



Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Texas Main Street Annual Report

A special feature on Main Street volunteers, plus 2014 Main Street wrap-up

Whether it's 'Main Street' in reference to the historic downtown or Main Street as a program, we all know that main streets matter. In the context of historic downtown, Main Street has been branded to signify a place that's different from anywhere else and that nurtures entrepreneurship and support of small business. Unfortunately, main street can also be a place that struggles because the landscape of contemporary retail development means downtown is no longer likely to be the single center of a town's commercial activity. Nonetheless, in places where the community, public policies, and

investment activity fully support the historic downtown and where building owners properly steward their properties, the chances that Main Street will be successful are greatly increased. There are many, many examples of great success on Texas Main Streets and all across the country.

Here in our state, as of January 1, 2015, we will have one of the largest statewide coordinating programs, with 89 fully designated local Main Street programs. Just as importantly, the longevity of participation for Main Street programs in Texas is impressive. What

began more than 30 years ago as a way to get downtown programs started has blossomed into something that not only sets a foundation for work, but also one that helps high-quality and impactful progress continue over time. In the current network, there are 21 communities which have had Main Street status for 20 years or more! Another 26 have been designated for 10 to 20 years.

This publication for local programs—now called *Main Street Matters*—has been in existence since the very beginning of the Texas Main Street Program. The

MAIN STREET VOLUNTEERS

Never doubt that a small group of citizens can change the world. Indeed it is the only thing that ever has. - Margaret Mead



Volunteers work behind the scenes (under the skirts in this case) to showcase these giant puppets at Denison's Dia de los Muertos event.



Volunteers from the Kilgore Youth Advisory Council are all dressed up to spread holiday cheer at Kilgore Main Street's annual Jingle All the Way!!!!



Kids decorating their hats for Seguin's annual hat parade that is part of the Pecan Fest Heritage Days.

first edition was printed (and mailed!) as *Main Street Weekly* in 1981 as the first five programs came on board under Main Street founder Anice Read. Throughout the years, the publication has heralded the many successes of local programs. None of those successes has been possible without the efforts of dedicated local Main Street managers and the many volunteers who support their programs. In July, we profiled 10 long-time Main Street directors in Texas who talked about their accomplishments, challenges, and what their jobs leading Main Street programs has meant to them. (See: http://www.thc.state.tx.us/public/upload/Main%20Street%20Matters%20July%202014_1.pdf). Two of these managers—Carolyn Howard in Beaumont and Beverly Abell in Tyler—were also recognized at the 2014 National Main Street conference for their long-time service to the profession.

Since its beginnings more than 30 years ago as a national preservation-based economic development program, Main Street has become a national movement. One critical component that helps Main Street stand apart is that the whole community truly can participate. Since the Texas program started collecting data on volunteer hours dedicated to local Main Street programs about 15 years ago, more than 1.1 million hours have been reported! That equals more than 73,000 hours given annually! These hours given to local Main Street programs by those who truly care about their historic downtowns have played a significant role in the impressive impact of Main Street programs. We profiled several interesting volunteer projects

in the March 2014 issue of *Main Street Matters*.

As we kick off the year with this issue of *Main Street Matters*, we'd like to give recognition to volunteers who represent the spirit of Main Street. Additionally, we plan to implement a monthly column in each 2015 edition of *Main Street Matters* to spotlight a local Main Street volunteer. We already have several more lined up for coming months, so be sure and check each month's *Main Street Matters*!

The Volunteer Profiles

SHARON BRASS, BRENHAM MAIN STREET PROGRAM

Information provided by Brenham Main Street Manager Jennifer Eckermann

In November at the annual statewide downtown revitalization conference, the Texas Downtown Association (TDA) recognized Brenham Main Street Volunteer Sharon Brass as the TDA "Downtownner of the Year." The nomination (condensed) written by the Brenham Main Street Program follows.

Dedication, creativity, volunteerism—Sharon Brass embodies each of those words. Her service to Main Street Brenham includes exhaustive research; design of a variety of printed materials; planning and marketing for Main Street Brenham's 10th and 15th Anniversary Celebrations; re-branding of the TDA's award-winning Hot Nights, Cool Tunes Summer Concert Series event; design and copy for interpretive displays in a downtown pocket park; joint

leadership of a new event to teach local children of Brenham's fascinating history; and authorship of a book telling the story of Brenham's burning by federal troops during the Reconstruction Period—with sales being donated to the local Main Street Program.

Brass' interest in the downtown area began when she and her husband, Barry, began looking to start a business in the rural town of Brenham following extremely busy careers in "corporate America".

Although they indeed started their Brenham business in 2004 and were able to finally make the move to the area in 2005, it wasn't until 2009, when Sharon was writing a story for a regional magazine and interviewed Main Street Manager Jennifer Eckermann for the story, that she became a volunteer



Sharon Brass (center), Brenham Main Street volunteer, is the TDA Downtownner of the Year. Here, she works on her husband Barry's costume for Local History Day.



Students enjoy learning about the history of downtown's Toubin Park, a project Brass had a large part in bringing to fruition.

on the Organization Committee and started her commitment to Brenham's downtown revitalization

efforts. Her creativity and generosity has continued through the years. Her creativity and generosity have continued through the years. Without a doubt, Sharon's largest commitment to the program is her work with Toubin Park and ancillary projects. This project started when she was asked to edit a story about the burning of Brenham in 1866. A basic, well-documented story of the historic happenings was set to be told in a new downtown pocket park. Her desire to answer just a few questions raised by the story led to hours and hours of continued research, uncovering historical facts that no one in the community had heard before. The story and historic photos, drawings, and maps she located were shared on interpretive boards in the park. When time came for the groundbreaking of the park, her successful marketing of the event led to the most well-attended groundbreaking event in the area.

After Sharon researched the necessary information for the display boards, she remained entranced with the story. Believing there was so much more to tell, Sharon undertook the task of writing *"The Burning of Brenham – Discovering Washington County's Colorful Past."* Her goal to complete the book prior to the opening of Toubin Park was achieved with books on sale at the event. All proceeds from the sale of the book have been donated to Main Street Brenham.

In helping to plan for the Grand Opening Celebration of Toubin Park and Main Street's desire to make this event one to remember, Sharon decided to write a play telling highlights of

the story. Local actors signed up to participate, and after several months of practice with Sharon as the director, the play opened the evening of the celebration to great local acclaim.

Most recently, Sharon again devoted an inordinate amount of time, in addition to her creative talents, to a new Local History Day event for National Preservation Month. Her help with planning and promoting the event made it a tremendous success and one that the local school district continues to praise. Drawing from the story and recruiting many of the actors who performed in "The Burning of Brenham" play, Local History Day enthralled 350 fourth graders from the Brenham Independent School District and brought the city's historic happenings to life for them.

GARY NIESNER, LA GRANGE MAIN STREET PROGRAM

Information provided by La Grange Main Street Manager Stacey Norris

Gary, owner of D&G Business Machines & Office Supplies, is one of the La Grange Main Street program's most valuable assets. He was a dedicated board member from 2007–2013. During that time he helped shape Schmeckenfest from infancy into what it is today, which is La Grange's annual wassailfest and Christmas spectacular. He served as chair of that committee as well as the design committee. He has been very adamant about maintaining a historic downtown along with a strong mix of retail and office space. Gary was off of the Main Street Board for a year due to our board term-limit restrictions but

maintained a strong presence on the Schmeckenfest planning committee as well as the design committee. He has just been approved to come back on the board in 2015 to fill an unexpired term of another board member.

Gary is my rock, he is my go-to for advice and my sounding board to vent and share ideas. He is not only a volunteer but a



La Grange Main Street board members love historic buildings! Main Street volunteer Gary Niesner, who we profile in this newsletter, is holding the heart.

dear friend to myself and the Main Street program.

Gary received Volunteer of the Year in 2013 for his service to the La Grange Main Street Advisory Board.

The state office asked Gary to respond to a few questions about why he volunteers with the program and here's what he said: "I saw this was the only organization that took an interest in the downtown merchants, so I wanted to be a part of it. We need to get more people involved with making people notice that there are other places to shop and not these big box stores that have put so many small businesses out. Main Street puts more focus on shopping downtown and they also help business off of the square too. To me this shows that there is an or-

ganization that cares about small business. I was on the board for six years and I enjoyed it a lot; also I am on the design committee. I think our Main Street manager has a lot to do with that. She has instigated a number of programs that have really helped our community thrive. When I first opened up my business 25 years ago, our downtown was basically a ghost town. Through the Main Street program, downtown is thriving again.”

KAREN CASON,
WINNSBORO MAIN STREET PROGRAM *Information provided by Denise Miranda, Winnsboro Main Street manager*

Karen owns the Double C restaurant in downtown Winnsboro and is always ready and willing to help the Main Street program and other organizations. She donates coffee to many meetings and helps



Karen Cason, Winnsboro Main Street volunteer, sits with a future volunteer for Main Street at a downtown event.

set beautiful tablescapes for receptions. Her restaurant is always available for meetings. In addition to running the restaurant and helping raise her grandson, Karen

always finds time to help the Main Street program, and I have never heard her say no when asked for help.

Karen has been a member of the Main Street board for the past 4 years and served as our Design Chair. She has been involved with the program since 2007. She was instrumental in getting the Bowery Arch made and installed over Market Street. She keeps an eye on downtown and talks to business owners who are looking to improve their facades.

Karen received the Winnsboro Chamber of Commerce’s “Woman of the Year” award for 2014.

Karen has been a huge asset to our Main Street program and is a real “go getter” and a “get things done” person. I can always count on Karen!

Says Karen: “I volunteered in our community through my previous job...I, along with my other fellow co-workers, was asked to go out in our community and make a difference...I stayed active with Main Street because I truly believe in the program and how much of an impact the program has in our community. It not only helps to enhance our downtown; the program helps educate the community to understand the importance of preserving the historic buildings in our downtown and also encourages others to preserve historic homes and other buildings throughout our town...Main Street is a vital part of our community. As society changes and the younger generation doesn’t seem to understand the value of historic preservation, Winnsboro Main Street Program

has been able to give the young people in our community the ability to have ownership in their town.”

SYLVIA SMITH,
WAXAHACHIE MAIN STREET PROGRAM

Information provided by Anita Williamson, Waxahachie Main Street manager

Sylvia is a powerhouse in Waxahachie! She serves on many boards and commissions—Ellis County Museum, Ellis County Historical Commission, Woman’s Building, Historic Cemetery, Genealogy, Waxahachie Downtown Merchants Association (to name a few)—and has or does hold leadership positions in all of the organizations she participates in. She volunteers at the museum one day a week (Wednesday) and is serving as the co-chair of the WDMA Candlelight Home Tour this year.

Says Anita: “She is an invaluable asset to my Main Street program through her involvement with the downtown merchants, the museum, and the historical commission. I honestly don’t know what we would do without her.”

Sylvia formerly worked at the local radio station and was affectionately named “Miss Ellie”.

She served several years as secretary for the WDMA when holding that position, and when she retired from the station she wanted to continue her participation in the organization. She has worked most WDMA events and can always be counted on when there is a need to fill. Most importantly, her dedication to excellence assures

that whatever she is involved in will be done first class.

Because Sylvia has such a vast knowledge of Waxahachie, and love for the town, she has portrayed various historical characters in vignettes for museum fundraisers and educational programs. She is featured as herself in the THC's First Lady's Texas Treasures video for Waxahachie because she is a treasure to all of us.

Sylvia is a tireless advocate and promoter of downtown Waxahachie, which is one of the reasons she was awarded the "Mabel Frame" Award for tourism from the Waxahachie Cham of Commerce in 2014. This is just one accolade bestowed on her locally. And all of this despite the fact that Sylvia does not own or work at a business in Waxahachie, nor does she live here. But her heart is here—and so is her time and effort, of which we are eternally grateful.



Sylvia Smith, Waxahachie downtown volunteer extraordinaire!

Evolution

Even after 30 years in existence, the national Main Street movement, as well as coordinating and local programs, continues to evolve. While the volunteer-driven, economic development-centered and preservation-based Four Point Approach™ has remained the framework for meeting goals and objectives, the way work is carried out now sometimes varies from program to program. Another significant change has been the transition of the National Main Street Center from a program of the National Trust for Historic Preservation into a subsidiary of the Trust. This resulted in the creation of a governing board of directors for the center with greater fundraising responsibilities; the selection of a new Chief Executive Officer for the center and other new staff; and transitions to coordinating programs across the country to fit into the new organizational structure.

Prior to the official transition and since it has happened, there have been numerous discussions about reflecting upon the Four Point Approach™ of Organization, Design, Economic Restructuring, and Promotion to determine if it is still the most effective model for the work of Main Street or if there is need for simple modification or substantial change. To that end, a national survey was conducted to study the issue. The results of this survey were recently shared and provide some interesting insight into the issues, challenges, and needs of Main Street programs across the country. Almost 90 percent of the survey respondents in the 'Active Main Street' category represented traditional downtowns, with the remainder from neighborhood commercial districts.

Their major challenges? The top five, in order of how they were ranked (greatest to least challenging):

- The need for building improvements
- Inadequate incentives for building rehabilitation
- Need for streetscape improvements
- Inadequate incentives for business development
- Not enough downtown housing

Two other challenges—ground floor vacancies and upper floor vacancies—were reported in separate categories; but if they had been combined, general downtown vacancy would have risen to #1.

This 'Four Point Refresh' survey has started a national conversation about the evolution and positioning of the Main Street brand, the operational model, and how local, state, and national programs organize and carry out their work. There will no doubt be much discussion on this in the future.

Recently, the Texas Main Street Program also conducted a survey of our local managers to gauge their impressions of the issues, challenges, and needs of their programs. This activity also provided beneficial insight to the state Main Street staff as we develop our Program of Work for 2015.

There were some interesting corollaries between the national survey and the one we did of Texas managers. Almost half of the Texas Main Street network responded to the survey. When asked what their biggest challenges were, the top five responses were (biggest to least of a total of 18 options):

- Downtown stores rarely open evenings
- Business owners lack finances for rehabilitation
- Owners don't take care of their buildings
- Inconsistent volunteer effort
- Owners lack vision for their properties

Managers were also asked to respond to their view of the benefit of Main Street and in each of three categories almost 95 percent of the respondents answered that they found important value in being able to access Main Street services and assistance, being a part of the Main Street network, and the long-term view of revitalization that the Main Street framework encourages.

Looking Back on 2014 and Ahead to 2015

This past year was an incredibly busy one for the Texas Main Street office.

Each year, a variety of industry data is utilized to calculate a Value of Services for the team providing services to Main Street programs. Many services are provided from the dedicated Main Street team in the state office to local programs.

The state office works many hours providing training, education, research, volunteer and professional development, and organizational management services both on-site in local communities and at state-wide meetings. The state design, planning, and economic development staff works on a regular basis directly with property owners and local government to help return individual properties to use for economic benefit to the community.

In the last fiscal year, the TMSP staff made site visits 124 times to Main Street communities to provide design, technical, planning, or training services. Additionally, substantive technical assistance (requiring a written report, detailed email, research, etc. for either a Main Street program or for a specific property in the Main Street district) was provided 270 times without a site visit. Staff spent a combined 4,149 hours completing specific projects for our Main Street programs. Also during the fiscal year, 204 requests were made by Main Street managers for formal reports and renderings from the TMSP design staff. None of this includes the regular day-to-day assistance provided like responding to Main Street emails, phone calls, or the listserv. Additionally, during this time, the reinvestment reports Main Street programs submit show that the TMSP design staff has been involved with \$5,363,030 worth of projects in Main Street districts.

Another important element of being part of this network is the Texas Main Street listserv, which managers use many

times each day to share and gather relevant information to help them do their jobs better. In 2014, the listserv was utilized about 1,100 times and almost 500 topics were discussed, ranging from financial topics like business incubators, small business lenders, loan pools, and redevelopment RFPs (Request for Proposals) to board composition, quiet zones, and livability solutions.

All of these services are provided without charge (except for



Students and the press were out in full force, along with much of the community, at the 2014 THC First Lady's Tour in Caldwell.



Toni Franklin, Main Street manager, welcomes citizens to Sealy's First Lady's event in March.



In 2014 the Independent Bankers Association of Texas (IBAT) celebrated 20 years of sponsoring THC's First Lady's Tour to new Main Street communities. Here, CEO Chris Williston provides a welcome on behalf of IBAT at the Waco event.

a small annual administrative fee) in exchange for local programs' contractually committing to carry out a local revitalization effort under the national Four Point Approach™ with the guidance of the state office.

Newly designated programs

We started off the year by bringing three new cities into the network. Caldwell and Sealy entered as small-city programs and Waco became Texas' 15th urban Main Street program. As in past years, the state staff spends a considerable amount of extra time during the first year in our new communities and with our new managers and local volunteers helping them set a strong foundation for their new programs.

In the spring, the First Lady of Texas Anita Perry completed the last of her 14 years of welcoming new Main Street communities into the network with the annual First Lady's Main Street tour sponsored by the Independent Bankers Association of Texas (IBAT). This was the 20th year of IBAT's sponsorship of this important event. Every First Lady of Texas since Rita Clements in 1981 has supported Main Street in this event.

Many thanks to the three local Main Street managers who assisted the state team on resource teams for the newly designated 2014 programs: Shelly Hargrove, Georgetown (team member on the Caldwell resource team); Jennifer Eckermann, Brenham (team member for Sealy); and Nancy Wood,



Ennis and Rosenberg are the newest Texas Main Street communities. At left THC Executive Director Mark Wolfe presents the designation certificate to Rosenberg Mayor Vincent Morales, Jr. and EDC Director, Randall Malik. At right, both Ennis and Rosenberg were formally announced at the TDA/TMSP annual conference in Granbury.

Bastrop (team member in Waco). Also, Meredith Sanger, the retail recruiter for the Downtown Austin Alliance (DAA), served on the Waco team. The DAA has played an important role in activities that have led to the resurgence of retail in downtown Austin and Ms. Sanger provided great advice to Waco as it embarks on a similar journey.

On January 1, 2015, Ennis and Rosenberg became the newest designated Texas Main Street communities. They were officially welcomed by Texas Historical Commission Executive Director Mark Wolfe at the annual Texas downtown revitalization conference—sponsored by the Texas Downtown Association and the Texas Main Street Program—held in Granbury in November 2014. Both programs will function within each city's economic development organizations. We look forward to working with Ennis and Rosenberg during 2015 and for many years to come.

New staff in the state office

We were fortunate to welcome several new staff members in the spring who have already had positive impact on our state office and who have already worked in numerous Texas Main Street communities. Emily Koller is our new community planner, and Brian O'Connor is our new economic development specialist. (They were featured in the May 2014 issue of *Main Street Matters*.) While continuing to undertake more traditional Main Street work, this team is also working on the development of an initiative that will help:

- achieve some of the Texas Historical Commission's broad preservation and economic development goals as outlined in the statewide preservation plan.
- provide greater and long-lasting economic impact from a community's courthouse restoration through the THC's Texas Historic Courthouse Preservation Program.
- provide a broader menu of services related to downtown redevelopment for constituents already taking advantage of THC programs.
- leverage and expand upon existing services provided by the Texas Main Street Program.

Additional details on this assistance project (still in development) will be shared in coming months. Later in the year, a new project design assistant was added to the Main Street design team. (Marie Oehlerking was profiled in the September 2014 issue of *Main Street Matters*.) We are so excited to have these new staff on board and look forward to bringing on new members of the team when several existing staff vacancies are filled.

Mentoring project

Being a seasoned Main Street manager is hard enough; being a brand new Main Street manager can be overwhelming. There are no other Main Street managers in your community to learn from, and Texas is an awfully big state so it's hard to get to know your Texas peers right away. In addition, new manager training by the state staff may not be taking place for several months, depending on your start date. Over the past few years, we've had an inordinately high number of new managers coming on board. To help these new managers get to know the network as early as possible, in 2014 the Texas Main Street Program initiated a mentoring project. Seasoned managers serving as mentors are asked to contact the

new manager right away by email or phone and commit to regular (preferably monthly) contact and one to two in-person meetings during the year. Although structured, the project remains informal so that the relationships of mentors and mentees can be individualized. We are very thankful for the following Main Street managers who served as mentors this year: Frieda Haley/Decatur; Jennifer Eckermann/Brenham; Stacey Norris/La Grange; Joe Cruz/Eagle Pass; Donna Dow/Denison; Lynda Rauscher/Mineola; Adah Leah Wolfe/Farmersville; Derek Hall/Luling; Jacob Hatfield/Mount Pleasant; Lynette Petticrew/Gainesville; Julie Glover/Denton; Cheri Bedford/Paris; Denise Miranda/Winnsboro; Shelly Hargrove/Georgetown; Cheryl Laberge/Harlingen; Amy Miller/Elgin; Carolyn Howard/Beaumont; and Anita Williamson/Waxahachie.

If you are interested in being a mentor in 2015, please contact debra.drescher@thc.state.tx.us.

Reinvestment

One of the ways that progress is gauged in Main Street is through the collection of reinvestment statistics. This is important at all

levels. By showing positive return, especially through private reinvestment, local programs are able to show that downtown revitalization is important and that public policies supporting this type of activity have sound community benefit. At the state and national levels, aggregate reinvestment data shows that the Main Street effort has broad economic impact, especially in the areas of job and business growth.

Nationally, reinvestment reports provided by the states and other coordinating programs show that more than 246,000 buildings have been rehabilitated and that there has been \$59.6 billion in investment. Additionally, more than 500,000 jobs and 115,000 small businesses have been created by communities using the Main Street Four Point Approach™.

Since 1981, Texas programs have reported \$1.9 billion in private reinvestment and just over \$1 billion in public investment and public/private joint venture projects. Almost 32,000 jobs have been created, equaling almost 1,000 jobs created each year since the state program's inception. Additionally, 8,154 small businesses have been created or relocated into downtown (as of the current fiscal year's fourth quarter). Economic impact can be further indicated when one considers a comparison between the local public dollars put into operating budgets to support Texas' Main Street programs (from our bi-annual funding survey) compared against the amount of private reinvestment during the similar reporting period (FY 2014, ending August 2014). This comparison shows that on the average for every dollar local government spends to



Main Street professional development in 2014 was held in Seguin (left), a charter 1981 Main Street community, and Lufkin (right), a 31-year program.

maintain a Main Street program, more than \$12 is returned to the community through private reinvestment into the downtown. When considering the amount of total reinvestment (private, public and public/private partnerships), the return on investment to local communities is \$19 to \$1.

In the past fiscal year, the following investment into Texas' Main Street communities has occurred:

- \$74.6 million in private reinvestment into the rehabilitation of historic buildings, new construction in the Main Street district and real estate transactions
- \$46 million in public investment and public/private

- joint venture projects
- \$120.8 million in overall reinvestment
- 1,091 jobs created
- 352 small businesses created
- 118,113 volunteer hours given to local Main Street programs

Just as importantly, due to the fact that the national and Texas programs are decades old, enough data has been collected to qualitatively show that Main Street does translate into economic benefit for local communities. There was a comprehensive review of reinvestment trends in the January 2014 issue of *Main Street Matters*, which can be found on the Texas Historical Commission website.

Partnerships

As mentioned earlier in this issue, those responding to the national survey mentioned creating and maintaining partnerships to carry out Main Street work as one of their most important benchmarks. The Texas Main Street Program has relationships with numerous other state agencies and organizations, but none are as longstanding as the important partnerships we have with three that we'd like to recognize in this annual report.

Since 1993, the Texas Department of Agriculture has been awarding grants to designated Main Street communities through its Main Street Improvements Program/Texas Capital Fund to aid in the elimination of handicap barriers, deteriorated conditions, and infrastructure improvements in the Main Street district. Since that time, almost \$13 million has been awarded to leverage more than \$26 million in projects.

Since 1985 the Texas Main Street Program has enjoyed a mutually beneficial relationship with the non-profit Texas Downtown Association (TDA). THC Executive Director Mark Wolfe, speaking at the annual conference hosted by Texas Main Street and TDA this past November, noted: "There are few partnerships more long-standing than the one the Texas Historical Commission and our Main Street program has with the Texas Downtown Association... Our connection with TDA has been incredibly important to the THC and we are grateful to have had this connection over so many years."

In 2014, we marked two decades of a partnership with the Independent Bankers Association of Texas (www.ibat.org). For 20 years, IBAT has sponsored the THC/Texas Main Street annual First Lady's Tour to welcome new Main Street cities into the network. This event is always special, not only to the THC and Main Street, but especially to the new cities who get to kick off their program and introduce it to the community in style!

We are grateful for our continuing relationship with these organizations and glad to work with them toward the betterment of Texas downtowns.



Anyone interested in knowing more about the past and future of the Main Street movement should read the Fall 2014 issue of the National Main Street Center's *Main Street Now* magazine: <http://www.preservation-nation.org/main-street/main-street-now/2014/fall-2014/fall-2014-issue-main-street.html#.VJmwMF4AAC>






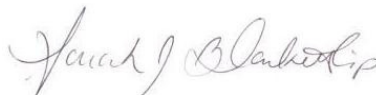


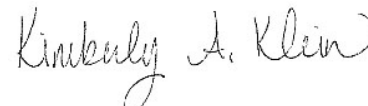
Program Anniversaries

In 2014, the following local programs celebrated important anniversaries of longstanding continuous participation as a designated Main Street community:

- 15 years: Gladewater and Taylor
- 20 years: Decatur, Graham, and Sonora
- 25 years: Denison and Mineola

Congratulations on this important accomplishment!

The Texas Main Street Program looks forward to another productive year in 2015 providing services to Texas' historic downtowns.

CALENDAR OF EVENTS

- February 10 - 11, 2015
NACOGDOCHES
New manager training prior to the beginning of All Manager Professional Development. New manager training will last all day February 10 through February 11 at noon.
- February 11 - 13, 2015
NACOGDOCHES
All manager professional development starts at 1:30 p.m. for all Texas Main Street managers
- March 30 - April 2, 2015
ATLANTA, GA
National Main Streets Conference, see website <http://www.preservationnation.org/resources/training/npc/>
- Month of May, 2015
National Preservation Month

A great time to recognize your special volunteers. For additional information on increasing the volunteer effort in your local Main Street program, see [this session](#) from the 2014 National Main Street conference
- May 4 - 8, 2015
National Small Business Week (Small Business Administration)
- November 3 - 6, 2015
WAXAHACHIE
Texas Downtown Association/Texas Main Street Program Annual statewide downtown revitalization

REGISTRATION COMING IN
JANUARY 2015!



Mark your calendar!

April 12 - 18, 2015 NATIONAL VOLUNTEER WEEK

Daily Points of Light, as first recognized by President George H. W. Bush 25 years ago to recognize the "...power of the individual to spark change and improve the world", are still celebrated today. Nominate here: <http://www.pointsoflight.org/dailypointoflight>

The author of this annual report is Debra Drescher, state coordinator, Texas Main Street Program, with assistance from Kimberly Klein, administrative technician.

WEBSITES OF INTEREST

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpfdn.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) American Institute of Architects: www.aia.org
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
(The) Handbook of Texas Online: www.tshaonline.org/handbook/online
Keep Texas Beautiful: www.ktb.org
League of Historic American Theatres: www.lhat.org
National Main Street Center: www.preservationnation.org/main-street
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.preservationnation.org
Partners for Sacred Places: www.sacredplaces.org
Preservation Easement Trust: www.preservationeasement.org
PreservationDirectory.com: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails-to-Trails Conservancy: www.railstotrails.org
Scenic America: www.scenic.org
Texas Department of Agriculture: www.TexasAgriculture.gov
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 Department: 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

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TEXAS HISTORICAL COMMISSION
real places telling real stories

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