



# Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## Spotlight on Bastrop

Population 7,823

The rendering below has become the “face” for a 2009 Main Street promotion to focus attention on historic downtown Bastrop. Beginning with the 2008 holiday season the intention was to entice locals into downtown to shop rather than making the trip to Austin. Ads featuring what was a circa 1920 hand-colored post card were run in local and Austin newspapers and asked that people “Meet Me on Main Street” to shop and eat.

The promotions committee produced, and then with volunteers placed, door hangers in four local neighborhoods (3000+) in the course of three days. The door hangers were taken to the Hyatt Regency Lost Pines Resort and Spa and placed on each room’s door

knob. The hotel liked them so much that they will be reproduced and used each quarter (without the reference to holiday) and now list each store and restaurant in downtown. We would like to think that this ad/door hanger combination is responsible for our retailers and restaurants finishing the year having met or slightly exceeding 2007’s actual sales.

In doing their part for the downtown promotion, Bastrop Downtown Business Alliance (DBA) funded an ad in the Hyatt’s 2009 *Destination* magazine, which also features the picture and encourages readers to “Come for a visit, we’ll capture your heart!” These magazines are in each room in the Lost Pines Resort and in the Hyatt Barton Creek in Austin.

Meet me on Main Street in  
**BASTROP**

*Come for a visit, we'll capture your heart!*

Visit historic downtown Bastrop for unique restaurants and quaint shops. Float the beautiful Colorado River for a true outdoor experience. Explore the scenic Lost Pines in Bastrop State Park. We've got it all and we'll treat you like family...come home to Bastrop!

512-332-0068  
[www.VisitBastrop.org](http://www.VisitBastrop.org)

**BASTROPTX**  
Heart of the Lost Pines  
Est. 1832



This rendering has become the “face” for a 2009 Main Street promotion focusing attention on historic downtown Bastrop.

As part of this “Meet Me on Main Street” promotion, the Promotions and Organization committees worked together to produce a “Fam Tour” for Hyatt Lost Pines directors and staff from Catering and Sales departments. The goal for the tour was to show what Bastrop could do for groups vis-

iting the Resort when they wanted to have an activity off property. The tour included a Taste of Bastrop event for lunch, a walking tour of downtown shops, a brief visit to the local museum, a driving tour of the historic homes, and finished at the Bastrop Opera House with a presentation of possible itineraries that could be developed for group visits. The hope is that Bastrop will be included as a destination when the Hyatt staff plans for their large group

sales. In the week since the tour the Chamber president and the Main Street manager have received requests for additional information to begin plans for specific groups booking the Hyatt as a destination for 2009 meetings. The “Fam Tour” was such a success that the Main Street committees are discussing repeating it for other smaller hotels in Bastrop so they can tell their guests what is available downtown.

In 2009 additional promotional plans with the “Meet Me on Main Street” theme include an ad in the March issue of *Southern Living* funded by a Preserve America grant, possible mugs or, T-shirts for sale to raise funds for streetscape projects and billboards in the Bastrop vicinity on Highway 71 funded with help from Bastrop Economic Development Corporation.

So when you are in the Austin area “Meet Me on Main Street” in historic downtown Bastrop...come for a visit, we’ll capture your heart!

*Thanks to Nancy Wood, manager of the Bastrop Main Street Program, for providing this article.*

## NEWS

### Buy Local Campaigns

Especially in today’s trying economic times, buy local campaigns are even more important to the survival of our local retailers.

Broadening awareness of the consequences of our shopping choices is an essential strategy in rebuilding our local economies. Studies have shown that money spent at a locally owned business stays in the local economy and continues to strengthen the economic base of the community. More than 250 independent businesses in and around the city of Bellingham in



*Where the Locals Go coupon book in Bellingham, Washington*

northwest Washington joined together to urge residents to “think local first” when shopping. The campaign has received extensive coverage from local radio, the Bellingham Herald, and the Bellingham Weekly, and participating businesses say that it has affected residents purchasing decisions. For 2009, they developed a Where the Locals Go coupon book to sell for \$10 each.

For ideas on how to start a buy local campaign, see [http://bigboxtoolkit.com/images/pdf/buylocal\\_howto.pdf](http://bigboxtoolkit.com/images/pdf/buylocal_howto.pdf)

### Feb. 11 FREE Webinar Marathon to Assist Ailing Retailers by Jon Schallert

Be sure to let your local retailers know about this free webinar marathon. Jon Schallert is an internationally recognized marketing consultant and small-business expert. He will conduct four, free live one-hour webinars, all during a 24-hour time period. He calls it a Webinar Marathon!

This economy is battering businesses! Consumers are spending less, and it takes more effort to get them in the door. Businesses are hurting and Schallert will talk about specific steps that retailers can take to improve marketing efforts, increase customer traffic, and drive more sales. He will also be taking submitted questions and those that are emailed during the webinar.

The webinars for our time zone (Central) are scheduled for: 7–8 a.m., 1–2 p.m., 7–8 p.m., and 1–2 a.m.

Schallert asks that you sign up for only one webinar, so more people can attend. (Multiple enrollments will be deleted.) If you are a director of an economic development organization, a downtown program, or a chamber of commerce, consider meeting together as a group and projecting the webinar in a conference room.

To sign up for one of the webinars, see [www.destinationuniversity.com/webinar\\_marathon/register.aspx](http://www.destinationuniversity.com/webinar_marathon/register.aspx) For more information about Jon Schallert, see [www.jonschallert.com](http://www.jonschallert.com)

### "Greetings from Texas Forest Trail Region" Partner Post Cards

The Texas Forest Trail Region has produced a series of regional post cards depicting communities and organizations throughout the region through partner customization. See online examples of the customizable 4.25" x 6" Texas Forest Trail post cards (choose one of five designs.) Use these cards to promote: a community, an organization, a special event, or for sales in your gift shop. Make these several times

a year for your events or as your budget allows. For complete details, see

[www.texasforesttrail.com/home/index.asp?page=713#greetings](http://www.texasforesttrail.com/home/index.asp?page=713#greetings)

## AROUND THE STATE

West Texas A&M University will have 55 courses in downtown **Amarillo** this spring, up from 31 when they opened in August. We have three new smaller restaurants that opened this month and the downtown Fisk Building is on track to become a Courtyard by Marriott.

**Brenham's** Christmas Stroll and lighted parade in December were their biggest so far with an estimated 5,000+ people downtown for the weekend.

The Marks Building, **Longview's** first façade improvement project since the Urban Main Street Program was re-certified in 2008, was completed Jan. 7, 2009. One other façade program is nearing completion in downtown and two more projects are pending application for matching grant funds.

As of January, 20<sup>th</sup>, The **Nacogdoches** Main Street Program will be offering FREE Texas Friendly Hospitality Training classes to all downtown businesses. With tough economic times looming, they feel it is crucial to help their merchants gain an added advantage anyway they can. They hope that in six months, 85 percent or more of our downtown stores will be Texas Friendly Certified, and we can begin marketing downtown Nacogdoches as the friendliest downtown in the state.

**Pharr's** city council approved in December the old Pharr city hall project that will jumpstart downtown's

first incubator center and permanent home for Pharr's Heritage Exhibit.

**Spur** received a grant from the Lubbock Area Foundation for \$3200 to replace the second story windows in the historic Palace Theater.

## EVENTS

Please remember if you want one of your Main Street events posted here, email [jill.robinson@thc.state.tx.us](mailto:jill.robinson@thc.state.tx.us) at least three weeks ahead of the month in which you want the posting.

### Feb. 10, Goliad

The 9<sup>th</sup> Annual Texian Volunteer Rally "Telling Our Story" will be held on Feb. 10 in Goliad at Presidio La Bahia. The Texian Rally speaks to a wide audience of historical and genealogical societies, bed and breakfast, museum personnel, chambers of commerce and those interested in increasing their community's heritage tourism opportunities. There will also be a second rally in Katy on Feb. 20. For more details, see [www.texasindependencetrail.com/home/index.asp?page=850](http://www.texasindependencetrail.com/home/index.asp?page=850)

### Feb. 13, 15, Kerrville

The Ninth Chocolate Fantasy weekend includes an elegant dinner, live music, dancing, live auction (including lovely chocolate diamond pendant) on Feb. 13. On Sunday, Feb. 15, there will be a buffet of decadent chocolate delights, chocolate recipe contest, and live and silent auctions. Proceeds go to the Kerr Arts and Cultural Center in historic downtown. Call 830/895-2911 or see [www.kackerrville.com/chocolatefantasy.html](http://www.kackerrville.com/chocolatefantasy.html)

### Feb. 20, Freeport

Main Street Freeport Historical Commission will hold its 3<sup>rd</sup> annual Mardi Gras Masquerade Ball on February 20th at Freeport RiverPlace.

Music and entertainment will be provided by The Blues Brothers Tribute and Brazosport's intermediate and high school jazz bands. Guests are requested to appear in costume or black & white attire. Call 979-871-0114 for more information.

### Feb. 21, Waxahachie

Join in the fun of the Mardi Gras parade and party. Enjoy themed floats, Cajun music, food and fun. Downtown Waxahachie.

### Feb. 22, McKinney

The 7<sup>th</sup> Annual Krewe of Barkus is right around the corner! Dress your four-legged friend in celebrity style and head to Historic Downtown McKinney for an afternoon of Mardi Gras fun! Patterned after the legendary Mystic Krewe of Barkus in New Orleans, Historic Downtown McKinney will feature a parade and costume contest!

Humans and their dog escorts are invited to participate at 2 p.m. Children may also enter decorated wagon floats. Participants should meet at Mitchell Park located at the corner of Louisiana and Church Streets in Historic Downtown McKinney at 12:30pm. Following the parade there will be a costume contest in Mitchell Park. Couple these festivities with an enjoyable shopping environment and plenty of parking which leads us to expecting a very successful event. Call 972/529-6872 or email [info@artinstituteofmckinney.com](mailto:info@artinstituteofmckinney.com).

### Feb. 23, McKinney

Main Street McKinney will partner to help Habitat for Humanity hold its annual Taste of Collin County event. The theme will be Mardi Gras Madness, where guests may sample food from Collin County restaurants. Location will be in historic downtown McKinney from 5:30 p.m. to 9:00 p.m. In addition to great food,



there will be live entertainment, live auctions, and a beer and wine garden. Tickets are \$25 in advance or \$30 at the door. It is an exciting annual event that is the largest fundraiser to benefit North Collin County Habitat for Humanity's mission to build affordable housing for people in need.

### **Feb. 24, Kerrville**

Mardi Gras on Main from 6–9 p.m. will include fine art, wine, cuisine and music. Downtown Kerrville on Water Street. Call 830/792-8343 for more information.

### **Feb. 28, Mineola**

All aboard for the sixth annual Wine Festival on Track for Fun! The Texas Eagle is departing Mineola's Historic Depot and Transportation Museum at 9:50 a.m. on Feb. 28 for the Sixth Annual Main Street Wine Festival, in partnership with Amtrak. Participating passengers will enjoy ten different Texas wines on their Mardi Gras-themed scenic trip through Northeast Texas. Approximate 2 p.m. arrival in Fort Worth gives festival-goers the whole day in the city of cowboys and culture, complete with a night's stay at the Hilton Fort Worth hotel. The return trip to Mineola departs Fort Worth at 2 p.m. on Sunday, March 1. For additional information about Wine Festival, contact Mineola Main Street Director Lynda Rauscher at [ced@mineola.com](mailto:ced@mineola.com) or 1/800.Mineola.

### **Mar. 2, Gonzales**

The Texas Independence Day celebration in Gonzales includes breakfast at the Old Jail then the historical program Gonzales: The Beginning at the district courtroom; wreath-laying ceremony on Texas Heroes Square; and walking tour of the downtown historic squares. Downtown Gonzales Historic District. E-mail: [info@gonzalestexas.com](mailto:info@gonzalestexas.com)

### **Mar. 2, Seguin**

Join in honoring the land and people who forged the Lone Star State during this salute to Texas Independence Day at Sebastopol House State Historic Site. E-mail: [cvb@seguintx.org](mailto:cvb@seguintx.org)

### **Mar. 7–8, Gonzales**

Gonzales, "Where the Fight for Texas Liberty Began", will be the starting point of the Texas Independence Relay Race on March 7. More than 200 teams of 8–12 people per team will gather at the Gonzales Memorial Museum for the start of a 207 mile relay, which will end at the San Jacinto Monument. A replica of the "Come and Take It" cannon will be fired every fifteen minutes for the start of the races.

Saturday, March 7 the Texas Freedom celebration will continue with music on the square and various vendors serving a taste of Gonzales. Enjoy Sunday evening, March 8, listening to local Gospel singers.

For more information about the race, see:

[www.texasindependencerelay.com](http://www.texasindependencerelay.com).

For more information about the Freedom Celebration call 830/672-6532 or see [www.gonzalestexas.com](http://www.gonzalestexas.com).

## **GRANTS**

The Texas Commission on the Arts is introducing a new approach to their grant programs this year, be sure to check them out at [www.arts.state.tx.us](http://www.arts.state.tx.us). Many of our Texas Main Street cities have used TCA traveling artists, musicians, etc. in the past to enhance their events.

## **CONFERENCES/ WORKSHOPS**

### **2009 National Main Streets Conference**

Who attends this conference? Everyone interested in community revitalization. Beginner or expert, small town or urban business district, people who work, volunteer or are interested in community revitalization will value this educational and networking experience.

The 2009 National Main Streets Conference will be held in Chicago, IL

**March 1–4** with the theme Becoming Main Street 2.0. Wondering what that means? Social media, Web 2.0, blogging, phishing, Facebook, MySpace... are we there yet? Is everyone telling you that you need to be online, but you're not sure how or when or why? Or perhaps you've gone online, but are unsure how to maintain your virtual presence or move to the next level? Come to Chicago to learn more. For more information, see [www.register123.com/event/profile/web/index.cfm?PKwebID=0x1425581a26&varPage=home](http://www.register123.com/event/profile/web/index.cfm?PKwebID=0x1425581a26&varPage=home)

### **Texas After Dark Regional Summit**

Extending Hours, Expanding Audiences and Improving Your Community is the theme for this upcoming Texas Forest Trail regional conference **March 5–6** in Nacogdoches. Some of the session topics will include: Turning Day Attractions into Evening Events, Putting Your Rural Destination on the Map, Murder on Main Street Mystery Theater, Producing After Hours Events A-Z, and many more. For more information, see [www.texasforesttrail.com](http://www.texasforesttrail.com)

**International Downtown  
Association 2009 Spring  
Conference**

The **International Downtown Association** will hold its spring conference in San Antonio this year **April 25-27**. Location will be at the Grand Hyatt in historic downtown San Antonio. For more information, see [www.ida-downtown.org/eweb/DynamicPage.aspx?Site=IDA&WebKey=d91ad3a5-40d4-43d4-b75f-d09f327efecd](http://www.ida-downtown.org/eweb/DynamicPage.aspx?Site=IDA&WebKey=d91ad3a5-40d4-43d4-b75f-d09f327efecd).

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## **Calendar of Events 2009**

- **February 10–13, Bastrop**  
Completion of Texas Main Street training for new managers. Texas Main Street Annual Meeting will begin on Feb. 11. Various hotel/B&B options were sent out on the list serv.
  - **February 11–13, Bastrop**  
Texas Main Street Program Annual Meeting
  - **March 1–4, Chicago, IL**  
The National Main Streets Conference will have the theme Becoming Main Street 2.0, 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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