

The Downtown Dose

DSA, Inc.
Summer Edition
July, 2019

Member Spotlight- Twisted Root Burger Co.

By Ysabela Kesey

333 S. Chadbourne St.

This gourmet burger joint has a lot to offer when it comes to a unique dining experience downtown. Opening in late 2015, the restaurant has contributed a sense of vintage history through its renovated 1950's style building located over the Concho River. Owners Lori Franck and Lana Mott gave insight on what makes their location special. They described the venue as a way to be transported to an Austin-like eatery without compromising classic hometown hospitality. Additionally, every time you choose to eat at Twisted Root, there is an opportunity to have a different view each sitting. They also divulged some secrets such as sculptor Joe Morgan's hidden faces which are disguised within the floor. Perhaps you will find them on your next visit!

As a new addition to the Downtown San Angelo, Inc. Board of Directors, Lana shared what it has been like as a restaurant owner with the only Twisted Root franchise that is privately owned. She detailed that being in full control of the operations of the business has been a rewarding enterprise, especially being able to watch San Angeloans make memories at the restaurant.

She described how important Downtown San Angelo, Inc. has been to their experience as a business located downtown, mentioning how thankful they are to be part of such a close and family-like community.

Twisted Root's menu offers just as much flare as it's kitschy aesthetic, including exotic meat burgers and boozy shakes for the 21 and up club. Be sure to dine-in or carry-out featured menu items limited to the San Angelo location like the Sloppy Q and Frito Bandito burger, as well as the ability to make any burger into a 12" hotdog for the same price. Check in for dinner or lunch and try the featured burger and shake of the month!

**TWISTED
ROOT
BURGER CO.®**



Before photo of the building Twisted Root now occupies



After photo of the renovated Twisted Root Burger Company

A Message from the Executive Director



Del V. Velasquez, Executive Director

Downtown San Angelo, Inc. has two new team members Monica Ramos, Office Manager, joined us on March 11, 2019 and Ysabela “Bela” Kesey joining us July 8, 2019. Monica is a graduate of Angelo State University and Bela comes to us via the AmeriCorps VISTA program. Bela will be with us for a year thanks to the City of San Angelo Development Corporation. In just a short period of time, both have adapted quickly to the fast moving and multi-faceted life on Main Street.

The organization continues to grow in our development of programs and addressing the needs of the downtown district. \$12,781,715 has been reinvested within the Main Street District of our community starting in January 1, 2019 to June 30, 2019. Since 2007, the total in reinvestment totals \$223,726,665. This number comes from the sale of property, permits for new construction, and remodeling of existing buildings within the boundaries of our Main Street district.

The downtown district is based in the South Zone of the Tax Increment Reinvestment Zone (TIRZ). From January through June, 2019 grants totaling \$254,000 have been approved for downtown property owners to make improvements.

Since the founding of Downtown San Angelo, Inc. two of our major goals are coming to fruition. This includes the improvement of the major streets that traverse our downtown district. Our goals are to improve aesthetics and create a friendly and safe experience for our citizens and visitors.

Two projects are well on their way towards helping us meet these goals. The “Chadbourne Street Redesign” is currently being planned as we speak and the second one is the “Concho Avenue Project” at the corner of Koenigheim Street and Concho Avenue. Downtown San Angelo, Inc. has been a long time advocate for these projects and believes the end results will continue the growth of downtown. Downtown San Angelo, Inc. has committed to secure a gateway into Historic Downtown and we can’t wait for you to see the final product.

As you read through this season’s newsletter you’ll learn more about the new businesses and others who have contributed to the continued development of the central business district. Meet and learn more about the new members to the flock of our “Sheep Spectacular Project” and of our upcoming events – Brews, Ewes and BBQ on October 18 & 19th, and the Downtown Stroll which is held every 3rd Thursday of the Month.

So read on....and learn more about what is happening in downtown San Angelo and how you can get involved by joining us at Downtown San Angelo, Inc.

Up – and – Coming

DSA Inc. Projects & New Businesses

West Concho Avenue Ongoing Developments

Approved unanimously by a City Council vote on November 6, 2018, the new project to widen W. Concho Ave. has been underway for the better part of 2019. The project gained steam once construction company Reece Albert proposed a \$1.76M bid to tackle the job in October 2018. From there, work was underway beginning in February 2019. In a joint effort to fund the development, the City of San Angelo invested a total of \$1.2M alongside the Texas Department of Transportation's generous contribution of \$600K.

The estimated completion date is expected to be towards the end of September 2019, just in time for downtown's annual holiday celebrations and the Christmas parade. This project represents a significant

step for revitalization and Downtown San Angelo Inc.'s long-term goal of investing in downtown's streetscapes. DSA Inc. hopes that this development will serve as an opportunity to further showcase Concho Ave. and its historical downtown culture. Additionally, progress is being made on proposed projects that have similar intentions to feature downtown and what the district has to offer.

"Downtown San Angelo, Inc. has committed to secure a gateway into Historic Downtown and we can't wait for you to see the final product."
-Executive Director,
Del Velasquez

Stay tuned for what Downtown San Angelo, Inc. has in store!



Pictured is the road work in progress on W. Concho Ave., off of Koenigheim St.

During the ongoing construction, several lanes have been closed to ensure the work is not affected by constant traffic.

New Downtown Businesses

Services, Venues, & Dining Downtown

AR Beauty Bar 10 E. Concho Ave.

Business owner Amy Rivero has put together a team of talented beauticians that collectively specialize in hair color, cuts, as well as styles for men, women and children of all ages.



Old Central Firehouse Bed and Brew 200 S. Magdalen St.

Owners Jodi and Michele Babiash have transformed this once upon a time firehouse into a beautiful destination to stay the night and enjoy a relaxing getaway. An active location from 1929-1976, the firehouse now features a downstairs gathering area and 4 upstairs comfortable room accommodations. The bed and brew is located within walking distance from the river, parks, and downtown.



Larry's Garage Bar & Grill 607 S. Chadbourne St.

Enjoy an ice cold beverage or grab a bite to eat. Larry Rubio serves burgers, appetizers, street tacos, and many other delicious meals in the car-themed bar & grill.



Helen's Bistro & Bakery 33 W. Beauregard Ave.

Known as the businesses' "Chapter 2," Helen and Craig Keith have established a breakfast and lunch spot conveniently located within the Stephens Central Library. With a unique twist on homemade classics, the business will eventually open full-time at a new Ave. N location.



Aurora's Creations 308 N. Chadbourne St.

Aurora Prieto has enjoyed facilitating San Angelo's needs with her decorating business for 16 years, while also pursuing a career as a real estate agent for 5 years. The new business location offers decorations for weddings, quinceañeras, and more.



Pop of Color 602 Orient St.

San Angelo's newest Art Gallery: Featuring a gift shop, private parties, cookie decorating classes, art classes, events and more! Pop of Color was created with one goal in mind, to engage people of all ages in art, culture, and wellness. Each creative class is targeted for individuals to relax and enjoy themselves, while learning a thing or two about the activity! Also featured is a store-front shop with unique gifts.



The Downtown Dose

Benefactor Sponsor Spotlight- Myers Drug & Myers Boutique



29 S. Chadbourne St.

Myers Drug is known as a facet of downtown living and the beautifully well-kept exterior provides a historic backdrop of San Angelo's Chadbourne Street. Founded in 1934, the business has historically met the needs of residents through pharmaceutical services and family-oriented wellness advice. The recent addition of Myers Boutique highlights the expanding lifestyle needs of San Angelo. The boutique offers a wide range of goods and brand name fashion favorites.



The Downtown Dose

OCTOBER 18-19, 2019

4th Annual Brews Ewes & BBQ



TEAM ENTRY FEE \$200 SIGN UP TODAY

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

CATEGORIES

BRISKET • RIBS • CHICKEN

**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*

Electricity will be available for a \$25 Fee

Water not available

Meat inspection upon arrival

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



Planning for this year's Brews Ewes & BBQ has commenced! The 4th annual event will be held October 18th through 19th at El Paseo de Santa Angela, located at

20 E. Ave. D.

There will be music, merriments, activities, and of course barbecue for everyone to enjoy.

This year will include the new Kid's Q feature; giving children from ages 6-15 an opportunity to compete and show of their BBQ abilities.

**Sponsorship and
Registration forms
now available!**



For more information contact the DSA, Inc. office at
(325) 655-2345

Paintbrush Alley Revitalization Premier Art in Uncommon Places

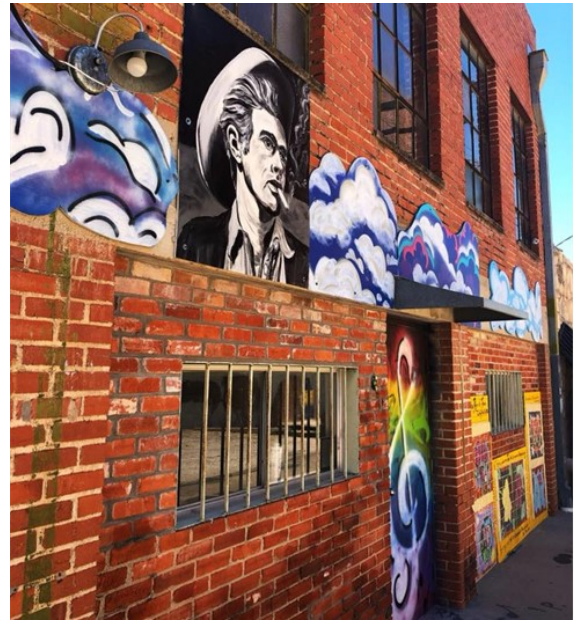


Mural in Paintbrush Alley of actress Elizabeth Taylor

A “Giant” step for art kind: Downtown San Angelo, Inc. and Art in Uncommon Places partner for an incredible new project- the revitalization of Paintbrush Alley. Nestled in the alleyway behind Firestone on W. Concho Ave. and Texas Theater on W. Twohig Ave., the outdoor gallery stretches along the back of several businesses. Bright murals and symbols of Texas culture encompass the alley’s theme of 1956 motion picture “Giant.” Adapted from the novel by Edna Ferber, life in West Texas is detailed in epic, Western drama style. The film features prominent actors like Rock Hudson, Elizabeth Taylor, and James Dean- each of whom are immortalized in this not-so-secret corner of San Angelo. On March 28, 2019, Art in Uncommon Places held a Paintbrush Alley Party open to the public to formally exhibit the space. The event featured live music, refreshments, and a formal ribbon cutting ceremony by the Chamber of Commerce’s Concho Cadre.

Over 50 local artists participated in the project to create a multi-medium experience of murals, mosaics, and metalwork. There is a sense of utmost care and passion in the pieces, representing each artist’s varying styles. The use of colors is a unifying aspect of the works and the vibrant colors make the space a unique destination for locals and tourists alike.

Downtown San Angelo, Inc. would like to give special thanks to SAPD for requesting donations of security cameras to help protect the area from vandalism. The neighborhood security service Ring provided 4 cameras to Paintbrush Alley. It is our hope to preserve the space and the works of art for many years to come.



Top: James Dean music wall



Bottom: Cowboy boot mural

ART IN UNCOMMON PLACES

The Downtown Dose

New Ewes On The Town

"Rambler"



Sponsored by Concho Valley Transit

Artist: Katie Blair

Located at 510 N. Chadbourne

"Miss Tam Ewe-university"



Sponsored by Texas A&M AgriLife
Research and Extension Center

Artist: Amy Lindeman

Located at 7887 U.S. Highway 87 N

"Meg"



Sponsored by 316th TRS

Artist: Jose Duran

Located at Goodfellow AFB; 316th
Training Squadron

Downtown San Angelo Inc. created 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. DSA Inc. looks forward to announcing the 316th TRS Ewe, "Meg" as the 100th Ewe to be sold and displayed.

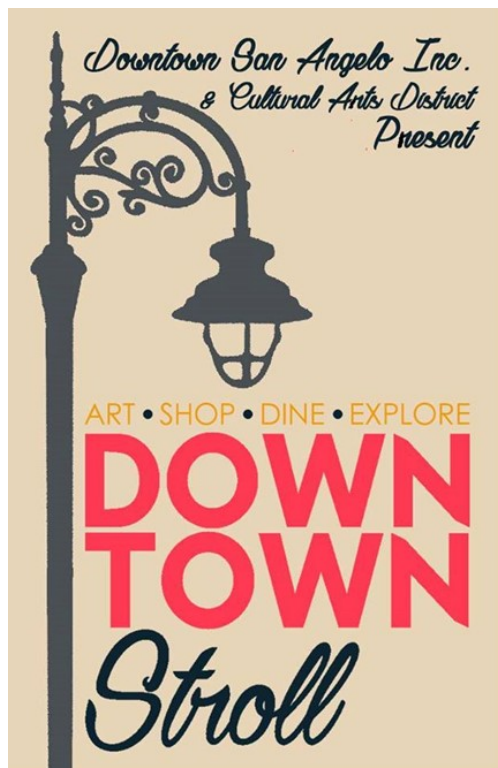
For more information about sponsoring your own fiberglass sheep for an organization or business, please reach out to our office or visit our website at: downtownsanangelo.com/sheepstatues

San Angelo Downtown Stroll

The **Downtown Stroll** has continued to showcase the delights of the downtown district for 12 years and counting. Each third Thursday of the month, participating 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.

The month of July's theme was "Firecracker Stroll." The free event featured venues and organizations including; Stephens Central Library, San Angelo Museum of Fine Arts, Stango's Coffee Shop, Storming by Designs, and Pop of Color.

Won't you join us?



Upcoming 2019 Stroll Dates:

August 15

September 19

October 17

November 21

December 19



Nice to Meet You

Introductions from new office members

Office Manager: Monica Ramos



Mrs. Ramos has been associated with Downtown San Angelo, Inc. since March 2019. She currently holds the position of office manager assisting the executive director as needed.

In 2012, Monica obtained her Bachelor of Business Administration in Marketing from Angelo State University and is a proud member of the ASU Alumni Association. Her past work experience of customer service, finance, and administrative duties correlate with her responsibilities performed within the organization. After joining DSA, Monica has been more actively involved in the community and has become a member of the San Angelo Chamber of Commerce extension- Concho Cadre. Her volunteer work includes assisting with ticket sales at our Annual Craft Beer Experience, attending various meetings and webinars, assisting with Chamber functions & Ribbon Cutting Ceremonies, and carrying out the daily duties of Downtown San Angelo, Inc. She would like to see continued economic growth within the area and hopes to achieve DSA's goal of the development of future downtown living.

AmeriCorps VISTA Member: Ysabela "Bela" Kesey

Bela joined the Downtown San Angelo, Inc. team in July 2019, beginning her year long placement with the organization. As a VISTA member, Bela will spend time establishing means for grant research and funding, as well as community outreach and development to strengthen downtown's economic foundation.

Currently a senior at Angelo State University, she is expected to graduate in December 2019 with a Bachelor of Arts in Political Science degree with a minor in English. As a student, her time has been dedicated to studies and student organizations on campus.

Recognized as a member of Sigma Tau Delta the English honor society, and Kappa Kappa Psi the honorary music & service organization, Bela has spent time volunteering for local school bands and regional UIL music events, and most importantly serving the college bands at ASU. Once her placement concludes in July of 2020, she hopes to attend graduate school for a Masters degree in Sociology at a north Texas college closer to her family. With her education and experience gained from working with Downtown San Angelo, Inc., Bela will pursue a career in non-profit management and grant writing.



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.

Downtown San Angelo, Inc.

Office: 24 W. Concho Ave.

Phone: (325) 655-2345

Fax: (325) 655-1234

E-mail: manager@dtsa.org

We're online!

Visit our webpage:

downtownsanangelo.com

Facebook:

Downtown San Angelo, Inc.

Instagram:

@downtownsanangelo



Board of Directors

An active Board of Directors, committees, and project leaders are key to the revitalization effort.

Alexander, JoAnna

Key, Fred

Babiash, Michele

McLaughlin, Steve

Balderas, Jacob

Mott, Lana

Barrett, Casey

Puckitt, Lane

Cameron, Aimee

Read, Teddy

Eggemeyer, Eric

Reichenau, Brittany

Giesecke, Wes

Sherrod, Cody

Gunter, Brenda

Stango, Steve

Heartsill, Kate

Stone, Lyndy

Hunter, Toni

Sudduth, Delila

Justiss, Larry

Uherik, Luke

Board Liaisons

Andrews, Guy

Bluthardt, Bob

Castanon, Alejandro

Highsmith, Jamie J.

James, Jon

Taylor, Howard

Staff

Del Velasquez, Executive Director

Monica Ramos, Office Manager

Ysabela Kesey, AmeriCorps VISTA

Thank you to our 2019 ASU interns and volunteers who have helped make Downtown San Angelo Inc.'s world turn!

- Cole Larsson
- Destiny Crane
- Taylor Page
- Scott Sustek
- Antonio Garcia
- Downtown Lion's Club
- Association of Asian American Women

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 Patrons who have sponsored Downtown San Angelo, Inc.

AB Distributing/Standard Sales Co.	Shannon Medical Center
American Electric Power	Sonora Bank
Automatic Fire Protection, Inc.	Stephens Central Library
Bank of San Angelo	Stribling Probandt Appraisals
DeCoty Coffee Company	Texas Pacifico
First National Bank of Mertzon	Texas State Bank
Kickapoo Asset Management, LLC	The Bank and Trust
Legend Jewelers	Window Depot
Oliver Rainey & Wojteck CPA	
Rio Concho Communities	
San Angelo Area Foundation	

Becoming a Member with DSA, Inc.

Why become a Member?

Here are a few reasons:

1. Recognition on DSA's Website which is a resource for community information referrals.
2. Exciting volunteer and sponsorship opportunities
3. Social Media exposure and additional promotional benefits
4. Your donation contributes to downtown revitalization and projects
5. *A significant benefit* - you make a positive difference in your community's development through your commitment and participation

How to become a Member:

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: _____

We want to thank you for your interest and look forward to your support as a member of Downtown San Angelo, Inc.

Levels of Sponsorship

- Member \$100
- Patron \$500
- Benefactor \$1,000
- Partner \$5,000

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