

DSA, Inc.  
Winter Edition  
February 2023

# The Downtown Dose

## Member Spotlight Nexstar Media

### 2800 Armstrong Street

Nexstar Media began in 1996 with a focus of valuing local journalism, diversity in the workforce, respect for all, and prioritizing filling leadership positions in the community. In their 'Letter from Management', referenced on their website, Nexstar Media states their understanding that the media industry is an example of public trust, and they are to be good stewards and responsible with it.

With over 5500 journalists in local areas, they seek the truth and intend to be independent, transparent, and hold no bias. KLST has a 50-year history as the news leader for the Concho Valley, including San Angelo, and was acquired by Nexstar Media Group in 2004. Nexstar offers local businesses, advertisers and brands the ability to connect with local consumers through its premium local multi-platform marketing opportunities. At Nexstar Media, every station serves the local community by joining non-profit boards, sponsoring community organizations, and many other means.

Nexstar Media Group holds value to communities because they understand the importance of local involvement, and encourage it in their business structure. Their

commitment to truth is important to informing a community of their closest surroundings. Local reporting is imperative to lively and active communities and needs to be done delicately but honestly. Nexstar makes their values a priority at their stations and in their reporting, and that is what they offer communities like San Angelo.



As an organization dedicated to revitalization of downtown San Angelo, it is important that news about upcoming events, activities and announcements are shared with our community and the surrounding counties. Downtown San Angelo Inc. greatly appreciates the commitment of reporting and media updates provided by KLST, KSAN, and Concho Valley Homepage.



# CONTENTS

- 1** Cover Story– Spotlight, Nexstar Media
- 2** Table of Contents
- 3** Message from the Executive Director
- 4** Out on the Town
- 5** New Downtown Businesses
- 6** Benefactor Spotlight, MadStyle Vintage
- 7** Building One Block at a Time
- 8** An Inside Look
- 9** New Ewes on the Town
- 10** Brews Ewes & BBQ
- 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*

The Historic District of Downtown San Angelo continued to move forward in 2022 with the anticipation of 2023 being a year of prosperity for our community is on its way! The completion of the Chadbourne Street Redesign has been a priority for the City and we are closing in on getting the final blessing from the Texas Department of Transportation (TXDOT). This project has been a highlight not only for downtown but has had an economic impact for the entire city.

The 7th Annual Brews, Ewe & BBQ & Kids-Q will be held on Friday, March 3rd and 4th at Neff's Park (325 S. Oakes). This event has captured our community with its amazing BBQ, live music, vendors and enjoyment of being on the banks of the Concho River in the Central Business District.

The San Angelo Rodeo Association will be hosting its Rodeo Parade in downtown on Saturday, April 1st bringing families from all over West Texas and beyond to our community.

Downtown San Angelo, Inc. along with our partner San Angelo Live! are beginning to put together another spectacular concert with fireworks on July 3rd at the Bill Aylor Memorial River Stage celebrating Independence Day with a traditional array of patriotic music and West Texas Americana!

The Downtown Stroll and Paint Brush Alley Market Days which includes the Pop Art Museum will continue to bring our community together for fun and entertainment. These activities create not only an experience, they increase the economic value of our city.

The Sheep Spectacular has been a winner in San Angelo since 2007. Downtown San Angelo, Inc. began the symbolic sheep initiative in an effort to share San Angelo's sweet history of the Wool and Mohair industry. Each year a handful of sheep are sponsored by local businesses or individuals, bringing San Angelo to a total of 123 ewes across the Concho Valley!

We continue to provide information to developers and investors from across the country and maintain communication with property owners and business owners to assure continued expansion in the Downtown District.

In the past 3 years, Downtown San Angelo, Inc. has put forth \$300,000 towards large scale projects benefitting the revitalization of downtown.

As always, we strive to preserve the history and culture of West Texas as we move forward in making progress!



# Out on the Town



## Downtown Strong Stroll 2023

The Downtown Strong Stroll exhibits what Downtown San Angelo has to offer. This event highlights the main attractions of art, food, and fun with entertaining themes to accompany each stroll. Have a classic time during one of the Downtown Strong Strolls, the next date coming up is on March 17th! See a list of all stroll dates and themes on our website [www.downtownsanangelo.com/events](http://www.downtownsanangelo.com/events).



## Concho Christmas Celebration

The Concho Christmas Celebration Tour of Lights is a marvelous attraction. Every December the Concho Christmas Celebration organization hosts a 2.5 mile long driving tour of Christmas lights along the Concho River. Scenes that are displayed in the lights include the Nativity Scene, Twelve Days of Christmas, a Toy Factory, Santa Claus, National Patriotism Flag, and many more! This is a great outing for any and all, and is especially family friendly.



## Paintbrush Alley Market Days 2023

Visiting Paintbrush Alley Market Days in Downtown San Angelo is a great way to uncover new and exciting things about the city! With live music and over 60 vendors, artists, and creators you will experience a different side of Downtown. Shop unique items and delicious food on your day out at this family and pet friendly community event.

Upcoming Dates: April 15 | June 17 | December 2

## Small Business Saturday



In 2010, American Express began a nationwide effort titled Shop Small Saturday. The movement encourages consumers to shop at small, local businesses near them to support entrepreneurs. Downtown San Angelo participates in this event every year as a Neighborhood Champion rallying local businesses to market their goods and services.

Come on down to 2023's Small Business Saturday event on November 25th and see what kind of unique products you can find!



## The Downtown Dose

# New Downtown Businesses Services, Venues & Dining

### DiverseCity Salon

225 W Beauregard Ave

Educational Salon, with many services from Hair, Makeup/Events, Men's, Braiding, Lashes and more! 1-on-1 classes provided for growing professionals or the public.



### Froyo & Sweets Downtown

17 W Beauregard Ave

FroYo & Sweets Downtown is your one-stop shop for all things sweet! Enjoy a variety of froyo flavors and the nostalgia of a candy shop!



### Nautilus Studio

130 S Oakes St, STE B

A full-service studio with a 2,000 sq. ft room for music & fun. The studio is equipped with microphone preamps, compressors, and 16 channel mixers. Hourly and block rates available along with private recording lessons.



### Phat Catz Gaming

113 E Concho Ave, STE 100

Phat Catz Gaming has moved to downtown! Entertain your friends or family with a card game, board game, or dice game. Pay to play for organized games. This place has it all, plus gift options and a food & beverage menu!



### Roofio

32 N Chadbourne St

A solar company founded in 2017 by a team with 12 years of experience working in renewable energy. Ask Roofio's local agent for information on how you can save money with solar and possibly finance rehabilitation costs.



### Vital Care Infusion Services

11 W Beauregard Ave

High-quality, safe, convenient, cost-effective infusion therapy & pharmacy services for chronic and acute patients at a local level.



### Yepitsa Hair Salon & Tattoo Studio

113 E Concho, Suite 180

Hybrid hair salon and tattoo studio in one location. Find them in the Concho Crossings Shopping square.



### Blue Buffalo Art Gallery

123 N Chadbourne St

The Blue Buffalo is a new art gallery housed in an outstandingly rehabilitated building. This location features artwork from a variety of local artists, an art studio, and venue rental space.



# Benefactor Spotlight-

## Madstyle Vintage



121 S Chadbourne Street

Madstyle Vintage is a vintage and antique store located in historic Downtown San Angelo. They advertise to have everything one would need to feed a retro addiction and fulfill a vintage lifestyle! Take a walk back in time to shop nostalgic items. Products you might look for at Madstyle Vintage include vintage home-goods, records for turntables, estate sale services (organization, advertising, pricing, etc.), and more.



# Building One Block at a Time

## National Main Street Program



Main Street America has been helping revitalize older and historic commercial districts for more than 40 years. Today it is a network of more than 1,200 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development.

Downtown San Angelo, Inc. is proud to have earned 14 years of Accredited status, Main Street America's top level of recognition. To qualify for Accreditation status, communities must meet a set of rigorous standards. Evaluation criteria identifies communities that are building meaningful and sustainable revitalization programs, and include standards such as, fostering strong public-private partnerships, supporting small and locally owned businesses, and actively preserving historic places, spaces, and cultural assets. This elite designation signifies a strong commitment to preservation-based economic development and community revitalization through the effective application of the Main Street Approach™.



Above: Texas Main Street Managers pose for a photo during the annual Main Street Retreat learning session.

## Business Brown Bag

Business owners and management personnel may benefit from the free Business Brown Bag (BBB) event as it is geared towards business development and sustainability. The BBB is an educational lunch event co-hosted by the ASU-SBDC, the Business Factory, Downtown San Angelo Inc. and the San Angelo Chamber of Commerce. Each Brown Bag series consists of a 1 hour information assembly beginning at 12:00 noon with speakers providing first hand experience and knowledge pertaining to the topic at hand. The Business Brown Bag's topics include leadership, advertising, company culture, and cybersecurity.

In the past few years, the event has been hosted via online webinar sessions. This year, the Business Brown Bag is alternating to in person meetings. Thus providing a more engaging experience and the opportunity to create valuable relationships.

2023 Dates	Topic
2/16	TIRZ
3/16	Employee Retention
4/20	Leadership Training
5/18	Advertising
6/15	Cybersecurity
7/21	HR Update
8/17	Business Plan Competition
9/21	Diversity and inclusion in the workplace
10/19	Company Culture
11/16	Overcoming Challenges as Women Entrepreneurs



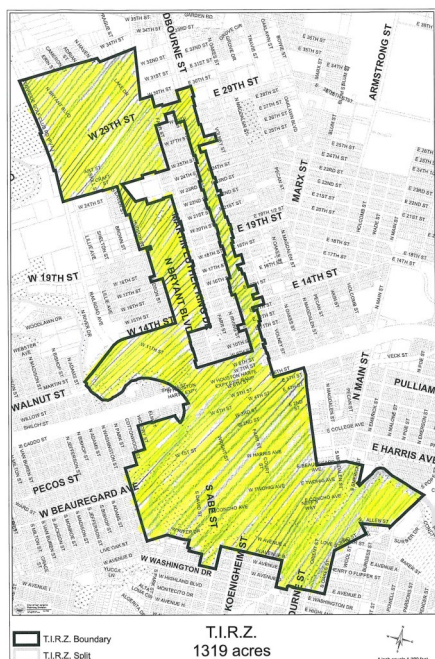
## An Inside Look

### TIRZ

The Tax Increment Reinvestment Zone (TIRZ) was initiated in 2006 to provide assistance to commercial property owners. It serves as a method of enhancing blighted areas and encouraging new projects within the area. Eligible property owners within the TIRZ boundaries may apply for the TIRZ Program. Many incentives types are available such as facade improvements, secondary egress, historic preservation, and landscape installation, to name a few.

The application process is quite simple, although tedious in nature just like any other type of grant incentive process. Criteria related to making beautification and safety improvements must be met, detailed budget worksheets & an application form must be completed, and imagery of proposed work must be included with the application packet.

In November of 2022, Downtown San Angelo, Inc. became the primary location for accepting completed applications for both North and South zones. Once an application is turned in, the packet information is then sent to the COSA Planning & Development Services Department, where it is reviewed and prepared for a presentation to the TIRZ Board. The TIRZ Board makes recommendations for City Council's review at the following Council meeting.



### Angelo State University Downtown Board Game

For the past 10 years, Downtown San Angelo, Inc. (DSA) has had the pleasure of welcoming students from Angelo State University's internship program to the organization's daily operations. Students in the Art Program, specifically graphic design, earn hands on experience in marketing & promotions with DSA and gain a better understanding of how their designs apply in the workplace.

Each semester Professor Cuenco's class is required to perform a class assignment. Classmates work in team settings and combine their skillsets to tackle the assignment details. As the end of the semester approaches, in order to meet the assignment's final deadline, the groups are required to give a formal presentation with visual elements and a demonstration.

The Fall Semester's class project was quite interesting to the say the least. Students were asked to create a board game, a board game focused on downtown and/or San Angelo. Clever titles such as Layers to the Mayor, Is My Business Your Business?, and Journey the Concho, helped stir curiosity as to how each game would be played. The students studied and researched their assignment to the T. Every single detail of the board game was complete with pawns, cards, rules, and it's very own box to be stored away in. Downtown San Angelo Inc. was honored by the efforts & creativity put forth by Professor Cuenco's class.



## The Downtown Dose

# New Ewes On The Town



*"Sheep Poat-Lay"*  
Sponsored by:  
Chipotle Mexican Bar & Grill  
Artist: Gabriel Luckey  
Located at 3515 S Jackson St



*"Rosie R Sheep"*  
Sponsored by:  
IBEW  
Artist: Ashley Perales  
Located at 909 Caddo St



*"Unknown"*  
Sponsored by:  
Sunset Storage  
Artist: Katie Blair  
Located at 1639 Sunset Drive



*"Unknown"*  
Sponsored by: Texas Lantana  
Artist: Karyn Kuniyuki  
Located at 358 W Highland Blvd



*"True Blewe"*  
Sponsored by:  
Texas Trust Credit Union  
Artist: Scott Sustek  
Located at 337 W Twohig Ave



*"Ewesckie"*  
Sponsored by: Binnie Dierschke & Family  
Artist: Kim Leabo  
Located at 3245 Vista Del Arroyo



*"Blewey"*  
Sponsored by: Velocity Tire Co.  
Artist: Ashley Perales  
Located at 506 San Jacinto St

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 sponsored 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).



## 2023 Brews Ewes & BBQ



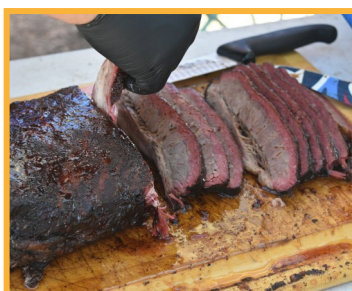
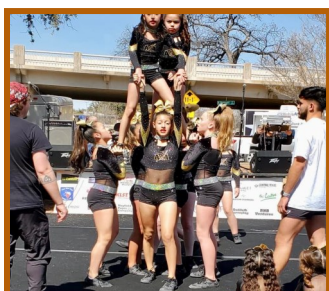
### 7th Annual Brews Ewes & BBQ Cook-off

In the desert hill country of West Texas nestled along the Concho River, San Angelo is defined by its unique sense of culture and charm unparalleled by others. While it has made a name for itself as an oasis of art and history, beer and barbecue have edged their way in through an iconic annual event held downtown in the heart of the city. The Brews, Ewes, & BBQ festival has grown over the past seven years as an anticipated feature for locals and travelers from across the state and beyond. The multifaceted food event has evolved around the barbecue competition itself, with cook teams bringing their A-game across categories including beans, brisket, chicken, ribs, and the pièce de resistance: a cut of lamb. Dubbed the “World Championship Lamb Cook-off,” the weekend competition holds promise beyond prestige with cash prizes up to \$1,000 on the table up for grabs. Teams from across the state of Texas, New Mexico, as well as international neighbors from Monterrey, Mexico have traveled to attend and participate in the cooking showdown. As a family-friendly event, the recent addition of the Kids ‘Q Cooking Competition allows children from 6 to 18 to demonstrate their skills with a hamburger (6 to 10 year olds) or pork chop (11-15 and 16-18 year olds). All food submissions for the respective categories are subject to professional and volunteer taste-test style judging.

Beyond the International Barbecue Cookers Association sanctioned competition, the event has expanded to include all-day live entertainment, musical performances, vendors, and activities for the whole family. In 2022 alone, over 30 vendors were in attendance as part of the craft and food vendor portion of the event, bringing the beverages to Brews, Ewes, & BBQ. Local restaurants, breweries, and food trucks show out for the festival for guests to delight their taste buds. Once stomachs are full and thirsts have been quenched, craft vendors and businesses of the area bring their wares for a diverse local shopping experience. For the kids and the kids at heart, attractions such as face painting, bounce houses, and a rock climbing wall are located on site for all-day fun. The Bart DeWitt Park which hosts the Brews, Ewes, and BBQ event along the historic Concho River serves as an attraction of its own, with the riverwalk complimented by local scenery, art, and architecture.

The Brews, Ewes, & BBQ annual cook-off competition and festival is hosted by the local nonprofit organization, Downtown San Angelo, Inc to bring business, entertainment, and a sense of adventure to the historic downtown area. While the event serves to facilitate a food extravaganza, it is ultimately an homage to the agricultural roots of the city sustained by the wool and mohair industry. Brews, Ewes, & BBQ has and continues to bring together locals and travelers alike, but the city of San Angelo and its downtown welcomes everyone year round.

—Written by Bela Kesey





# Nice to Meet You: Outstanding Volunteer

## Agape Manoa



My name is Agape Manoa, I am a marketing student at Angelo State University and a current intern with Downtown San Angelo, Inc.

My Story . . . I was born in the Democratic Republic of Congo. I come from a large family of siblings, four girls and five brothers. My family's journey to freedom was not always easy. We were constantly moving from place to place, fleeing persecution from M-23 militia rebel groups, also known as the "Congolese Revolutionary Army." My family came to the United States as a result of a massacre that took place on August 13, 2004. On this day, Hutu Burundian rebel militia members came to the Gatumba campgrounds to kill the

Banyamulenge refugees based on their ethnicity. The attack on the Gatumba refugee camp in Burundi killed more than 150 people and wounded another 106. My family was able to escape because my siblings and I had ripped a small hole in the tent the day before. I remember my father being mad about us pulling the tent, but that hole is the same one my father tore for us to escape.

My family was one of the many survivors that were able to seek asylum in September 2008 in the United States under the Resettlement Program. It has been almost 19 years, and still no justice. Violence towards the Banyamulenge is a reoccurring slow genocide.

Each morning when I wake up, I always thank God for waking me and keeping me safe all these years. He has taught me to forgive and live in peace due to the violence my people have been enduring for decades.

## How Can You Make a Difference?

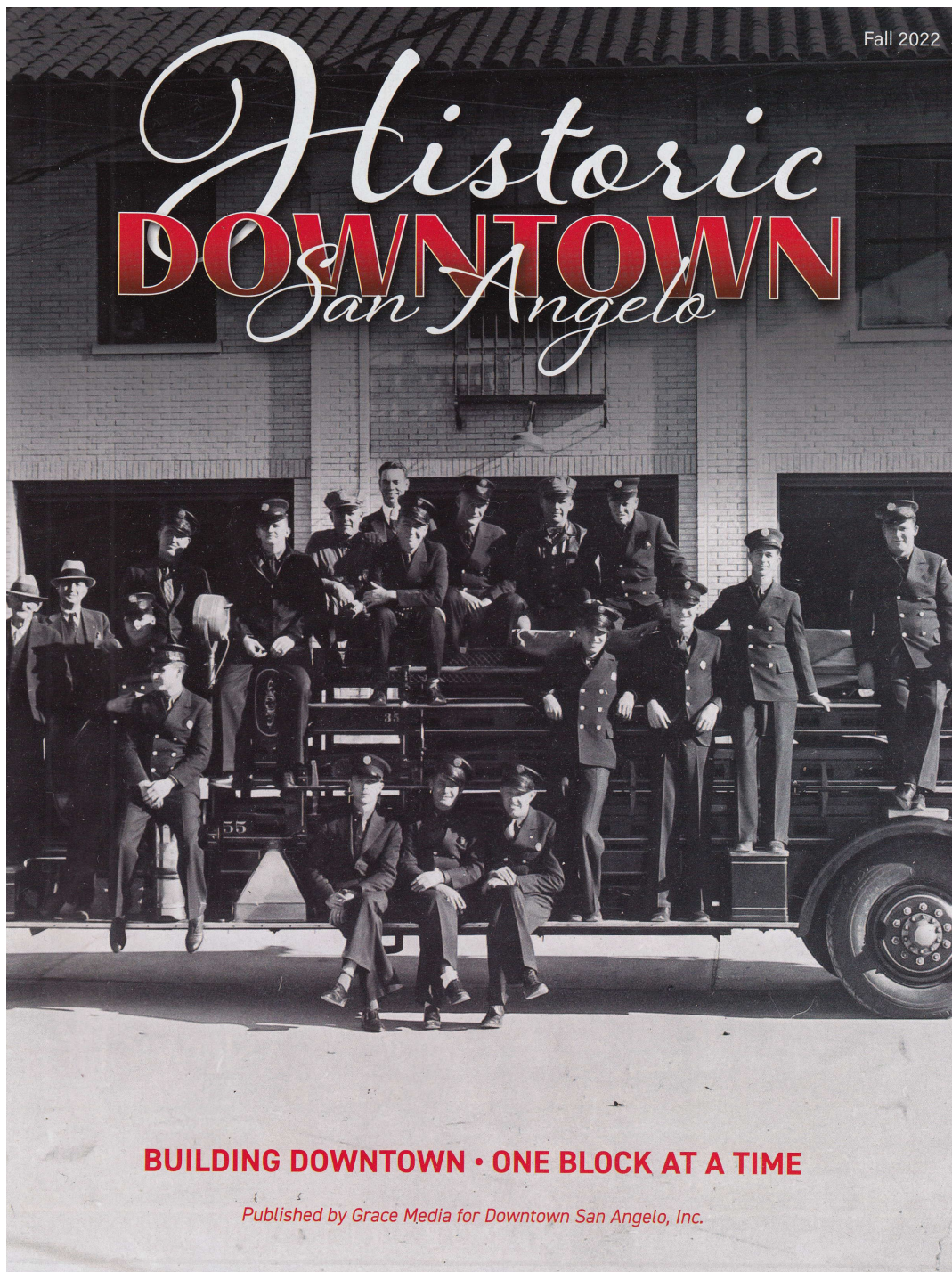
Choose to volunteer with Downtown San Angelo, Inc. and actively participate in your community. The organization is always willing to accept volunteers in any manner of experience or talents. From boosting an individual's career experience to the mental health benefits, volunteering with local organizations 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	Leos, Hector	<b>Board Liaisons</b>
Babiash, Michele	Markee, Andi	Bluthardt, Bob
Benson, Bryan	Mayberry, Rodney	Osornio Torres, Angelina
Boyd, Jennifer	McLaughlin, Stephen	Highsmith, Jamie J.
Brame, Luke	Mott, Lana	James, Jon
Brooks, Mason	Read, Teddye	Looney, Michael
Cox, Nathana	Reichenau, Brittany	Freeman, Alex

Elkins, Stacie Schniers, Julie

Houser, Miranda Stone, Lyndy

Justiss, Larry Sudduth, Delila

### **Staff**

Del Velasquez, Executive Director

Monica Ramos, Assistant Director

Samantha Chavez, ASU Marketing Student

Emma Jo Krehbiel, ASU Honors Student

## 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:**

@DowntownSanAngelo

**Instagram:**

**TikTok:**



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

Clay Loper

Amber Rodriguez

Apaga Manoa

First Financial Bank

Emma Jo Krehbiel

Angelo Serves

Ari Jaguari

Phyllis Burroughs

**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
- Alexander Resource Group
- Angelo Plumbing Supply
- Anna M. Thomas CPA
- Armstrong Backus & Co.
- Aurora's Creations
- Baptist Retirement Community
- Bill Caldwell Electric
- Carter, Boyd, & Hohensee Attorneys
- Casa Décor
- Central Texas Farm Credit, ACA
- Company Printing
- Concho Suites
- Darby Law Firm PLLC
- David Mazur & Associates
- Dierschke & Dierschke Realtors
- Ener-Tel
- ERA Newlin & Co
- Foster Communications
- Harrison, Ronny & Carol
- House of Chemicals
- Kinney Franke Architects
- Legend Jewelers
- Leos Imports
- Los Panchitos at El Paseo
- M.L. Leddy's
- Meadows Fisher & Cleere
- Plateau Brewing Co.
- Raw1899
- San Angelo Performing Arts Center
- Scott Allison Real Estate
- Scott Allison Real Estate
- Serenity's Casual Wear
- The Hampton's Kitchen & Catering
- The She Shack
- Thunderbird Loan Company
- Urban Salt Kitchen & Bar

### 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: \_\_\_\_\_

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

No amount is too large or too small. We accept donations in any amount but do have membership donor levels listed on our website. Donate online at [downtownsanangelo.com/about-dsa](http://downtownsanangelo.com/about-dsa).

### Levels of Sponsorship

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



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

