



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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

Spotlight on... Paris

Bonjour Y'all

Paris, Texas — the name alone often generates interest before one even pays a visit to our quaint city. It was named after Paris France, which has had a significant influence on the development of the city. Out of respect for its elegant name, Paris has strived to set extra high standards for civic life.

Where do I begin? Thinking of what I might share with others proved somewhat difficult. Choosing from so many exciting events that have taken place over the past couple of years wasn't easy. So, I decided to write about why those wonderful events happen. Our community coming together for a unified purpose has been a blessing.



1931 Corinthian Peristyle located in the center of Bywaters Park located two blocks south of downtown on Main Street in Paris.

I've never observed so many different groups from the community working together for a common goal: promoting Paris. That may be a normal occurrence in your community, but it wasn't in Paris. This is acknowledged not to place fault with anyone or any organization but to emphasize the importance of working together for the betterment of the entire city.

With that said, one very exciting project has recently come to fruition. Initiated by the Main Street organization chairman, a committee was organized to design and implement gateway and way-finding signs for Paris. Texas Department of Transportation officials, PEDC representatives, the Visitors and Convention Center (V&CC) director, city staff and Main Street advisory board members came together to accomplish these goals. The gateway signs are slated for installation this summer. The design came from a 1937 postcard found in a local antique store. Only minor changes were made to the design. We included our infamous Eiffel Tower with red cowboy hat to the mixture of historic landmarks.

Another collaborative effort that has proven very successful is Holiday in



New gateway signs located in all 6 major entrances into Paris. The new signs are funded by Paris Economic Development Corporation.

Paris. Last summer a local professional volunteer, as she is often referred, asked the V&CC director and me to have lunch. She wanted to brainstorm ideas for a new event showcasing local artists, such as an art fair or art show. After some discussion it was decided the event should be held close to the Christmas holidays. Both the V&CC director and I stated very early on that neither of us could independently take on this project. Neither of us possessed the necessary funding and we both valued our sanity; with that said, an alternate plan was derived. Since there are so many different holiday events already taking place throughout the city, we decided to bundle them together for two weekends in December. This resulted in a savings in advertising, enabling all the organizations involved to get the word out more effectively. Some of the groups involved in the planning

process included the Arts Alliance, Community Theater, Garden Clubs, Paris Junior College, local churches and the Downtown Merchants Association. Brochures, commercials and print ads became affordable for all organizations involved. It really worked well to package the events. Planning for this year's event is already under way. We intend to offer carriage rides, an art walk, extended shopping hours, musical performances on the plaza, a tour of homes and countless other activities. We are looking forward to another wonderful holiday event benefiting the entire community.

Meeting new people and working with my community, as well as learning from other Main Street managers and professionals, is such a wonderful part of my job. I've been a Main Street manager for two very short years and in that time, Paris has experienced major growth. Without the help of the state's Main Street office staff and other Main Street managers throughout the state my position would have proved much more difficult. Many thanks go out to all the staff and managers that have assisted me over the years.

Thanks to Bethany Golden, manager of the Paris Main Street Program, for providing this article.

WELCOME

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

EVENTS

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.

April 14, Denton

14th Annual Denton Redbud Festival and Romp in the the Redbud Capital of Texas. Festivities include a 5K run, 1K walk, home and garden show, booths, educational programs and exhibits. Hours are 10 a.m. to 3 p.m. Courthouse-on-the-Square lawn. Call 940/349-8737.

April 14, Lufkin

Main Street Hoedown Festival will start at 8:30 a.m. with a parade, arts and crafts, music, pepper-eating contest, a muscle car show and more. Call 936/633-0205.

April 20-22, Huntsville

Come join the General Sam Houston Folk Festival a celebration of the life and times of General Sam Houston. The estimated number of attendees is 10,000. Call 936/294-1832.

April 27-29, Freeport

Celebrating life along the Old Brazos River is the Freeport RiverFest. Activities include a carnival, cookoff, vendors, live music, 5K Fun Run and more! Call 979/233-3306.

April 28, Freeport

Come out for the 17th Annual Flapjack 5K Fun Run and Kids Run. This takes place in conjunction with the RiverFest in the municipal park. See www.freeportriverfest.com.

April 28, New Braunfels

The New Braunfels Wein and Saengerfest is a special heritage festival blending old but familiar traditions with rich German heritage, music and wine making. Held in charming historic downtown New Braunfels near the banks of the Comal River, this festival has something for everyone. There will be a wine tasting, musical entertainment, and art show and market, grape bake, grape stomp, a street dance on Saturday evening and much more. Email mainstreet@nbtexas.org or call 830/221-4091.

April 28, Gonzales

Gonzales' Springfest includes the Courthouse Trade Days — a sale of arts, crafts, antiques and collectibles on two of the downtown historic squares, on Saturday, April 28 from 9 a.m. to 4 p.m. Liford's Books & Fine Art will feature four authors signing their books from 1 to 3 p.m. at the store in the 500 block of St. Joseph Street. The four include an all-time best western author, a renowned mystery author, an author of Texas and Western history books and the author of a book outlining her experiences during World War II under the Nazi regime. The Pioneer Village Living History Center will feature the annual Dutch-Oven Cook Off and Melodrama, "The Villain Wore a Dirty Shirt." Call 830/672-2815 for more info.

May 5, Huntsville

More than 300 quilts will be displayed throughout downtown in Huntsville's Airing of the Quilts. Call 936/294-0212.

AROUND THE STATE

Congratulations go to Main Street manager Frieda Davis of **Decatur** for the achievement of certified Main Street Manager. This is an arduous two-year process and a great accom-

plishment. Frieda represented Texas well as she received her diploma at the National Main Streets conference in Seattle. Texas now has three certified Main Street managers active in Main Street programs: Julie Glover of Denton, Fabio Angell of Pharr and Frieda Davis of Decatur.

Pharr was recognized by the University of Texas-Pan American Small Business Development Center (SBDC at UTPA) with an Excellence in Service award at their 20th anniversary celebration on November 29th attended by U.S. Rep. Ruben Hinojosa, D-Mercedes. Many of the approximately 50 net business starts in the historic downtown since 2002 continue to benefit through this partnership with the Main Street Board's Economic Restructuring Committee (ERC). Available services include loans, consulting, business planning, start-up capital, business mentoring, and marketing.

In February, **Spur** was designated at the Texas House of Representatives and the Texas Senate as the official city representing the Spirit of the West.

CONFERENCES/ WORKSHOPS

Texas Historical Commission Annual Preservation Conference

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

Grant Writing Workshops

Save the date — The Texas Historical Commission will co-sponsor its annual grant writing workshops with the Friends of the Texas Historical Commission and the University of Texas Hogg Foundation the week of June 25-29. Two sessions will be held: June 25-27, and June 27-29. Participants are encouraged to bring a proposal or idea on which to work. You will leave with a grant proposal almost completed. Laptop computers will be necessary on the last day of each workshop. More info to come.

Keep Texas Beautiful Conference

Save the date — 40th Annual Keep Texas Beautiful Conference will be held **July 10-13th**, 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 p.m. Eastern time, Thursday, **April 26**. 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 Aug. 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 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/

American Greenways Awards Program

The Conservation Fund, Eastman Kodak Company and the National Geographic Society are accepting applications for the 2007 Kodak American Greenways Awards program through **June 1**. The program awards seed money to stimulate greenway, blueway and trail planning and design. Award recipients will receive grants of \$500–\$2,500 to support pioneering work in linking the nation's natural areas, historic sites, parks and open spaces. Grants can be used for public outreach, planning, design, construction, technical assistance, legal and other costs but not for academic research, general institutional support, lobbying or political activities.

Local, regional and statewide nonprofits, as well as community-based and municipal government organizations are encouraged to apply. In 2005, Kodak, The Conservation Fund, and the National Geographic Society awarded 47 community grants. An online application, grant guidelines and additional program information are available on The Conservation Fund's website www.conservationfund.org under "Award Programs". For more information, call 703/525-6300, or email greenways@conservationfund.org.

Save Our History Grant

Inspire the youth in your community to become the preservationists of tomorrow. Museums, historic sites, historical societies, preservation organizations, libraries, and archives are invited to partner with a local school or youth group and apply for funding to help preserve the history of their communities. Each year, the History Channel awards \$250,000 in grants of up to \$10,000 to organiza-

tions that partner with schools or youth groups on community preservation projects that engage students in learning about, documenting and preserving the history of their communities. Application deadline is **June 1, 2007**.

Grant winners are also eligible to receive an additional \$10,000 award at the Save Our History National Honors Event, when the best grant winners are recognized for their outstanding community preservation projects.

The **\$10,000 Save Our History American Express Award** is given to the organization that best demonstrates the ability to engage students in preservation activities and educate them about the importance of historic preservation.

The **\$10,000 Save Our History Lowe's Community Award** is given to the organization that demonstrates the best outreach to and participation in the project by local community members including government officials, business leaders, local cable affiliates, the media, etc.

And, finally, the **\$10,000 Save Our History Newsweek Classroom Award** is given to the organization that partners with a school system and achieves the highest level of active student participation in a preservation initiative.

See the Save our History web site for prior winners and more grant information at:

www.history.com/minisite.do?content_type=Minisite_Generic&content_type_id=51650&display_order=3&mini_id=51103

JOB OPPORTUNITIES Texas Plains Trail Region

The regional coordinator is the facilitator for the development, execution and documentation of the heritage region program for the 52-county Texas Plains Trail Region. Please refer to the job description for more details.

The Texas Plains Trail regional coordinator is an employee of the Texas Plains Trail regional board. The office will be housed at the city of Borger administration office. The position is full-time and funded by a grant from the Texas Historical Commission through August 2008. Additional funding is anticipated, but not secured at this time. The salary range for the position is \$28,000 - \$30,000 annually depending upon education and experience. Resumes will be accepted through April 16, 2007. Please see the job posting for contact information and where to send resumes at www.thc.state.tx.us/jobs/jbdefault.html.

Texas Tropical Trail Region

The regional coordinator is the facilitator for the development, execution and documentation of the heritage region program for the 20-county Texas Tropical Trail Region. Please refer to the job description for more details.

The Texas Tropical Trail regional coordinator is an employee of the Texas Tropical Trail regional board. The office will be housed in the Kingsville Chamber of Commerce office. The position is full-time and funded by a grant from the Texas Historical Commission through August 2008. Additional funding is anticipated, but not secured at this time. The salary range for the position is \$28,000 - \$30,000 annually depending upon education and experience. Resumes will be accepted

through April 6, 2007. Please see the job posting for contact information and where to send resumes at www.thc.state.tx.us/jobs/jbdefault.html.

2007 Calendar of Events

- **April 9, Denison**

Main Street Regional Board Training during lunch. Call Amy Lay for location and other details at 903/464-4452.

- **April 9, Luling**

Main Street Regional Board Training from 6 – 8 p.m. Call Misty Halliburton for details at 830/875-3214 or email lulingmainstreet@austin.rr.com.

- **April 12–14, Lakeway**

The Texas Historical Commission's 2007 Annual Historic Preservation Conference, "Changing Faces, Historic Places" will be at the Lakeway Inn and Conference Center. Call 512/463-6255 or see www.thc.state.tx.us/annualconference/cof2007.html

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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