



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

SEPTEMBER 2008 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512/463-6092

Spotlight on Beeville

Population 13,129

Named one of the “Best Small Town Art Communities in Texas” by Texas Monthly, Beeville offers a unique mixture of history, culture and the arts. It is home to wonderful historic buildings, many of which have been lovingly restored. Beeville has a rich cultural background and is known for its celebrations that include Fiesta Bee County and Bee County Western Week.

Downtown Beeville’s Main Street District is filled with historic buildings designed by architects such as Alfred Giles, Jules Leffland and W.C. Stephenson. Stephenson was



The Praeger Building, originally a hardware store, is an excellent adaptive re-use example now home to the Joe Barnhart Bee County Library.

the architect for the magnificent classical revival style Bee County Courthouse in the center of downtown which is currently being restored as a result of a grant from the Texas Historical Commission, Texas Courthouse Program. The Praeger Building, home to the Joe Barnhart Bee County Library, is a wonderful example of adaptive reuse. It was once a hardware store that has been updated to house a state-of-the-art, award-winning library. Thanks to the Joe Barnhart Foundation, the library far surpasses the capabilities of most community libraries. It is a hi-tech small-town library, with excellent electronic resources and a growing print source collection.

The Rialto Theater, located in the Main Street District, is currently undergoing a restoration process as well. The theater was originally built to be the flagship theater of the Hall Brothers Industries theater chain. The theater was designed with a stage large enough for vaudeville performances as well as large road attractions. The first radio station in South Texas was also housed in the theater. W.C. Stephenson, the architect of the Bee County Courthouse and approximately 53 other his-



torical structures in Beeville, designed the original 1922 Rialto Theater. In 1935, a fire was started by accident in the basement that destroyed the interior. During the latter part of 1935, the Hall Brothers hired John Ebersson, the well-known designer of atmospheric theaters (Majestic Theaters in Dallas and San Antonio) to redesign the Rialto. During 1935, Ebersson redesigned the theater and



Joe Barnhart Beeville Art Museum

transformed it into an Art Deco, Moderne style. The design successfully incorporated office, commercial and entertainment functions. Barry Moore of Gensler Architects in Houston states that the Rialto is one of the last works of John Ebersohn. Unfortunately, time has taken its toll on the theater. The Hall-Rialto Theater Preservation Association has been working for ten years to raise the money needed to restore the theater to its former splendor and has almost reached its goal. Construction has recently begun on the theater and it is expected to re-open as a venue for the performing arts in late 2009. For more information, visit <http://www.rialtotheater.net/events.html>.

Just outside of the downtown area is the Joe Barnhart Beeville Art Museum. The museum currently offers an exhibit that features Texas artists and interactive displays. As with the library, the museum offers much more than a typical community museum through partnerships with metropolitan museums. A highly coveted Frederick Remington exhibit was featured in 2008. The main function of the museum is education and, through a partnership with Beeville Independent School District, it opens its doors to school-children to make connections with the art world. Many of these children would never have an opportunity to experience fine art without the museum. It is truly an asset to the community.

The list of wonderful things to do in Beeville continues with the only glass-blowing facility in South Texas at Coastal Bend College, a wonderful drafting and graphics arts division at the college, a very active Beeville Community Chorus and Concert Association as well as the Beeville Art Association. Beeville

Main Street Program is fortunate to partner with all of these organizations to help make Beeville great!

The community of Beeville combines a love of the past, a nod to creativity and a positive outlook for the future. Beeville is located at the crossroads of Hwy 181 and Hwy 59. You can find us on a map by placing one finger on San Antonio and one on Corpus Christi. Move your fingers toward the center and you'll find the dot named Beeville. The next time that you are headed south, pay us a visit. You won't be disappointed!

Thanks to Molly Young, manager of the Beeville Main Street Program, for providing this article.

NEWS

Main Street Educational Tools Available to Main Street Cities

The Texas Main Street Program has free Audio-Visual resources for you to educate your boards, committees and community. The only cost to your program is the return postage. Email mae.perkins@thc.state.tx.us or call 512/463-6092.

Powerpoint presentations available, complete with narrative:

- Building the Streetscape
- Main Street Approach
- Main Street Means Business
- Making Good Design Happen
- Promoting Main Street

DVD's available:

- Community of Choices (excellent depiction of healthy preservation ethic)
- Is Wal-Mart Good for America? (PBS)

Some resources are also available in video format—please ask if that is your preference.

AROUND THE STATE

Grapevine had a very successful run of Summer Nights at the Gazebo in historic downtown from Sat. July 5 and every Friday from July 11–Aug. 1. Each night included late shopping, sidewalk sales, refreshments, entertainment, gift basket drawings and a theme:

- Picnic in the Park had free tasty samples from Grapevine restaurants
- Aloha from Main Street brought the beach to downtown with beach balls, leis, hula-hoop contests and an Elvis impersonation contest.
- The Round-Up was a western-themed night with hayrides, horse carriage rides and street dances.
- Family Fun Night at the Gazebo included face painting, balloon figures, children's games and ice cream.
- Summer Nights concluded with Grapevine's Second Annual Talent Search which included a Karaoke contest complete with judges, prizes and carriage rides.

EVENTS

Please remember if you want one of your Main Street events posted here to send an email to jill.robinson@thc.state.tx.us at least a

few weeks ahead of the issue in which you want the posting.

Sept. 19-20, Pittsburg

Chickfest (named to honor Pilgrim's Pride Corporation—number one chicken producer in the nation with World Headquarters in Pittsburg/Camp County) will begin with a Saturday morning parade with a patriotic chicken theme, live entertainment all day, arts and crafts, two-day carnival for the kids, biker run with live entertainment at their final stop, BBQ cook off/Chicken cook off, food and fun! For more information, call 903/856-3442 or see www.pittsburgchamber.com.



Sept. 13, Tyler

21st annual Festival on the Square will include a giant mural interactive art project, partners in the arts displays, historic film contest, children's activities, lots of entertainment and more. For more information, see www.festivalonthesquare.com.

Sept. 27, McKinney

Oktoberfest 2008

McKinney meets Bavaria on September 27, 2008! We will mark a new milestone in a long line of successful events showcasing the versatility of Historic Downtown McKinney, as we present OKTOBERFEST 2008. Drawing on the colorful tradition that began in Munich, Germany in 1810, the McKinney Oktoberfest

will represent many things to many people. Germans have a special word, Gemütlichkeit, suggesting a warm atmosphere of open and generous hospitality. With that warm hospitality, we will celebrate our diversity with a cultural event that reflects the many contributions of German immigrants who settled in Texas. We will enjoy a fun, family-friendly event that will offer authentic German music, food and drink, traditional costumes, dancing, children's activities, and much more. For more information, see www.mckinneytexas.org.

Sept. 27-28, Graham

Graham Western Heritage Days will be held in the historic downtown square. Festivities will include an old time fiddlers contest, Cowboy and Indian storytelling, Indian dancing, antique tractor show, Children's activities, arts and crafts, Western bands and more. For more information contact Graham Main Street at 940/549-6246.

GRANTS

Keep Texas Beautiful/ HEB Recycling Grants

HEB grocery store and Keep Texas Beautiful (KTB) are proud to introduce the 2008 HEB / Keep Texas Beautiful Recycling Grants, which will provide a minimum of \$20,000 semi-annually in grant funding for recycling programs. Grants will support KTB affiliates' efforts to implement new or enhance existing local, voluntary recycling activities in HEB service areas, with funding ranging from \$150 to \$3,000.

The Green Bag Grants are being established through funds raised from the sale of reusable green bags at any H-E-B (available for \$0.99 each plus tax), with \$0.05 from each bag sale being contributed to the grant pro-

gram. The grant recipients will be announced on Texas Recycles Day Nov. 15. For more information, see www.ktb.org/hebreyclinggrant.htm

GO TEXAN Grants

Note: for both of the following grants, you must be a GO TEXAN member to apply. Certified membership is open to non-metropolitan counties or cities located in rural Texas. Counties and cities eligible to apply for the GO TEXAN Rural Community Program must be located in a non-metropolitan area or a city with a population under 20,000.

Hometown STARS Grant Program

The Hometown STARS (Supporting Tourism and Rural Success) matching fund reimbursement program through the Texas Department of Agriculture is designed to help rural communities leverage the dollars they have available to promote tourism events, in turn boosting local economies and attracting new jobs and dollars. The program will reimburse GO TEXAN Rural Community Program certified members for half of approved promotional costs up to \$10,000. Hometown STARS is a matching fund program for communities with experience managing their tourism programs and a budget that will accommodate the matching dollars required. See www.texasyes.org/ty/channel/render/items/0,1186,827_846_0_833,00.htm

Bootstrap Bucks Grant Program

The Bootstrap Bucks reimbursable funding program through the Texas Department of Agriculture is designed to help rural communities promote tourism events. Approved GO TEXAN Rural Community Program certified members can use up to

\$2,500 in reimbursable funds for one of four eligible promotional items: banners, posters, newspaper advertisements and radio/television spots. Bootstrap Bucks is a reimbursable funding program for communities just beginning their tourism programs or communities adding new elements to their programs, and it has no matching fund requirement. See www.texasyes.org/ty/channel/render/items/0,1186,827_2608_0_833,00.html

CONFERENCES/ WORKSHOPS

Fire Safe Downtown Initiative Workshop

Georgetown will hold a Fire Safe Downtown Initiative Workshop at 8:30 a.m. on Wednesday, September 24 in the County Commissioner's Room of the Williamson County Courthouse. Main Street managers, board members and downtown property owners are welcome to join us for this free workshop since they may want to develop one for their downtown to do on an annual basis to help kick off National Fire Prevention Month. Email Shelly Hargrove at shargrove@georgetowntx.org

Texas Economic Development Council (TEDC)

Events

TEDC will hold the following upcoming events:

- **Sept. 29–Oct. 1**, Annual Conference, Austin
- **Sept. 29–Oct. 2**, Basic Economic Development Course, Austin
- **Oct. 24**, Economic Development Sales Tax Workshop, Fort Worth
- **Dec. 12**, Economic Development Sales Tax Workshop, Fort Worth

For more information on these workshops, see www.texasedc.org.

Texas Leadership Institute Workshops

The Texas Leadership Institute (TLI), a nonprofit educational consortium, was formed to enhance the ability of the small to medium size communities in Texas to plan for sustainable economic activity by building a team of trained leaders. TLI will be offering the following workshops through September:

- **Sept. 11**, GIS, What Is It and How Can It Benefit Your Community? Bastrop
- **Sept. 17–18**, Basic Grant Writing. Bastrop
- **Sept. 25**, Public Finance for Cities, Counties and Special Districts. Bastrop
- **Oct. 15**, The Role of city and County Officials in Community and Economic Development. Buchanan Dam.
- **Oct. 23**, Retail Strategies for a Balanced Approach. Bastrop
- **Oct. 30**, Tourism Public Relations and Communications. Bastrop
- **Nov. 19**, Developing a Historic Preservation Program. Bastrop

For more information on TLI or to view agendas for these workshops, see www.texasleadership.org.

Texas Travel Industry Association (TTIA) Annual Travel Summit

TTIA, the statewide umbrella organization for the Texas travel and tourism industry and the leading advocate for Texas tourism will hold their annual travel summit **Sept. 21–24** in Galveston at the Galveston Island Convention Center. For more information, see www.ttia.org.

TTIA Tourism Workshops

TTIA will be conducting a great 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.

Upcoming workshop locations and dates are as follows:

- **September 4**, Odessa
- **October 8**, Tyler
- **October 15**, Plainview
- **October 22**, Marble Falls

For more information regarding the workshops, contact David Teel with the Texas Travel Industry Association at 512/476-4472 or see www.ttia.org/regional/index.html.

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.

In order to increase the diversity of participants at the National Preservation Conference, there is a **Diversity Scholarship Program** available. For scholarship information, see:

www.preservationnation.org/resources/training/npc/information/npc-scholarships.html. The deadline for applications is May 31, 2008. If you have any questions, please contact Diversity Director Free Harris at 202/588-6027 or free_harris@nthp.org

NOMINATIONS

2009 Texas Most Endan-

gered Places Nominations

Preservation Texas is seeking nominations for its 2009 Texas' Most Endangered Places list. The list can play a vital role in preserving the rich character, identity and heritage of our communities, but we need your help! A wide range of sites will be considered — commercial, residential, public, and religious buildings, as well as neighborhoods, bridges, monuments, and landscapes. The list will be announced in February 2009.

Download a nomination form at www.preservationtexas.org. Nomination forms must be postmarked by **Friday, October 10, 2008**. For more information, please call 512/472-0102 or e-mail info@preservationtexas.org.

Calendar of Events

2008

■ **November 11–14, Temple/Belton/Salado**

Texas Downtown Association/Texas Main Street annual conference. The 2008 theme is: Howdy, Partner! Creating Partnerships for Downtown.

2009

■ **January 12–14, Austin**

Texas Main Street training for new managers.

■ **February 10–13, Austin**

Completion of Texas Main Street training for new managers. Texas Main Street Annual Meeting will begin on Feb. 11.

■ **February 11–13, Austin**

Texas Main Street Program Annual Meeting.

Web Sites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpf.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) Alliance for National Heritage Areas: www.cofc.edu/~heritage
American Institute of Architects: www.aiaonline.com
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
Handbook of Texas Online: www.tsha.utexas.edu/handbook/online
Institute for Cultural Landscape Studies: www.icls.harvard.edu
Keep Texas Beautiful: www.ktb.org
League of Historic American Theaters: www.lhat.org
Livable Communities Task Force:
www.blumenauer.house.gov/issues/CaucusSummary.aspx?NewsID=1077&IssueID=11
National Main Street Center: www.mainstreet.org
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.nthp.org
Office of Rural Community Affairs: www.orca.state.tx.us
Preservation Easement Trust: www.preservationeasement.org/home
Preservation Directory: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails to Trails: www.railstotrails.org
Sacred Places: www.sacredplaces.org
Scenic America: www.scenic.org
Texas Commission on the Arts: www.arts.state.tx.us
Texas Downtown Association: www.texasdowntown.org
Texas Folklife Resources: www.texasfolklife.org
Texas Historical Commission: www.thc.state.tx.us
Texas Parks and Wildlife: www.tpwd.state.tx.us
Texas Rural Leadership Program: www.trlp.org
Texas State Preservation Board: www.tspb.state.tx.us
Urban Land Institute: www.uli.org

Texas Main Street Program
Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512/463-6092, Fax 512/463-5862



**TEXAS
HISTORICAL
COMMISSION**

The State Agency for Historic Preservation

www.thc.state.tx.us