

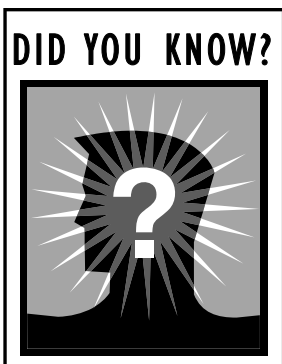
# MAIN STREET NEWS & VIEWS

Main Street Bowie - 201-A Walnut - Bowie, TX 76230 - 940-872-6246

Greetings!

This month's newsletter features the 15th Annual Allure of Light Lamp Show and Sale. Main Street Bowie is proud to co-host this annual event with our local Aladdin Knights lamp collectors. Hundreds of out-of-town visitors as well as area residents come to downtown Bowie each year for this unique special event. And while they are downtown, they also patronize our merchants!

April's "Did You Know" article provides a little background on the event. We hope to see you all there!



The Allure of Light Antique Lamp Show and Sale is fueled by the conservation and protection of antique lighting.

The Allure of Light is part of an international organization known as the Aladdin Knights of which there are some 6000 members. There are numerous regional meets and one national meet that is held each year. The Allure of Light Show and Sale is the only regional meet held

in Texas at this time and is considered to be one of the best. The show hosts numerous exhibitors of antique kerosene lamps from the tri-state area.

The Allure of Light Show began in Bowie 15 years ago and has grown tremendously. The first show hosted 6 exhibitors with 9 tables of antique lighting for the general public to view. Today the shows average about 32 exhibitors with about 45 tables of antique lamps each year. The show offers the public the opportunity to view hundreds of antique lamps of every shape and size, and there is no admission fee.

This show provides collectors as well as the general public the opportunity to buy, sell,

trade and swap antique lamps and parts as well as exchange information about the various forms of lighting.

This year's show will be held Saturday, April 11, 2009 in downtown Bowie, TX from 9:00 am to 4:00 pm at the Legend Bank Community Room at 307 N. Mason St. For more information call Bowie Main Street at 940-872-6246 or Terry Greenroy at 940 872-2639.

Article  
Courtesy of  
Kathy  
Greenroy



Inside this issue:	
TAKE A LOOK... Main Street Design Tips	2
MONEY MATTERS... Re-Evaluating Marketing Plans In A Tough Economy	3
UPCOMING BOWIE EVENTS	4

## MAIN STREET BOWIE NEEDS YOU!



If you are interested in helping with Main Street activities, we invite you to join one of our committees. Contact us at 872-6246 to help with:

- Design
- Promotions (Christmas Events, Tourism Marketing, Retail Promotions)
- Chicken & Bread Days
- Economic Development
- Friends of the Auditorium

## MAIN STREET NEWS & VIEWS

### MAIN STREET DESIGN TIPS

*A Monthly Message from Susan Campbell, Main Street Bowie Coordinator*

I often get asked, "What is the theme that the Main Street Program wants us to use on our downtown buildings?"

The answer is this. There is no "theme" in the way that people expect. Main Street design does not mean that we want every building downtown to have the same kind of sign, or matching awnings, or mirror image doors and windows. We are not trying to have an "Old West" look or a "Galleria" look or even a "Fredericksburg" look. What we are trying to have is a "Bowie" look.

What does that mean? Consider these two famous quotes...

**"To thine own self be true..."** (from Shakespeare's *Hamlet*)

**"Above all, do no harm..."** (from the *Hippocratic Oath*)

Being true to ourselves means looking at the distinctive features and characteristics of each individual building. We want to preserve and enhance those features whenever possible, not cover them up or remove them. That's one of the most basic Main Street design principles we want to instill.

Another basic "to thine own self be true" principle is authenticity.

The historic buildings we are fortunate to still have in downtown Bowie date from the late 1880's on through the 1940's. Those aren't the "Old West" days, so the buildings do not and should not look like an episode from *Gunsmoke!*

When it comes to our second quote, "Above all, do no harm", here are some basic Main Street design tips:

- Do not sandblast brick. Sandblasting eats away the hard, outer surface of the brick that protects your building from water and other elements.
- Think twice before you paint a brick building if it has never been painted. Once you paint a building, you have created an on-going maintenance issue for yourself. And if you, or the next owner, decide they want to go back to the natural brick, there is no guarantee that you can remove the paint without damaging the brick. You don't have to paint the entire surface of a building to add color to your storefront. In fact, Main Street design principles advise against this, and ask that you first consider colors for your existing window frames, your business sign or your awning or canopy.
- Use the gentlest means possible when you are cleaning your brick

building. Again, you don't want to damage the original protective surface of the brick. Low-pressure water washing usually works.

- Don't let water damage your building. Make sure your roof doesn't leak. Repair broken windows. Fix those leaky downspouts-- or put them back if they are missing! Repair crumbling mortar joints. Water is a building's worst enemy!
- Think about your building in context to its surroundings. A unique feature of a downtown building is that it is not a stand-alone creature. Your building is right next to another building. It is part of a neighborhood. When considering design improvements for your building, think about what impact—positive or negative—your project might have on your neighbors. You would want your neighbor to do the same for you!

As an official Main Street city, Bowie has access to free professional design consultation from the Texas Main Street staff. When we have several building owners desiring consultation, we can schedule a site visit from the Austin architects. With 30+ years of historic preservation and downtown training and experience, I am also here to help you explore your design options. Give us a call at 872-6246!

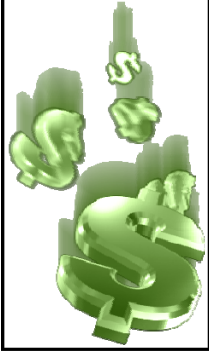
**TAKE A LOOK!**



**COMING NEXT  
MONTH IN MAIN  
STREET DESIGN  
TIPS...  
SIGN DESIGN**

## RE-EVALUATING MARKETING PLANS IN A TOUGH ECONOMY

### MONEY MATTERS



*This article appeared in the January 5-11, 2009 issue of the Fort Worth Business Press. Excerpts from the article are printed here.*

#### Re-Evaluating Marketing Plans in a Tough Economy

*By Mike Wille-president and CEO of Witherspoon Marketing Communications in Fort Worth*

You wouldn't be alone if your business were looking for ways to cut costs during the current economic downturn...

In times of economic hardship, it can be a knee-jerk reaction for companies to pull back their marketing budgets in an effort to preserve cash flow for business operating costs. While it is a noble effort, sometimes even preserving jobs for several months, it can come at a heavy price—lost momentum, lost awareness, lost demand for the company's goods and services. Not to mention, the lost revenue at a crucial time for the company. The result can be devastating, ensuring that the company loses whatever market share it already had. ...Frank Burkett, had a saying that a business that cuts its budget is like a business owner going out to the front and taking down his sign and only putting it up every now and then.

While it may seem counterintuitive, tough times can be the very best time for companies to increase their marketing budgets and capture market share that is surrendered by competitors that are pulling back. The difference between survival and failure will depend greatly on the

strength of a sustained well-planned, well-executed marketing campaign that reaches every audience (maybe employees most of all) with the right message...

Whether your company follows a business-to-consumer or business-to-business model, consider adjusting your marketing efforts to focus on the tangible value, or the strength of service, that your brand provides, not only to your customers but to all your audiences, Jim Stuart, a TCU adjunct professor, asks his class this question: "If your company didn't exist, what would the world be missing?" This helps people understand the real value of what they're doing and how to sell others on that point succinctly. Branding essentially says, "We promise to deliver such and such." Doing the right things, communicating the essence of the promise, is how to make the marketing investment go farther. So, rather than slashing your marketing budget, take time to develop a marketing plan that reveals value in the product that you are selling and reinforces the reasons why your brand is a better choice.

The old adage, it's not what you know, but who you know applies to your brand promise. If companies thought in terms of the relationships they build with all their audiences, and there are

many—not just customers and prospective customers—it would drive their communications, more economically and to the better effect. Ask these questions to help define the relationship and establish the challenge:

- Why are we communicating? (Why spend the money to advertise?);
- Who are we talking to? (Who are the audiences?);
- What do they believe? (What are the perceptions and misperceptions?);
- What do we want them to believe? (What's the best message to send?).

Good communications rely on compelling words and pictures and actions that an audience notices and trusts. Sounds simple, but it takes hard work and talent to execute.

Chances are your competitors will be pulling back. By remaining vigilant and staying the course, you will be leveraging a sluggish economy to your competitive advantage.



201 Walnut

Suite A

Bowie, TX 76230

Tel: 940-872-6246

Fax: 940-872-2260

[www.cityofbowietx.com](http://www.cityofbowietx.com)

## UPCOMING BOWIE EVENTS...

**April 2**-Chamber of Commerce Business After Hours-Prime Cut Steakhouse-5-7 pm

**April 4**- 2nd Annual Bowie Municipal Airport Open House Fly-In - 7 am to 5 pm

**April 11**-Allure of Light Lamp Show-Legend Bank Community Room-9 am-4 pm

**April 11 & 12**-Second Monday Trade Days

**April 16-18**-Bowie Swap Meet

**April 18**-Friends of the Bowie Animal Shelter's Poker Run/Car Show/Silent Auction

**April 18**-Raising the Spirit of NCTC Gospel Concert-BJH Auditorium

**May**-National Preservation Month

**May 4**-Main Street Bowie Board Meeting-Municipal Annex-6 pm

**May 9 & 10**-Second Monday Trade Days

**May 15 & 16**-Free Trash Disposal Days - City of Bowie/IESI Transfer Station

**May 16**-"Bow-Wow Boogie" Fun Run benefitting the Bowie Animal Shelter



Thank you for reading. We hope you have enjoyed this month's newsletter and that it has been helpful.

If you have any suggestions for the following months, please let us know by email or give us a call.

Also, if you would like to receive this newsletter electronically via e-mail, please contact us with your e-mail address.

Contact:  
Erin Wimberly  
Administrative Assistant

[ewimberly@cityofbowietx.com](mailto:ewimberly@cityofbowietx.com)  
or 940-872-6246