



# Main Street News & Views Newsletter

What's Happening!

March 2009

## Dear Friends of Main Street,

A new year brings new beginnings, and this year we would like to introduce the Main Street Newsletter "Main Street News & Views". This will be a monthly newsletter sent by email-to those with email-and as hardcopy-to those without.

The purpose of this newsletter is to keep our downtown business area, volunteers and interested parties aware of things going on with the Main Street Bowie project. We hope this email will be informative each month. If you have any suggestions for topics, knowledge of upcoming events or just have something to say, email or call our office and we will try to include it. We think this will be a helpful tool for our Main Street area.

*The emails and addresses we have were gathered from the surveys we received from Main Street Businesses and from our partner organizations, and will only be used for our office's database purposes and for sending these emails-which are only handled by Main Street Bowie Staff. If you are receiving this as a hardcopy and would like to receive it in email form, please send your email address to ewimberly@cityofbowietx.com. Also, if you are receiving this via email but would rather have a hard copy, email or call our office and we will accommodate you.*

Thank you and happy reading,  
Gene Brown  
Main Street Board President 2009

## Meet Your Board!

### 2009 Board Members

**President:** Gene Brown

**V.P.:** Dwayne Enlow

**Sec/Tres.:** Lois Harris

**Staff:** Susan Campbell

**Staff:** Erin Wimberly

### **Directors:**

Donna Ballew

Marty Elmore

Greg Evans

Rex Hamilton

Jackie Lowrie

Agnes Matthews

Machelle Mills

Holli Morgan

Mary Owens

Dena Tomlinson

Mildred McCraw



Pictured L to R: Back Row-Dwayne Enlow, Gene Brown, Mildred McCraw, Marty Elmore, Lois Harris & Front Row-Jackie Lowrie, Mary Owens, Dena Tomlinson, Agnes Matthews

## In This Issue

Featured Article

Did You Know?

Money Matters

Did You See That?!

Upcoming Events

### Vision

Main Street Bowie's vision is a revitalized, active and historically preserved city with a healthy mix of retail, business, residential, civic, cultural and entertainment activities.

### Mission

Main Street Bowie's mission is to support and assist revitalization and historic preservation through community participation and collaborative partnerships to create a thriving Bowie, Texas.

The Main Street philosophy combines self-help economic development activities with historic preservation to revitalize communities and their central cores. In Bowie, this program is a partnership between the City of Bowie and the community-based Main Street Bowie organization. The City of Bowie provides resources for a staff person, as well as on-going operational expenses. The Main Street Bowie organization provides volunteer resources for the various committees, as well as funding for Main Street promotions, festivals and other special projects.

## Did You Know?



**Did you know...**There are federal tax credits for rehabilitating commercial buildings built before 1936. A tax credit lowers the amount of tax owed. In general, a dollar of tax credit reduces the amount of federal income tax owed by one dollar.

- The 20% rehabilitation tax credit equals 20% of the amount spent in a certified rehabilitation of a certified historic structure (a building listed on the National Register of Historic Places whose rehabilitation work is reviewed and approved prior to construction).
- The 10% rehabilitation tax credit equals 10% of the amount spent to rehabilitate a non-historic building (meaning not listed on the National Register of Historic Places) built before 1936.

None of the buildings in downtown Bowie are currently listed on the National Register of Historic Places, **so the 10% rehabilitation tax credit is available for downtown Bowie building rehabilitations.** The rehabilitation must be substantial, exceeding either \$5,000 or the adjusted basis of the property, whichever is greater. And the property must be depreciable. The 10% credit applies only to buildings rehabilitated for non-residential uses. The 10% tax credit must be claimed on IRS form 3468 for the tax year in which the rehabilitated building is placed in service. There is no formal review process for rehabilitations of non-historic buildings.

Call the Main Street Bowie office at 872-6246 for more information on the 10% tax credit, or ask your accountant to check it out for you!

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## Money Matters

The following are excerpts from an article entitled "Soft Economy Creates Hard Challenges for Some Communities" written by Andrea Dono for the National Trust for Historic Preservation's website. This article shares strategies to sustain and grow your business.

**Whole article can be found at:**

<http://www.preservationnation.org/main-street/soft-economy.html>

### Excerpts from the article:

Dover, N.H....Created a Shop Local campaign for \$450 that features an online business directory, downtown certificates, window decals, business events and website. Website creation was created by a local company. Most of their money was spent on printing window decals for businesses.

Fort Pierce, FL...A local restaurant created a "Recession Lunch Menu" with \$3.99 deals and new early-bird specials on their dinner "Depression Menu". Visitors to the Main Street program's website and the Sunrise Theater's website can link to menus for downtown restaurants

Southwest Detroit...Some businesses are adding delivery services to their business model and some eateries are now offering boxed lunch prep for business meetings.

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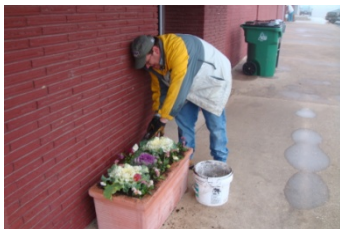
## Ten Things Retailers Can Do Now

By Rick Ferrell (<http://www.preservationnation.org/main-street/ten-things-retailers-can-do.html>)

- Be positive and your staff will be positive. Remember, the leader of a race sets the pace. A positive attitude could be the biggest difference between meeting your goals and not meeting your goals.
- Succeed one day at a time. You make your holiday (*or season*) by making your month (or six weeks). You make your month by making your week. You make your week by making your day. Focus on making your day by making your hour. (I won't go any further here or it will get silly, but the idea is to make the most optimum use of your time.)
- Maximize every customer opportunity. Focus on the needs of every single customer. Don't miss even one sale, because that one sale could be the difference in success or falling short.
- Try to greet everyone who comes in the store, and thank customers before they leave. You will stand out from the competition.
- Don't pre-judge what a customer is going to spend even if they have told you what they came to buy. ...shoppers will make impulsive purchases beyond what is on the "list."
- Focus on units per transaction. Once customers buy their main item, up-sell them on "stocking stuffers." ("Would you like a pair of socks to go with those shoes?")
- Also, if you have items to cluster by price-point, consider merchandising them that way, "Great Gift Ideas Under \$10."
- Encourage sales associates who have contact with customers to be better salespeople every single day. Reward them, if possible.
- If the purchase is for a gift card, include a note to the recipient that says: "Come see me personally when you want to use this" and sign it. And remember the recipient of the gift card is a fantastic "up-sell" opportunity because their purchase is being subsidized by the face value of the gift certificate.
- Customer service, customer service, and, oh yes, outstanding customer service!

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## Did You See That?!



### Downtown Beautification

Main Street and the Chamber Beautification Committee have been working together to fund and fill the planters around downtown Bowie. On a recent cold Monday morning, Carla Whitaker and Justin Walker replanted these with colors for winter. New crepe myrtle trees have also been planted by the Chamber of Commerce marquee. They will help bring beauty to our downtown area.

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## Upcoming Events:

- **March 2nd:** Main Street Bowie Board Meeting-Municipal Annex 6 p.m.
- March 6th, 7th & 8th: Second Monday Trade Days
- March 17th: St. Patrick's Day
- April 10th, 11th & 12th: Second Monday Trade Days
- April 11th: Allure of Light Antique Lamp Show-Legend Bank Community Room
- April 18th: NCTC Benefit Concert-Bowie Junior High Auditorium

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## Join Our Mailing List!

Call 872-6246 or send your request to [ewimberly@cityofbowietx.com](mailto:ewimberly@cityofbowietx.com).

Thank you very much and we hope you enjoy these newsletters. You are a valuable part of the Main Street Bowie Project and we thank you for your continued support.