



NEWSLETTER

TEXAS MAIN STREET PROJECT

VOL. 4, NO. 4

AUGUST 1984

Annual Main Street Conference Set For Austin, October 10-11

The Fall and Rise of Texas Main Streets, the second annual downtown revitalization conference sponsored by the Texas Historical Commission, has been scheduled for October 10-11 at the Driskill Hotel in Austin.

This two-day conference is designed for community leaders, city officials and staff, downtown merchants, economic developers, investors, neighborhood leaders, preservationists, architects, and designers. Participants will have an opportunity to meet and visit with national and state revitalization leaders. Included in the conference will be a conversations-at-lunch event, a tour of historic Sixth Street in Austin, a reception, and a bus tour to explore downtown Georgetown, a Main Street city that has seen over \$6½ million of private reinvestment in its buildings in less than three years.

Highlights of the conference will include sessions on:

- A Revitalization Success Story—Corning, New York
- The Revitalization of a Downtown—Brenham, Texas
- Recruiting New Businesses for Downtown
- Using Tax Incentives to Rehabilitate Downtown Buildings
- Landscaping and Beautification of Downtown
- Effective Merchandising Techniques
- Working With a Restoration Architect
- Farmers' Markets Bring People Downtown

Leading the conference speakers will be Norman Mintz, noted designer and planner who was instrumental in the successful revitalization of downtown Corning, New York. Scott Gerloff, formerly the Main Street Project Manager in one of the National Trust model cities, and now director of the National Main Street Center at the National Trust for Historic Preservation, will speak on recruiting businesses into the downtown. Guthrie, Oklahoma, is an example of

another type model of redevelopment using public-private funding for bringing back a downtown, and the motivator of its success, Susan Guthrie, will share her town's techniques.

Register early, and encourage community leaders in your city to join you in this learning and sharing event. Registration fee is \$70 plus \$10.50 for a ticket for the conversations-at-lunch (optional). Room reservations at the Driskill Hotel (512/474-2807) should be made early. A special rate of \$65 for singles and \$75 for doubles will be available for conference participants. A block of rooms is being set aside until September 26.

Main Street Conference Registration Form

_____ Enclosed is my check for \$70 (conference registration only).

_____ Enclosed is my check for \$80.50 (conference registration and conversations-at-lunch event).

*Make checks payable to the
Texas Historical Commission.*

Name _____

Address _____

City _____

State _____ Zip _____

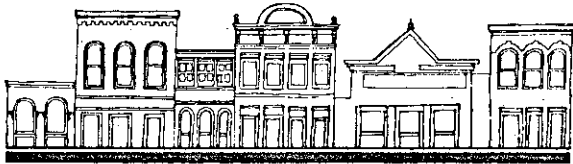
Phone _____

Organization represented _____

Please register early. Refunds cannot be made after 10 am, Monday, October 7. This form should be returned with a check to the Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 512/475-1048.

Main Street Memos

The **AUSTIN** City Council has passed an ordinance protecting nine view corridors of the State Capitol. In spite of the drought that hampered the growing seasons, the farmers' markets in **GOLIAD, GAINESVILLE, SAN MARCOS,** and **GEORGETOWN** have been bringing large crowds downtown. Downtown historic districts in **CISCO** and **CHAPPELL HILL** recently were approved by the National Register State Review Board. Extensive sidewalk and intersection rehabilitation and landscaping are underway in downtown **McKINNEY**. Summer festivals have turned into large promotions in downtown **BIG SPRING** and **BROWNWOOD**. The sidewalk sale in Brownwood was very successful thanks to the senior citizens at the recently completed Brownwood Manor who offered free babysitting for the customers.



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Ten Texas Communities To Be Sites of National Videoconference

Ten Texas cities, as diverse and widespread as the state itself, have been chosen as sites for a national videoconference to train the nation's community leaders in successful techniques in downtown revitalization.

The conference, called for September 18 to give Texas and national civic and governmental leaders a first-hand look at the highly successful Main Street Project, will be beamed live by satellite from Washington, D.C. to participants gathered in communities from El Paso to Marshall and Harlingen to Lubbock.

The five and one-half hour workshop will be presented from Washington studios of BIZNET by the National Main Street Center a program of the National Trust for Historic Preservation. It is sponsored by the U.S. Department of Agriculture and the National Endowment for the Arts.

President Reagan will open the conference with a message to citizens gathered at meetings throughout the country.

Texas communities which will host the regional meetings are Brenham, Brownwood, El Paso, Georgetown, Harlingen, Lubbock, Lufkin, Marshall, McKinney, and Seguin. Specific conference locations are listed below.

Brenham Simon Theater 109 West Main St. Conference Coordinator: Lennie Brown, P.O. Box 1059, Brenham, TX 77833, 409/836-7911

Brownwood Adams Street Community Center 411 East Adams, Conference Coordinator: Bill Clary, P.O. Box 1389, Brownwood, TX 76804, 915/646-6056

(see Videoconference, page 3)

Texas Main Street Project Newsletter

Project Director Anice Read
Project Architect Dick Ryan
Marketing and Design Specialist Kay Harvey Mosley

The Texas Main Street Project Newsletter is a bimonthly publication of the Texas Historical Commission. Address all correspondence to Texas Main Street Project, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 (512/475-1048).

Videoconference (from page 2)

- El Paso** Plaza Theater, 125 Mills Ave.
Conference Coordinator: Nat Campos, Department of Planning, 2 City Center Plaza, El Paso, TX, 79999, 915/541 4637
- Georgetown** Cullen Auditorium, Main Administration Bldg. Southwestern University, University Ave. and Maple. Conference Coordinator: Susie Clinard, 109 E. 8th, Georgetown, TX 78626, 512/863-5533
- Harlingen** City Hall Auditorium, 118 E. Tyler. Conference Coordinator: Kevin Walker, P.O. Box 2207 Harlingen, TX 78551 512/423-5440
- Lubbock** City Hall, Room 214, 916 Texas Ave. Conference Coordinator: Sally Abbe, P.O. Box 2000, Lubbock, TX 79457 806/762-6411
- Lufkin** Lufkin Federal Savings & Loan, 211 E. Shepherd, Conference Coordinator: David Chrisman, P.O. Drawer 190, Lufkin, TX 75901 409/634-8881
- Marshall** Chamber of Commerce Auditorium, 213 West Austin, Conference Coordinator: Carole Wetsel, P.O. Box 520, Marshall, TX 75670, 214/935-7868
- McKinney** McKinney Memorial Public Library, 1345 Chestnut, Conference Coordinator: Susan Campbell, P.O. Box 517 McKinney, TX 75069, 214/542-2675
- Seguin** Seguin/Guadalupe County Coliseum, 801 S. Guadalupe, Conference Coordinator: Mona Starcke, P.O. Box 710, Seguin, TX 78155, 512/379-6382

Funding for the Texas meetings is being provided by AT&T Communications. Other participating sponsors are the Texas Historical Commission, the Governor's Office of Economic Development, the Texas Department of Community Affairs, the Texas Department of Agriculture, the Texas Economic Development Commission, the Texas Agriculture Extension Service, the Texas Press Association, and the Texas Tourist Development Agency.

Invitees to the meeting are local and state government officials, community leaders, educators, businessmen, bankers, property owners, and the general public. Admission is free and a dutch treat lunch will be available.

The conference will deal with various aspects of revitalization of small towns, ranging from organization and promotion to design. Case studies of success stories will be included. Participants will be encouraged to share ideas on how the Main Street techniques can be used in their own hometowns.

Make your reservations to attend this videoconference by mailing the registration form below to your local conference coordinator. For additional information, contact the Texas Main Street Project, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 512/475-1048.

Videoconference Registration Form

Please reserve a place for me at the September 18
Main Street Videoconference in

_____ (city)

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

I will bring the following people with me:

Name _____

Name _____

Name _____

*If I wish to add more reservations or cancel any of the above, I will contact the conference coordinator.

ENNIS

(With this issue of the Main Street Newsletter we continue our profiles of the 1984 Main Street cities. Goliad and Paris will be featured in future issues.)

Ennis, a community with a strong Czech heritage, was selected as a 1984 Main Street city because of its concern with the revitalization of its historic district, which has 80 buildings that are 60 years old or older. Ennis was named after Cornelius Ennis, director of the Houston and Texas Railroad. This railroad prompted the city's incorporation after it reached town in 1871. Thirty-one miles south of Dallas, Ennis now has a population of slightly more than 12,000 and supports diversified industry. A large cotton production adds to the town's economic base.

Before being selected as a Main Street city, the citizens of Ennis had demonstrated a commitment to preserving their downtown. In 1982, Ennis completed a \$525,000 Downtown Revitalization Project that was funded by a federal Urban Development Action Grant. Improvements included sidewalk reconstruction, landscaping, and the installation of turn-of-the-century lighting. In conjunction with this grant, the private sector committed \$2,899,653 for development, construction, renovation, and restoration in the downtown and adjacent areas. Currently, four early 20th-century downtown buildings are being restored.

Planned construction of the U.S. Highway Bypass, several miles south of the downtown area, adds yet another challenge to maintaining the vitality of the central business district. (Currently the highway passes through the center of town.) Ennis is ready to employ technical and marketing skills acquired from

the Main Street program in meeting this challenge.

There is a great deal of enthusiasm for participation in the Main Street Project among the citizens and business and civic leaders of Ennis. Local banks have committed \$750,000 in low-interest loans for facade restoration. Numerous civic clubs, merchants, and downtown building owners have voiced their support of the program.

An interest in history is evident in Ennis, too. The Ennis Heritage Society was established in 1981 to enhance public awareness of the historical significance of the downtown business district. Each May, Ennis hosts the National Polka Festival, a showcase for Czech folklife and food. Polka bands from Ennis and other Czech communities play favorite tunes and don authentic costumes fashioned from patterns preserved by immigrant families for as long as a century and a half.

Each spring, the Ennis Garden Club sponsors its festive Bluebonnet Trail. The club encourages drivers to use specially prepared maps that outline the most scenic route. Nearby Bardwell Reservoir offers picnic areas, boating, swimming, and fishing.

Ennis, which has a history of tackling and completing major civic improvements, has a good economic outlook and a healthy rate of growth. During the past two years, \$7.5 million in Industrial Development Bonds has been issued. The vitality and commitment of this historic community promise to aid in its Main Street efforts.

Readers Must Request Newsletter

The Texas Historical Commission is under legislative mandate to send its publications only to those readers who request them in writing. If you wish to continue receiving the *Main Street Newsletter*, please return the form at right to the Main Street Project, THC, P.O. Box 12276, Austin, TX 78711

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Texas Main Street Project Reinvestment in Main Street Downtowns

June 30, 1984

City	Rehabilitation Projects	No. of Buildings	New Construction	No. of Buildings	Buildings Sold	No. of Buildings	Bus. Starts, Relocations, & Expansions	Addl. Jobs Created	Total Reinvestment
1981 Cities									
Hillsboro	\$ 1,179,100	57	\$ 1,920,000	3	\$ 444,000	24	48	76	\$ 3,543,100
Navasota	704,800	34	1,600,000	1	310,000	7	19	25	2,614,800
Plainview	644,500	22	200,000	1	1,116,500	17	18	19	1,961,000
Seguin	2,517,800	27	1,986,000	3	924,000	11	45	107	5,427,800
1982 Cities									
Gainesville	352,774	31	607,450	2	780,200	12	32	98	1,740,424
Georgetown	3,237,500	45	1,500,000	1	1,749,500	21	57	237	6,487,000
Kingsville	16,575	11	0	0	207,000	4	10	4	223,575
McKinney	1,871,273	35	0	0	910,000	12	56	133	2,781,273
Marshall	18,000	1	0	0	333,000	3	5	10	351,000
1983 Cities									
Brenham	2,320,829	38	2,114,400	3	899,000	18	22	66	5,334,229
Harlingen	617,360	35	551,280	16	1,546,000	14	22	5	2,714,640
Lufkin	910,800	19	5,284,000	3	152,000	5	32	74	6,346,800
Stamford	310,550	37	96,500	3	664,500	8	14	16	1,071,550
Waxahachie	476,965	10	0	0	198,000	3	10	24	674,965
1984 Cities									
Belton	430,500	7	12,000,000	1	273,500	7	3	58	12,704,000
Brownwood	17,500	2	0	0	76,000	1	4	10	93,500
Ennis	145,930	10	66,000	1	420,000	11	5	3	631,930
Goliad	49,552	10	0	0	69,500	4	5	9	119,052
Paris	385,675	27	250,000	1	1,033,000	10	17	32	1,668,675
Unofficial Main Street Cities									
Athens	249,070	8	70,000	2	0	0	7	35	319,070
Conroe	25,000	1	300,000	1	135,000	2	0	0	460,000
Lampasas	129,750	7	0	0	197,500	5	6	5	327,250
San Marcos	311,900	11	1,980,400	6	1,275,000	6	6	13	3,567,300
Sherman	765,392	24	0	0	997,010	13	22	85	1,762,402
Sweetwater	70,000	3	0	0	60,000	3	3	7	130,000
Taylor	1,336,974	21	0	0	828,150	17	14	117	2,165,124
Tomball	218,000	3	158,340	2	0	0	1	4	376,340
Uvalde	910,055	23	341,000	4	510,000	7	20	61	1,761,055
GRAND TOTAL AFTER 3½ YEARS OF THE TEXAS MAIN STREET PROJECT									
	\$20,224,124	559	\$31,025,370	54	\$16,108,360	245	503	1,325	\$67,357,854

176 jobs lost when Sears moved to Mall; there are now 181 new jobs in the downtown.

MAIN STREET PROJECT MANAGERS

1981 Cities

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

1982 Cities

GAINESVILLE	City Hall, P.O. Drawer J, Gainesville, TX 76240	817/665-4323
GEORGETOWN	Susie Clinard, P.O. Box 409, Georgetown, TX 78626	512/869-1873, 863-5533
KINGSVILLE	Kevin Stowers, P.O. Box 1458, Kingsville, TX 78363	512/592-5235
McKINNEY	Susan Campbell, 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	Lennie Brown, P.O. Box 361, Brenham, TX 77833	409/836-7911
HARLINGEN	Kevin Walker, P.O. Box 2207, Harlingen, TX 78551	512/423-5440
LUFKIN	David Chrisman, P.O. Drawer 190, Lufkin, TX 75901	409/634-8881
STAMFORD	James Butts, P.O. Box 191, Stamford, TX 79553	915/773-2723
WAXAHACHIE	Kate Singleton, P.O. Box 757, Waxahachie, TX 75165	214/937-7330

1984 Cities

BELTON	Steve Sorrels, P.O. Box 120, Belton, TX 76513	817/939-5851
BROWNWOOD	Bill Clary, P.O. Box 1389, Brownwood, TX 76804	915/646-6056
ENNIS	Sugar Glaspy, 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

Independent Main Street Cities

ATHENS	LouAnn Laird, P.O. Box 608, Athens, TX 75751	214/675-5181
CONROE	Ken Rice, P.O. Box 3635, Conroe, TX 77305	409/760-3776
DENISON	Sarah Robinson, P.O. Box 347, Denison, TX 75020	214/465-2720
GRAPEVINE	Mary Ellen Tomasy, P.O. Box 729, Grapevine, TX 76051	817/481-2546
LAMPASAS	Danelle Baldwin, P.O. Box 666, Lampasas, TX 76550	512/556-3641
SAN MARCOS	Terry Colley, 630 East Hopkins, San Marcos, TX 78666	512/353-4444
SHERMAN	Suzanne McCurley, P.O. Box 2054, Sherman, TX 75090	214/868-0228
SWEETWATER	Greg Wortham, P.O. Box 450, Sweetwater, TX 79556	915/235-2081
TAYLOR	Margaret Massey, 304 North Main, Taylor, TX 76574	512/352-8602
TOMBALL	Kathy Morgan, 401 West Market, Tomball, TX 77375	713/351-5484
UVALDE	Greg Davenport, P.O. Box 799, Uvalde, TX 78801	512/278-3315
