

Main Street Matters

SEPTEMBER 2018 • A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

SOMETHING IS BREWING IN DOWNTOWN TAYLOR



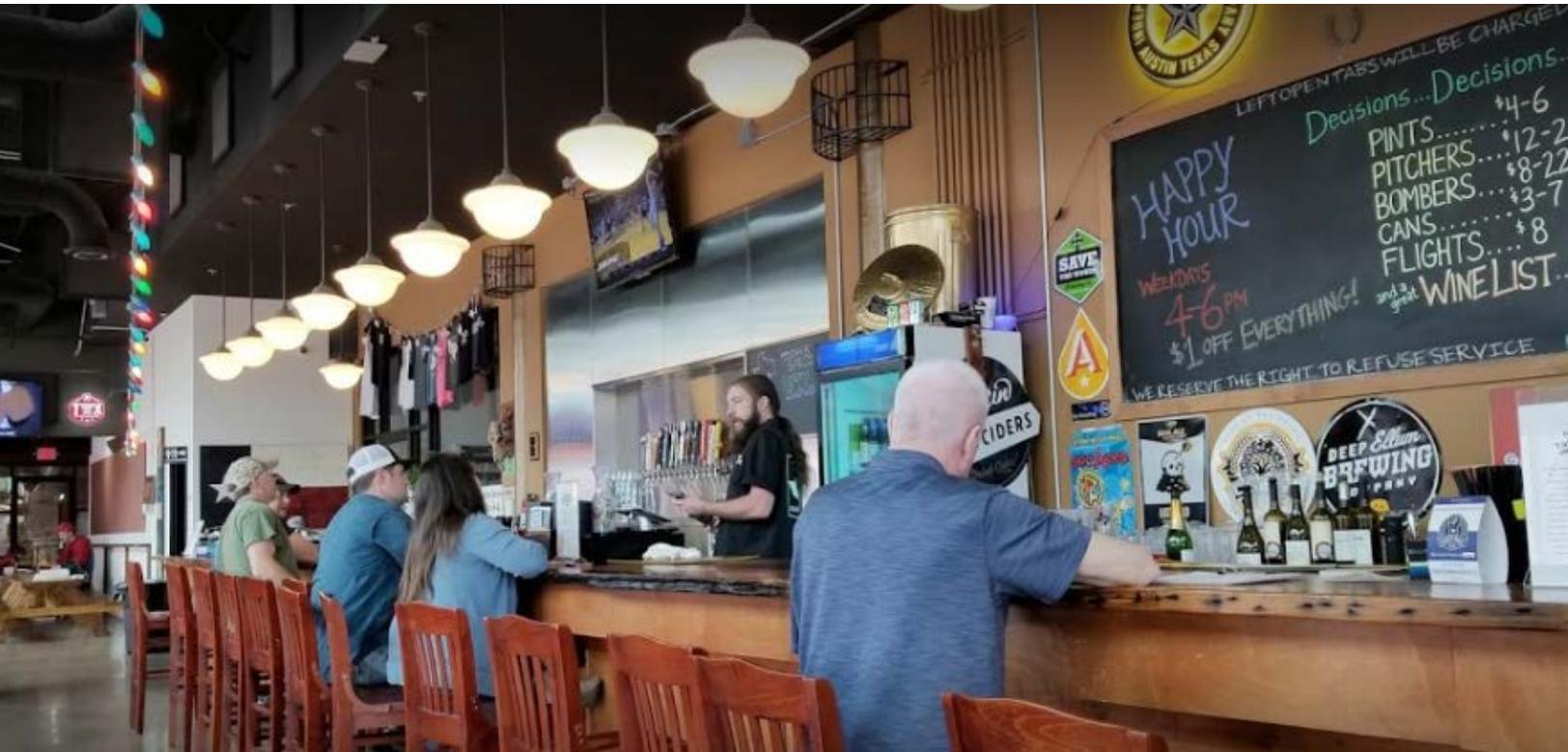
By Mark Thomas, President/CEO of Taylor Economic Development Corporation

In late 2015, two budding entrepreneurs approached the City of Taylor and the Taylor Economic Development Corporation with an idea about a project that would lead to a very big turnaround in downtown Taylor. Ian Davis and JD Gin were both avid homebrewers who hatched a plan to create a brewpub in downtown Taylor. Ultimately, if everything went just right, they would open a large-scale brewing facility. Well, it worked just like they drew it up, and they created a new business in Taylor and called it The Texas Beer Company.

The idea was to take their homebrewing expertise and approach a willing community who would be interested in working with a startup brewery. That is exactly what they found in Taylor. Taylor had an interest, as many communities do, to create a draw in their downtown area which would bring new people to town, create a place of socialization, and add life to the downtown after 5 p.m. The message that Davis and Gin brought to Taylor was if you help us launch our beer company in Taylor, we will use the brand to promote Taylor.

It wasn't easy. The Texas Beer Company was asking for a financial commitment from the city and from the Taylor Economic Development Corporation to help get the project off the ground. As it is in many communities, providing financial assistance to a startup is challenging and sometimes controversial. The community's concern is that if a business that is assisted using public funds fails, the political ramifications would be painful. Startups are by their very nature hard to get up and

(Cont. on page 2)



The Texas Beer Company was founded by homebrewers, Ian Davis and JD Gin, and became a large-scale brewing facility in downtown Taylor.

running due to the amount of funding needed to get off the ground and then to operate until a profit is made. Unfortunately, the odds are against startups. Many of the community leaders of the relevant boards, councils, and commissions that may be asked to assist have board members with extensive business, banking, and financial backgrounds. They know the risks of starting up a small business and understandably are cautious with the funds they are entrusted with. With all that said, Davis and Gin, the founders of Texas Beer Company, brought passion, a vision, and strong salesmanship to Taylor, and ultimately received votes from city council and the Taylor Economic Development Corporation for each entity to make a sizeable investment in the project.

Texas Beer was seeking funding for two projects. First, a brewpub that would be located in a newly renovated, iconic building on Main and Second streets in downtown Taylor, second, a brewing facility that would produce and can beer for regional, state, and even national distribution. The city was interested in funding a project that would bring life to downtown and create a place for people to come and enjoy themselves. The city committed to a \$200,000 grant for equipment and buildout of the brewpub. With those funds Texas Beer Company would commit to building a retail brewpub that would have beer on tap that was brewed by Texas Beer Company and other vendors. The location is highly visible to traffic going through downtown Taylor and is easy to look into the space to see what you might be missing. Texas Beer Company installed what effectively has become their brewing lab with a small brewing facility for beer that is served on premise. The retail space and the small batch brewing facility were completed first and more operational by mid-2016.

The furnishings are rustic and fun, with picnic tables for relaxing and drinking a beer with string lights hung throughout the brewpub. It has a festive feel and has become the social center of downtown Taylor on most evenings, as it was dreamed to be. Live music is on tap most nights with artists coming from the entire region. It's a family place with a space for children at the back of the room away from the bar and music. Most of the music is in the background, which, in my opinion, is the way to go in this type of setting. Bands that drown out talking can clear out a place unless it is billed as a concert venue. The small-batch brewing in the brewpub has allowed Davis and Gin to test new



The Texas Beer Company has been a big success story for downtown Taylor. From its manufacturing facility, local brews, and being a fun social center in the evenings. Image(s) [Source](#).

recipes at the brewery and perfect the best ones that will ultimately go into distribution. As was stated earlier, the impact of the brewpub on downtown Taylor was huge, essentially a tipping point. What once was not a lively scene after 5 p.m. has now become the place to be in Taylor most nights.

The second project was a beer manufacturing facility that was in part funded by the Taylor Economic Development Corporation, a Type A economic development corporation. Taylor Economic Development Corporation committed \$200,000 to this project when all of the requirements of raising private funds were met. Type A is a sales tax fund voted on by the community to create new jobs and to increase



The rustic furnishings, fun strung lights, and live music throughout the brew pub, often draws a large crowd after the 5 o'clock hour in downtown Taylor. (Image Source)

agreement can be closed out. Doing this can eliminate administrative oversight to track compliance of the project over long periods of time. The company is not on the hook for receiving funds too early and then having to repay those funds to the community if they don't perform in what could potentially become a negative situation. The community funds are safely invested in a successful project after the small business has performed.

The Texas Beer Company has been a tremendous success story for downtown Taylor as well as for the owners and investors. As was envisioned when the project was first considered, the Texas Beer Company essentially has single-handedly created sustainable nightlife in downtown Taylor. They also have created a manufacturing facility, new jobs, and taxable capital investment in the community. As of today, both the city and Taylor Economic Development Corporation see this deal as one of the best in Taylor, and we believe more is coming. Something really is brewing in downtown Taylor and it's not just beer!

investment in the community. There are restrictions for use of the funds, so great care was taken to comply with the Type A law. The key to the Taylor Economic Development Corporation's investment was that the manufacturing facility was located in a completely different location from the brewpub. This key distinction allowed the Type A board to commit to an investment in the brewing facility. As with the city's investment, Texas Beer Company had to raise private funds to purchase the equipment for the manufacturing facility and also be in full production in order for the Type A funds to be invested. Texas Beer Company complied with the performance agreement that itemized these stipulations, and as soon as everything was verified the Taylor Economic Development Corporation cut a check to Texas Beer Company for \$200,000. While it may have seemed harder on the small business to receive the funds on the "back end," it was in everyone's best interest to do so. In essence, Texas Beer Company had to perform first and in return was rewarded for doing so. The business investors ultimately received the TEDC incentive, but that is because they privately invested \$1,200,000 in the project initially which got the project off the ground.

The Taylor Economic Development Corporation in almost every case structures deals that are "back end" deals similar to the Texas Beer Company. This protects all parties, so there will limited or no ongoing monitoring of the project and a performance

HOMELESSNESS: A DOWNTOWN DISCUSSION



By Patrick Lloyd, Licensed Master Social Worker, Community Resources Coordinator, Georgetown Public Library

I am a licensed social worker who works at a downtown library. Weird, right? Often, when I tell people what I do, I hear responses along the lines of "I had no idea that libraries had social workers!" When I explain that increasingly they do, and that many public library patrons are folks with low-incomes and a variety of challenges in their lives, my job begins to make sense.

People come to libraries in search of information. Most of the time, the answers to their questions lie within our walls: where to find a certain book, how to use our computers, or assistance sending a fax. However, it is also common for library patrons to come to a library with questions whose answers lie outside of our walls: where can I get a GED? Are there any free clinics in the area? Is there a place nearby where I can sleep tonight?

Visit the Online Resource Library to download the rest of this [article](#).



Project Row Houses is a community-based non-profit organization in Houston's northern Third Ward, one of the city's oldest African-American neighborhoods. (Image Source)

THE STORY OF HOUSTON'S THIRD WARD AND EMANCIPATION AVENUE



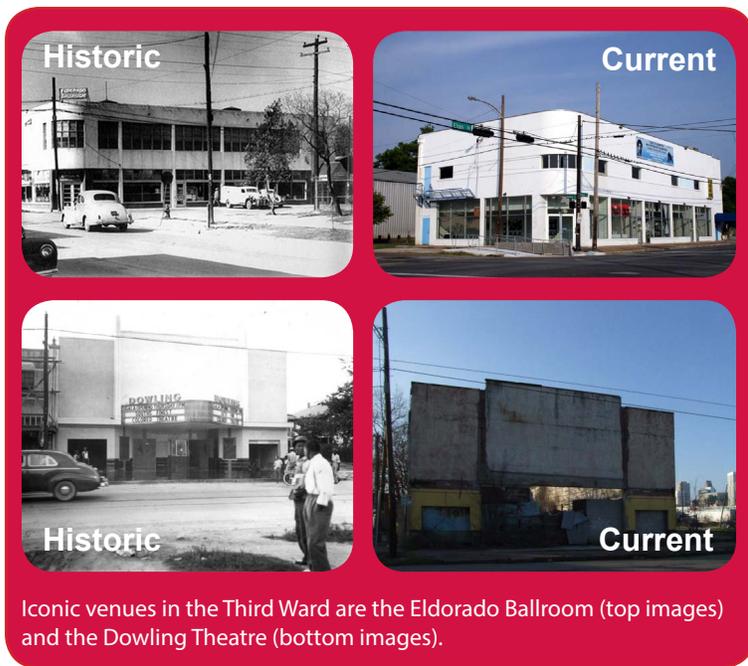
By Calvin Blair, Preservation Scholar, Texas Historical Commission

This summer, I was given the unique opportunity with the Texas Historical Commission to spend two months in Austin learning about the different divisions and their roles. As part of this internship, I visited all the divisions and saw how everyday people are working to curate and preserve our great state's history for the public. As a history major at the University of Houston and a born and raised Houstonian, the opportunity to work with the Texas Main Street Program on the history of Third Ward and Emancipation Avenue has been a life-changing

experience to work with a community that is changing rapidly.

In my short time in Austin, I've been able to research to find over 2,300 unique businesses and residences along just 17 city blocks making up the Third Ward. Today though, the area is a shell of its former self. The blocks which used to be home to thriving businesses and a vibrant community are empty now, and overgrown lots have no chance of telling the stories that were once housed there. This is where I come in, using cultural history as a catalyst to economically revitalize the neighborhood. At the same time I'm discovering more and more of the rich history of the neighborhood, and I'm starting to realize that Third Ward's future is just as uncertain as my own. Not that it's a bad thing. There is so much history and culture contained in the Third Ward, it's inspiring me to go beyond just teaching history, but also working at becoming an active participant in the preservation of history.

When Houston was first incorporated in 1837, it was divided into four quadrants or wards. The southeast quadrant was named Third Ward. It was originally



Iconic venues in the Third Ward are the Eldorado Ballroom (top images) and the Dowling Theatre (bottom images).



Houston Emancipation Avenue Main Street stakeholders met with Texas Main Street Program and Town Square Initiative staff in July.

nicknamed the Silk Stocking District as it was not home to any railroads. The other three wards were centered on the bayous, industry, and an extensive railroad system that would see Houston nicknamed “Where Seventeen Railroads Meet the Sea.” In 1872, a couple of influential African Americans led by Rev. Jack Yates raised \$800 to purchase four acres of land. This land would become the oldest park in all of Texas, Emancipation Park, and the site of annual Juneteenth Celebrations commemorating emancipation from slavery. The location of Emancipation Park would mark the cultural home of African Americans in Houston. It is speculated that the city was not happy about this and renamed East Broadway to Dowling Street after Confederate hero Richard Dowling.

After the end of World War I, the African-American community in Houston and the Third Ward exploded. From 1910 to 1930, the census recorded a “colored” population jump from 22,929 to 66,357 in just 20 years. With that growth, businesses sprouted up and down Dowling Street. Community landmarks such as Yates High School, the Covington House, Wesley Chapel, and St. Nicholas were built either on or next to Dowling Street. As the Great Migration was taking place and African Americans were leaving the South for better opportunities in the North, the Houston Chamber of Commerce took out advertisements for “Heavenly Houston,” declaring it a progressive city that was an excellent place for African Americans to create their future. But African Americans were not just settling in Third Ward; Fourth Ward was home to the original Freedman’s town where even today, you can drive on the original handmade bricks laid by the freed slaves. In 1866, the Fifth Ward was carved out of northern portions of First and Second Ward. By the 1880s, the Fifth Ward became the first of the six wards to be populated by a majority of African Americans. By the 1930s, it had a thriving black business district as well as containing the thriving Frenchtown, made up of Creole migrants from Louisiana after the Mississippi River flood. Third and Fifth Ward became competitors in more than just location, but in high school football. At the height of its popularity, the annual Turkey Day Classic between Third Ward’s Yates High School and Fifth Ward’s Wheatley High School had over 40,000 fans packed into Jeppesen Stadium in 1961.

The pride felt by the Third Ward community of their crimson and gold is evident if you talk to anyone in the neighborhood. I had the opportunity to present my research before a group of community leaders representing various economic development corporations and other interested parties. Just mentioning the Turkey Day Classic brought multiple laughs, cheers, and a comical inquiry about whether I knew that Yates won more games than Wheatley. Fifty years since the end of the last Thanksgiving Day game, and the rivalry is still alive and contested. It really taps into a primal feeling we can all relate to: pride.

As the saying goes, “it takes a village to raise a child,” and the Third Ward really took that message to heart. For 21 years, Principal William Holland not only taught kids academically, but also taught them how to be adults. Principal Holland was the leader of Yates

High School, having an influence on every student and parent from 7th to 12th grade. A lot of former students under Principal Holland still talk about the motivational speech he would give every morning over the intercom. They also talk about how if you did something bad at school or in the neighborhood, it was not long before your neighbors and your parents knew about it. I read of several accounts of kids acting out and their neighbors being the ones to give them that first spanking before they told their parents. Everyone pushed the youth to become the best that they could be in an extremely difficult time to grow up.

During this time, Dowling Street became the center of the Houston Blues movement. The Eldorado Ballroom, the self-styled “Home of the Happy Feet,” featured artists like Ray Charles, BB King, as well as Houston natives Illinois Jacquet, Arnett Cobb, and Jewel Brown, all of whom went on to gain nationwide fame in the blues scene. Up and down Dowling Street were nightclubs and venues where artists experimented and perfected their craft. Oftentimes, the artists’ first chance at playing an instrument was when their high schools implemented band programs. Visitors would travel from all over East Texas and Galveston for a night on the town in Third Ward. It was a place where they could have a night’s worth of fun and leave out the front door with their head held high.

The beginning of the end was actually a moment that should have been one of Third Ward’s greatest triumphs. The Houston Independent School District (HISD) finally decided to build a new Yates High School to replace the over-crowded facility. When the new facility was opened in 1959, HISD moved the principal of Wheatley High



Project Row Houses located in the Third Ward district of Houston, houses seven art houses which have recently become a platform to create artistic dialogues about the issues that impact the lives and movement of black people.

GETTING TO KNOW YOU

**TOM BELL,
BEAUMONT MAIN STREET MANAGER**



1. What is your hometown?

Born and raised in Beaumont, Texas

2. What Main Street City do you represent and how long have you been there?

As one of the original founders of BUILD, Inc in 1985, I have been with our non-profit since the beginning, and we received the Urban Main Street designation in 1992. I hired our first executive director and have been president of the board three times and served on the board three times. I began working with the staff in 2011 and became executive director in 2014.

3. What is your favorite spot in your downtown and why?

Sugas Restaurant- They have a great atmosphere in an old restored building with fine dining and they make a great martini!

4. What do you enjoy the most about the Main Street program?

I enjoy helping people with vision who want to preserve our downtown history, buildings, and our places that matter.

5. What is the best piece of advice you’ve ever received?

When people are pressuring you to make a decision today that you are uncomfortable with, tell them if they can’t wait until tomorrow- the deal is off.

(cont. on next page)

School to Yates High School. The move destabilized both communities, as Wheatley High School lost one of its largest community activists to their local rival. Principal Holland was punished for his years of activism and standing up to the HISD administration.

In 1952, Jack Caesar became the first African American to stop redlining and bought a house in Riverside Terrace. Integration was in full effect. Wealthy and middle-class blacks started buying property all over town that they previously never had access to. By the beginning of the 1970s, the neighborhood was a shell of what it was. Businesses failed left and right, and people continued to move out of Third Ward. Today, in all of Greater Third Ward, there are approximately 33,000 residents remaining. The rate of buildings being taken down outpaces anywhere else in the county. To the west, Midtown and the Medical Center have become the hottest markets in the Houston real estate as more and more people move to the city and back from the suburbs. The residents of the Third Ward were not about to stand by and watch as their neighborhood was overtaken by the forces of gentrification like their neighbors in the Fourth Ward. The traditional black neighborhoods of the Fourth Ward like the Freedman's Town, which later became the San Felipe District, were overtaken by the development of Montrose and Midtown. Community leaders organized and started to take control of the future of their home. In 2009, a Texas Historical Commission subject marker was placed at Emancipation Park to commemorate its rich history. In 2013, over \$33 million in private donations and tax dollars was raised to completely renovate and update the facilities of the park. At Emancipation Park's re-opening at the 2017 Juneteenth Celebration, Dowling Street was renamed to honor the park and Emancipation Avenue was born.

Today, the leaders in Third Ward are working with the Texas Main Street Program to find unique solutions to bring new businesses and developments that protect the rich history and heritage of Third Ward while preparing it for the next 100 years. Emancipation Avenue Main Street Program is a unique attempt at weaving communal heritage into a new physical fabric. This blank slate given to the Third Ward community mirrors my own outlook on history and preservation. Before I started this internship, I was fairly certain I just wanted to go into academia, but as I began to think about how the Third Ward could leverage its history and its talents, all of my preconceptions about what I wanted to happen with my life fell away. Studying and lecturing about history is a

6. What's your favorite tip for someone in our economic development/downtown revitalization industry?

Be patient, listen to others, think of the unintentional consequences, and don't give up. It takes time to do things correctly.

7. If you could plan a vacation to anywhere in the world, where would it be and why?

Monaco-I would want to be there for the weekend of the Grand Prix formula 1 Race in the streets downtown. It is one of the most beautiful places I have been.

8. Who has been the most influential person in your career?

My father, Major T. Bell, of Orgain, Bell, and Tucker Law firm in Beaumont.

9. Who would you switch places with for a day?

Sebastian Vettel, the World Champion Formula 1 driver for the Ferrari racing team would be the person I would switch places with for the day.

10. What's your favorite inspirational quote?

"Wise men speak because they have something to say; fools because they have to say something." – Plato

11. What do you enjoy doing in your spare time?

I enjoy bird hunting (turkey, pheasant, quail, dove), fishing coastal saltwater with lifelong friends, and being with my family.

CONGRATULATIONS



Downtown San Marcos (San Marcos, TX) is a 2019 Great American Main Street Award Semifinalist!

A once-thriving downtown, San Marcos was neglected and vacant by the 1980s. San Marcos Main Street Program has helped put downtown back on the map, generating nearly \$100 million in private investment along with an additional \$13+ million invested in the community. Partnerships, placemaking, dedicated resources, and creative ideas spearheaded by the Main Street program have helped transform the town square into a place that local citizens, business owners, students (and mermaids!) are proud to call home. The 2019 Great American Main Street Awards Winners will be announced at the 2019 Main Street Now Conference in Seattle March 25.

fine career path on its own, but without actively working to preserve that history, I would be doing a disservice to a community with which I feel a deep kinship.

There are leaders in the Third Ward community that I have come to really admire. One great example is Carrol Parrot Blue. She is an award-winning filmmaker, a research professor at the University of Houston, and a founder of the Friends of Emancipation Park. Ms. Blue's efforts have helped with the revitalization of Emancipation Park, as well as being awarded a National Endowment of the Arts grant for \$100,000. The grant is being used to help renovate and reimagine Palm Center. I think as I start to re-evaluate my own goals and future, people like Ms. Blue show exactly how you can use your talents to bring positive change to your community. That's the interesting thing about Third Ward. Despite its loss of historical fabric, the people it has inspired might be its greatest continuing asset. Tapping into that renewable resource will be vital for the Third Ward and energizing to someone like myself still trying to plot my path.

DOC HOLLIDAY: SAINTS AND SINNERS FESTIVAL



By Donna Dow, Denison Main Street Manager

Doc Holliday: Saints and Sinners Festival holds the title of Best Promotional Event as a 2016 Texas Downtown Association President's Award winner.

Doc Holliday: Saints and Sinners Festival in Downtown Denison immerses attendees in the 1870s Texas railroad era. The award-winning event promotes Denison's rich heritage and status as a boomtown while celebrating the period of time Doc Holliday spent in town. The first Doc Holliday festival was held on April 30, 2016 and the annual event has entertained over 12,000 attendees to date.

Festival goers are entertained with a massive variety of themed, free activities such as a historic church tour, wagon rides, vendors, a railroad museum, professional reenactors, mini-train rides, a wagon parade, and book

SMALL BUSINESS CENTER STAGE

BE INVOLVED

*By Brad Strittmatter, Mesquite Creek Outfitters Co-Owner
(Editor's Note: This new column features a successful downtown small business perspective.)*

Mesquite Creek Outfitters in downtown Georgetown is the 2017 Texas Downtown Association's President's Award winner for Best Downtown Business – over 50,000 population.

Like anything in life, an often-overlooked part of running a small business is simply showing up. Be involved. Be involved in your business as well as your local community.

No matter how smoothly your business is running, being there and present is always a good thing. Your team needs to see you there, and your customers need to see you there. Not just 8 a.m. - 5 p.m. Monday through Friday.

We work hard to plan different fun events at our business, from gospel brunches, to family game afternoons on Sundays, to trivia nights, to dueling piano nights, etc. How can we expect our customers and team to be excited about these events and show up if we don't?

Be involved in your neighboring businesses. We don't look at businesses around us as competition, but rather as allies. Show up and support other local businesses, we're all in this together.

Be involved in your community. We don't spend money on marketing or advertising. Instead, we spend that money on supporting local causes, especially schools, but never say no to any worthy cause.

Be involved. People notice.



(Left to right) Owners Brad Strittmatter, Stacey Strittmatter, Jordana Hirt, and Cody Hirt.

signings. Children can participate in a special scavenger hunt or visit an encampment where they can pan for gold, play period games, or learn about cooking over the campfire. Pony rides and a petting zoo are also offered for a reasonable fee.

The second year, Doc Holliday Previews were created to lead up to the event and allow organizers the opportunity to enjoy learning about local history and create interest in the event. As a result, attendees are able to better relate to Doc or to the time period of 1870-90. Previews are held weekly and were broadcast on Facebook Live this year.

Denison Main Street Director Donna Dow believes the success of the event can be attributed to several key factors, with two of the most important being volunteers and graphics. As far as volunteers, the event was developed with the intention of spreading the responsibilities and workload among various community partners so nobody was overwhelmed and could still complete their normal responsibilities. A unique and enthusiastic field of volunteers was cultivated, and they are committed to organizing a quality event.

The focused, intensive marketing effort begins no later than Christmas Eve when the train first came into Denison, leading to the establishment of the city. Efforts continue until the event on the last Saturday in April. Historical facts are posted on social media with a consistent image to generate interest. These fun factoids were enlarged and used as window cling-ons placed on vacant buildings throughout the downtown district.

The event signage, save-the-date postcards, flyers, schedules, and coupon booklets all have the consistent

look and feel as the special event logo. The coupon booklet allows downtown businesses to showcase what shopping they have to offer during the festival, and some businesses take the opportunity to extend the coupon beyond the event. This booklet will take the form of an event program in 2019 and will include not only the schedule, but also information and photos of performers.

The City of Denison creates and establishes promotional events with the intent to support local small businesses and promote the downtown district. According to a recent survey, the Doc Holliday Festival is extremely popular among the businesses. Other key details related to the success of the festival include:

- Additional foot traffic was facilitated due to the way the event was laid out to leave the downtown streets open and create sidewalk activity.
- Doc Holliday was not designed to produce a profit. Vending spots are sold and sponsorships solicited to help recover event costs.
- Organizers want the festival to be free to the public with the majority of the children's events available at no charge.
- The event schedule is printed early in order to accomplish wide distribution.
- One downtown business takes save-the-date postcards to vendor shows throughout the year, and businesses distribute event postcards and flyers to customers early and often.
- The Saints and Sinners Festival was designed to attract Texoma-area-residents to experience a historic reenactment. However, Doc fans come from everywhere to join the fun.



The first Doc Holliday festival was held on April 30, 2016, and the annual event has entertained over 12,000 attendees to date.

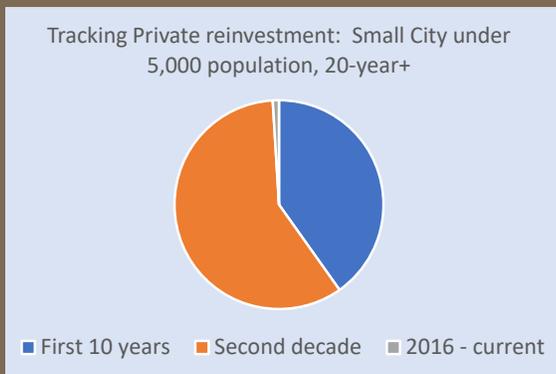
NEW ECONOMIC MILESTONE IN TEXAS

In last month's Main Street Matters, 12-month reinvestments by the public and private sectors into Texas' current Main Street communities were shared. They showed once again that Main Street revitalization benefits not only individual communities, but also makes a positive impact on the state's economy. You can see that blurb on page 3 of the [July/August](#) issue.

What wasn't shared at that time was reaching an important milestone in the Main Street movement in Texas: We reached the \$4 billion mark in overall public and private dollars reinvested in Texas' current and former Main Street communities!

The bulk of that number comes from currently active programs that report reinvestment activity in their Main Street districts quarterly.

Main Street managers – we've broken down the 12-month reinvestment figures by population categories in the [Blog of the Texas Main Street Online Resource Library](#). Please access the library for this information. You might find this information useful in helping your own stakeholders realize Main Street's full value; and to reiterate the message that a community's greatest economic benefit can come from within.



NACOGDOCHES 20TH

By Amy Mehaffey, Nacogdoches Main Street Manager

May 2018 was a huge milestone for the city of Nacogdoches, the Nacogdoches Main Street Program, and everyone who has been an integral part of the revitalization of the brick streets since its conception 20 years ago. Starting in 1998 by the Downtown Business Association, Nacogdoches Main Street has helped transform the downtown area into the thriving destination it is today.

The 20th anniversary of the Main Street program was celebrated on Friday, March 2, 2018 on the brick streets of Historic Downtown Nacogdoches. In addition to late – night shopping, the Nacogdoches Main Street Program held a “Roaring 20s” celebration from 5-8 p.m. along the brick streets of Nacogdoches. The Nac Pac Jazz Trio and Madame Le Cerceau performed for our guests as we acknowledged the Main Street program and its success over the past 20 years. Food was available for the members of the Nacogdoches Chamber of Commerce and our event attendees. The Blue Horse Bakery—a fabulous addition to our downtown area—created a stunning cake to celebrate our anniversary!

In addition to the food and entertainment along the brick streets, many of our business owners decided to keep their shops open late for the evening. Attendees of the event were encouraged to visit each store and get a chance to visualize the thriving success of our downtown. This gave our guests a better understanding of why we were celebrating 20 years of vibrancy and how much has changed in downtown Nacogdoches since we first entered the program in 1998.

“We have loved being a part of downtown Nacogdoches for the past 19 years,” stated one of our long-time business owners, Tania Watson. “And oh my goodness, how time has flown by too! Thank you to our Main Street program for all the hard work you have put in to making our downtown wonderful!”



Amy Mehaffey, Nacogdoches Main Street Manager (left) and Wayne Mitchell, Nacogdoches County Chamber of Commerce President and CEO (right), helped kick off the 20th anniversary event in March.



REAL PLACES

PRESERVING HISTORIC TEXAS
2019 CONFERENCE

JANUARY 16-18
SHERATON AUSTIN HOTEL AT THE CAPITOL

This will be the Texas Historical Commission's biggest and best conference yet with Main Street programming, workshops and tours, and 20+ sessions with 60+ speakers including:

- **GENE KRANZ**, legendary leader of the flight team that brought Apollo 13 safely home
- Noted museum expert **COLLEEN DILENSCHNEIDER**
- Bestselling author and speaker **NINA SIMON**
- Architect and urban planner **CURTIS DAVIS**
- Author and TV personality **BRENT HULL**

 **REGISTER NOW!**

Register by **September 14** and save \$125! After the early-bird deadline, rates increase to \$400 through December 7, and will be \$435 at the door.

Find registration and other information at
realplaces.us