



# Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

JUNE 2014 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P. O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

## SPOTLIGHT ON LUFKIN

*Written by Paula Metzinger, Office Assistant and Barbara Thompson, Main Street Manager, City of Lufkin*

*“When you’re alone and life is making you lonely, You can always go downtown,” sang Petula Clark in the ‘60s.*

Ahhh the ‘60s, the time of “peace, love, and brotherhood” and the introduction of the shopping center to the American landscape. Gradually, the retail standards of the day, J.C. Penney’s, Beall’s, Sears, and others joined the exodus and “the music of the traffic in the city” faded into the background. Downtowns that were once the economic and social center of the community became the wallflower of the ever-changing city skylines.

In Lufkin, the music is once more alive and loud and people are coming back downtown!

A Main Street city since 1983, Lufkin is the longest continuing Main Street city in the state of Texas. Those years of façade grants, banners, street repairs, and beautification projects are showing benefits with a thriving downtown, new and unique shops, a renovated



Downtown Lufkin, a Main Street City since 1983, has a thriving downtown, including a lively nightlife. Image courtesy of Lufkin Main Street Program.

theater, restaurants, and a lively nightlife.

A state grant in early 2000 allowed the city to do major street renovations. Water lines were reworked and upgraded, streets were repaved, and handicap accessible sidewalks were constructed with an inset of brick pavers. Historic street lights were installed and Main Street Lufkin purchased trash cans, benches, and a street clock.

In November 2005, a celebration

was held on our new city streets and the street clock was unveiled. The first brochure created after the street reconstruction listed 35 businesses in the downtown area. Today’s brochure boasts 80!

*“When you’ve got worries, all the noise and the hurry  
Seems to help, I know, downtown”*

Downtown Lufkin has become a great place for a little “retail therapy” with boutiques and shops offering unique treasures for the home and office plus



A piece of history is restored in Downtown Lufkin.  
Image courtesy of Lufkin Main Street Program.

*Don't hang around and let your  
problems surround you  
There are movie shows downtown  
Maybe you know some little places  
to go to  
Where they never close downtown*

In August 2007, the City of Lufkin purchased the historic Pines Theater. The theater first opened its doors in 1925 and credits rolled on the last movie sometime in the '70's. The building eventually became a church and then sat vacant for several years. When the city purchased the building the roof was leaking, the distinctive marquee had been damaged by a truck, and the building was, in a word, a mess.

The city began by stabilizing the building and protecting it from further interior damage, then worked to restore the marquee. The final step was to renovate the interior. In December 2012, the first event was held in the renovated theater. Classic movies are now shown regularly and a fine

clothing, jewelry, furniture, and antiques. Long-time downtown merchants, such as the lamp shop, candle store, jewelry stores, salon and spa, and health food store have been joined by artists, fitness centers, and clothing shops featuring everything from prom and wedding attire to children's clothing and all sizes in between.

*Just listen to the music of the traffic  
in the city  
Linger on the sidewalk where the  
neon signs are pretty  
How can you lose?  
The lights are much brighter there  
You can forget all your troubles,  
forget all your cares*

Several buildings downtown have been restored and are now "open for business." While renovating what would become "Standpipe Coffee House," workers uncovered a Coca-Cola advertisement painted on the brick wall. The mural was left as found and makes an interesting backdrop for the little shop that, in addition to

coffee and sodas, serves up some great local music on the weekend.

Also added on the street corner was a original neon sign that had been removed years earlier from another downtown location. The sign was reworked and now adds ambience and a little bit of history to the corner of First and Shepherd Streets.



Mural inside the Standpipe Coffee House, Downtown Lufkin.  
Image courtesy of Lufkin Main Street Program.



Downtown Cafe serves delicious home cooking in the Main Street district in Lufkin. Image courtesy of Lufkin Main Street Program.

arts series is also a big draw. The theater is also available for rental and has even been the location for a wedding.

Main Street events, the Downtown Hoedown (street festival), Entertainment in the Park in October, Downtown Trick or Treating on Halloween, and the Christmas Parade continue to draw more and more people downtown. But those are just once-a-year events. The big draw has become downtown itself, with specialty shops, restaurants, rental venues used for weddings, parties, and receptions.

Merchants have banded together to host special events and late-night shopping days that continue to draw people to our downtown. The Lufkin Convention and Visitors Bureau hosts the Bistro in October and Corks and Forks in February. During Bistro, several downtown businesses stay open to showcase their wares. Each event is an opportunity to bring new customers downtown.

*So go downtown  
Things will be great when you're  
downtown  
No finer place for sure, downtown  
Everything's waiting for you...*

in Downtown Lufkin!

Lufkin is hosting the summer Main Street Manager Professional Development in June. Registration information can be found on page 11.

## PROMOTION HIGHLIGHT Your Website: The World's Window to Your Main Street

*Rebekka Adams, Assistant State  
Coordinator, Texas Main Street Program*

In this on-demand world, it is now more important than ever to have information about your community and your Main Street online in an easy-to-find and easy-to-navigate format. For those

of you that are able to in your organizational structure, a website dedicated just to your Main Street program not only helps promote what exists in your downtown, but also the opportunities that are to be found in downtown.

People are using the internet now more than ever to find local activities, events, and products and services that are in their own communities. According to Google, one in five searches contains local intent. This means that one fifth of people who are searching the web are looking for goods, services, and activities in their local community. In regards to shopping, 41 percent of people that make a purchase in a physical store actually researched online before they went into that store. These numbers do not account for tourists who are also searching for information online prior to visiting a community. Your website may be the first chance you have at making a good impression on a potential visitor (whether a local or a tourist).

As a Main Street manager, you may want to consider creating your own website for your downtown and your Main Street program. There are many things that a stand-alone website can accomplish, versus hosting a page about the program on an existing website. A dedicated website to your Main Street can give you:

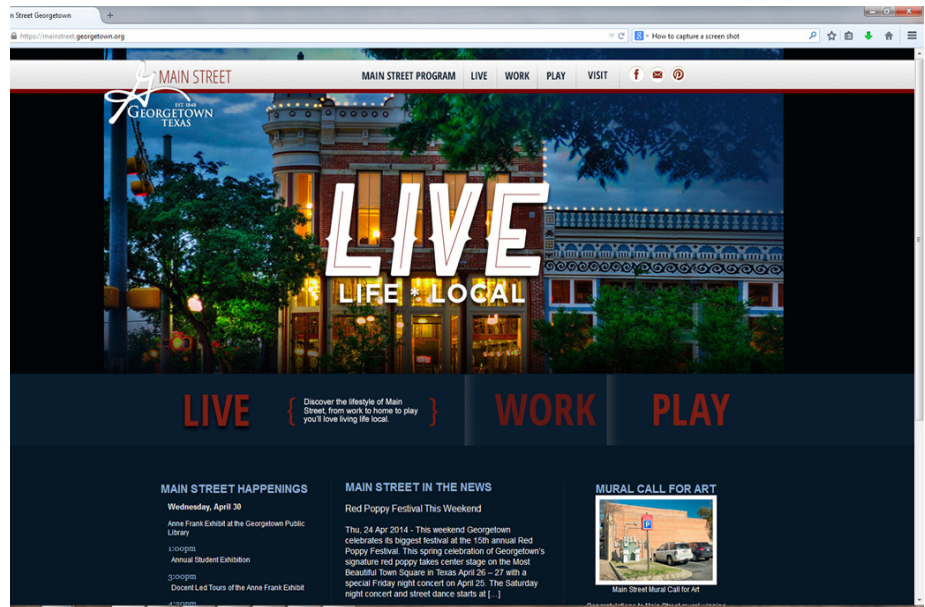
- More creative control
- The ability to keep a consistent brand for your Main Street
- Ability to optimize SEO (search engine optimization) to drive visitors directly to your downtown

- Ability to add social media links which makes it easier to interact with your community
- Ability to add updates and make changes on a consistent basis
- Updates to policies or regulations from other platforms/social media will not affect your website

When considering a Main Street website, one must answer the following questions: What information do you have to share? What is the purpose of the website — educational, entertainment, resource, or a combination? Who is the target audience(s) for your website? What type of information are these audiences searching for? Once you have answered these questions, you can begin the web development process.

Ideas for components on your website:

- Educational — a stand-alone website may better educate your visitors about your community. Compelling photographs and smart copy can work to set your community apart from your neighbors.
- List of Events — You will have more control over marketing your special events, including allowing sponsorship advertising, which may not be allowed on a city-hosted or other website. Note that an actual calendar isn't recommended unless you have events happening more than 15 days per month. A calendar with only one or two events per month looks empty. A list looks busier and more exciting to visitors.
- Promotion of Downtown Businesses — Google claims that



Georgetown Main Street website is an example of a website that is geared toward the public, including sections on live | work | play. Image: [mainstreet.georgetown.org](http://mainstreet.georgetown.org)

51 percent of small businesses do not have their own websites. Help your businesses get found online by adding a downtown business directory.

- Branding — Your website should be unique to your community and reflect your downtown/Main Street brand.
- Business Recruitment — highlight market data that shows your community assets and why your community is a great place to locate a business.
- Fun — most common citizens do not associate fun with local government. If they are looking for something special to do on Friday night, your best bet is that they are not looking on your city website. Make your website a resource for fun events and activities.
- Maps — add a map to showcase how to get to and around your downtown.

- Volunteer Recruitment — A call for volunteers to assist in special projects or events. You are even able to embed a contact form for volunteers to sign up directly on your website. Make it as easy as possible to involve people in your program.
- Fundraising or sponsorships opportunities — often your donors and sponsors want more information on your program before handing over a check. Make this information available to all so you do not miss any opportunities.

If you have decided to start your own website, here are some tips for beginning the process: Gather all information before beginning the design, including all photos, logos, copy, and links to any external websites. If you integrate social media, you will need your user names and passwords to each of the integrated sites. You will also need to develop a flow chart that showcases how to navigate the site and where all of the above information will be located.

Make your homepage count. It is the first chance to make an impression on a visitor. You have seven seconds to make that first impression. Make sure it is visually appealing and easy to navigate. If your primary audience is visitors (from inside and outside your community), your homepage should reflect the information that they may be searching for — such as events, history, location (map), with links to your business directory, volunteer opportunities, etc. Note that nowadays, more than 50 percent of web traffic comes from mobile devices. This means that gone are the days of slideshows and flashy websites. Flash is no longer recommended as it slows down your page load time. If your page does not load within a few seconds, you will lose the visitor that is on a mobile device.

One other thing to note is that you do not have to pay thousands of dollars to build a website. There are several software programs that allow you to choose templates and add your own content. Work with your promotion and organization committees to research the best software for your Main Street website.

Remember to have fun with the process. Technology can be challenging and there is always a learning curve with any new software, but if you embrace your volunteers and work together to create a website, you can exhibit what is unique about your Main Street to the entire world.

Here are some examples of stand-alone Main Street websites that do a good job promoting their downtowns:

[Albuquerque, New Mexico](#)  
[Georgetown, Texas](#)  
[Grand Haven, Michigan](#)  
[Melbourne, Florida](#)  
[Niles, California](#)  
[Nob Hill, Albuquerque, New Mexico](#)  
[Old Town Lansing, Lansing, Michigan](#)  
[Ripon, Wisconsin](#)

Use these examples as inspiration for your own Main Street website. Show the world what makes your downtown unique via the web.

## Downtown Planning and Main Street

*How Effective Involvement Can Influence Decision-Makers and Ensure Progress for Downtown*

*Emily Koller, Planner, Courthouse Square Initiative, Texas Historical Commission*

The first mention of a plan or planning process rarely excites

anyone. However, a well-crafted community-based plan that is implemented effectively leads to a downtown that excites everyone. Planning, and the responsibilities of a planning department, can be difficult to describe. At the most basic level, planning is a community process that creates consensus around a vision and then establishes policies that make it possible to achieve that vision. Your city planning departments likely manage both aspects: long range planning—the vision and desired development pattern; and current planning—the policies and regulations that guide developers and property owners in order to create the desired pattern.

A downtown master plan can be a complex, lavishly illustrated, detailed document or it can be a simple, concise list of community goals and strategies to help you get where you want to be. Regardless of the sophistication, the most effective plans have a large number of stakeholders involved in their



Brenham's historic Main Street circa 1911. The Brenham Main Street program led the effort to initiate a downtown master planning process by positioning the value of the historic downtown in the context of the overall economic health of the city.

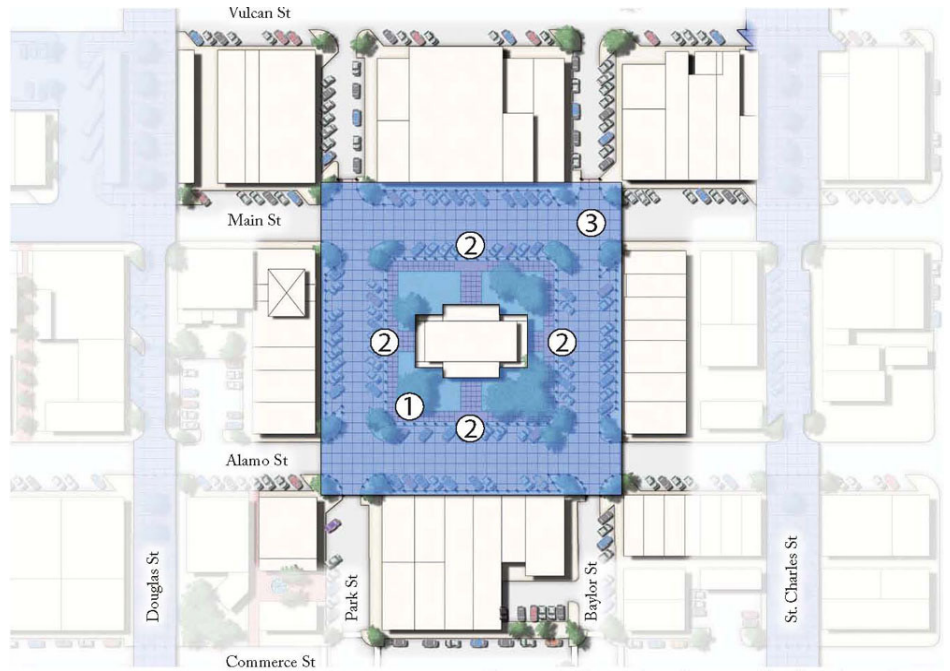
creation including:

- Downtown property owners
- Business owners
- Developers
- Residents
- Community and non-profit groups
- Leadership from educational institutions and students
- City personnel responsible for transportation, parks, utilities and public infrastructure
- City and county representatives
- Tourism and economic development partners
- And perhaps most importantly—every day downtown users, not just those who speak at every public meeting

There is no real secret to a good downtown master plan. In fact, they all look similar. The elements commonly included are:

- Enhancing identity and ensuring authenticity
- Fostering business development
- Creating effective connections, transportation options, and parking management
- Implementing urban design standards that unify the pedestrian experience
- Implementing development standards that will result in compatible redevelopment and infill
- Creating a downtown management framework to maintain focus on and secure funding for downtown revitalization efforts over time

Master plans contain specific recommendations for each plan element. These are the projects



The plan identifies placemaking projects and preferred development activity for the district. Concept plan courtesy Brenham Downtown Master Plan, rendering by the Mesa Team.

implemented on a daily basis by city staff and other partners. The projects require more detailed review, input and discussion, and could even generate additional public outreach. However, adopted master plans with significant stakeholder participation and support, in turn, have significant political support. Implementing a plan in a favorable political environment makes it easier to secure funding and move quickly to complete projects.

Main Street boards and volunteers should play a leadership role in the downtown master planning process and be actively involved as projects are implemented. The organizational capacity created by the Four Point Approach™ lends itself to a strong political voice for downtown. This voice should be leveraged to advocate for downtown issues throughout all stages of the planning process.

Ongoing issues you may not associate with planning could potentially be solved by increased involvement in the process. Finding funds for wayfinding or a new website, converting a street to two-way, or drafting a code revision to allow second floor residential may already be identified in a master plan. The key is to use the consensus created for the master plan's vision to gather political support for funding and implementation of those specific projects.

There are some great examples from our Main Street cities of effective ways to be involved in downtown planning.

### ***Garnering Support to Start a Planning Process***

While downtown is our highest priority, it may not always be the highest priority for political



Brenham's Main Street planning committee provides oversight for implementation of the projects identified in the Master Plan. Placemaking projects will further enhance the courthouse square – seen here as the backdrop for the “Hot Nights and Cool Tunes” concert series in summer 2013. Image courtesy Brenham Main Street.

leadership. Main Street boards can work to position the importance of downtown in a community-wide context leading to a reallocation of funding and resources.

Brenham Main Street worked for months to garner community support for a downtown master plan by explaining to community leaders why a plan is important. Lead by the Economic Restructuring Committee, members positioned the importance of downtown in the context of the overall economic health of the city. They persuasively arguing, among other things, that downtown development affected property values city-wide and downtown drove community identity. Funding was approved in 2011 and the final plan was adopted in September 2012.

### ***Ongoing Oversight of Implementation Strategies***

After the adoption of Brenham's Downtown Master Plan, Main Street board members wanted to ensure that the plan would be implemented. They formed a fifth committee—planning—to manage oversight of implementation strategies involving a city planner as well as a council member. While it is relatively common to form an oversight committee after completion of a master plan, this is a very proactive step by Main Street leadership to house the committee within its structure, rather than a more general downtown master plan oversight committee.

### ***Involvement in Planning Department's Daily Decision-Making***

It can be difficult to bridge the gap between the regulatory

responsibilities of the planning or development services department and the business-friendly Main Street program. In San Marcos, planning staff worked to implement recommendations in the downtown master plan, but had trouble moving projects forward politically. As development increased downtown, an inter-departmental review committee was established to review development proposals and work on all downtown-related planning projects. The team included members from planning, engineering, building, permitting, public services, and Main Street. The weekly meetings dramatically improved the flow of information. Main Street's involvement has allowed greater input from the downtown business perspective in the planning department's decision-making while Main Street is able to stay informed about all permits, applications, and public improvement projects. Main Street assisted with public outreach for a key presentation on downtown implementation items, and the program even hosted an open house for a controversial development project to help diffuse tension.

There are many ways to be involved in the downtown master planning process. A strong voice by Main Street will influence key decision-makers and ensure progress for downtown. A good starting point is to assess what role your Main Street program plays in the downtown planning process and ask whether increased involvement can assist in solving ongoing issues. We realize not

all Main Street communities may be large enough to staff a planning department, but creating a vision for your downtown with systematic steps to reach your goals does not necessarily have to be the responsibility of city staff. In fact, working toward an organized vision on your own may demonstrate the necessity of committing more city staff and resources to a full-fledged planning department.

## Around the State: Preservation Month Activities

May was National Preservation Month. As in year's past, the Texas Main Street Program has encouraged our Main Street communities to participate and showcase the importance of preservation in their downtowns. This year's theme "New Age of Preservation: Embark, Inspire, Engage" encouraged Main Street organizations to showcase how

they are celebrating and saving historic places in their downtowns. Several Main Street communities around the state participated in the festivities. Here is a brief look at some of those preservation activities:

### **Brenham**

Brenham held its second annual local history day program, which included educating students from local schools about the history of the 1800s. They saw the clothing and architecture of the 1800s, heard stories and music of the era, and were actively engaged for a day of historical learning and fun.

### **Clarksville**

Clarksville held several preservation month activities including a proclamation from Mayor Rushing, special programming from the elementary school and the Red River Historical Society, historic home tours, and ghost walks to share the history of the Main Street district. Furthermore, they held a program called "Parallel Memories," which interviewed several of our older life-long residents; and artists painted the

stories they heard and presented the painting to the public at a reception at the library.

### **Georgetown**

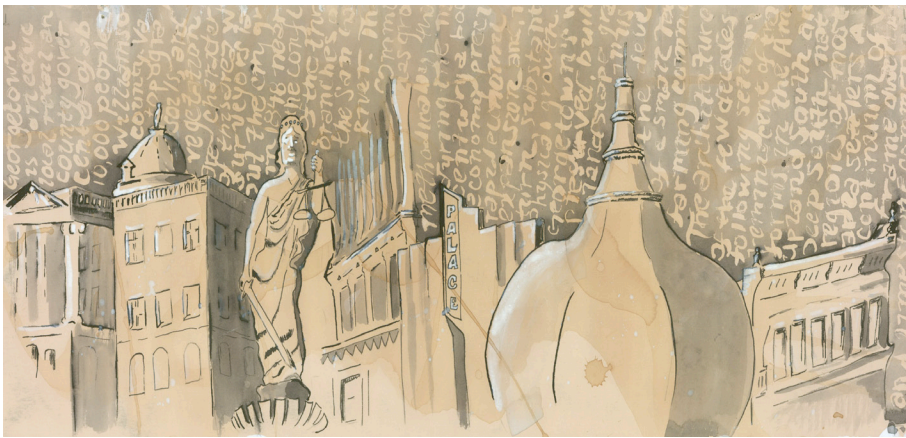
A proclamation for National Preservation Month was held at both the city council and the Williamson County Commissioner's Court. An unveiling of a new mural called "The Square" took place at the end of the month with presentations on Preservation Month.

### **Harlingen**

Harlingen Main Street coordinated three preservation month events to celebrate preservation downtown. The first, "Downtown Harlingen Back in the Day," exhibited 46 historic photographs of downtown Harlingen, including images of buildings, people, and events. A photo contest entitled "New Views of Historic Downtown Harlingen," encouraged participants to capture new images of downtown. Also, throughout the month, they coordinated the "Harlingen Oral History project" as a new undertaking to interview and record stories and memories about the community from those who grew up in Harlingen. [Read more.](#)

### **La Grange**

La Grange celebrated Preservation Month by holding an interactive social media campaign focused on historic downtown buildings. They also promoted their heritage by sharing historic photos and trivia on their [facebook page](#).



Georgetown Main Street unveiled a new mural called "The Square" for National Preservation Month, Artist: Anna Sebesta, Image courtesy: Georgetown Main Street Program





Restoring the sign at the Matthews building in downtown San Augustine.  
Image courtesy: San Augustine Main Street Program

### Luling

The mayor proclaimed May as National Preservation Month and honored a local property owner who had recently restored his downtown building. The Main Street manager wrote five weekly columns in the local paper dedicated to preservation topics in the Main Street program, including articles about iconic structures, lost structures, creative solutions for preservation, improving community pride, and engagement in preservation.

### Nacogdoches

Nacogdoches hosted a second story tour event which featured five residential units above storefronts in their historic downtown. The tour brought more than 75 attendees to downtown to tour the historic homes and get a feel for downtown living. Furthermore, they hosted the “Living History of Oak Grove Cemetery” the same day and had 100 in attendance.

### San Augustine

Mayor Leroy Hughes signed a proclamation declaring May as Preservation Month in San Augustine. They also ran a media art contest with a theme of downtown architecture to create art to be used for Main Street promotions. In addition to planned preservation month activities, property owners are getting in on the preservation action. The Matthews Building in downtown is restoring its sign back to the original state.

### San Marcos

San Marcos hosted guided and self-guided tours of its square during the annual Swing on the Square Heritage Festival. Historic photos were displayed in the windows of the buildings in which they were taken.

### Seguin

Mayor Don Keil presented a proclamation marking May 2014 as National Historic Preservation Month in Seguin, which recognized the Seguin Main Street program as instrumental in preservation.

### Texarkana

Better Block Texarkana was held on May 10 in downtown Texarkana as part of May Historic Preservation Month. It was held in conjunction with two other events: Railfest and Dining Downtown. It was a great day with many families coming downtown to see a vision of downtown with temporary trees, plants, bike lane, and “pop up” businesses. Approximately 40 businesses came down for the day



Pop up shop at Better Block Texarkana showcasing the potential for downtown revitalization. Image courtesy: Texarkana Main Street Program

and setup in vacant spaces.

Railfest also occurred during the Better Block event, which drew a lot of vendors and food concessions. Jack Ingram played that evening, creating a whole day of festivities.

The Downtown Dining was a progressive dining experience that let people visit all the restaurants downtown and taste two menu items. An exhibit was placed at each location that showed old/original menus, building information, and the story of the current business. Foods that reflected the “melting pot” of early Texarkana cultures were served, including Tex-Mex, Italian, German, and Southern cuisine. A Chuck Wagon setup served chicken fried steak, peach cobbler, and biscuits from scratch! Chefs were in pioneer costume.

### **Waxahachie**

On May 5th, the Waxahachie City Council issued a proclamation designating May as Preservation Month. Members of the Waxahachie Heritage Preservation Commission (HPC) made visits to several local elementary schools during the month to deliver copies of the Waxahachie Historic Preservation Coloring Book to all second graders in the WISD school system. The coloring book was updated this year to make it more child-friendly and educational. It is the goal of the HPC to nurture love of historic properties in future generations so they can carry on the work of preserving our heritage.



Students learn about local historic preservation during National Preservation Month in Waxahachie. Image courtesy of Waxahachie Main Street Program.

## **Main Street Promotions**

**May 3–September 27  
Hillsboro**

### **Farmers Market**

Every Saturday, 8 a.m.–1 p.m.,  
West Side of Hillsboro Courthouse  
Square.

**June 5**

### **Cuero**

#### **Second Annual KidFest**

5 p.m.–8 p.m. Rock climbing wall,  
game truck, water slide, contests,  
prizes, and more. Free. [More  
information.](#)

**June 7**

### **Electra**

#### **16th Annual Electra Main Street golf tournament**

Four-person scramble with a  
9 a.m. shotgun start. Proceeds  
fund incentive grants and other  
downtown projects. [Contact:  
j.hayers@cityofelectra.com](mailto:j.hayers@cityofelectra.com)

**June 7**

### **Electra**

#### **“Junk in the Trunk”**

Annual 82/287 yard sale. Electra  
will be participating in the 100  
block of North Waggoner Street  
near the Grand Theatre with  
merchandise sold from the trunks  
of cars. Hwy 82/287. [More  
information.](#)

**Waxahachie**

**June 7 and 8**

#### **46th Annual Gingerbread Trail Tour of Homes**

Arts and crafts fair, antique  
market, and Plein AirPainting.  
[More information.](#)

**Goliad**

**June 13**

#### **Movies Under the Stars**

Outdoor movies downtown with  
treats and soda. [More information.](#)

**Lufkin**

**June 13**

#### **Annual Flag Day Program**

9 a.m., downtown in Bronaugh  
Park

**June 13-14**  
**Nacodoches**  
**25th Annual Texas Blueberry Festival.** [More information.](#)

**Elgin**  
**June 14**  
**Juneteenth**  
10 a.m. Grand parade from Booker T Washington Elementary School through downtown. Dance and celebration at Veterans Park. 8 p.m.

**La Grange**  
**June 14**  
**Flag Day**  
9 a.m., Fayette County Courthouse Square

**San Marcos**  
**June 14**  
**M.A.P. Tour (makers.artists.performers)**  
A studio and pop-up art tour in downtown and surrounding districts. [More information.](#)

**June 21**  
**Farmersville**  
**15th Annual Audie Murphy Day**  
Farmersville Main Street honors its local veterans as well as its hometown hero Audie Murphy. [More information.](#)

**Laredo**  
**June 21**  
“El Centro de Laredo Farmers Market” every 3rd Saturday of the month from 9 a.m. to 1 p.m. [More information.](#)

**Elgin**  
**June 24–28**  
**45th Annual Western Days Festival**  
Week packed full of activities for all ages with a grand finale on Saturday, June 28

**Luling**  
**June 26-29**  
**61st Annual Luling Watermelon Thump**  
Live music, fair and carnival, rodeo, parade, and watermelon eating contest. [More information.](#) “Watermelon Thump” [Facebook page.](#)

**July 4**  
**Cotulla**  
**Fourth of July Celebration**  
Music, entertainment, food, and games. Fireworks at 9:15 p.m.

**July 4**  
**Denison**  
**Fireworks in Forest Park**  
Gates 6 pm. Fireworks at dusk. [More information.](#)

If you would like one of your Main Street events posted here, email: [rebekka.adams@thc.state.tx.us](mailto:rebekka.adams@thc.state.tx.us) at least one month in advance.

## Main Street in the News

Congratulations to the following Main Street cities for being named in *Cities Journal* as the “Top 15 Small Cities in Texas:” Nacogdoches, Canyon, Bastrop, Goliad, Rockwall, and Canton. [Read more.](#)

**Corsicana:** Council OKs new Main Street leader. [Read more.](#)

**Farmersville:** Chalkin the walk. Read more [here](#) and [here](#).

**Goliad:** Local history finds home in new library addition. [Read more.](#)

**Harlingen:** Old is New: Harlingen before and after transformations. [Read more.](#)

**Paris:** \$840,000 bequest of W.J. McDonald of Paris resulted in McDonald Observatory—dedicated 75 years ago today. [Read more.](#)

**Paris:** Downtown Report for Week of May 5. [Read more.](#)

**San Marcos:** San Marcos officials seek historic photos for future exhibit. [Read more.](#)

## Main Street Professional Development

**June 10–11**  
**Lufkin**  
New Main Street manager training all day June 10 through noon June 11. New board members also welcome to attend. [Register.](#)

**June 11–June 13 noon**  
**Lufkin**  
Summer Main Street professional development for all Texas Main Street managers. [Register.](#)

**Texas Capital Fund (TCF) Application Webinar August 8**  
The TCF supports rural business development, retention, and expansion by providing funds for public infrastructure, real estate development, or the elimination of deteriorated conditions. This webinar gives extra points on the TCF grant application. The TCF application deadline for the Main Street Improvements Grant is Oct. 2. [More information.](#)

November 4–7

Granbury

**Texas Downtown Development & Revitalization Conference**

Co-sponsors: Texas Main Street Program/Texas Downtown Association. [More information.](#)

**Texas Downtown Association:  
2014 President's Awards**

Was one of your downtown buildings recently renovated? Do you have an amazing business in your downtown or commercial district? Is there a special volunteer or staff member who makes everything come together? Submit a nomination for the 2014 President's Awards Program! The objective of the TDA President's Awards Program is to recognize and honor the people and projects that have achieved excellence in Texas downtowns. [Read more.](#)

## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)

African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)

(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)

(The) American Institute of Architects: [www.aia.org](http://www.aia.org)

American Planning Association: [www.planning.org](http://www.planning.org)

American Society of Landscape Architects: [www.asla.org](http://www.asla.org)

(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)

(The) Handbook of Texas Online: [www.tshaonline.org/handbook/online](http://www.tshaonline.org/handbook/online)

Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)

League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)

National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)

National Park Service: [www.nps.gov](http://www.nps.gov)

National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)

Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)

Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)

PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)

Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)

Project for Public Spaces: [www.pps.org](http://www.pps.org)

Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)

Scenic America: [www.scenic.org](http://www.scenic.org)

Texas Department of Agriculture: [www.TexasAgriculture.gov](http://www.TexasAgriculture.gov)

Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)

Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)

Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)

Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)

Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)

Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)

Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)

Urban Land Institute: [www.uli.org](http://www.uli.org)

Texas Historical Commission  
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