



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on... McKinney

For more than 150 years, McKinney's downtown has been a community gathering place. Generations have shopped, worked, lived and enjoyed some of life's milestones in the same buildings that today make up McKinney's historic downtown. It's still a place to gather, with more than 100 unique shops, restaurants and entertainment options. At the heart of this gathering place is the McKinney Performing Arts Center (MPAC) at the restored historic Collin County Courthouse.

This embrace of the new and old, historic and trend-setting, daytime festivals and nightlife activities embodies the spirit of McKinney and its historic downtown.



Downtown McKinney.



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McKinney's brand is 'unique by nature' and that carries over into everything we do in historic downtown. Our historic downtown has a wonderful mix of retail, office, arts, entertainment, residential, restaurant and leisure opportunities that truly make the district a unique destination.

Today, historic downtown McKinney features specialty shops, art galleries, furniture stores, exquisite antique collections, gift shops and apparel boutiques. More than a dozen restaurants, including upscale dining options, sandwich shops, outdoor patio dining, neighborhood pubs and wineries also help make the area a popular

destination on evenings and weekends.

McKinney Main Street also hosts a variety of family-friendly festivals throughout the year. The festivals include Krewe of Barkus, a dog parade and Mardi Gras celebration; Art and Jazz Festival, a two-day celebration of music and the arts; Killis Melton's Ice Cream Crank-off, an ice cream competition and tasting event; Scare on the Square, a safe and secure trick-or-treating celebration; and Dickens of a Christmas, historic downtown's premier event featuring a Victorian theme complete with horse drawn carriages, traveling carolers, visits with Santa Claus and the annual Christmas tree lighting ceremony.

These events are vital to our continued growth and success because they draw new customers to our Historic

Downtown. Some residents and visitors may not know what our area has to offer. Festivals give people an opportunity to come to Historic Downtown, and once they experience it, just like with all the diverse neighborhoods in McKinney, they are hooked.

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

NEWS

GO TEXAN Products

Put the marketing power of Texas behind your locally-made products by encouraging your local businesses to GO TEXAN — the most comprehensive marketing program for Texas-made products ever launched. Benefits include:

- Use of the GO TEXAN logo to help shoppers spot Texas products at a glance.
- Eligibility for agricultural-product members to apply for the GO TEXAN Partner Program, a matching fund program designed to double the marketing dollars available.
- Inclusion in the GO TEXAN product directory listing on the GO TEXAN Web site, available to buyers worldwide.
- Opportunities to participate in high-profile GO TEXAN promotions: retail and institutional events, national and international trade shows, livestock expositions, fashion shows and more.
- Receipt of the GO TEXAN Infoletter.
- Marketing support through print advertisements, feature mailings and promotional materials.

See www.gotexan.org for more information.

Value of Volunteer Time

The current estimated dollar value of volunteer time is \$18.77 per hour.

The estimate helps acknowledge the millions of individuals who dedicate their time, talents, and energy to making a difference. Charitable organizations can use this estimate to quantify the enormous value volunteers provide.

Youth Volunteers

Involving youth in local Main Street Program goals can be vital to the community. Key findings from the report issued by the Independent Sector and Youth Service in America, “Engaging Youth in Lifelong Service,” on youth volunteers in America include:

Forty-four percent of adults volunteer and two-thirds of these volunteers began volunteering their time when they were young.

- Adults who began volunteering as youth are twice as likely to volunteer as those who did not volunteer when they were younger.
- High school volunteering recently reached the highest levels in the past 50 years.
- In every income and age group, those who volunteered as youth give and volunteer more than those who did not.
- Those who volunteered as youth and whose parents volunteered, became the most generous adults in giving time.

Overcoming barriers to youth

service. Despite the many benefits, there still remain some barriers to youth service that must be overcome

if programs are to be successful. The first one is the organizational “mindset” preparation needed for adults and youth so that working together is a productive and enjoyable experience for both groups. Some issues to address in the preparation stage include:

- Advice to adults about “dos and don'ts” on how to work with youth, and for youth on how to work with adults;
- An open discussion about stereotypes that adults and youth have of each other;
- Exercises to practice “shared power;”
- Appropriate training for various age groups;
- Clear definition of roles and responsibilities for both adults and youth;
- Decision-making processes that include youth in meaningful ways; and
- Attention to logistics such as the availability of transportation, suitable scheduling and snacks for young volunteers who come after school.

Read more about volunteers at www.independentsector.org/programs/research/engagingyouth.html

EVENTS

July 7, 14, 21, 28, Brenham

Have a cool time every Saturday night in July at 7 p.m. around the historic downtown square in Brenham with Hot Nights and Cool Tunes. Live music will feature Ezra Charles and The Works, Key West Band, Big Otis Show Band, Abbey Rode and Already Gone. Call 888/273-6426.

July 7, San Marcos

The “returned spirits” of General and Mrs. Edward Burleson showcase historic sites around San Marcos and tell of our town’s early days. The Living History Trolley Tour leaves from the Tanger Outlet Visitor Center at 2 p.m. and takes about an hour and a half. The cost is \$5. Call 512/396-3739 for your reservation.

July 14, Levelland

For nearly 40 years, some 15,000 people come to celebrate country, bluegrass and Tejano music performances, old settler activities, more than 50 food booths, games, horseshoes, activities for kids, and a parade that lasts an hour or more at the Early Settlers Festival. This year, folks will “Do the Drag” on Friday evening before in cars representing our history. Call 806/894-3157.

July 27–28, Monahans

The Butterfield Overland Stagecoach and Wagon Festival includes a parade, all-kids rodeo, bull rides and dancing under the stars. Events to be held at the Ward County Fairgrounds.

July 27–29, San Angelo

The National Cowboy Day Festival includes a special collection of boots, spurs, handcrafted saddles and other artifacts. Fort Concho National Historic Landmark hosts a Western movie festival, a special chuckwagon dinner and campfire concert. Tours of the famous San Angelo boot

makers are available. Call 325/655-4136.

July 28, Pecos

The downtown streets are blocked off with a variety of vendors, activities and live music for the Night in Old Pecos and Cataloupe Festival. Hours are 6 p.m. to midnight. Call 432/445-2406.

AROUND THE STATE

Incredibly, **Beaumont** Main Street netted \$24,500 from their very successful Classic Film Festival!

The Friends of **Clarksville** Main Street raised \$3,900 with its golf tournament. They will definitely make this an annual event—it was a great fundraiser!

Grand Saline Main Street will be coordinating the 24th Annual National Night Out crime and safety awareness event on August 7. There will be fun activities along with safety demonstrations in a carnival-like atmosphere. There will be fire extinguisher and fire safety demos, chocolate fights, CPR demos, etc.

The Texas Musicians Museum opened June 15 in **Hillsboro** featuring exhibits and artifacts from Texas music legends including Willie Nelson, Bob Wills, Janice Joplin, etc. The museum is at 212 North Waco Street, one block north of the historic courthouse square.

Irving family-owned Mammen Glass and Mirror, a 51-year old business, was recognized as the Southwest/South Central Region Small Business of the Year at a ceremony at the Chamber’s Small Business Summit in Washington, D.C.

Over 100 people came to **Llano’s** very successful Preservation Month party at the newly restored Dabbs

SAVE THE DATE

August 7 – 9

Texas Main Street
Summer Workshop in
McKinney!

For those new managers who have not yet attended any training, **Interim Training** will be held on **August 6** in McKinney (more info on that to come later).

Also, the **Texas Capital Fund application workshop** will be held from 9am-Noon of **August 7** at the McKinney Performing Arts Center.

Hotel reservations can be made at either hotel:

Comfort Suites McKinney

1590 N Central Expressway
972/548-9595

Rate: \$81

Refer to: “Main Street Summer Conference” to get the group rate

Deadline: July 23

Best Western McKinney Inn and Suites

480 Wilson Creek Blvd.
972/548-3000

Rate: \$79.60

Refer to: Texas Main Street Summer Conf.

Deadline: July 24

Hotel. This was deemed quite successful!

For preservation month in May, **Levelland** created a traveling preservation project that was on display in two elementary schools. This display consisted of pictures of Levelland in

the early 1900's. In the 1920's there was a community black-eyed pea patch planted in front of the Hockley County Courthouse, so to add some fun for the children, there was a jar of dried peas that everyone got to guess how many there were. The winner received \$10 in Levelland bucks to be used at any business in Levelland. In conjunction with the traveling project, both schools held assemblies where Mrs. Sycily Lattimore spoke on what it was like to live and grow up in Levelland in the early 1920s.

On July 6, **Plainview** will induct former Texas Speaker of the House Pete Laney and his wife, Nelda, into the Plainview Walk of Fame for his support in Plainview and in all of Texas. There will be a plaque unveiled in front of the historic Fair Theater in the Main Street district.

CONFERENCES/ WORKSHOPS

Keep Texas Beautiful
Conference

The 40th Annual Keep Texas Beautiful Conference will be held **July 10-13**, San Antonio at the Westin Riverwalk. See www.ktb.org/programs/conference/.

GRANTS

The Department of Housing and Urban Development has released applications for the current round of HOPE VI Main Street housing grants. The purpose is to provide grants to small communities to assist in the rejuvenation of an historic or traditional central business district or Main Street area by replacing unused commercial space with affordable housing units. Deadline is **August 29**. See www.grants.gov/search/search.do?mode=VIEW&oppId=14597.

2007 Calendar of Events

- **August 6, McKinney**
Main Street Interim Training for new managers
 - **August 7, McKinney**
Texas Capital Fund grant application workshop 9 a.m. – noon.
 - **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

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.the.state.tx.us