



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

MARCH 2007 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512/463-6092

Spotlight on... The 2007 First Lady's Tour

Launching the newly selected cities each year into the Texas Main Street Program is the First Lady of Texas with a tour of each new city. 2007 welcomed Bastrop, Bridgeport, Cotulla and Spur to the program. This year, First Lady Anita Perry toured Cotulla, Bridgeport and Spur on February 28 and Bastrop on March 1. Each event included a community celebration and a presentation of the city's first conceptual architectural rendering for downtown rehabilitation.



Bridgeport. Mrs. Perry and Angie Tyson taking a short walking tour of downtown.

"These close-knit communities hold the history of Texas in their celebrated landmarks and treasured attractions," Perry said. "It is an inspiration to see citizens working together to preserve the culture of these communities and support small town Texas."

"The memories and history made within the walls of the buildings we unveil today are what give foundation to our Texas towns," Perry said. "This designation and restoration process brings each Main Street city a step closer to revitalizing and strengthening this community for visitors and future generations to enjoy."



Cotulla. Mrs. Perry signs children's book to be presented to the local library—presented by Imelda Martinez and Jasper Triplitt.

Since the inception of the program in 1981, the Texas Main Street efforts have resulted in the private reinvestment of more than \$1.2 billion in area downtowns and commercial districts. Also



Spur. The First Lady greets (or as she said, giving them a high five) the children before the ceremony.



Bastrop. Children and adults alike celebrate the arrival of the First Lady and their kick off in the Texas Main Street Program.

noteworthy is the more than 22,000 jobs and more than 5,600 new businesses that have been established through the Main Street program.

NEWS

May is Preservation Month. Begin preparing now for educational preservation activities for your community in May. Following are a few suggestions to consider:

- Preservation proclamations or resolutions
- History workshops
- Treasure hunts for historic elements on downtown buildings
- Oral histories
- Walking tours
- Main Street volunteer awards
- Downtown coloring book
- Etc.

This is also a great month to honor those local preservationists and building owners who have rehabilitated buildings in your downtown during the past year.

Remember that your preservation education activities also earn you points on your Ten Criteria report!

WELCOME AND FAREWELL

We welcome Stan Livengood as the new Main Street manager in Pilot Point.

AROUND THE STATE

Pennies for the Pocket Park was a huge success in **Luling**. Buckets (decorated with children's jeans and play money) were distributed to over 30 businesses along with a framed flyer that stated "Your Change can make this Change. We are collecting pocket change for the Pocket Park." An idea that was presented by a family member of one of our directors. Three schools participated and brought in \$1,491.50 in pennies!!!! Pennies were collected and weighed each day and the weight was posted on the class room door. This was some serious back breaking work!

EVENTS

March 9–10, Beaumont

Main Street's Classic Film Festival at the historic Jefferson Theater. Call 409/838-2202.

March 10, Brenham

Enjoy classical music at the Home and Garden Festival around the historic courthouse square while browsing the flower, plant, craft and food booths. Hours are 10 a.m. to 5 p.m. Downtown Brenham.

March 24, Grand Saline

The 3rd Annual Bloomin' Festival pays honor to the extensive "Green Industry" that prospers in East Texas. Fun takes place from 8am-6pm at the Depot Plaza just east of Main St. in Downtown Grand Saline. Vendors include plants, trees, yard & garden related items and equipment from the practical to decorative. Informative presentations by experts. Food and Music round out the day. Special guest speaker is gardening and plant expert, author, and KRLD and Texas State Network radio personality Neil Sperry. Call 903/962-4257.

March 24, Luling

There will be a book signing at the Central Texas Oil Patch Museum with Texas authors.

March 24-25, Tyler

Stroll through the elegant neighborhoods and grand lawns, soaking up the beauty of East Texas in bloom as you tour private residences in Tyler's historic districts. Citywide. E-mail: historic@cox-internet.com or call 903/595-1960.

March 31, Denison

Enjoy food and wine tastings, as well as art at the Arts and Wine Renaissance in downtown Denison 2–8 p.m. Call 903/464-4452.

March 31, Luling

The Luling Main Street Golf Tournament will be held at the Luling golf course to raise funds for the Davis Street Pocket Park.

April 3, Gonzales

Western Tales and Trails includes a gathering of talented tale spinners who paint the western and country life as it was "in the old days" with their stories, songs and poems. Skills necessary for life in early Texas are brought back by craftsmen on the grounds of our 1800s Village. A blacksmith, rope-maker, flint knapper, sausage maker, trail cook, as well as spinners, quilters, weavers and others will demonstrate all day. Admission: \$6 adults/ \$3 6-11 yrs. At 7 p.m. the gates open for GHOST STORIES in the 1872 Hamon Church. Admission for this performance is \$3 per person. If you attended the Western Tales day event there is no further charge.

www.gonzalespioneervillage.com.

AROUND THE STATE

Amarillo's decorated quarter horse fund raiser art project around the city is proving to be unstoppable. This project has decorated/painted almost 100 life size fiberglass quarter horses resulting in a great fundraising effort. The 100th horse will glean a huge promotion!

Gainesville was featured in a great article in the February issue of Texas Highways—be sure to pull out your copy!

Pharr's work in Main Street was featured at the Texas APA Annual Conference in Corpus Christi (Oct 18-20). Conference speaker Fábio Angell, CMSM, featured the role of Smart Growth in downtown management and revitalization. He un-

veiled Pharr's home-grown "Smart Growth Barometer" as a bridge between the Main Street approach and downtown planning. The barometer includes two key pillars (i.e. pedestrianization and growth-from-within).

CONFERENCES/ WORKSHOPS

Texas Historical Commission Annual Preservation Conference

Save the date for the Texas Historical Commission's 2007 Annual Historic Preservation Conference, "Changing Faces, Historic Places," **April 12-14, 2007** in Lakeway at the Lakeway Inn and Conference Center. Brochures and registration forms will be available in February. Call 512/463-6255 or see www.thc.state.tx.us/annualconference/cof2007.html.

Keep Texas Beautiful Conference

Save the date — 40th Annual Keep Texas Beautiful Conference, **July 10-13**, San Antonio at the Westin Riverwalk. See www.ktb.org/programs/conference/.

GRANTS

SAVE AMERICA'S TREASURES

Save America's Treasures federal grants are now available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites. Eligible applicants include nonprofit, tax-exempt 501(c), U.S. organizations, units of state or local government, and federally recognized Indian Tribes. Grants are awarded through a competitive process and require a dollar-for-dollar, non-federal match.

The minimum grant request for collections projects is \$25,000 federal share; the minimum grant request for historic property projects is \$125,000 federal share. The maximum grant request for all projects is \$700,000 federal share. The application deadline is 5:00 pm Eastern time, Thursday, **April 26, 2007**. This is NOT a postmark deadline.

For More information visit:

www.cr.nps.gov/hps/treasures/index.htm or call 202/588-6012.

Texas Preservation Trust Fund Grant

The Texas Historical Commission (THC) is accepting Texas Preservation Trust Fund Grant Program applications for fiscal year 2008. Application forms are now available on the THC web site, www.thc.state.tx.us, or by contacting the THC at 512/463-6094.

The deadline for receipt of applications is 5 p.m. on Friday, **April 27, 2007**.

The Texas Preservation Trust Fund Grant Program application process has been revised for the upcoming fiscal year 2008. There are now two steps in the grant application process. First, all applicants are required to submit brief application forms for the THC to review. The THC will select the highest priority projects from the initial applications and invite those applicants to move forward to the second step. Successful applicants will continue the process by submitting detailed project proposals by August 31, 2007. Full project proposals will be considered by the THC for final grant awards to be made in October 2007.

The Texas Preservation Trust Fund Grant Program is your opportunity to save and protect Texas' threatened historic structures and significant archeological sites. Grant awards may be used for restoration work, architectural planning, archeological investigation, preservation planning, curatorial, resource survey, and heritage educational training.

By submitting an application, you are notifying our office of educational needs in your community and advising us of endangered historic properties and archeological sites that may soon be lost if this valuable assistance is not provided. We encourage you to submit an application so we may continue to demonstrate the need for our efforts.

Play a part in preserving significant historic resources and providing heritage education across Texas!

My Hometown Helper Grant Program

Hamburger Helper, a General Mills food brand, is looking to lend a helping hand to neighborhoods throughout the United States with its My Hometown Helper grant program.

Submit a winning written essay describing how the "My Hometown Helper" grant would improve a community project. Awards will be based on the merit of the project, including its impact and support within your community. Examples of possible projects include: lights or bleachers for athletic fields; repairs to a band shell; computers for the local school or library; playground equipment for a park; holiday decorations for Main Street; money for choir, band, or science trips; new uniforms for Little League teams; clean-up projects; and training for volunteer firefighters.

Applicants can request a one-time award ranging from \$5,000–\$15,000 during any single month. All requests for funding must be sponsored by a municipal or civic organization or public school. The program will award "helping hand" grants each month from online applications received through May 2007. Applications will be evaluated monthly. Funds will be awarded based on the merit of the project, including its impact on and support within the community. For details, see www.myhometownhelper.com/

2007 Calendar of Events

- **March 7, Georgetown**
Main Street Regional Board Training from 10 a.m.–noon. Call Shelly Hargrove for details at 512/930-2027 or email shargrove@georgetowntx.org. Location: Williamson County Historical Museum, 716 S. Austin Avenue on the square.
 - **March 8, Lufkin**
Main Street Regional Board Training from 5-7 p.m. Call Barbara Thompson for details at 936/633-0206 or email bthompson@cityoflufkin.com.
 - **March 12, Freeport**
Main Street Regional Board Training (early evening). Call Mary Lee Stotler for details at 979/233-3526 ext. 114 or email mstotler@freeport.tx.us.
 - **March 19, Canton**
Main Street Regional Board Training 11:30 a.m.– 1:30 p.m. Call Jim Stephens for location and other details at 903/567-2826.
 - **March 25–28, Seattle, Washington**
National Main Streets Conference, “Building a Sustainable Future”
 - **April 9, Denison**
Main Street Regional Board Training at lunch. Call Amy Lay for location and other details at 903/464-4452.
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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 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

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**TEXAS
HISTORICAL
COMMISSION**

The State Agency for Historic Preservation

www.thc.state.tx.us