

The Downtown Dose

DSA, Inc.
Summer Edition
July 2021

Member Spotlight Chadbourne Tavern

115 S Chadbourne St

Fernando Fuentes, a local entrepreneur and previous owner of the Roxy nightclub & bar, closed one door and opened another. In 2015, Fernando decided to create a whole new entertainment venue. His plans were to open a night club/bar scene on a much more larger scale and a more desirable location.

Located in the heart of historic downtown San Angelo, Chadbourne Tavern has become one of the most popular venues in the area. The two story night club and entertainment venue is known for "Taking Downtown to the Next Level". Hosting a wide variety of events with guest DJs,

drink specials, and entertainment, Chadbourne Tavern is able to provide adults of all ages an opportunity to go out and have some fun on the town. The outdoor balcony and patio set the scene for a casual outing with friends or family.

The friendly staff give the pub a welcoming atmosphere and serve ice cold drinks to your liking. Hours of operation are from 8 pm to 2 am Fridays and Saturdays. Special guest DJs pump up the evening and the dance floor with lively music playing downstairs and upstairs. Immerse yourself in all of the delights Chadbourne Tavern has to offer. This October, don't miss out on the 6th Annual Zombie Prom! Each year, Chadbourne Tavern hosts a spooky Halloween bash including a Zombie Costume Competition for those who dare to enter.

Throughout the years, Chadbourne Tavern has continued to stay innovative by incorporating theme nights, drink specials, and will soon execute plans to take the business to the "next level". Follow Chadbourne Tavern on Facebook to stay up to date with promotions and special events.



Facade of Chadbourne Tavern, 115 S. Chadbourne St



Night life inside Chadbourne Tavern



CONTENTS

- 1 Cover Story– Spotlight, Chadbourne Tavern
- 2 Table of Contents
- 3 Message from the Executive Director
- 4 Up-and-Coming— Projects
- 5 New Downtown Businesses
- 6 Spotlight, Concho Confetti Antique Mall
- 7 Event Recap- Brews, Ewes & BBQ 2021, Star Spangled Banner Concert
- 8 Special Events/Campaigns— #DowntownStrong Live Love Shop Local | Employee of the Month | Small Business Promotion | #StillSanAngelo Tees
- 9 New Ewes on the Town
- 10 Update– Downtown Stroll going Downtown Strong
- 11 Outstanding Volunteer Feature
- 12 Historic Downtown Magazine
- 13 Organization Information
- 14-16 Membership Information

A Message from the Executive Director



Del V. Velasquez, Executive Director

Downtown San Angelo is Back! We are well on our way from a challenging (to say the least) 2020!

As the Chadbourne Street Re-Design starts to wind down we have noticed an extra exuberance of citizen's enjoying the freedom to walk in and around the newly renovated streets and sidewalks. Even better news, merchants are reporting record breaking sales in the history of their businesses. Once again, proving this project was the right project for the time. It is a well-recognized fact within the Texas Main Street Program that once a community takes the leap to create a streetscape project, the results are dramatic not only from the aesthetic improvements, but where it counts the most at the bank!

Downtown San Angelo, Inc. was extremely proud to undertake the "Leading Lights and Historic Gateway

Project" which was dedicated on March 3, 2021. The ceremony took place at the intersection of W. Concho Ave. and Randolph where the Historic Gateway was installed along with historic street light fixtures from the intersection of Koenigheim and W. Concho Ave.

We had the opportunity to "fill in a gap" twice over the last 6 months. The first event was the Reverse Christmas Parade which came about after the traditional Christmas Lights Parade cancelled due to COVID-19. After researching different options, our esteemed colleague Monica Ramos, Assistant Director came up with the Reverse Parade concept, which was a difficult task at best to undertake.

The second opportunity came when the San Angelo Symphony announced the cancellation of the July Pop's Concert. Within five weeks of seeking sponsors, putting together an All-Star lineup of bands and overcoming a rain storm that knocked out the electricity at the Bill Aylor River Stage, we had an exciting show featuring the San Angelo Community Band, Mariachi Alma Mexicana, The West Texas Jazz Orchestra and The United States Air Force Band of The West! Along with an After-Party Fleetwood Mac Tribute Band, Forever Mac! Oh-By the way, there were Fireworks too!!!

We are excited about new businesses that are coming online during 2021 that will again bring diversity to an already great group of retail, restaurants and nightlife in Downtown San Angelo!

Up-and-Coming DSA Inc. Projects



Concho Avenue Gateway and Streetlights

On April 28, 2021, the Downtown San Angelo, Inc. Leading Light and Gateway project was officially completed. The completion marked nearly 2 years since the initial proposal came to life. The dedication of the archway and lighting ceremony was held on May 3rd and recognized special donors who helped make the project possible.

Pedestrian safety and aesthetics are the most heavily impacted areas of improvement. Both citizens of our community and visitors may now walk a well-lit path at night. In addition to this, better lighting helps motorists by increasing visibility and safety. Quality materials consistent and complementary with historically used building materials will ensure that this project has a lasting effect on West Concho Avenue.

Again, DSA is extremely grateful to have received grant funding and private donations to make this project possible. Institutions such as the San Angelo Health Foundation, the San Angelo YMCA, First Financial Bank, and the San Angelo Area Foundation serve as leaders within our community.



Concho Avenue streetlighting



Historic Downtown gateway

Chadbourne Street Redesign

Although not directly a Downtown San Angelo, Inc. project, the Chadbourne Street Redesign will play a large role in revitalizing the historic downtown neighborhood. The project is funded by grants from the Texas Department of Transportation and the City of San Angelo.

Inclement weather, heavy rainfall and Winter Storm Uri, hindered the onset of the process. Although despite the challenges, the Chadbourne Street Redesign has made great progress since the beginning of its first phase. Currently, construction crews are on phase two of three.

The new street redesign will make the streets safer and more accessible to pedestrians. The sidewalks are spacious and ADA compliant. This will allow for more foot traffic and bring increased patronage to businesses in the surrounding area.



Chadbourne Streetscape Design

New Downtown Businesses Services, Venues & Dining

Ranch Road Boots *14 N Chadbourne St*

Need a new pair of timeless, handcrafted boots? Ranch Road Boots creates some of the finest boots around. Each pair is created using premium materials made to last a lifetime. Fun fact, a portion of each purchase at Ranch Road Boots is donated to the Injured Marines Semper Fi Fund.



The She Shack *31 W Twohig*

Your one stop shop for all of your earring needs, The She Shack has over 2000 pairs of earrings to choose from. In addition to this, The She Shack sells different types of jewelry as well. Swing on by and check out the fantastic selection today!



Texas Angels Boutique *113 E Concho, Ste 130*

Where bohemian meets western. A boutique that is focused on providing trendy yet affordable apparel and accessories. New arrivals daily keep the selection fresh and up to date.



Downtown San Angelo is the heart of the city and the hub of the small business community . The variety of retail shops, office spaces, restaurant businesses, tattoo parlors, and more, continue to grow each year. According to Downtown San Angelo Inc.'s current business study, there are over 15 business ventures soon to be constructed or completed!



Renovations and rehabilitation projects over the past few years have not only enhanced the appearance of many locations, but have also drawn an increased customer base. Downtown San Angelo advocated for the City of San Angelo's Tax Increment Reinvestment Program (TIRZ) , which was created in 2006, to preserve the integrity of economic and social investment in the designated area and to encourage new projects. The TIRZ program may provide incentives for façade improvement, historic preservation, landscaping, egress, and/or sprinkler & smoke alarm installation. For a complete description of TIRZ incentive information visit cosatx.us/TIRZ.

Benefactor Spotlight-

Concho Confetti Antique Mall



42 E Concho Ave

With over 8,000 square feet of space, Concho Confetti has an assortment of ever changing merchandise that dealers bring in daily. There is so much to see and shop for! Customers look to Concho Confetti for quality items, a large selection, friendly staff, and incredible service. Come on by to check out antiques, furniture, jewelry, gift items, and collectibles today!

Event Recap

Brews, Ewes & BBQ & Star Spangled Banner Concert & Fireworks

Brews, Ewes & BBQ

On March 6, 2021, the 5th annual Brews, Ewes & BBQ took place at Bart Dewitt Park, aka Neff's Park. Overall, 49 teams traveled from around the region to compete for best chicken, pork spare ribs, brisket, lamb, and beans. This year's winner and grand champion was Texas Rebel Smokehouse. Texas Rebel Smokehouse placed first in the chicken category and within the top five in both brisket and spare ribs.

In addition to the adult BBQ competition, this year was also the second annual Kids-Que cooking competition for children ages 6-18. The two categories to be judged were hamburgers and pork chops.

Families, volunteers, BBQ team supporters, and others came out to enjoy live music, guest performances, and shop craft vendor booths. Brews, Ewes and BBQ was a great opportunity for the public to get out and enjoy a community event after nearly a year of COVID restrictions.

2022 Brews Ewes & BBQ | March 4-5



Top: GFAFB Marine Corp Volunteers pose for a photo

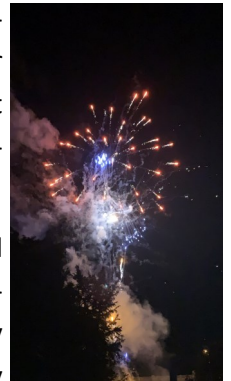
Bottom: Kids-Que participant prepares burger patties

Star Spangled Banner Concert

Heavy rainfall caused event set up delays and power outages at the River Stage the first half of the day, but that was not going to prevent the coordination of the event.

A Star Spangled Banner Concert and Fireworks show became an entertaining evening under the stars. Many families were in attendance to enjoy live music performances by the West Texas Jazz Orchestra, the San Angelo Community Band, the Mariachi Alma Mexicana, and the United Air Force Band of the West. Fort Concho artillery cannons were fired and fireworks were launched from Celebration Bridge during the 1812 Overture, providing a festive feel to top off the evening. Shortly thereafter, Forever Mac, a Fleetwood Mac tribute band, took the stage for the after party celebration.

Of course, none of this would have been possible if it were not for the generous support of sponsors and volunteers who worked diligently to see this celebration come to fruition.



Top: Attendees

(VIP décor & catering by BESOS EVENTS)

Bottom: United States Air Force Band of the West

(balloon display by LIVE DESIGN)



Special Events/Campaigns

#DowntownStrong

Live Love Shop Local: In October of 2020 the #DowntownStrong Campaign resumed with an additional tag line: Live Love Shop Local. The campaign was sponsored by San Angelo Shop Local Mobile App. Participating businesses were interviewed and highlighted on our social media pages (Instagram & Facebook). Articles of Live Love Shop Local gave an inside look at detailed history, current operation status, and merchant's products & services, along with photos.



Employee of the Month Due to shortages in the work force, employers & employees are bearing the full weight and stress of being understaffed. The employee of the month program gives businesses the opportunity to recognize those who make sacrifices in order to continue serving the community. Recognitions of the #DowntownStrong Employee of the Month PSA can be seen on local FOX West Texas channels from July to December.



Small Business Promotion Downtown San Angelo has partnered with Townsquare Media to highlight small businesses in downtown San Angelo. Since April, Townsquare Media has aired promotions for various businesses across five local stations, and will proceed to do so. Each Business Spotlight provides listeners with genuine information straight from the heart of each business owner.



The Downtown Dose



New Ewes On The Town

Jewelly



*Sponsored by:
Legend Jewelers
Artist: Scott Sustek
Located at 18 E Concho Ave*

Downtown San Angelo has created a Historic Downtown Sheep Sca-a-a-vengeer Hunt!

Go on a hunt for sheep located in the downtown. Clues containing history of historic properties will guide you to each sheep location.

By completing the scavenger hunt and taking pictures with at least 10 sheep, you will win a free T-shirt courtesy of DTSA. Swing by our office to show us the pictures and claim your prize.

The link to find the scavenger hunt is below. Physical versions of the scavenger hunt are also available at our office free of charge.

<https://www.downtownsanangelo.com/sheep-spectacular>

Sponsors with sheep in progress from their perspective artists:

- 1st Community Federal Credit Union
- Armstrong & Backus
- ASU Small Business Development Corporation
- Blaine's Pub
- City of San Angelo Economic Development
- Concho Self Storage Twin Mountain Fence
- Myers Drug
- Nexstar Broadcasting

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.



Follow us on Facebook to keep up with the new ewes in town! @downtownsanangelo

Downtown Stroll is Going Downtown Strong

Downtown Strong Stroll

Downtown San Angelo Inc. Is excited for the changes that come with the new year. One of the many changes taking place is the retirement of the Downtown Stroll title, the event will now be known as **Downtown Strong**. The new title reflects the attitude and personality of all who call downtown home, STRONG.

Just like the past strolls, Downtown Strong will bring downtown venues and organizations together to showcase their offerings to the community. The event starts in the evening at 5:00pm, and carries on to 8:00pm. Downtown San Angelo Is excited to welcome back the community in 2021, showing the community just how STRONG Downtown is!

Downtown Strong Dates have been adjusted. The dates have been moved to coincide with major holidays and events that matter most to the community.

*Trolley not available at this time

Won't you join us?

The Map and Description for each participating Downtown Strong location are posted to our website and Facebook Page.

Contact us to get your own Sheep Happens t-shirt for only \$10!

Upcoming Downtown Strong Dates

October 28

November 18

December 16



Nice to Meet You: Outstanding Volunteer

Araceli Regino



Araceli Regino was born and raised in San Angelo, Texas and attended school at Wall ISD. After receiving her high school diploma in 2018, she went on to receive her Associate's Degree in General Studies from Howard College. This accomplishment was important for Araceli as she was the first person in her family to graduate from college. She then transferred to Angelo State University and is actively pursuing her Bachelor's Degree in Criminal Justice. Through this degree plan she met her former professor, Tom Green County Attorney, Chris Taylor. Mr. Taylor was able to introduce Araceli to the former Assistant Chief of the San Angelo Police Department, Robert Martinez to seek an internship. She is now discerning her career in the field of Criminal Justice with his assistance.

In addition to this, Araceli also has an internship with Downtown San Angelo Inc. (DSA) where there are various opportunities to assist with events and activities. One of her favorite responsibilities is taking photos for DSA's Downtown Strong Stroll. According to Araceli, "Growing up, I always wanted to have a stronger sense of community within my hometown but never knew how to make it happen. Then when DSA came into my life, I was presented with amazing opportunities to do exactly that. We at DSA take great pride in the heart of our city, [downtown], and we all share the common desire to let those within and outside of our community see what we see as we stroll these historic streets. I'm grateful to all those who welcomed me to the team and I have taken great pleasure in creating connections with members from my community."

Over the past year, aside from working and her studies, the ASU senior has also been involved with student organizations on campus which include the Catholic Newman Center and the Association of Mexican American Students. She has recently taken on a leadership role within ASU's Catholic Newman Center as the new Service and Volunteer Coordinator. In this chair position, Araceli hopes to dive deeper within her community in new ways and lead the organization to serve wherever they are needed.

How Can You Make a Difference?

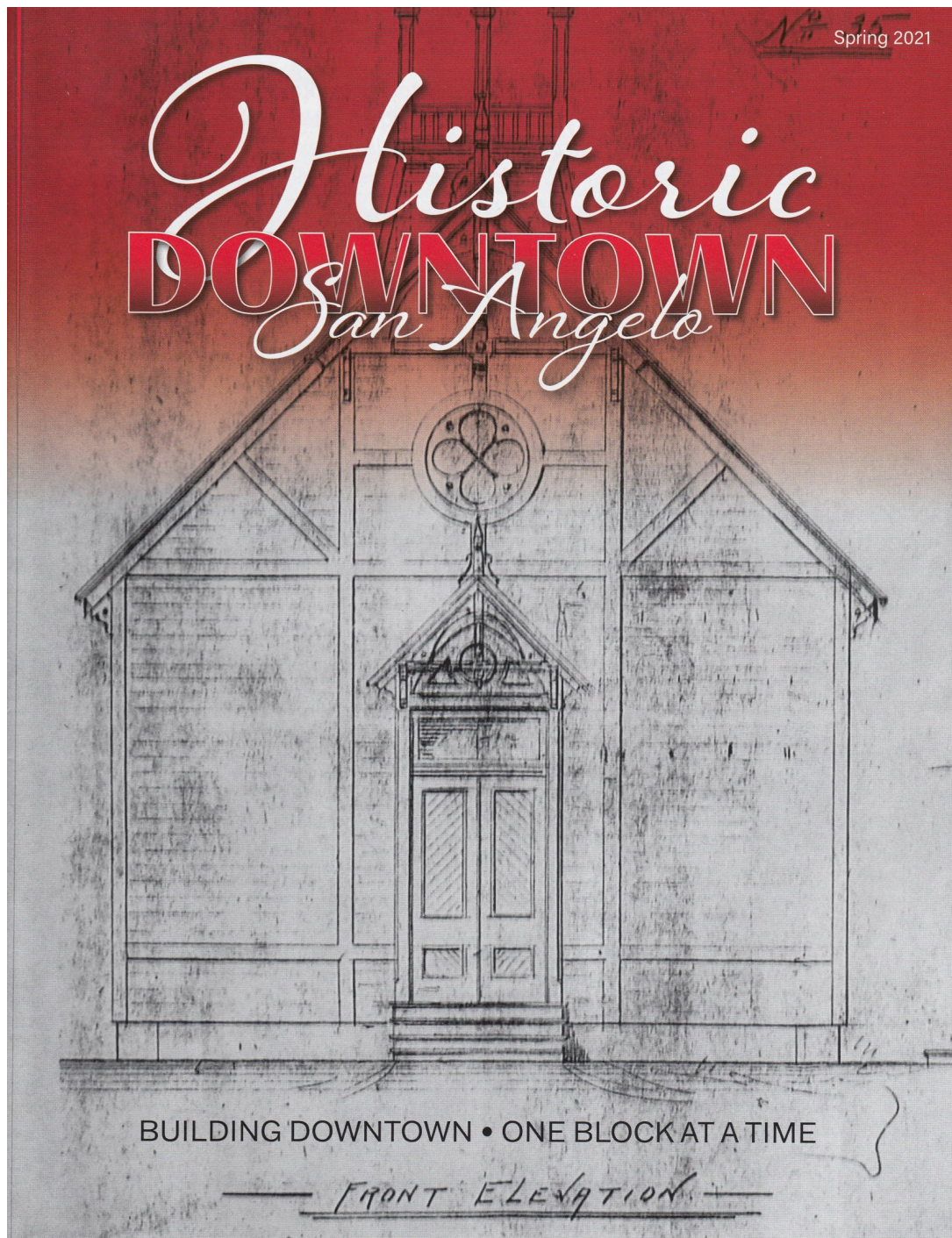
Choose to volunteer with Downtown San Angelo, Inc. and actively participate in your community. The organization is always willing to accept volunteers in any manner of experience or talents. From boosting an individual's career experience to the mental health benefits, volunteering with local organizations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

**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	Board Liaisons
Babiash, Michele	Leos, Hector	Andrews, Guy
Balderas, Jacob	Markee, Andi	Bayes, Diann
Benson, Bryan	McLaughlin, Steve	Bluthardt, Bob
Boyd, Jennifer	Mott, Lana	Castanon, Alejandro
Brame, Luke	Read, Teddye	Highsmith, Jamie J.
Brooks, Mason	Reichenau, Brittany	James, Jon
Cox, Nathana	Schniers, Julie	Koenig, Walt
Elkins, Stacie	Stone, Lyndy	Staff
Houser, Miranda	Sudduth, Delila	Del Velasquez, Executive Director
Justiss, Larry		Monica Ramos, Assistant Director

Downtown San Angelo, Inc.

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E-mail: info@dtsa.org

We're online!

Visit our webpage:

downtownsanangelo.com

Facebook:

Downtown San Angelo, Inc.

Instagram:



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

Lisa Beasley

Becca Butler

Caitlyn Fisher

Jasmyne Harris

Jack Papachriston

Araceli Regino

Parker Shamp

Landon Ward

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.

- Armstrong Backus & Co.
- Kinney Franke Architects
- San Angelo Chamber of Commerce
- 1st Community Federal Credit Union
- Alexander Resource Group
- Angelo State University
- Anna M. Thomas CPA
- Baptist Retirement Community Senior Living
- Bill Caldwell Electric
- Carter, Boyd, & Hohensee Attorneys
- Casa Décor
- Company Printing
- Darby Law Firm PLLC
- David Mazur & Associates
- EM Property Management LLC
- Henry Benedict Real Estate Investments
- House of Chemicals
- Legend Jewelers
- Leos Imports
- Moleo Gas Corp
- Plateau Brewing Company
- Prosperity Bank
- Raw1899
- San Angelo Blues Society
- San Angelo Performing Arts Center
- Scott Allison Real Estate
- Seeds 13
- Steve Eustis Co. Realtors Commercial & Investment Properties
- The She Shack
- Thunderbird Loan Company
- Waterford Wellness Spa

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,
✓				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
		✓	✓	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.

