

The Downtown Dose

DSA, Inc.
Winter Edition
February 2021

Member Spotlight

Fox West Texas

5 S Chadbourne St

Broadcasting to the Concho Valley since 1988, Fox West Texas is located in the heart of historic downtown San Angelo. Fox West Texas is an innovative media company working to serve the people of West Texas by creating strong relationships based on honesty and integrity. They deliver stories that matter most you. Fox West Texas is a local station for news you can trust. The extensive digital offerings and broadcasts produced by FOX West Texas keep the community informed and engaged. Live broadcasts of downtown parades, newsworthy updates, and local weather are just to name a few.

Fox West Texas Has become a trusted member of Downtown San Angelo. During these difficult times Fox West Texas has lead by putting their best foot forward, they have remained optimistic during these difficult times. Their acts reflect as an organization who care not only for them self but for their whole community, by providing support to small business in meaningful ways. As an added promotion to Downtown San Angelo, Inc.'s #DowntownStrong Campaign, Fox West Texas contributed to the campaign by producing local PSA announcements. The announcements featured downtown business merchants holding "Were Open" and "Stay Safe" signage while waving sincerely and spreading positivity among viewers.

The FOX broadcasting news room has a new look! Marketing Director, Bobby Schuyler stated the renovations "bring fresh and innovative look to our product". Some of the set designs are localized by featuring textures and materials that are familiar to West Texans. Best of all, there is a mural located in the back of the set which features the skylines of both markets that are served by FOX West Texas (San Angelo and Abilene). Schuyler stands by

his words, "Our overall on-air look and vibe has changed, but our commitment to the communities has not. We are still 100% dedicated to bringing all of west Texas honest, fact-based journalism presented in a fresh and modern way each night."



CONTENTS

- 1 Cover Story– Spotlight, FOX West Texas
- 2 Table of Contents
- 3 Message from the Executive Director
- 4 Up-and-Coming— DSA Projects
- 5 New Downtown Businesses
- 6 Spotlight, Tom Green County Stephens Central Library
- 7 Event- Brews, Ewes & BBQ 2021
- 8 Special Events/Campaigns— #DowntownStrong Live Love Shop Local |
Downtown San Angelo Reverse Christmas Parade | #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

Keeping the Central Business District businesses alive and well has been a major priority for Downtown San Angelo, Inc. as we kick-off 2021. The anticipation of continued progress in controlling the spread of COVID-19 and keeping the doors open for all businesses are positive indicators for the future development of our community.

The Chadbourne Street Re-Design kicked-off on January 12, 2021 at the intersection of Concho Ave. and South Chadbourne Street moving South towards the South Chadbourne Street Bridge. The preliminary phase of construction has been receiving unprecedented support from both property and business owners. Downtown San Angelo, Inc. has been at the forefront of assisting the City of San Angelo and the team of engineering and construction companies implementing this monumental task, by facilitating meetings and discussion with our downtown constituents to address their concerns and solutions to resolve issues being created by the constructions.

As a result, the community has responded largely with a positive resounding support for this project. Our Media partners in conjunction with the City of San Angelo Public Information Office have provided the public with constant communication of the street detours and how to get to businesses being impacted by the construction. Social Media has played a significant role in getting the word to the community of what to expect but more importantly how to get to business impacted.

Our Downtown Historic Gateway and Leading Lights projects also kicked-off and construction has begun in establishing Historic Street Lights at the intersection of South Koenigheim and West Concho Ave. that will lead up to the Historic Gateway (arch) at the intersection of West Concho Ave and Randolph. The Historic Gateway will welcome visitors and our community in the Heart of the City.

The initial phase of the South Chadbourne Street Re-Design and the Leading Lights and Historic Gateway are estimated to be completed by mid-February.

Our Downtown Strong and Brews Ewe and BBQ Cook-off are slated to start promoting and bring out the community and tourist to the Central Business District. The Brews Ewe & BBQ Cook-Off will kick-off March 5 – 6, 2021 at our new location “Neff’s Park” along the river banks of the Concho River. While we launch the Downtown Strong campaign on Thursday, February 11, 2021 in Celebration of Valentine Day!

Downtown San Angelo, Inc. is committed to preserving our historical roots and buildings in keeping with the Texas Historical Commission – Main Street City program criteria. Solidifying the 14th year Downtown San Angelo, Inc. has received the National Accreditation from the National Main Street City Center.

Up-and-Coming DSA Inc. Projects

W. Concho Gateway and Streetlights

The implementation of a gateway and historic streetlights on the 200 block of West Concho are underway. 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.

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 street lighting along West Concho Avenue. 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, and it would not be possible without their Board's generosity that the organization could pursue something on this scale.

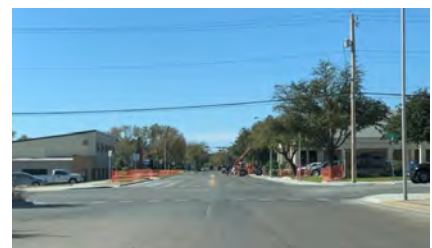
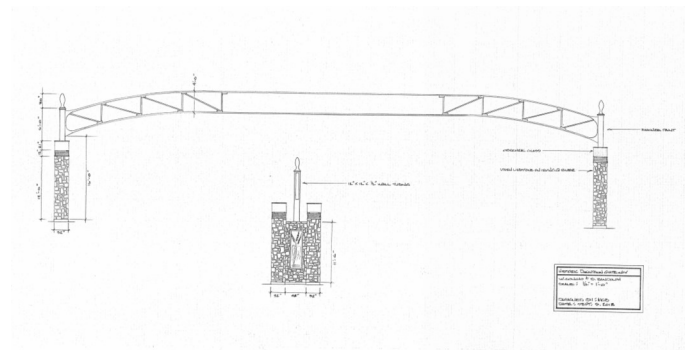
The gateway and streetlights will serve to set precedence for capital projects downtown with the hope to eventually replace the contemporary street lighting throughout downtown with light posts that are reminiscent and characteristic of the historic downtown district. As complementary pieces to the greater 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.

Streetlight status update: the streetlights have been successfully placed along Concho Ave.

Gateway status update: Silver Fox Construction is working through COSA Permitting



Above: Initial basic conceptual drawing of gateway

Below: Official mark-up of streetlight placements and streetlight design

The Downtown Dose

New Downtown Businesses Services, Venues & Dining

San Angelo Studios 220 N. Chadbourne St.

For those tired of working out of home — or anywhere, come check out San Angelo Studios! San Angelo Studios offers a unique experience, offering a membership based office space where one can work freely.



Grizzly Rose 6 E Concho Ave.

Have a design you want to get out there? Grizzly Rose offers a wide selection of apparel and promotional products to fit your vision. Whether you want screen printing, sublimation, vinyl, or embroidery, Grizzly Rose can fulfill your needs!



West Texas Center for Integrative Medicine 314 E Twohig

Ready to start your journey into a healthier life style? Come visit West Texas Center for Integrative Medicine and see what they all have to offer. Try out their acupuncture for some much needed relief, or shop their herbal medicines from their apothecary.



Burlap & Paisley Boutique 322 N Chadbourne

Burlap & Paisley is your trendy one stop shop, After reestablishing their boutique, you can once again find all kinds of goods from apparel to furniture! Being so more than just a boutique, be sure to try out their spa and salon to get a massage, your nails done, or to get a new dye, there is so much more.



Memory Vault 8 E Concho Ave.

Memory Vault is proud to be San Angelo's First and only interactive selfie studio! Take advantage of their immersive backdrops and props to create memories to last a life time. Stop by for a unique experience unlike any other!



Historic Sealy House

Built in 1908, this quaint air B&B is located in the heart of downtown San Angelo. Enjoy the breeze on the Front Porch or take a walk around downtown for art, food, shopping, and entertainment. Or just take a moment to relax and wake up to breakfast provided by Helen's Bistro & Bakery.



The Downtown Dose

Benefactor Spotlight- Tom Green County Library — Stephens Central



33 W Beauregard Ave

Located in Downtown San Angelo since 2011 the Tom Green County Stephens Central Library is an anchor of the Downtown area. They offer not only your standard library services such as offering books and other media, but you can also find exciting activities and events here.

Stop by and visit with one of their friendly librarians who guide you on to the right path for any of your research. Come and see what you can learn today!

5th Annual Brews, Ewes & BBQ 2021



Downtown San Angelo, Inc. Presents
**BREWS
EWES
& BBQ**

SANCTIONED BY: INTERNATIONAL BARBECUE COOKERS ASSOCIATION

BAR-B-QUE COOK-OFF

MARCH 5-6, 2021 • ALONG THE CONCHO RIVER • 330 S. IRVING ST.

SIGN UP TODAY

TEAM ENTRY FEE \$200 SIGN UP TODAY

Teams will provide Cook-Off items: Brisket • Ribs • Chicken • Beans

CATEGORIES

BRISKET • RIBS • CHICKEN

6 Full Slabs

6 Individual
Pork Spare Ribs

2 Separated Chicken Halves
Breast, Wing, Thigh, Drumstick

Team Application & Sponsorship Form can be filled out
on the reverse side of this flyer, or register online at
www.downtownsanangelo.com/brews_ewes_bbq/

**5 PLACES WITH AWARDS
IN ALL THREE CATEGORIES**

GRAND & RESERVE CHAMPION WILL RECEIVE AWARDS

DSA LAMB CHALLENGE

* Lamb is part of the entry fee but does not count
toward Grand Champion or Reserve Champion
LAMB MEAT WILL BE PROVIDED

Electricity not available
Water not available
Meat inspection upon arrival



CONTEST RULES: <https://tbcbbq.org/wp-content/uploads/TBCA-Rules-November-2020-final.pdf>

Downtown San Angelo, Inc. Presents

**BREWS
EWES
& BBQ**

**KIDS
BBQ CONTEST**
SATURDAY, MAR 6, 2021



REGISTRATION FORM

Name Child Contestant: _____ Name Supervising Parent: _____

Address: _____ Parent Phone Number: _____

Select Age Group: ☐ 6-10 (Hamburger) ☐ 11-15 (Pork Chop) ☐ 16-18 (Pork Chop)

\$25 ENTRY FEE TOP 4 AWARDED

Report for Competition 3:00 • Competition Begins 4:00 • Turn in Time 4:30

FOR MORE INFORMATION
CALL 325.655.2345



MAIL TO:
Downtown San Angelo Inc.
24 W. Concho Ave
San Angelo, TX 76903

Special Events/Campaigns

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.



Downtown San Angelo Reverse Christmas Parade: As a result of cancelled events and activities in the area during the holidays, Downtown San Angelo Inc. embarked on a unique event. A Reverse Christmas Parade was coordinated to help fill this void. Plenty of Christmas cheer was spread during the event by floats and performances of the parade.

Top: Kappa Kappa Psi Volunteers assist with signage set up for Reverse Christmas Parade

Bottom: Toys for Tots marines conclude the Reverse Parade Route

#StillSanAngelo Tees: Our organization has been blessed by its members and donors. There are many individuals who strongly believe in our impact to the downtown community. The #StillSanAngelo tee shirt campaign was launched by The Color Brand, with a portion of the proceeds to benefit Downtown San Angelo, Inc. The shirt embodying San Angelo spirit, has been a hit to not only San Angelo but to fans outside of the state as well.



A PORTION OF PROCEEDS GO TO SUPPORT DOWNTOWN BUSINESSES!

The Downtown Dose



New Ewes On The Town

Private Mohair



Sponsored by US Recruiting Station
Artist: Annamarie & Sarah Elizabeth Perkins
Located at 4001 Sunset Dr Suite 1058A

O.R. Double Ewe



Sponsored by Oliver Rainey & Wojtek
Artist: Scott Sustek
Located at 2909 Sherwood Way

Congratulations To
Bug Express Pest Control



Winner of the Sheep Spectacular Raffle!

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

The **Downtown Stroll** faced many challenges during 2020. Unfortunately due to the COVID-19 pandemic, Downtown Stroll was only able to hold one event in February of 2020.

Downtown San Angelo Inc. Is excited for the changes that comes 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 will carry on until 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. The trolley will no longer be available.

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 2021 Strong Dates

February 11

April 23

July 1

October 28

November 25

December 16



Nice to Meet You: Outstanding Volunteer

Marlie Blalock



Originally from Abilene, Texas, Marlie moved to San Angelo to pursue a degree in marketing from Angelo State University. As a December 2020 graduate, her future goals consist of honing her skills and abilities while she searches for her first career in a marketing field. Marlie is excited and optimistic for what the future may hold, she looks forward to opportunities to serve the community and to further grow her skills.

Marlie joined Downtown San Angelo Inc. in August of 2020 as an office intern from the Angelo State University college of business. In the past few months that Marlie was with DSA she made a strong impression as a hard worker who was always ready to take on any task. She assisted with administrative duties, our #DowntownStrong Live Love Local Campaign, as well as taking time to capture photos of various storefronts for social media use.

Her punctuality and commitment to staying on task was most appreciated by Downtown San Angelo staff.

Marlie came to Downtown San Angelo Inc, looking to gain experience that she could carry on with her throughout her future endeavors. Marlie quoted, "I am grateful for having this opportunity to work with DSA and the community."

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.

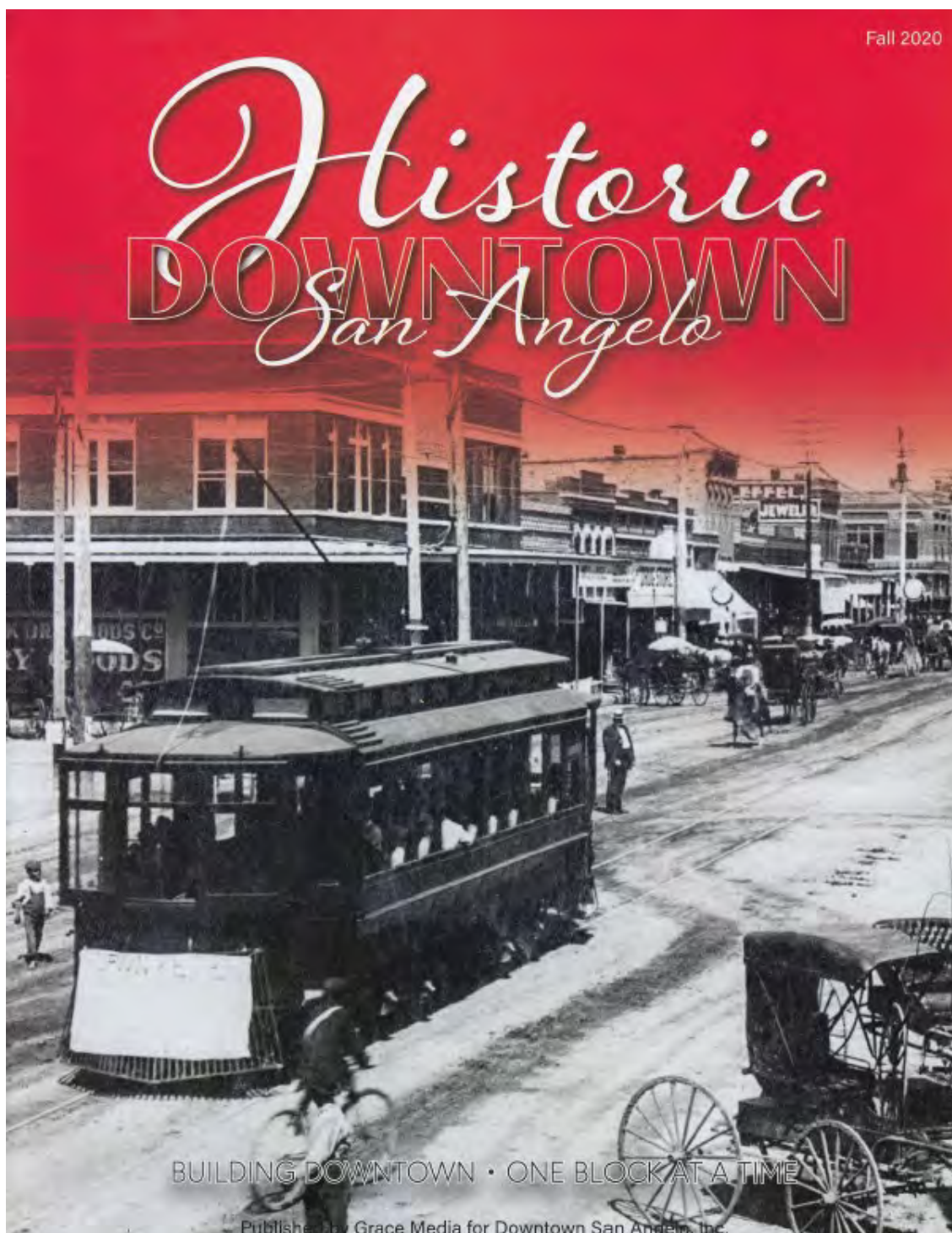
To learn more, give us a call at (325) 655-2345

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

Downtown San Angelo, Inc.

Office: 24 W. Concho Ave.

Phone: (325) 655-2345

Fax: (325) 655-1234

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!

Kaitlyn Wilson

Samantha Luevano

Marlie Blalock

ASU Kappa Kappa Psi

ASU Eta Epsilon Chapter, Pi Kappa Alpha

Scott Sustek

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.

1st Community Federal Credit Union	Legend Jewelers
Angelo Stare University	M.L. Leddy's
Anna M. Thomas CPA	McLaughlin Advertising
Aurora's Creations	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	San Angelo Chamber of Commerce
Central Texas Farm Credit	San Angelo Museum of Fine Arts
John & Debbie Conn	Scott Allison Real Estate
David Mazur & Associates	The Casual Pint
Kinney Franke Architects	Thunderbird Loan Company

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.

