

Downtown Denison Mission, Vision, and Unique Positioning Statements

Mission of Denison Main Street:

The Denison Main Street Program will attain Great American Main Street status utilizing the Main Street Approach™ and harness a cohesive spirit and the power of volunteerism to achieve our objectives of preservation-focused Downtown revitalization so that we will be a pedestrian-friendly regional hub with many diverse activities, an eclectic blend of commerce, and a livable environment.

Our Vision for the future:

Historic Downtown Denison is a vibrant shopping and living destination that is a magnet for business, arts, culture, and entertainment.

Unique Positioning Statement:

Downtown Denison is home to over 200 independently owned businesses and plays host to 681 events annually. It offers visitors opportunities to support and experience the extensive selection of locally owned shopping, eating, and drinking businesses while strolling through the longest Main Street district in the whole state of Texas.

Visitors can enjoy the 144 pieces of public art around Downtown Denison and experience the spirited energy and uniqueness defined through the spectacular events, rich historic roots, and small-town charm. The special character of Downtown Denison presents a different, exquisite adventure as compared with that delivered by large metropolitan cities most are familiar with.

Create authentic memories today in the heart of Denison.

The Unique Positioning Statement was collectively developed with guidance from independent business consultant and destination creation expert Jon Schallert.