

Main Street Program

A Report on Recent and Upcoming Downtown Happenings

Main Street Program Report - June 2022

Temple Parks Dept. to Bring 'Hot Summer Sounds' to Santa Fe Plaza

Summer is here and the 'Hot Summer Sounds' concert series has returned to downtown Temple! On Friday, July 22, the Hair Metal Giants will perform a live concert on the Santa Fe Plaza stage, and on Friday, July 29, the American Merit Band will perform live at that same venue.

Both concerts will be held from 7:30-9:30 PM, and both concerts will be sponsored by the Baylor Scott & White Health Plan. So grab your lawn chairs, pack a picnic basket, and enjoy a relaxing evening in the park with your friends and family. Food vendors will be on-hand for the event, and event organizers ask that guests please do not bring any glass containers.



The 'Hair Metal Giants' will perform live concert on the Santa Fe Plaza stage on Friday evening, July 22

National Food Truck Day Will Feature Live Music at 'The Yard' Food Truck Plaza on Friday, June 24th



Come hungry and help celebrate National Food Truck Day on June 24th. This year National Food Truck Day is back and bigger than ever. This special event takes place at The Yard Food Truck Plaza and will be a celebration you won't want to miss. Enjoy axe throwing, live music from Astron 55, yard games, and delicious food that will satisfy every craving. Don't these amazing food trucks : Chock Full of Cheese, 808 Island Grindz, Taqueria Mi Lindo Nayaret, Mama Lama Mobile Kitchen, Cupcake Ave and Tasties Snow Cones!

Coming up this month

Fri. July 1 - 'First Friday' including merchant discounts, live music, happy-hour specials, and street-fair block-parties with vendor booths

Sat. July 2 - 'All-Star Family Day' at the Temple Railroad & Heritage Museum focusing on Baseball

Sat. July 2 & 6- 'Coyotes FC' minor league soccer home game at Woodson Field at 670 W Elm Ave.

Sat. July 9 - TSBC Summer Market & Food Truck Frenzy in the City Hall Parking Lot

Sat. July 9 - Opening day of the new exhibit at the Temple Railroad & Heritage Museum: *'¡Pleibol! In the Barrios and the Big Leagues'*,

Fri. July 16 – Academie Musique of Central Texas's production of, *'Junie B Jones, Jr.'* the musical, at 2 PM & 7 PM at the CAC

Fri. July 22 – The Hair Metal Giants, will perform a live concert at Santa Fe Plaza at 7:30 PM

Wed. July 27 & 28 - 'Through My Eyes' Photo Exhibit from 6 to 8 PM at The Loft, 7 S 2nd Street

Fri. July 29 - 'Puppets Alive! Storytelling with Props and Puppets' at the Temple Children's Museum, 11 N 4th St. Children will use puppets to retell popular traditional stories, 9:00 - 11:30 AM.

Fri. July 29 – Two Academie Musique of Central Texas Concerts at Christ Episcopal Church:

- Orchestra Showcase Concert at 2:00 PM
- Chamber Music Showcase Concert. at 2:45PM

Fri. July 29 – American Merit Band will perform

Promotion

Committee Hears of New Downtown Minor League Sports Team

The Main Street Promotion Committee met on June 6th and discussed several important issues.

First, committee members noted that their next regular meeting would fall on July 4th. The group decided to reschedule their next meeting to July 11th in order to avoid a conflict with the national holiday. Also, the group decided to change the location of the meeting to Precious Memories Florist and Gifts – Downtown at 17 N 2nd Street. Everyone agreed to these changes.

Next, the committee heard a report from Coyotes FC General Manager, Manuel Velasquez. He gave the committee a brief history of the Coyotes FC minor league soccer team. He said that Coyotes FC is part of the National Premier Soccer League which has approximately 96 teams. He added that Coyotes FC is the first semi-professional soccer team in Central Texas and it is affiliated with the major league team: Austin FC. He told the committee that the team plays for 12 weeks in the summer, from April through August, and that he and his team are looking forward to forming a partnership with the downtown community. Committee members noted that Coyotes FC plays its games at Woodson Field, which is located within the boundaries of downtown Temple, so the team is already an important downtown stake holder.



Photo by Jason Deckman

The Coyotes FC minor league soccer team plays its home games at Woodson Field in downtown Temple

The next issue discussed by the committee was a report on downtown activities that had happened over the preceding weekend.

JD McBride told the group that on Friday, June 3rd, Fire Base Brewery had its normal First Friday block party with a food truck and live music. Also, Tita Charleston said that Total Elegance Creations had a Juke-Joint-themed fish fry fundraiser on First Friday, with live music. Samantha Sheppard said that Corky's and Tour Temple held a First Friday 90s Night and late-night Karaoke; and Marquita Frank said that J & M's Dogs and Paninis had a First Friday Trivia Night.

Also, Emilie Wright said that Ras Kitchen staged its one-year anniversary ribbon-cutting ceremony as part of their First Friday festivities.



Emilie Wright, center left, and Norris Barr, aka 'Chef Ras', center right, cut a ribbon to mark the 1st anniversary in business of Ras Kitchen restaurant

Temple Railroad & Heritage Museum's Family-Oriented Events and Exhibits Impress Guests

[Continued from page 2] Next, Museum Curator Angela Martin told the committee that 200 people attended the 'Beat the Heat Family Day' at the Temple Railroad & Heritage Museum on Saturday, June 4th. She said that the children who attended the event and their parents enjoyed fun kids crafts and a live show by the Baila Pacifica dancers.

Next there was a discussion about upcoming First Fridays. The theme for the First Friday on July 1st will be Independence Day Weekend, Patriotism & Red, White & Blue; and the theme for the First Friday on August 5th will be: 'Summer Sizzle'.

Committee members also noted that on Friday, August 5th, the Temple Chamber of Commerce will stage a summer festival called: 'Summer Seltzer', and that the event would feature, live music, vendor booths, and food trucks, and it would run from 6:00 to 9:30 PM at the Santa Fe Plaza.



Photos by Christopher Winston

The Baila Pacifica dancers performed a live show at the 'Beat the Heat Family Day' at the Railroad & Heritage Museum

Next on the Promotion Committee agenda was a report on the activities of the Temple Small Business Coalition (TSBC) and on the following weekend's Downtown Summer Market and Food Truck Frenzy on July 9. JD McBride told the committee that the event would run from 9:00 AM to 2:00 PM, and that over 40 vendors had already registered. He said the event would feature live music, a petting zoo, and an ax throwing.

Next on the agenda was a report on the activities of the Temple Railroad & Heritage Museum. Ms. Martin told the committee that the next big event at the museum will be 'All-Star Family Day', that will feature a baseball theme. Also, she said the museum's next featured exhibit will be "¡Pleibol! In the Barrios and the Big Leagues". This exhibit will run from July 9 – October 8.

¡Pleibol!

In the Barrios and the Big Leagues

En los barrios y las grandes ligas

Smithsonian

Courtesy of La Vida Baseball

'Aston+55' Band to Perform Live Show on National Food Truck Day

[Continued from page 3] This bilingual exhibition (Spanish and English), was organized by the Smithsonian Institution Traveling Exhibition Service in collaboration with the National Museum of American History. The exhibition received generous support from the Cordoba Corporation and Linda Alvarado, and federal support from the Latino Initiatives Pool, administered by the Smithsonian Latino Center.

"¡Pleibol!" captures the excitement of the game, from community baseball teams to the Major League, highlighting how the game can bring people together regardless of race, class, and gender. It features reproductions of historic and personal photographs, and graphic elements as well as a short bilingual video produced by "La Vida Baseball" team at TeamWorks Media.

QR codes throughout the exhibition will provide visitors with more information on relevant objects, included in a virtual gallery developed as part of the 3D digitization project in collaboration with the Smithsonian Latino Center and the Smithsonian Digitization Program Office.

The exhibition was made possible through close collaborations with over 30 partners in 14 states, Washington, DC and Puerto Rico to help bring visibility to Latino community histories through baseball. Smithsonian curators collaborated with partners and local communities across the country to document and preserve baseball stories at the heart of Latino communities. The exhibition will be on tour through 2025, and we are delighted that it will be on display at the Railroad & Heritage Museum in Temple, Texas!

The next issue taken up by the Promotion Committee was a report on recent and upcoming downtown activities of Temple Parks & Rec. Department. Parks Dept. Program Coordinators Amanda Weckbacher and Chelsea Butler reported that the Hot Summer Sounds music series would feature two live concerts at Santa Fe Plaza in July. The 'Hair Metal Giants' will perform a live concert



'Aston+55' will perform live at 'The Yard' on National Food Truck Day

on July 22, and the 'American Merit' band will perform a live concert on July 29. Also, they reported that on the evening of Friday, June 24th, they would celebrate National Food Truck Day at 'The Yard' Food Truck Plaza with live music by the band 'Aston+55' and a recreational axe throwing trailer.

Next, the committee discussed expanding downtown programming activities to the 3rd and 4th weekends of each month. These weekends do not currently feature regularly-scheduled entertainment or activities that stimulate downtown business. The group discussed the future establishment of a 'Downtown Trade Day' on the 4th Saturday of each month, and the possible establishment of a regular series of music programming at The Yard Food Truck Plaza that might be funded by the food truck owners themselves on the 3rd Saturday of each month. The 1st and 2nd weekends of each month already feature regularly-scheduled live entertainment and other activities that attract customers and stimulate downtown business.

Promotion

Thirsty Thursday Pub Crawl to Promote Downtown Bars

[Continued from page 4] Next on the agenda was a report on the establishment of a 'Thirsty Third Thursday Pub Crawl'. Samantha Shepherd told the committee that she would coordinate with all downtown bars and restaurants that might want to participate in this pub crawl. She also said that each month the pub crawl would have a different theme, and that it would be a ticketed event in which participants would pre-pay for bundle of beverage tickets that would be honored during the pub crawl at participating bars and restaurants. She added that participating establishments will be reimbursed for the beverages they offer on the crawl from ticket sales revenue.



Next on the agenda was a presentation and preview of a downtown website and extranet training that would take place on June 21. Sennett Farias gave the committee a walk-through of the new Discover Temple website and description of how downtown businesses will be able to control their own listings on that website. She explained that there would be a training session available on the Zoom platform on June 21 at 9 AM, and she said she would follow-up by sending out an email with further information about this training.

Next on the agenda was a report on upcoming events at the Czech Heritage Museum A.G.C. Dan Kelleher showed the group some images of the opening reception of the Temple Community Treasures Visual Arts Exhibit that was held on May 20th. Also, committee members noted that the museum's 2nd Tuesday Czech Movie Night would be held on Tuesday, June 14th at the Beltonian Theater..

The next issue discussed by the committee was a report on the activities at the Temple Children's Museum. Selease Thompson reported that the museum has updated hours and will host several Summer Camps this summer. She said people could keep up on the fun activities offered at the museum by monitoring the museum's Facebook page and the museum's web site at <https://www.templechildrensmuseum.org>. Also, Ms. Thompson said the museum would host a speaker series starting September 29th, and that the first speaker in this series will be Kathryn Childers, who was one of the first five women hired as a special agent in the US Secret Service. Also, Ms. Thompson told the group that the Yuletide Tour fundraiser for the museum would be held on November 11 – 13, and that advertising opportunities on this tour would be available.

Economic Vitality

Committee Changes Meeting Schedule Due to Upcoming Holiday

The Main Street Economic Vitality Committee met on June 7th and discussed a number of issues.

The first issue discussed was a proposed change to the meeting schedule for this committee in July. Committee members noted that Workforce Solutions would be closed for the holiday on July 5, which had previously been the scheduled date of the next meeting of the Economic Vitality Committee. Main Street Manager, Dan Kelleher, suggested that the committee move its meeting to Tuesday, July 12 and everyone agreed.

The group also briefly discussed the possibility of changing the venue of this committee meeting. Tita Charleston suggested that her business, Total Elegance Creations, could be a good host venue for this committee. Members suggested that we consider Ms. Charleston's proposal and schedule a tour of Total Elegance Creations after an upcoming meeting of the committee.



Economic Vitality

'Imagine the Possibilities Tour' Helped with Downtown Business Recruitment

[Continued from Page 5] The next item on the committee agenda was an open discuss about downtown business recruitment. The group started this discussion with a review of the recently held Imagine the Possibilities Tour. The Tour was a simultaneous series of two dozen open house receptions at which downtown property owners showcased their buildings that are being rehabbed and/or that are available for sale or for lease. Amber Hinkson and Amanda Hill, of Weird Doughs Café & Bakery told the group that they had finalized their decision to open a business in downtown Temple after attending last year's Imagine the Possibilities Tour. Other committee members said they were aware of several prospective new downtown business-people who attended this year's event.



The Main Street Economic Vitality Committee met on Tuesday, June 7th

The group then continued their brainstorming discussion about prospective new downtown businesses and about spaces available to rent or buy. Daniela Rodriguez of Turner Behringer Real Estate told the group about their new tenant for the ground floor of the Hawn Hotel. She said that Union Crossing Food Hall will set up business on the first floor of the Hawn Hotel, and that the business is scheduled to open in Summer 2023. She said that the food hall has already signed four sub-vendors.

Ms. Rodriguez also told the committee that the other retail building they are restoring, the Sears building, would accommodate four ground-floor retail spaces and she said she welcomed inquiries from prospective retail tenants. She also mentioned that if you include new apartments being developed at both the Hawn Hotel and Sears Building, they would add 57 apartment units on upper floors.

There were several reports about several new downtown businesses that are in various stages of development or opening. Gloria Ivy of 'Glory Days Shoe Shine Shop', for example, was present at the meeting, and she told the group that her shoe-shine business is now open at 5 West Avenue B. She said that she would be open on Mondays, Wednesdays, and Fridays, and that she could clean and polish any type of boot or shoe. She added that the cost would be between \$7 and \$10, and she said that if she is ever absent from her shop when customers arrive, they can drop off their shoes with one of the employees at Relics Antiques and she will have them shined and returned within a day or two.



Glory Days Shoe Shine Shop

Economic Vitality

Committee Discusses New Downtown Businesses Opening Soon

[Continued from page 6] Next, Jack Folsom reported that Chupacabra Strength & Conditioning (Gym) has now occupied 201 South Main Street, but he said he wasn't sure when they would open for business.

Then, Bill Mulholland said that his tenant improvements are continuing at the Smokehouse restaurant located at 9 N Main Street, and that he still hopes to be open by the end of summer.

Also, Blaine Walker told the committee that his business, Bliss Peanut Butter Candy Company, has been very successful lately, and he told the group that he is interested in leasing the commercial space at the base of the Kyle Hotel at 111 North Main Street. Mr. Walker said he toured the space during the Imagine the Possibilities Tour and that he would like to open a combination retail candy store, wholesale candy outlet, a wine and beer tasting room, and also offer spaces for sub-vendors at that location.

Next, Jack Folsom reported that the tenant improvement work for Lenna Lane Boutique at 118 S 1st Street is progressing and that he hoped that business could open within a few months.

Then, Leah Goates of Wreck Center and Art Department said she hopes to get her building permit soon, and to complete her tenant improvements at 14-16 S 4th Street within about 3-months from the time she receives her permit.

Next, Amanda Hill, co-owner of Weird Doughs Bakery & Café at 11 North 6th Street, told the committee that they are currently installing their ceiling and walls and that they hope to open within a few months.



Peanut Butter Bliss candy company is considering opening a shop in downtown Temple

Also, Main Street Manager, Dan Kelleher, informed the committee that a new and exciting business may be coming to the old L & M Electronics Building at 217 N Main Street. He said he was not yet able to reveal details, but that a business involving recreation, sports, food, and beverages may come soon to that space.

Finally, Temple Economic Development Corporation's Director of Marketing & Communications, Amanda Carlson, told the committee that they should be encouraged to know that there are five large active projects being recruited to Temple at this time, but that she is not at liberty to discuss them until they have been formally announced. She was able to share a handout with several projects that had been announced recently, including the HEB distribution center expansion and the West Penn Manufacturing project. Although these projects will not be located in downtown Temple, they will positively affect our overall economy.

Ms. Carlson also shared City of Temple information such as the city's economic overview, our local demographics, and our local business characteristics. Ms. Carlson also informed the committee that KPA Engineering takes monthly drone footage of current economic development projects for the EDC's Facebook page, and that anyone can view these video progress reports at <https://templeedc.com/>

Next, there was an open discussion about any businesses that might be struggling and how we might assist them. Bill Mulholland said he thought some businesses struggle due to insufficient downtown lighting.

Economic Vitality

Committee Discusses the Status of Downtown Construction Projects

[Continued from page 7] At the end of the meeting, Amanda Hill of Weird Doughs Café & Bakery asked if anyone knew who owned the building next to their building on 6th Street. Dan Kelleher told Amanda he would look-up that information and send it to her.

Design

Committee Reviews Design Service Requests and New Crosswalk

The Main Street Design Committee met on June 8th and discussed several issues.

First, they discussed the status of several requests for Texas Main Street Program (TMSP) design assistance. First, Stephanie Harris recently approached the City with a request for a design report for her building at 311 S MLK Drive.

She wants to restore it as a mixed use building with both residential and retail uses. Main Street Manager, Dan Kelleher, and Senior Planner, Kelly Atkinson, submitted the completed design service request application for this property and they expect to receive a completed design service report for this property by August.

Also, Mr. Kelleher reported that the design service request application for 315 N 3rd Street



311 S Martin Luther King Drive

was completed and ready to submit, but he said he is holding off on this submission until the property owner who requested this service has closed on her purchase of the property. In addition, Kelleher reported that he had spoken with the owner of the donut shop at 3 S 25th Street about the possibility of obtaining a free TMSP design service report for the property, and then making façade improvements to the property, possibly with the financial support of a SIZ grant. He said the property owner told him he would seriously consider it.

The next issue discussed by the committee was the fact that the city had recently received a grant to upgrade the crosswalk from the city hall parking lot across Central Avenue to S 1st Street. Committee members asked if it might be possible to have Senior Planner, Jason Deckman, attend the next meeting of the Design Committee to discuss the type of crossing that would be installed and the estimated time for completion of the project. Dan Kelleher told the group he would check on Mr. Deckman's availability to provide the committee with a project update



Members of the Design Committee asked if Sr Planner Jason Deckman could brief them soon on the scope of the new pedestrian crossing project to be installed at the corner of S 1st Street and Central Avenue

Committee Hears Updates on Downtown Construction Projects

[Continued from page 8] The next issue discussed by the committee was a series of reports on the status of private construction and redevelopment projects in downtown temple McKenzie Wilby of MRB Group told the committee that the window installation on the top floor of Central Plaza had started and that there were several components of the interior construction that would be delayed until this installation was completed.

Next, Josh Barrett of the Turner Behringer Company told the committee that all work on his company's restoration of the Hawn Hotel, Arcadia Theater and Sears Building is progressing on schedule. He added that they still estimate that these three projects will be completed by summer of 2023.

Next, Jack Folsom told the committee that he is making good progress on the tenant improvements at for Lenna Lane Boutique at 118 S 1st Street. He explained that there is still plumbing and electrical work that needs to be completed before it will be ready to occupy. Tyler Price told the committee that his wife, Adi Price, would occupy half of the space in this building, and that the other side of the building would soon be available for lease.

Mr. Folsom also told the group that Chupacabra Strength & Conditioning (Gym) has taken possession of 201 South Main Street, but that he did not yet know when they would open for business. He also said that 'Glory Days Shoe Shine' has opened in his building at 5 W Avenue B, and he said that 202 South Main is now the new home of Relics Antiques, and that 204 South Main is now available for lease.



*Window installation at Central Plaza is now underway.
The windows on the top two floors of the building are now in.*

The next project update that the committee received was from Businesswoman Leah Goates. She said she was close to getting her building permits approved for the tenant improvements she plans to make for her new business: the Wreck Center & Art Department. She that after her construction permits are secured there will be 3-4 months of construction need to complete her improvements and open for business.

After that report, committee members noted that a lot of progress appears to have been made on the tenant improvements at The Smokehouse Restaurant at 9 N Main Street, and that there were some exciting prospective new businesses interested in possibly restoring and moving in to buildings at 3-5 S 2nd Street, and at 217 N Main Street. However, the names of these prospective businesses have not been released.

Tenant Improvements Progressing at Weird Doughs Café & Bakery

[Continued from page 9]

The next issue discussed by the Committee was a construction status update from Amanda Hill, who is the co-owner of Weird Doughs Bakery & Café at 11 North 6th Street. She told the committee that they are currently installing the interior ceiling and walls and that they expect to be open within a few months.

The next item on the committee's agenda was a report from Transform Temple. Chad Parson, Assistant Director of Transform Temple, gave the committee a briefing on some of the types of maintenance and clean-up work his team undertakes in downtown Temple, and he also told the committee that he had two job vacancies that he was now working on getting filled.

Next, the group discussed the recent opening reception for the public display of the Temple Community Treasures Photo and Painting Exhibit on May 20th at the Czech Heritage Museum AGC. This exhibit, focuses on historic buildings in Temple, and Dan Kelleher referred the committee to photos of the event in the agenda packet. He said that there was a good turnout for the reception and he thanked Mr. James Fertsch for his company's sponsorship of the photo and painting contests.

Finally the group discussed the recent Imagine the Possibilities Tour that included 26 simultaneous open house receptions on the evening of May 25th. Hundreds of people attended the event and the event provided a chance for the general public to visit downtown Temple and to learn first hand about the exciting transformation our downtown is undergoing.



Involvement from the whole family is enabling the tenant improvements at Weird Doughs Café & Bakery to move forward at a rapid pace



Weird Doughs
Café and Bakery

Organization

Committee Talked of Recent Art Reception and Possibilities Tour

The Main Street Organization Committee met on June 9th and discussed several issues.

First, committee members discussed the recent reception they had organized at the Czech Heritage Museum, AGC on May 20th. The reception was a launch of the public display of the 'Temple Community Treasures Visual Arts Exhibit' that is comprised of all the entries in the recently completed historic buildings photo contest and painting contest. This event was part of our community observance of national preservation month and the purpose of preservation month is to draw the public's attention to the importance of preserving historic buildings. Several committee members said they were pleased with the event.

After that, the committee discussed the Imagine the Possibilities Tour they had staged on May 25th. This event too, was part of our community observance of national preservation month, and it entailed the simultaneous staging of 26 open house receptions at downtown buildings that were either being restored or rehabbed, or that were otherwise vacant and/or available for sale or lease.



There was a good turnout at the opening reception for the Temple Community Treasures Visual Arts Exhibit at the Czech Heritage Museum

Lots of downtown property owners showcased their current and future building improvements and businesses as part of the Imagine the Possibilities Tour



Organization

Committee Works on Planning for Imagine the Possibilities Tour

[Continued from page 11] The next issue the Organization Committee worked on was early preparation for the yearly self-evaluatory, 6-Standard Report that our Main Street organization is required to prepare and submit for Main Street certification. This month the committee reviewed our draft responses to dozens of questions regarding our organizational performance on Standard I, Broad-Based Community Commitment and Standard II, Active Leadership & Organizational Capacity. Committee members reviewed and discussed the draft responses and offered suggestions. They then also agreed to review the information further at their leisure and report back to the committee if they have any further questions, concerns or suggested changes to the draft text.

The next issue discussed by the committee was a review of the 2022-2023 goals of the Temple Main Street Program. The committee agreed to review the aligned goals that had been prepared by City staff and then to let them know if they had any suggested changes to the draft goals. Committee members also noted that they still have several months before these goals need to be finalized, so they agreed to take them home and review them further, and then continue this discussion at future meetings of the Organization Committee.

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 re-investment, 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.