



# Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## MAIN STREET PROMOTIONS

Promotions help re-establish downtown as the center of social activity and excitement. Promotions can take many forms, the goal is to bring people (residents and visitors alike) downtown to shop, have fun, work, and invest. Promotion means selling the positive image and promise of Main Street to all prospects. Promotions showcase why your downtown is unique—it highlights your historic buildings, local businesses, downtown activities, amenities, and creates pride in your community.

### Types of Downtown Promotions

*Business/Retail Promotions:* An activity that will have an immediate impact on the downtown business cash register—business-generating. Attracting people to shop and spend in the district.

*Special Events:* A high-quality event worth your trip downtown as well as something in which you want to be involved. Attracting people and exposing them to what you have to offer.



“LOVE Downtown” shop local campaign in downtown San Marcos

*Image Building:* Sets a positive expectation when you see the Main Street name and/or logo. Attracting people by influencing attitudes and action

This month, Main Street Matters highlights three promotions that are happening right here in Texas Main Street communities.

San Marcos coordinated a “LOVE Downtown” campaign and used “Cash Mobs” downtown as a

retail promotion and a way to inject money into local businesses. Waxahachie holds a quarterly special event called “Junk in the Trunk” as a way to attract more people downtown to showcase their downtown square and to shop. Nacogdoches partners with the Stephen F. Austin State University for an image-building promotion.

Here are their stories, told by the local Main Street managers.



Shoppers at a Cash Mob in downtown San Marcos

## Shop local campaign shows the love to downtown businesses in San Marcos

*Kayli Head, Main Street Coordinator, City of San Marcos*

Local businesses are the heart of every downtown, and the friendly faces of 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 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 needed it most.

The campaign featured several aspects to engage the community. Through the month of February, shoppers could take a photo of their \$25-plus receipt from any business downtown and submit it to the contest via email, mail, or social media by using the hashtag #LOVEsmx. The entries poured in from shoppers with many of the fan pictures featuring kind remarks about their favorite local stores.

A downtown screen printer also provided “LOVE Downtown” T-shirts, and the advisory board sold them to raise funds for downtown improvements.

Additionally, on Valentine’s Day, San Marcos Main Street hosted a “LOVE Downtown” Cash Mob, which encouraged shoppers to patronize businesses on one of the main retail

corridors which had been affected the most by construction. For purchases of any amount on that block during lunchtime, shoppers could show their receipt at the Main Street booth to enter to win cash prizes and downtown gift cards. Shoppers also wrote “love notes” to their favorite downtown businesses, showing their gratitude and appreciation.

Pedestrian traffic filled the streets, with shoppers of all ages participating in the event. More than 200 entries were received over the course of a month, which created a lot of buzz in the media and online because of the social interaction the campaign encouraged. One of the best parts of the experience was hearing the feedback from shoppers who discovered new stores, and were surprised by the unique and eclectic shops in the downtown district.

Businesses also got in on the fun, promoting the event via social media in hopes of being voted “Favorite Downtown Business” by participants. The business with the most votes on social media or at the cash mob received a cash prize, so the competition was fierce (but friendly).

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.

## Waxahachie Downtown Merchants Association JUNK IN THE TRUNK

*Anita Williamson, Director of Downtown Development, Heritage Preservation Officer, City of Waxahachie*

About two years ago, the Waxahachie Downtown Merchants Association was brainstorming ideas to raise funds for projects and “Junk in the Trunk” was born. The idea came from one of the merchants who has ties to England where they have what are called “boot” sales where people pull up in a field and sell merchandise out of the trunk (in England “boot”) of their cars. Living in Texas, “Boot Sale” was not really an option for the name of the event as the organizers feared everyone would come either selling or expecting to buy boots. Many names were suggested, but the merchants settled on “Junk in the Trunk” for its fun and catchy feel.

“Junk in the Trunk” is one of the simplest events to put on, and it has proven to be very lucrative. Parking spaces around the courthouse square are sold for a minimal fee. Vendors can either pull up into the space and sell directly out of their vehicle, or they can unload their merchandise and display it in the space. The event runs for five hours and requires little more than barricades and a check-in point once the street closures have been approved by the city council. Few rules have been imposed, which makes it easier for all concerned. From the start, vendors and customers have loved the event and it has really taken on a life of its own.



“Junk in the Trunk” retail promotion in downtown Waxahachie

Since it is a fundraising event for the Merchants Association, everyone has been supportive of the event. Many merchants even rent spaces themselves to bring awareness to their merchandise and direct people to their storefronts.

The event is held quarterly and has grown in participation and popularity each time. Some vendors have participated every time the event has been held, and at every “Junk in the Trunk” people who came to shop inquire about participating in the next one. The event has drawn participants from all over the Metroplex, including Dallas, Arlington, and Irving.

“Junk in the Trunk” has proven to be a great, fun, community event that has exceeded all expectations. It is easy to organize, fun to work, and drives lots of traffic to downtown in addition to achieving the goal of raising funds for the Merchants Association! What could be better?

## “Welcome Week” Promotional Event in Nacogdoches

*Sarah E. O'Brien Communications and Main Street Director, City of Nacogdoches*

We are always looking for ways to reach out to students at Stephen F. Austin State University (SFASU), and we found a perfect opportunity in Autumn 2013 to expand our efforts. SFA's Office of Student Affairs started hosting “Welcome Week” events a few years ago on campus to welcome freshmen to SFA and Nacogdoches.

We partnered with the Welcome Week coordinators and came up with a great plan to bring students downtown and expose them to our downtown merchants, a total win-win! The best part about working in conjunction with SFASU staff is they have access to BUSES — FREE BUSES! That's right, they can actually bus students downtown, even though it is just about a mile walk, the buses ensure

that the students get down here!

We were excited to launch our first “Taste of Downtown Nacogdoches: SFASU Edition” last fall. We recruited about 10 restaurants and asked them to provide 300 samples of their favorite menu item. We encouraged them to bring bounce-back coupons, swag, menus, etc. so they could showcase what their restaurant offers to 500 SFASU Freshmen. We then partnered with our downtown retailers, and allowed the restaurants to set up INSIDE the stores. The only expense that Main Street incurred was the cost of table and tablecloth rentals inside the merchants’ doors. We also encouraged our retailers to give away coupons and to place merchandise that appealed to college students up front.

We only have a few restaurants downtown, so we reached out to restaurants all over town, and had a waiting list for restaurants to participate. This year we will expand to approximately 15 locations and hope to get about 500 students downtown. SFASU provided volunteers to man each of the locations, and we set up tents in our city parking lot, where the buses dropped off the students and provided water and downtown shopping guides. We also printed maps in-house to be distributed highlighting the retailers and restaurants.

The only downside to the event was the confusion with the community about Main Street hosting a Taste of Downtown. This event was not open to the



SFASU Freshmen students enjoying downtown Nacogdoches during the “Welcome Week” Main Street promotion

general public or advertised or promoted through our normal avenues. We relied on SFASU to do all the promotion, as this event was designed strictly for SFASU students. We had to do some education with our merchants about the aspect, but they are already asking when the next Taste of Downtown Nacogdoches:

## Increase Your Sales by Catering to Kids

*Sarah Blankenship, Project Design Assistant, Texas Main Street Program, and mother of a 3 and 5 year old while trying to be a Main Street supporter*

We all know that holding events with children downtown is good because it will bring the parents downtown. A lot of effort is given to bringing families to a

downtown public place such as a pocket park, the courthouse lawn, or to the front entrance of a downtown business at a trick-or-treat event, but are the parents actually coming into the stores? The visuals into your store are very important. In a matter of seconds some parents will cringe at the idea of actually stepping inside the store based on the chaos their child(ren) might bring. On the flip side, a storeowner or employee may



Appropriate signage encourages parents to shop with children. Source: City of Bendingo



Stroller parking makes shopping easier for parents. Source: Phoenix Children's Museum, photo from tripadvisor

be cringing back at a parent standing at the door with kids, strollers, diaper bags, etc. wondering if they and their merchandise will be able to survive the visit.

While it is not the store's responsibility to take care of, childproof, or entertain your child, if you make a space more comfortable for a parent, they will be more likely to frequent your store and ultimately increase sales.

Parents are a huge population of customers. The population of US moms with children under age 18 in the household was 35.7 million in 2012. (Source: eMarketer, 2013). Parents often shop out of necessity with children, some studies say up to 85 percent of the time, and it

can add stress to their shopping experience. Stores frequently lose sales because the parents cannot concentrate on merchandise long enough to consider buying. Let's face it, online shopping can be easier for many parents.

So what can be done? Of course, this will vary depending on age (of the child), but generally a parent wants to feel welcomed knowing that their child is safe and the store is safe from their child so they can browse.

At the very least, an entrance must be wide enough to allow a stroller to enter; better yet, a double stroller. This, however, should not strictly be limited to strollers since the Americans with Disabilities Act states that the minimum width of a door is 32 inches to allow for wheelchairs.

Avoid negative signs on the door that immediately tell parents "no unattended children, large bags, or strollers" as they convey the message that they should not bother to enter. Instead, create family-friendly signs or creative alternatives that meet your store's preference for no strollers inside.

How about making outlines on the sidewalk for stroller parking, or diaper-bag cubbies in the entrance of the shop that will make parents feel like a welcomed VIP rather than a hindrance. Consider child-friendly window decals for the storefront window and as a broader marketing campaign for a store or city.

Once inside, the aisles need to be wide enough for a parent to navigate around the entire store. Be mindful of what is at the bottom of displays for strollers and curious fingers. Arranging items at different heights is standard for merchandising; simply rethink what is put at the bottom heights. Non-breakable, non-staining items should be located at the bottom. Breakable items should be out of the reach of children.

Next, the goal is to purposely keep little minds and hands occupied on particular items and off the merchandise. Think waiting room-type items such as toys, books, puzzles, coloring books, televisions, electronic games, and play areas. The Espirit retail store, seen to the left, has a play item added directly to the end of the clothing rack. This is a great idea as the child can be right next to the shopping parent. It is important to put multiple toys throughout the store so the parent is not stuck in one particular area where the merchandise might not appeal to them. Periodic toy chests or baskets with books may be plenty sufficient. A central play area can work in a store, but enable parent visibility from all angles



Child-friendly solutions for retail stores encourage parents to focus more on your products. Photos above: child-friendly-solutions.blogspot.com, staff picture at All Things Kids Georgetown, Disney Store Times Square



Gardening area for children inside a local shop. Source: staff photo

of the store. Try to incorporate multiple ages whenever possible and consider choking hazards and easy-to-sanitize items.

The photos on the previous page are from stores that sell children's products. Don't let children's retail be the only place play areas are included. Incorporate play items into any spectrum, adult clothing, restaurants, hardware stores, etc. The toys could coincide with what is already being sold, and may lead to additional sources of sales. For example, in a kitchen store or restaurant, add a mini kitchen or planting area that is meant solely for children. At a hardware store, play tools and workbenches could sit right next to merchandise that dad may be considering.

Market research shows that mothers control approximately 85 percent of household spending. Moms aren't the only ones staying at home with the kids these days. There are 25.8 million married fathers raising children under 18 in the United States, according to U.S. Census data, and 2 million

single fathers doing the same. (Business.com 2014). While mom's are responsible for a majority of the shopping, make sure to include dad, grandparents, and even non-traditional families.

Don't forget the dressing room. Women are more likely to purchase clothing if they can try it on. Little ones are known to escape under dressing room doors, so consider doors that go all the way to the ground. Put items in the dressing room to entertain like a distorting mirror or a dress up station for little kids to be like mom.



Source: merchantcircle.com  
Lake City Florida

What kid isn't tempted to smudge the chalk on the sandwich boards outside the store? Give them the chance to satisfy this temptation in the store. Add chalkboards or white erase boards on merchandise stands throughout the store for them to use. Markers or chalk can be requested at the counter or simply put in a cup holder out of toddler reach. Little ones can doodle while older kids are given a challenge that ties to the store, such as design a necklace or outfit. Offer prizes for best drawings and use great artwork for advertising. The check-out



Kids sometimes cannot resist the urge to smudge sidewalk signs. Source: staff photo

counter can be a great place to keep children busy coloring while their parents hand over the money.

Finally, teach staff how to deal with kids; to smile, get down at their level but not too close. Offer to help parents and direct them to things their kids might enjoy. Treats can be given, but keep in mind not every parent wants their kid to have candy; healthy snacks, stickers, or balloons could be a fun memorable delight for the child.

Always remember, kids are the customers of the future, and we want them to have good memories of shopping downtown.



Chalkboards can keep children occupied while parents shop.  
Source: housetweaking.com Humanite Store

## New Staff Hired for Courthouse Square Initiative

We are excited to announce the arrival of two new members of our staff. They will support the newly created Courthouse Square Initiative under the Main Street umbrella. Here is a brief background from our new staff: Brian O'Connor and Emily Koller.

### Brian O'Connor

On April 14, 2014, I gladly joined the Texas Historical Commissions as the Community and Economic Development Specialist. It is my intent and desire to work and learn from our various partnerships throughout this great state of ours. It is only by working together that we can make every community realize its fullest potential.

As a former commercial banker and City Planner I hope to offer an array of solutions to the challenges that you're confronting within



Brian O'Connor, Community and Economic Development Specialist, Courthouse Square Initiative

your communities. However, nearly 20-years of community and economic development experience in Ohio, Michigan and Florida has taught me that nothing is set in stone and that no one has all the answers. Therefore, I hope that you will feel comfortable picking-up the phone to discuss challenges you're experiencing or simply to say hello.

I look forward to working with you and want you to look upon me as a resource for you and your community.

Brian O'Connor  
Community and Economic  
Development Specialist  
(512) 463-5760  
[brian.oconnor@thc.state.tx.us](mailto:brian.oconnor@thc.state.tx.us)

### Emily Koller

Hello Managers! I am thrilled to be working as a Planner with the Texas Main Street Program.

I have worked as a Main Street director for an urban program on Route 66 in Tulsa, Oklahoma, as a small area planner for the City of Tulsa, and most recently as a planner for the City of San Marcos, Texas.

San Marcos has a picturesque courthouse square and faces many interesting challenges as it attempts to balance environmental and historic preservation with extreme growth pressure from Texas State University. I was fortunate to be actively involved in all aspects of downtown planning including form-based code administration, parking management, streetscape improvements, one-way to two-way traffic conversion, and

economic incentives.

I have a master's degree in art history from the University of St. Thomas (Saint Paul, Minnesota) and a master's degree in community and regional planning with a specialization in historic preservation from the University of Texas at Austin. My research interests focus on roadside architecture and preservation of mid-century resources.

I am anxious to start working on our new Courthouse Square Initiative and would welcome any thoughts on how this initiative could be beneficial to solving issues you are facing in your downtowns. I am also here to assist with questions on ordinances, land use, zoning, and the development processes. I look forward to meeting you soon!

Emily Koller  
Planner  
(512) 463-7466  
[emily.koller@thc.state.tx.us](mailto:emily.koller@thc.state.tx.us)



Emily Koller, Planner, Courthouse Square Initiative

## Now Accepting Applications for New Main Street Communities

Applications to become a designated Main Street community are accepted once each year. If a community is interested in applying, a Letter of Intent is due by Thursday, May 15, 2014. The deadline for applications is Thursday July 31, 2014. A Letter of Intent does not obligate a later application. Applications will be reviewed, scored and presented for Commission vote in the fall of 2014. Successful applicant communities will officially enter the program January 1, 2015. There is no application fee. Learn more about the program and download an application at “Becoming a Main Street Community”:  
<http://www.thc.state.tx.us/becoming-main-street-community>.

## Around the State Bowery Archway in Winnsboro

*Provided by Denise Miranda, Main Street Program Manager and Cultural Arts District Manager, City of Winnsboro Texas*

On April 4, Winnsboro Main Street erected it's “Bowery Archway” to highlight the historical significance of downtown Market Street.

The archway was a Main Street project and was funded thru the Winnsboro Economic Development Corporation. The Winnsboro High School Agricultural Department made the sign, which took 3rd place in the Fort Worth Agricultural Mechanics Show held at the Fort Worth Stock Grounds in January. Residents are thrilled at the new archway.

## Main Street in the News

Caldwell Becomes Part of Texas Main Street Program. Read more: <http://kagstv.com/News/KAGSNews/ID/3249/Caldwell-Becomes-Part-of-Texas-Main-Street-Program>

Centennial Bank commits \$1 million in small business loans in Plainview. Read more: <http://lubbockonline.com/local-news/2014-03-24/centennial-bank-commits-1-million-small-business-loans-plainview#.U06LS1e2122>

City hires new manager for Main Street program. Read more: [http://www.kilgorenewsherald.com/news/2014-04-12/Front\\_Page/City\\_hires\\_new\\_manager\\_for\\_Main\\_Street\\_program.html](http://www.kilgorenewsherald.com/news/2014-04-12/Front_Page/City_hires_new_manager_for_Main_Street_program.html)

Main Street's 6x6@110 project's canvases ready. Read more: <http://www.tylerpaper.com/TP-News+Local/198200/main-streets-6x6110-projects-canvases-ready#.U06KsFe2120>

Perry helps dedicate Sealy Main Street. Read more: [http://www.sealynews.com/news/article\\_4222e01e-ba7f-11e3-8482-0019bb2963f4.html](http://www.sealynews.com/news/article_4222e01e-ba7f-11e3-8482-0019bb2963f4.html)

Texas First Lady honors Waco as Main Street city. Read more: [http://www.wacotrib.com/news/politics/texas-first-lady-honors-waco-as-main-street-city/article\\_a61fe6ae-f85f-5738-b0d7-67ebd49a62fd.html](http://www.wacotrib.com/news/politics/texas-first-lady-honors-waco-as-main-street-city/article_a61fe6ae-f85f-5738-b0d7-67ebd49a62fd.html)

Top 10: Tyler community heads lists of best place to live, retire. Read more: <http://www.tylerpaper.com/TP-News+Local/198106/top-10-tyler-community-heads-lists-of-best-place-to-live-retire#.U06K6le2120>

Welcome to Waxahachie – Video promoting their downtown  
<http://vimeo.com/bandanamedia/review/91426235/3436bf4c11>



Bowery Archway in Winnsboro Main Street district

# First Lady's Tour of New Main Street Programs

As is tradition in Texas Main Street, three cities, Caldwell, Sealy, and Waco, received formal recognition as Main Street Cities by Texas First Lady Anita Perry. On March 27, the First Lady visited each city and unveiled Main Street renderings of each community that showcases the potential for each historic downtown.

During the tour, each city had their local bands and choirs in attendance, which added to the festivities. As rain was threatened all day, Sealy had the only outdoor event, which allowed for horses for the presentation of colors. In Caldwell, elementary-aged children danced for Mrs. Perry prior to the start of the ceremony in Czech costumes. Schoolchildren in each city presented a book for Mrs. Perry to sign that was donated back to the local libraries.

Over the past 12 years, Mrs. Perry has visited 49 cities and has traveled more than 9,000 miles touring Texas Main Streets. At the end of the Waco ceremony, the local Main Street program recognized this accomplishment by presenting her with 49 yellow roses. The Texas Historical Commission also presented her with a framed collage of past Main Street visits.

A special thank you goes to the Independent Bankers Association of Texas, who has been sponsoring this event for the past 20 years! See <http://www.ibat.org/>

Photos on the right are the renderings from each community that were unveiled by the First Lady on her tour. Renderings were created by Howard Langner and Sarah Blankenship from the Texas Main Street Program.



Texas First Lady Anita Perry with the local Cub Scout troupe in Caldwell.

**A View Along Foyles Street**

The First Lady's Rendering demonstrates how several buildings in the Main Street district can benefit from design improvements; some very simple yet still quite effective. Changes to the buildings include: uncovering and repairing historic transom windows, restoring historic elements such as doors, cornices and canopies, and developing new color schemes, signage, and window displays.

The success of the Texas Main Street Program extends beyond the realm of the individual building facades to encompass the public realm: the sidewalks and streets. Outdoor cafes, bicycle lanes, landscaping, and small public parks (pocket parks or "pocketlets") all contribute to the vitality that is so essential for a successful Main Street District.

DATE: March 27, 2014  
ADDRESS: Foyles Street  
DRAWN BY: Sarah J. Blankenship  
NOT FOR REGULATORY APPROVAL  
PERMITTING OR CONSTRUCTION

TEXAS HISTORICAL COMMISSION  
THE TEXAS MAIN STREET PROGRAM

**First Lady's Rendering**  
Sealy, Texas

**A View Along W Buck Street**

The First Lady's Rendering demonstrates how several buildings in the Main Street district can benefit from design improvements; some very simple yet still quite effective.

A traditional appearance has been rendered for the building on the far left. Elements such as wooden bulkheads, transoms and doors are included. A traditional shaped sign is added above the transom windows.

The buildings on the right contain features such as paneled structural glass, glazed tile and metal framed windows. Signage and color schemes that complement these modernized elements are shown in the rendering.

Eye-catching window displays, dynamic lighting and creative signage are part of this design because they are important to the vitality of a Main Street district.

These buildings have been significantly altered since the appearance in the historical photograph

DATE: March 27, 2014  
ADDRESS: 200 Block W Buck Street  
DRAWN BY: Sarah J. Blankenship  
NOT FOR REGULATORY APPROVAL  
PERMITTING OR CONSTRUCTION

TEXAS HISTORICAL COMMISSION  
THE TEXAS MAIN STREET PROGRAM

**First Lady's Rendering**  
Caldwell, Texas

**A View Along Elm Street**

The First Lady's Rendering demonstrates how an entire row of buildings in the Main Street district can benefit from simple yet effective design improvements. Changes to the building facades include uncovering, repairing, or replacing historic transom windows, replacing historic door configurations, replacing awnings or canopies, cleaning masonry, and developing new color schemes, signage, and window displays.

The success of the Texas Main Street Program extends beyond the realm of the individual building facade to encompass the public realm; the sidewalks and streets. Outdoor cafes, bicycle lanes, and small public parks (pocket parks or "pocketlets") all contribute to the vitality that is so essential for a successful Main Street district.

DATE: March 27, 2014  
ADDRESS: Elm Street  
DRAWN BY: Howard Langner  
NOT FOR REGULATORY APPROVAL  
PERMITTING OR CONSTRUCTION

TEXAS HISTORICAL COMMISSION  
THE TEXAS MAIN STREET PROGRAM

**First Lady's Rendering**  
Waco, Texas

## Main Street Promotions

### 2nd Thursdays

#### Rockwall

Rockwall Main Street promotes late night shopping with “2nd Thursday” where customers can “shop late till 8.” Their weekly late night shopping includes live music, art shows, special promotions, and more. More information: <https://www.facebook.com/events/223514267859202/>

### May 3 - July 26

#### Huntsville

##### Downtown Farmers Market

8 a.m. – noon. South Side of the Walker County Courthouse. More information: <http://www.htxdowntownfarmersmarket.com/>

### May 3, June 7, and July 2

#### Rio Grande City

##### Keepin’ It Rio Market Days

11 a.m. – 3 p.m. Britton Avenue between Main St. and Second St.



Rockwall promotes later night shopping in their Main Street district.

### May 7

#### Electra

##### National Preservation Month:

##### Main Street Mysteries

3rd grade architectural identification quiz. Grand Theatre, 1:00 p.m. Contact. [j.hayers@cityofelectra.com](mailto:j.hayers@cityofelectra.com)

### May 8

#### Elgin

##### Taste the Town

Six locations around downtown with wineries, distilleries, local restaurants, chair massages, live music, and more. 6– 8 p.m. \$20 per ticket, includes a commemorative wine glass and reusable shopping tote.

### May 9-10

#### Electra

##### 31st Annual Goat BBQ and Craft Show

Free Friday dance night, BBQ cook-off, vendor booths, kids’ activities, and Saturday afternoon BBQ awards. More information: <http://www.electratexas.org/events.php>

### May 9-10

#### Longview

##### AlleyFest | Historic Depot Days

Two day street festival, including a run, art, and kids activities. More information: <http://longviewchamber.com/AlleyFest> Facebook Event. <https://www.facebook.com/AlleyFest>

### May 10

#### Texarkana

##### 4th Annual Railfest

11 a.m. - 7 p.m. Front Street Festival plaza. More information: <https://www.facebook.com/events/309148012566051/>

### May 10

#### Texarkana

##### “Better Block Texarkana”

Showcase of what Texarkana could look like with bike lanes, walking paths, landscaping, and pop up shops. 10 a.m. – 6 p.m. More information: [https://www.facebook.com/events/1428743534041515/?unit\\_ref=related\\_events](https://www.facebook.com/events/1428743534041515/?unit_ref=related_events)

### May 10

#### Texarkana

##### Progressive Downtown Dining

celebrating Preservation Month. 11 a.m. – 1:30 p.m.

### May 14

#### Electra

##### Downtown Wellness Walk

to mark National Hospital Week. Half Mile Walking Tour through downtown. 5:30 p.m.

### May 16-18

#### San Marcos

##### 22nd Annual Swing on the Square

Live music, street dance, farmers and arts market, kids’ activities, historic photo tour, cowboy coffee talk, and gospel brunch. More information: [www.SMTXSwingFest.com](http://www.SMTXSwingFest.com)

### May 16-17

#### Mount Vernon

Piney Woods Wine Trail Festival. Friday 5 p.m. – 9 p.m., Saturday 10 a.m. – 5 p.m. Vendors, Artisanal Foods, Live Music, and Wine Tastings. More information: <http://www.mtvernonwine.com/facebook> <https://www.facebook.com/WineInThePines?ref=hl>

**May 30 - July 25**

**Denison**

**Music on Main** at Heritage Park in downtown Denison. Each Friday features a different band. 5:30 – 7:30 pm. More information: <http://denisonlive.com/events/music-main/>

**May 31**

**Mineola**

**Main Street 25th Anniversary** with a National Register Downtown District Celebration. Select Theater, 10 a.m. followed by refreshments and the unveiling of the plaque at the Gazebo at the end of South Johnson Street.

**May 31**

**Pittsburg**

**2nd Annual Pittsburg Art & Wine Festival**

Noon - 7 p.m., Pendergrass Park downtown. Eight wineries, live music, culinary delights, and several local artists. More information: <https://www.facebook.com/events/401203080019296/>

**June 5**

**Cuerro**

**Second Annual KidFest**

5 p.m. – 8 p.m. Rock climbing wall, game truck, water slide, contests, prizes, and more. Free. More information: <http://cueromainstreet.com/>

**June 7**

**Electra**

16th Annual Electra Main Street golf tournament. Four person scramble with a 9 a.m. shotgun start. Proceeds fund incentive grants and other downtown projects. Contact. [j.hayers@cityofelectra.com](mailto:j.hayers@cityofelectra.com)

**June 7**

**Electra**

“Junk in the Trunk” Annual 82/287 yard sale. Electra will be participating in the 100 block of North Waggoner Street near the Grand Theatre with merchandise sold from the trunks of cars. Hwy 82/287. More information: <http://www.redriversvalley.info/YardSale.html>

**June 13-14**

**Nacodoches**

25th Annual Texas Blueberry Festival. More information: <http://www.tbf.nacogdoches.org/>

**June 21**

**Farmersville**

**15th Annual Audie Murphy Day** Farmersville Main Street honors its local veterans as well as its “hometown hero” Audie Murphy. More information: [http://farmersvilletx.com/main\\_street\\_2/audie\\_murphy\\_day/index.jsp](http://farmersvilletx.com/main_street_2/audie_murphy_day/index.jsp)

**July 4**

**Cotulla**

**Fourth of July Celebration**

Music, entertainment, food, and games. Fireworks at 9:15 p.m.

**July 4**

**Denison**

**Fireworks in Forest Park**

Gates 6 pm. Fireworks at dusk. More information: <http://denisonlive.com/events/fourth-july-fireworks-show/>

If you would like one of your Main Street events posted here, email: [rebekka.adams@thc.state.tx.us](mailto:rebekka.adams@thc.state.tx.us) at least one month in advance.

## **Main Street Professional Development**

**May 18 – 20**

**Detroit, Michigan**

National Main Streets Annual Conference: “Works in Progress: Making Places, Moving Forward” [www.preservationnation.org/main-street/](http://www.preservationnation.org/main-street/)

**June 10 – 11**

**Lufkin**

New Main Street manager training all day June 10 through noon June 11. New board members also welcome to attend.

**June 11 – June 13 noon**

**Lufkin**

Summer Main Street professional development for all Texas Main Street managers.

**November 4 – 7**

**Granbury**

Texas Downtown Development & Revitalization Conference  
Co-sponsors: Texas Main Street Program/Texas Downtown Association  
<http://texasdowntown.org/revitalization-conference-2013.html>

## Grant Opportunities

The National Trust for Historic Preservation is introducing a one-time grant opportunity to fund innovative projects that envision and test creative, break-through ideas and strategies in the field of preservation. Grants will support planning and programmatic costs and up to \$10,000 will be awarded to each funded project. This opportunity is open to organizations in the following geographic areas: Alabama, the District of Columbia, Kansas, Louisiana, eastern Massachusetts (broadly defined as the Boston metropolitan area), Missouri, North Carolina, Oklahoma, South Carolina, Texas, and Washington. The application deadline is May 20, 2014.

Apply now! <http://www.preservationnation.org/resources/find-funding/special-funds/innovation-grants-guidelines.html>

## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)

African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)

(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)

(The) American Institute of Architects: [www.aia.org](http://www.aia.org)

American Planning Association: [www.planning.org](http://www.planning.org)

American Society of Landscape Architects: [www.asla.org](http://www.asla.org)

(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)

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

Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)

League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)

National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)

National Park Service: [www.nps.gov](http://www.nps.gov)

National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)

Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)

Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)

PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)

Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)

Project for Public Spaces: [www.pps.org](http://www.pps.org)

Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)

Scenic America: [www.scenic.org](http://www.scenic.org)

Texas Department of Agriculture: [www.TexasAgriculture.gov](http://www.TexasAgriculture.gov)

Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)

Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)

Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)

Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)

Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)

Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)

Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)

Urban Land Institute: [www.uli.org](http://www.uli.org)

Texas Historical Commission  
P.O. Box 12276  
Austin, TX 78711-2276  
512.463.6100  
fax 512.475.4872  
[thc.@thc.state.tx.us](mailto:thc.@thc.state.tx.us)



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