



# MAIN STREET *Now*

A CONFERENCE OF THE  
NATIONAL MAIN STREET CENTER

— DALLAS, TX —

MAY 18-20, 2020

## Field Sessions

### Sunday, May 17

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#### **Downtown Ennis “Rubble to Revitalization”**

***Sunday, 8am – 4pm | Cost: \$50 | Transportation: Bus***

Downtown Ennis, known for its popular Bluebonnet Trails Festival and National Polka Festival, is a charming eight-block National Register Commercial Historic district with late 19th century Romanesque architecture set within a grid of quiet streets. The downtown core has experienced many economic highs and lows – from a once thriving railroad and agriculture center in the early 20th century to a devastating tornado ripping through the center of town in 2013. The tornado would spark the creation of a Downtown Master Plan leading to today’s revitalization. Significant private and public sector investment is occurring. To date, nearly \$57 million has been invested or is programmed and appropriated to be invested. Attendees will hear about Strategic Discipline helping elected officials stay the course; maintaining a sense of urgency and focus to keep the program moving forward; financing redevelopment; creating the ‘Third Place’; and values associated with master planning for downtown. The day will include presentations from local leaders as well as walking tours. ***Wear comfortable shoes.***

#### **The Western Experience Wrapped up in Texas Mystique – The Fort Worth Stockyards**

***Sunday, 8:30am – 3:30pm | Cost: \$50 | Transportation: Bus***

Texas is big and so is its mystique. This program spotlights the rich and deep history of the Stockyards, a National Historic District. Between 1866 and 1890, drovers walked more than four million head of cattle through Fort Worth along the famous Chisholm Trail. As the cattle drives slowed down, the Fort Worth Stockyards were opened to buy and sell livestock from all over the country. During WWI, military officers came from Allied countries to purchase animals for the war effort, and it became the largest horse and mule market in the world. The city was branded “Cowtown” by larger, neighboring cities. Fort Worth wears this name as a badge of honor to this day, although most Stockyards regulars prefer the name “Wall Street of the West.” Visiting the Stockyards is a must-do for anyone coming to Texas. This tour will include a historical walking tour, a Fort Worth Herd demonstration by expert wranglers, and admission to the Texas Cowboy Hall of Fame. You’ll also get a prime spot to watch real Texas cowhands drive a herd of Texas longhorns down East Exchange Avenue within the Stockyards. The afternoon will feature lunch on your own in the district, with time to ‘spend your loot’ at the many unique shops in the district. Your new pair of cowboy boots is waiting! Although Billy Bob’s Texas, the Stockyards’ iconic honky-tonk with an

indoor rodeo arena, is not part of this tour, with a small cover charge, attendees can individually visit it during the on-your-own time.

### **Remaining Relevant: The Diversity of Denison**

***Sunday, 9am – 4:30pm | Cost: \$50 | Transportation: Bus***

Tour the Longest Main Street District in the State. From historic churches to new ways of doing retail, experience the diversity of Denison. Bringing the past into the present, Denison recently celebrated 30 years as a Main Street program. Named one of the original Texas Arts & Cultural Districts at approximately the same time, the economic downturn of 2008 hit the city. Learn how Denison rebounded and continues to grow. The largest public art collection available in our region is on display with individual art on each streetlamp banner. The owner of TRY-Incubator, housed in a 1900 building that was formerly part of a grocery chain, will share his business model and vision for providing unique dining experiences and business opportunities. Emerging restaurateurs can test their concept without a huge investment in this food hall atmosphere. Visit one with beer and wine on tap. You can also walk down the street to experience the state of Texas' first brewery (both a brewery and winery) and get a tour before tasting the products. Transforming upper stories into loft living while maintaining traditional services in downtowns, walkability allows a unique lifestyle for residents of all ages. Each has its own story. Experience different designs, whether it is created by the owner or a developer. Attendees will also visit the Eisenhower Birthplace, a state historic site, and the Red River Railroad Museum. Sunday brunch will be enjoyed at Rustico Mexican Restaurant that serves traditional cuisine from the Yucatán Peninsula to the Mexican Pacific Coast.

### **The Sixth Floor Museum at Dealey Plaza – The Legacy of JFK**

***Sunday, 9am – 12pm | Cost: \$50 (includes signed copy of "JFK's Final Hours in Texas: An Eyewitness Remembers") or \$30 without book | Transportation: Walking (.6 miles)***

John F. Kennedy, the 35th President of the United States, was assassinated in downtown Dallas on November 22, 1963, riding in an open-air presidential vehicle along with First Lady Jacqueline Kennedy, Texas Gov. John Connally, and Texas' First Lady Nellie Connally. Vice President Lyndon B. Johnson of Texas was in a vehicle behind the presidential motorcade. Later that day, following the assassination and prior to leaving Dallas, Johnson would be sworn in as the nation's 36th president. The Sixth Floor Museum at Dealey Plaza is located within the former Texas School Book Depository building that became the primary crime scene of the assassination when evidence of a sniper was found on the sixth floor. The Museum opened in 1989 and today more than 400,000 people visit annually. The presidency of JFK continues to influence many generations through his initiatives in civil rights, space exploration, the arts, and volunteerism. Registrants will be led as a group to the Museum (0.6 mile). Upon arriving, guests will be welcomed with an overview from museum staff of the history of the building, its impact on the activity of the area, and the events surrounding this momentous occasion in U.S. history. The Museum tour is self-guided and takes approximately 90 minutes. When attendees complete their tour, they can either return on their own to the Hyatt or walk the few blocks into the West End district for shopping and dining. Attendees purchasing the \$45 ticket will receive a signed copy of the book "JFK's Final Hours in Texas: An Eyewitness Remembers," written by Julian Read, husband of the late founder of the Texas Main Street Program,

Anice Read. Mr. Read was on Gov. Connally's staff and was present when the assassination occurred.

## **Dynamic Neighborhoods at Downtown's Edges**

***Sunday, 9:30am – 5:15pm | Cost: \$50 | Transportation: Bus***

This tour visits three vibrant neighborhoods at the edge of downtown Dallas' core: East Quarter, Deep Ellum, and the Cedars District. Known as 'auto row' in the 1920s, East Quarter is today once again a location for innovation, with historic automobile showrooms housing cutting-edge global technology companies. Deep Ellum's roots go back to 1873. It was one of Dallas' first commercial districts for African Americans and European immigrants. It has a claim to fame as a hotbed for arts and music, but was also the place where Henry Ford constructed one of his first automobile plants to assemble the Model T, and which was commissioned to assemble bombs during WWII. Today, Deep Ellum is known as the place where you go "to get your first tattoo, to see your favorite shows, to find your favorite drink, or to start a business." An on-your-own lunch will be enjoyed in the Deep Ellum district. The day will end at the Cedars district south of downtown. One of Dallas' oldest neighborhoods, Cedars was originally developed in the 1870s and was the center of Dallas' Jewish community. It is recognized today as a haven for artists and musicians. Prior to departing the Cedars to return to the Hyatt, participants will enjoy a visit to the well-known Four Corners Brewing Co.

## **The Tenth Street Historic District – Saving an Endangered Place**

***Sunday, 1pm – 4:30pm | Cost: \$30 | Transportation: Bus***

Since 1988, the National Trust has used its list of America's 11 Most Endangered Historic Places to raise awareness about the threats facing some of the nation's greatest treasures. Each year, the list sheds light on important examples of our nation's heritage that are at risk of destruction or irreparable damage. Over 300 places have been listed in its 32-year history, and in that time, fewer than 5 percent of listed sites have been lost. The 2019 list includes a diverse mix of historic places across America that face a range of challenges and threats, from climate change to inappropriate development to neglect and disuse. On this year's list is the Tenth Street Historic District in Dallas. A freedman's town settled by former slaves after the Civil War, Dallas' Tenth Street Historic District -- a local and National Register historic district -- includes a collection of vernacular buildings dating from the late 19th to early 20th century. A 2010 change to a local ordinance allowed the city to obtain demolition permits for houses less than 3,000 square feet without regard for Landmark Commission rulings, which is substantially increasing the rate of demolition. To date, at least 70 of the district's 260 homes have been demolished. Some important legal challenges to this local law have been filed. This field session will include a tour and panel discussion in the district featuring local residents, preservationists, and legal experts who have been intimately involved with the neighborhood. They will discuss the neighborhood's history and evolution, the legal challenges, and the community-led effort to save this extremely important historic district.

**Monday, May 18**

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## **From Mansions to Museums: The Stories, Visionaries, and Architecture of the Largest Urban Arts District in the Country**

***Monday, 9am – noon | Cost: \$30 | Transportation: Walking***

An exploration of a fascinating neighborhood in the heart of downtown Dallas, the Arts District Tour examines buildings and developments from the 1890's to the present day. The Dallas Arts District includes important historic and modern structures and places, including the Nasher Sculpture Center, the Dallas Museum of Art, Dallas ISD's Booker T. Washington arts magnet school, the Perot Museum of Nature and Science, and considerable public art. The district includes the work of four Pritzker Prize laureates, which honors contributions to the built environment. On the tour, you'll also learn about the visionaries at the center of the neighborhood's fascinating story. The Dallas Arts District is the largest urban arts district in the country, spread over 20 square blocks in 68 acres.

***Transportation info:*** *Transportation to the start and end points of this walking tour is not provided. Attendees should meet at 9:30 am at the ceremonial entrance to the Dallas Museum of Art, at Flora and Harwood streets, which is 1 mile from the host hotel. A conference volunteer will be available to coordinate walking together as a group from the hotel at 9am to the starting point for those who wish to do so. Participants are responsible for their own return to the hotel via walking, rideshare, the local efrog shuttle, or public transit.*

## **On a Mission – Parks for Downtown Dallas**

***Monday, 9am – 1pm | Cost: \$25 | Transportation: Walking***

Three new signature parks over the past decade have transformed downtown Dallas. The opening of Belo Garden (2012), Main Street Garden (2009), and Klyde Warren Park (2012) has not only created green spaces and public places for a growing downtown population, but it has also driven vibrant street activity and connectivity between downtown neighborhoods. On this **1.7-mile walking tour** in the heart of downtown Dallas, participants will visit all three parks and hear how they purposefully came to be after being prioritized in the 2004 Downtown Parks Master Plan. They will also learn about the 2013 plan update that provides guidance for the future expansion of park space in downtown Dallas from 52 to 87 acres. A key to success in transforming the landscape of downtown Dallas continues to be the effectiveness of public-private partnerships between the City of Dallas and organizations such as Parks for Downtown Dallas and Downtown Dallas Inc., who will be leading the tour.

***Transportation info:*** *Wear comfortable walking shoes. Transportation is not provided. Attendees should plan to arrive on their own at Belo Garden (0.7/mile from the host hotel) for the start of the tour at 9:30 am. This tour does NOT end at the host hotel. This tour ends at Klyde Warren Park, 1.2 miles from the host hotel. Attendees can walk, or use rideshare, public transit etc. to return to the Hyatt, Klyde Warren Park is in the heart of the Dallas Arts Districts. The park is also home to food trucks, and nearby restaurants and entertainment options are plentiful. A conference volunteer will be available to coordinate walking together as a group from the hotel at 9 am to the starting point for those who wish to do so.*

## Food, Farmers, and Fairs: Get to Know Fair Park and the Dallas Farmers Market

***Monday, 9:30am – 2pm | Cost: \$30 | Transportation: Bus***

A National Historic Landmark, Fair Park has the largest collection of art deco buildings in the world. It originally opened in 1886 and is now home to the State Fair of Texas that attracts more than 2 million visitors each year. Covering 277 acres just east of downtown Dallas, cultural, educational, and sports facilities and events mean that the Park plays host to more than seven million visitors each year. In 1936, Fair Park hosted a world's fair commemorating the 100th anniversary of the Texas Republic, and today, it stands as the only intact and unaltered pre-1950s world fair site in the United States. Following a one-hour walking tour of Fair Park, participants will travel by bus to the Dallas Farmers Market for an on-your-own lunch and visits to the many shops in the Market. Originally begun in the late 19th century, the market site became a municipally owned and operated market in 1941. Today, it is open daily and features a 26,000 square foot food hall and artisanal vendor market. The Dallas Farmers Market is in the midst of a dynamic mixed-use residential, office, and retail neighborhood.

## Tuesday, May 19

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### Recipe for Success: All the Right Ingredients for Equitable Entrepreneurship in Historic Downtown McKinney

***Tuesday, 8am – 4pm | Cost: \$50 | Transportation: Bus***

Historic Downtown McKinney is a top Main Street destination where historic treasures, cultural attractions, independently-owned business, and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors. Historic Downtown McKinney offers all the right ingredients for successful and equitable entrepreneurship. The close-knit merchant community provides a supportive environment to help business thrive. The downtown attracts over 700,000 visitors per year. A dedicated Main Street team of staff and volunteers advocate and provide a voice for downtown priorities. In addition, several incentive programs are available to businesses within the downtown to help with façade and infrastructure improvements, including Chapter 380 agreements. Meet successful McKinney entrepreneurs that have flourished in an environment that champions the American Dream for all. This includes the company that produces Words with Friends, and a start-up telling stories with food. This field session will demonstrate how the Main Street Approach has helped entrepreneurs and business owners build a strong, sustainable downtown. Some of Historic Downtown McKinney's best assets – from preservation projects to new construction will be showcased. Attendees will be provided with replicable business concepts and public/private partnership ideas, as well as information about policies, strategies and practices that say 'yes' to creative small businesses. The program managers will also talk about both the thrills and challenges of working in a dynamic entrepreneurial environment. ***Wear comfortable shoes for walking.***



## **Grapevine: Rolling it All Together**

***Tuesday, 8am – 4pm | Cost: \$50 | Transportation: Bus***

This is a fast-paced workshop that tours historic sites and attractions, introduces participants to historic preservationists, and shares the secrets for successful program pairings that benefit all groups associated with Main Street historic districts. Grapevine City leaders will discuss branding and marketing. Economic Development professionals will share how the Main Street Approach benefits your city. Grapevine will showcase its 35 years of Main Street participation and share tips for innovation, diverse retailing, creative entrepreneurship, sustainable events, and how these practices and historic preservation can go hand in hand for real-time success when you “Roll It All Together.” Learn new concepts and see how focusing on the possibilities of bringing diverse sites and programs under their Main Street umbrella can create stronger districts with new, unique brands. The effects of incorporating neighboring historic sites and their programming into an established Main Street Program will be explored. Marketing new retail ideas – such as a program passport and event-themed merchant maps – will be introduced. Main Street entrepreneurs will share current business trends they are experiencing and share ways to bring in new ideas and plans for a timely, on-trend Main Street. The importance of maintaining a strong historic backdrop through preservation planning will be shared. Attendees will go back in time with a vintage snack break (hand pies) at an 1859 farmstead, a Trainman’s Lunch served in a souvenir lunch pail on the Grapevine Vintage Railroad coach car, and travel by tractor-pulled wagon into the Main Street district. The tour will end with a wine tasting.

## **Breathing New Life into an Original Main Street Program**

***Tuesday, 8:30am – 3:30pm | Cost: \$50 | Transportation: Bus***

Hillsboro was one of the original Texas Main Street communities when the Texas program was created 40 years ago, participating from 1981 to 1998, and then returning to the network in 2001. Through interaction with local entrepreneurs in their businesses and hearing from City and Main Street leaders, attendees will learn that even in long-standing programs where there has been little growth for years, there are opportunities, ideas, and resources for bringing in new life. Attendees will be shown tools and information they can take back to their communities to begin controlling their own stories, attracting new businesses in the genres they desire, providing substantial support for those businesses with little cost, and transforming events that may have become distractions from your focus to opportunities that support the goals of your Main Street program. Ticket price includes lunch.

## **Horse Country Tour of North Texas and Denton Courthouse Square**

***Tuesday, 8:30am – 4pm | Cost: \$30 | Transportation: Bus***

The North Texas Horse Country, one of the largest concentrations of horse farms in the United States, offers a variety of breeds and disciplines. Quarter horses, Thoroughbreds, Paints, Arabians, Appaloosas, Warmbloods...they are all here...and world champion horses abound in cutting, halter, roping, western pleasure, reining and many other disciplines. Large breeding farms, training facilities, and equine specialists are here, making this a mecca for horse enthusiasts from all over the world. Your behind-the-scenes tour focuses not only on the horse industry, but also on how the tour was developed and has sustained life more than 15 years, bringing economic impact to the area. The tour is accompanied with a knowledgeable guide as you will enjoy beautiful vistas and relaxing backroads on your visit in the Horse Country of North Texas. You will see miles of pipe and

rail fencing, gorgeous countryside, impressive barns, and lots and lots of horses. Denton has been an accredited Main Street community in Texas since 1990 and is a Great American Main Street Award™-winner. Following the horse country tour, attendees will visit downtown Denton's majestic Courthouse Square where you will enjoy an on-your-own lunch at one of downtown's many restaurants and have the opportunity to explore the square's unique shops. ***Wear closed toe shoes and comfortable clothes.***

### **Teamwork to Make the Dream Work: Leveraging Partnerships for Success in Waxahachie**

***Tuesday, 9am – 2pm | Cost: \$25 | Transportation: Bus***

Partnerships can be tricky and it's not always easy to identify who might be willing and able to help with any given project. By developing dialogue and relationships with many different groups in the community, the City of Waxahachie has been able to draw from a wide pool of resources to accomplish its goals. Having a plan that identifies desired projects is essential so when the right partner shows up you will be ready to go! Collaboration is key, not only when projects are being identified, but throughout the year— every year. You never know who will bring you your next partnership, so don't leave anyone out. Learn how the City of Waxahachie and its Main Street Program have partnered with various community groups, funding entities, and private developers to realize many of their downtown goals. A walking tour of downtown will help you learn firsthand about partnerships that have helped create an abundance of new retail, restaurant, and residential units, unique public art, entertainment venues, and community quality of life amenities. None of this could have been accomplished without pairing the right partners with the right projects. Attendees to this workshop will gain insight into how a variety of partnerships have been structured, who they involved, and the results from these efforts. Downtown Waxahachie is rife with examples of what can be accomplished when the right groups come together to make things happen. Seeing the results will have you pondering who you can partner with in your community to achieve your goals.

## **Wednesday, May 20**

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### **Take a Stroll: The Architecture of Downtown Dallas**

***Wednesday, 9am – 12pm | Cost: \$30 | Transportation: Walking***

This tour takes a look at Dallas' main commercial district and its variety of architectural styles. The tour begins at Main Street Garden. Main Street Garden, one of downtown's signature parks, provides a panoramic view of a time capsule of some of Dallas' most important buildings. Your trained tour guide will lead you on a walk and discussion of a variety of architectural icons, including the Adolphus Hotel, the Magnolia Building, the Statler Hilton, and the Wilson Building. Along the way, you'll take a look at examples of Beaux Art, Art Deco, Post-Modern, Renaissance Revival, and Victorian designs and how they were adapted specifically for a rapidly growing metropolis. Additionally, you'll hear about some of the visionaries who made it all happen. You'll learn about the growth of Dallas and how that growth affected the architecture of downtown.

**Transportation info:** *Wear comfortable walking shoes. Transportation to the start and end points of this walking tour is not provided. Attendees should meet at 9:30 a.m. by the City Park Café in Main Street Garden (northwest corner of Main Street and St. Paul, 1 mile from the host hotel) and be prepared to walk or use rideshare, public transit to return to the hotel on their own at the tour's end. A conference volunteer will be available to coordinate walking together as a group from the hotel at 9 am to the starting point for those who wish to do so.*

### **Revitalizing Big D's Downtown with Historic Tax Credits**

***Wednesday, 9am – 3pm | Cost: \$30 | Transportation: Walking (2+ miles)***

Downtown Dallas has gone through a renaissance, becoming a true 24-hour downtown supporting business and residential life. Historic tax credits and local incentives have helped transform many un- or underutilized buildings across downtown into unique and special places to live, work, and play. This tour will take you across the core of downtown, into and past some of the projects that make up \$1 billion invested in historic rehabilitation in Dallas over the last two decades. Local, state, and national historic tax credit experts will discuss how projects were designed to meet the Secretary of the Interior's Standards for Rehabilitation and how local, state, and federal incentives were used to make complex rehabilitation projects happen. Featured projects reflect the history and development of downtown, ranging from early 1900s low-rise buildings to one of the U.S.'s first modern 1950s hotels and a prominent mid-century skyscraper with over a million and a half square feet. *This tour can receive AIA/AICP credits*

**Transportation info:** *Wear comfortable shoes for this walking tour of several miles in the heart of downtown. The walking tour will begin at the Hyatt and end in the heart of downtown for you to explore more of the places that make downtown Dallas a great place to be. Lunch will be provided. Attendees will be responsible for their own transportation back to the Hyatt at the end of the tour. There are numerous transportation options in downtown Dallas including rail, ride sharing or downtown Dallas' efrogs short shuttle services.*

### **The Birthplace of Dallas: West End District Walking Tour**

***Wednesday, 9:30am – 12pm | Cost: \$30 | Transportation: Walking (.6 miles)***

The West End of downtown Dallas has a rich architectural and cultural history. The birthplace of Dallas, it encompasses the earliest plots of land settled by John Neely Bryan and others beginning in the 1840's. With the arrival of the railroads in 1872, it became the center of a new and important commercial center—the warehouses that remain to this day hearken back to that time. Today, it serves as a juxtaposition of past and present – it is still the center of county government, but with important architectural reminders of important times in Dallas' past, including the tragic events of November 22, 1963 when President John F. Kennedy was assassinated in Dallas. Join us as we discuss the city's first commercial historic district and its place in the larger context of architectural development in our own city and beyond.

**Transportation info:** *Wear comfortable shoes for this walking tour. You will be guided from the hotel to the West End (0.6/mile) for the start of the tour. Participants should meet at the hotel plaza by the entrance to the Reunion Tower GeO-Deck. This tour does not end at the hotel, but there are numerous rideshare, efrog (downtown shuttle) and public transit options for returning to the hotel in addition to walking, and there are plentiful shopping, dining and entertainment options in the West End.*