



DOWNTOWN NEWS

A Report on Recent and Upcoming Downtown Happenings

Main Street Program - June 2015

Promotional Weekend Drew Hundreds Downtown May 15th - 17th
 Chocolate Walk, Art Show, Live Music and Community Theater Wowed Visitors



Historic Downtown Rosenberg showed off its promotional versatility, both as a commercial district and as a cultural arts district, during the weekend of May 15th-17th. During that weekend, downtown stakeholders staged the downtown Chocolate Walk, The Spring Open Judged Art Show including a live musical tribute to the winners of the show, and an outstanding production of two short plays by Chekhov. Special thanks go out to Renee Butler, Janice Vyoral, Sue Syvertson, and the many volunteers who worked on the Chocolate Walk, and also to the musicians from the Rosenberg Symphony, and to Saxophonist Chris Mitchell (below) who performed during the event, and also thanks to the Art League of Fort Bend that staged the Art Show, and to the entire cast and crew of Cast Theatrical Company who staged some wonderful plays.

Chris Mitchell



Brandon Campbell

Coming up in June

- ◆ Cast Theatrical Co. will present **'The Importance of Being Earnest'** by Oscar Wilde, every weekend in June, call (832) 889-3803
- ◆ June 4th at 5 PM - Book Signing: **'Images of America: Historic Downtown Rosenberg'** at Another Time Soda Fountain & Cafe
- ◆ The **'1st Saturday Art Reception'** 5-7 PM, June 6th at 3rd Street Antique Emporium, 905 3rd Street
- ◆ The Rosenberg Railroad Museum will admit any Fathers & Grandfathers free on **Fathers Day, June 21**, with any paid child's admission

Main Street Promotion Committee Works on Co-op Ad's, Promotional Videos, and Events

The Promotion Committee met on May 11th and discussed several of the marketing and promotional initiatives they now have underway. They discussed the results of the Architectural Appreciation Photo Contest and they discussed our community observance of Preservation Month. Also, they discussed the progress being made in the development of promotional videos for downtown businesses. In addition, they discussed how downtown Rosenberg is currently promoting itself on social media sites like Facebook, and how we can expand that success on other sites such as Yelp and Urban Spoon. Furthermore, they discussed ideas for several possible new downtown promotional events such as a car show and/or a dog (or pet) festival. Finally, they discussed the status of several co-op advertisements in which merchants pool their money to increase the impact of their advertising while reducing ad' costs for each participant. The full page advertisement shown below, for example, was purchased by a group of 20 downtown merchants and stakeholders in a monthly statewide newspaper for a cost of only \$16 per participant.

Historic Downtown Rosenberg
A Texas State Designated Cultural Arts District
A Texas Main Street District

Live Community Theater
The Importance of Being Earnest

Great Restaurants... Food & Wine

Art Galleries and Shops

Rosenberg Railroad Museum
Celebrating 160 Years of Railroading in Ft. Bend County, Texas

Calla Lilies
Antiques • Vintage Collectibles • Gifts & More
923 3rd St. • 281-238-4190

3rd Street Antique Emporium
Antiques • Furnishings • Objects of Fine Art
905 3rd St. • 832-945-5310

Antiques Around the Corner
Antiques & Glassware • Vintage Items & More
816 3rd St. • 281-232-8470

Red Queen's Attic
Antiques, Gifts & Collectibles
900 3rd St. • 281-239-0113

Once Again
Antiques • Collectibles • Clothing • Gifts
801 3rd St. • 281-232-3955

Good Things
Antiques • Collectibles • Gifts
911 3rd St. • 832-595-9215

D&S Antique Mall
Antiques • Collectibles • Gifts & More
801 2nd St. • 832-595-9600

Vogelsang Antique Emporium
Antiques • Collectibles • Furniture • Fine Art
1909 Ave. G • 281-342-6804

Art League of Fort Bend
Fine Art & Art Classes
2205 Ave. I • 281-728-5797

Barn Door Antiques
Unique One of a Kind Gifts
Home Decor & Antiques
934 3rd St. • 832-945-2593

The Grateful Gardener
"Hands to Work... Heart to God"
Inside Red Queen's Attic
900 3rd St. • 832-586-6166

Jay & Barb's Antiques
Furniture • Glassware • Jewelry
Primitives & More
924 3rd St. • 832-363-1646

Brazos River Provisions
Local-made Jams, Jellies & Salsa
& Friendly Service with a Smile
1919 Ave. G • 832-595-2881

The Rosenberg Railroad Museum
An Incredible Adventure of Exploration
& Exciting Learning Experience
for Young & Old alike
1921 Ave. F • 281-633-2846

Eclectic Clutter
Furniture
Custom Furniture Paint & Refinishing
939 3rd St. • 832-945-2237

Dostals Designs
Fine Jewelry & All Types of Jewelry Repair
940 3rd St. • 281-342-2112

WHAT'S HAPPENING IN JUNE

JUNE 6
1ST SATURDAY ARTS RECEPTION
at the 3rd Street Antique Emporium • 5-7 p.m.

JUNE 10
BINGO NIGHT at BR VINO
Call 832-889-3808 for reservations

JUNE 21
FATHER'S DAY SPECIAL
at the Rosenberg Railroad Museum
FREE Admission for Fathers and Grandfathers
with any paid child's admission

JUNE 22
ARC'S GOLF CLASSIC
for more info contact Laura LaVigne
llavigne@arcoffortbend.org

WEEKENDS THROUGHOUT JUNE
Cast Theatrical's Production of
"The Importance of Being Earnest"
Call theater for show times 832-889-3808

VARIABLE HOURS
LOTS OF COOL ART GALLERIES
such as

THE 5TH STREET GALLERY
2201 Avenue I

THE VOGELSSANG HERITAGE HALL
1903 Avenue G

SIMPLY ARTISTIC
924 3rd Street, Suite 4

THE 3RD STREET ANTIQUE EMPORIUM
905 3rd Street
that has multiple art Galleries under one roof...

...AND MANY MORE
Every Monday-Saturday: 10 a.m. - 5 p.m.
Every Sunday: 1 p.m. - 5 p.m.
Lots of Cool Exhibits at the
ROSENBERG RAILROAD MUSEUM

Call When you visit Downtown Rosenberg for Shopping why not enjoy a Great Meal at

"Rockin'" Homestyle Tex Mex at
Bob's Taco Station • 1901 Ave. H • 281-232-8555
As seen on Guy Fieri's "Diners, Drive Ins & Dives" or at

Another Time Soda Fountain & Cafe • 800 3rd St. • 281-232-2999
With a real old fashioned Soda Fountain
or some Fresh Baked Goodies at the

Old Main Street Bakery • 808 3rd St. • 281-232-2253
or have some Fine Steak or Seafood at the

Ol' Railroad Cafe • 819 2nd St. • 832-595-0995
or some Fine Gourmet Wines & Beers at **BR VINO** • 1917 Ave. G • 832-595-2881

And also, while you are visiting be sure to take in a Play by our local
Community Theater Company **Cast Theatrical** • www.casttheatrical.com

It's all there for you. Right in the Heart of **Historic Downtown Rosenberg**

Co-op Ad's

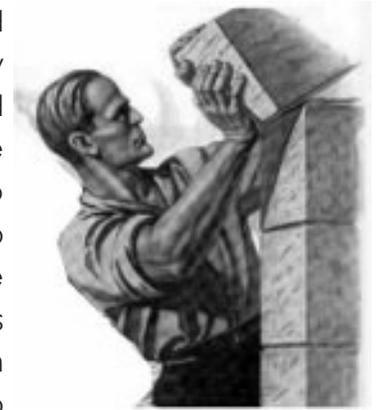
Co-op Ad's help merchants to maximize the impact of their advertising dollars and to minimize their individual advertising costs by pooling their money with others.

When merchants collaborate on such ad's, the Main Street Program contributes funds to help further buy down the individual participant's costs.

Downtown Merchants are now looking into the possibility of collaborating on several such advertisements using different types of media.

Design Committee Discusses Downtown Beautification

The Main Street Design Committee met on May 12th, and discussed numerous beautification and enhancement initiatives. First, they discussed ways to improve and enhance both the configuration and maintenance of downtown landscaping. They also talked about the possibility of developing two matching grant programs. One, to incentivize downtown building façade improvements, and the other, to incentivize non-building beautifications in the downtown district. The group reviewed and discussed draft program rules for these programs and they agreed to forward these program documents to the full Main Street Advisory Board for their review and comment. The Committee also took note of the impressive murals being installed in the 3rd Street Park (below left), and the building restoration project being undertaken at the Old City Hall (below right).



Economic Restructuring Committee Considers Business Training & Support

The Main Street Economic Restructuring Committee met on May 13th, and discussed several issues including how they might help one particular struggling merchant, and how they could provide more general business training and support to other downtown businesses. Main Street Manager Dan Kelleher said that he was in touch with a representative of the Small Business Administration who would like to speak at an upcoming Rosenberg Main Street meeting to outline some of the types of support and training that is available to small business owners. The group also talked about providing scholarship support for downtown stake holders who might want to attend out of town business expansion training. Finally, the group discussed their efforts to fill vacant space in the downtown district, and they discussed and followed up on three specific leads from people wanting to lease or buy downtown space.

Organization Committee Plans Events

The Organization Committee met on May 14th worked out the last minute plans for the promotional events and activities that took place on the weekend of May 15th-17th. They also discussed the Mayor's proclamation naming May as 'Preservation Month', and they noted the successful conclusion of the Architectural Appreciation Photo Contest. The winning photos from that contest were displayed at the Fort Bend County Museum throughout the month of May.



The winners of the Architectural Appreciation Photo Contest

1st Saturday Artist Reception

June 6th from 5:00-7:00

Sue Syvertson and the 3rd Street Antique Emporium will hold the '1st Saturday Arts Reception' on Saturday, June 6th from 5-7 PM. This month the work of Leah Blasingame, Kathy Golden and Judy Beard will be featured and displayed. The event is free, but donations are requested and will be used to support the Rosenberg Arts Alliance. Please attend this event and bring your friends.



'Lighthouse'
An original oil painting by Judy Beard



THE IMPORTANCE OF BEING EARNEST by Oscar Wilde

Cast Theatrical Company will present 'The Importance of Being Earnest' on weekends during June. Call (832) 889-3808 for Tickets & Showtimes.

Father's Day Special at the Railroad Museum

June 21 Only: Free Admission for Fathers and Grandfathers with any paid child's admission

