Plano City of Excellence | Memorandum

Date: November 17, 2025

To: City Council

Via: Mark D. Israelson, ICMA-CM, City Manager

From: Drew Brawner, AICP, Comprehensive Planning Manager

Subject: **Update Regarding Remaining Heritage Preservation Grant Funds**

For Fiscal Year (FY) 2025–26, $1,500,000 in Hotel Motel Tax (HOT) revenue was allocated for Heritage Preservation Grant Funds. On July 23, 2025, the Heritage Commission recommended awarding $1,134,914 of the FY2025–26 Heritage Grant funds to seven nonprofit organizations that promote tourism, $22,500 for Emergency Grant Funds, and $342,586 for city-initiated heritage preservation program-related projects. These recommendations were supported by the City Council during the August 14, 2025, Grant Workshop and approved as part of the FY2025-26 budget.

Based on the final adopted budget, staff now estimates that $304,128 will be available for city-initiated heritage preservation projects.

Planning and Special Projects staff collaborated to identify appropriate projects eligible under Texas Tax Code Chapter 351, which are expected to promote heritage tourism. Following research and discussion, three projects were identified for potential use of the remaining grant funds.

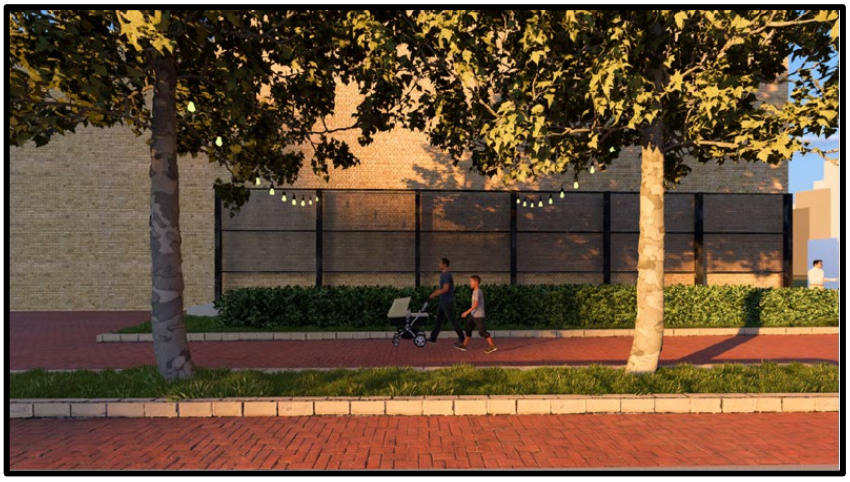
Recommended City-Initiated Heritage Projects:

1. Downtown Heritage District Activation Projects: Engage a third-party professional contractor to conduct recurring historic tours in Downtown Plano. These tours could feature actors portraying prominent founders of Plano, as well as other storytellers or performers who can bring the history of Downtown Plano to life. The project funds will also help cover contractor costs to launch the program. This effort builds upon the “Once Upon a Plano” walking tour, for which FY24–25 grant funds supported the collection of stories, illustrations, and audio equipment to enhance the experience.

   In addition, the city is planning an unveiling event to celebrate the completion of two new enhanced streetscape areas that will be completed through other construction funding: the pedestrian alleyway improvements near J Place and the street activation improvements at the southeast corner of K Avenue and 15th Street. The event would include decor, art, and activities that connect McCall Plaza with these two locations.

2. Rotating Mural Project: A public art display structure is proposed adjacent to the wall of the Frontier Building (1500 K Avenue), located at the northeast corner of K Avenue and 15th Street. This project is funded by the Tax Increment Finance Reinvestment Zone (TIF) Nos. 2 and 3 boards. The goal is to install a permanent structure in Downtown Plano to showcase rotating public art that celebrates local heritage and artists.

   As part of this effort, heritage grant funding is recommended to compensate the artists commissioned to create the artwork.





3. Welcome Art Project: This Special Projects initiative will replace the monument sign located at the northeast corner of G Avenue and 15th Street with a vintage-looking Welcome Art, subject to approval of a sign permit. This enhancement is intended to add character to Historic Downtown and foster a warm and inviting ambiance for visitors.

The breakdown of the recommended projects is listed in the following summary table:

Recommended City-Initiated Heritage-Related Projects	**$304,128**
Downtown Activation Projects	$135,000
Rotating Mural Project	$20,000
Welcome Art Project	$149,128

At the October 22, 2025, meeting, the Heritage Commission recommended approval of these items by a vote of 5–0. If supported by the City Council, staff would begin to plan and implement these items as soon as possible.

CC: Jack Carr, P.E., Deputy City Manager
Christina Day, Director of Planning
Peter Braster, Director of Special Projects