



# Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## Spotlight on Lufkin

Media and local sponsorship support is a big part of the success of Main Street Lufkin. Since it's beginning in 1983, the community has bought into the revitalization program as evidenced by their stake in the organization's many events. This is especially true of the local media, which is integral in the success of Main Street Lufkin's annual street festival, the Downtown Hoedown.

Local media is particularly involved in Lufkin's annual festival. Dust off yer boots and grab yer hat, it's time for the annual downtown Hoedown Festival! Each media outlet in the area, radio, television and the newspaper are involved in the festival from beginning to end. Not only do representatives from the media serve on the committee, but each media

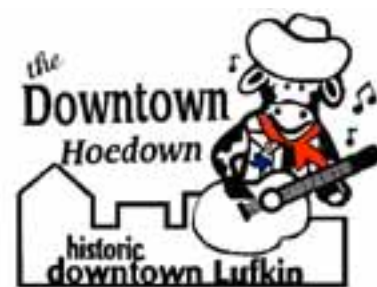
sponsors an event at the Hoedown to raise funds for Main Street. The television station sponsors a giant slide and one radio station sponsors the moon walk. This year another radio station sponsored a tricycle obstacle course and the newspaper sponsored a one-pot cook off. The staff from the sponsoring organization pays for all costs associated with the event, and staffs the event with all profits from the event going to Lufkin Main Street. Events and activities sponsored in the past by various media outlets include a rock climbing wall, dunking booth, Little Miss and Mister Pageant and car show.

Lufkin Main Street also benefits from the additional publicity from each media as they advertise their sponsored event along with the Hoedown Festival.



The adult tricycle obstacle course at the Hoedown was sponsored by GAP Broadcasting.

dition continues. Perhaps the greatest benefit of having members of the media heavily involved in this event is that they buy into the Main Street program. Working with the Hoedown



The background of this picture features the giant slide sponsored by KTRE television station. In the foreground is the wrestling arena sponsored by American Freedom Pro Wrestling.

From the beginning, the local media has been involved in the Hoedown and that tra-



Face painting, fun for all ages, was sponsored by the First Street Art Center and Drug Free All Stars.

Festival they get a first-hand look at Lufkin Main Street and can go back to their jobs, as well as in the community and talk about the program and its benefits.

*Thanks to Barbara Thompson, manager of the Lufkin Main Street Program, for providing this article.*

## NEWS

Free Listings on DiscoverOurTown.com

DiscoverOurTown.com has created a vast network of towns and businesses of all sizes across the United States and listed their data free, a one-stop source of information. The site provides comprehensive city guides that include travel information, area attractions and restaurant listings for towns across the United States. Lodging, dining, attractions, specialty shopping, activities, events, recreation, weather, maps and reservations are all included on the site. Check out the web site to submit free listings for your city.

## NEW: National Main Street Center Webinars

The National Main Street Center has begun a series of educational Webinars. Financing business expansion and development was the first webinar held on May 21 and was presented by Kennedy Smith, principal of the Community Land Use and Economics Group (and former director of the National Main Streets Center.) Kennedy Smith was also the keynote speaker at the 2007 Texas Downtown Association/Texas Main Streets annual conference in Fort Worth. This high-powered session in May explored ways small businesses can improve their pro formas and their performance by developing multiple distribution channels, adding new product lines, creating strategic partnerships with other small

businesses and more. Also discussed were ways to jump-start new business development, from creating local investment groups to spinning off departments from existing businesses. A few successful small business development programs from throughout the nation were also profiled. You can view this excellent webinar at the site listed below. This could be good to show at a board or economic restructuring committee meeting.

For the list of webinars (this is a member benefit, so you will need to log in to gain access), see [www.mainstreet.org/content.aspx?page=19&section=5](http://www.mainstreet.org/content.aspx?page=19&section=5).

## WELCOME

We welcome Scott Lawrence as the new Texarkana Main Street executive director.

## AROUND THE STATE

The **Celina** Main Street Board along with 28 volunteers held an awesome golf fundraiser at the Trails of Frisco with 37 teams and golfers braving a few showers. The tournament was a huge success, topping \$72,000. The outcome was great after the initial struggle to get sponsors for the tournament. Any amount was welcomed for donation to the tournament. They developed a banner which said "Friends of Celina Main Street" and listed each person's name on the banner regardless of the size of donation. This banner will be displayed in our downtown square for all of Main Street's events, such as Movies on the Square, and all projects that Main Street Celina puts on. This banner brought support from people around town that do not play golf but love the downtown Main Street—they were proud they could help. Main Street Celina raised \$8,275. Funds will be used to continue improving



*Celina 2008 golf tournament volunteers.*

the historic preservation and redevelopment of downtown and to spur Celina's economic growth.

Last year Celina Main Street provided lights on all the buildings around the square as well as the lights at the downtown Founders Park (tennis and basketball lights), Movies on the Square, Halloween Trick or Treat, Christmas in Celina including an ice rink and carriage rides. This year they are working on a TIF and Main Street will continue to help the revitalization and creation of new businesses for downtown Celina. Celina's population is now more than 5,000. Thanks to Carolyn Harvey, Celina Main Street president for sending in this information.

**Brenham** brought more than 10,000 people to downtown for its Country Flavors Festival. Festivities included all the Blue Bell ice cream you could eat from their 30-flavor selection all day for just \$6. There were also free samples of locally made products (i.e. wines, coffee, sausage, salad dressing.) All expenses were sponsored by local businesses and the festival made approximately \$10,000!

## EVENTS

### **June 2-3, Seguin**

Rural Heritage Days includes antique cars and tractors, quilts, demonstrations, blacksmith shop, wine making

and more. Events will be held Saturday and Sunday at the Texas Agriculture and Heritage Center. Email [cvb@seguintx.org](mailto:cvb@seguintx.org).

### **June 5, 12, 19 and 26, Levelland**

The Sounds of Texas free concerts on the square allow listeners to view and hear the musical talents of Levelland. Hours are 7 to 9 p.m. Courthouse Lawn. For more information, email [msiders@levelland.com](mailto:msiders@levelland.com)

### **June 4–7, Grand Saline**

The 34th annual Salt Festival will be held downtown. Festivities will include a gospel concert, street dances, 42 tournament, pet show, rodeo parade, classic and antique car show, horseshoe games, starch search and much more. National recording artist Daryle Singletary will be the featured entertainer at the Saturday night street dance at 9:30 p.m. See [www.saltfest.net](http://www.saltfest.net).

### **June 7, Henderson**

The Downtown Block Party will be held from 2–9 p.m. and will include a pet show, weenie dog races, kids fish, children's activities, outhouse races, musical entertainment and Karaoke. For more information, email [tourism@hendersontx.us](mailto:tourism@hendersontx.us).

### **June 7–8, McKinney**

Celebrating the Arts and Jazz in Downtown McKinney will include more than 100 local and regional artists and crafters representing every mix and medium of art while enjoying the sounds of jazz and strolling throughout historic downtown. There will also be a wine tasting extravaganza featuring 11 North Texas wineries.

### **June 7–8, Waxahachie**

The annual Gingerbread Tour of Historic Homes includes a special selection of vintage homes. Waxahachie has more surviving Gingerbread style, Craftsman and Prairie style

architecture than any other city in Texas. For details, see <http://waxahachiedowntown.com/content/view/62/29/>

### **June 13–15, San Angelo**

Festival on the Concho features hot air balloon glows, concerts on Friday and Saturday nights, water events, 5-K and 10-K runs, talent shows, childrens area, merchant booths, food booths and Sunday morning worship service. For details, see [www.sajuniorleague.com](http://www.sajuniorleague.com)

### **June 13–15, San Antonio**

The 37th annual Texas Folklife Festival will showcase the Lone Star States diversity and rich heritage through a wide variety of ethnic food, music, dance, arts and crafts. The 2008 event will feature 250 participants, including more than 40 new participants ranging from live bands to dancers to hot and spicy food vendors. For details, see [www.texancultures.utsa.edu/events/folklife.html](http://www.texancultures.utsa.edu/events/folklife.html) .

### **June 14, Elgin**

In observance of Juneteenth, Elgin celebrates with a parade, pageant, dance and festival. The events take place in downtown Elgin at the Veterans' Memorial Park. For more information, contact Byron Mitchell at 512/281-9582.

### **June 14, Nacogdoches**

The most delicious festival in Texas includes tons of fresh blueberries sold on the square, blueberry pancakes, blueberry pie, blueberry cobbler and blueberry ice cream contests. Traditionally we also have kids bounce park, petting zoo, make and take arts and crafts, pet parade, The Big Blue Murals, a 42 tournament, classic car show, Honda Goldwing motorcycle show, pie eating contests, horseshoe and washers tournaments, food and arts vendors and lots more.

For details, see [www.texasblueberryfestival.com/](http://www.texasblueberryfestival.com/)

### **June 21, Farmersville**

Audie Murphy Day is held in honor of hometown hero Murphy, the most decorated soldier of WWII, as well as every person who has ever served in our nation's military. Festivities include a parade, a meet and greet for registered veterans, live music, and veteran recognition and presentations. Jun 21. There will be a military fly-over at 5:30 p.m. with parade and memorial program following. For details, call 972/784-6846.

### **June 22–28, Bowie**

The Jim Bowie Days festival includes a rodeo, youth rodeo, Indian artifacts show, classic car show, rodeo parade, quilt show, 42 tournament, pet parade, frog jumping, ter-rapin races, two-day bluegrass roundup, annual Chuck Wagon Cook-Off on Saturday, team roping slack and bass tournament. Events will be held at the rodeo grounds at Pelham Park. Call 940/872-1173 or see [www.jimbowedays.com](http://www.jimbowedays.com) .

### **June 25–28, Elgin**

The Western Days festival includes the Queen's Review on Tuesday night, rodeo events Wednesday through Friday with a dance on Friday night. Saturday will include a Grand Parade down Main Street and ongoing events in Memorial Park with arts and crafts, carnival, children's activities, music throughout the day and softball, volleyball and horseshoe tournaments. For details, see [www.elgintxchamber.com](http://www.elgintxchamber.com)

### **June 26–29, Luling**

Celebrate the nutritious, auspicious watermelon at Luling's famous Watermelon Thump festival. Event includes seed spitting and watermelon eating contests, carnival, three stages with continuous live entertainment and big name nightly concerts, arts



and crafts booths, food court, beer garden and more. See [www.watermelonthump.com](http://www.watermelonthump.com).

## GRANTS

### Preserve America Grants

The Preserve America matching grant program provides funding to support preservation efforts through heritage tourism, education and historic preservation planning. Eligible applicants include Designated Preserve America Communities and Neighborhoods, State Historic Preservation Offices, Tribal Historic Preservation Offices, and Certified Local Governments in the process of applying for Preserve America Community Designation. Guidelines and applications are available at [www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm](http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm). Applications are due **June 30, 2008**.

## CONFERENCES/ WORKSHOPS

### THC Grant Writing Workshop

Foundations and corporate grants can be the salvation of your organization if you learn how and where to solicit funding. The Texas Historical Commission (THC) and the Friends of the THC will be hosting their annual Grant Writing Workshops in June at the Regional Foundation Library in Austin. There will be two sessions to choose from: **June 23–25** or **June 25–27**; cost is \$300 per person. The seminars cover all aspects of fund raising, including where to find funding, how to approach foundations and how to write convincing proposals. Attendees leave with a grant proposal nearly completed. Many successful grants have been secured as a direct result of attending these workshops. For more information, see

[www.thc.state.tx.us/grantsincent/grawork.shtml](http://www.thc.state.tx.us/grantsincent/grawork.shtml)

### TTIA Tourism Workshops

The Texas Travel Industry Association (TTIA), the statewide umbrella organization for the Texas travel and tourism industry and the leading advocate for Texas tourism, will be conducting a series of workshops designed to help Texas communities foster the development and growth of tourism.

The Saddle Up! Rein in the Power of Tourism for Your Community workshops will be conducted in select cities throughout the state between August and November. The presenting sponsor for the workshop series will be the Texas Department of Agriculture's GO TEXAN program, which promotes the products, culture and communities of Texas.

Currently confirmed workshop locations and dates are as follows:

- Kingsville, August 14
- Odessa, September 4
- Tyler, October 8
- Plainview, October 15
- Marble Falls, October 22

For more information regarding the workshops, contact David Teel with the Texas Travel Industry Association at 512/476-4472.

### National Preservation Conference

The 2008 National Preservation Conference will be in downtown Tulsa, Oklahoma. This conference provides innovative ideas, education and inspiration to preserve and revitalize America's historic treasures. Conference dates are **Oct. 21–25**. See [www.nthpconference.org](http://www.nthpconference.org).

## SAVE THE DATE July 29–31 Texas Main Street Summer Workshop in Sonora!

For those new managers who have not yet attended any training, **Interim Training** will be held on **July 28** in Sonora beginning at 1:30 p.m.

Also, a **Texas Capital Fund application workshop** will be held from 8:30 a.m.-Noon of **July 29** in Sonora.

The **Summer Workshop** will begin on **July 29** at 1:30 p.m.

Hotel reservations can be made at either hotel:

### **Comfort Inn of Sonora**

311 HWY 277 North  
Phone 325/387-5800 or 1-800-424-6423

**Rate:** \$74

**Refer to:** Texas Main Street

**Deadline:** July 25

### **Best Western of Sonora**

270 HWY 277  
Phone 325/387-9111  
1-877/937-9111

**Rate:** \$85.49

**Refer to:** Texas Main Street

**Deadline:** July 25

## WORKSHOP PRESENTERS

### Call for Presenters

The 2009 National Main Streets Conference in Chicago will focus on the next steps for Main Street revitalization efforts in this age of change.

What are the tech tools Main Street programs need to succeed in the 21st century? The 2009 conference will focus on the use of technology to implement all four points of the Main Street approach. How do you use new technologies to manage your program and engage your constituents? What is social networking and how does it apply to Main Street? How can you get your local businesses to take advantage of e-commerce? How do you recruit volunteers online? From MySpace to office systems, Main Street conference attendees will be looking for basic technology solutions for managing financial records better as well as more advanced strategies and new technologies that can take their revitalization program to the next level. Would you like to present and share your expertise at this conference? Dates of the conference will be March 1–4, 2009. For details, see [www.mainstreet.org/content.aspx?page=11257&section=5](http://www.mainstreet.org/content.aspx?page=11257&section=5). Proposal deadline is **July 14**.

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## 2008 Calendar of Events

- **July 28, Sonora**  
Interim training for new managers, begins at 1:30 p.m.
- **July 29, Sonora**  
Texas Capital Fund Application Workshop, begins at 8:30 a.m.
- **July 29–31, Sonora**  
The Texas Main Street Summer Workshop will be held Sonora, begins at 1:30 p.m. on July 29.
- **November 11–14, Temple**  
Texas Downtown Association / Texas Main Street annual conference. The 2008 theme will be *Howdy, Partner! Creating Partnerships for Downtown.*

## 2009 Calendar of Events

- **March 1–4, Chicago, IL**  
National Main Streets 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.aahpf.org](http://www.aahpf.org)  
(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)  
(The) Alliance for National Heritage Areas: [www.cofc.edu/~heritage](http://www.cofc.edu/~heritage)  
American Institute of Architects: [www.aiaonline.com](http://www.aiaonline.com)  
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.tsha.utexas.edu/handbook/online](http://www.tsha.utexas.edu/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)  
Livable Communities Task Force:  
[www.blumenauer.house.gov/issues/CaucusSummary.aspx?NewsID=1077&IssueID=11](http://www.blumenauer.house.gov/issues/CaucusSummary.aspx?NewsID=1077&IssueID=11)  
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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TEXAS  
HISTORICAL  
COMMISSION

*The State Agency for Historic Preservation*

[www.the.state.tx.us](http://www.the.state.tx.us)