



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on...

Bowie

“Back to Basics” Retail Promotions in Bowie

Do your merchants say they don’t have money for advertising? Are you struggling to get your merchants to participate in promotions? Are you wearing yourself out coordinating sales promotions?

You are not alone! The retail roller-coaster is a ride every downtown experiences, and Main Street Bowie has certainly seen up and downs in merchant participation. After a couple of years of no retail promotions,

we are seeing some “Back to Basics” retail promotions take root.

Our “Second Monday Sam” program is one of our current, on-going promotions. Participating merchants have agreed to stay open at least until 3 p.m. every Saturday of our Second Monday Trade Days weekend. They offer a special sale of their choice on that Saturday. Each store contributes \$15 per quarter that pays for advertising in our local newspaper. These cooperative ads simply list the participating stores and their addresses.

Main Street Bowie created and gave participating stores a colorful, four-foot-tall “Second Monday Sam” that they display to let people know they have sale items. We also print flyers listing the participating stores and the dates of the Second Monday specials. The flyers are distributed through two permanent bulletin boards at the Trade Days grounds, on several downtown sandwich boards and at participating stores.

This “Back to Basics” promotion has been a hit. Key characteristics of its success are the following:



Second Monday Sam sign in front of each participating store.

Peer to peer recruitment. Our retail volunteers came up with the ideas, and Main Street staff prepared fact sheets for the committee to take around to their fellow merchants. We then followed up with billing them for their participation fees, producing and placing the ads, distributing the props, printing the flyers, etc.

Capitalizing on an existing community event or major buying season. It’s harder to create new attention on your own, and it takes more advertising, too! “Second Monday Sam” capitalizes on our town’s monthly Second Monday Trade Days. We don’t create the traffic, we just capture a piece of the action!

Ability to produce support materials in-house. Because our par-

IT'S SECOND MONDAY WEEKEND!

Visit these Downtown Bowie stores for special sale items!

Hat Rack Hair Styles - 122 N. Mason

Factory Outlet Furniture - 124 N. Mason

Nostalgia Antiques & Soda Fountain - 200 N. Mason

Kit's This and That - 214 N. Mason

Antique Gallery - 222 N. Mason

Hospice Thrift Store - 215 N. Mason

Horizons by La' Glo - 213 N. Mason

Betty's Health & Beauty - 112 W. Tarrant

Sharing the Love of Dolls - 114 W. Tarrant

Bowie Sewing Center - 217 N. Smythe

Martha's Attic - 206 N. Smythe

Heartland - 120 W. Wise

Connie's Dollhouse - 204 W. Wise



Second Monday Sam program advertisement.

ticipant list seems to change a little each month, we can generate new, professional-looking flyers and ads quickly and cost effectively in-house.

Simple rules and low-cost fees.

Use realistic, easy-to-manage elements. Our “Second Monday Sam” program accepts that our merchants simply aren’t going to stay open late, so we promote sales for the hours they want. Our program also lets each merchant decide the sale that works best for them, instead of dictating the same discount across the board. Finally, the \$15 ad fee is pretty hard to complain about!

Repetition. Last, but not least, repetition is important. We have just finished our 7th consecutive month of “Second Monday Sam” specials. A recent evaluation survey told us that the participating stores are seeing increased traffic and sales. It took several months to see those results, but sticking with it has paid off. We must be attracting attention, because we’ve had calls from two merchants outside of our downtown area that want to participate!

By getting “back to basics” we have found a way to enjoy that retail rollercoaster ride — you can too!

Thanks to Susan Campbell, manager of the Bowie Main Street Program, for providing this article.

NEWS

Texas Travel Facts

(released January 2007)

Traveler volume to Texas grew to 203 million travelers in 2005 — the highest on record. More than 143 million, or approximately 70 percent of total travelers were leisure travelers, with 35 percent day leisure trips and 35 percent overnight leisure trips. Business travel to

Texas accounted for the remaining 30 percent.

Mexico is the leading source of international travelers to Texas with 6,532,000 visitors and \$3.6 billion in visitor spending.

In 2005, hotel room nights increased by 9 percent from the previous year. Travel spending increased by 10.8 percent in the same period.

Texas tourism generated approximately \$25.24 per dollar invested in fiscal year 2006 for both Texas and non-Texas visitor spending.

Sources: Texas Office of the Governor, Economic Development and Tourism; Department of Recreation Park and Tourism Sciences, Texas A&M University; D. K. Shifflet Associates, Texas 2005 Visitor Profile

WELCOME AND FAREWELL

Farewell to interim manager, Charles Ellis, in Celina and Anne de la Rosa in Del Rio — we wish you the best!

Welcome to Linda Little in Celina, Debbie Pierce in Carthage, Zach Carlton in Pittsburg and Don Williams in Irving!

EVENTS

Every Thursday in June, Levelland

The Sounds of Texas, free concerts highlighting local talent with live music, will be held on the Hockley County courthouse Square from 7:30 p.m.–9 p.m. Call 806/894-9079 or see www.levelland.com.

June 1–2, Seguin

Fiestas Juan Seguin includes a street dance, food booths, carnival and games in downtown Seguin. Call 800/580-7322.

June 2, Del Rio

Main Street Taste of the Town will be held 6–10 p.m. in historic downtown Del Rio.

June 2, Denton

The 14th Annual Dog Days of Summer features a 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. Courthouse-on-the-Square Lawn. Call 940/349-8529 or see www.dentonmainstreet.org.

June 2, Elgin

Enjoy the 125th anniversary of the Southside BBQ Market with the Sausage Stampede Fun Run. Free activities including birthday cake, live music and tours of the original Southside building. See www.elgintx.com.

June 2–3, McKinney

Celebrating the Arts and Jazz in Downtown McKinney will include more than 100 local and regional artists and crafters representing every mix and medium of art while enjoying the sounds of jazz and strolling throughout historic downtown. There will also be a wine tasting extravaganza featuring 11 north Texas wineries.

June 2–3, Seguin

Rural Heritage Days includes antique cars and tractors, quilts, demonstrations, blacksmith shop, wine making and more. Events will be held Saturday and Sunday at the Texas Agriculture and Heritage Center. Email cvb@seguintx.org.

June 2–3, Waxahachie

The annual Gingerbread Tour of Historic Homes includes a special selection of vintage homes, as well as an arts and crafts fair in Getzendaner Park. Hours are 10 a.m. to 6 p.m.

June 8–9, Fairfield

Visit the 10th Annual Show of Wheels car show in historic downtown. This is Main Street's only fundraiser for sign and paint grants for downtown. Call 903/389-8669.

June 8–9, Irving

Celebrate Irving's Centennial with the Irving Heritage Festival. Friday, 6 p.m. to midnight, visit the Whistle Stop Plaza and Clocktower for the Annual Old-Time Fiddlers Contest. Saturday Main Street comes alive with "Yesterday, Today and Tomorrow" featuring vendors and entertainment as well as displays from the past. Time: 9 a.m.–5 p.m. Location: Heritage Park. Call 972/253-9700.

June 8–9, Nacogdoches

The Blueberry Festival includes a water balloon toss, musical entertainment, arts and crafts, sock-hop, country concert, and a blues concert. Location: Eugenia Sterne Park, E. Main St.

June 8–10, San Angelo

Festival on the Concho features hot air balloon glows, concerts on Friday and Saturday nights, water events, 5-K and 10-K runs, talent shows, childrens area, merchant booths, food booths and Sunday morning worship service. Call 325/655-9866.

June 16, Farmersville

Audie Murphy Day begins at 5:30 p.m. with a military flyover, Audie Murphy memorabilia, parade, picnic and continues with a program honoring local veterans and hometown hero Audie Murphy at the historic Onion Shed. Email adahleah@farmersvilletx.net.

June 16, San Marcos

Enjoy one of the oldest known annual celebrations of the ending of slavery. Festivities include an old fashion picnic, BBQ cook-off and

festivities for the entire family. Saturday activities will be held at San Marcos Plaza. For more information, call 512/396-4903.

June 21-24, Luling

Celebrate the nutritious, auspicious watermelon at Luling's famous Watermelon Thump festival. Event includes seed spitting and watermelon eating contests, carnival, three stages with continuous live entertainment and big name nightly concerts, arts and crafts booths, food court, beer garden and more. See www.watermelonthump.com.

June 24–30, Bowie

The Jim Bowie Days festival includes a rodeo, youth rodeo, Indian artifacts show, classic car show, rodeo parade, quilt show, 42 tournament, pet parade, frog jumping, terapin races, two-day bluegrass roundup, Second Annual Chuck Wagon Cook-Off on Saturday, team roping slack and bass tournament. Events will be held at the rodeo grounds at Pelham Park. Call 940/872-1173 or see www.jimbowedays.com.

AROUND THE STATE

Bay City held a garden tour in May with all proceeds going to the Main Street program for downtown planter boxes.

Preservation efforts in **Electra** garnered three separate awards at Wichita County Heritage Society's 27th annual preservation awards and volunteer recognition dinner in May. Electra's Main Street Program was a recipient of the Pioneer Spirit Award for 2007 in recognition of ongoing downtown preservation efforts and contributions to Electra's 2007 Centennial celebrations. Main Street board president Janice Cranford received her own award for work on

her residence. A third award went to Stuart Smith, Texas Downtown Association's 2007 Best Adaptive Re-use award winner for work on his downtown residence.

The Texas Senate designated the City of **Pharr** the State's first Texas Triple Crown City. Pharr became the first city in the state to receive three national recognitions — first as a National Preserve America Community in 2004, then as a National Main Street City in 2005 and later as an All-America City in 2006. Senator Eddie Lucio, Jr., D-Brownsville issued a state proclamation that was presented to Pharr Mayor Leo "Polo" Palacios, Jr. at the city's 2007 Pharr HUB Phestival's kick-off ceremony.

CONFERENCES/ WORKSHOPS

Grant Writing Workshops

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 to the class 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. If you have never written a grant, or you are interested in current trends, this is the workshop series for you. See www.thc.state.tx.us/grantsincent/work.html.

Keep Texas Beautiful Conference

The 40th Annual Keep Texas Beautiful Conference will be held **July 10–13**, San Antonio at the Westin Riv-

erwalk. See www.ktb.org/programs/conference/.

GRANTS

Preserve America Grant

Grant applications are now available to assist local communities in finding self-sustaining ways to promote their cultural resources through heritage tourism. Application deadline is **June 29, 2007**. See www.cr.nps.gov/hps/preserveamerica or call 202/354-2020.

Preserve America is a White House initiative developed in cooperation with the Advisory Council on Historic Preservation and the U.S. Department of the Interior. The grant program is administered by the Na-

JOBS

There are three regional coordinator positions open in the Texas Heritage Trails Program:

Texas Tropical Trail regional coordinator,
Texas Plains Trail regional coordinator, and the
Texas Independence Trail regional coordinator

The regional coordinator position is the facilitator for the development, execution and documentation of the heritage trail regional program. They are the advocate, motivator, guide and resource for the communities of the region. In working with local organizations and partner agencies, the regional coordinator strives to enable

tions and attractions throughout the region. Salary \$28–\$30,000 annually depending on experience. For complete job descriptions, see www.thc.state.tx.us/jobs/jbdefault.html.



Henderson Regional Board Training in May

tional Park Service, U.S. Department of the Interior.

and empower people, groups and organizations to gain knowledge and skills, assume responsibility and develop and implement ideas for building better heritage tourism destina-

2007 Calendar of Events

- **June 25–27, and June 27–29**
Grant Writing Workshops in Austin sponsored by the Texas Historical Commission and the Friends of the Texas Historical Commission. See www.thc.state.tx.us/grantsincent/grawork.html
 - **August 6, McKinney**
Main Street Interim Training for new managers
 - **August 7–9, McKinney**
Main Street Summer Workshop
 - **October 16–18, Fort Worth**
Texas Downtown Association/Texas Main Street Annual Conference
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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

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