



# Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## 2008 Annual Report *Power of the Network*

*The Mission of the Texas Main Street Center is to assist Texas communities in the preservation and revitalization of historic downtowns and commercial neighborhood districts in accord with the National Main Street Four Point Approach of organization, economic restructuring, design and promotion.*

In 1981, at the start of a nationwide economic recession, a new operational model for revitalizing historic downtowns was introduced to Texas. Today, more than a quarter-century later, there is considerable evidence in Texas that this unique approach to downtown revitalization works.

The theme of this year's annual report, *Power of the Network*, suitably recognizes the power of the partnership between the state office and the local programs. Each day, someone in the "network" has a learning experience and benefits from corresponding with another manager on the list-serve, attending a training or receiving a site visit. Everyone willingly and freely shares his or her knowledge on a regular basis. The greatest benefactors? Our many Main Street communities throughout Texas where lives are being enriched through history and where downtowns are once again the center of commercial, social and cultural activities.

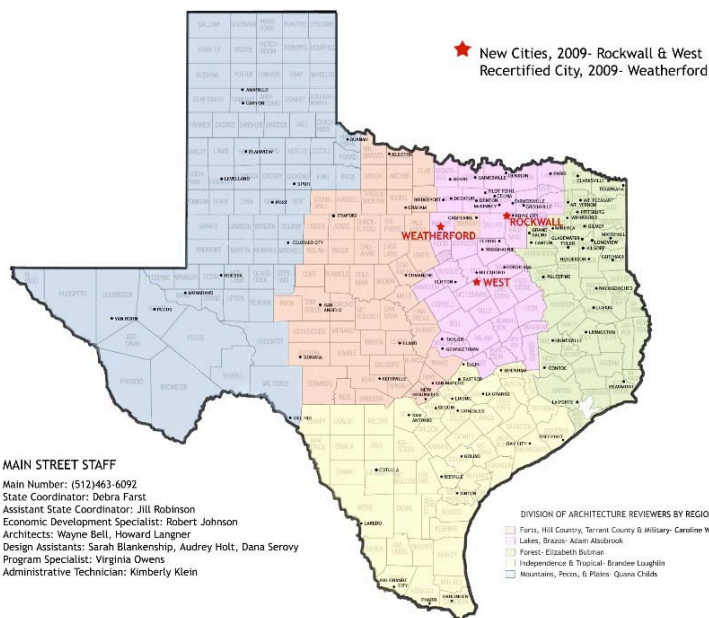
There were 88 official Texas Main Street programs at the end of 2008,

making the state program one of the largest in the nation. As a state coordinating effort, the Texas Main Street Program (TMSP) is also one of the oldest in the nation. Thus, we have some of the longest-serving local programs as well. Each of these programs received a comprehensive assessment called a resource team

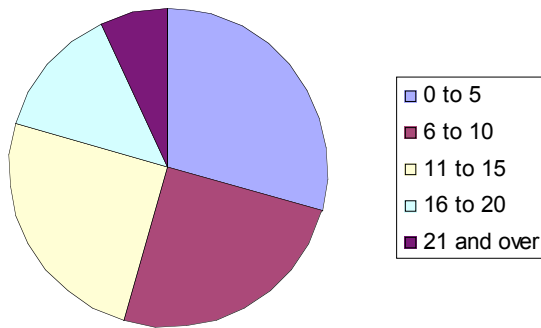
shortly after they entered the program. Consequently, some of the original resource team manuals that provided long- and short-term guidance were decades old. It has long been a desire of TMSP staff to update these early efforts to provide local benchmarks and help provide new avenues for successful revitali-



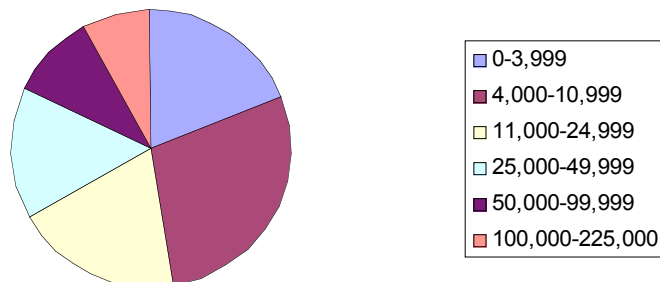
## MAIN STREET CITIES 2009



**Length of time in Main Street**



**2008 Population Ranges of Texas Main Street Programs**



zation. In the fall of 2008, TMSP was proud to announce that it was a recipient of a \$218,615 matching grant from **Preserve America** to fund these re-assessments. The teamed site visits will include TMSP staff in addition to consultants and are designed to help Main Street communities enhance their existing preservation ethic that has been developed over time under the national Main Street model. The process is also a collaborative effort with the local program. The first assessments will begin in mid-2009. The grant also funds a series of preservation seminars in Preserve America/Main Street communities across the state.

**MAKEUP OF THE NETWORK**

The Main Street Four-Point Approach™ can be effective in historic

downtowns of any size and in any locale. As the map and charts in this report show, there are official Texas Main Street communities of many sizes all across Texas and also adjacent to (and in the case of Texarkana, straddling) our borders with Mexico, Oklahoma and Arkansas.

**TMSP SERVICE AND PERFORMANCE**

Between January and November 2008, despite a number of staff vacancies during the year, TMSP staff provided many services to local programs. There were almost 5,550 phone calls and emails providing technical advice and information (550 per TMSP staff person), along with critical Main Street information disseminated through trainings, public presentations and site visits to almost 3,000 people.

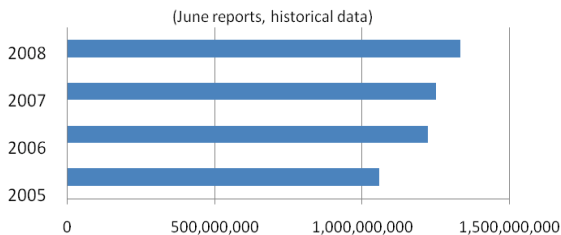
schemes, ADA consultations and sign designs.

On the economic development side, reinvestments in Texas Main Street communities continue to grow (see reinvestment chart), an indication that operation under the Main Street model is contributing to sustainable success.

**NEW PROGRAMS**

In 2008, TMSP welcomed **Laredo** (population 220,534) and **Royse City** (population 8,524) as new Main Street cities. Joining them as re-certified communities (formerly in the program) were **Longview** (population 77,094) and **Palestine** (population 17,898). All had exceptional first years, accomplishing some remarkable building rehabilitations and laying critical groundwork for future

**Texas Main Street Total Reinvestments, existing programs 2005-2008**  
(June reports, historical data)



\* reflects adjustments made following June 2007 reporting period.

The TMSP design staff worked with almost 300 properties/blocks of properties throughout the year and provided assistance through not only one-on-one technical advice, but also through more than 850 project reports, renderings, color



*Awaiting the arrival of Anita Perry for the Royse City First Lady's Tour*



TMSP design staff rendering for Laredo (First Lady's drawing)



Rehab in progress banner on the Gregg-Link building in Palestine (l) and TMSP design rendering done for Longview (r)

success. At the heart of these programs were hard-working and dedicated volunteers and staff, along with wholehearted support of local government.

## TRAININGS, ANNUAL CONFERENCE AND NATIONAL RECOGNITION

TMSP started the year off with approximately 30 new managers and board members at winter training in Austin. The new managers completed their basic training in

February and then joined the rest of the managers for the Annual Meeting in Austin.

A very successful and well-attended summer training 2008 was held in Sonora, a local Main Street program since 1994. Summer training included interim training for new Main Street managers, a Texas Capital Fund grant application workshop, educational sessions and field trips to the Caverns of Sonora and Fort McKavett, which had recently become one of the Texas Historical Commission's

historic sites.

The 2008 Texas Downtown Association (TDA)/Texas Main Street Program's annual conference was held in Temple, Belton and Salado in November. The conference theme of partnerships lent itself to some informative sessions and field trips. TMSP also announced the 2009 recipients of the national standard of excellence for Main Street programs nationwide. National Recognition was awarded to 54 Texas Main Street local programs. Congratulations to all programs receiving this designation.



2008 Summer Workshop in Sonora

TMSP took an opportunity at the conference to recognize a few special people behind some local programs — the longest-serving Main Street managers in Texas:

**Ten years:** Jannis Hayers, Electra, Frieda Hanley, Decatur, Damaris Neely, Clifton and Debra Dye, La Porte

**Eleven years:** Ann Kay, Sonora, and Shelly Hargrove, Georgetown

**Twelve years:** Mary Jo Filip, Seguin, and Amy Miller, Elgin

**Thirteen years:** Suzanne Cross, Henderson, and Susan Campbell, Bowie

**Fourteen years:** Mercy Rushing, Canton, Julie Glover, Denton, and Teresia Wims, Mt. Vernon

**Fifteen years:** Nita May, Mt. Pleasant,



Georgetown Main Street manager and former TDA president Shelly Hargrove is interviewed in downtown Temple during the annual conference.

**Sixteen years:** Malinda Payne-Sharpley, Corsicana  
**Eighteen years:** Mindy Wendele, Kerrville  
**Twenty years:** Kelly Franks, San Marcos  
**Twenty-three years:** Carolyn Howard, Beaumont

In addition, projects in seven Main Street communities won accolades in TDA's prestigious annual statewide awards program:

- Best Commerical Interior**  
Belle Rose Boutique, Bowie
- Best Renovation/Rehabilitation**  
Baxter's on Main (see picture), Bastrop
- Best Restoration**  
Williamson County Courthouse, Georgetown
- Best Marketing Program**  
Main Street Brenham, Brenham
- Best Promotional Event**  
Bastrop's 175th Birthday Party, Bastrop
- Best Downtown Business**  
Sheep Spectacular, San Angelo - Judges Recognition Award
- Best Downtown Business**  
Must Be Heaven, Brenham
- Best Downtown Partner**



*Award-winning Baxter's on Main in Bastrop, before (top) and completed, 2009 (bottom)*

Kilgore Historic Preservation Foundation, Kilgore  
**Downtowner of the Year**  
 Joey Seeber, Former Mayor, Tyler

**NEW TMSP STAFF MEMBERS**

**Kimberly Klein**, Administrative Technician. A product of Georgetown, Kimberly graduated from Texas State University, majoring in communication design and interior design.  
**Virginia Owens**, office manager, joined TMSP in August. Ginny has masters' degrees in both planning and library science. She came to us from the Victoria, Texas library. Ginny was formerly a planner in Abilene and Kansas.  
**Dana Serovy**, Project Design Assistant, joined TMSP in April. She holds a master's degree in historic preservation from the University of Texas at Austin and undergraduate degrees in environmental science and history from Stanford University. She has broad experience in policy research and nonprofit administration, having worked for environmental organizations in Western Pennsylvania, Boston and Washington D.C. She has also held internships in cultural resources and interpretation with the National Park Service and has provided services in historical research and writing, interpretive planning and graphic design as an independent consultant.

**LOOKING AHEAD**

Already a full slate of activities is planned for 2009.  
 New manager and board training takes place January 12-14 in Georgetown and continues February 10-13 in Bastrop. The Annual Meeting Feb. 11-13 will have the theme Cre-

ating Sustainable Communities through the Main Street Model. The 2009 First Lady's Tour to the new Main Street cities of Rockwall and West will take place in the spring.

The 2009 Texas Downtown Association/Texas Main Street Annual Conference will be held in November in Tyler, a Texas Main Street program since 1990.

We are looking forward to continuing our good work together in 2009.

*The staff of the Texas Main Street Program*



*Written by Debra Farst, state coordinator, Texas Main Street Program.*

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## Calendar of Events

### 2009

#### ■ January 12–14, Georgetown

Texas Main Street training for new managers. (Jan. 12–13 will include board training for new city board members any other board members wishing to attend.) Hotel info: Comfort Suites in Georgetown, 512.863.7544, rates: \$89 single, \$99 double, Reference: Texas Main Street. **Room block expires Jan. 3.**

#### ■ February 10–13, Bastrop

Completion of Texas Main Street training for new managers. Texas Main Street Annual Meeting will begin on Feb. 11. A variety of hotel/B&B options were sent on the listserv.

#### ■ February 11–13, Bastrop

Texas Main Street Program Annual Meeting

#### ■ March 1–4, Chicago, Illinois

National Main Streets Conference. See [www.mainstreet.org](http://www.mainstreet.org).

#### ■ April 15–17, Lakeway

THC's 2009 Annual Historic Preservation Conference

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## Web Sites 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)  
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)  
Handbook of Texas Online: [www.tshaonline.org/handbook/online/](http://www.tshaonline.org/handbook/online/)  
Institute for Cultural Landscape Studies: [www.icls.harvard.edu](http://www.icls.harvard.edu)  
Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)  
League of Historic American Theaters: [www.lhat.org](http://www.lhat.org)  
National Main Street Center: [www.mainstreet.org](http://www.mainstreet.org)  
National Park Service: [www.nps.gov](http://www.nps.gov)  
National Trust for Historic Preservation: [www.nthp.org](http://www.nthp.org)  
Office of Rural Community Affairs: [www.orca.state.tx.us](http://www.orca.state.tx.us)  
Preservation Easement Trust: [www.preservationeasement.org/home](http://www.preservationeasement.org/home)  
Preservation Directory: [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: [www.railstotrails.org](http://www.railstotrails.org)  
Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)  
Scenic America: [www.scenic.org](http://www.scenic.org)  
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: [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)

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