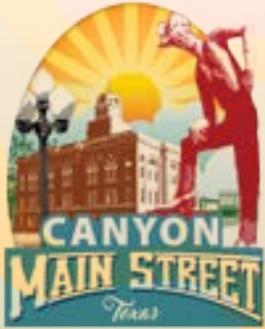
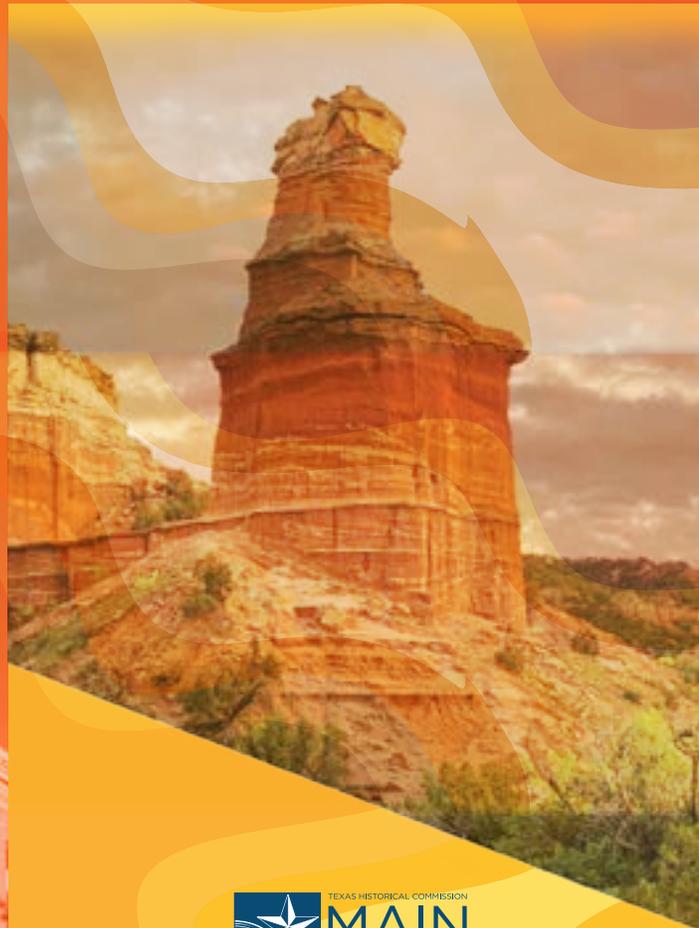


CANYON MAIN STREET SPONSORSHIPS



JOIN OUR TEAM



VISION AND MISSION

Mission Statement: To improve the quality of life for the citizens of Canyon and benefit the overall community, through the enhancement and promotion of historic preservation, restoration, business vitality, tourism, and cultural and arts awareness.

The Main Street methodology addresses four areas of concern and combines activities in these areas to develop a community's individual strategy for strengthening and redeveloping its central business district. The Four Point Approach encompasses Organization, Promotion, Design, and Business and Community Development.

The Canyon Main Street Advisory Board is appointed by the city commissioners. The board is responsible for determining the goals of our Main Street Program. The Advisory Board meets each month.

Why is it important to have a thriving downtown?

Having a thriving downtown is essential for several interconnected reasons that go beyond just economic development. Here's why it's considered so important:

1. Economic Vitality

Downtowns are the economic heart of many communities. A thriving downtown supports local businesses, attracts investment, and creates jobs. The Main Street Approach emphasizes using capital, incentives, and financial tools to assist businesses, catalyze property development, and foster entrepreneurship.

2. Community Identity and Pride

Downtowns often reflect the unique character and history of a community. Revitalizing these areas helps preserve architectural heritage and cultural assets, which in turn fosters community pride and a sense of place.

3. Social and Civic Engagement

Downtowns serve as gathering places for residents and visitors. Events, festivals, and public spaces encourage interaction, strengthen social ties, and promote civic engagement. The Main Street Program highlights the importance of promotion to position downtown as the community's hub of activity.

4. Sustainability and Smart Growth

Revitalizing existing downtowns is a sustainable alternative to suburban sprawl. It makes use of existing infrastructure, encourages walkability, and supports mixed-use development, which is better for the environment and public health.

5. Public/Private Partnerships

A successful downtown revitalization effort requires collaboration between local governments, businesses, nonprofits, and residents. The Main Street Program stresses the importance of building strong organizational foundations and partnerships to ensure long-term success.



CANYON MAIN STREET 2026 GOALS

The Main Street Approach is designed to be flexible and responsive to local conditions. It encourages communities to develop “Transformation Strategies” tailored to their unique market position and needs, whether that’s focusing on arts, agriculture, college-town dynamics, or entertainment 1.

Goals for 2026

More Community Partnerships with groups such as The Canyon Farmer’s Market, Canyon Chamber of Commerce, Lion’s Club, Student led organizations, and West Texas A&M University.

Impactful Community Events Art Festival, June Jams, Halloween Spooktacular

Expected Event Attendance for 2026



- Create a family-friendly and serving downtown
- Reinvest into our downtown through quality of life and beautification projects
- Foster a sense of pride for our community
- Offer support to businesses in the Main Street District
- Reinvest in Canyon’s downtown infrastructure to align with community goals and economic growth

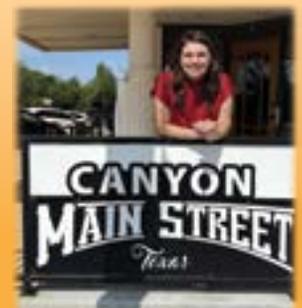
Canyon Main Street is one of 80 Texas Main Street Communities. Texas Main Street Communities have helped more than 11,000 businesses start, expand, and relocate. Being a Main Street city sets us apart from other communities. We are proud to be affiliated with Main Street America, a subsidiary of the National Trust for Historic Preservation, and the Texas Main Street Program.

CONTACT US

For more information, about sponsorship opportunities please don’t hesitate to contact Audry Miller, Main Street Coordinator at 806-656-1874 or amiller@canyontx.gov.

Thank You for helping us create a vibrant and thriving community. We value your partnership and are grateful for your support.

~ Audry



CANYON MAIN STREET



- Banner displayed on 4 corners of the courthouse square for a total of 2 months throughout the year.
- Trail Blazer Sponsor appreciation day chosen on the day of your choice. Sponsor(s) will receive coffee and breakfast on Canyon Main Street brought to the office for your ENTIRE staff to enjoy.
- Custom advertising clip of business featured in Canyon Main Street historic downtown video
- Logo shown on end credits of Canyon Main Street historic downtown video
- Business featured in regional magazine articles that promote Canyon as a Main Street City.
- Hand delivered Main Street swag
- Full logo on Main Street T-Shirts PLUS 15 free shirts
- Logo shown on end credits of Canyon Main Street downtown promotional video(s)
- Booth to promote your business/ organization at all Canyon Main Street events
- Special shoutout at all Main Street events
- Name on event posters
- Logo on Tex Randall Kiosk sign
- Logo on banner displayed at Canyon Main Street events (Art Fest, June Jams, Spooktacular)
- Logo and full business listing on Shop and Dine Page
- Logo included on the Shop and Dine rack card
- Logo on Canyon Main Street website sponsor page
- Social media shoutout(s) and recognition



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- Exclusive offer for retail and dining businesses Your business can be featured on our Tex Randall kiosk sign which includes a photo, business name, business address, and 3-5 sentences about your business!
- We will also include this information in our yearly Discover Canyon Magazine Ad.
- This add-on can be paired with any of the sponsorship levels above to enhance your impact and visibility.

