



# Main Street! Matters

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## SPOTLIGHT ON NEW BRAUNFELS

*Article written by Amy McWhorter, Main Street Manager, New Braunfels*

Founded in 1845, downtown New Braunfels has almost 170 years of history to share. The city is the seat of government for Comal County, although it predates the county by one year, and is located on the banks of the spring-fed Comal River, which is purported to be the shortest navigable river in the United States. The downtown area is packed full of history, art, architecture, dining, shopping, and entertainment. New Braunfels is known for its strong German heritage. The city was founded by Prince Carl of Solms-Braunfels and the German Immigration Company (also known as the Adelsverein) as a permanent German colony in Texas. The Company, organized of several German nobles, sought to gain power and prestige through colonization efforts. Ultimately a financial failure, the company was responsible for bringing thousands of Germans to Central Texas.

Through its 22 years of involvement with the Main Street Program and utilizing the Four Point™ approach, the City of New



New Braunfels has been a Texas Main Street city since 1991.  
Image courtesy New Braunfels Main Street Program.

Braunfels has worked together as a community to revitalize downtown as a destination for locals and tourists alike.

The City of New Braunfels' Main Street program is part of the city's Planning and Community Development Department and receives its funding through the city's general fund budget. The Main Street Board (referred to as the Downtown Development Board) consists of 17 volunteer members who are appointed by the City Council. In 2010, the city adopted the Downtown

Implementation Plan, a long-range plan for downtown that includes specific goals and critical success factors for the successful continued revitalization of the area. This plan was drafted by a council-appointed Downtown Steering Committee, in conjunction with the Main Street Advisory Board. Following the adoption of the plan, the Downtown Steering Committee and the Main Street Advisory Board voted to combine into a single entity known as the New Braunfels Downtown Development Board. The board is responsible for implementing

the strategies of the Downtown Implementation Plan and administering the city's Main Street program. In addition to the design, promotion, economic restructuring, and organization committees, the board also voted to establish an arts and culture subcommittee to oversee the development of a strategic plan for the arts in downtown. The Downtown Development Board works closely with the Downtown Association, which provides valuable financial and volunteer support for the city's downtown events. In addition, the city provides staff support to several association-led events throughout the year.

The economic restructuring committee is currently working to create a tax increment finance zone to fund major infrastructure improvements downtown. If approved, it is estimated that the zone could fund approximately \$25 million worth of improvements in and adjacent to downtown, including construction of a structured parking facility, street and drainage projects, and burying overhead power lines and utilities. Additionally, the committee has worked with the city's Industrial Development Corporation (4B Board) to secure \$72,000 for leased surface parking lots, \$256,000 to fund Phase I of a sidewalk reconstruction project, and \$338,000 to fund a feasibility study and preliminary design for a pedestrian bridge linking downtown to the area northwest of the Comal River.

Downtown New Braunfels is home to many historic buildings



Henne Hardware is a historic building in downtown New Braunfels with storefront elements designed by Mesker Brothers Iron Works. Image courtesy New Braunfels Main Street Program.

exhibiting unique architectural features and designs. Several fachwerk buildings remaining in downtown from the 1850s are still in use. Fachwerk buildings were the first structures built in the city and employed a traditional German building technique of half-timber framing with masonry infill. Another unique architectural find in downtown New Braunfels is the collection of well-preserved cast-iron storefronts and storefront elements designed by the well-known Mesker Brothers Iron Works. A great example is Henne Hardware Company, which has been in operation at 246 W. San Antonio since 1893. It features an elaborate Victorian Mesker cornice.

Established in 2005, the city's façade improvement grant program, which is administered by the Downtown Development/Main Street office, has provided financial assistance to dozens of

downtown business and property owners, adding to the aesthetic experience of downtown and ushering in an appreciation of historic preservation in the community. Eighteen façade improvement grants, totaling over \$120,000 in public funds, have been approved to date. The historic bandstand, located in Main Plaza, was rehabilitated using proceeds from downtown events. The Main Street/Downtown Development Board worked with partner groups to complete landscaping and lighting improvements throughout the district. Currently, the city is finalizing a design for Phase I of a three-phase sidewalk replacement project to increase pedestrian safety and convenience in the district.

The area hosts numerous festivals throughout the year, drawing thousands of visitors from all over the United States. The Downtown Association holds sidewalk sales and wine strolls in the spring



Special events in downtown New Braunfels include Wassailfest, outdoor concerts, and a downtown farmers market. Images courtesy New Braunfels Main Street Program.

and fall. The city's Main Street Program, in partnership with the city's Parks and Recreation Department, holds numerous festivals and public events, the largest being the annual Wein and Saengerfest on the first Saturday in May. The festival itself is free and open to the general public, although tickets to taste wines from over a dozen vintners are available for purchase. The city's Parks Foundation operates a wine sales tent, where wines are available by the bottle with proceeds benefitting downtown parks. The event also includes live music, a "chef showdown" cooking competition, seminars on wine purchasing, pairing, and cooking with wine, an art market, and a street dance. The festival draws between 7,000 and 10,000 annually to downtown.

The first Thursday of each December is Wassailfest, which began in 1992 as a way for

downtown merchants to thank customers for their patronage and to highlight the beauty of charming downtown New Braunfels during the holiday season. During Wassailfest, downtown merchants host open houses in their businesses and invite the public to sample wassail, a type of hot, mulled cider, and do some holiday shopping. The event also includes a contest among merchants to determine who has the best wassail recipe. Other activities are live music, dance performances from the local school

and other community groups, and the sale of commemorative wassail mugs. This festival typically draws large, primarily local, crowds of 5,000 to 7,000 revelers.

In addition to the beautiful historic architecture and community events, downtown New Braunfels is also emerging as the center of the city's visual arts movement. The New Braunfels Art League Gallery, located in a former bakery building dating to 1913, host-exhibitions, art walks, and art classes. Additionally, the Historic Outdoor Art Museum oversees the design, implementation, and maintenance of murals and statues in downtown that celebrate the city's history. Recently, the New Braunfels Downtown Board voted to form an arts and culture task force to further the development of the arts.

From a bustling nightlife scene with several historic saloons offering live music and libations; to high-end dining and excellent casual fare, to retail outlets running the gamut from funky vintage shops to boutiques; to antique shops, new furniture, and home decor businesses, there is something for everyone to enjoy.



Mural in downtown New Braunfels.

# VISUAL MERCHANDISING FOR THE HOLIDAYS

*Article written by Sarah Blankenship, Texas  
Main Street Design Assistant*

The holidays are coming, QUICK—time to break out a sketch pad! Seriously, even if you don't consider yourself a good artist, it could be a great way to brainstorm new ideas without the heavy lifting of moving items around or buying props prematurely. Make an outline of your storefront windows and laminate it so you can draw different ideas on it with dry erase markers. Multiple photocopies may even suit you better so ideas that don't hit this year can be saved and could be just the spark for the perfect storefront in the future. Include the storefront measurements to help keep in mind how items will fit in the space.

While the thought of constantly having to come up with a new creative storefront display may be

overwhelming, the good news is the holidays have some very easy iconic images that can simply be placed in the right location with the right lighting and you are done. A Christmas or holiday tree is a prime example.

It doesn't have to be expensive. While you may not have a Christmas tree in storage, what do you have in the store already that can be creatively transformed? The photo on page 5 is a great example that uses the store's bags shaped into a tree. Note the store branding with the logo repeated multiple times to passers-by. A star is placed at the top to reinforce the visual connection to the Christmas tree. Visibility remains left on either side of the store, which is a smart choice since no merchandise is displayed on the tree itself. The next photo displays a single item of merchandise on the tree and is equally as successful. The tree, a simple cut-out painted tree, fills the majority of the window, secondary lights are added around the tree, and the guitar is the central item of focus.

Consider how local art clubs, schools, or crafty friends might be

able to help keep the costs down. Displaying student work is always a great way to get family members downtown. Painting parties are popular now; throw an art party, provide the supplies (don't be afraid to have them paint on items from the recycle bin), and let them do the labor-intensive artistic creativity to display. A little paint on the windows could be enough to make a big impact.

It's okay to shake up traditional elements and colors. Traditional holiday colors don't have to be used. The photo on page 5 conveys the idea of the holidays with ornaments on a tree and a wreath on the door to say "Welcome Home," but the business colors are still loud and clear. The bold purple color gets your immediate attention, and less bold in the lower left are the details of services provided at the boutique. The next example (top right), uses some vivid orange and pink colors, and then takes it a step further by utilizing non-traditional placement. The Christmas trees are hung upside down; it may even take the passer-by a second take before realizing they are trees. It is successful because they



Prepare for window designs by sketching out ideas. Left is an example for a storefront from Texas Main Street Designer, Sarah Blankenship. Right shows a painted window display in Georgetown. Images courtesy Texas Main Street Program.



Window displays (left to right): store shopping bags displayed in the shape of a Christmas tree; a single guitar on a Christmas tree makes the product stand out; traditional holiday decorations in non-traditional colors; and upside down Christmas tree create a unique visual. All images provided from Texas Main Street Program.

fill the whole space and create movement rather than being lined up on the floor. The items for sale stand out because they are in neutral colors.

Specific holidays don't have to be used at all. For example, Christmas can be considered religion specific and is only one day. If you want to stay out of the battle of whether to call it a Christmas tree or holiday tree, stay with a general seasonal theme—leaves for fall, snow for winter. The hair salon to the bottom right uses a general winter theme with the icy cold weather and penguins. Four small hair products are the only merchandise included in a blue color to add to the cool feel. The window displays next to it pick up on a fall theme with warm hues and leaves for decoration.

Use humor where you can, or an unexpected juxtaposition, like a simple yet eye-catching display using sheets on mannequins for Halloween. The holiday theme is easily identified and the products

being sold are very easily noticed against the white sheets. An eyeglass store utilized pumpkins for faces, and an outdoor store shows dogs sledding (see page 6).

Remember to lure people into the store. The primary goal is to get people to stop and look; the secondary goal is to sell your service or products. Merchandising starts at the window display. Below are some ideas of getting people into the store:

- Themed window display contests with riddles (i.e. songs/classic toys) are popular at the holidays but

often leave judges and customers having a great time looking from the sidewalk. Include signs on the window that tell customers that ballots and ballot boxes are available inside the store along with a 20 percent coupon. Or, only put half of the riddle in the storefront window. Put the other half inside the store so customers have to enter to solve the riddle.

- Have a window display with Santa's list that extends into the store. Invite folks to come in and add their name to the list with what they want from the store. The longer the list the better to weave people through the store. State that



Left: The winter theme in this salon window doesn't utilize traditional winter holidays, but appeals to the season. Image source: Texas Main Street Program, Right: fall theme window display at Ella & Scott, Image Source: <http://www.boutiquewindow.com/blog>



Humor in window displays showcases both product and season. Left to right: sheets on mannequins (image source: [http://morcarter.blogspot.com/2010\\_10\\_01\\_archive.html](http://morcarter.blogspot.com/2010_10_01_archive.html)), pumpkins displaying eye glasses (image source: <http://curiolair.wordpress.com/tag/window-display/>), and stuffed dogs sledding (image source: Texas Main Street Program)

three random people will win their wish.

- Appeal to social media by creating a selfie display inside. Invite customers to take a selfie inside and get a percentage off inside the store.

- Invite folks to submit ahead of time a picture of them enjoying a product from the store via your social media channels. Use these photos as a background for the window display. Advertise that if customers see their picture in the storefront they win a prize. This brings them both to Facebook and into the store.

- Consider the colder weather, the cold/flu season, and cedar fever. Put a silly but catchy sign in the window that promotes free tissue or cough drops inside: “Browse and Blot” / “Sniffles shouldn’t ruin a Shopping Spree!” / “Scratchy throat, we got you-come soothe and shop.”

- Use current trends: Put an Elf on the Shelf silhouette in the window display and invite them inside to find his hiding spot. Prize for who finds him.

- Have customers send in a picture of where they found their elf on the shelf last Christmas—one lucky winner will be used to recreate the picture at an enlarged size, and the rest can be displayed in the background.

- Use the storefront to display specific targeted people or budgets. Customers are often looking for a budget amount for certain gifts. Create three grouped displays highlighting gifts under \$10, under \$20, and under \$30. Or it could be different groups for men, women, and children. Inside the store use the same targeted grouping at a larger scale with the same general design.

### More Resources for Visual Merchandising

#### Store design and strategy

- *Maximizing Store Impact* by Donna Geary
- *Retail Details* by T.J. Reid
- *More Retail Details* by T. J. Reid
- *New Retail Power & Muscle* by Thomas E. Austin
- *Retail Success* by George Whalin
- *The Budget Guide to Retail Store Planning & Design* by Jeff Grant

- *Visual Merchandising - The Business of Merchandise Presentation* by Robert Colborne
- *Visual Merchandising Presentation and Display* by Linda McKendry
- *Why People Buy things they don't need* by Pamela N. Danziger
- *Why We Buy* by Paco Underhill

### Merchandising

- *1010 Tested Ideas That Move Merchandise* by Riched and E.B. Weiss
- *Call of the Mall* by Paco Underhill
- *In-Store Signage & Graphics* by Larry Ruderman with Athur Ruderman
- *Lifestyle Stores* by Martin M. Pegler
- *Retail Entertainment* by Martin M. Pegler
- *Retail Superstars* by George Whalin

# HOW TO ENGAGE YOUR DOWNTOWN BUSINESS OWNERS

*Article written by Rebekka Adams, Assistant State Coordinator, Texas Main Street Program*

You talk the talk when it comes to Main Street. Do you also walk the walk? Do you pop into your local businesses just to say hello or do you only enter when you are seeking something from the business? Do you support your downtown merchants when you do your personal shopping? What steps do you take to build relationships with your merchants?

Standard Main Street practice suggests that new managers should stop into every business and introduce themselves. But long-term managers also need to maintain relationships. And like all relationships, they can change over time, depending on the needs of the businesses. Sometimes a business owner just needs to see a friendly face and know that there is someone who can assist them if ever needed. Remember that it is just as important to stop into your local businesses on a regular basis as it is when you are a new manager. Here are some easy suggestions to engage your businesses:

- Visit your merchants without asking for something. Make sure to pop into their stores and ask how they are doing. Let them know that you are truly there to listen to their needs.

Make sure that you do not visit during their peak business hours or interrupt the flow of their business. If you are unsure of when these times are, ask them. They are usually happy to talk about their business.

- Make sure there is merchant representation on your promotions committee. When planning for promotions, make sure you consult these merchants to make sure that your events support downtown business. Ask for merchant feedback in the planning process to make sure that your events will not negatively impact business. Don't expect many businesses to want to be involved in the planning stage, as most businesses are too busy to attend planning meetings and make big decisions on how promotions will work. Don't take this lack of interest in planning as lack of interest in the promotions.

- Make it as easy as possible for merchants to participate in downtown promotions. Print flyers, bag stuffers, posters, etc. for them. Walk into their door with a roll of tape and the poster and ask if you can hang your downtown poster in a certain location and then do it yourself. If you leave a poster, chances are that it gets wrinkled, set on a back counter and forgotten, or lost. Provide your downtown businesses with balloons or signage for events. This is a great way to also engage volunteers. Make the event as simple as possible for merchants to participate.

- Support your merchants via social media. Stop into your businesses and ask what the newest products are. Snap some photos and give that business a shout out on Facebook

with an appropriate tag. They will appreciate these little gestures and will remember them the next time you ask for their support.

- ALWAYS communicate in multiple forms. This doesn't mean sending an email to inform. Walk in the door after the email was sent and ask them if they read it. This will give you an idea of who opens your email and who needs additional support. Some businesses do not use email. Some businesses are too busy to open all of their email. Some start reading it and are interrupted by customers. Walking in the door allows you to gauge their level of participation. If you cannot walk into the store, pick up the phone. A quick phone call will also show that you are dedicated to helping them succeed as a business.

- You will ALWAYS have one business that doesn't want to participate in anything. It is your job to find out where their passions lie and work on those to gain their support. Some business owners are passionate about parking issues (real or perceived problems); some love and some hate events; some have problems with neighbors; and some just need to feel like they are being heard. You didn't know you were hired as a part-time psychologist? Well, you need to dig deep to find out what each business needs when it comes to downtown and then find ways to assist them with those problems. If you do this once, you will gain a Main

Street supporter for life. This said, you cannot always please everyone, but it is always worth the effort; you may be surprised who can turn around and become your biggest champion.

- Merchant events are a great way to get to know your businesses, but more importantly, they are a way for businesses to get to know each other. Unstructured events allow for relationships to form organically, and often creative ideas will emerge from these events. Make sure to hold merchant events when most businesses are closed so that the owners are able to get away and mingle.

- Give merchants examples of cooperative marketing, promotion materials, and event swag from other communities. Instead of asking them to come up with original ideas, this will give them something to react to and build upon for your community.

Show your businesses that they matter. They are the backbone of your downtown. Without them, downtown would be a desolate destination. Showcase your appreciation by supporting them in their times of need, being available for them, and promoting their businesses. And as always, with all volunteers, thank them for contributing to your historic downtown.

## MAIN STREET IN THE NEWS

Big Plans Unveiled for Downtown's Historic Roosevelt Hotel. (San Angelo) [Click here to read more.](#)

Cerna Money Exchange Historic Exhibit to be held September 25th (Eagle Pass). [Click here to read more.](#)

Downtown gets expert scrutiny (Sealy). [Click here to read more.](#)

Downtown Waco gets expert advice from Texas Main Street. [Click here to read more.](#)

Downtown Waco experiences game day like never before. [Click here to read more.](#)

McKinney ranks number one in MONEY's best places to live in America. [Click here to read more.](#)

Signs installed to enhance downtown Waco's river, park experience. [Click here to read more.](#)

## MAIN STREET EVENTS

### Fridays in October Longview

**Downtown Live**  
Free live music the first four Fridays in October at Heritage Plaza. [Click here for more information.](#)

### October 3–6 Victoria

**Annual Bootfest Festival**  
Free live music showcasing Texas country and Tejano music. Kids' Corral with a wide

variety of games, inflatables, and performances. Shopping with the 75 arts and crafts vendors and 20 food vendors. Custom boot makers and artisans. Other activities: washer pitching tournament, classic rides at the car show, and fireworks display! [Click here for more information.](#)

### October 4 Beaumont DOG-tober Fest

A day of PAW-licious fun with families and their favorite pooches. The day begins with Puppies and Pancakes followed by your favorite furr-licious contests, PAW Readings, BarkArt, WOOF-stock, and Jane FIDO Exercise! Admission is free. 8 a.m.–1 p.m. [Click here for more information.](#)

### October 4 Bridgeport Coal Miners' Heritage Festival

Come and enjoy a day of fun fall activities on Halsell Street. Event includes: chili cook-off, vendors, pumpkin patch pageant, live performances, Main Street merchant sales, and much more! 9 a.m.–3 p.m. [Click here for more information.](#)

### October 4 Clarksville Fall Bazaar and Red River County Duck Race

Held around the Courthouse grounds, 9 a.m.–4 p.m. Craft and food booths, children's corner, live music all day. Duck race 2 p.m. down the Delaware Creek.

### October 4 Ferris Pioneer Days Festival

Parade, live music, street vendors,

and arts and crafts, face painting, and various items for sale. 9 a.m.–5 p.m. [Click here for more information.](#)

**October 4**  
**Longview**  
**Movies on the Plaza**

Longview Main Street will be showing Disney's "FROZEN!" Free event with free popcorn and drinks. Activities start at 6:30 p.m. and the movie starts at dark. [Click here for more information.](#)

**October 4**  
**Rockwall**  
**Rib Rub Run & Roll**

Residents and visitors flock to the historic town square for a fun-filled day featuring good music and good barbecue! The day-long celebration includes a 5k fun run, car show, live music, wing tastings, and IBCA Sanctioned BBQ competition.

**October 9**  
**Greenville**  
**Bras for the Cause**

6th annual event raising funds for Hunt Regional Healthcare Foundation. Location: Downtown Greenville between the Texan Theater and Landon Winery.

**October 9, November 13, and December 11**  
**Rockwall**  
**Night Owls – Late Till 8!**

Downtown shops extend their hours until 8 p.m. the second Thursday monthly, offering promotions and discounts.

**October 9–12**  
**Waxahachie**  
**Crossroads of Texas Film Festival**  
Celebrate Waxahachie's rich cinematic history and pay tribute to

some of our favorite Texas-made films and film makers. The spotlight this year is the 30th anniversary of "Places in the Heart," which was written and directed by Waxahachie native Robert Benton and also filmed here. [Click here for more Information.](#)

**October 10**  
**Laredo**  
**SOL Masquerade Party**

Fourth Annual SOL (Streets of Laredo) Masquerade Party. 7 p.m.–midnight. [Click here for more information.](#)

**October 11**  
**Carthage**  
**East Texas Oil & Gas Blast**

Community festival with customer contest, karaoke contest, classic car show, children's activities, and vendors. Carthage Civic Center, 11 a.m.–4 p.m. [Click here for more information.](#)

**October 11**  
**Electra**  
**Western Heritage Day**

The day will feature a working blacksmith, Buffalo Soldiers, a variety of vendors, and special awards to rodeo greats from Electra.

**October 11**  
**Gonzales**  
Tour Gonzales from 10 a.m.–4 p.m., Taste of Gonzales 5:30 p.m.–7 p.m. at the Templin Saloon in downtown Gonzales, premier Screening of "Washington on the Brazos: The Politics of Revolution" from 7:30 p.m.–10 p.m. at the Crystal Theatre.

**October 11**  
**Mount Vernon**  
**40th Annual CountryFest**  
Arts and crafts vendors, wiener dog races, car show, 42 tournament, stew cook-off, children's rides, and festival food. Location: downtown square, Mount Vernon. [Click here for more information.](#)

**October 11**  
**Pilot Point**  
**4th Annual Bonnie & Clyde Days**  
Lots of events including the Cabinet Makers Soap Box Derby, a 5K "get fit" run at 9:30 a.m., a market full of vendors, free kids zone with a bounce house, zip line, rock wall, and petting zoo, reenactments, a chain gang march, Model A car show, classic car show, antique tractor show, peanut thrashers, and live bands throughout the day. The Speakeasy Beer Garden opens at noon. [Click here for more information.](#)

**October 11**  
**San Augustine**  
**Red Carpet Dinner and Movie Fundraiser**  
Steak dinner, entertainment, and showing on the big screen "The Sound of Music." Location: historic Augus Theater.

**October 11**  
**Waxahachie**  
**Junk in the Trunk**  
Experience the joy of shopping at a community and regional wide resale event! You can find almost anything here—from junk to treasures. 9 a.m.–2 p.m. [Click here for more information.](#)

**October 11**  
**Weatherford**

**The 3rd Annual Hometown Heritage Stampede**

A festival celebrating Weatherford's historic western heritage and unique past in the historic downtown area. Free to public. Live entertainment and shopping. 10 a.m.–4:00 p.m. [Click here for more information.](#)

**October 11**  
**Winnsboro**

**Classic Car Cruise**

Car rally/poker run, farmers market, car show, door prizes, and music from the 1950s and '60s. This year the Cruise In is celebrating the 50th anniversary of the Mustang. Location: Historic Depot in downtown Winnsboro. [Click here for more information.](#)

**October 16, 23, 30, and 31**  
**Eagle Pass**

**Downtown Ghost Walk**

Eagle Pass Public Library and Courthouse area; 7:30 p.m.–9:00 p.m.

**October 17**  
**Winnsboro**

**Trail Riders Welcome Parade**

Downtown Winnsboro  
Trail Riders, chuck wagons, and more parade through downtown Winnsboro. 4 p.m.

**October 18**  
**Clifton**

**Fall Fest**

Community event with market vendors, classic car show, live entertainment, art show, catch and release tank, and nationally recognized quilt auction. Starts at 10 a.m. [Click here for more information.](#)

**October 18**  
**Lufkin**

**October Heritage Festival**

The Annual Heritage Festival honors the diversified cultural background of all Lufkin's residents. The festival features food, music and children's activities all designed to give the community exposure to different customs and cultures. Free admission. Lufkin Convention Center, 10 a.m.–4 p.m. [Click here for more information.](#)

**October 18**  
**Sonora**

**Toast to Texas Wine**

2–5 p.m. [Click here for more information.](#)

**October 24–25**  
**Mount Vernon**

**5th Annual Wine in the Pines**

We will have a culinary corner with cooking demos, artisanal foods, high-end vendors, and of course wine tastings to celebrate Texas Wine Month and Texas wineries. [Click here for more information.](#)

**October 24–26**  
**Seguin**

**Pecan Fest Heritage Days**

Once a year, Seguin locals break out of their shells and throw one great party. Come pay homage to Seguin's famous crop, pecans, and the area's history. [Click here for more information](#) and [follow on Facebook.](#)

**October 25**  
**Huntsville**

**Scare on the Square**

Children's Halloween festival with booths from community organizations hosting games,

activities, and candy. 2–4 p.m.

**October 25**  
**Waxahachie**

**19th Annual Texas Country Reporter Festival**

Bob Phillips hosts his annual free festival in beautiful downtown Waxahachie which will feature a full day's line up of live entertainment and food and craft vendors. 9 a.m.–7 p.m. [Click here for more information.](#)

**October 25**

**Antique Car Parade**

**Winnsboro**

Over 100 antique and classic cars parade through downtown Winnsboro and then park on Main Street for all to see up close. 10:30 a.m.

**October 25**

**Ferris**

**Great Pumpkin 5K Run/Walk**

The fourth annual event, sponsored by the Ferris Area Business Association, benefits the Ferris Lions Club. 9 a.m. start in historic downtown Ferris. [Click here for registration information.](#)

**October 30**

**Taylor**

**Spooktacular**

Trick or treating for the youth of the community on Heritage Square.

**October 31**

**Greenville**

**Halloween on the Square**

Live music featuring The Blandelles, games, inflatables, trick-or-treating, and fun. Location: Courthouse Square, Downtown Greenville.

**October 31–November 2**

**Greenville**

**Bob Wills Fiddle Festival**

Three-day festival and contest named for the King of Western Swing. Location: Texan Theater, Landon Winery, Corner Street Pub, Greenville Municipal

Auditorium.

**October 31**

**LaGrange**

**Trick or Treat on the Square**

Ghosts and goblins of all ages are encouraged to go trick or treating on the Fayette County Courthouse Square. We will also have a mini children's carnival on the Courthouse lawn to benefit the La Grange Rotary Club. 4-6 p.m.

**October 31**

**Levelland**

**Trunk or Treat on Main Street**

The community is invited downtown for our annual costume parade and trunk or treating.

**October 31**

**Lufkin**

**Halloween in Downtown**

Downtown merchants offer area children 12 and under a safe and fun opportunity to trick or treat. [Click here for more information.](#)

**October 31**

**McKinney**

**Scare on the Square**

The shops in downtown McKinney invite you to come out Halloween evening from 4-6 p.m. and enjoy the sights of hundreds of ghosts and goblins young and old. [Click here for more information.](#)

**October 31**

**Winnsboro**

**Downtown Halloween Trick or Treat/Haunted House**

The downtown merchants and the Main Street Board are hosting Halloween in the historic downtown district. There will be trick or treating, games, a fantastic haunted house, and lots more.

**November 8**

**Clifton**

**Clifton Swirl**

Featuring Texas wine, food, and shopping in historic downtown Clifton. [Click here for more information.](#)

**November 13**

**Levelland**

**Ladies Night Out**

Ladies are invited for a special night of shopping in downtown Levelland. Horse-drawn carriages, doormen at every store, drinks and h'orderves, Christmas lights and decorations, and Christmas carolers to kick off the holiday shopping season.

**November 14**

**San Marcos**

**Wine & Wassail Walk**

A progressive tour of retail businesses serving a variety of wines, homemade wassail, and paired hors d'oeuvres. Participants will receive a commemorative wine glass and enjoy live entertainment while strolling the downtown streets. [Click here for more information.](#)

**November 14–15**

**Mt Vernon**

**Boots, Brew and Barbeque.**

Street Dance, Barbeque competition, craft beer tasting, 5K run, 42 Tournament. [Click here for more information.](#)

**November 15**

**Mt Vernon**

**Main Street Open House**

Open house showcasing new rehabilitated historic buildings in downtown Mt Vernon. 10 a.m.–6:00 p.m.

**November 22–23**

**Kingsville**

**3rd Annual Ranch Hand Festival**

The festival honors the city's rich cultural heritage as one of the mainstays of the Texas ranching industry and will feature food, wine and tequila tasting, a beer garden, live music, cooking demonstrations, art, storytelling, book signings by local authors, and more. [Click here fore more information.](#)

**December 4**

**La Grange**

**Schmeckenfest**

La Grange's wassail tasting and Christmas extravaganza on the Fayette County Courthouse Square. There will be homemade treats, plenty of wassail and a special visit from Santa. 5 p.m.–8 p.m.

If you would like one of your Main Street downtown 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 GRANT OPPORTUNITIES

**ArtPlace America** is now accepting LOIs for the next round of its National Grants Program. If you have a great project or idea to strengthen a community through art/culture, please consider applying (deadline: November 3). Grants range from \$50K-\$500K. [Click here for more information.](#)

**The Levitt AMP Grant Awards**

is an exciting new matching grant program made possible by Levitt Pavilions, a national nonprofit dedicated to strengthening the social fabric of America through the power of free, live music. Each grantee will receive up to \$25,000 in matching funds to present a minimum of 10 free outdoor concerts presented over 10 consecutive weeks during 2015-16. [Click here for more information.](#)

## MAIN STREET PROFESSIONAL DEVELOPMENT

**November 4–7**

### **Granbury**

Texas Downtown Development & Revitalization Conference  
Co-sponsors: Texas Main Street Program/Texas Downtown Association. [Click here for more information.](#)

**March 30–April 2, 2015**

### **Atlanta, GA**

### **National Main Streets Annual Conference**

[Click here for more information.](#)

## 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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