



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on New Braunfels

(population 58,000)

New Braunfels is located in the heart of Central Texas, 45 miles southwest of Austin and 30 miles northeast of San Antonio along the Comal and Guadalupe Rivers. Its downtown is home to specialty retail, quaint dining, comfortable lodging, cultural arts, entertainment and business services. Downtown New Braunfels is well known for its historic Main Plaza and bandstand, the site of various family friendly events and festivals held throughout the year. Those include Wein & Saengerfest, the Downtown Holiday Tree Lighting and Wassailfest.

This past year has seen many accomplishments for downtown New Braunfels. To name a few:



The Comal County Courthouse received a Texas Historical Commission courthouse grant for restoration.

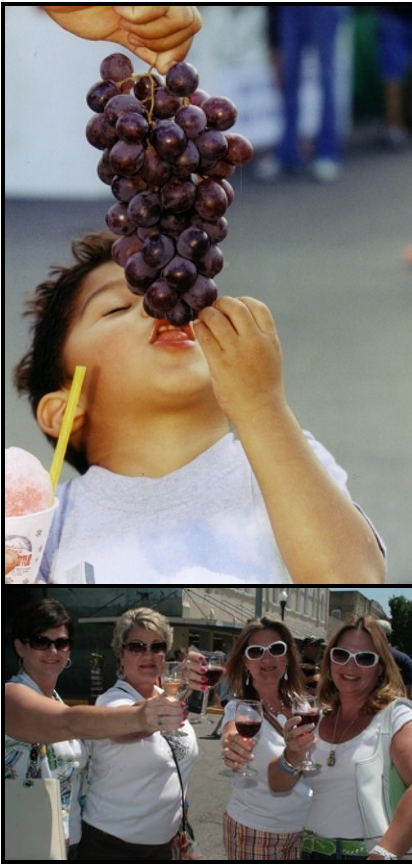
- Comal County received a \$3.4 million grant from the Texas Historical Commission to restore the beautiful Romanesque Revival-style Comal County Courthouse designed by J. Riely Gordon in downtown New Braunfels.



Historic circa 1905 bandstand on the historic plaza in downtown New Braunfels.

- Consultants were hired to draft a Downtown Implementation Plan and conduct a downtown market analysis. The plan was prepared by Torti Gallas & Partners, Inc. and guided by input from a 19-member steering committee as well as the general public. The Plan identifies five critical success factors that are essential to make downtown more viable and vibrant. Those factors are: market opportunities, wayfinding, circulation & walkability, parking reform, and aesthetics & pedestrian infrastructure. In addition to recommendations in each of these areas, the consultants also provided a background analysis, design guide, traffic study and market analysis.

- A Downtown Development Coordinator/Main Street Manager was hired.
- The Downtown Connection Newsletter was launched. See <http://www.nbtexas.org/index.aspx?NID=1127> for each of the newsletters since August.
- A delegation traveled to four cities on downtown inter-city visits to evaluate successful revitalization efforts.
- The first historic neighborhood was designated in New Braunfels.
- Two-hour parking zone enforcement was implemented, see www.nbtexas.org/index.aspx?NID=1153 for details.



Top and bottom: Enjoying the Wein and Saengerfest!

- More than 1,500 people attended the downtown holiday tree lighting in November in the cold and rain.
- Three façade improvement grant projects were completed. The façade grant program contributes 75 percent to the total project for a maximum of \$10,000 per recipient per year. Take a look at the façade grant slide show on the web site www.nbtexas.org/index.aspx?NID=468
- Eight new businesses were welcomed to downtown.
- New Braunfels Main Street received national recognition for the 10th straight year.

Our 7th annual Wein and Saengerfest will round out this great year

for downtown New Braunfels and New Braunfels Main Street. Please join us in historic downtown on Saturday, May 1. In addition to wine and beer tasting, this event offers a variety of entertainment and activities, including continuous live music, a grape stomp, an art market, food seminars, a Chefs Showdown, kids' activities and a farmers market. It will culminate with a street dance at Main Plaza!

After tasting and choosing their favorite wines, attendees can purchase those and other wine-related merchandise, including commemorative wine bags, t-shirts and limited edition prints of the official 2010 festival artwork, in a market atmosphere hosted by the New Braunfels Main Street Partners. Proceeds from the market support

future preservation efforts and promotion of downtown New Braunfels. More festival information is available at www.weinandsaengerfest.com.

For a fabulous selection of good food, good finds and great fun, discover downtown New Braunfels — the perfect place to shop, play and stay!



Thanks to Monique Vernon, manager of the New Braunfels Main Street Program, for providing this article.

NEWS

2010 Main Street First Lady's Tour

The 2010 Texas First Lady's Tour was a great event again this year welcoming Wills Point as a brand

2010 Texas Main Street First Lady's Tour

Eagle Pass



(At left) Mrs. Perry welcomes Eagle Pass into Main Street in the beautifully restored Maverick County Courthouse. (At right) Children greet and sing for Mrs. Perry.

Corsicana



(At left) Corsicana children from the Navarro Elementary Bell Choir entertained the crowd before the ceremony. (Right) Mrs. Perry congratulates Corsicana Main Street on 25 successful years.

new Texas Main Street city and Eagle Pass as a recertified city. Included for the first time this year were two milestone events: Denton celebrating 20 years in Main Street, and Corsicana celebrating 25 years in Main Street — yes, the Main Street Program is truly sustainable. Every First Lady of Texas since the Texas Main Street Program's founding 29 years ago has participated in this event, which has become a traditional honor for Main Street cities. For the 16th year, the Independent Bankers of Texas, Inc. has sponsored this event. Eagle Pass and Corsicana celebrated on Feb. 10, but weather conditions in north Texas postponed the Feb. 11 visit until March 24 for Denton and

Wills Point. Congratulations to each of these Texas Main Street cities for achieving their respective milestones.

Don't Mess With Texas Trash Off

The 2010 Don't Mess with Texas Trash-Off event will be held Saturday, April 10. This is the single largest one-day cleanup event in the state and serves as Texas' signature event for the Great American Cleanup, the nation's largest community improvement program, held annually from March 1 through May 31. In 2009, more than 25,200 bags of trash were collected, totaling more than 158 tons of waste.

The Don't Mess with Texas Trash-

Off is part of the partnership between Keep Texas Beautiful and the Texas Department of Transportation. Participants can receive trash bags, volunteer giveaways, promotional items and more. To get involved, see

<http://ktb.org/programs/dont-mess-with-texas-trash-off.aspx>

The Dollars and Sense of Texas Tourism, TTIA video

Hosted by Bob Phillips, Texas Country Reporter, this Dollars and Sense of Texas Tourism video outlines the economic impact of the travel and tourism industry in Texas. See www.ttia.org.

AROUND THE STATE

Del Rio

Del Rio hired a consultant to develop a design plan for building a new two-story city hall in the historic downtown (est. cost: \$3–\$5 million).

WELCOME

Texas Main Street welcomes new managers: Cheri Bedford in Paris and Kim McAuliffe in Huntsville.

EVENTS

Please remember if you want one of your Main Street events posted here, email jill.robinson@thc.state.tx.us at least three weeks ahead of the month in which you want the posting.

March 20–April 5, Tyler

The azaleas are in bloom, so get to Tyler for the 50th annual Azalea and Spring Flower Trail. Be sure to bring your camera and enter the photo contest for a chance to win cash. See www.tylerazaleatrail.com or call 800.235.5712.

2010 Texas Main Street First Lady's Tour, continued

Denton



(At left) Welcoming the First Lady on the Campus Theater marquis. (At right) Mrs. Perry congratulates Denton Main Street on a great 20 years.

Wills Point




(At left) Mrs. Perry and Sarah Blankenship (Texas Main Street rendering artist) pose with Wills Point's first conceptual rendering for the new 2010 Main Street city. (At right) Mrs. Perry visits with the citizens of Wills Point.


April 10, Levelland

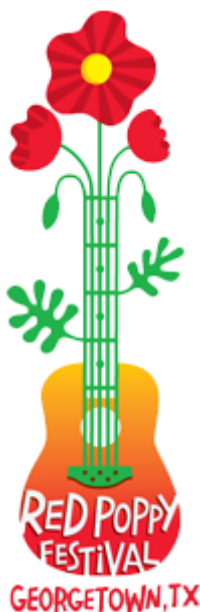
The South Plains College Student Government Association and the Levelland Main Street Program will host the sixth annual Taste of Texas Barbeque Cook-Off on Saturday, April 10, from 11 a.m.–1 p.m. on the square in Levelland. For more information, please call the Levelland Main Street Program at 806.894.9079.

April 17, Lufkin

The Downtown Hoe Down is an annual street festival held each spring in historic downtown Lufkin from 10:30 a.m. 'til the cows come home. Events include a parade, Civil War reenactment, classic car show, tricycle obstacle course, live entertainment, one-pot cook off, bed races, arts and crafts, children's games and more. See  [//cityoflufkin.com/ms/hoedown.htm](http://cityoflufkin.com/ms/hoedown.htm)

April 24–25, Georgetown


The Annual Red Poppy Festival marks the coming of spring and the arrival of  Georgetown's colorful springtime visitor, the red poppy. These beautiful flowers have been a part of Georgetown's heritage and landscape for more than 70 years, a fact certified by the Texas Legislature in naming Georgetown the Red Poppy Capital of Texas.



The 2010 Festival will burst into bloom celebrating its 11th anniversary in historic downtown George-

town. Festivities include the Paint Georgetown Red parade, live music, car show, bike ride and much more. There will be a live concert and street dance Saturday night. The festival proceeds support facade and sign grants for Georgetown's historic buildings. See <http://poppy.georgetown.org/>

April 24, Luling

The sixth annual Zedler Mill Classic will include five classes of canoe races,  and family fun. Location will be at the Zedler Mill Community Park on Highway 80 and Laurel Streets on the San Marcos River. See www.zedlermill.com

April 23–24, Wills Point

After 11 consecutive years of the annual Audubon bird count revealing more bluebirds in Wills Point than any other area of Texas, Wills Point was designated the Bluebird capital of Texas in 1995 by the Texas legislature. The festivities will be on Friday night with the Little Mr. and Miss Bluebird pageant. Saturday will feature live music all day, a classic car and antique tractor show, bluebird trail tours, dutch oven demos and much more. Location is historic downtown Wills Point. See www.willspointbluebird.com for more information.

April 30–May 2, Huntsville

Step back in time and come join the 23rd annual General Sam Houston Folk Festival a celebration of the life and times of General Sam Houston. Festivities will include costumed historical characters, tale-spinners, dulcimer workshops, museum tours, folklife demonstrations and more. Location will be at the 18-acre Museum Complex adjacent to the Sam Houston State University Campus. See <http://samhouston.memorial.muse>

um/FolkFestN/ or call 936.294.1832.

In conjunction with the Folk Festival, the Tall Pines Quilt Guild will hold its famous annual Airing of the Quilts on May 1. For more information, see www.tallpinesquiltguild.com

May 1, Taylor

Formerly the Bloomin Festival, the Taylor Zest Fest will include something for everyone including horticultural demonstrations, cultural and heritage entertainment, agricultural exhibits and more. Call 512.352.5448 or see www.ci.taylor.tx.us/index.asp?NID=321

Apr. 30, Hillsboro

The second annual Preservation Awards Dinner and Ceremony — will be held in celebration of May as National Preservation Month. Hillsboro's Preservation Commission and Main Street Advisory Board are hosting the award dinner and ceremony to recognize commercial and residential preservation efforts in the city covering 14 or more categories. The awards will be given to those responsible for preservation efforts including public, private and commercial buildings and areas. Advanced notification of nominations will be announced in the local bi-weekly newspapers and the public is encouraged to submit nominees by early April. Fund-raising efforts will be in the form of purchasing tickets at \$15 each to attend the event.

May 1, New Braunfels

The Seventh Annual Wein & Saengerfest will be held all day in historic downtown New Braunfels. Along with wine and beer tasting, the event offers entertainment and activities that include continuous live music, a grape stomp, art market, food seminars, Chefs Show-



down, activities for the kids and a farmers market culminating with a street dance at Main Plaza. More information is available at www.nbtexas.org under Parks and Recreation.



May 22, McKinney

Art Walk...Downtown McKinney will be Hopping from from 10 a.m. – 6 p.m. McKinney Main Street invites you to come down and visit the shops downtown, hosting artists representing every mix and medium of art. More than 50 artists will showcase their art in store fronts throughout downtown. A series of uniquely decorated frogs will line the downtown streets to guide shoppers into shops. The Art Walk is a perfect opportunity to come down and experience the magic of the historic shopping district. The weather is just right to enjoy the day with your family and indulge in shopping, dining and art of all kinds. For more information please call McKinney Main Street at 972.547.2660 or visit www.downtownmckinney.com.

CONFERENCES/ WORKSHOPS/ SUMMITS

Texas Economic Development Council Trainings

The Texas Economic Development Council (TEDC) will be offering the following economic development sales tax trainings for 2010:

April 21, Arlington

May 21, Abilene
August 13, Waco
October 5, Houston
December 3, Austin

For details, see

<https://www.texasedc.org/node/70>

Texas Travel Fair

On April 28–29 in Corpus Christi, showcase your destination, attraction or event at the only trade show that puts you face-to-face with the Texas travel counselors who give guidance to more than 4 million travelers each year. Participants must be a Texas Travel Industry Association member to participate. See www.ttia.org

Travel and Tourism College

From June 13–18, the Texas Travel Industry Association presents an intensive week-long course in all aspects of marketing, promotion, communications and sales related to travel and tourism. No matter what stage in your career, this is a truly exceptional educational experience. This course will be taught at Texas State University in San Marcos. See www.ttia.org

GRANTS

THC Preservation Trust Fund Grant

The Texas Historical Commission (THC) is accepting Texas Preservation Trust Fund Grant Program applications for fiscal year 2010. Application forms are now available on the THC web site at www.thc.state.tx.us/grantsincent/gratptf.shtml, or by contacting the THC at 512.463.6094.

The deadline for receipt of applications is 5 p.m. on **Friday, June 11, 2010**.

The Texas Preservation Trust Fund Grant Program application process for fiscal year 2010 will be a two step process. First, all applicants are required to submit a brief application form to the THC for review. The THC will select the highest priority projects from the initial applications and invite those applicants to move forward to the second step. Successful applicants will continue the process by submitting detailed project proposals by November 30, 2010. Full project proposals will be considered by the THC for final grant awards in January 2011.

The Texas Preservation Trust Fund Grant Program is your opportunity to save and protect Texas' threatened historic structures and significant archeological sites. Grant awards may be used for restoration work, architectural planning, archeological investigation, preservation planning, curatorial, resource survey, and heritage educational training.

By submitting an application, you are notifying our office of educational needs in your community and advising us of endangered historic properties and archeological sites that may soon be lost if this valuable assistance is not provided. We encourage you to submit an application so we may continue to demonstrate the need for our efforts.

Play a part in preserving significant historic resources and providing heritage education across Texas!

2010 Calendar of Events

- **Apr. 22–24, Houston, Texas**
Texas Historical Commission Annual Historic Preservation Conference, see www.thc.state.tx.us
 - **May 2–5, Oklahoma City, Oklahoma**
National Main Street Conference, see www.preservationnation.org/main-street
 - **Oct. 26–30, Austin, Texas**
National Preservation Conference, see www.preservationnation.org
 - **Nov. 2–5, El Paso, Texas**
Texas Downtown Association/Texas Main Street Annual Conference, El Paso, see www.texasdowntown.org
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Web Sites 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
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
Handbook of Texas Online: www.tshaonline.org/handbook/online
Institute for Cultural Landscape Studies: www.icls.harvard.edu
Keep Texas Beautiful: www.ktb.org
League of Historic American Theaters: 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
Texas Department of Rural Affairs: www.tdra.state.tx.us
Preservation Easement Trust: www.preservationeasement.org
Preservation Directory: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails to Trails: www.railstotrails.org
Sacred Places: www.sacredplaces.org
Scenic America: www.scenic.org
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: 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