



NEWSLETTER

TEXAS MAIN STREET PROJECT

VOL. 5, NO. 1

FEBRUARY 1985

First Lady Linda Gale White To Tour Main Street Cities

All Texans are invited to meet Texas' First Lady Linda Gale White as she tours the 1985 Main Street cities March 4-6. Downtown celebrations and ceremonies will be held in each city as she arrives to dedicate Main Street programs. Mrs. White will take a walking tour of each downtown, greet business owners, and present the first drawing of a building scheduled for restoration. Tour dates are as follows:

March 4

- Mineral Wells 9:45 a.m. -10:45 a.m.
- Sweetwater 12 noon-1 p.m.
- Lampasas 2:15-3:15 p.m.

March 6

- Corsicana 10:15-11:15 a.m.
- Cuero 1:15-2:15 p.m.

Main Street Memos

The city of **STAMFORD** has completed its downtown beautification project. With help from \$35,000 in private donations, city crews were able to install street lamps, benches, trash containers, and trees throughout the downtown area.

Chain stores in **FORT WORTH** are soliciting signatures from customers supporting the repeal of Texas' Blue Law. Sally Riha, formerly with Houston Power and Lighting, has replaced Susan Campbell as the Main Street manager in **McKINNEY**.

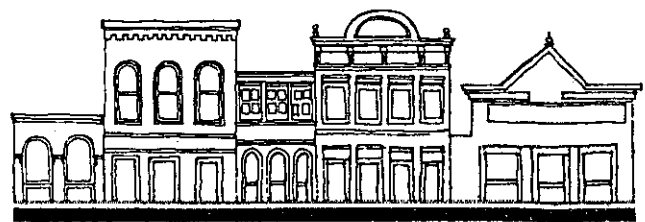
The **DALLAS** City Council has recently made \$100,000 available in low interest loans for the renovation of commercial building storefronts in four designated neighborhoods.

Four Cities Begin Self-Initiated Projects

Four new cities have employed Main Street managers and are in the process of organizing self-initiated Main Street projects. This brings to 18 the number of cities that have trained managers using the Texas Main Street technique to promote downtown revitalization.

Pat Hardy, a native of Big Spring and graduate of East Tennessee State University, is heading the project in Big Spring. Mike Hardy (no relation to Pat), has been hired by the city of Edinburg to lead their project. Mike is a native of Fort Worth and graduated from Texas A&M with a major in building construction management. Steven Tedford will lead the Main Street project in Pittsburg. A native of Austin, Steve is a recent MBA graduate of Baylor University. Sandy Berger has just moved to Greenville and will be managing its program. Sandy is a graduate of East Texas State University and most recently served as the executive director of the March of Dimes in Lawton, Oklahoma.

These four cities join Athens, Conroe, Grapevine, San Marcos, Sherman, Taylor, Tomball, and Uvalde in the self-initiated Main Street network. Georgetown, Hillsboro, Kingsville, McKinney, Marshall, and Seguin, all official Main Street cities that are continuing their projects beyond their three-year official designations, are also now considered self-initiated Main Street participants.



1985 Main Street Cities Name New Managers

The managers of the 1985 Main Street cities have completed training in Austin and have begun the work of leading their downtown revitalization projects.

Corsicana has employed Malinda Payne, a University of Oklahoma graduate with a degree in environmental design. Previously, Malinda was the assistant manager of J. Riggins, a shop in the Sooner Fashion Mall in Norman, Oklahoma.

Angela Kerr has taken the Main Street manager position in Cuero. Angela, who received a journalism degree from Texas A&M University, assisted the Downtown Bryan Association in its revitalization efforts during her last semester.

Danelle Baldwin will begin her second year as Main Street manager in Lampasas. A native of Abilene, Danelle has a degree in art history from the University of Texas. During her first year Danelle has been able to develop eight rehabilitation projects, which total more than \$500,000 in downtown reinvestment.

Dawson Clark is a native of Hereford and has moved to Mineral Wells to head its project. Dawson graduated from Texas A&M University with a degree in journalism, and has recently been doing public relations work in Los Angeles, California.

Greg Wortham will continue as Sweetwater's Main Street manager. During his first year nine downtown buildings have been restored and more than \$200,000 has been reinvested by the private sector. Greg is a Sweetwater native and a graduate of Rice University.

Texas Main Street Project Newsletter

<i>Project Director</i>	<i>Project Architect</i>
Anice Read	Dick Ryan
<i>Marketing and Design Specialist</i>	
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 (512/475-4407).



Remember Me?

I'm the fellow who goes into a parts store and patiently waits while the counter men finish their visiting before taking my order.

I'm the fellow who goes into a store and stands quietly while the clerks finish their little chit-chat.

I'm the fellow who goes into a service station and never blows his horn, but lets the attendant take his time.

I'm the fellow that you might say is the good guy. But do you know who else I am?

I'm the fellow who never comes back! It amuses me to see business spending so much money every year to get me back when I was there in the first place.

And all they needed to do was give me some service, and extend a little courtesy.

Most people don't complain about bad service. They just don't come back. But they're more willing to tell their friends to stay away from those places, too. Think about it

**Texas Retailer, December 1983
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This article is the first in a series on the 1985 Main Street towns.

SWEETWATER

Sweetwater, located in central west Texas, possesses a number of advantages that are sure to guarantee its success as a 1985 Main Street city.

First, and most important, Sweetwater enjoys the support of its citizenry, the local business community, and various civic organizations. This support translates into generous monetary contributions for renovations and a community-wide commitment to economic growth.

City leaders initially expressed an interest in the Main Street program following a 1982 design survey that indicated a need to economically revitalize the downtown area. Conducted by students from Texas Tech University and funded by a \$10,000 contribution from the Sweetwater Industrial Foundation, the study encouraged the development of historic downtown as an economic entity that would benefit the entire community.

Since then, the city has made rapid and significant gains: its central business district

was accepted into the National Register of Historic Places in July 1984, it was the first community sanctioned to participate in the 1986 Sesquicentennial celebration, and five banking institutions have agreed to make available up to \$20,000 each at 10 percent interest for facade improvement loans.

In addition, a number of tourist draws have been successfully implemented in the town. The World's Largest Rattlesnake Round-Up, a 26-year-old traditional favorite, attracts more than 30,000 every year. New to the community are *Lakefest*, a celebration marking the dedication of the city's Depression-era park facilities, and *Decemberfirst*, which features a Christmas parade, a tour of homes, and an arts and crafts show. Other year-round attractions include rodeos, horse shows, livestock auctions, and the Pioneer City-County Museum, which exemplifies the area's commitment to the preservation of its heritage.

Building Designs Reflect Downtown Image

by Dick Ryan
Main Street Architect

The physical condition of a city's downtown tells both visitors and residents how much pride there is in the community. It also gives an impression of how strong a community is economically. A downtown image can be improved through quality design of individual buildings and through urban landscaping.

Many of the visual problems created in downtowns can only be solved by a group of people. Some of the problems are difficult and expensive to fix, such as decayed sidewalks and improper storm sewer systems. Others are much easier, such as keeping the streets clean or encouraging merchants to hire a window washer. But, chances of success are much greater if problem solving is approached in an orderly fashion.

Design always starts with an assessment. What are the visual strengths and weaknesses of the town? Does downtown have a strong central focus, such as a courthouse or town square? Are there old signs hanging on the buildings for defunct businesses?

Next, develop a list of suggestions on how to eliminate weaknesses and emphasize strengths of the town. List how the work will be done and who will do it. Then, set priorities according to how much effort and expense is needed for each solution. Start with the easiest and least expensive solution.

Encourage each owner to assess his or her building, too. Instead of trying to get every owner to restore a building, start with a few structures that just need a coat of paint. Make sure that surfaces are properly prepared and that buildings are painted correctly so that the same problem does not appear again in two years. Also, make sure that the colors show off the building to its best advantage. Testing of colors can be done on a drawing or on the building itself. Plan the work beforehand, and hire someone who will carry out the work properly.

Many older buildings have been neglected and need more than just painting. No building material is maintenance free. Most materials on older buildings have gone without maintenance for 50 to 100 years. A well-repaired window will last another 50 years—much longer than a new aluminum window.

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

GEORGETOWN	Susie Clinard, P.O. Box 409, Georgetown, TX 78626	512/869-1873
McKINNEY	Sally Riha, P.O. Box 517, McKinney, TX 75069	214/542-2675
MARSHALL	Carole Wetsel, P.O. Box 520, Marshall, TX 75670	214/935-7868
KINGSVILLE	Kevin Stowers, P.O. Box 1458, Kingsville, TX 78363	512/592-5235

1983 Cities

BRENHAM	Lennie Brown, P.O. Box 1059, Brenham, TX 77833	409/836-7911
HARLINGEN	Kevin Walker, P.O. Box 2207, Harlingen, TX 78551	512/423-5440
LUFKIN	Carol Moore, 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	Janet Winkler, 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

1985 Cities

CORSICANA	Malinda Payne, P.O. Box 626, Corsicana, TX 75110	214/872-4811
CUERO	Angie Kerr, 207 East Main St. Cuero, TX 77954	512/275-8178
LAMPASAS	Danelle Baldwin, P.O. Box 666, Lampasas, TX 76550	512/556-3641
MINERAL WELLS	Dawson Clark, P.O. Box 3339, Mineral Wells, TX 76067	817/328-1211
SWEETWATER	Greg Wortham, P.O. Box 450, Sweetwater, TX 79556	915/235-2081

Self-Initiated Main Street Cities

ATHENS	LouAnn Laird, P.O. Box 608, Athens, TX 75751	214/675-5181
BIG SPRING	Pat Hardy, P.O. Box 391, Big Spring, TX 79720	915/263-8311 ext. 209
CONROE	Ken Rice, P.O. Box 3635, Conroe, TX 77305	409/760-3776
EDINBURG	Mike Hardy, P.O. Box 1079, Edinburg, TX 78540	512/383-4974
GRAPEVINE	Mary Ellen Tamasy, P.O. Box 729, Grapevine, TX 76051	817/481-2546
GREENVILLE	Sandy Berger, P.O. Box 1049, Greenville, TX 75401	214/455-2880
PITTSBURG	Steve Tedford, 200 Rusk St. Pittsburg, TX 75686	214/856-2602
SAN MARCOS	Terry Colley, 630 East Hopkins, San Marcos, TX 78666	512/353-4444
SHERMAN	Ellen Reutelhuber, P.O. Box 2054, Sherman, TX 75090	214/868-0228
TAYLOR	Margaret Massey, P.O. Box 810, 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

Texas Main Street Project Private Reinvestment in Main Street Downtowns

December 31, 1984

City	Rehabilitation Projects	No. of Buildings	New Construction	No. of Buildings	Buildings Sold	No. of Buildings	Bus. Starts, Relocations, & Expansions	Addtl. Jobs Created	Total Reinvestment
1981 Cities									
Hillsboro	\$ 1,316,200	61	1,920,000	3	643,500	29	61	84	3,879,700
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	46	104	5,427,800
1982 Cities									
Gainesville	352,774	31	607,450	2	780,200	12	32	98	1,740,424
Georgetown	3,395,500	48	1,500,000	1	1,964,500	24	73	306	6,860,000
Kingsville	16,575	11	0	0	283,000	6	16	9	299,575
McKinney	1,871,773	35	0	0	1,310,000	14	72	85	3,181,773
Marshall	12,284	5	0	0	333,000	3	7	13	345,284
1983 Cities									
Brenham	2,542,529	49	2,156,400	5	1,124,500	24	49	83	5,823,429
Harlingen	869,610	50	595,455	18	1,676,500	20	24	41	3,141,565
Lufkin	970,300	26	5,284,000	3	307,000	10	40	69	6,561,300
Stamford	394,925	55	1,751,500	6	839,500	8	19	71	2,985,925
Waxahachie	2,354,236	52	0	0	2,777,500	35	35	30	5,131,736
1984 Cities									
Belton	636,500	13	0	0	353,500	8	11	65	990,000
Brownwood	309,148	16	321,000	2	494,000	4	19	20	1,124,148
Ennis	267,930	16	66,000	1	680,000	15	16	20	1,013,930
Goliad	113,182	13	0	0	169,500	6	9	10	282,682
Paris	1,141,495	42	250,000	1	1,745,390	16	29	20	3,136,885
Self-Initiated Main Street Cities									
Athens	195,070	12	70,000	2	0	0	11	42	265,070
Conroe	30,000	2	0	0	270,000	3	6	12	300,000
Grapevine	66,500	5	0	0	246,000	3	2	3	312,500
Lampasas	164,750	8	0	0	347,500	5	7	10	512,250
San Marcos	428,000	17	1,980,400	6	1,425,000	7	10	-6	3,833,400
Sherman	765,392	24	0	0	997,010	13	22	85	1,762,402
Sweetwater	142,000	9	0	0	72,600	4	7	-12	214,600
Taylor	1,922,974	23	10,000	1	1,153,150	22	17	154	3,086,124
Tomball	246,960	6	5,078,363	18	137,300	2	11	123	5,462,623
Uvalde	920,030	31	430,000	4	691,000	8	33	83	2,041,030
Grand Total After 4 Years of the Texas Main Street Project									
	25,313,737	743	25,806,568	78	23,171,650	336	721	1,666	74,291,955

Texas Historical Commission
P.O. Box 12276
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