



Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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WELCOME TO SAN MARVELOUS!

Main Street Training Held in San Marcos.

For the better part of a week twice a year, the Texas Main Street staff holds training and professional development for its local program managers and volunteers. Believing that a critical part of the learning experience is to see firsthand what others are doing to revitalize their downtowns, each one is held in a different Main Street community. In August, more than 60 managers and volunteers spent the week in San Marcos, a designated Main Street community for 29 years. This issue is a recap of that learning experience.

Sandwiched between San Antonio and Austin along the Interstate 35 corridor, San Marcos was named the the fastest-growing city in the country for the third year in a row in May. Since 2010, the city's population has increased by 30 percent. "We're seeing more and more people who live in and around San Marcos working in San Marcos. It's not like a bedroom community in the way it used to be for Austin," said Lloyd Potter, the



(Top image) New managers and THC Main Street staff enjoy the Art Project. (Bottom image) Managers and THC Main Street staff in "Kissing Alley."

state's demographer. "San Marcos also is home to the main campus of Texas State University, which has more than 36,000 students; it's near the Hill Country; and it's affordable," said Adriana Cruz, president of the Greater San Marcos Partnership. "We think that this

(census) ranking is indicative of a trend that we see, where San Marcos and our surrounding communities are becoming attractors of talent and good jobs, and that's our goal."

The San Marcos Main Street district is established around the

historic Hays County Courthouse square and abuts the Texas State University campus. The thriving downtown includes restaurants, shops, historic sites, and other destinations, which certainly contribute to the reason why so many people move here. In April, San Marcos celebrated the completion of an \$11 million downtown project that lasted for over two years.

The Capital Improvements project was part of the Downtown Master Plan in an effort to make downtown “perceived as a distinctive place in its own right; a singular and appealing destination whose character and vitality make it more than the sum of its individual parts.” This was the first major overhaul of infrastructure in Downtown San Marcos in more than a century. The project made downtown a much more pedestrian friendly environment. Walkability was increased by widening the sidewalks, improving the landscaping, adding pedestrian

lighting, drainage and other infrastructure improvements, and paving the roadways.

Local businesses are the heart of every downtown, and the friendly faces of the shop owners and employees brighten the day of locals and visitors alike. To give back to these ambassadors of downtown, the San Marcos Main Street Program created a successful month-long shop local campaign called LOVE Downtown that encouraged shoppers to “show the love” to downtown retailers. The LOVE Downtown campaign was started as a way to get local community members to appreciate the diverse offerings in their own backyard, especially while a much-needed downtown reconstruction project has caused obstacles and traffic delays in the area. Though San Marcos is known as a shopping destination because of the outlet malls in the city, many small businesses downtown are overlooked by visitors. This campaign sought to change this, and to show support for retailers at a time they need it most.

The effective campaign featured several activities to engage the community, such as contests and a cash mob. This campaign helped build appreciation and support for downtown businesses, as well as encouraging business owners to promote their local roots. Building awareness about the importance of shopping local was one of the main goals and is imperative for keeping the downtown district relevant and thriving.

The recent Texas Main Street gathering began with 14 mostly new Main Street stakeholders at the LBJ Museum adjacent to the Hays County Courthouse for new manager training. Future President of the United States, Lyndon B. Johnson, attended what was then known as Southwest Texas State Teachers College in San Marcos from 1927 through graduation in 1930. The LBJ Museum of San Marcos focuses on his formative years, how his early experiences as a college student and schoolteacher impacted the community and the nation, and his visits back to Texas State University. President Johnson announced the War on Poverty and the creation of the Gary Job Corps Center in San Marcos during one public address in 1964, and he signed the Higher Education Act on the Texas State University campus in 1965 during his tenure as president. The museum represents a major effort to preserve and share the important artifacts and memories of the man known as “the Education President” with generations of Texas schoolchildren, as well as to enhance the already growing tourist industry by providing



Shoppers sign-up to “show the love” to downtown retailers through the LOVE Downtown campaign.

another educational offering for out-of-town visitors.

In 1998, Hays County commissioners gave their approval to an arrangement through which the LBJ Museum Board could lease an abandoned county-owned movie theater on the courthouse square for 30 years for a nominal annual fee. Under this agreement, the board raised funds to renovate the building, which was in a state of serious neglect and disrepair but had considerable potential as the museum site. After arrangements to lease the building from the county were complete, the museum board began its renovation plans. Following more than nine years of dreaming, planning, and hard work by a broad cross section of community volunteers, the Lyndon Baines Johnson Museum of San Marcos opened its doors on December 6, 2006.

The new managers learned about the Four Point Approach®— design, organization, promotion, and economic restructuring, and how it helps communities not only in Texas, but across the

country successfully carry out programs of preservation-based downtown revitalization through a combination of public and private support and volunteerism. The simple formula can be used to address complex and common issues. As a step-by-step approach and as an economic development activity, this means that the effort of Main Street is never-ending. There are peaks and valleys, time where you move forward and other times when you fall back, and times when efforts (like a major infrastructure project) require your full attention for a period of time. The Four Point Approach® stimulates the creation of a comprehensive downtown effort.

Organization brings the people and partners together to work toward common goals. Volunteerism is at the heart of the program. Promotion is selling and branding downtown and an experience – creating a positive image of Main Street. It is essential to endorse downtown, the marketplace, the environment, the histories, and the businesses. This will cause the community to use downtown and increase tourism. It

also allows businesses and property owners to make a return on their investment, leading to possible future investors and businesses to see downtown’s potential. Under economic restructuring, strategies are developed to increase economic benefit and impact. Main Street managers are a principal resource for educating civic officials, realtors, bankers, and developers about the downtown marketplace. Design encompasses the physical downtown and has a strong planning component to develop and achieve a vision. It ensures the environment is safe and inviting for visitors. Sensitive building rehabilitation preserves the historic character. There should be responsible property stewardship, and downtowns should strive to enhance aesthetically through not only property rehabilitation, but landscaping and art projects as well. For more information on the Four Point Approach®, see the Texas Main Street program website [here](#) or the National Main Street Center website [here](#).

Public art can take many forms, as evident at a yet to be named alley that displays some incredible and



(Left image) Frankenstein street art in a San Marcos alley; (Middle image) The Dude aka Jeff Bridges in “The Big Lebowski” outside the alley; (Right image) David Perez, owner of 78666 Customs, and Samantha Armbruster, San Marcos Main Street Manager.

impressive street art. This was one of the learning stops during the Texas Main Street training. The fascinating art in and around the alley was completed by people from all over the world that come to this place to demonstrate their talents. From gangsta Frankenstein to the Dude, the talents of these artists confirmed that this art form is more than just tagging with a can of spray paint. David Perez, owner of 78666 Customs, shared his story about bringing this art form to San Marcos and overcoming the stereotype that graffiti is not art. This graffiti project adds a new element of surprise to downtown.

At a roundtable on Wednesday, many of the new managers expressed concern about vacant properties and owners who are not actively looking to fill them. There is a significant and re-occurring annual loss of tax revenue, rents, and salaries not paid by vacant downtown property owners. The cost to the community is not limited to the building owner but erodes the value of all surrounding real estate as far as 450 feet away. One solution provided was to build a real relationship with the property owners of the vacant buildings. By developing a positive association with them, the owners might be more easily convinced of the importance of occupying their buildings.

Placemaking is an important element of community vitality, as managers learned from San Marcos planner Andrea Villalobos, who addressed the group about enhancing local character through placemaking. Placemaking refers

to a collaborative process by which we can shape our public realm in order to maximize shared value; it also strengthens the connection between people and the places they share. In downtown San Marcos, a pilot program is being considered that allows up to five parklets throughout the city and establishes guidelines for unused right-of-way or parking spaces for sidewalk cafes. The currently discussed ordinance addresses Americans with Disabilities Act requirements, making sure existing sidewalks are not damaged and separation between city and tenant property remains. At a recent event downtown, Rhythm of the Streets, an “urban oasis,” cool-down parklet featured snow cones and yard games. The feedback received from the community was very positive, showing that the residents of San Marcos are eager

to start experiencing placemaking in this manner.

On Wednesday night, we were treated to a neon sign tour led by artists Jay and Darcy Gordon from Blackout Signs and Metalworks. Jay and Darcy designed and created many of the neon signs seen downtown, but originally, the sign codes were very restrictive. Jay said, “It didn’t address 3-D elements, different lighting sources, or designing signs to complement the architecture or environment.” They worked with the City Council to loosen up the code by showing the value of artistic-driven signage. Where before, the form-based code only had height and width constraints, it now has total square footage regulations, and there is some allowance for 3-D signs to come off the face of the building. Jay and Darcy told us about the amount of



(Top left image) Jay and Darcy Gordon of Blackout Signs and Metalworks lead the Neon Moon Tour; (Top right image) “Chances R” neon sign created by Blackout Signs and Metalworks; (Bottom left image) “Thairapy” neon sign created by Blackout Signs and Metalworks; (Bottom right image) “Classic Tattoos” neon sign created by Blackout Signs and Metalworks.

discovery they do to capture the right spirit of the business through their art form. They also talked about their strong responsibility to the client, the building architecture, and the town itself to make visually appealing, effective signage and decor. The amount of artistic integrity that goes into their work is much more than expected if you are unfamiliar with neon signs, and the results are pieces of artfully crafted neon works, which add an element of retro-chic to the area.

For the past year, the National Main Street Center has been undergoing a Four Point Refresh process to analyze the national Main Street Four Point Approach™ and to make adjustments as needed. Norma Ramirez de Miess, Senior Program Officer and Director of Leadership Development for the National Main Street Center, conducted a workshop on Thursday morning and spent some time reviewing the Refresh process. The process, which is still underway, has brought about a deeper realization of the need for Main Street to have vision, transform, and be able to implement and measure results. Projects remain critically important, but as part of the process, not as the end result. Addressing perceptions about downtown requires conscious attention and strategic action, de Miess said. “Probably no other organization other than Main Street has the ability to bring so many sectors of the community together,” she added. Part of her message was also that success is defined not only by the image of downtown, but also by the image of the Main Street program and its ability to create change over time. “It may look like it is happening by magic, but it is not,” she said. The workshop focused on

leadership development.

Main Streeters also had the opportunity to dine at the “Cottage Kitchen” located at the Charles S. Cock House Museum. The Old Cock Home is a national, state, and local historic landmark, erected in 1867 by Charles S. Cock, farmer and city mayor (1881-1883). The property is the oldest surviving residential structure in San Marcos. For 20 years, different groups in San Marcos have volunteered to make and serve lunch here each week, with 100% of the proceeds going to the Heritage Association of San Marcos. Diners sit among authentic furnishings, and a collection of fine primitive antiques, housed in a vernacular Greek Revival structure of native stone. The funds from the lunches are used for the upkeep of the property and other historic projects throughout the city. The community is dedicated to keeping the Cottage Kitchen going through innovative

fundraising for history, and to keeping the Charles Cock House open to the public for this period of time.

At the roundtables on Friday, four THC specialists delved into Main Street topics: County Historical Commissions (CHC), historic tax credits, getting youth involved in Main Street, and Certified Local Governments (CLG). The THC created the CHC outreach program in 2008. These volunteer organizations, appointed by the local county commissioners, can be an important partner to Main Street programs and other community organizations as they can be a fount of historical knowledge.

Tax credits have become a hot topic in Texas with the introduction of the state historic tax credit. That, along with federal tax credits, can be an important part of the economic development tool kit. For information about these preservation incentives, see



Maggie Gillespie, coordinator in San Marcos, with loyal volunteers Debbie Harvey and Sara Lee Underwood at Cottage Kitchen.

the THC website [here](#).

Getting youth involved in the Main Street program and their community history was another roundtable topic. One method is creating a youth council that meets to discuss the ways that they can impact their community. Training in civic participation is an excellent way for youth to feel empowered and capable of engaging in the projects they pursue. Another technique is interacting with area independent school districts (ISD). Managers can contact social studies (or other) curriculum coordinators at the area ISDs and the Education Service Centers. Managers may also apply to the Texas Education Agency [here](#) to provide teachers with continuing professional education credits. See their [website](#) for more information. Managers were excited to learn about the Watson-Brown Foundation, which supports historic preservation in part through its Junior Board of Trustees, a talented group of local high school students whose exclusive mission is to preserve local history. Part historic preservation, part youth philanthropy, this educational initiative fosters civic responsibility, heightens an appreciation for local history, and introduces students to disciplined and thoughtful giving. See their [website](#) for more information.

The Certified Local Government (CLG) Program is a local, state, and federal partnership for historic preservation that supports the preservation goals of local communities by offering technical



Lisa Worley, THC Youth Education Specialist, leads a roundtable.

assistance and preservation grants. CLG grant amounts generally range from \$2,000 to \$30,000. The grants can fund a variety of preservation projects, including historic resource surveys, National Register nominations, preservation plans, design guidelines, ordinance revisions, regional trainings, educational publications, and brick and mortar restorations. In order to become a CLG, a city must have a strong preservation ordinance, a historic preservation officer, and a historic landmarks review commission with the authority to review proposed alterations to landmarked properties. State and national historic designations do not usually offer much in the way of protection for historic resources. Through the use of zoning and ordinances, local governments can successfully protect historic resources and encourage sensitive, compatible development in historic areas.

The training in San Marcos drove home the message that an effective,

preservation-based downtown takes long-term vision, strategic activity, and a strong preservation ethic. Everyone walked away knowing why the locals call it San Marvellous.

GHOST MURALS

Article written by Sarah Blankenship, Project Design Assistant, Texas Main Street Program

Halloween is not too far off, so how about a new take on the ghost tour by highlighting your local ghost murals? But wait, what is a ghost mural and does your city have any? A ghost mural is a historic sign painted on the side of the building. Typically they advertised the business inside the building or a product sold inside the store. Coca-Cola is one of the most widely known product murals. Over the years, the paint fades off and the letters can become faded, semi-transparent - ghostly looking.



(Left image) C.T Bass Drugs and Medicines ghost mural located in San Marcos. (Right image) Sanitary Bakery ghost mural located in Georgetown.

The newest Main Street managers got a firsthand look of a ghost mural in San Marcos during their walking tour. Lettering can be seen along the entire side of a building: C.T Bass Drugs and Medicines is visible but rest of the signage is very difficult to decipher. Investigating the history of the business or product can lead to a whole wealth of entertaining education. Take for example the ghost sign of a Sanitary Bakery in Georgetown. “Sanitary” seems an odd advertising word today for a bakery, but take a trip back in time and picture yourself in the early 1900s when infectious diseases were widely prevalent in the U.S. The 1918 flu pandemic hit an estimated 25 million Americans. Many schools and businesses closed and churches did not meet. Polio was on a rampage in the 1940s and thousands were paralyzed or died. No one really knew what caused it - rumors flew and germs were implicated. Public swimming pools were shut down, movie patrons were urged not to sit too close, many children were bathed nightly in Clorox. In these times, it was important to advertise that customers would not get germs from their business, so touting cleanliness

over yumminess was the way to go.

Ghost murals are an important part of our history and there are different ideas about what should be done about their fading appearance. There are three approaches to ghost murals:

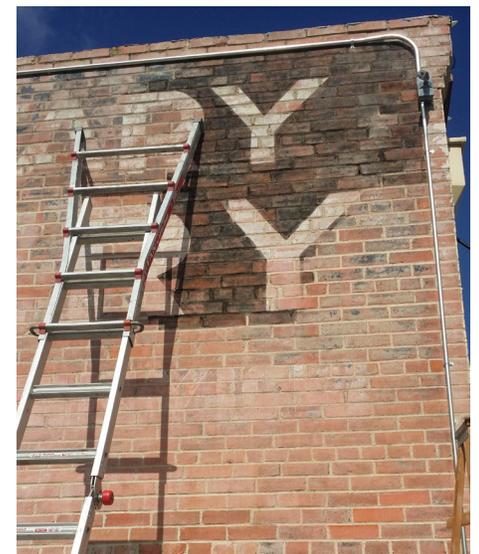
1. Leave them as is. Leaving them exactly the way they are is the authentic history, and they have a beauty of their own in this state. Do ensure that photos are taken or archived to document their history for future generations to learn about even if they can no longer be seen in entirety.
2. Repaint the mural with 100% coverage. This approach is the least favored since it makes the mural look



Some murals can look new again rather than a historical element. Image [source](#).

brand new again rather than a historical element. On the more technical level, many historic murals were painted on brick. The Texas Main Street Program does not recommend painting on brick because it can interfere with how brick absorbs and repels water. Water can get trapped behind the paint and cause deterioration of the brick.

3. Lightly touch up the design and lettering so it can be seen again. This approach uses diluted paint to



The approach of lightly touching up the lettering with diluted paint.

still allow a faded appearance and convey it is a historic mural. Often times this will require research into historic city directories, yearbooks, newspapers, Sanborn maps, museum files, and of course local citizens for historical photographs and information.

Transitioning to new signage, two different approaches were seen in San Marcos.

1. Painting the new business signage in the same appearance as historic signage (or sometimes directly on top of historic signage). Note the “Established 2014” date on Stonewall Warehouse below.

2. Leaving the faded ghost mural and adding new panels signage for the current business. This works really well in the photo below of the Taproom and The Porch. It is clear what the historic signage is and the new signage is. The new signage can be removed at any time to reveal the historic signage again.

WELCOME FROM THE NEW ASSISTANT STATE COORDINATOR/ SMALL BUSINESS SPECIALIST

Article written by Sarah Marshall, Assistant State Coordinator, Texas Main Street Program

Greetings, Main Street Managers. I happily joined the Main Street team July 1 as the new Assistant State Coordinator/Small Business Specialist, and I have been soaking up the knowledge since then. I am excited to merge my varied business experience and studies into this position and become a Main Street resource to you all.

After working in corporate marketing for many years, I became really burned out focusing on the bottom line and went back to

school for something I was always passionate about—public history. You are probably asking yourself what the heck public history means. It is working with history outside of academia – museums, archives, historic preservation, historic sites—you could call it applied history. While I knew a continued career in the business world would be lucrative, I felt certain that connecting the public with their history would be much more rewarding in the long run. Many people do not consider some events in the past as part of history because they are not directly related to the national or even state narrative. I became determined to show people that community history and family history are just as important—just because the masses won’t read about it in a classroom textbook does not make these past events less valuable. Personal history is worthy and important as well.

After graduating with my Masters in Public History in 2012, I started



(Left image) Signage painted and applied in the same appearance as historic signage. (Right image) New panels added on top of faded ghost murals.

consulting for several small, non-profit history organizations, and I realized that these small businesses could often benefit from professional development assistance without even knowing they needed it. Even though community heritage was my passion, I knew that supporting public history in ways other than my graduate education trained me to do was more important. It was finally time to use all of my professional business training and experience for the greater public good.

When this position with the TMSP came along, I could hardly believe it. It was as if someone tailored it to my exact experience and interests. I have always been a fan of the Main Street program—the combination of downtown economic revitalization with community heritage and historic preservation makes sense. The addition of the Small Business Specialist portion of the job was a great way for me to consider all of those years in the corporate business world as training for this time, and I cannot wait to help your small businesses with all of the things I learned along the way.

I am especially excited that the small business part is new to this function because it means I get to be creative with my problem solving and the frontier is unknown. I hope your businesses are enthusiastic to utilize a free service that can help them increase their bottom line. I cannot wait to empower your retailers with the knowledge they need to be successful. I am happy to be a resource for a component of a

program that means so much to me and you as well. I am eager to get the ball rolling.



New Main Street Assistant State Coordinator/Small Business Development Specialist Sarah Marshall (on the right) is already hitting the road. She took a recent trip to Carthage and met up with Main Street Manager Cindy Deloney (on left).

SPECIAL VOLUNTEERS

We continue to spotlight in each edition of Main Street Matters those volunteers whose contributions and dedication are so important to the success of local programs.



(Left image) Gerry Larabee and Gracie at Heart of Texas. (Right image) Interior of Heart of Texas Gift Gallery in downtown Nacogdoches.

If you would like to honor a special volunteer with a spotlight, please send a short narrative and image to debra.drescher@thc.state.tx.us.

Gerry Larabee, Nacogdoches Main Street Program

Gerry Larabee opened her retail shop, Heart of Texas, in downtown Nacogdoches in 1994, and she has been an ally and volunteer for downtown ever since. First with her beloved Golden Retriever Anna, and now with Gracie by her side, Gerry exemplifies what a true altruist can mean to a Main Street program. She has seen downtown Nacogdoches go from a lackluster look to a well-developed area with thought-out cohesiveness, and she has been on board every step of the way.

When Gerry first opened her store, there was a Downtown Business Association (DBA) to provide assistance but those were the days before the Nacogdoches Convention and Visitor Bureau (CVB) and Main Street (MS). The DBA actually worked well for Nacogdoches in the early period of Heart of Texas;

the meetings were well attended and most people downtown were involved. However, a need for a visitors' center and a focus on tourism arose, and the DBA, with Gerry's help, established the CVB and opened the visitors' center. Then, they researched and applied for the Main Street program—again with Gerry's assistance—and Nacogdoches joined the TMSP in 1998. Since the inception, Gerry has served on the Advisory Board and through example, promoted the idea of volunteerism on Main Street.

Gerry believes enthusiastically and completely in the Main Street program. From doing research, to going to conventions, to serving as president/vice president/secretary on the board, Gerry's experience with volunteerism has been varied. Volunteerism is important to Gerry for two reasons—from the business side, it makes good sense to support the Main Street program. Gerry has a lot of pride in her community, so on another level, volunteering is good for the town. The sense of history in Nacogdoches is very strong and contributes to her affection for the town, so working toward preserving that history while running her business successfully drives Gerry to volunteer in all aspects of Nacogdoches Main Street.

To make change in a community, Gerry believes you have to be willing to volunteer and be involved. She served on the CVB for a long period and works on the Millard's Crossing Board along with her time she

contributes to Main Street. She finds it fun, and even though there are some frustrating times, the end product is worth it. Developing good friendships with the common goal of a successful downtown along the way is just the icing on the Main Street cake. Thank you to Gerry for her hard work!

VOLUNTEERISM



The Henderson Main Street program recently hosted a Main Street 101 training that also included several board members from the Kilgore Main Street program.



New Palestine Main Street Manager Greg Laudadio and his Main Street board at a Main Street 101 training in July.



The Advisory Board and several downtown stakeholders got together recently for a Year One mid-year review. Rosenberg is a 2015 Main Street program.



The Advisory Board of the San Augustine Main Street program recently got together for discussions about activities and projects they want to take on as they move beyond their initial three-year phase in Main Street, which is just ending.

MAIN STREET EVENTS

CANTON

**Free Outdoor Movies
“The Blind Side”
Friday, September 4, 2015**

Canton Main Street will be hosting free outdoor movies across from the Plaza Theater in Downtown Canton. Concessions fund the Canton Texas Main Street Program.

DENTON

**Chase the Ace Bike Criterion
September 6-7, 2015**

Bring your lawn chairs and blankets to sit under the shaded trees of the courthouse as you cheer on your favorite racers. See [website](#) for more information.

**Arts, Antiques and Autos
September 12, 2015
9 a.m.–3 p.m.**

**Oaktopia Music Fest
September 26-27, 2015**

Visit our [website](#) for more information. Limited number of tickets available at: www.oaktopiafest.com

ELGIN

**Sip Shop and Stroll
September 10, 2015**

Sip a little wine and shop as you stroll through the stores in historic downtown Elgin. You will find

diverse merchandise, eclectic decor, artwork by local artists, and live music in many of the venues.

**Wildcat Homecoming Parade and
Pep Rally
Wednesday, September 16, 2015
6:00 pm**

Show your spirit and cheer on our Wildcat team as they prepare for Elgin’s Homecoming. The parade will begin at the water tower on 2nd Street and conclude at Veterans’ Memorial Park at Main St. and Depot St. Go Cats!

**Music in the Park
Friday September 25, 2015**

The Damn Torpedoes, Tom Petty cover band will be performing in Historic Downtown Elgin in Veterans’ Memorial Park. Bring beverages, snacks, blanket, or a lawn chair and enjoy this free event. Concessions are available.

GLADEWATER

**Arts & Crafts Festival
September 19-20, 2015
10 a.m.–5 p.m.**

Join us as local artists display their handcrafted items. Some of the best East Texas food will also be available throughout the day. See [website](#) for more information.

GRAPEVINE

**29th Annual GrapeFest®
September 17-20, 2015**

A wine experience presented by Bank of the West in beautiful historic downtown Grapevine. For up to the minute schedule and event

information, visit their [website](#).

HILLSBORO

**Cotton Pickin’ Fair
September 25-26, 2015**

Activities will kick off September 25th, in front of the stage on the courthouse square with a street dance, food vendors, and new this year will be bull riding, mutton busting, and a carnival. Saturday, September 26, the fun begins at 10 a.m. with food vendor booths, arts and craft vendors, and the carnival for children. For more information call 254-582-5499 or email cmoore@hillsborotx.org.

**Farmers Market
May-October 2015
8 a.m.–1 p.m.**

Come enjoy the picturesque courthouse square as you shop our local vendors for the best produce and handmade items in Central Texas. All items sold are produced and grown right here in Texas. Come support our local farmers!

LA GRANGE

**Patriot Day Ceremony
Saturday, September 12, 2015
9 a.m.**

The ceremony will take place on the square on the Fayette County Courthouse lawn and the program includes a 21-Gun Salute, bagpiper, and presentation of the 9/11 Commemorative Flag. Arrive a little early and see the emergency vehicles up close and personal, as they will be on display beginning at 8:30 a.m.

LAREDO

Farmer's Market
Every Third Saturday of the month
9 a.m.–1 p.m.

Shop for local produce at the historic downtown "Jarvis Plaza".

Streets of Laredo Astisan Bazaar
September 4, 2015
5 p.m.–9 p.m.

Regional Artists showcase and sell their unique artistic creations at downtown "San Agustin Plaza". See [website](#) for more information.

MCKINNEY

Oktoberfest
September 25-27, 2015

Beer, Brats & Kraut... That's What It's All About!! See [website](#) for full schedule and details.

NACOGDOCHES

Boots 'N Brew
September 26, 2015
6 p.m.–10 p.m.

Live entertainment, vendors, and beer and wine samplings. Tickets go on sale September 1, 2015. See [website](#) for more information.

PARIS

Market Square Farmers Market
Saturdays
9 a.m.–1 p.m.

Located in downtown Paris. 400 SW 1st Street. Great local grown

produce, specialty items, flowers and artisan crafts and gifts. See [website](#) for more details.

RIO GRANDE CITY

Viva Mexico
Saturday, September 12, 2015

Celebrating our Hispanic Culture; free concert at the Kiosk on Main Street. There will be live performances, costume contest, El Grito contest, authentic Mexican food, and much more. For more information go to our [website](#) or [Facebook page](#).

ROCKWALL

Shop Late Till 8
September 10, 2015
5 p.m.–8 p.m.
Downtown Rockwall - Historic Square

The retail shops on the square keep their doors open till 8 pm. Many will offer refreshments and door prize drawings.

SAN AUGUSTINE

An American Main Street
September 11, 2015
5 p.m.–9 p.m.

Event to include mixed media art contest, salute to first responders and law enforcement, concert, and promote downtown. The ceremony begins at 5 p.m., so be sure to grab the whole family and join your fellow patriots on the square in downtown San Augustine. All is free to the public! For full schedule and details, visit their [Facebook page](#).

SEGUIN

15th Annual Pontiac Club Classic Car Show
September 26, 2015
9 a.m.–4 p.m.
Central Park, Downtown Seguin

One of the biggest displays of collectible, antique, and classic cars in south central Texas! There will be live DJ music, goodie bags, and door prizes for all show participants. Entry fee will be \$20 per vehicle before the entry deadline and \$25 the day of the show. For more info call 210-695-1504 or visit their [website](#).

UVALDE

Community Movie Night
"Dirty Dancing"
Saturday, September 12, 2015

WAXAHACHIE

Ladies' Night Out
September 10, 2015
5 p.m.–8 p.m.

Held every 2nd Thursday of the month.

10 CRITERIA ANNUAL REPORT

Don't forget to mark your calendars. The 10-Criteria Annual Report deadline is slowly approaching. Deadline is Monday, November 2, 2015. Remember, we only accept electronic submissions. The documents are also uploaded to the Main Street Online Resource Library.

HAPPY TRAILS!



We wish Denise Miranda, Winnsboro Main Street Manager, a fond farewell! Denise retires on September 30. She began her relationship with Winnsboro Main Street by working on the application in 2002. With acceptance for 2003, Denise became the first Main Street manager there and served for 2 years. From 2007-2011 she served Winnsboro as a VISTA volunteer through which she started and managed the local Farmer's Market. She came back to Main Street in 2011. She is shown here around her beloved downtown with merchants (top) and City Manager Jeff Howell (bottom).



Websites of Interest

Advisory Council on Historic Preservation: www.achp.gov

African American Heritage Preservation Foundation: www.aahpfdn.org

(The) Alliance for Historic Landscape Preservation: www.ahlp.org

(The) American Institute of Architects: www.aia.org

American Planning Association: www.planning.org

American Society of Landscape Architects: www.asla.org

(The) Cultural Landscape Foundation: www.tclf.org

(The) Handbook of Texas Online: www.tshaonline.org/handbook/online

Keep Texas Beautiful: www.ktb.org

League of Historic American Theatres: www.lhat.org

National Main Street Center: www.preservationnation.org/main-street

National Park Service: www.nps.gov

National Trust for Historic Preservation: www.preservationnation.org

Partners for Sacred Places: www.sacredplaces.org

Preservation Easement Trust: www.preservationeasement.org

PreservationDirectory.com: www.preservationdirectory.com

Preservation Texas: www.preservationtexas.org

Project for Public Spaces: www.pps.org

Rails-to-Trails Conservancy: www.railstotrails.org

Scenic America: www.scenic.org

Texas Department of Agriculture: www.TexasAgriculture.gov

Texas Commission on the Arts: www.arts.state.tx.us

Texas Downtown Association: www.texasdowntown.org

Texas Folklife Resources: www.texasfolklife.org

Texas Historical Commission: www.thc.state.tx.us

Texas Parks and Wildlife Department: www.tpwd.state.tx.us

Texas Rural Leadership Program: www.trlp.org

Texas State Preservation Board: www.tspb.state.tx.us

Urban Land Institute: www.uli.org

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