

# Imagine the Possibilities Tour

## Center City of Amarillo

Center City is a nonprofit urban Main Street program. With our Imagine the Possibilities tour, we have raised about \$500 each year. The purpose is to get stakeholders, prospective buyers and our community to Imagine the Possibilities of renovated, vacant and historic properties.

Here's what we did:

- Select a Sunday afternoon in May to mark National Historic Preservation Month.
- We set the hours between 2 and 5 p.m. because that is a time when people often tour open houses.
- Work with downtown properties – both occupied and vacant – to get permission to have their doors open with a host during the tour. On our 2022 tour, we had high-rise apartments, a movie studio, a Pergola Shop, and a luxury hotel. People especially love living spaces.
- Potential properties might include buildings or projects that have received façade grants, buildings that used historic tax credits or new construction. Be sure to include any property or project that may have received an Anice Read Fund Grant from the Texas Downtown Association, too.
- Some owners offered water, cookies or light refreshments (wine optional). Our last stop was Braceros Mexican restaurant – they served margaritas.
- Properties for sale or lease had an agent who could answer questions.
- Select one special location to be the starting point for the tour. We used the lobby of our historic Barfield Hotel.
  - Have a sign-in sheet and gather e-mail addresses for future e-mails
  - We charged a \$5 donation fee with the proceeds going to Center City
  - For the \$5 fee, each person got a wristband to show to the next property as a “ticket”
  - You could also have a Donation jar – some people let us keep the change
  - Each participant received a handout with the addresses of the other buildings
  - The tour was self-guided – guests could tour all or some of the properties

Our Open House was a super low-cost fund-raiser, too:

- We used wristbands left from other events. We had a cash tray and just accepted cash. (You will need to have change.)
- We selected a starting point that had restrooms and a nearby ATM
- We copied the list of addresses at our office to save money on printing
- We used staff at the starting point and owners/tenants hosted the other locations
- Promotion was through Facebook, e-blast, and news releases to local TV/radio stations

Imagine the Possibilities has become a tradition for National Historic Preservation Month in May in Amarillo!

Beth Duke, Executive Director of Center City of Amarillo

(806) 372-6744 or [bethduke@centercity.org](mailto:bethduke@centercity.org)