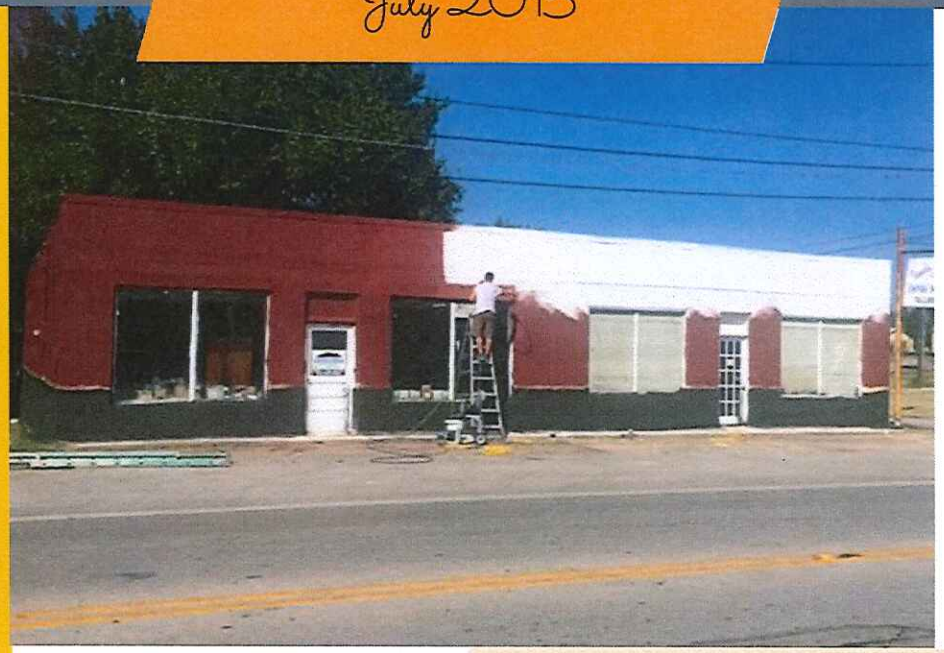
DOWNTOWN NEWSLETTER

July 2015

Facade Grant for Main Street Building Owners

The Caldwell Main Street Design Committee was given $15,000 from the Main Street 2015 budget to provide potential assistance to our building owners as they work to restore their historic storefronts. The grant is a reimbursement process that will occur after all work is complete. The funds are available for property owners and businesses (with property owner approval) and is distributed on a 50/50 match. There are two types of grants: a large (cont'd next column)



project facade grant where qualified applicants can obtain a 50% match up to $3000 and a paint only grant where qualified applicants can obtain a 50% match up to $1000. The grants are available for buildings in the Caldwell Main Street Area and the funding has been provided by the City of Caldwell. For more information on the facade grant program, please contact Michelle Mahfouz, our Main Street Manager, 979-567-3901.

Citizens State Bank 1925 - 2015 90th Anniversary

Citizens State Bank- Main Street Program Low Rate Loan

Another incentive that is available to the Caldwell Main Street Area building and business owners is a low rate loan program from Citizens State Bank. The bank has set aside one million dollars for renovations and repairs of businesses located in the downtown area. The loans are subject to credit approval and the renovations must be approved by the Caldwell Main Street Design Committee. For more information on the Citizens State Bank Main Street Program Loan, please contact Cody Novosad at 979-567-4646.

Citizens State Bank- Low Rate Caldwell Main Street Loan

DOWNTOWN NEWSLETTER

July 2015

Economic Development through Historic Preservation

Tourists love preserved or restored cities and historic districts. Historic rehabilitation can rebuild communities and, as a Main Street City, Caldwell has been given the tools to utilize preservation for economic development purposes. The city's goal is to get the Main Street Area into top physical shape while preserving the downtown's historic character and creating an appealing atmosphere through attention to all the visual elements of public and private buildings, storefronts, signs, facades and public spaces. Well maintained storefronts are one way to convey a positive message about the commercial district and what it has to offer.

2015 is the 175th anniversary of Caldwell becoming a city. One gift the city received is a facelift of the historical marker located on City Hall. Johnny Price, our City Administrator, repainted and sanded the marker in an effort to continue our focus on beautification.

The marker reads: City of Caldwell, Founded in 1840 by Lewis L. Chiles, A Veteran of Battle of San Jacinto. Named for Mathew "Old Paint" Caldwell, Indian fighter and signer of the Texas Declaration of Independence. This was County Seat, Milam County in 1845. Since 1846 County Seat of Burleson County. Home Burleson County Fair.

The Main Street Organization Committee is working on a "175th Birthday Celebration" to be held later this year.

Peggy Gaskamp Sanders- Advisory Board Chair

Meet Peggy Gaskamp Sanders!

Peggy is the Caldwell Main Street Advisory Board Chair. Her family came to Caldwell in 1833 and she has always had a passion for history and preservation. She is the owner of the Reeves-Womack Historical Home which was built in 1895. Her beautiful home is a Texas Historical Marker and is also listed with the National Trust. She graduated from Texas A&M University in 1978 with a Bachelor of Science in Range Science/Ranch Management. Peggy also has a love of horses and co-manages "The Bar T" Family Heritage Ranch. Her knowledge of historic preservation is instrumental in the success of the Main Street Program.

DOWNTOWN NEWSLETTER

July 2015

Hidden History

The Caldwell Main Street Promotions Committee has started a social media campaign called 'Hidden History Thursday'. The team will post a picture of a building or hidden treasure in the downtown area. The group's Facebook fans will have the opportunity to guess where in downtown Caldwell the picture was taken. The 'reveal' is given on Fridays!

One of our July "Hidden History" Facebook posts is in the top right corner. You might recognize it better with the help of these lyrics from a well-known commercial:

"You go Downtown, down on the square. You go Downtown, out in Caldwell. Just go Downtown, Hughes-Doonan is waiting for you!".

This was the location of the Hughes-Doonan Chevrolet Pontiac dealership. The building is now home to Towne Centre, consisting of numerous office spaces, Karen's Floral & Gifts, and soon to be, The Garden Spot ~ the newest restaurant in downtown that is set to open September 1st, where "all good things are homegrown and homemade!"

Mark your calendar!!!

Like us on Facebook: Main Street Caldwell. Follow us on Instagram: caldwelltxmainstreet

DOWNTOWN NEWSLETTER

July 2015

In the next issue:

Before and after pictures of our newly renovated buildings in the Caldwell Main Street Area.

Meet the Vice-Chair, Becky Schenk.

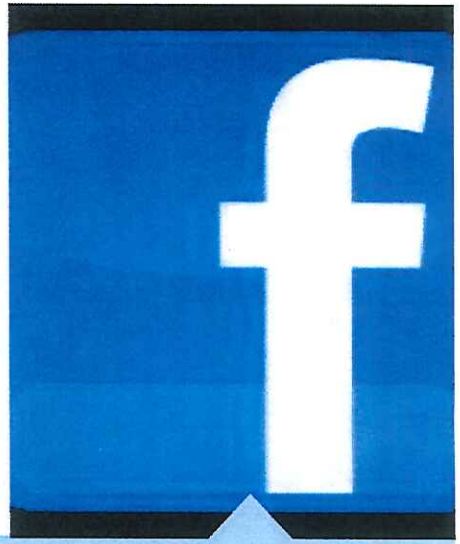
Like us on Facebook:
Main Street Caldwell

Follow us on Instagram:
caldwelltxmainstreet

A Texas Main Street City
Caldwell, Texas
Friendly as a Texas Smile

For more information about the Caldwell Main Street Program, if you would like to volunteer, or if you would like to open a business downtown, please contact:

Michelle Mahfouz
Caldwell Main Street Manager
107 S. Hill Street
Caldwell, Texas 77836
979-567-3901
mainstreet@caldwelltx.gov



Be in the know- weekly updates on Facebook