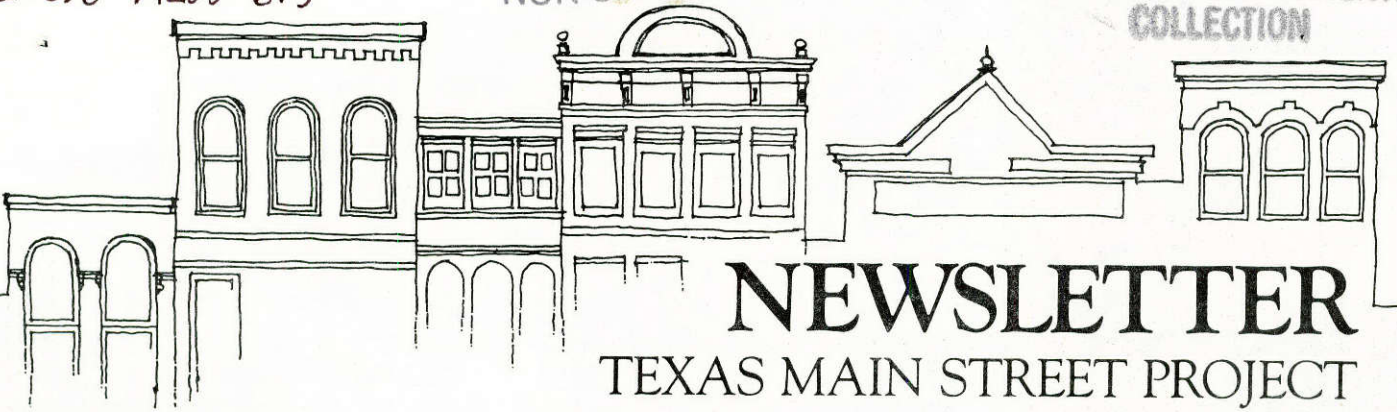


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TEXAS STATE DOCUMENTS
COLLECTION



NEWSLETTER

TEXAS MAIN STREET PROJECT

VOL. 6, NO. 3

AUGUST 1986

Main Street Conference Adds In-Depth Workshops

"The Nuts and Bolts of Main Street: A Series of Workshops" is the theme of the 1986 downtown revitalization conference sponsored by the Texas Historical Commission and the Texas Downtown Association. The conference is scheduled for Sept. 16-17, 1986, at the Driskill Hotel in Austin.

Keynote speaker for the conference will be noted preservation architect Maximilian L. Ferro, AIA, who will address the topic "A New Future Through Our Past—Our Downtown Commercial Buildings." Peter Brink, executive director of the Galveston Historical Foundation, will speak on the theme "Revitalization Strategies for Downtown: The Strand of Galveston."

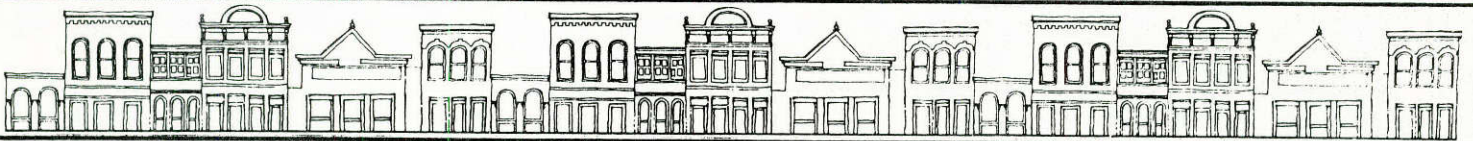
This year's conference will feature several in-depth workshops that deal with subjects of im-

portance to all cities—design review, merchandise display, and festival planning. The workshops will be led by a distinguished panel of professionals.

Other workshop topics include "Working With Volunteers," "Preservation for Profit," "Getting Positive Media Attention for Your Downtown," "The Basics of Building Rehabilitation," and "The Signs of Main Street."

Two optional lunches will be available. The first, called "Conversations at Lunch," will allow conference participants to visit with Main Street staff, project managers, and speakers. The second will include the annual meeting for the Texas Downtown Association.

Conference registration is \$100 and the lunches are \$13 each.



Conference Registration Form

Enclosed is my check to cover:

_____ conference registration	\$100
_____ lunch September 16	\$13
_____ lunch September 17	\$13

TOTAL: _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Organization represented _____

Make checks payable to the Texas Downtown Association.

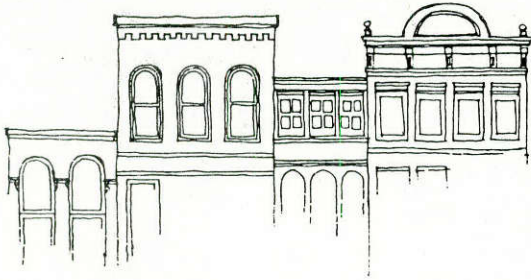
Please register early. Refunds cannot be made after 12 noon on Monday, September 15. This form should be returned with check to the Texas Downtown Association, P.O. Box 12832, Austin, TX 78711-2832. For additional information, contact the Texas Historical Commission at 512/463-6092.

Merchants Advised To Plan For Holidays

"Jingle bells, jingle bells, jingle all the way..."

Can Christmas be just around the corner? Have you planned your Christmas displays, examined your old holiday props for damage, and decided what new display items to add to your inventory for this Christmas?

The Texas Main Street Center in Austin can provide helpful brochures and lists of holiday decorations suppliers in Texas and across the nation. For information, call 512/463-6092.



Main Street Maxim—

"The difficult we do right away, the impossible takes a little longer."

Main Street Memos

New faces on Texas Main Streets include new managers: Kathleen Ashby in **TEMPLE**, Claire Squibb in **MINERAL WELLS**, Debra Gore in **TAYLOR**, Dwayne Jones in **WHARTON**, and Donna Porter in **SWEETWATER**. . . . 1987 Main Street designation applications are available at the state office in **AUSTIN**. The deadline is 5 p.m. on Friday, August 29. . . . If you are interested in developing an emporium or mini-mall, you may want to visit some very successful examples in **MCKINNEY, GREENVILLE, ENNIS, WAXAHACHIE, GEORGETOWN, BRENHAM, and SHERMAN**. . . . With 25 states now a part of the National Trust Main Street network, a national town meeting and conference has been called in **WINSTON-SALEM**, North Carolina, September 4-6.

City Sales Tax Benefits State

An analysis of the first nine cities that have completed three years in the Main Street program indicates strong growth in sales tax revenues both for the local city governments and for state coffers.

Compared to sales tax collections in the year preceding the beginning of their program participation and in 1985, Texas gained an additional \$12,411,990 for the state treasury.

Main Street cannot take credit for all the sales tax increase, but the number of new businesses brought in through the downtown revitalization programs have played a large part in influencing business growth. Gains include 62 additional businesses in downtown Waxahachie, 67 more businesses in downtown Lufkin, 55 more businesses in downtown Georgetown, and 43 additional businesses in downtown Hillsboro.

Since 4½ cents out of every 5½ cents goes into state coffers, the Texas Main Street Project has proven to be a revenue stimulator for state government while helping to revitalize small cities.



Texas Main Street Project Newsletter

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Kay Harvey Mosley

Community Programs Coordinator

Susan H. Campbell

The *Texas Main Street Project Newsletter* is a quarterly publication of the Texas Historical Commission. Address all correspondence to Texas Main Street Project, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 (512/463-6092).

MAIN STREET PROJECT MANAGERS

1981 Cities

HILLSBORO	Maaria Olander, City Hall, Hillsboro, TX 76645	817/582-2119, 3271
SEGUIN	Mona Lane, P.O. Box 710, Seguin, TX 78155	512/379-6382

1982 Cities

GEORGETOWN	Jack Gregoire, P.O. Box 409, Georgetown, TX 78626	512/869-1873
McKINNEY	Sally Riha Canon, P.O. Box 517, McKinney, TX 75069	214/542-2675
MARSHALL	Carole Wetsel, P.O. Box 520, Marshall, TX 75670	214/935-7868

1983 Cities

BRENHAM	Doug Hutchinson, P.O. Box 1059, Brenham, TX 77833	409/836-7911
LUFKIN	Carol Moore, P.O. Drawer 190, Lufkin, TX 75901	409/632-4438
STAMFORD	Craig Montgomery, Chamber of Commerce, Stamford, TX 79553	915/773-2411
WAXAHACHIE	Debra Wakeland, P.O. Box 187, Waxahachie, TX 75165	214/937-2390

1984 Cities

BELTON	Linda Moore, P.O. Box 120, Belton, TX 76513	817/939-5851
ENNIS	Cathy Burns, P.O. Box 220, Ennis, TX 75119	214/875-9081
GOLIAD	Becky Borchers, P.O. Box 8, Goliad, TX 77963	512/645-3479
PARIS	Sue Smith, P.O. Box 1037, Paris, TX 75460	214/785-7511

1985 Cities

CORSICANA	Malinda Payne, P.O. Box 626, Corsicana, TX 75110	214/872-4811
CUERO	Mary Helen Alexander, 207 E. Main, Cuero, TX 77954	512/275-8178
LAMPASAS	Danelle Baldwin, P.O. Box 666, Lampasas, TX 76550	512/556-3641
MINERAL WELLS	Claire Squibb, P.O. Box 339, Mineral Wells, TX 76067	817/328-1211
SWEETWATER	Donna Porter, P.O. Box 450, Sweetwater, TX 79556	915/235-2081

1986 Cities

GREENVILLE	Sandy Berger, P.O. Box 1049, Greenville, TX 75401	214/457-3144
PALESTINE	Sharon Blakeman, P.O. Drawer Z, Palestine, TX 75801	214/729-2181
PAMPA	Lyn Moulton, P.O. Box 2499, Pampa, TX 79066-2499	806/665-8481
PITTSBURG	Steve Tedford, 200 Rusk St., Pittsburg, TX 75686	214/856-3442
SAN MARCOS	Terry Colley, 630 E. Hopkins, San Marcos, TX 78666	512/396-4334

Self-Initiated Main Street Cities

ALVIN	Dick Tyson, 101 West Sealy, Alvin, TX 77511	713/331-5221
ATHENS	LouAnn Laird, 213 E. Tyler, #108, Athens, TX 75751	214/677-3267
BIG SPRING	Teri Quinones, P.O. Box 3190, Big Spring, TX 79721-3190	915/263-8311
DAINGERFIELD	Kim Heavnor, P.O. Drawer E, Daingerfield, TX 75638	214/645-3908
FLORESVILLE	Ryan Kelley, 1003 C St. Floresville, TX 78114	512/393-3105
GRAPEVINE	Kate Singleton, P.O. Box 729, Grapevine, TX 76051	817/481-0395
LEWISVILLE	Carolyn Howard, 151 W. Church St. Lewisville, TX 75067	214/436-2591
PORT LAVACA	James Schultz, P.O. Box 105, Port Lavaca, TX 77979	512/552-5991
TAYLOR	Debra Gore, P.O. Box 231, Taylor, TX 76574	512/352-6364
TEMPLE	Kathleen Ashby, Municipal Hall, Temple, TX 76501	817/778-5561
TERRELL	Debbie Dew, City Hall, P.O. Box 310, Terrell, TX 75160	214/563-2681
WHARTON	Dwayne Jones, 101 W. Burleson, Wharton, TX 77488	409/532-2491

Urban Self-Initiated Cities

LONGVIEW	John Laster, P.O. Box 3721, Longview, TX 75606	214/753-9920
WICHITA FALLS	Julie Caddel, P.O. Box 264, Wichita Falls, TX 76307	817/723-8414

Texas Main Street Project

Private Reinvestment in Main Street Downtowns

June 30, 1986

* Past Participants

City	Rehabilitation Projects	No. of Buildings	New Construction	No. of Buildings	Buildings Sold	No. of Buildings	Net Gain in Bus. Starts, Relocations, & Expansions	Net Gain In Jobs Created	Total Reinvestment
1981 Cities									
Hillsboro	\$1,488,347	83	\$1,920,700	4	\$1,050,500	46	43	87	\$4,459,547
* Navasota	1,204,800	35	1,600,000	1	310,000	7	19	25	3,114,800
* Plainview	644,500	22	200,000	1	1,116,500	17	18	19	1,961,000
Seguin	2,861,800	40	1,986,000	3	924,000	11	25	86	5,771,800
1982 Cities									
* Gainesville	352,774	31	607,450	2	780,200	12	24	63	1,740,424
Georgetown	4,063,500	69	1,500,000	1	2,474,500	29	55	331	8,038,000
* Kingsville	16,575	11	0	0	283,000	6	16	9	299,575
Marshall	140,546	11	3,000,000	2	333,000	3	17	39	3,473,546
McKinney	2,401,719	40	0	0	1,110,000	14	37	90	3,511,719
1983 Cities									
Brenham	3,334,600	77	2,156,400	5	1,364,900	33	37	157	6,855,900
Harlingen	948,410	56	791,955	18	1,676,500	20	7	38	3,416,865
Lufkin	3,916,781	45	6,204,000	4	1,201,000	23	67	58	11,321,781
Stamford	446,645	71	1,751,500	6	857,800	10	17	24	3,055,945
Waxahachie	3,964,853	81	0	0	3,299,500	44	62	120	7,264,353
1984 Cities									
Belton	764,550	22	0	0	418,500	10	9	51	1,183,050
Brownwood	555,287	44	896,000	3	569,000	5	12	-92	2,020,287
Ennis	1,337,430	53	182,000	4	1,235,000	24	45	105	2,754,430
Goliad	435,862	35	1,460,000	5	274,500	8	25	64	2,170,362
Paris	3,752,560	89	250,000	1	2,722,100	32	30	43	6,724,660
1985 Cities									
Corsicana	304,700	38	713,000	4	969,167	17	15	71	1,986,867
Cuero	488,371	40	300,000	1	213,500	7	2	10	1,001,871
Lampasas	646,574	23	0	0	614,000	14	19	30	1,260,574
Mineral Wells	648,925	26	350,000	1	285,500	8	8	17	1,284,425
Sweetwater	384,500	25	100,000	1	165,600	8	9	11	650,100
1986 Cities									
Greenville	1,325,840	29	0	0	1,262,540	21	7	-9	2,588,380
Pittsburg	167,266	29	73,793	5	199,500	10	12	19	440,559
Pampa	335,000	5	0	0	0	0	1	3	335,000
Palestine	28,580	6	37,000	1	0	0	4	12	65,580
San Marcos	1,405,699	62	2,868,932	9	2,560,000	11	24	11	6,834,631
Subtotal—Official Cities									
	38,366,994	1,198	28,948,730	82	28,270,307	450	666	1,492	95,586,031

City	Rehabilitation Projects	No. of Buildings	New Construction	No. of Buildings	Buildings Sold	No. of Buildings	Net Gain in Bus. Starts, Relocations, & Expansions	Net Gain in Jobs Created	Total Reinvestment
Self-Initiated Cities									
Alvin	130,000	3	110,000	2	240,000	4	11	37	480,000
Athens	295,670	19	90,000	3	120,000	3	7	61	505,670
Big Spring	62,300	7	0	0	272,500	6	13	23	334,800
* Conroe	473,000	7	2,700,000	3	760,000	5	11	20	3,933,000
Daingerfield	9,000	3	1,087,000	1	10,000	1	4	17	1,106,000
* Edinburg	105,000	2	2,975,000	2	0	0	1	5	3,080,000
Floresville	45,000	3	0	0	62,000	2	5	11	107,000
Grapevine	273,000	20	853,200	3	886,000	5	22	44	2,012,200
Lewisville	9,960	5	0	0	205,000	2	2	2	214,960
Port Lavaca	21,500	3	91,000	2	53,400	3	-2	-2	165,900
* Sherman	2,129,925	37	0	0	1,905,000	22	33	97	4,034,925
* Sinton	12,500	5	10,000	1	0	0	6	4	22,500
Taylor	1,980,282	31	120,000	3	1,422,650	27	27	173	3,522,932
Temple	647,941	10	0	0	185,000	3	5	17	832,941
Terrell	223,502	18	400,000	1	263,500	4	-1	23	887,002
* Tomball	246,960	6	5,078,363	18	137,300	2	11	123	5,462,623
* Uvalde	927,030	32	430,000	4	691,000	8	34	87	2,048,030
Wharton	74,314	7	409,053	4	0	0	1	1	483,367
Urban Self-Initiated Cities									
Longview	305,000	25	0	0	130,000	3	3	12	435,000
Wichita Falls	1,000,010	2	0	0	2,000,000	1	2	5	3,000,010
Subtotal Self-Initiated Cities									
	8,971,894	245	14,353,616	47	9,343,350	101	195	760	32,668,860
Grand Total									
	47,338,888	1,443	43,302,346	129	37,613,657	551	861	2,252	128,254,891

Texas Main Street Project Sponsors

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PAMPA

This article is the third in a series on the 1986 Main Street cities.

★ ★ ★

Pampa is the county seat and largest city in Gray County. The city was laid out in 1888 along the Santa Fe Railroad. Its name was selected from the Spanish word *pampa*, which means 'plains. The town grew as a regional center for agriculture, oil field related businesses, cattle, and later, as a retail center for the northwestern part of the Texas Panhandle and southwestern Oklahoma.

Now a community of 21,000, Pampa has a reputation for strong private sector leadership and participation. For example, the community raised enough funds in only three weeks during the mid 1960s to build the local Coronado Inn. Approxi-

mately \$275,000 was raised to begin the Pampa Industrial Foundation. A community youth center, which includes indoor tennis courts, a heated swimming pool, two gymnasiums, four racquet-handball courts, an exercise room, and an indoor jogging track, was built through a gift from the estate of M.K. Brown. This estate also provided funding for a community swimming pool.

The city government has recently funded a historical survey and National Register Multi-Resource nomination and is currently restoring city hall. A private developer is rehabilitating the Pampa Hotel downtown for use as a 52-unit complex of housing for the elderly. And once again, Pampa is taking a bold step for its future by committing itself to a three year Main Street project to revitalize its downtown.

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711

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