



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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

Spotlight on Llano

Llano is a unique Hill Country community of 3300 people geographically divided by the Llano River with a commercial district on both sides. Visitors can stroll on walkways on both sides of the river and view its natural beauty. More than 25 historic buildings have benefited from Llano Main Street's grant program. Benches and decorative planters have been strategically placed around the streets and the Confederate soldier statue, which calls attention to our historic downtown.



Pioneer Park in the rail yard area is a pocket park developed by Llano Main Street in partnership with the Master Gardeners.

In 1999, the city received Transportation Equity Act for the 21st century (TEA-21) funding to build a working depot museum and renovate the railroad tracks within the city. Now completed, it is a transportation museum, as well as a visitor's center.

Llano Main Street's 2004 Texas Capital Fund grant funded restoration around the rail yard with sidewalks and lighting linking both sides of the river. The railroad came to Llano in the 1890s. Main Street and the Master Gardeners developed a pocket park in that area with lighting, benches and native greenery, called Pioneer Park. The 2007 Texas Capital Fund Grant will continue the sidewalk project beginning at the south end of the bridge continuing by the Llano River, and ending at the beginning of East Main Street, into the Main Street commercial district.

The entire south side of Llano is a historic district in the National Register of Historic Places. Located in the historic district, the Llano County Courthouse was one of 19 original recipients of more than \$3 million in grant funds from the Texas Historical



*A few of Llano's historic treasures:
Top: Roy Inks Bridge built in 1935 spanning the Llano River and connecting the northern and southern areas of Llano.
Middle: Llano's recently restored courthouse.
Bottom: Newly restored rail road depot.*



A view of the shops down East Main Street.

Commission dedicated to the restoration of Texas courthouses. The courthouse has been restored and the tower reconstructed. The re-dedication of the courthouse was held in 2004 and it continues to proudly serve as the historic centerpiece of Llano.

Since 1990, focusing on the local heritage, we have sponsored a Heritage Day Festival the third Saturday in October, which focuses on living history, re-enactments, music and vendors.

Llano Main Street Program operates concessions at the historic 1927 Lantex Theater every second Saturday of the month for the Hill Country Opry, featuring legendary country entertainers, and sponsors a movie on a different Saturday. The Main Street Program will assist in the restoration of the old Llano County Jail, known as Old Red Top.

Future projects include a shopping



Llano Heritage Day Activities.

guide and large location map kiosks in different areas providing a shopping and visiting experience in a place that has retained its small town charm.

Thanks to Sarah Franklin, manager of the Llano Main Street Program, for providing this article.

NEWS

National Tourism Week

Join the national Travel Industry Association in celebrating the 25th annual national tourism week May 10-18 observing the theme Discover Great American Traditions. See www.tia.org/pressmedia/TWFA/ntw_week.html. Did you know that total direct travel spending in Texas for 2006 reached \$53.8 billion, an increase of 9.3% from the previous year. Direct travel spending generated an additional \$7.1 billion in federal, state and local taxes (not including property taxes) or about \$860 in tax revenue per Texas household.

Your recreational and heritage tourists are important to your local economy!

In commemoration of National Tourism Week, the Lufkin Convention and Visitors Bureau will have events such as the “Developing

Tourism” photo contest and “At Your Service: Customer Service Hospitality Training,” a training seminar dedicated to educate employees and managers on the fundamental skills and management concepts needed for achieving satisfied customers, visitors and guests. See www.visitlufkin.com

AROUND THE STATE

Bastrop’s new business incubator opened February 1 and already has eight new businesses.

Georgetown was listed in the April issue of *Fortune Small Business* magazine as #2 of the 100 Best Places to Live in the United States.

The **Palestine** Rotary Club repaired all of the deteriorated pedestrian benches throughout the entire downtown area as a donation to Palestine Main Street.

Waxahachie has received more applications for historic tax exemption status this year than ever. This is attributed to putting the notices in all of the water bills and city mail outs.

Waxahachie Main Street partnered with the Waxahachie Parks and Recreation to purchase an inflatable movie screen to show downtown summer movies. This is an excellent way to partner and use your resources wisely.

EVENTS

May 1, Sonora

Come enjoy the Community Needle Work and Quilt show and fundraiser for Sonora Main Street. Chances will be sold for a king-sized quilt as a fundraiser. Event will be held at the Bank and Trust of Sonora Lobby and First National Bank of Sonora.

May 2, Tyler

Enjoy music, art, dance and more at the T.B. Butler Plaza on Friday from 11 a.m. to 2 p.m. Heart of Tyler and the City of Tyler are joining forces to celebrate the declaration of downtown as a Business, Arts and Culture (BAC) district.

“Downtown is BAC(K)” is the theme of the event, which will feature a ribbon-cutting ceremony at 1 p.m. to signify the “opening” of the DBAC district. A giant red ribbon at least 100 feet long will be cut by representatives of the city, the Heart of Tyler and other entities.

To demonstrate the potential of the arts in downtown, a variety of visual artists, musicians and dancers will perform and display their work in the plaza from 11 a.m. to 2 p.m.

May 2–4, Huntsville

Step back in time and come join the 21st annual General Sam Houston Folk Festival a celebration of the life and times of General Sam Houston. Festivities will include costumed historical characters, tale-spinners, dulcimer workshops, museum tours, folklife demonstrations and more. Location will be at the 18-acre Museum Complex adjacent to the Sam Houston State University Campus. See www.shsu.edu/~smm_www/FolkFestN/index.shtml. For more information, call 936/294-1832.

May 3, Brenham

The Country Flavors Festival will be Brenham good. The festival features a Blue Bell smorgasbord, old fashioned cake bake off and cake walk, Little Mr. and Miss Scoop contest, lots of free samples of area foods, crafts, entertainment and a LifeSaver fun run benefiting Project LifeSaver Inc. Hours are 10 a.m. to 5 p.m. in historic downtown Brenham. For more information, see

www.downtownbrenham.com/countryFlavorsFestival.html

May 3, Huntsville

More than 300 quilts will be draped throughout downtown in Huntsville’s seventh annual Airing of the Quilts. For more information, call 936/294-0212.

May 3, Taylor

The annual Bloomin Festival will include something for everyone including horticultural demonstrations, cultural and heritage entertainment, car show featuring tricked-up PT Cruisers, agricultural exhibits and more. For more information, call 512/352-5448.

May 3–4, San Marcos

Turn back time to the late 1800s and early 1900s and see where the citizens of San Marcos lived. Get an inside view of charming historic homes on a self-paced, walking tour in the historic districts. Sponsored by San Marcos Heritage Association. Call 512/392-4362.

May 9–10, Brenham

The 118th annual Maifest is one of the oldest German festivals in Texas. This event includes colorful parades, spectacular pageants, food, crafts and exhibits. Enjoy polkas, waltzes and country music. Downtown Brenham. See www.maifest.org

May 9–10, Bridgeport

In its 26th year, Bridgeport’s Butterfield Stage Days features a PRCA rodeo, dance, vendors, entertainment, Bridgeport Idol, Main Street stickhorse rodeo and loads of frontier fun for the entire family. This year Bridgeport will unveil its new life-size replica of a Concord stagecoach – just in time to celebrate the Butterfield Sesquicentennial. It will be a day of excitement as we retrace the steps of our Wild West ancestors and imagine what it was

like to travel and live during the long and dangerous days on the Butterfield Trail. For more information, visit www.bridgeportchamber.org or call 940/683-2076.

May 9–10, Electra

Join in the fun at the annual Goat Barbecue and craft show. The Barbecue is a Lone Star Barbecue Society sanctioned event. For more info, see www.electratexas.org.

May 12, Levelland

The annual golf tournament benefiting the Chamber of Commerce and Main Street Programs will be held at the Levelland Country Club. For more information, call 806/894-9079.

May 15–Sept. 30, Texarkana

The Main Treasures exhibit features downtown’s greatest treasures with its historic hotels, early businesses and residences using original artifacts from recent renovations of downtown areas at the Museum of Regional History. For more information, see www.texarkanamuseums.org

May 16–17, Waxahachie

The Lion’s Club Mini Grand Prix Race will be held in historic downtown. Time trial races along with a street dance will be on Friday and the Grand Prix will be held on Saturday — fun for the whole family. Email Anita Williamson at awilliamson@waxahachie.com.

May 16–18, Grapevine

The 24th annual Main Street Days outdoor exhibition features demonstrations, education and interactive activities in historic downtown Grapevine. Watch or participate in a variety of adventures. Includes BMX bike show, fishing tank, Grapevine Vintage Railroad excursions, heritage gunfighters, kayaking, quad jump, rock climbing wall and much

more. For more information, see www.grapevintexasusa.com

May 17, Comanche

John Wesley Hardin Days includes Wild West re-enactments, as well as artisan and craft vendors on the downtown square. See www.comanchechamber.org

May 17, Marshall

The Stagecoach Day Festival is Marshall's historic transportation festival filled with arts and crafts booths, food vendors, live entertainment, domino tournaments, a horseshoe throwing contest and a classic car show in downtown Marshall. For more information, see www.marshalltxchamber.com

May 17, San Marcos

Sit back, relax on the banks of the San Marcos river and enjoy the sounds of Texas western swing legends at the Texas Natural and Western Swing Festival. Food, crafts, fun and plenty of western swing entertainment. For more information, call the Main Street office at 512/393-8430.

May 31, Denton

The 15th annual Dog Days of Denton includes dog parade, dog show, stupid pet tricks, dog/owner singing contest, "Glamfur Shots" of pets, dog/master look-alike contest and more. Hours are 9 a.m. to 4 p.m. in Quakertown Park. See www.dogdaysdenton.com

GRANTS

Save America's Treasures Fiscal Year 2008 grant applications for the Save America's Treasures grant program and the Preserve America grant program are now available.

Save America's Treasures matching grants are awarded for preservation

and/or conservation work on *nationally significant* intellectual and cultural artifacts and historic structures and sites. Eligible applicants include Federal (including NPS), state, local and tribal government entities and nonprofit organizations. Applications are due **May 20, 2008**. Application guidelines are available on our web site, at www.nps.gov/history/hps/treasures/application.htm, or visit www.grants.gov.

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.

Applications are due **June 30, 2008**.

Guidelines and applications are available at www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm

CONFERENCES/ WORKSHOPS

Developing Tourism Workshop

The Texas Leadership Institute will be hosting a course on Developing Tourism in Your Community on **May 15, 2008** at the LCRA Riverside Conference Center in Bastrop for a fee of \$99. The registration fee includes lunch, course materials and instruction. Topics to be discussed include: understanding the importance of the tourism industry to a

local economy, identifying emerging travel trends, developing partnership opportunities, enhancing marketing and public relations skills and financing your local tourism efforts. Contact Ray Alvarez at 800/776-5272, xt. 3252, or email ray.alvarez@lcra.org.

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

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. The webpage for the scholarship information is:

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

AWARD NOMINATIONS

Keep Texas Beautiful

Youth Awards

The Ruthe Jackson Youth Leadership Award honors outstanding young environmental leaders whose accomplishments are bringing about cleaner, more beautiful campuses, parks, neighborhoods and/or communities. First place winners will receive a \$100 cash award for reinvestment in the winner's activities benefiting the community. The winner of the Award of Excellence, chosen from among the first place winning groups, will receive an additional \$100 award.

The Sadie Ray Graff Award recognized those in the education field who encourage or demonstrate efforts to promote the Keep Texas Beautiful mission through environmental education. A \$100 cash prize is presented to the first place winners.

Due date for both youth award applications is **May 13**.

2008 Calendar of Events

- **May 1–3, Corpus Christi**

Texas Historical Commission's 2008 Annual Historic Preservation Conference: Explore the Sights and Stories of Texas.

- **July 29–31, To be determined**

The Texas Main Street Summer Workshop will be held in one of our Main Street cities. We will let you know the location as soon as that has been determined — meanwhile, hold the date!

- **November 11–14, Temple**

Texas Downtown Association / Texas Main Street annual conference. The 2008 theme will be *Howdy, Partner! Creating Partnerships for Downtown.*

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