

Main Street Matters

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LEVELLAND

By Missy Passmore, Levelland Main Street Manager

In 2018, Levelland celebrates its 20th year as a designated Texas Main Street City. There seems to be a resurgence of energy for the downtown culture that all of us Main Streeters have known and loved all along. With the rise of the local economy and increased sales tax revenue, there is refreshed vision and excitement that resembles what it probably was like the first few years as a Main Street city. In a recent survey conducted by LendEDU, Levelland was recognized as the 13th best town in Texas for starting a small business, and it seems people are catching on to this important fact.

The Levelland Main Street Program recorded almost \$11 million reinvested in the Main Street district since 2007. Within the past two years, Levelland Main Street welcomed seven new businesses, only said goodbye to two, witnessed three expansions, and watched seven renovations/restorations of downtown properties. In 2017, the City of Levelland invested over \$150,000 in sidewalk renovations, and in 2018, we will invest another \$350,000 for continued sidewalk improvements with the assistance of a Texas Capital Fund Main Street grant from the Texas Department of Agriculture. Thanks to multiple grants from Texas Downtown Association's Anice Read Fund and the in-kind support of a local business, Allied Oilfield and Machine Pump, the Main Street Program implemented

(Cont. on page 2)



The current Hockley County Courthouse was built in 1928, replacing the former courthouse built in 1921.

a pedestrian sign program that installs custom-made signage exclusively for Main Street businesses. Over 60 signs were installed with a total value of about \$30,500. The Main Street Program is currently managing a Bench Sponsorship Program to replace and install eight new pedestrian benches. Within the first month of launching the program, five of the seven \$1,500 sponsorships were claimed. Because of the many partnerships, the investment in Levelland Main Street continues to increase, and businesses continue to thrive.

Going back to the beginning raises questions: Where did we start? Where have we been, and how did we get here? Levelland began development in the 1920s, and many of our downtown historic buildings date back to 1925. This means several of our historical buildings will celebrate a century of life in the near future. Levelland has a traditional downtown square that boasts a welcoming environment—the Hockley County Courthouse is the centerpiece among tall shade trees with a green lawn and a gazebo often used as a gathering place. The square surrounds the courthouse with a collection of historic commercial buildings, and most are locally owned and house retailers with an array of one-of-a-kind products.

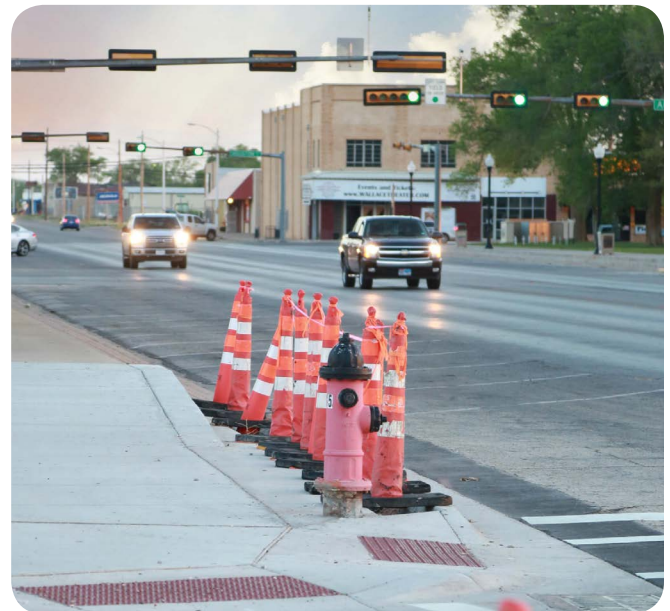
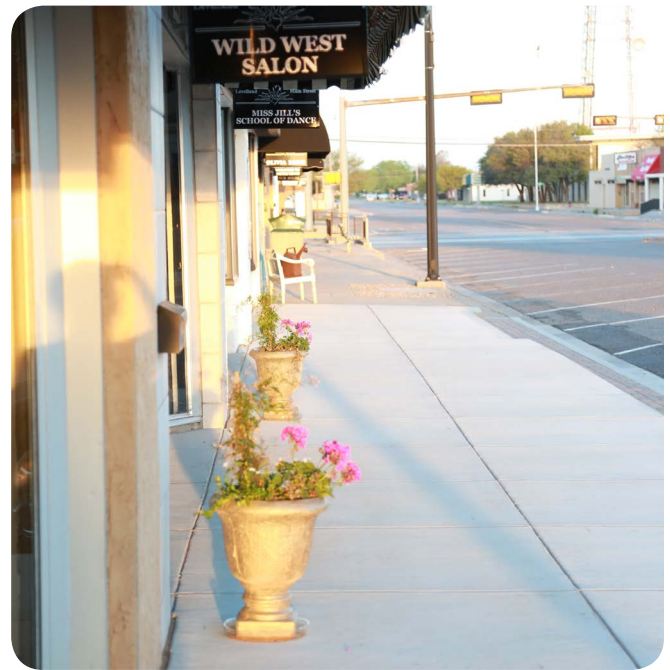
Before the Levelland Main Street Program began, the Downtown Levelland Association of Merchants existed to build relationships and partnerships among downtown business owners. In 1998, Levelland was designated as a Texas Main Street Program. What was left of the Downtown Association dissolved, and Main Street took its place. The program operated originally under the City of Levelland, but in 2004, a unique partnership began with the Levelland Chamber of Commerce, and the Main Street Program was relocated to the Chamber. The city continued to support the program financially but contracted out the management of the program to the Chamber. Much of the Main Street Program's thriving and well-known status among the Levelland community can be attributed to the partnership with the Chamber of Commerce. In 2016, the city and Chamber agreed to move the Main Street Program back to the city to make room in the budget and open up office space for a new program, Keep Levelland Beautiful, for the chamber to oversee. By moving Main Street back under the city, we kept all services but reduced overhead costs and then reallocated the saved funds to support Keep Levelland Beautiful. Much like a well-nurtured baby bird, the Main Street Program matured and was ready to take flight.



South Plains College students and faculty adorn Levelland's downtown, a tradition dating back to the 1960s.

In the past five years, the program focused on growth and what it looks like to become a mature Main Street city. Our motto is “taking Main Street to the next level!” Now that we are a 20-year-old program, the planning, success, and forward movement changed directions from development of the program to implementation, i.e. putting money where our mouth is. For example, in 2012, we developed a master beautification plan with a commitment to not let the plan sit on a shelf. This plan had an estimated \$4 million in improvements to the downtown square. At the time of development, the Main Street area expanded far beyond the scope of the beautification plan. The Levelland Main Street program needed additional resources to make this plan and other long-term goals a reality. We started by talking with professionals about seeking funding resources. Once we determined that the Levelland Main Street program did not have the typical resources, such as EDC funds, TIFS/TIRZ, PIDS, etc. easily accessible, we decided we needed to get creative.

Every year the city submits a grant application for the Texas Capital Fund grant on behalf of the Main Street Program. About \$50,000 is allocated from the city’s budget to use for the matching portion of the grant. In past years, if we were not awarded the grant, the money went back into the city’s general budget. Because of the great partnership with the city and support of the community, we reserved those unused funds for future Main Street improvements. Three years of grant rejections added up to \$150,000 reserved specifically for Main Street, and we were able to install four half blocks of new sidewalks downtown, which were the same areas we were trying to obtain funding for through the Texas Capital Fund grant. Then, when the opportunity came around last year to apply for another grant, and the threshold was raised to \$250,000 from \$150,000, the city leadership jumped at the opportunity to do even more work and add to the required matching portion of the grant. By the summer of 2018, Levelland will have completed an additional \$350,000 of new sidewalks downtown. These areas of sidewalks that are being improved are estimated to be between 30 to 50 years old. The sidewalk improvements include much needed ADA access to make our downtown businesses more accessible and contain some beautification features through the decorative brick pavers.



Levelland began a Master Beautification Plan in 2012 for downtown improvements.

We also condensed the Main Street area! Being somewhat of a controversial topic, we were not sure what kind of support would follow this proposal. We polled the Main Street merchants inside and outside of the new proposed area, as well as commissioned the expertise of the Texas Main Street program to get the estimated area of what could be considered our historic district if we were ever to apply to be on the National Register of Historical Places. All the signs and opinions pointed toward condensing the Main Street area to the downtown square, including a block in each direction surrounding the square and the Farmer's Market lot. With the support of city council and the Texas Main Street Program, we defined the new Main Street area and adopted it in the spring of 2016.

The new fiscal year for 2016-2017 brought more change when the program moved back to the city. The 12 years under the leadership of the Levelland Chamber of Commerce started a momentum that has not stopped. Through the partnership with the chamber, the Levelland Main Street Program established a grounded program. The chamber was also crucial in helping develop partnerships with core businesses in the community. Due to the solid foundation of the program, the upcoming infrastructure projects and the need to add a new Keep Levelland Beautiful Program, Main Street was a prime candidate to make



The Levelland Chamber of Commerce partnered with Main Street to establish a new program "Keep Levelland Beautiful" in 2016. Nathan Stroh with Amarillo and Lubbock Republic Services presented a check to Levelland Mayor Barbara Pinner, accepting on behalf of the Keep Levelland Beautiful Committee. (Image [source](#) and more on this story.)

this move. Over the past year, the accessibility to the city's expertise and resources has paved the way for continued success of the program by building on the already great foundation that the leadership of the Chamber put in place. In addition, the continued leadership of the Main Street advisory board working alongside with a visionary Main Street manager catapulted the program even further. Access to new resources in addition to the existing partnerships and leadership already established allowed the program to have its greatest year yet!

Events have always been a significant asset to the Main Street program. We host several events throughout the year to draw people downtown and create lasting memories. Last year, Levelland finally jumped on the Main Street bandwagon to host a wine swirl, the Levelland Sip & Swirl. This event raised over \$7,000 for our program to use for downtown projects, and we are underway in planning the second annual Levelland Sip & Swirl that will take place on June 8. We welcomed over 300 people on the square for the first wine swirl and anticipate 100-200 more for our second year. We will add a limited number of VIP tickets and more volunteers.

We believe our events in Levelland are more than just something to do—they are experiences of a lifetime. At the Sip & Swirl, not only did event goers receive Texas' top complementary wines, quality wine glasses, wine bags, and delicious artisan food samples, but there was more to coordinate the event smoothly. We had limos and golf carts to escort guests, volunteers wore matching t-shirts so they were easily identifiable, custom-made wine charms were available for purchase to embellish and keep wine glasses separated among friends, and water was always within reach with tables set up at each corner accompanied by a volunteer to serve. We cannot wait for year two!

2018 will be the 13th year for our beloved Ladies Night Out event. This is Main Street's longest running event and one that the community and businesses alike anticipate. This past year, Ladies Night Out was also a finalist in the Texas Downtown Association President's Awards for Best Promotional Event. We were honored to be listed among the top events in Texas! We know Ladies Night Out is nothing new in the nature of the title, but Levelland's take on this traditional event seems to be different than others we have seen. It was started by the



Downtown Levelland hosts numerous events year round. Popular events include Ladies Night Out, the Annual Levelland Sip & Swirl (left), Movies on the Square (middle), Trunk or Treat, and (right) the Levelland Festival of Lights and Christmas on the Square.

merchants themselves, and not Main Street. Thanks to three wise business owners of some of our stable downtown retailers, Ladies Night Out was born as a collaboration of business open houses. They thought, ‘We all do an open house, so why not combine our efforts and do them all on the same night?’ The owners pulled their resources together, mailed out exclusive invitations to each of their loyal customers, and invited them to come shop for the holidays. The shops stayed open late one evening and offered special promotions along with drinks and hors d’oeuvres. The rest, as they say, is history.

The Main Street program now coordinates the event details, but it is still very much a merchant-driven and merchant-funded event. We have expanded and enhanced a few things over the year. Now each participant receives a doorman dressed in Charles Dickens, or dressy Texan cowboy, attire as well as a wreath for their front door denoting them as an official Ladies Night Out participant, and they also get a red carpet to lay out on the sidewalk in front of their entry. The streets are blocked off to through traffic, and a horse-drawn carriage and limos cruise the streets to give ladies a lift from store to store. As a special touch, we still mail out personal invitations to the ladies in our community, but we also do regional advertising. For the last two years, we have ended the night with a \$200 shopping spree give-away to one lucky lady who has stuck the night out to shop-til-she-drops.

This event has been on a steady pace of growth the last few years. The average attendance prior to 2015 was about 300. Two years in a row we estimated about 500 and then last year that number almost doubled

to between 700-1,000 ladies on the square for this annual event! We may not have won this year for Best Promotional Event, but we know with the reputation, we are building through events like this that it will only be a matter of time until the rest of Texas adores our events as much as we do.

Movie on the Square gets the silver as it falls right behind Ladies Night Out. 2018 will mark its 12th year in a row as a free (thanks to countless sponsors throughout the years), quality of life event for the community of Levelland. We partner with Levelland ISD to host this event during the final weeks of summer vacation and usually host around 500 people. Sports teams, cheerleaders, the marching band, and the mascot Lucky the Lobo join us for a pre-show pep rally and get the crowd and kids ready for a fun night under the stars on the beautiful courthouse lawn. The event momentum continues through the fall with Trunk or Treat on Main Street, a continued Halloween tradition and partnership with the Levelland Ministerial Alliance to create a safe and fun trick-or-treating experience for over 1,500 kids, parents, and members of our surrounding communities.

Another distinct event with Main Street’s brand of experience and partnership is the annual Christmas on the Square. The Marigolds of Levelland started a tradition over 20 years of bringing Santa Claus all the way from the North Pole to the Levelland Square for children, young and old, to have the opportunity to tell him what they want for Christmas! Main Street and the Marigolds joined forces and continued the Christmas tradition with added activities throughout

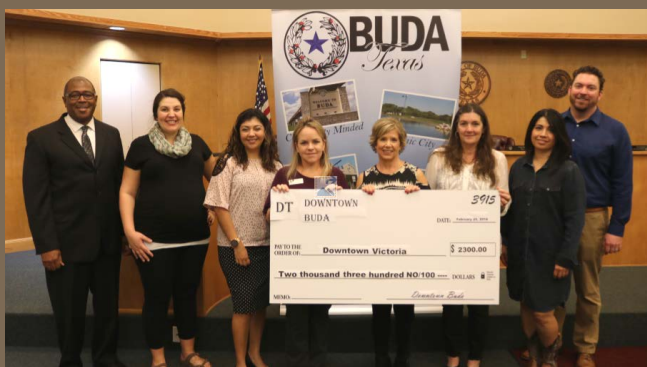
the evening. On the last Thursday of November in 2017, the history of Christmas in Levelland forever changed with the first Levelland Festival of Lights and Christmas on the Square. Three groups took a huge leap of faith and combined three community events into one big night of Christmas magic! The night kicked off with the annual lighting of the trees at the South Plains College entrance, and music and hot chocolate warmed the community before the annual Lighted Parade began. The parade is the first in Levelland’s history to travel on the main five-lane thoroughfare, College Avenue, to the downtown square. The mile-long route was lined with cars and people waiting to see the 21 lighted floats, which was triple the average number of entries from years past! Led by Santa Claus on a big red fire truck, the parade ended at the Square, where Santa greeted over 250 kids. Each child received a goodie bag from the Marigolds of Levelland and a horse-drawn carriage was available to give free rides to families. College and high school students searched the downtown businesses for “Main Street Elfies” to see who could get the most likes on social media for their “Selfies with Elfie.” And the South Plains College Ballroom Dance Team performed in the loft of the Wallace Theater. The town was abuzz, and it was truly a community effort to spread Christmas Spirit like never before!

To celebrate 20 years of success, 20 years of memories, and 20 years of leaving a legacy, Main Street will start a

new tradition to recognize a Main Street business that has left its own mark on our community, and has become a “Levelland Legacy” in its own right. Our Main Street is seeing booming growth like it has not seen in a long time, but we also have numerous staple businesses that have stood the test of time. A handful of these businesses are even eligible for the honored THC Texas Treasure Business Award for thriving for 50 years or more; even more of our current businesses fall in the 20 to 40-year range of consecutively running a business. We think that is pretty darn impressive too! The Levelland Legacy Award will be given annually to one Main Street business that is at least 20 years old, and the first recipient will be recognized this year!

It is evident that the Levelland Main Street program relies heavily on partnerships and community support. The success of the program is a direct reflection of the people in our community. We are known in Levelland for our friendly nature, but this attitude is not a façade. It is a genuine care and kindness for each other—the perfect environment to breed a mature and thriving Main Street program. In the words of many a famous Hollywood star, it might have taken us 20 years, but it seems we have hit our stride and have become an overnight success! We are planning for many more long years and countless lasting memories, and we invite the rest of Texas to experience our neck of the woods and to eat, drink, and shop the Levelland square!

THANK YOU



The Buda Downtown Merchants Group, in partnership with Buda Main Street, presented a \$2,300 check to the Victoria Main Street program to assist with rebuilding efforts after Hurricane Harvey. Downtown Buda raised the money through commemorative ornament sales and donations received during the holidays to benefit a sister Texas Main Street community.

GROUND FLOOR USES ON MAIN STREET

By Emily Koller, Planner, Texas Main Street Program

Ground Floor Uses on Main Street – Best Practices

We frequently receive questions about how to prevent a single undesirable ground floor use in the Main Street district.

- Can you show us an example of an ordinance that won’t allow storage on the first floor?
- How do we prevent someone from living on the

- first floor?
- Our entire courthouse square is filled with attorneys. How do we shift to more retail?
- We have several churches occupying the first floors. They are only there a couple days of the week and not during regular business hours. What do we do?

While these may seem like different challenges, they are all related to a city's land use policy for downtown. The solutions often are found in the zoning ordinance, which is not light reading.

This article is intended to help downtown managers know how to approach their particular challenge by better understanding the type of downtown zoning they have in place. It also provides some of the recent thinking on best practices for ground floor uses on Main Street.

Understanding Your Downtown Zoning

When faced with frustrations over ground floor use in your district, what you are able to implement and how quickly depends mostly on your existing zoning code. A zoning code is a set of regulations adopted by local municipalities that controls the size of buildings, their placement on lots, and their uses.

Many small communities have conventional zoning codes. Conventional zoning codes (known as Euclidean) are focused on the division of uses by district. They often encourage an automobile-focused pattern of development where uses are laboriously listed by district, parking requirements are high, and the public realm (sidewalks, landscaping, scale, character) is ignored. Typically, there is no "downtown district," and downtowns may be zoned multiple categories like Local Business, General Business, and Central Business. Important uses that contribute to dynamic, livable downtowns like residential, lodging, light industrial, entertainment, etc. may not be addressed or may be allowed in one district but not the other. This type of zoning may make it more difficult to implement small and immediate modifications, while a larger overhaul



The ultimate goal is the experience of downtown as a place. Use is only part of the equation—the design of the building's frontage and the way the tenant maximizes that frontage is equally important.

of the ordinance takes time and requires significant public support. Mount Vernon is a good example of this conventional type of zoning code.

Example of a Conventional/Euclidean Zoning Code in Mount Vernon, TX

Other cities, including many of our Main Street cities, already have a downtown-friendly zoning code in place. These typically treat downtown as one mixed-use district and the standards are written to encourage both residential and activity-generating uses such as retail, restaurant, and personal services while minimizing parking requirements and enhancing the public realm. Main Street programs are instrumental in advocating for the necessity of these types of codes as they make it easier and more efficient to redevelop buildings and sites that are pleasant, walkable, and consistent with historic scale, character, and design. If you have this type of ordinance in place, it is an indication your community has already gone through a process to prioritize appropriate land use regulations and policy in downtown. You may be able to quickly make small modifications and successfully avoid public controversy. McKinney is a good example of this type of zoning code.

Example of a Downtown Mixed-Use Zoning Code: McKinney, TX

Before you do anything, assess your existing zoning ordinance. If you have city planning and zoning staff,



Both land use regulation and building design standards are being used in this example to achieve an activated ground floor that seamlessly interacts with the streetscape.

start the conversation with them. They should be your best partner. If not, determine who on the city staff is designated as the zoning administrator, such as your building official or city secretary. Then decide what is needed versus what can be supported politically. Taking time to understand your code will help you decide if you can make small modifications or if you should consider revisiting it as a whole.

Best Practices for Ground Floor Zoning

A primary goal for most Main Street programs is to fill as much ground-floor space as possible with appropriate businesses. In order to reserve that space for retail uses, some towns have modified their base zoning use requirements to exclude non-retail and non-service businesses from first floors and allow them only in upper stories or in zones outside the commercial core. As simple as it may sound, restricting ground-floor usage to certain types of businesses can be difficult to implement and often quite controversial among property owners who may balk at such restrictions, especially if the retail market is weak.

Nicholas P. Kalogeresis writes in the zoning and land use chapter of *Revitalizing Main Street: A Practitioner's Guide to Comprehensive Commercial District Revitalization* that first-floor, retail-only zoning works best when there is high demand among retailers for storefront spaces, and the number of buildings

with suitable ground-floor locations is in relatively short supply.¹ **Zoning alone will not attract new businesses and it should never be a substitute for good business development practices.** Also, restricting office or non-retail usage of first floors could bring up legal and constitutional issues if those uses are also limited elsewhere in the district or in the community at large.

As far as best practices for managing ground floor uses, there have been recent efforts by placemaking organizations like the Congress for New Urbanism (CNU) to bring coding innovations and changes to local governments with zoning authority. [CNU's Project for Code Reform](#) sees antiquated zoning codes as a major barrier to implementing successful placemaking strategies in downtowns. One of their first project deliverables was the [Main Street Corridor Code](#) developed in partnership with the Michigan Municipal League and Michigan's Redevelopment Readiness Program. This five-page document is designed to be simple to understand and adoptable without a larger code overhaul for the entire community.

Planners and downtown development professionals often share CNU's concern about antiquated zoning laws. Downtowns can be "over-coded." Form-based codes have been introduced as one solution to minimize use requirements as they focus more on building form—especially how the building interacts with the streetscape. CNU's Main Street Corridor Code is a good example of a downtown zoning code that simplifies use requirements and provides design standards to address the way building frontages engage and interact with the streetscape.

The first 20 feet of ground floor building depth along the Primary Retail Corridor must be used for retail display, dining, offices, meeting rooms, or other public or semi-public gathering spaces.

It also requires several building standards for the facades on the Primary Retail Corridor:

The ground floor building facade along the Primary Retail Corridor must be configured as follows:

¹ "Zoning and Other Land Use Regulatory Tools." By Nicholas P. Kalogeresis, AICP in *Revitalizing Main Street: A Practitioner's Guide to Comprehensive Commercial District Revitalization*. National Trust Main Street Center: 2009.

1. 50% clear glass is required along the facade.
2. Building entries may be recessed from the facade up to 8 feet in depth.
3. Awnings and marquees may project into the right-of-way to within two feet of the curb.
4. Display windows may project into building setbacks.

The example code only directly prohibits a few uses: storage, gas stations, drive-thrus, and adult entertainment. Residential is permitted on the upper floors of mixed use buildings on along frontages that are not the Primary Retail Corridor. There are no special provisions for religious uses.

This is a balanced and simplified approach that utilizes both land use regulation and building design standards to achieve an activated ground floor that seamlessly interacts with the streetscape.

It is important to remember that the ultimate goal is the experience of downtown as a place. Use is only part of the equation—the design of the building’s frontage and the way the tenant maximizes that frontage is equally as important. There is no one-size fits all solution, but generally the most successful downtown mixed-use zoning ordinances (see bigger cities like McKinney and San Marcos, smaller cities like Elgin and Seguin) combine land use regulation with design standards to encourage an active, people-oriented experience at the ground floor level.

Ground Floor Use Quick Tips

- The best downtown zoning codes combine land use regulation with building design to achieve active storefronts.
- Zoning alone will not attract new businesses and it should never be a substitute for good business development practices.
- First-floor, retail-only zoning works best when there is high demand among retailers for storefront spaces, and the number of buildings with suitable ground-floor locations is in relatively short supply.
- Always prohibit ground floor storage and drive-thru uses.
- Ground floor residential is recommended at the rear of buildings.
- Religious uses must be treated the same as other non-profit and institutional uses in your zoning code.
- Use proactive strategies to activate storefronts that may be occupied by non-retail uses. Encourage meeting spaces up front and people-friendly elements outside such as benches, planters, and signage.

Main Street partners can visit the Online Resource Library at txms-resourcelibrary.org to download the second part of this article, “Code Hack.” It provides detailed language and examples for specific common challenges like storage and ground floor residential.

HAPPY ANNIVERSARY



Mount Vernon celebrated their 25th anniversary in February with the Texas Main Street Program. Featured guests included the original advisory board from 25 years ago.

CELEBRATING VOLUNTEERS

Jenny Morgan, Canyon Main Street



In a community that is growing and thriving like Canyon, success can be attributed to the wonderful people that not only live here, but are passionate about making it the best place to live, work, and raise a family. Jenny Morgan is a great example of someone who does just

that. Originally from Weatherford, Texas, Jenny now lives in Canyon with Eric, her husband of 13 years, and their three children, Bella, Wyatt, and Ember.

Canyon Main Street has been fortunate enough to have Jenny as a volunteer since 2013. Jenny began volunteering for Canyon Main Street when she worked at the Canyon Chamber of Commerce as an office manager, where she worked for three and a half years. Canyon Main Street and the Canyon Chamber of Commerce work together on many projects and events, and Jenny helped strengthen the bond between Canyon Main Street and the Canyon Chamber of Commerce.

Before working for the Canyon Chamber of Commerce, she was director of communications for a financial planner for eight years. Jenny currently is an office manager/bookkeeper for a CPA, who just happens to office right down the hall from the Canyon Main Street office. She is also a web designer and social media consultant for a nationally acclaimed author on the side.

Jenny utilizes her multiple talents on the Canyon Main Street Promotions Committee and by volunteering at events. In 2017, she was the co-chair for the Giddy Up for Tex! 5K and Autumn Street Fest. Both of these events were first-year events, and Jenny played a huge role in the planning and coordination. Her creative thinking, experience in event planning, and knowledge of Canyon make her a major asset to Canyon Main Street.

Jenny's volunteer work in Canyon does not stop with Canyon Main Street; she is also involved in Snack Pak 4 Kids Canyon, Canyon Lions Club, I Heart Canyon, is a Girl Scout Troop Leader, and an active member of Hillside Christian Church. In 2017, we awarded Jenny the Canyon Main Street's "Above and Beyond" award. She is also the new Promotions Committee Chair for 2018.

To say that Jenny has a true passion and commitment to Canyon is an understatement. Canyon is a family-oriented community, and Jenny is no exception to that. Jenny's love for her family and community shine through everything she does. Thanks to Jenny and other volunteers like her, Canyon continues to grow and thrive, while maintaining its small-town values.

Thank you Jenny for all that you do! Canyon is truly blessed to have you in our community!

MAIN STREET MEETINGS



Managers and board members from Canton, Palestine, Gladewater, Clarksville, and Kilgore met last month in Canton for Main Street training. (Top) The new manager in Gladewater, Christine Stanger, and the new Main Street event coordinator in Kilgore, Sonya Trout, also attended as their first introduction to the network. (Middle) The first community information meeting for the new Main Street program in Pearsall was also held in February. (Bottom) Program staff and board members from San Augustine, Lufkin, Tyler, and Beaumont gathered in San Augustine for Main Street 101.

HEARTBOMBING



Main Street partners challenged us to take part in the @NationalTrustforHistoricPreservation Heart Bomb 2018: Spread the Love for Historic Places challenge. Heart bombs are love letters to historic places that we want to save. Pearsall chose their old City Hall Building (top images), Canton double bombed the recently refreshed Canton Plaza Theater (bottom left) and a soon to be pocket park (bottom middle), while Livingston chose the historic Fain Theater (bottom right).

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
- **Preservation Directory.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.texas.gov
- **Texas Downtown Association:** www.texasdowntown.org
- **Texas Folklife Resources:** www.texasfolklife.org
- **Texas Historical Commission:** www.thc.texas.gov
- **Texas Parks and Wildlife Department:** www.tpwd.texas.gov
- **Texas Rural Leadership Program:** www.trlp.org
- **Texas State Preservation Board:** www.tspb.state.tx.us
- **Urban Land Institute:** www.uli.org