

# The Downtown Dose

DSA, Inc.  
Summer Edition  
July 2020

## Member Spotlight

### San Angelo Museum of Fine Arts

#### 1 Love Street

Within a hillside cradled by the Concho River is one of San Angelo's most praised institutions—the San Angelo Museum of Fine Arts. The uniquely structured building is a work of art in itself, allowing one's imagination to draw its own conclusions. Whether you see a western saddle or the semblance of a covered wagon peaking above the skyline, the San Angelo Museum of Fine Arts is a distinct feature of downtown and an icon representing the Concho Valley through art, culture, and education.

Originally founded in the early 1980's, the museum was established on the grounds of Fort Concho National Historic Landmark and occupied the spacious Quartermaster Building. By 1985 the museum was open to the public, hosting exhibits from the National Portrait Gallery and the Library of Congress. In 1994, construction of a new and independent building began, fundraising over \$7 million for the venture. Nearly five years later in 1999, the San Angelo Museum of Fine Arts opened boasting quality architecture and design with expanded capabilities to better meet the needs of the Concho Valley. Paying homage to its original home, the new building had high ceilings and exposed wood planking much like the design of the Quartermaster Building of Fort Concho. In an effort to further characterize the museum in the image of West Texas and the Concho Valley, regional materials were incorporated such as mesquite, limestone, and red clay. Both internally and externally, its architecture was designed with the intent of creating a welcoming and community-centered building. The museum accomplishes this goal effortlessly, serving as a hub for art as well as the community.

Since its founding, the museum has facilitated over 350 exhibits from artists across the world and our great state of Texas. Additionally, the museum has been recognized on the state and national level for its commitment to its mission to exhibit art for the enjoyment and education of the general public. The San Angelo Museum of Fine Arts is an icon of downtown San Angelo, and a pride of the city.



*Above: Outside view of SAMFA*

*Below: Inside view of the museum's facilities*

# CONTENTS

<b>1</b>	Cover Story– Spotlight, San Angelo Museum of Fine Arts
<b>2</b>	Table of Contents
<b>3</b>	Message from the Executive Director
<b>4</b>	Up-and-Coming: DSA Projects
<b>5</b>	New Downtown Businesses
<b>6</b>	Spotlight, The House of FiFi DuBois
<b>7</b>	Event- Brews, Ewes & BBQ 2020
<b>8</b>	Story- #DowntownStrong
<b>9</b>	New Ewes on the Town
<b>10</b>	Update– Downtown Stroll
<b>11</b>	Outstanding Volunteer Feature
<b>12</b>	Historic Downtown Magazine
<b>13</b>	Organization Information
<b>14-16</b>	Membership Information

# A Message from the Executive Director



***Del V. Velasquez, Executive Director***

We certainly did not expect the turn of events that kicked off 2020! Transitioning from what started as a promising year for Downtown San Angelo, Inc. soon turned into a “not so promising year.” The good news is, 2020 is not over yet!

Once the stay-at-home orders and CDC guidelines kicked in, we started working with our economic development partners and attending Texas Main Street Zoom meetings to learn more about the multiple opportunities at the federal and state level to assist our businesses and overcome the economic challenges they faced.

DSA Staff Monica and Bela quickly started providing pertinent information via social media and emails to all of our businesses downtown, member or not. Once Governor Abbott’s Executive Orders started to be executed, we brainstormed with various business

owners on additional steps DSA, Inc. could help implement.

The #DowntownStrong and #HeartoftheCity campaign was soon realized, and the work began to coordinate a Public Service Announcement (PSA) in partnership with FOX West Texas. Thanks to DSA, Inc. Board Member Teddye Read; Danny Aguilar, President and General Manager; and the expertise of Bobby Schuyler, Marketing Director- the PSA came to be and created a ripple of support for downtown businesses across the city.

The #DowntownStrong Campaign made its debut on May 30, 2020. Local musicians volunteered to play for tips at various businesses, local car clubs were invited to cruise and park to showcase their cars, and our media partners all provided exceptional coverage of a great day in downtown San Angelo. The results were outstanding as our community came out to enjoy the great weather and support locally owned businesses, musicians, and classic cars downtown.

Another game-changer occurred with the redesign of our the DowntownSanAngelo.com website. We’ve seen an increase in traffic to the site and it has had a positive impact on our membership. Along with the website redesign, the Historic Downtown Magazine was distributed featuring one of our favorite subjects- the Miss Wool Pageant history and “new” Miss Wool featuring a story on the origin of our fiberglass sheep.

We received notification of the 2020 National Accreditation Award from the National Main Street Center this week, making it the twelfth year in a row of successfully accomplishing this recognition.

Stay tuned for the second-half of the year- we have already started to witness the kick-off of an upturn in downtown as several new businesses have launched since the shut-down.



## Up-and-Coming DSA Inc. Projects

### W. Concho Gateway and Streetlights

Nearly halfway through 2020, Downtown San Angelo, Inc. is excited to be moving quickly with the capital improvements on West Concho Avenue. The organization has been pursuing the implementation of a gateway and historic streetlights on the 200 block of West Concho. The projects have gained steam in making this dream a reality for DSA and supporters of downtown. A longtime goal of the organization, establishing a gateway signifying entrance to the historic downtown district is moving forward. Additionally, new yet historic lighting will be placed from Koenigheim Street leading up to the gateway. The gateway itself will straddle Concho, and will be placed just past South Randolph Street.

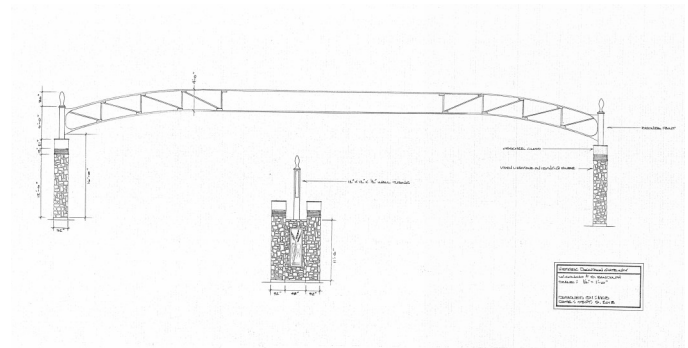
With the widening of Concho being completed in the latter end of 2019, planning continues to take place in order to prepare for the installation of the gateway. Investing in historic downtown is a fundamental belief of Downtown San Angelo, Inc. Being able to develop the district by implementing capital projects such as the gateway and complementary lighting not only enhance the district as a whole, but set precedence for future improvements to take place. The organization is grateful to have the support of the City of San Angelo as well as businesses across the area in these efforts.

DSA is extremely grateful to have received grant funding and private donations to achieve the total fundraising goal to carry out the streetlighting along West Concho Avenue. Institutions such as the San Angelo Health Foundation and the San Angelo Area Foundation serve as leaders within our community, and it would not be possible without their Board's generosity that the organization could pursue something on this scale.

The gateway and streetlights will serve to set precedence for capital projects downtown with the hope

to eventually replace the contemporary streetlighting throughout downtown with light posts that are reminiscent and characteristic of the historic downtown district. As complimentary pieces to the greater work which will be the gateway, Downtown San Angelo, Inc. also hopes to have several gateways within downtown signifying an entrance to the district.

The organization would like to thank all of its supporters, partners and members as we engage in this process. It is the widespread confidence in DSA that allows us to pursue projects such as this and reinvest in the betterment of downtown as a whole.



*Above: Initial basic conceptual drawing of gateway*

*Below: Official mark-up of streetlight placements*

## The Downtown Dose

# New Downtown Businesses Services, Venues & Dining

### **Vida Hair Studio** 220 N. Chadbourne St.

Vida Hair Studio is a new hair salon bringing style to Chadbourne Street. From cuts to colors, balayage and Brazilian blowouts— the stylists of Vida Hair Studio are ready to meet your needs!



### **The Grind Brew & Café** 220A N. Chadbourne St.

The Grind Brew & Café is a casual new spot for coffee, smoothies, a quick bite and more. The atmosphere at the Grind encourages conversation as well as individualized experiences, perfect for catching up or a place to get some work done.



### **San Angelo Autism Center** 136 E. Concho Ave.

The San Angelo Autism Center serves to provide clinic-based treatment to the Concho Valley with services such as individualized behavioral therapy and support for parents and caretakers. Their mission is to utilize research proven, evidence-based practices which ensure those treated receive the very best care.



### **Janell Rae's Boutique** 113 E. Concho Ave. Ste. 130

Janell Rae's Boutique is located in the Concho Crossings shopping center off of historic Concho Avenue. The boutique aims to provide their customers with women's fashion that is on-trend and also affordable.



### **MD Beauty Salon** 13 W. Beauregard Ave.

MD Beauty Salon is a full-service salon located on Beauregard Avenue providing a variety of services for women, men and children. Their hair stylists are able to provide a great hair-cut, color, color-correction as well as lash and hair extensions, waxing and professional makeup.



### **Retro Image Tattoo Shop** 208 N. Chadbourne St.

Retro Image is a new tattoo shop on the block, bringing urban vibes and the talent of tattoo artist Chicasso to downtown. The shop prides themselves in customer service and custom art work.



### **Little Bit of Sass** 206 N. Chadbourne St.

Little Bit of Sass is an antique shop with a little bit of everything. They offer a variety of goods including rustic themed items as well as vintage and new home décor.





## Benefactor Spotlight- The House of FiFi DuBois



123 S. Chadbourne St.

The House of FiFi DuBois is known as a staple of downtown San Angelo, bringing live music and a good time to all that seek it out! The venue's unique atmosphere is a blast from the past in the best way possible. A cold drink from their friendly bartenders help to set the mood and their specials can't be beat. Hand-picked live acts bring quality entertainment to downtown with music from a variety of genres like classic rock, country, and rhythm & blues.



The Downtown Dose

# 5th Annual Brews, Ewes & BBQ 2020

D O W N T O W N



SAN ANGELO, INC.

OCTOBER 2-3, 2020

## OCTOBER 2-3, 2020

EL PASEO DE SANTA ANGELA • 34 W. AVE D

SANCTIONED BY: INTERNATIONAL BARBEQUE COOKERS ASSOCIATION

## BAR-B-QUE COOK-OFF

**TEAM ENTRY FEE: \$200**

**ADDITIONAL ACTIVITIES INCLUDE:**

KIDS BBQ COMPETITION • LIVE MUSIC • CRAFT VENDORS

Downtown San Angelo, Inc. Presents

**BREWS  
EWES  
& BBQ**



D O W N T O W N S A N A N G E L O . C O M

3 2 5 . 6 5 5 . 2 3 4 5

# Downtown Strong Campaign

## #DOWNTOWNSTRONG

Dine Local-Shop Local  
#SupportSmallBusiness



Home is where the Heart is!: Downtown San Angelo, Inc. Executive Director, Del Velasquez knew that something had to be done when the time was right. As downtown businesses closed in order to keep the public safe in the face of COVID-19 and its effects on the community, the local economy was hit hard dealing with the full-stop of public gatherings put in place by national, state and local officials. In a collaborative effort, the Downtown Strong Campaign blossomed into an event to promote downtown businesses once again being able to serve the public. All businesses were welcome to open their doors on May 30th, 2020 for a day to show that our community is #DowntownStrong. Community partners, local businesses and organizations came together to put on a day of entertainment and support of local downtown businesses. Many local musicians volunteered their time from 3-6 PM that day to play music for businesses to draw in patrons and create an exciting environment. Car clubs were also invited to cruise the streets of downtown and park in front of businesses for the day.

The Downtown Strong Campaign was a success, bringing attention to the importance of community and patronage at local stores and restaurants. It is when we come together that the most amazing things are possible.



Top: DSA Staff pose with signage sponsored by FastSigns

Middle: Musician, Charles Reyes, at Historic Sealy House Bed & Breakfast

Bottom: Vintage cars line the streets of downtown San Angelo



## The Downtown Dose

# New Ewes On The Town

Blossom the Sheep



Sponsored by The Cactus Hotel

Artist: Laurel Dane

Located at 36 E. Twohig Ave.

Name Pending



Sponsored by Old Central Firehouse Bed & Brew

Artist: Scott Sustek

Located at 200 S. Magdalen St.

A Bobcat in Sheep's Clothing



Sponsored by Central HS Class of 2020

Artist: Blaine Shelton

Located at 655 Caddo St.

Blossom the Sheep



Sponsored by Holiman Elementary

Artist(s): Lake View HS Art Club & Central HS Autobody Class

Located at 1900 Ricks Dr.

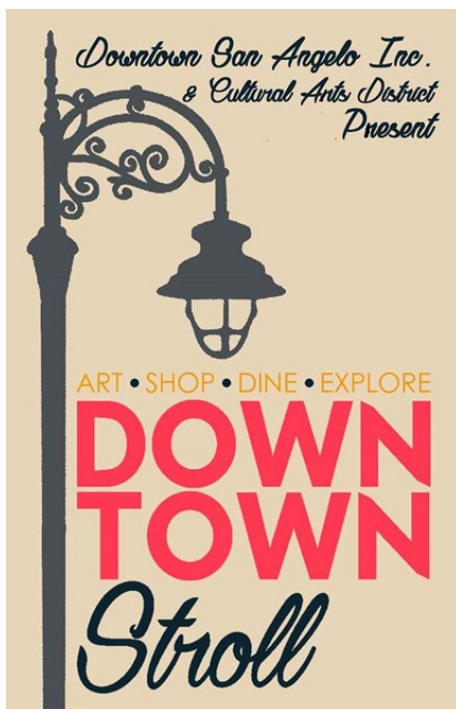
Downtown San Angelo, Inc. established the "Sheeptacular" Art project as a tribute to the burgeoning sheep industry that has been crucial to the growth of San Angelo over the years. Not only has the sheep industry been an important facet of San Angelo's culture and history, but it is also a key part of West Texas heritage. Over 100 fiberglass sheep have been sold and are on display across San Angelo featuring talented local artists.

For more information about sponsoring your own fiberglass sheep for an organization or business, please reach out to our office or visit our website at: [downtownsanangelo.com/sheepstatues](http://downtownsanangelo.com/sheepstatues)

# San Angelo Downtown Stroll

The **Downtown Stroll** has continued to showcase the delights of the downtown district for 12 years and counting. Venues and organizations join together to provide attending guests some insight on the latest of what they have to offer. The stroll begins in the evening at 5:00 PM and carries on to 9:00 PM. Light refreshments, activities, and displays are furnished by the venues. A Concho Valley Transit trolley is provided for attendees to hop on and take a ride throughout the stroll route.

Downtown San Angelo, Inc. is excited to bring positive change with the new year approaching. For 2020, the organization will be hosting the Downtown Stroll for several pre-determined dates rather than each month of the year. We hope that this adjustment allows for all businesses and organizations to better prepare to host our community, and help them to excel in this endeavor for these anticipated months. The Downtown Stroll signifies the best qualities of San Angelo, and we hope that all will continue to participate in this fantastic opportunity for community engagement and support for one another.



## Upcoming 2020 Stroll Dates

**October 29**

**November 19**

**December 17**





# Nice to Meet You: Outstanding Volunteer

## Ayodeji (Ayo) Adedokun



Volunteer Ayo came to Downtown San Angelo, Inc. with the intent to gain more experience with project management. As the organization often has many things that can always benefit from a helping hand, the office was glad to have his help.

From Fort Worth, Ayo is currently enrolled at Angelo State University pursuing a degree in business administration. His interest in Downtown San Angelo, Inc. was to be able to learn more about the projects that the organization takes on and the tasks that the office staff must take on to ensure events and activities take place without error. In February, DSA had its first Downtown Stroll of 2020. Ayo gained firsthand experience as to how our small office staff is able to coordinate with community partners such as other downtown organizations and businesses to make the Downtown Stroll a successful recurring event.

In May, Ayo was invaluable to the success of the #DowntownStrong Campaign, assisting with the preparation of hand fans donated by FastSigns of San Angelo. On the day of, he helped to distribute additional signage to downtown businesses and was a huge help. Downtown San Angelo, Inc. is always grateful to have members of our community show an interest in the organization and take part in our event planning. Thank you to Ayo for all his hard work!

## How Can You Make a Difference?

Choose to volunteer with Downtown San Angelo, Inc. and actively participate in your community. The organization is always willing to accept volunteers in any manner of experience or talents. From boosting an individual's career experience to the mental health benefits, volunteering with local organizations helps to develop character and benefit the community in which you live, work, and play.

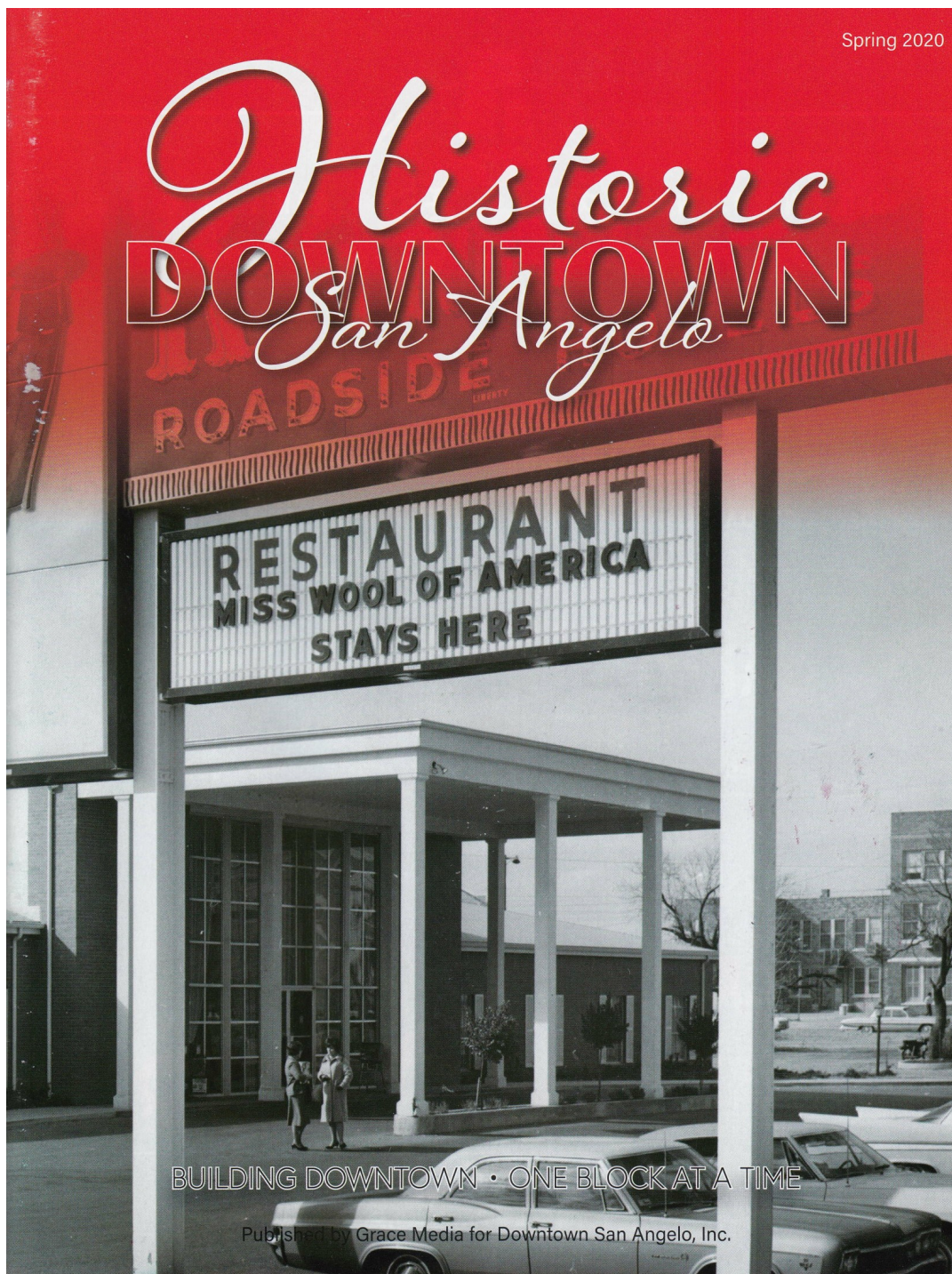
*To learn more, give us a call at (325) 655-2345*

**DOING  
GOOD  
DOES YOU  
GOOD**

## Historic Downtown San Angelo Magazine

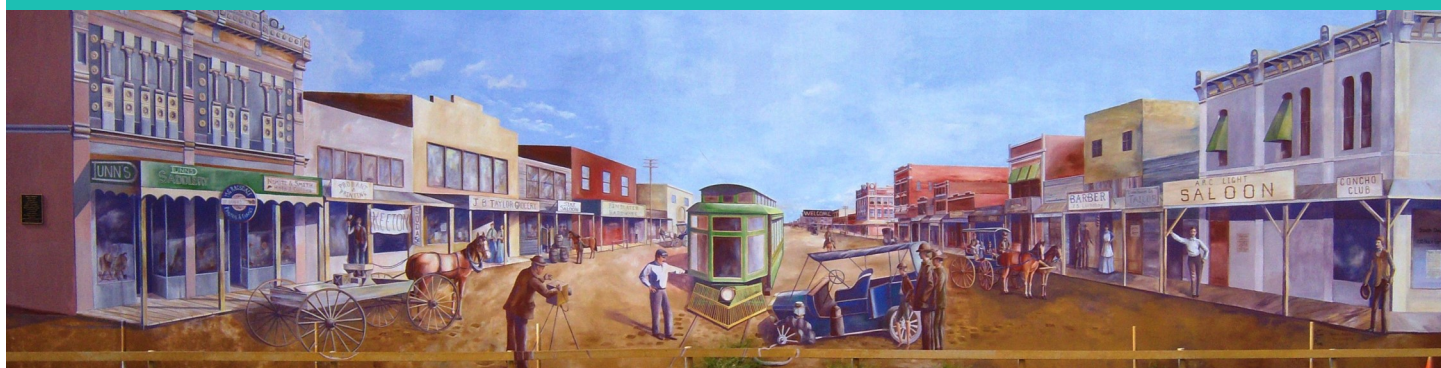
Be sure to pick up the latest copy of Historic Downtown San Angelo Magazine which details all things downtown. Keep up to date with events and activities that will take place within the cultural district, and learn more about the history behind the downtown streets you walk.

"BUILDING DOWNTOWN, ONE BLOCK AT A TIME"





## The Downtown Dose



Downtown San Angelo Inc, (DSA) is a non-profit 501(c)3 organization, dedicated to the revitalization and preservation of historic downtown San Angelo. Additionally, we are a Texas Main Street, Nationally recognized urban city and a National Trust of Historic Preservation member.

Established in 2004, Downtown San Angelo, Inc. was formed by a group of 35 individuals who were dedicated to downtown revitalization. In November 2005, the organization was granted membership in the Main Street Program. This program is a major effort by the National Trust for Historic Preservation to provide assistance to cities whose older central business districts are seeking to retain some vestige of their visual character and whose economic position is slipping. The premise of this program is that economic revitalization can take place within the context of historic preservation.

### Board of Directors

**An active Board of Directors, committees, and project leaders are key to the revitalization effort of Downtown San Angelo, Inc.**

Alexander, JoAnna	Key, Fred	<b>Board Liaisons</b>
Babiash, Michele	McLaughlin, Steve	Andrews, Guy
Balderas, Jacob	Mott, Lana	Bayes, Diann
Barrett, Casey	Puckitt, Lane	Bluthardt, Bob
Cameron, Aimee	Read, Teddye	Castanon, Alejandro
Cox, Nathana	Reichenau, Brittany	Highsmith, Jamie J.
Eggemeyer, Eric	Stango, Steve	James, Jon
Elkins, Stacie	Stone, Lyndy	Koenig, Walt
Giesecke, Wes	Sudduth, Delila	<b>Staff</b>
Gunter, Brenda	Uherik, Luke	Del Velasquez, Executive Director
Heartsill, Kate	<b>ASU Honors Student Board Member</b>	Monica Ramos, Office Manager
Hunter, Toni		Ysabela Kesey, AmeriCorps VISTA
Justiss, Larry	Hannah Powers	

## Downtown San Angelo, Inc.

**Office:** 24 W. Concho Ave.

**Phone:** (325) 655-2345

**Fax:** (325) 655-1234

**E-mail:** [info@dtsa.org](mailto:info@dtsa.org)

## We're online!

**Visit our webpage:**

[downtownsanangelo.com](http://downtownsanangelo.com)

**Facebook:**

Downtown San Angelo, Inc.

**Instagram:**



**Thank you to our 2020 ASU interns and volunteers who have helped make Downtown San Angelo Inc.'s world turn!**

**Alex Cunningham**

**Priscila Lozano**

**Adrianna Carranco**

**Robert Foate**

**Ayodeji Adedokun**

**Brenna Kleiber**

**Jack Edl**

**Maileana Bruce**

**Harley Kendall**

**Raelynn Hill**

**For more information about volunteering with Downtown San Angelo, Inc., stop by our office or call to learn more.**

## The Downtown Dose

### Special thanks to our Donors who have sponsored Downtown San Angelo, Inc.

Kinney Franke Architects	David Mazur & Associates
San Angelo Museum of Fine Arts	Legend Jewelers
1st Community Federal Credit Union	M.L. Leddy's
Anna M. Thomas CPA	Moleo Gas Corp.
BackBeat Music Company	Plateau Brewing Company
Baptist Retirement Community Senior Living	Prosperity Bank
Bill Caldwell Electric	San Angelo Blues Society
Casa Décor	Scott Allison Real Estate
Central Texas Farm Credit, ACA	Thunderbird Loan Company
John & Debbie Conn	

## Why do I want to be a member? What does DSA do for me?

Downtown San Angelo, Inc. focuses on revitalizing and promotion commerce and the history of San Angelo within the downtown area. Not all projects that we engage in are geared towards helping an individual. We support Downtown as a whole; from preserving old buildings to bringing in new business, hosting events that bring visitors downtown, partnering with other organizations and everything in between.

When the area is more functional, visually appealing, and trafficked, your business wins for being in a purposeful, appealing and well-traveled location.

The Downtown San Angelo, Inc. program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. You can be part of preserving history and protecting monuments and locations that you may remember from your childhood for future generations. It is a preservation of the way of life in San Angelo where Downtown is the central hub and the entire community gains.

Downtown San Angelo, Inc. does not create this in itself, but is a huge component, utilizing historic preservation, promotions, design and economic restructuring in positive economic development.

We are a non-profit 501 (c) 3 organization. We receive a portion of our funding from the City of San Angelo, memberships, corporate sponsorships, private contributions and grants. Your donation could help to aid in our efforts. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other.



## The Downtown Dose

# Downtown San Angelo, Inc. Membership Benefits/Opportunities

Members	Donors	Benefactors	Patrons	Benefits & Opportunities for non-downtown San Angelo businesses and organizations, Benefits & Opportunities for Downtown businesses and organizations
✓				Business/Organization listed on DSA website by business category (Includes: Name, Address, Phone)
	✓	✓	✓	Business/Organization listed on DSA website by business category (Includes: All business information and storefront photo or logo)
	✓			Business name in Downtown Dose bi-annual online newsletter (Published January & August)
		✓	✓	Logo featured in DSA's official bi-annual online newsletter, the Downtown Dose (Published January & August)
		✓	✓	Social media promotion
		✓	✓	Rotating photo ad space on DSA Website in respective business category
			✓	Logo placement on Downtown Stroll flyers for one year
			✓	Logo of placement in bi-annual Historic Downtown San Angelo magazine publication
			✓	Downtown businesses receive: 800 x 533px Featurette on DSA Website Home Page

## Contributing to Downtown San Angelo, Inc.

Please include the following information and return to our Downtown San Angelo, Inc. office at 24 W. Concho Ave.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: (Street) \_\_\_\_\_

(State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

No amount is too large or too small. We accept donations in any amount but do have membership donor levels listed on our website.

### Levels of Sponsorship

- Member \$100
- Donor \$250
- Benefactor \$500
- Patron \$1,000+

Please make checks payable to: Downtown San Angelo, Inc.

Downtown San Angelo, Inc. would like to extend thanks to our Benefactors and Patrons who continue to support the organization.

