

Imagine the Possibilities – How to Register

Updated March 2024

*****This document is intended for both the May and October tour.**

What is the Imagine the Possibilities Tour (IPT)?

Imagine the Possibilities Tour (IPT) is one way to highlight properties in your downtown district to potential investors, residents, business owners, entrepreneurs, and anyone who has ever “imagined” themselves downtown running a business or owning property. Our mission is to promote tours that facilitate the sale & lease of buildings and to further the usage of DowntownTX.org (DTTX).



The Texas Historical Commission (THC) started the IPT initiative in 2017 to celebrate the launch of DTTX. The goal of DTTX is to collectively market historic Texas downtowns as unique places for investment, revitalization, and a celebration of local history. The tours are an important part of this marketing strategy. IPT enables building and business owners to participate in an event that contributes to a community’s positive transformation.

Eighteen cities participated in our 2023 event series and our IPT initiative was represented across the state. IPT events are held exclusively during the months of May and October. In 2023 the IPT series showcased over 70 properties. Each community and their stakeholders provided content that highlighted local preservation based economic development. On average the individual tours hosted between 30 and several hundred tour attendees.

Setting Yourself up for Success:

The Texas Main Street Program (TMSP) is here to help guide your event to a successful start. Eligibility for participation in the IPT is reserved for Main Street and Certified Local Government (CLG) communities. Communities that are interested in participating must have a full-time manager in place, showcase a strong plan for the event, maintain an active DTTX profile, and submit their registration form by the deadline.

IPT Registration Process:

The IPT registration process begins a few months in advance of the tour date. For the May tour we close registration in March and for the October tour the registration deadline falls to the month of August. Having a few months to plan the tour allows our staff to collaborate with the local managers and ensures that the tour is well supported. Each IPT tour has an early registration period that will be announced in advance to the network. Those managers who submit an early registration form will qualify for an optional review session with our team.

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All registration forms submitted by the deadline will be reviewed for compatibility with our mission and then considered for inclusion in the IPT. This review step has been added to encourage thoughtful programming that highlights your Main Street district in meaningful ways. Registration forms that are submitted after the deadline will be asked to resubmit a form for the next tour.

Please submit all applications early and with an event plan in place.

It is not our intention to limit the number of communities that participate in IPT, but to feature high quality programming that can be promoted effectively on a state and local level. If it turns out that your community is not ready for the event series, then you will have plenty of time to prepare for the next tour opportunity.

Once Selected for IPT:

Registrants will be notified of their acceptance into the initiative. The IPT project manager will set up a virtual meeting with each accepted city to clarify and finalize individual tour details weeks in advance of the tour launch date.

Questions or Comments:

Please direct any questions or comments to the IPT project manager – communication for the program is best handled via email – maximilian.hall@thc.texas.gov. Once email contact is established, the project manager will arrange a virtual consultation using Microsoft Teams.

