

## MEMORANDUM

**TO:** Claire Powell, City Manager

**FROM:** Marichelle Samples, Director of Economic Development

**DATE:** May 18, 2026

**SUBJECT:** **Consideration of an Economic Development Agreement Between the City of Lewisville and TSMA Holdings, LLC; and Authorization for the Deputy City Manager, or Her Designee, to Execute the Agreement.**

### BACKGROUND

TSMA Holdings, LLC (“Owner”) owns property located at 301 S. Mill Street in Old Town and proposes to install a mural on the building. The property is adjacent to the City’s new pocket park, and the mural will improve the appearance of an aging wall.

### ANALYSIS

As part of the proposed improvements, the Owner is seeking an economic development incentive for the project consisting of a grant of up to 50% of eligible mural installation costs, not to exceed \$10,000. Eligible costs include, but are not limited to, artist fees, materials, surface preparation, equipment, and related expenses associated with installation.

The Owner will complete the mural in accordance with the approved design and maintain it throughout the term of the agreement. The grant will be paid upon substantial completion and submission of required documentation, including proof of payment and City approval of the completed mural.

This project will improve the appearance of the property and surrounding area, support ongoing revitalization efforts in Old Town, and contribute to its continued development as a destination for dining, entertainment, and small business activity.

Upon approval of this agreement, the artist will begin work, which is expected to take approximately 10 days to complete. The Old Town Pocket Park is adjacent to this building. A ribbon cutting ceremony for the park will take place following completion of the mural and is anticipated to be held in June.

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**CITY STAFF'S RECOMMENDATION**

That the City Council approve the agreement and authorize the Deputy City Manager, or her designee, to execute the agreement as set forth in the caption above.