



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on McKinney

Population 122,000

REVIST THE NEW HISTORIC DOWNTOWN

McKinney's rejuvenated 160-year-old downtown is open and ready for business.

The heart of McKinney is its historic downtown, and has been since the town's beginnings 160 years ago. More than 100 shops, art galleries, restaurants and boutiques proudly call the town square their corporate headquarters. In order to preserve the one-square mile of downtown and ensure its future growth, a facelift was needed.

People turn out in droves to enjoy events in historic downtown McKinney, like Scare on the Square, Oktoberfest, Second Saturdays, Krewe of



The popular Spoons Café and newly opened addition, Spoon's Garage, draws the lunch crowd.

Barkus, Red, White and BOOM!, Farmers Market and of course Dickens of a Christmas. But there is much more to the Main Street program that planning festivals.

McKinney was named a recertified (having originally been in the program from 1982–1991) Main Street City by the Texas Historical Commission in 2003. Since then, each year McKinney continues to receive both state and prestigious National Main Street recognition.



Downtown infrastructure improvements include wider sidewalks and

The Main Street board of directors consists of 13 members serving three-year staggered terms, along with two full-time staff members to manage the day-to-day Main Street Program, which has a mission to keep downtown McKinney vibrant, inviting and safe.

The City of McKinney recently spent \$2.2 million to give downtown an updated look and foundation. New landscaping and more trees, new signs and benches line the streets.



Infrastructure and landscaping im-

Wider sidewalks and additional parking spaces increase convenience. And because of the extra room on the walkways, many of the eateries now offer patio dining.

The end result of the project is improved daily function, aesthetics and a foundation to support future growth and development. Improvements were critical not only for the normal hustle and bustle downtown, but equally essential to the many festivals and events.



Historic turn-of-the-century chapel at Chestnut Square blanketed in snow. Photo by Laura Smetak, ©2008, www.lipsmackstudio.com

Historic Downtown McKinney is truly the soul of our wonderful city. Projects like the recent revitalization efforts are needed to continue to preserve the character that makes it so special. City leaders know the value of our unique downtown and all it has to offer for the city and its residents. McKinney continues to pre-



Evening tastings at Landon Winery on the Historic Downtown Square.

serve the past all while insuring its vibrant future one project at a time.

Project Highlights:

- Wider sidewalks
- Replaced water lines

- New landscaping (more trees, plants and benches)
- Repaved streets
- Updated sewer lines
- Additional parking spaces
- Brick pavers covering each inter-



- section
- New traffic signals

For more information on McKinney Main Street and Historic Downtown, visit www.downtownmckinney.com or call 972.547.2660.

Thanks to Ty Lake, manager of the McKinney Main Street Program, for providing this article.

NEWS

America's Most Endangered Historic Places Announced for 2009

Saving the Places that Matter: On April 28, National Trust President Richard Moe and Academy Award-winning actress, Diane Keaton announced the **2009 list of America's 11 Most Endangered Historic Places®** at a press conference in Los Angeles, California.

Since 1988, the National Trust for Historic Preservation has used its list of America's 11 Most Endangered Historic Places as a powerful alarm to raise awareness of the serious threats facing our nation's greatest treasures. It has become one of the most effective tools in the fight to save the country's irreplaceable architectural, cultural, and natural heritage.

The 2009 list includes the **Century Plaza Hotel**, which Diane Keaton, a Los Angeles area preservation activist and National Trust Board Member, has been fighting to save. "All over Los Angeles, too many of our great modern buildings have already fallen to the wrecking ball," said Keaton. "We need to lead by example and show the rest of the country that buildings are renewable, and we shouldn't be throwing them away. We should be recycling them just like we recycle newspapers."

- Also on the list includes:
- Miami Marine Stadium, FL
 - Mount Taylor, Grants, NM
 - Unity Temple, Oak Park, IL
 - Dorchester Academy, Midway, GA
 - The Manhattan Project's Enola Gay Hangar at Wendover Airfield, UT
 - Ames Shovel Shops, Easton, MA
 - Human Services Center, Yankton, SD
 - Memorial Bridge, Portsmouth, NH & Kittery, ME
 - Cast-Iron Architecture of Galveston, TX
 - Lana'i City, Maui, HI

To view these in detail, see www.preservationnation.org/issues/11-most-endangered/

Celebrate Preservation Month and See the Texas Historic Sites for Free

The Texas Historical Commission and Texas Parks and Wildlife Department have joined forces to celebrate Preservation Month by offering free admission at all state historic sites on **Sunday, May 17**.

Preservation Month, sponsored by the National Historic Trust for Preservation, encourages community members to celebrate and become involved in local preservation pro-

jects and historic sites. This year's theme is This Place Matters.

Commemorate your local history and visit a state historic site for free. From military strongholds to house museums, plantations and Native American settlements, these historic sites offer visitors the opportunity to truly experience the real places of Texas and the stories they preserve.

See this link www.thc.state.tx.us/hsites/hsdefault.shtml for the list of state historic sites. Contact the individual site for details and special event activities.

AROUND THE STATE

In conjunction with **Brenham's** Country Flavors Festival on May 2, downtown merchants are offering discounts as a retail promotion aspect to the event. See www.downtownbrenham.com/countryFlavorsFestival.html and click on the downtown merchants coupon at the bottom of the page.

"Entrepreneurs are finding a strong network of support..." was a feature story in the Texas Workforce Commission 2009 winter newsletter. Main Street Manager Trisha Urban, a former employee with Workforce Solutions in **Del Rio**, served as the project manager to form the noted 20 partner Mid-Border Business Network (MBBN). MBBN provides startup and growing businesses a variety of vital services, including assistance with business development plans, loan resources, computer training, marketing assistance, and office equipment access. As the Del Rio Main Street Manager, Ms. Urban continues to nurture the Just Us Chix's retail incubator, located in the downtown Main Street District, using MBBN resource partners to support and train the incubator's entrepreneurs.

Harlingen has awarded an unprecedented 28 grants for property improvements in the first 6.5 months of this fiscal year, and more are anticipated. A trip to a classic car showroom, a walk through an art gallery, a game of indoor miniature golf, a state of the art events center and a leisurely dinner are all activities to be experienced during a two-block stroll down Jackson Avenue. See this great article in the Valley Morning Star www.valleymorningstar.com/articles/jackson_50920_article.html/downtown_avenue.html

EVENTS

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

May 1–3, Huntsville

Step back in time and come join the 22nd 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 <http://samhouston.memorial.museum/FolkFestN/> or call 936/294-1832.

In conjunction with the Folk Festival, the Tall Pines Quilt Guild will hold its famous annual Airing of the Quilts on May 2. For more information, see www.tallpinesquiltguild.com/id124.htm

May 2, Brenham

Downtown presents the Brenham-mm Good Country Flavors Festival from 10 a.m. to 5 p.m. There will be a Blue Bell ice cream smorgasbord including 20+ flavors, all you can

eat, all day for just \$6. There will also be lots of free samples of locally made products including Chappell Hill sausage, Independence coffee, Briana's fine salad dressing, Pleasant Hill Winery and Windy Winery wines and more. The festival will begin with an old fashioned cake bake-off at 10 a.m., then on to the Little Mr. and Miss Scoop contest at 11 a.m. and western shows by Wolf Creek Pistoleros at noon and 3 p.m. There will be live music, artisans, crafters and more. Discounts at downtown merchants will be given only the day of the event. Click on the coupon on the webpage. In honor of historic preservation month, tours will be offered of the historic Simon Theatre, circa 1925. For more information, see www.downtownbrenham.com/countryFlavorsFestival.html

May 2, Taylor

The annual Bloomin Festival will include something for everyone including horticultural demonstrations, cultural and heritage entertainment, agricultural exhibits and more. Call 512/ 352-5448 or see www.ci.taylor.tx.us/index.asp?NID=321

May 8–9, Brenham

The 119th 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 7–9, Bridgeport

In its 27th year, Bridgeport's Butterfield Stage Days features a PRCA rodeo, dance, vendors, entertainment, Bridgeport Idol, Main Street stick-horse rodeo and loads of frontier fun for the entire family. 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 8–9, Electra

Join in the fun at the 26th annual Goat Barbecue and craft show. The Barbecue is a Lone Star Barbecue Society sanctioned event. For more info, see www.electratexas.org/admin/assets/Web%20Entry.pdf

May 11, 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 15–16, Waxahachie

Start Your Engines! 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. See www.downtownwaxahachie.com/events/ or email Anita Williamson at awilliamson@waxahachie.com.

May 15–17, Grapevine

The 25th 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.grapevinetexasusa.com

May 16, San Marcos

Sit back, relax on the banks of the San Marcos river and enjoy the sounds of Texas western swing leg-

ends at the Texas Natural and Western Swing Festival. Food, crafts, fun and plenty of western swing entertainment. For more information, see www.ci.san-mar-cos.tx.us/departments/mainstreet/TexasNaturalFestival.htm or call the Main Street office at 512/393-8430.

May 29–30, 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

HEB Grants

HEB, through its Community Investment Program, contributes to nonprofit organizations that maintain an IRS 501(c)(3) designation and that operate within the immediate HEB marketing area.

HEB may contribute either product or cash, depending on the need. Causes they fund include but are not limited to education, hunger awareness, economic opportunity development, recreation, research and the arts. For more information, see www.heb.com/aboutHEB/HH-communityGrant.jsp

Wal-Mart's Giving Program

Wal-Mart supports the efforts of organizations serving the neighborhoods where our facilities are located as well as organizations serving people around the world. We also encourage our associates to volunteer and become active members of their communities and local organizations. For details on community grants, see <http://walmartstores.com/CommunityGiving/8979.aspx>

Lowe's Grants

The Lowe's Charitable and Educational Foundation is dedicated to improving the communities we serve through support of public education, community improvement projects and home safety initiatives. Founded in 1957, the Lowe's Charitable and Educational Foundation (LCEF) has a long and proud history of contributing to grassroots community projects.

The Foundation provides funding only to 501c3 tax-exempt nonprofit organizations and public agencies in communities where Lowe's operates stores and distribution centers. Grants generally range from \$5,000 to \$25,000.

www.lowes.com/lowes/lkn?action=frame-Set&url=apps.bridgetree.com/funding/default.asp

Home Depot Foundation Grants

Through the Affordable Housing Built Responsibly grant program, The Home Depot Foundation administers millions of dollars in grants each year to 501c3 nonprofit organizations whose missions align with the Foundation's interests in supporting the production and preservation of affordable, efficient and healthy housing. For details, see www.homedepotfoundation.org/grants.html

Sonic Drive-In Community Donations and Sponsorships

Think locally, act locally. Your local SONIC Drive-In operators see community involvement as a way to be a good neighbor, and as a way to have a positive impact on their community. Each local program is different, so contact the manager of your local SONIC Drive-In to find out what programs they are supporting.

www.sonicdrivein.com/business/giving/local.jsp

Brookshire Brothers Donations

Each of Brookshire Brothers retail stores maintains a budget for merchandise donations. The store director will review the completed donation request form and determine if the request will be approved. Approved requests for in-store donations are up to \$100 in gift cards and recipients are limited to one donation per year. For more info, see http://your.brookshirebrothers.com/index.php?option=com_content&view=article&id=4&Itemid=83

Coca-Cola Foundation Grants

The Coca-Cola Company and its philanthropic arm, The Coca-Cola Foundation, aim to make a greater impact on the communities we serve around the world by being responsive to the citizenship priorities of the communities in which we live and work. At The Coca-Cola Company, we recognize that we cannot have a healthy and growing business unless the communities we serve are healthy and sustainable. We are committed to improving the quality of life in the communities where we do business and have realigned our community investment priorities to be reflective of and responsive to the global and local nature of our business.

www.thecocacola.com/company/citizenship/foundation_guidelines.html

CONFERENCES/ WORKSHOPS

Keep Texas Beautiful Conference
The KTB annual conference will be

held **June 8-11** in Houston for 2009. The gathering is a premier educational event that allows community leaders from across the state to come together and network, gain valuable knowledge on state environmental issues, and be recognized for their community-wide beautification and leadership efforts. For more information, see <http://ktb.org/programs/annual-conference.aspx>

Social Media Seminar

The Colorado River Trail and the Texas Leadership Institute is cosponsoring a seminar entitled, **Social Media Marketing: Using Facebook, Twitter, and Blogs to Promote Your Community**. The seminar will be held in **Austin** at the LCRA's Redbud Center on **June 11, 2009**. The seminar is only \$50 and includes all course materials and lunch.

Does your community have a Facebook page? Do you know how to Twitter? How much traffic does your blog get? Learn how the answers to these questions can open the door to a whole new way of marketing your community. Using social media marketing, you can promote your community to visitors, keep residents informed and engaged, and participate in meaningful conversations with your customers. Be sure to bring your laptop to the seminar.

Topics Include the Following:

- **Introduction to Social Media**
Learn what social media is and how it can be used to effectively marketing and promote a community.
- **Facebook, Twitter, & Blogs: Tools to Try**
Learn how to set up a Facebook page, a blog, and a Twitter ac-

count during this seminar. *Don't forget to bring your laptop!*

- **Live Web Site Critiques**
Get supportive input from the presenter and the audience.
- **Case Studies**
Hear from communities that are using social media now.
- **Live Webinar**
Learn how to promote an event with social media via a live webinar.

Speakers will include **Carla Pendergraft** with Carla Pendergraft Associates, **Ellie Mirman** with HubSpot (Boston, MA), **Katie Cook** with the Austin Convention and Visitor Bureau, and **Will Hampton** with the City of Round Rock.

For more information, see www.texasleadership.org/courses.html and scroll down to CRS 1382.

2009 Calendar of Events

- **August 4, location to be announced**
Interim Training for new managers who have not attended January New Manager Training.
 - **August 5, location to be announced**
Texas Capital Fund Application workshop
 - **August 5–7, location to be announced**
Texas Main Street Summer Workshop
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Web Sites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpfdn.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
American Institute of Architects: www.aia.org
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.tshaonline.org/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
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

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