



2022 Quarterly Local Program Activity Report

Submit with each quarter's Reinvestment Report

PROGRAM NAME:

Mineola Main Street

THIS REPORT COVERS:

- QUARTER 1 (covering January-March, **due April 10th**)
- QUARTER 2 (covering April-June, **due July 10th**)
- QUARTER 3 (covering July-September, **due October 10th**)
- QUARTER 4 (covering October-December, **due January 10th**)

APPROACH: This Activity Report aligns with the Performance Standards upon which Main Street communities nationwide will assess themselves at the end of each year. That assessment is a *central component* of determining National Accreditation. Using this activity template, local programs should briefly summarize activity as they relate to the six standards, which outline general guidelines for performance:

1. *Broad-based Community Commitment*
2. *Leadership & Organizational Capacity*
3. *Diverse and Sustainable Funding*
4. *Strategy-Driven Programming*
5. *Preservation-Based Economic Development*
6. *Demonstrated Impact & Result*

REMINDERS:

- 1) Completion of these quarterly activity reports, and the annual report, should be a **joint effort of both staff and board**.
- 2) Please do not simply list activities or meetings; instead, your activities and reporting **should reflect the six Performance Standards** AND demonstrate how your activities propel your community forwards within the framework of your adopted **Transformation Strategies**.
- 3) Regardless of your program structure (i.e. traditional committees, task forces etc.) evidence that your program adheres to the **Main Street Approach™** should be evident, as the Four Points remain the foundation of our work and the success of the Main Street movement.

TRANSFORMATION STRATEGIES:

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown's economy. Communities typically adopt 1 to 3 (maximum) transformation strategies. In general, each strategy should be relevant for at least 3 years.

We have adopted and articulated our Main Street Transformation Strategy or strategies Yes No

Please list your strategy(ies) – up to 3:

Our Main Street Board of nine, a combination of veterans and new members, are aware of the Main Street mission and goals, contributing their time, knowledge, expertise and sometimes money to planning, setting up and supporting events. This enhances our visitors', as well as local folks', heritage experiences in Mineola.

Please provide a brief description of activity below. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if needed (not required).

ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

It appears the economy of Mineola is quite vital with a large auto parts retailer still in the process of building in downtown, and at least five new businesses in the process of opening in leased locations in our main part of downtown. One of these businesses has requested and received approval for a Main Street incentive grant. The owners of another future business said they have tired of an area monthly trade day and chose to come here because they have always liked Mineola. Another, an employee of a hospital in Dallas, is planning to open a small location serving gumbo and daiquiris. And, we're excited about an art gallery expected to be open by this fall. This will be a wonderful addition as we work towards an arts or cultural arts designation.

Additionally, numerous housing units in the form of subdivisions, duplexes and apartments are being constructed in and around Mineola.

Our city's sales taxes are up 42% over the same reporting period last year!

DESIGN

Please provide images/descriptions, with addresses, on separate pages for any physical improvements completed during the quarter (Ideally, you will submit before & after photos.) The data should also appear in your reinvestment reports.

<p><i>Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.</i></p>	<p>The Landmark Commission considered and approved improvements to two locations within our Historic Overlay District during the second quarter, neither of which have been completed yet. One was simply a sign for a combination antique shop, electrical supply business that has not yet opened. The other was for exterior rehabilitation to two storefronts on Line Street that will see deteriorating wood window frames replaced with metal, (keeping with the historic appearance with paned thermal windows for the transom), reworked entry doors and see the previously painted bricks repainted.</p>
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PROMOTION

<p><i>Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</i></p>	<p>An initiative was begun by our marketing/tourism director, Owen Tiner, (also a singer/songwriter) and his department, as well as Mineola Economic Development and our Main Street Program to bring Music in May to downtown. Concerts were Thursdays, 6:30-8:30 p.m. On the day of the first concert a strong storm, including tornado possibility, blew through by mid-afternoon. The owners of the Beckham Hotel & Ballroom had given permission to hold our concert there at no cost in case of bad weather, and so the show went on. The day's bad weather didn't doom us, and about 60 people clearly enjoyed the first concert. We were able to hold the rest at the gazebo, attracting different crowds and faces we don't normally see in downtown. We promoted sponsors (several were Main Street businesses) with tee shirts, banners or signs, depending on the amount contributed. They were also announced during the concerts and encouraged to stay open late. A bank donated bottled water; a Main Street Board MIM Committee member dutifully distributed that cold water throughout every concert. Audiences enjoyed the concerts so much that they not only tipped the paid performers, but offered to sponsor three more performances, two of which were held on Thursdays in June and the final one was July 7.</p> <p>The Landmark Commission has decided to create a Brick Street District within our downtown Historic Overlay District which is intended to celebrate the historic brick streets and the arts in our town.</p>
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	<p>Our Marketing & Main Street Departments worked with Longview marketing to promote the accessibility of passenger rail service on Amtrak which both our cities offer. Approximately 40 passengers took part in the promotion, with more than half getting off in Mineola to attend our May Fiesta Day. We plan to work future promotions together.</p> <p>A committee planning the town's sesquicentennial next year has been formed and has been meeting. A logo and banners have been chosen from a Main Street print and graphics shop.</p> <p>Hardy volunteers also continue running the Mini Train on 2nd & 4th Saturdays when the heat index doesn't go over 100 degrees. We track riders, and the ride consistently attracts visitors from numerous neighboring cities, the region and state.</p> <p>Additionally, our Main Street Farmers Market under the shaded, ceiling fan cooled pavilion has had vendors in every space and is garnering a good deal of attention as a great market.</p>
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ORGANIZATION

<p><i>Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.</i></p>	<p>Our program's achievement of National Accreditation again was announced by our City Manager Mercy Rushing during the June City Council meeting. It was extremely appreciated that she praised our program and that our mayor and city council, who also volunteer and/or attend our events, were very supportive of Main Street. I believe our mayor has not missed one of our downtown concerts, each time bringing a flock of her fun friends. City Council members have sweated it out with us, working the Mini Train, as well as pitching in at other activities.</p> <p>The Wood County Monitor included an article in this past week's edition about our accreditation achievement.</p> <p>Support for our Main Street Program was demonstrated as we accepted a \$1,000 donation also during this past month's City Council meeting.</p> <p>Three of our volunteers were recognized for their hard work during our annual Chamber of Commerce Banquet this spring, demonstrating high levels of volunteerism in more than one area. Main Street Secretary Misty Hooks was Woman of the Year. Steve and Ellen Brooke received the Community Spirit Award. Steve serves on Main Street and Landmark Commission. Ellen serves on the Museum Board and they each help with the other's activities.</p> <p>Additionally, from our City Manager all the way to the high school students hired for the summer to help our tiny Parks Department, our program is supported by my city co-workers doing things that our volunteers aren't able to do. These to-dos are in addition to tasks that are already part of their departments' regular responsibilities. They are always appreciated and never taken for granted!</p>
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Submit to: mainstreet-reports@thc.texas.gov

Thank you!

2022 Texas Main Street Reinvestment Summary Mineola

This page reflects the year end totals.

For questions please contact

Alan Cox

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PRIVATE INVESTMENT	2022 Cumulative
number of projects	6
total expenditures	\$421,000.00

number of buildings/new construction	0
total expenditures	\$100,000.00

number of buildings/property sold	2
total expenditures	\$423,000.00

TOTAL PRIVATE SECTOR REINVESTMENT

\$944,000

Public/Private Partnerships

Total number of projects	3
total expenditures	\$16,500.00

Public Projects

Total number of projects	4
City total expenditures	\$4,328.00
County total expenditures	\$0.00
State total expenditures	\$0.00
Federal total expenditures	\$0.00
Other total expenditures	\$2,774.00

TOTAL PUBLIC EXPENDITURES

\$7,102.00

2022 REINVESTMENT

\$967,602.00

Total business starts, expansions and relocations

2

Net gain in business starts expansions and relocations

3

Net gain in jobs

19

Volunteer hours

1981

Downtown housing units

0

Number of downtown residents

0



MINEOLA

Coca-Cola

LAZY RANCH WEAR

NIKE AIR



Sidetrack
in Mineola!

TRD 4x4
SPORT

PIN-955

Michelin

ALL-TERRAIN

TRUCK

TIRES

WARRANTY

3-YEAR

UNMILEAGE

WARRANTY

3-YEAR

UNMILEAGE

WARRANTY

3-YEAR

UNMILEAGE

WARRANTY

3-YEAR

UNMILEAGE





ANTIQUES

NOTES

HIRE





FREEDOM

CALIFORNIA DEPT. OF CORRECTIONS
PRESENTS
JOHNNY CASH
IN PERSON:
FOLSOM STATE PRISON
JAN. 13, 1967
RESTRICTED TO APPLES

JOHNSON

SUN DAY 2021



**MUSIC
IN MAY
DOWNTOWN
MINEOLA, TX**

Title Sponsor
Mineola EDC



Sidetrack
in Mineola!



A NATIONAL MAIN STREET CITY

HERE

ANTIQUES

Shopping
Out
Only



FAMOUS
BURGERS
& PIES
EAST TX BURGER

FAMOUS
FRIED-PIES

Welcome
TO
MINEOLA



WATCH





Farmer's Market

Farmer's Market

Grocery
Dispensers
\$13

STREET
MARKET

CAUTION
SURFACES
MAY BE SLIPPERY

KELLY DRUG
Celebrating
20 Years
of Business

