

DOWNTOWN NEWS

A Report on Recent and Upcoming Downtown Happenings

Main Street Program - May 2015

Texas Main Street Program (TMSP) Resource Team Boosts Program Austin-based revitalization experts tour downtown & hold community meetings



A team of downtown improvement specialists from the Texas Main Street Program (TMSP) visited Rosenberg recently to collect input from downtown stake-holders, to conduct an assessment of downtown conditions, and to offer preliminary conclusions. The team presented their preliminary findings at a wrap-up meeting and they will publish a written report in the coming weeks.



TMSP Planner Emily Koller talked about how implementing some of the anticipated recommendations of the soon to be released 'Livable Center Study' could help enhance and improve downtown Rosenberg through thoughtful land use planning.

TMSP Senior Architect Howard Langner praised several property owners for their previous building restorations and discussed façade improvement grants and other tools we might use to encourage more such building restorations in the future.



Coming up in May

- ◆ May is Preservation Month. Architectural Appreciation Photography Contest Winners will be on display in the Fort Bend County Museum. (Pg. 6)
- ◆ Check out the Art League's Annual Spring Open Judged Fine Arts Show May 16th at the Vogelsang Bldg. (Pg. 4)
- ◆ Don't miss the 'Chocolate Walk' on May 17. (Pg. 2)
- ◆ Cast Theatrical Productions and Side B Theatrics present 'The Bear' and 'The Proposal', by Anton Chekhov - May 15th & 17. (Pg. 5)



Enjoy 'Chocolate Walk' at any of these participating downtown businesses

- A Tropical Haven
- Absolutely Brazos
- Another Time Soda Fountain
- Antiques Around the Corner
- Art League of Fort Bend
- BAC Photography & Design
- Barn Door Antiques
- Bob's Taco Station
- Brazos Bend Guardianship Services
- Brazos River Provisions Company
- BR Vino
- Calla Lilies
- Cast Theater
- D&S Antique Mall



Get Your Chocolate On!
C'mon, you know you deserve it

Main Street Chocolate Walk

To be Held Sunday May 17th

The Main Street Program will present the Annual Chocolate Walk on Sunday May 17th from 12:00 Noon until 5:00 PM. Explore Historic Downtown Rosenberg while indulging yourself with complimentary chocolates offered at each participating shop. It'll be just like trick-or-treat for grown-ups. We'll even give you a cute 'Chocolate Walk' bag to carry your chocolates. So call a friend and come downtown to enjoy the double guilty pleasures of shopping and chocolate.

- Good Things
- Jeff McClellan, CPA
- Jay & Barb Antiques
- Old Main Street Bakery
- Ol' Railroad Café
- Once Again Antiques
- Red Queen's Attic
- Rosenberg Railroad Museum
- Rustic Kuts Furniture & Western Decor
- Simply Artistic
- Southern Sisters Designs
- State Farm Insurance - Janice Vyoral
- 3rd Street Antique Emporium
- Vogelsang Antique Emporium
- Xtreme Danz



The Main Street Design Committee is Chaired by Marcia Vogelsang

Design Committee Discusses Landscape Improvements

The Main Street Design Committee met on April 7th, and discussed numerous beautification and enhancement ideas.

They discussed possible ways to improve and enhance both the configuration and maintenance of downtown landscaping, and the possibility of developing a matching grant program to incentivize building façade improvements in the downtown district.



Committee members have expressed concerns that some of the downtown planting boxes are in a sorry state of disrepair.

that members of the Design Committee should attend, and they received an update on the status of the Architectural Appreciation Photography Contest that is being staged as part of the observance of Preservation Month.

Finally, they scheduled their next meeting for May 12 at 9:00 AM in the Vogelsang Building.

They also discussed the possibility of developing a matching grant program to incentivize non-building beautifications in the downtown district.

In addition, they talked about the upcoming visit of the TMSP Resource Team, and noted the specific meetings during the visit

Economic Restructuring Committee Wants to Fill Vacant Storefronts

The Economic Restructuring Committee met on April 8th, and discussed several issues including creating a good downtown building inventory, and then setting up meetings with owners of underutilized buildings in an effort to help them and/or to persuade them to fill their vacant storefronts. They also talked about ways to support existing businesses through training.

In addition, the group brainstormed about what types of businesses they would like to attract to the downtown district when space becomes available.

Finally, they set their next meeting for May 13th at 8:30 AM at the Old Main Street Bakery.



Chairperson Jennifer Hartman oversees the Economic Restructuring Committee

Organization Committee Asks Mayor to Proclaim 'Preservation Month'

The Main Street Organization Committee met on April 9th, and worked on several issues including the schedule and logistics for the visit of the TMSP Resource Team, the catering and set-up for the first downtown improvement breakfast, and the organization and promotion of the Chocolate Walk.

The Committee also agreed to ask the Main Street Advisory Board to forward a recommendation to Mayor Morales that he issue a proclamation naming May as Preservation Month in Rosenberg. The Main Street Board will consider this proposal at their regular meeting on April 23rd.

Finally, the Committee set its next meeting for May 14th at 8:30 AM at Another Time Soda Fountain.

Promotion Committee Starts Co-op' Advertising Initiative



Chairman Mike Mercado and the Main Street Promotion Committee

The Promotion committee met on April 6th and discussed several issues including the postponement of the 'Tour the Arts' event, the advertisement of several recent events on Facebook, and the advertisement of local merchants on social media sites such as Yelp and Urban Spoon.

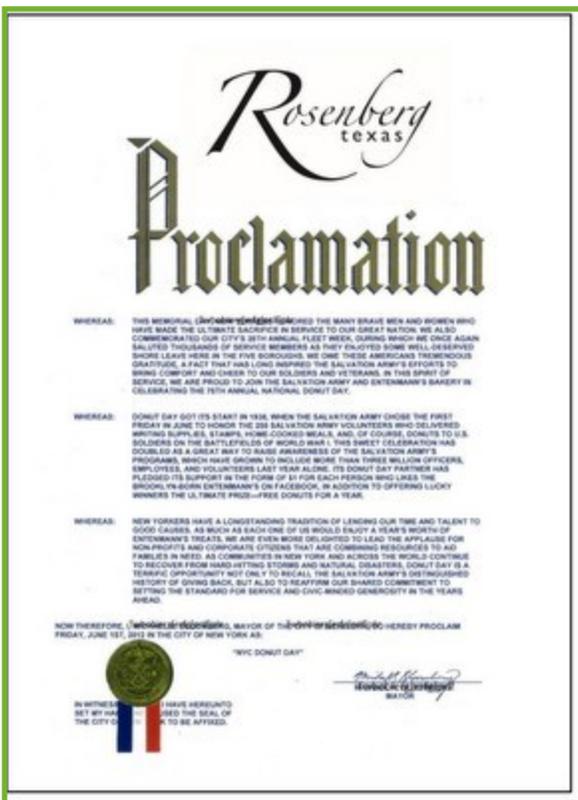
The Committee also noted the start-up of a cooperative advertising effort through which merchants will pool their money on a common advertisement, and the Main Street program will contribute to help defray the cost.

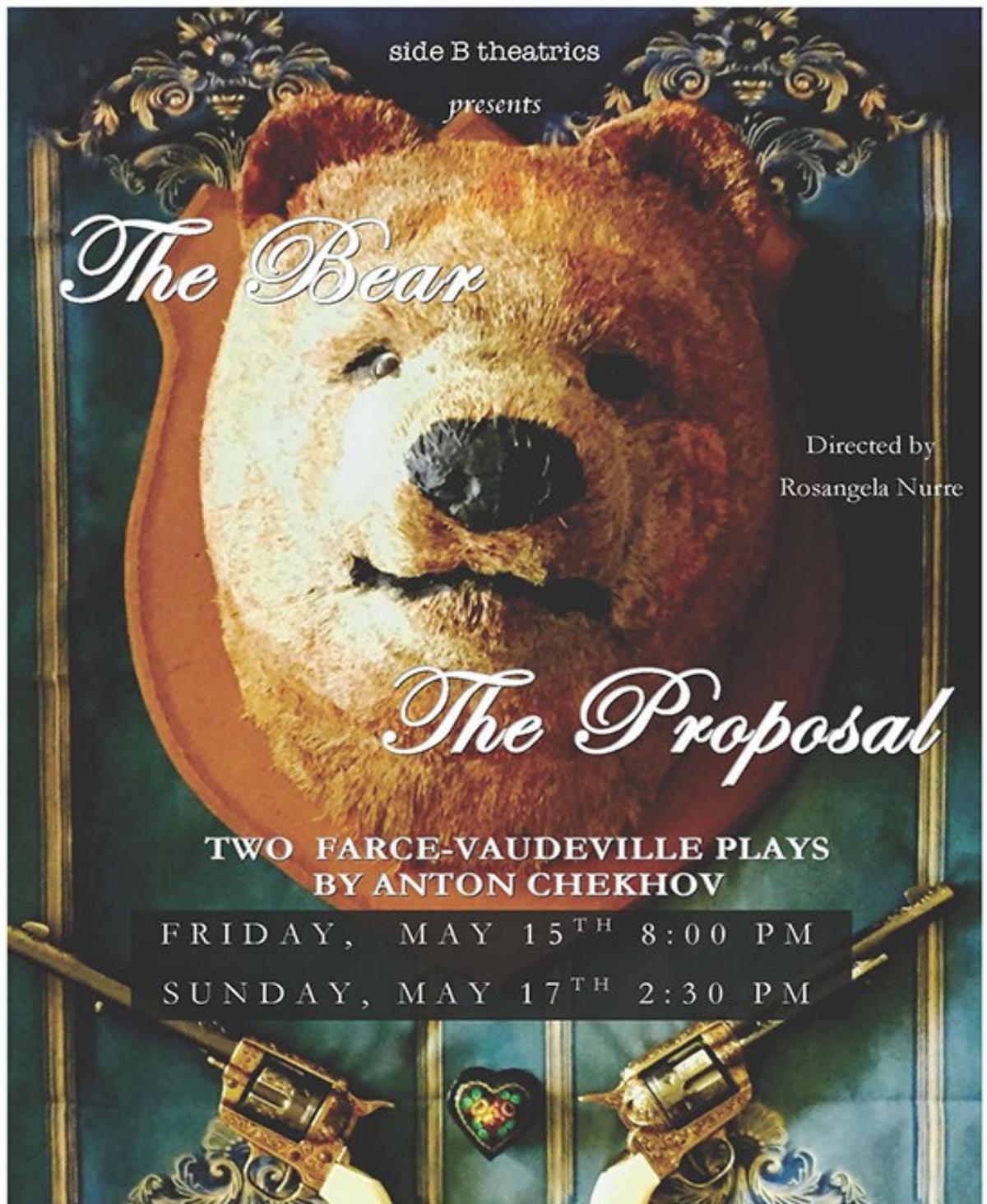
The group also talked about the development of a promotional pamphlet or card and production of promotional videos for downtown merchants. They also discussed the legal eligibility criteria for use of the Hotel Occupancy Tax.

Their next meeting will be May 11th at 8:30 AM at BR Vino.

Art League of Fort Bend County to Hold Spring Show May 16th

The Art League of Fort Bend County will hold its Annual Spring Open Judged Fine Arts Show on May 16th at the Vogelsang Heritage Hall at 1903 Avenue G. Artists specializing in all types of visual art media are invited to compete and everyone is invited to attend.





side B theatrics
presents

The Bear

Directed by
Rosangela Nurre

The Proposal

**TWO FARCE-VAUDEVILLE PLAYS
BY ANTON CHEKHOV**

FRIDAY, MAY 15TH 8:00 PM
SUNDAY, MAY 17TH 2:30 PM

General admission **CAST THEATRICAL CO.**
1909 Avenue G – Historical Downtown
Rosenberg, TX

\$10

For more information, visit:
www.sidebtheatrics.org

Reservations:
www.casttheatrical.com
832-889-3808

All proceedings from these performances will benefit CAST Theatrical Co.'s 2015 theatre improvement campaign





RailFest 2015

RailFest2015 was a great success. There was a large turnout and the event featured entertainment and educational displays for rail fans of all ages. Kudos are due to the hard working staff and volunteers at the Rosenberg Railroad Museum - Great Event!

TMSP Resource Team visit



The grateful leaders of the Rosenberg Main Street Advisory Board presented edible goody boxes to the TMSP Resource Team

Photography Contest



Trophies and ribbons for the winners of the Main Street Architectural Appreciation Photography contest will be presented at the May 5th meeting of the Rosenberg City Council

Rosenberg Main Street Program

2110 4th Street / PO Box 32
Rosenberg, TX 77471

PLACE
STAMP
HERE