

MAIN STREET NEWS & VIEWS

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

JANUARY 2010



COMMUNITY APPRECIATION DINNER & ANNUAL MEETING

You are invited to join Main Street Bowie on **January 25th from 6:00 to 8:00 p.m. at the Legend Bank Community Room** for its Community Appreciation Dinner and Annual Meeting. This annual event provides the opportunity to say thanks to Main Street's volunteers and sponsors, as well as to report to the community on downtown revitalization progress.

Officers and board members for 2010 will be elected at the meeting, and persons will be able to sign up to work on Main Street projects and committees. Main Street's annual Spirit Awards will also be presented.

Dinner will be served at the meeting. There is no fee, but reservations are necessary. Please RSVP to Main Street Bowie at 872-6246 by January 22nd.

THANK YOU, CHRISTMAS EVENT SPONSORS!

Main Street Bowie would like to offer an enormous thank you to all of the Christmas Events Sponsors! Santa and his helpers made photos with 265 smiling children. We had 38 spectacular entries in the parade. You made our 2009 downtown holiday activities the best ever!



Santa's House Sponsors

Edwards Collision
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Chicken Express
Enlow Real Estate Services
Tony Jones, DDS
Sharing the Love of Dolls
Texland Real Estate
Wise Electric Cooperative

Fantasy of Lights Christmas Parade Sponsors

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Trade City-Mark Shillingburg
American Hat Company
Charles Perry-Attorney at Law
Just Junkin'



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MAIN STREET NEWS & VIEWS

MAIN STREET DESIGN TIPS...DESIGN IMPROVEMENT GRANTS AVAILABLE

A Monthly Message from Susan Campbell, Main Street Bowie Coordinator

Main Street Bowie still has some funding in its Downtown Improvement Grant fund. Grants are limited to buildings within the Main Street Target Area (bounded by Montague, Sanders, Pecan and Cooper streets). The maximum grant amount for Fiscal Year 2009-2010 has been increased to \$2,000 per building. Grant funds awarded are to be matched, at a minimum, 1:2 by the building owner or authorized tenant. This means that for every \$1 spent by the owner or authorized person, Main Street will grant \$2, up to the \$2,000 maximum. In order to receive the maximum \$2,000 grant, an owner must spend at least \$1,000.



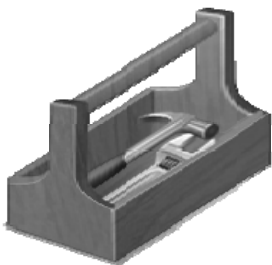
Grant money may be used for:

- Exterior building improvements, such as signs, awnings, window rehabilitation, brick or stucco repair, and exterior paint.
- Exterior or interior improvements that address building and/or fire code requirements. Examples include exit signs, doors, meter box relocation, water heater upgrades, and ADA compliance.

Please note that grants will not be awarded for work that has already been done. The Main Street Design Committee and staff must review and approve projects PRIOR to work starting in order to assure projects are in keeping with Texas and National Main Street design criteria.

Interested? Applications and guidelines are available at Main Street Bowie, 201-A Walnut, 872-6246.

JANUARY WORKSHOP DISCUSSES FIRE SAFETY FOR BUSINESSES



Business Tool Kit Topics will resume its monthly workshop schedule starting January 14th. Doug Page, Bowie Fire Chief and Fire Marshal, will be the speaker. He will discuss fire safety for businesses and the City of Bowie's annual fire inspections. Make sure to mark the date on your calendar.

Business Tool Kit Topics are sponsored by Main Street Bowie, the Bowie Economic Development Corporation and the Bowie Chamber of Commerce. Admission is free, and no reservations are required.

JANUARY'S WORKSHOP...Topic: Fire Safety for Businesses

Thursday, January 14, 2010 - 8:00-9:00 a.m. - Legend Bank Community Room - 307 N. Mason Street

CONGRATULATIONS TO FANTASY OF LIGHTS CHRISTMAS PARADE WINNERS!

Sweepstakes: Sanger Bank

1st Place Business: Bowie Auto Swap Meet

2nd Place Business: The Boss 95.5 FM

1st Place Non-Profit: Blake Allen & Piston Heads Auto Club

2nd Place Non-Profit: TNT Majorettes

1st Place Decorated Vehicle: Kyle Trae Caswell & Paw Paw's Twain

2nd Place Decorated Vehicle: Tom & Donna Ballew

1st Place Equestrian: Saint Jo Rodeo Princess (Riley Cabellero)

2nd Equestrian: Miss Jim Bowie Days (Ali Sanders) & Little Miss Jim Bowie Days (Hailey Martin)



SHOP LOCAL MOVEMENT PICKS UP STEAM IN MERRIMACK VALLEY

MONEY MATTERS



*Excerpt from a
December 13, 2009
article by
Bill Kirk, Writer-
The Eagle Tribune
North Andover, MA*

NORTH ANDOVER, MA — For years, the phrase "Think global, act local" has been associated with the environmental movement.

Activists proclaimed that if people helped the environment in their own backyards, they would in turn be helping the global environment. But a growing number of small retailers here and across the country are adapting a version of that phrase, trying to encourage people to shop and buy locally to help Main Street shopping districts survive and even thrive in an era of big-box megastores and sprawling suburban shopping malls.

In North Andover, a group of Main Street businesses has formed a merchants association, the first such organization in decades, with the aim of helping each other prosper by encouraging local shoppers to give their stores a chance. In Haverhill, some Wingate Street shop owners have taken it upon themselves to print marketing brochures that are being distributed in the lobbies of nearby apartment and condo complexes, alerting new residents to the shopping opportunities right outside their front doors.

And in Andover, several merchants have teamed up with a Route 114 gift shop owner to join a nationwide movement dubbed the "3/50 Project," which educates consumers about the power of their purchases. For example, if they buy of \$50 of merchandise at three different stores once a month, the ripple effect will make for healthier downtowns.

"People don't realize, if you don't spend money in your downtown, you won't have a downtown," said John Hugo, manager of the Andover Bookstore, part of a chain of three, family-owned shops located in Andover, Marblehead and Newburyport.

Along with the usual Chamber of Commerce effort to draw shoppers with the annual shoppers stroll and other downtown activities, one sector of the business district has taken a more aggressive approach. Pat Bruno, owner of Positive Images, a gift shop on Wingate Street, said there are a half-dozen specialty stores in what she calls a "little Soho" one street over from the main business thoroughfare of Washington Street that often get little notice.

This year, the owners of the stores — mostly galleries and high-end gift shops — got together and printed up a brochure that invites residents of the Cordovan, for example, to "wander over to Wingate." The brochure includes a small map and an invitation to "meet your neighbors, discover shops and services in your neighborhood.

"What we hear from our customers is that it's an experience to come here," Bruno said. "It's not just running into a dollar store. People come in and stay for an hour. They like the music, the smells, the light. We try to create an environment.

"We are trying to say, 'Use your neighborhood'. Jump off the train at night and know that you can pop in and get a card, or go downtown for coffee. Just wander around and shop."

(To read the entire article, go to: http://www.eagletribune.com/punews/local_story_346182528.html)

Check out our website for more information on Main Street Bowie goals and committee projects...www.mainstreetbowietx.com





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UPCOMING MAIN STREET EVENTS...

January 1 - City Offices/Main Street Office Closed for New Year's Day

January 6 - Red River Valley Tourism Association Meeting - 10:30 am-2:30 pm - Saint Jo

January 9-10 - Second Monday Trade Days - Pelham Park and Trade City

January 9 - Taking Down the Green - Downtown Bowie - 9 am - Meet at City Auditorium

January 9-10 - Second Monday Trade Days - Pelham Park & Trade City

January 14 - Business Tool Kit Topics: Fire Safety for Businesses - Legend Community Room - 8 am

January 25 - Main Street Annual Meeting and Community Appreciation Dinner - Legend Community Room - 6 pm

February 1 - Main Street Board Meeting - 5:30 pm - Main Street Office

February 6-7 - Second Monday Trade Days - Pelham Park & Trade City

February 20 - Exciting new fundraising event for the City Auditorium Revitalization Project...Details to follow soon!



Thank you for reading! We hope you have found this month's newsletter interesting and helpful.

If you have any suggestions for the following months, please let us know by e-mail 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.

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