



VISION

The Sherman Main Street program envisions downtown Sherman as a sustainable neighborhood, where businesses thrive and historic buildings are valued. Main Street will build downtown as the heart of Sherman, providing an enhanced sense of community for people of all ages and backgrounds, whether they are residents or visitors, and improving the quality of life for all through pedestrian friendly streets, inviting public spaces and preservation of history.



MISSION

Sherman Main Street shall facilitate, through implementation of historic preservation, community involvement and support, and the Four Point Approach of organization, design, economic restructuring and promotion, a neighborhood environment that will attract businesses, visitors and residents to the downtown business district by creating a more attractive and enjoyable place to live, work, shop and play.

CORE VALUES

- Preserve and grow downtown as a business center for the community.
- Draw people downtown for business, shopping and fun.
- Facilitate growth within the downtown business community through consistent support and communication with the members of that community.
- Maintain and preserve Sherman's heritage and historic buildings.
- Create an atmosphere that can be enjoyed by all.
- EVERY community that has participated in the Main Street Program in Texas has experienced growth and development in their downtown!

LEARN MORE

About the Main Street Program and what it can do for your business.

Contact our Tourism & Main Street Office at 903.892.7230 today to learn how to get more involved.