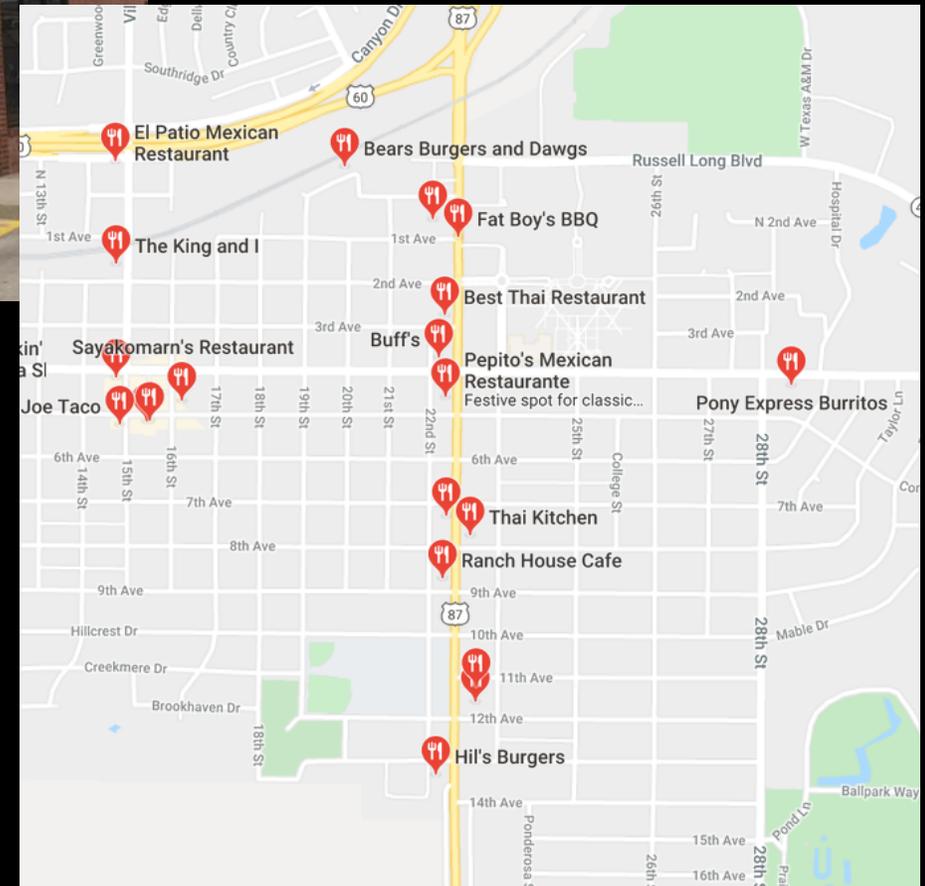
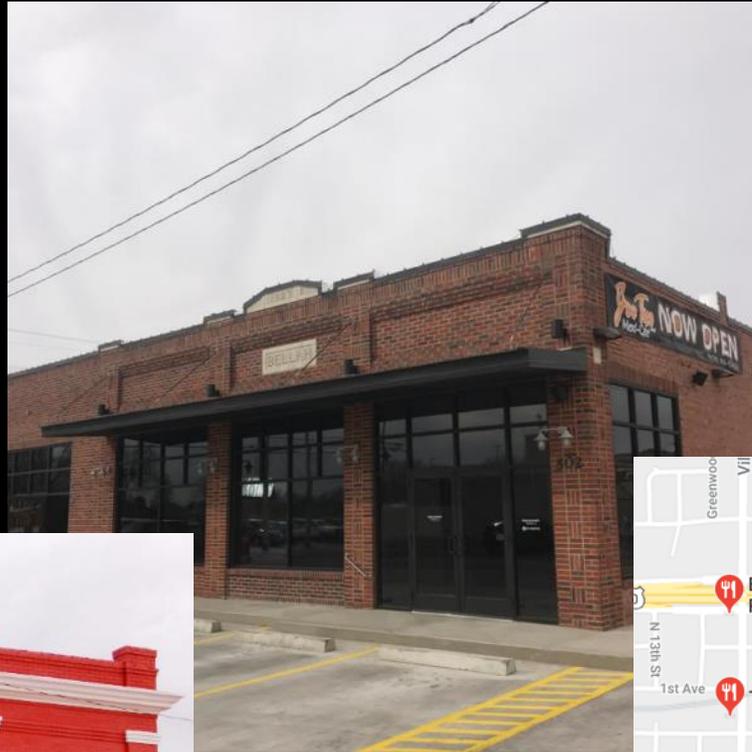
OUR TOWN FIRST



Events



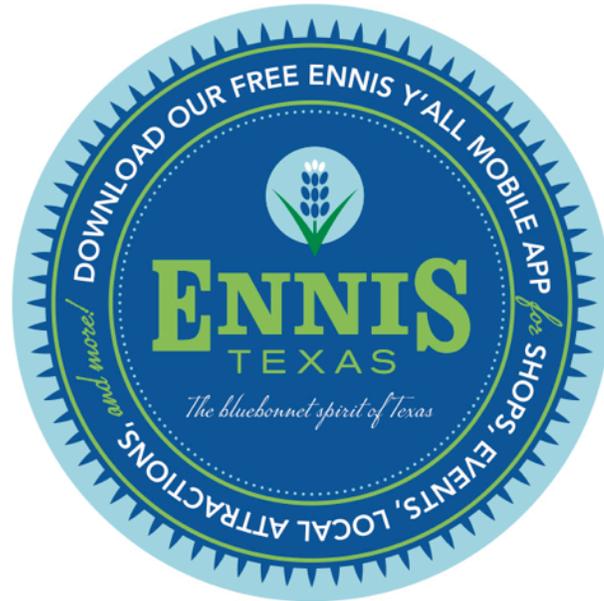
Canyon



Ennis



The bluebonnet spirit of Texas



CITY OF ENNIS BRAND STORY

We are pure Texas. And we're not just saying that like every other Texas town. As the "Official Texas Bluebonnet City," we know what it truly means to epitomize everything Texas.

It's true. You can find bluebonnets throughout our great state. But in Ennis, bluebonnets are more than visual beauty. They give us a certain spirit that's a part of our everyday life. It's why families from all over our state—in fact, from all over the world—make their Texas Bluebonnet memories here. It means family Sunday suppers to Friday night football. Bluebonnet spirit is friendliness, love of neighbors, hospitality and a get-it-done mindset. So, you see, while bluebonnet beauty surrounds you, here it's also a part of you.

Our city began with trains and cotton. Humble, but important in the story of Texas. Today, we see our "South of Dallas" location as a "What's next" advantage. We have the heart of a small town with the energy of a city 10 times our size. Ennis stays with you and is always your home, no matter where else you live. When our town was hurt by a tornado, some might've seen it as a setback. We saw it as an opportunity—to build a better Ennis for ourselves and our visitors. With our Downtown Master Plan to guide us, we'll grow how we want. Not just have growth for the sake of it. Our plan invites community involvement, builds excitement and will give us a better downtown Ennis, which is the heart of our community.

We're in Texas, so you know we love a good time. We bring out the color, fun and culture of our state with our Bluebonnet Festival. This welcoming spirit continues year round from our Christmas parade of lights, to our Blues on Main and to celebrating our Czech heritage with our National Polka Festival. That festival, that began as a casual get-together 53 years ago. Now, it's known beyond our state line and even our country's borders. Believe us, you've never heard and experienced polka like this before.

We want you to get to know us. Once you do, we feel pretty sure you'll like us. We're close by, just south of Dallas. You'll feel the spirit of Texas rise from our bluebonnets. Then, you'll discover why Ennis is the home of "The bluebonnet spirit of Texas."



The bluebonnet spirit of Texas

Garland

ATTENTION GARLAND RESIDENTS



COMMUNITY UPCYCLING SCULPTURE GARDEN

Come Make Your Mark on Downtown's first Community Upcycling Sculpture Garden during the last Sounds of Summer concert!

You will add an accent color to a plastic bottle that is painted one of five vibrant colors. Local artists will take your bottle and use it to create a sculpture!



Friday, July 12
5:30 to 9 p.m.
506 Art on the Downtown Square

MakeYourMarkGarland.com

f t i #ArtlandTX #MYNGarland



Mineral Wells



Murals @ 76067

Mineral Wells, Texas

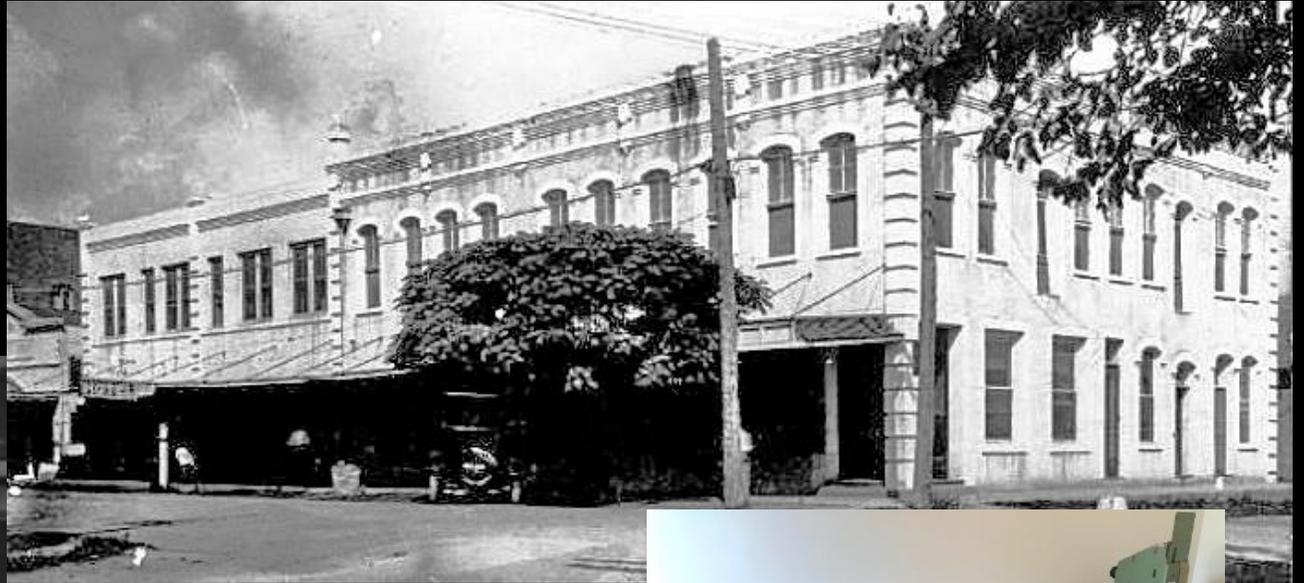
LEGEND

- Temporary
- Permanent
- Old Advertising Mural
- New to be painted

**LOVE MURALS?
WE'VE GOT 'EM!**

#muralsat76067

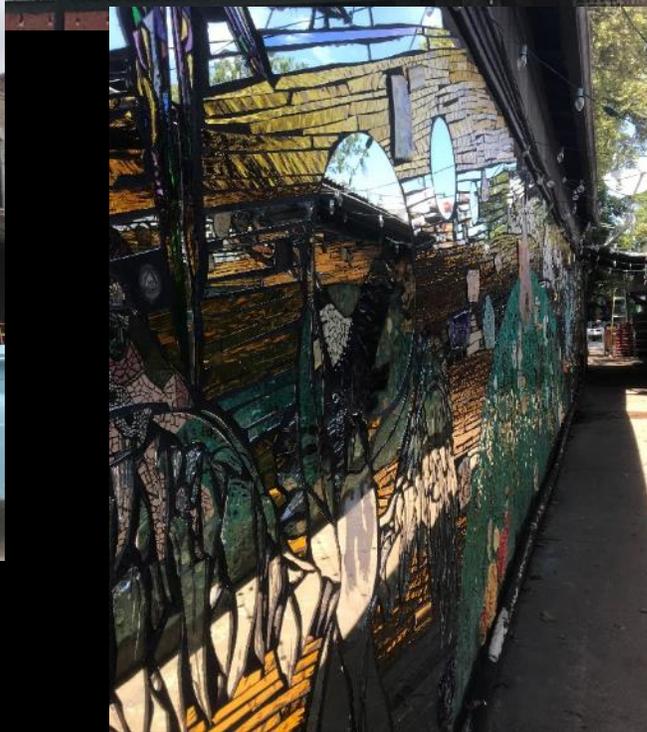
Richmond



Seguin



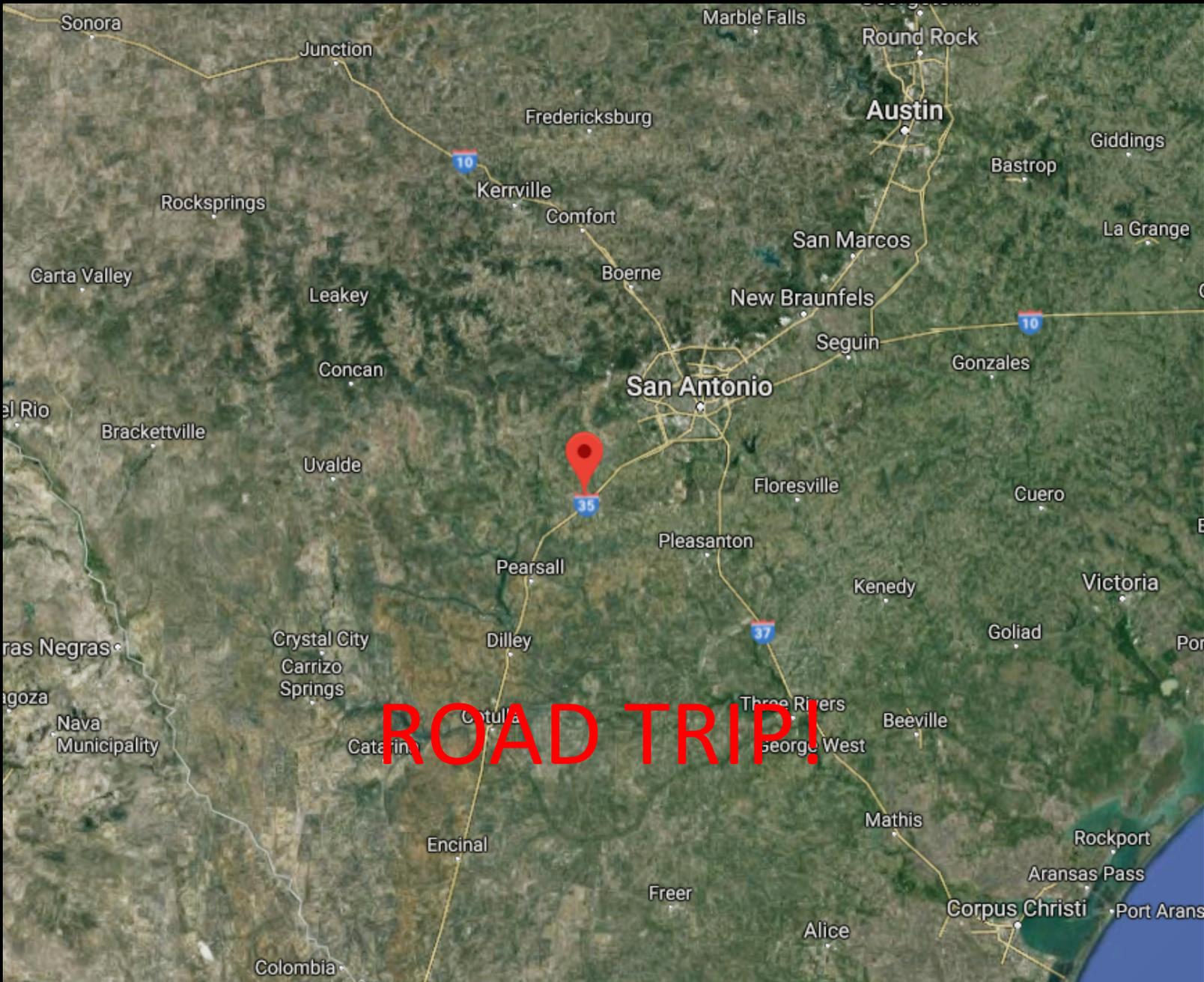
Smithville



Best Practices

- Identify downtown supporters and bring them together
- Road trip!
- Review development codes
- Look forward, not back
- Gather data to track progress
- Develop a plan of action
- Be open to new ideas
- Market your downtown
- Focus on incremental development projects
- Support small businesses





A green highway sign with white text and an arrow pointing up and right. The sign is mounted on a metal structure against a clear blue sky. The text on the sign reads "The Future" in a large, bold, sans-serif font. Below it, in a smaller font, is "NEXT EXIT" followed by a white arrow pointing diagonally upwards and to the right. The sign is supported by several metal brackets.

The Future

NEXT EXIT 

Gathering Data

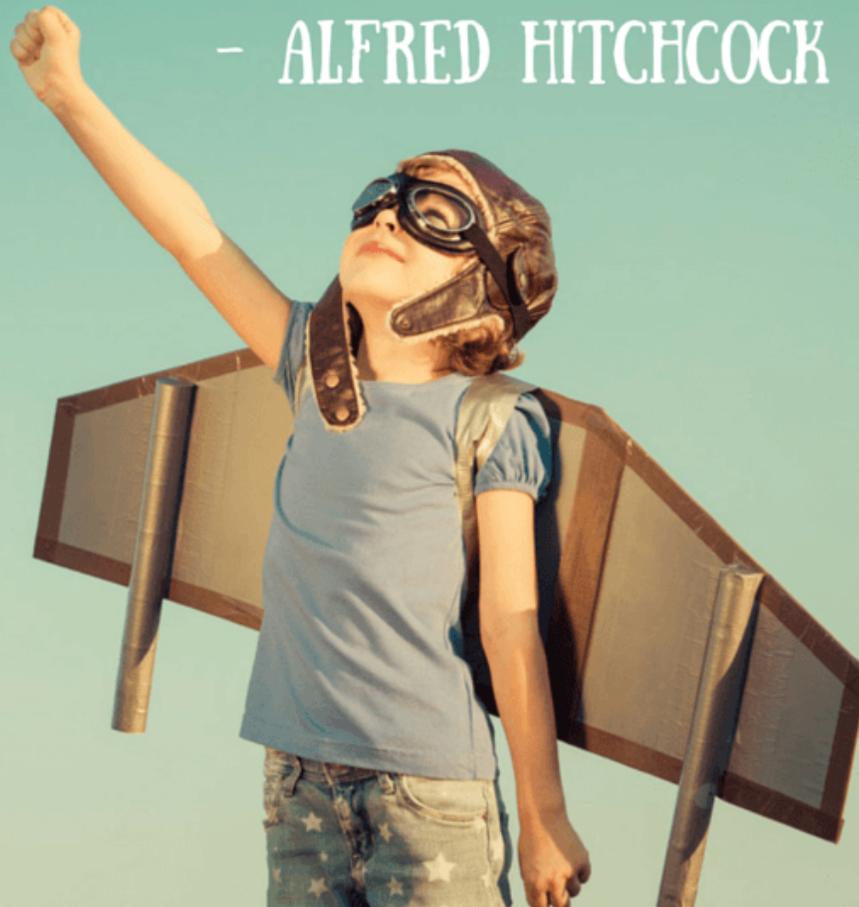
- Sales tax revenue
- Property values
- Investment
- New businesses
- New employees
- Visitor data



Ideas come from

EVERYTHING.

- ALFRED HITCHCOCK



Let us know how we can help!

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www.texasdowntown.org

