

Imagine the Possibilities – How to Register

Updated January 2023

How To Register: 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. The concept is to open your vacant and underutilized properties and provide access to downtown development and business resources.



The Texas Historical Commission (THC) started this initiative in 2017 to celebrate the launch of DowntownTX.org. The goal of the website is to collectively market historic Texas downtowns as unique places that offer history and a high quality of life. 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 transformation.

Twelve cities participated in the first statewide effort; combined, the tours showcased 110 properties

ranging from 1,500 square foot lease spaces to large-scale major redevelopment projects with more than 6,000 square feet. The tours attracted an average of 30 attendees with some cities drawing hundreds of visitors.

Upcoming Dates: Spring 2023

- **January 18** Network virtual meeting
- **February 1 – 17** IPT registration opens
- **February 22 & 24** Early submission review
- **March 1** All registration forms are due for May
- **May 1 – 31** Imagine the Possibilities Tour

Setting Yourself up for Success:

The Texas Main Street Program (TMSP) is here to provide helpful tips to host your IPT event. Our mission is to promote tours that foster historic and economic revitalization and to further the usage of DowntownTX.org. Eligibility for participation in the IPT is reserved for Main Street communities who maintain a public facing DowntownTX.org page. Applicants must have a strong tour plan in place and meet the registration deadline.

For 2023, our IPT events will be held exclusively during the months of May and October. Only May and October IPT tour dates will be featured on THC promotions. This first registration round collects information for tours that will take place in May. If you do not plan to host your tour until October, please let us know. We will have a new set of dates for our October program!

To kickstart IPT, we are hosting a network virtual meeting on January 18 for people who are interested in holding a tour now or in the future. We will discuss the new tour framework and hear from experienced managers about previous tours.

Questions? Contact Maximilian Hall, Special Projects Coordinator, 512-463-7466 or maximilian.hall@thc.texas.gov

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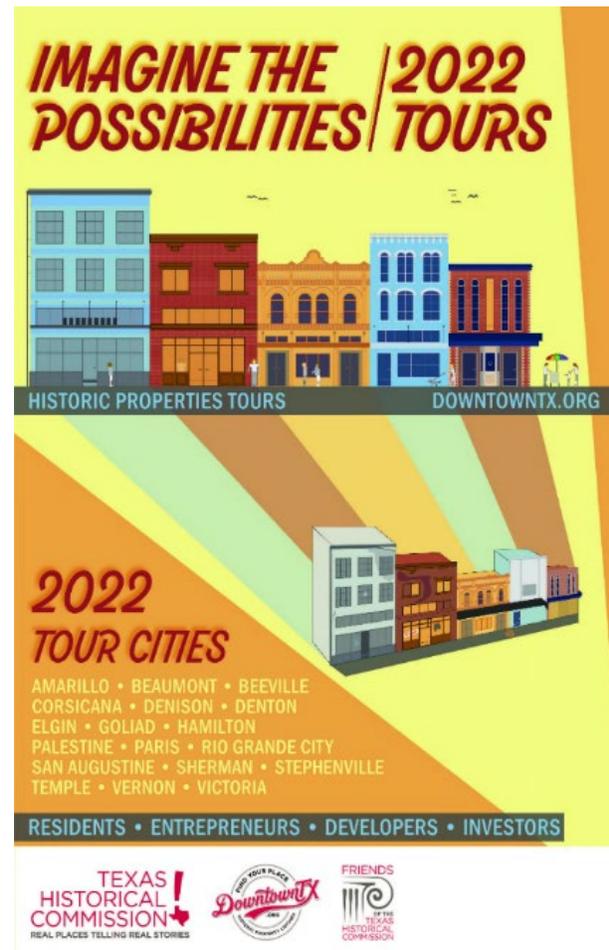
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IPT Registration Process:

The IPT registration form is due by March 1. Those who submit a completed form on or before Feb 17 qualify for an optional review session with our team. Review sessions allow registrants to ask questions about the registration forms or discuss tour ideas with our team. These sessions will take place on February 22 and 24.

Registration forms that are submitted on or before March 1 will be reviewed for compatibility with our mission and then considered for inclusion in the May 2023 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 March 1 (late) will be recommended for the October IPT tour.

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 a May event, then you will have plenty of time to prepare for the October tour.



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

Once Selected for the May IPT:

Registrants will be notified of final tour selection by March 8. Maximilian Hall will set up a virtual meeting to clarify and finalize individual tour details. This meeting will also be a time to pinpoint buildings or spaces that might benefit from additional consultation with the Main Street Architect and Design Team.

Promotional materials will be available as early as March 15 and will be mailed no later than April 14. The materials are outlined in the registration form.