

Main Street Program

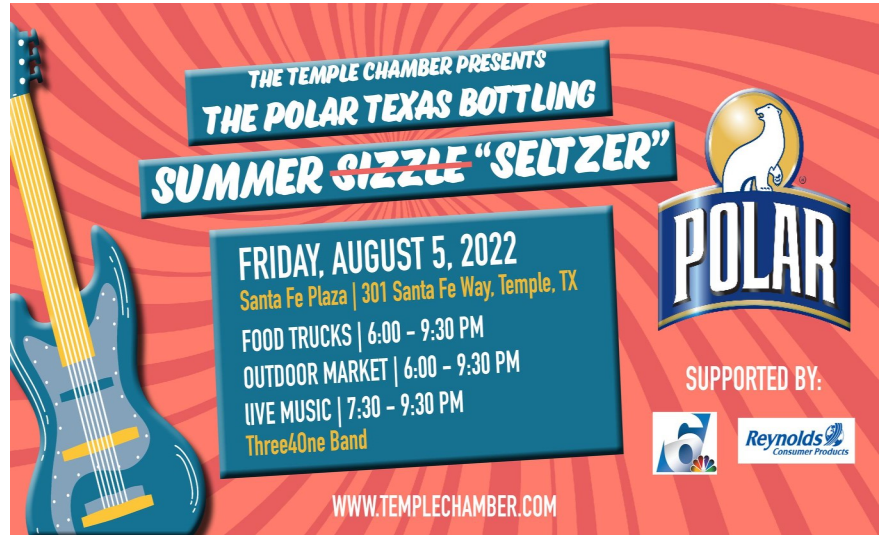
A Report on Recent and Upcoming Downtown Happenings

Main Street Program Report - July 2022

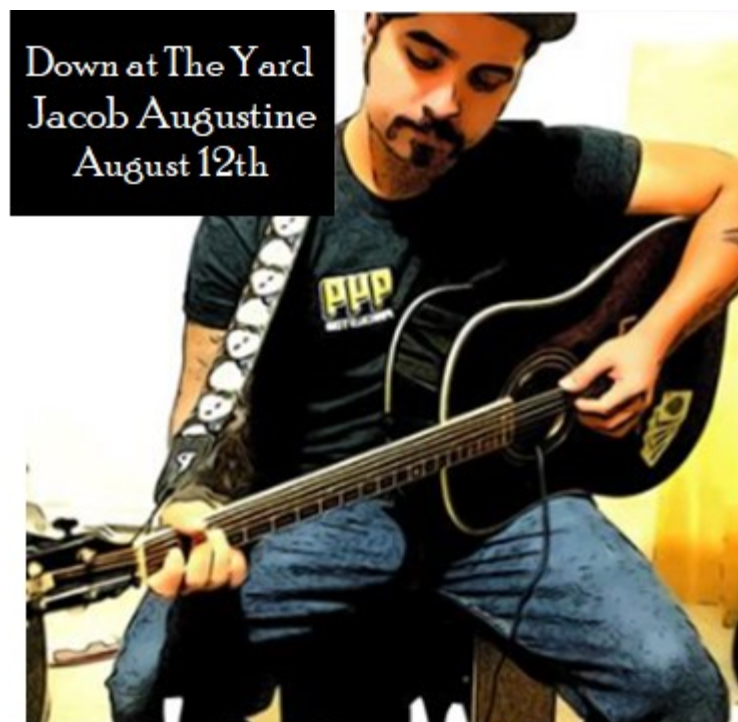
Temple Chamber of Commerce to Stage 'Summer Sizzle'

The Temple Chamber of Commerce will host the second annual Summer Sizzle "Seltzer" in the Santa Fe Plaza on Friday, August 5, 2022. This free, family-friendly community event will coincide with 'First Friday' in Downtown Temple. It will be an evening of live music, food trucks, an outdoor market, inflatables, and fun for the entire family from 6:00 - 9:30 pm.

For vendor inquiries: please email Kaylee@templechamber.com



Jacob Augustine to Perform Live at 'Down at the Yard' at 'The Yard' Food Truck Plaza on Friday, August 12th



Popular local guitarist/vocalist, Jacob Augustine, will perform a live show at The Yard Food Truck Plaza on Friday evening, August 12th

Coming up this month

Throughout August - Temple Railroad & Heritage Museum's current exhibit: *'Pleibol! In the Barrios and the Big Leagues'*,

Every Tuesday in August - Live Music at O'Briens Irish Pub with **'Open Mic Night'**.

Thurs. Aug. 4 - Back to School Teacher Appreciation Night at FoxDog, 4-8 PM

Fri. Aug. 5 - 'First Friday', A 'Summer Sizzle' Soiree, including merchant discounts, live music, happy-hour specials, and street-fair block-parties with vendor booths

Fri. Aug. 5 - Temple Chamber of Commerce presents **Summer Sizzle "Seltzer"** at Santa Fe Plaza with live music, food trucks, vendors & more

Fri. Aug. 5 - The Las Voces Chorus will perform live at Christ Episcopal Church, 300 N Main St. The Chorus will sing works by Fauré, Tin & Gallant

Fri. Aug. 5 - Ras Kitchen Restaurant will present, 'Savor Latin Night', an evening of Latin Dance with guest support from dance trainer by Kate Keilling

Sat. Aug. 6- 'Dig It Family Day' at the Temple Railroad & Heritage Museum - For archeology fun!

Sat. Aug. 12- 'Down at the Yard' at 'The Yard' Food Truck Plaza Jacob Augustine will perform live

Sat. Aug. 13 - TSBC August Market in the City Hall Parking Lot

Sat. Aug. 20 - 'Comedia en Español' a Spanish language comedy night at Corky's Bar, at 8 PM

Promotion

Committee Reviews Recent Downtown Promotional Events

The Main Street Promotion Committee met on July 11th and discussed several issues.

The first issues discussed were reports on promotional activities and events that had been held over the preceding 10 days. There was, for example, a report on the First Friday event that had taken place on July 1. Several downtown stake holders offered their impressions about that event. Samantha Sheppard said that Corky's and Tour Temple had a good turnout on that evening for their First Friday activities including their karaoke night. Also, Seleese Thompson told the committee that her shop, 'Precious Memories – Downtown', would start the practice of celebrating First Friday all day. Normally, we promote First Friday as an event that takes place from 5:00 – 8:00 PM. She said that this month, her shop featured Independence Day floral bouquets for guests. In addition, Jenny Morales of the 'Chock Full of Cheese' food truck, said she and other food truck operators at 'The Yard, did well on that evening.



Seleese Thompson, Center, posed with both her staff and her guests in front of Independence-Day-themed decorations at her year-round Christmas shop



Elise Hennig and Mel Curtis polished the glassware while getting ready for the evening rush of First Friday customers



Daniel Shin greeted First Friday guests



Kristen M. showed off her First Friday craft project: a fun but creepy atrium with an imitation cat skull, from 'The Parlour Antiques and Oddities'

Then, Museum Curator, Angela Martin, told the committee that on Saturday, July 2, over 130 people attended the 'All-Star Family Day'.

She explained that the theme of 'All-Star Family Day' was all about baseball, and that this Family Day theme tied in nicely with their current museum exhibit that focuses on the contributions that Latin-American players and culture have made to that game.



Lots of parents and kids enjoyed crafts and learned about baseball at All-Star Family Day

Committee Discusses Upcoming Downtown Activities and Events

[Continued from page 2] Next, the committee discussed the Downtown Market Day and Food Truck Frenzy that had been held on July 9th in the City Hall Parking Lot. Members noted that the event featured a very good offering of vendors and food trucks but that the turn-out of shoppers was slightly smaller than normal, probably due to the hot summer weather.

After that report, the committee discussed plans for upcoming First Fridays. The group noted that the theme for the First Friday on August 5th will be 'Summer Sizzle' and the theme for the First Friday on September 2nd will be 'Labor Day Weekend'.

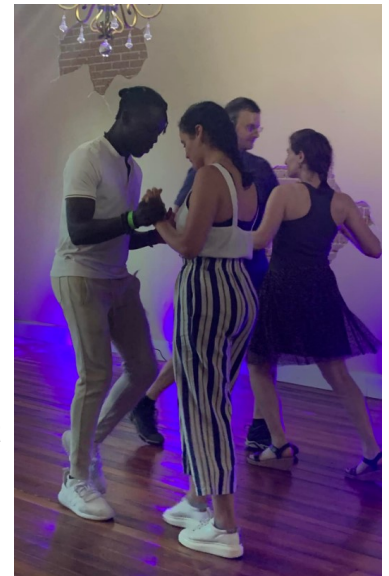
Those present at the meeting compared notes about their plans for upcoming First Friday activities. Selease Thompson said that on August 5th, 'Precious Memories – Downtown' would have offer a 'Lemons & Lemonade Sale', and she said she would have local author, Amber Gabriel, at her shop signing copies of her books. Also, members noted that the Temple Chamber of Commerce would be staging a summer festival called 'Summer Seltzer' in front of their offices at Santa Fe Plaza. In addition, Marquita Frank said that J & M's Dogs and Paninis would have a Back to School Trivia Night on that evening. She also said she will ask her customers for donations of school supplies. In addition, Tita Charleston said that Total Elegance Creation would have a back-to-school fundraiser for Un-included Club, and that they would offer free food and live music. Also, members noted that Ras Kitchen plans to repeat a popular Latin dance event they staged last month called 'Savor Latin', and that it would include both dance lessons by professional instructor, Kate Keiling, and an all-evening dance session at which people will be able to use the dance skills they have learned.

Members also noted that there will be a classical choral concert on First Friday at 7:00 PM at Christ Episcopal Church. The concert by 'Las Voces Chorus' will include the Fauré Requiem and other works by Moses Hogan, Christopher Tin and Jeanette Gallant.

Also, Jenny Morales said that the Chock Full of Cheese food truck would observe their first anniversary in business on Aug. 6 with live music and festivities.

The next issue discussed by the Committee was a report by Jeff Stegall on 'Through My Eyes' photo exhibit coming to The Loft Events Center on July 27 and 28. He said that the pieces in the art show would show the beauty and worth of the people of Temple.

Next on the agenda was a report on upcoming activities of the Temple Railroad & Heritage Museum. Museum Curator, Angela Martin, told the committee that the next family-fun event at the museum will be 'Dig It Family Day' on August 6th, focusing on archeology; and she also said their new exhibit, "¡Pleibol! In the Barrios and the Big Leagues" had opened and will run through Oct. 8. She also said that a Christmas Card exhibit be shown at the museum for the holidays.



August 5th First Friday guests at Ras Kitchen will enjoy Latin Dance at their event: 'Savor Latin'

THE LAS VOCES CHORUS PRESENTS

The Fauré Requiem

including choral works
by Moses Hogan,
Christopher Tin, and
Jeanette Gallant

Ashley Carter, founder and
artistic director

August 5th, 2022 | 7:00 pm
Christ Episcopal Church, Temple

\$15 at the door | \$10 early bird
Tickets and directions available at
[LasVocesDebut.eventbrite.com](https://www.LasVocesDebut.eventbrite.com)

@LasVocesChorus

SCAN ME

Promotion

Committee Hears of Future Concerts Museum Exhibits and Lectures

[Continued from page 3] Next on the agenda was a report on recent and upcoming downtown activities of Temple Parks & Recreation Department. Senior Program Coordinator, Holly Leiferman, told the committee that two upcoming concerts in the 'Hot Summer Sounds' concert series would be staged in downtown Temple at Santa Fe Plaza. She said the 'Hair Metal Giants' would perform live at the Plaza on July 22 and that the 'American Merit' band would perform live at the Plaza on July 29.



The 'Hair Metal Giants' will perform live at Santa Fe Plaza on July 22 and that the 'American Merit' band will perform live at the Plaza on July 29

Next there was a brief discussion about the effort to develop more entertainment and programming at downtown locations on the 3rd and 4th weekends of each month – since the 1st and 2nd weekends already have regularly scheduled downtown activities. Members talked about how downtown merchant Adi Price plans to start-up a new 'Downtown Trade Day' on the 4th Saturday of each month, starting in the fall, and Jenny Morales told the committee she has been in touch with other food truck owners about pooling their resources to support a repeating event at The Yard food truck plaza with live music on the 3rd Saturday of each month.

Next on the agenda was a report on upcoming events and activities at Tour Temple & Corky's Wine Bar. Samantha Sheppard told the committee that on July 24, they would have a Historic Tour of Homes, that every Saturday night is comedy night, and that beer and wine tours are held every weekend.

The next issue the group heard was a report on upcoming events at the Czech Heritage Museum. Members noted that a new exhibit has opened at the museum called, 'The Moravian Glory: Preserving Our Brilliance'. Several members also said they planned to attend the monthly Czech Movie Night at the Beltonian Theatre, scheduled for July 12th.

Next on the agenda was a report on the activities at the Temple Children's Museum. Seleese Thompson, who serves on the Board of that museum, reported that the museum now has extended hours and will host several Summer Camps this summer. She said that people can check the museum's website for updates. Also, Ms. Thompson added the museum would host a speaker series starting September 28th, and the first speaker would be Kathryn Childers, the first female Secret Service Agent. Thompson said tickets are \$100 per person.



Kathryn Childers

Economic Vitality

Committee Discusses Prospective New Downtown Businesses

[Continued from page 4] The Main Street Economic Vitality Committee met on July 12th and discussed several issues. The committee began their work with a brainstorming session about downtown business recruitment. This included discussion about prospective new downtown businesses and about spaces they might want to rent or buy.

Main Street Manager Dan Kelleher told the committee that he had spoken several times with a businesswoman named Shea Elsey who is interested developing a café. He said she had looked at several spaces including the vacant shop space at 3-5 South 2nd Street, and that it might still take a few months before she finalizes her selection of a location of her new eatery.



Shea Elsey



Brandi Miller

Next, Brandi Miller of Chupacabra Strength & Conditioning (Gym), at 201 South Main Street, told the committee that they working on tenant improvements in preparation for their opening, and that this work includes interior improvements such as the installation of bathrooms and showers, and exterior improvements such as painting of the front half of the building. She also said she was looking into the possibility of asking a local artist to paint a mural on the side of the building. She also said she expected to receive delivery of her gym equipment within the next few days and that she hoped to be open soon.

Also, several committee members noted that the building at 16 S Main Street is currently being renovated and that there is a 'For Lease' sign in the window. Members also noted that Lindsey Blackwell of Black Axe Company had reported to another committee recently that tenant improvements are continuing at the Smokehouse restaurant, at 9 N Main Street.

Blaine Walker of 'Be One Promotional Marketing' and 'Bliss Peanut Butter Candy Company' said he was aware of a businessperson who is looking for a location to open a speakeasy-themed bar/lounge, and the committee discussed possible options for that entrepreneur.

The committee also discussed the new Union Crossing Food Hall being developed on the ground floor of the Hawn Hotel at 114 E Central Avenue. This food hall will have nine food-service spaces and not all of them have yet been filled. This means there are still opportunities for small restaurants to locate in this food hall. The group also noted that there will be similar opportunities for small restaurants to locate in one of the twelve food service spaces being developed in the City Eats Food Hall at 106-108 N Main street. There was a brief discussion about whether our local market could absorb the introduction of 21 new food hall eateries, but everyone present agreed that this was more of an issue for the food hall developers to work out rather than for the committee to try to resolve.

The next issue discussed was a report from property owner, Jack Folsom, on his progress in preparing his shop space at 118 S 1st Street to be occupied by Lenna Lane Boutique. He said his contractors are currently working on electrical, plumbing, and HVAC, and that he hopes to have this shop space fully ready soon. He also said that Lenna Lane owner, Adi Price, has hired a professional designer, and that she and her designer are working on the design of her shop.

Economic Vitality

Committee Discusses New Businesses Preparing to Open

[Continued from Page 5] Mr. Folsom also told the committee that he had thought he had a tenant lined-up for 204 South Main, but that the deal fell through, so he said 204 S Main Street is available for lease again.

The committee noted that 'The Art Department & Wreck Room', at 14-16 S 4th Street was still awaiting approval of their building permit for their tenant improvements and that that the tenant improvements at Weird Doughs Bakery & Café at 11 North 6th Street are continuing at a steady pace.

Next, Mr. Kelleher informed the committee that a new and exciting business was coming to the old L & M Electrics Building at 217 N Main Street, but that he was unable to disclose any other details at that time.

The group also noted that Athena Cobo of The Parlour Antiques & Oddities had contacted Mr. Kelleher and told him that she has a business associate who is interested in opening a business downtown. Kelleher said he would follow-up with Ms. Cobo.

The next issue discussed by the committee was business retention. This included an open discussion about any businesses that might be struggling and how we might assist them.

Tita Charleston of Total Elegance Creation told the committee that the pace of business at her wedding and event-center seemed to have been slowing down somewhat recently. Several committee members offered suggestions to increase her venue rentals.

There was also a brief discussion about how the Czech Heritage Center and Genealogy Center was working on developing fundraising events and activities to provide more financial support for the museum.

The last item discussed by the committee was downtown business expansion. Committee members noted that there are several good examples of business expansion in downtown Temple, but that the most dramatic of these right now is the construction on the new home of Bird Creek Brewing at 8 S 4th Street. This downtown redevelopment project will result in an expansion of the popular downtown eatery, Bird Creek Burger Company, into a new restaurant and brewpub called Bird Creek Brewing at 8 S 4th Street. This restaurant will grow in both physical size and in the scope of the dining services it provides, by becoming a not only a restaurant, but a full brew pub with an outdoor beer garden nestled in the heart of the new mixed-use cluster of redevelopments on Central Avenue across the street from the new 400-space parking garage and including the Hawn Hotel, the Arcadia Theater, the Sears Building and the Central Plaza apartment complex.



The building at 8 S 4th Street is now being restored as the new home of Bird Creek Brewing.



The new Bird Creek Brewing will offer its guests more space, a greater seating capacity, a full service brew pub, and an outdoor beer garden

Design

Committee Reviews Designs of Two Recently-Approved Art Trains

The Main Street Design Committee met on July 6th and discussed several issues.

First, Main Street Manager Dan Kelleher gave an update on three SIZ grants that are currently active. He told the group that Lydia Shin recently submitted a SIZ grant application for her restaurant, Nami Japanese Steak & Sushi. He also reported that two other SIZ grants, one for Jack Folsom's building at 10 W Avenue B and another for Express Employment Personal's at 200 W Calhoun Avenue, have completed their grant-eligible construction work and submitted paperwork to request reimbursement of their SIZ grant matching funds. He explained that these requests have already been forwarded to the City's Finance Department for processing.

Next, Dan Kelleher told the committee that the City had recently reviewed and approved two art train applications. The group looked at images of the proposed designs that will be painted onto the two trains and everyone said that they thought the trains will make attractive additions to our downtown environment.

The first train will be sponsored by Seleese Thompson and installed beside her business: 'Precious Memories - Downtown'. It will be painted by local artist Sue Groveunder and it will include design elements that evoke the past uses of Ms. Thompson's building and also the beautiful stained glass that can be found at the nearby First United Methodist Church.

The second train will be sponsored by John and Ashley Vernon and installed at beside their business: 'FoxDog'. It will be painted by artist Eduardo Martinez and will include a wildflower design theme, as Temple has been known as the wildflower capital of Texas.

The next issue that came before the committee was a report from Senior Planner Jason Deckman, who spoke to the committee about a new, updated pedestrian crossing at the corner of S 1st Street and West Central Avenue. Mr. Deckman said the city has received a grant from the TxDOT Highway Safety Improvement Program (HSIP) to improve pedestrian safety and that they will use those funds to make crosswalk improvements. Mr. Deckman provided a handout that showed an example of the crosswalk equipment that would be used on this project and he said he expected that the project will be put out for bid in February 2023, and finished by the Summer of 2023.



The design of the art train at Precious Memories will evoke the past uses of the building and the stained glass at the nearby church.



The art train at FoxDog will have a wildflower design as Temple has been known as the wildflower capital of Texas.

Design

Committee Discusses the Status of Downtown Construction Projects

[Continued from page 7] The next issues discussed by the Design Committee were a series of reports on the status of private downtown development projects. Committee members noted that most of the windows on the Central Plaza Building at 103 N Central Ave. had at that time been installed and that construction on that project was continuing.

Also, Josh Barrett from Turner Behringer Real Estate Co. was at the meeting, and he reported that the work on the restoration of the Hawn Hotel, Arcadia Theater, and Sears Buildings were progressing on schedule, and he said they still estimate that the project will be completed and open by summer of 2023. He also said he had noticed that the work on the parking garage across the street was moving forward too.

Next, downtown property owner, Jack Folsom reported on restoration work on buildings that he owns. He told the group that his work on 118 S 1st Street is continuing and that he hopes to have the building ready to be occupied by Lenna Lane Boutique within a month or two. He said his contractors had been working on plumbing, electrical, and HVAC work. Then, he introduced his tenant, Erik Estrada, who owns Chupacabra Strength & Conditioning (Gym) at 201 S Main Street. Mr. Estrada told the committee that their tenant improvements are moving forward and that he hopes to have interior work such as installation of new bathrooms and showers, installation of gym equipment, and exterior painting, completed within a few weeks, and he said he hopes to open for business by August or September.

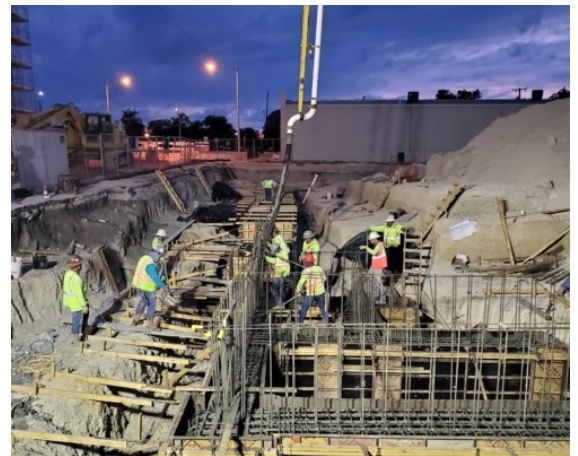
Committee members also noted that they have seen progress on the construction work at the new Bird Creek Brewing at 8 S 4th Street. Also, property owner, Patrick Guillen, told the committee that he had received his building permit for the City Eats Food Hall project, and that he expects to restart that restoration project soon. Members also noted that the tenant improvements at Weird Doughs Bakery & Café at 11 North 6th Street were continuing and they hoped to see this business open soon.

Lindsey Blackwell of Black Axe Company told the committee that Bill Mulholland is currently working on the flooring and installing recreational axe-throwing lanes at his new restaurant, 'The Smokehouse' at 9 N Main Street. She also said that they are still working to secure building permits for other parts of their tenant improvements.

Finally, the committee briefly discussed items they would like to see on future agendas. Members asked if it would be possible to receive regular reports on downtown construction-related street closures. City of Temple Communications & Public Relations Manager, Kiara Nolan, introduced herself to the group and said she would be happy to provide such reports to the committee in the future. Also, committee members asked if the committee could receive a report on the Express Employment Professionals building restoration project – and possibly a tour of those building improvements. Everyone agreed that we will work to add these items to future agendas.



A recent image of the Arcadia Theater with the Hawn Hotel in the background



Workers are making good progress on construction of the 4th Street parking garage

Organization

Committee Works on Annual Goals and Annual Report

The Main Street Organization Committee met on July 7th and discussed several issues.

The First issue on the agenda was a report on community outreach efforts, to recruit people to volunteer and participate in Main street program activities. Main Street Manager, Dan Kelleher, told the committee that he had stopped to visit the cigar shop at Adams and 9th Street because he had noticed a sign saying the shop was under new management. He said he met the new owners, Eddie and Rachel Hale, and that they indicated they were quite interested in participating in downtown community events, especially First Friday.

The next issue discussed by the committee was a report about an upcoming meeting of Main Street Managers and other downtown improvement staffers from around the Central Texas region. These downtown managers were scheduled to meet in Temple on Friday, July 15th at Mexiko Café. Later, about a week after the Organization Committee meeting, this regional meeting took place, and as part of the meeting, downtown managers went on a tour of downtown Temple construction sites so they could see first-hand how Temple is making impressive public and private improvements to its downtown.

Next, the committee heard an update on the public display of the Temple Community Treasures Photo and Painting Exhibit. Mr. Kelleher told the committee that this exhibit of photos and paintings of historic buildings in Temple had completed its run at the Czech Heritage Museum, and has been moved to the Bell County Museum where it will be on display during July and August.

The next issue on the committee's agenda was continuing preparatory work on the Texas Main Street Program 6-Standard Report. This month, the committee focused it's attention on 'Standard III: Diverse Funding and Sustainable Program Operations'. Mr. Kelleher led the group through a description of each of the key indicators for Standard III, and answered questions the committee had regarding these indicators. He then asked them to review the indicators and offer any suggested changes they might have, either at the committee meeting or later. He explained that we will continue to focus on one standard per month, sharing this same information with the full Main Street Advisory Board each month, until November, when we will ask for approval of all six standards, together with the key indicators and scoring for each standard. He explained that in this way, both the committee and the full Board will have plenty of opportunity to offer any suggested changes they may have to the final document.

The next issue on the agenda was further review by the committee of the Main Street Program 2022-2023 goals and work plan. Again, Mr. Kelleher led the group through a draft list of the 2022-2023 program goals and he asked the committee to review the goals and let him know if they felt there were any goals that needed to be added, removed or changed. He also explained that these goals will be an important component related to Standard IV in the 6-Standard report that we will focus on next month, and he explained that we would continue to bring the draft 2022-2023 program goals back to the Organization Committee each month, while also sharing this same information each month with the full Main Street Advisory Board, until November, when we will ask for approval of these goals and the work plan, and he said that again, in this way, both the committee and the full Board will have plenty of opportunity to offer any suggested changes they may have to the final document.

Next, the committee discussed early planning for the installation of Fall décor that will need to be put out in mid-September. Several committee members offered to assist Main street staffers, Dan Kelleher and Ayanna Batchand-Rowe with this installation of fall decorations.

Committee Members Share Information about Upcoming Events

[Continued from page 9] Next, Tita Charleston shared with the committee that her organization, the Order of the Eastern Stars, would have its annual fundraiser banquet on September 17, from 6 – 10 PM, at her event venue: Total Elegance Creations.

Then, Susan Sterle told the committee about how the Professional Artists of Central Texas, of which she is a member, currently has art exhibit on display at the Howard Gallery at the Cultural Activities Center (CAC). Ms. Sterle also told the committee that the Outdoor Painters Society would have an Associate Members Show & Sale at the CAC from August 5 – September 12.

Then, Susan Chandler told the committee that this month's Czech Film Night movie would be 'Milada', which is a film is about a woman who bravely stood-up for her convictions when she was prosecuted in a Communist show trial in 1950. Also, Ms. Chandler told the group that her museum was making good progress preparing a retail space in the museum for a Giftshop, and that she hoped it would be open soon.

Finally, Brandi Miller, co-owner of Chupacabra Strength and Conditioning, introduced herself to the committee. She told the committee about her gym's concept and about it's group-training approach, and she said they hope to be open for business by September.

The Temple Main Street Advisory Board

Who we are and what we stand for:

The Temple Main Street Advisory Board is a Board that is appointed by the Temple City Council and operates under the authority of the City of Temple. Members of the Board receive staff support from the Main Street Program office of the Temple Planning and Development Department.

Our Vision Statement

The Temple Main Street Program envisions a thriving future in which downtown Temple bridges the past and future. We aspire for downtown Temple to be an attractive destination in the heart of central Texas where both locals and visitors can live, eat, work, shop and play.

Our Mission Statement

The Temple Main Street Program engages in public and private partnerships to revitalize and encourage reinvestment, enhance cultural diversity, and preserve the historic integrity of the historic Main Street District. We also strive to develop tourism and to recruit and retain businesses through the Main Street approach, in order to provide a solid economic base for Temple.

Our Statement of Core Values

Leadership and Transparency

The Temple Main Street Program provides leadership to bring a vision of growth and progress to the community with integrity and transparency.

Teamwork

The Temple Main Street Program works as a team and has a commitment to promote a common vision. We encourage downtown stake holders to work together and we support each other in everything we do.

Communication

The Temple Main Street Program is committed to spreading the good news about our impressive downtown revitalization throughout our community.