



HUNTSVILLE MAIN STREET PROGRAM

2024 Annual Report





Main Street Manager's Message

As I reflect on my first year as Main Street Manager, I am filled with gratitude for the progress we have made together in Downtown Huntsville. This year has been one of learning, collaboration, and laying a strong foundation for the future.

A major highlight was being awarded the Anice Read Grant at the Texas Downtown Conference in Abilene — funding that will support the continuation of the last Richard Haas mural and other key beautification projects along University Avenue.

Downtown Huntsville welcomed over 650,000 visitors this year, energized by annual events like Touch-a-Truck, the Main Street Music Series, Junk-a-Palooza, and Scare on the Square. These events, combined with our downtown improvements and business support initiatives, have strengthened Huntsville's downtown as a vibrant and welcoming destination.

Working alongside the Main Street Advisory Board, we successfully completed our new accreditation process. We also finalized the Downtown 5-Year Assessment with help from local businesses owners, residents, city and county partners, helping chart a clear path for continued revitalization and economic growth.

Being recognized as an Accredited Main Street Community is an honor that speaks to Huntsville's commitment to preserving its historic character while building a dynamic future. Thank you for your partnership, your passion, and your belief in what Downtown Huntsville can be. I am excited for the road ahead!

Amanda Schillaci
Main Street Manager



Mission

The mission of the Huntsville Main Street Program is to promote and support the revitalization and economic growth of downtown Huntsville by preserving its historic character, enhancing the aesthetic appeal, and fostering a vibrant community atmosphere. The program seeks to create a thriving downtown district that is a destination for residents, visitors, and businesses, contributing to the overall quality of life in Huntsville.





Core Activities

- **Historic Preservation:** Working to preserve and restore the historic buildings and cultural heritage of downtown Huntsville, including significant landmarks and architectural features.
- **Economic Development:** Encouraging business growth and development in the downtown area by supporting local entrepreneurs, attracting new businesses, and creating a business-friendly environment.
- **Beautification Projects:** Implementing projects that improve the visual appeal of downtown, such as streetscape enhancements, public art installations, and the continuation of historical murals.
- **Community Engagement:** Organizing events, festivals, and activities that bring people downtown and create a sense of community. This includes collaboration with local organizations, businesses, and residents to foster a vibrant downtown.
- **Advocacy and Education:** Advocating for policies and initiatives that support downtown revitalization, and educating the community about the importance of preserving the historical and cultural aspects of the area.

By focusing on these areas, the Huntsville Main Street Program aims to create a sustainable and lively downtown that reflects the unique character and history of Huntsville, TX.

ANNUAL EVENTS



JUNKAPALOOZA

Third Saturday in April



SUMMER MUSIC SERIES

Second Saturday -
May, June, July & August

TOUCH-A-TRUCK

Third Saturday in September

SCARE ON THE SQUARE

Last Saturday in October



CHRISTMAS FAIR

First Saturday in December



2024 DOWNTOWN IMPACT



650,000+

Visitors Downtown

23

Public Events

New Businesses

4

+\$416,874

Public & Private
Reinvestment

16

Rehab Projects

Community Service Projects

5



409

Volunteer Hours

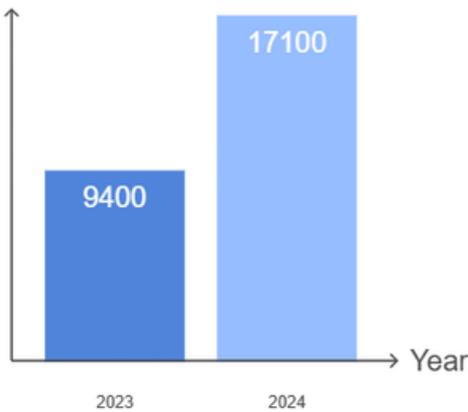




PERFORMANCE OVERVIEW

SOCIAL MEDIA

Number of Interactions



SHARING THE POSITIVE

This year we shared positive stories highlighting the work done in the district. This is in alignment with our transformation work plan.

Facebook Content Interactions Performance

We noticed a positive trend in our Facebook engagement and reach in 2024 compared to the previous year. These improvements are credited to creating engaging content and relevant information for our followers.

11.7K
followers



81.9%

Increase in interactions

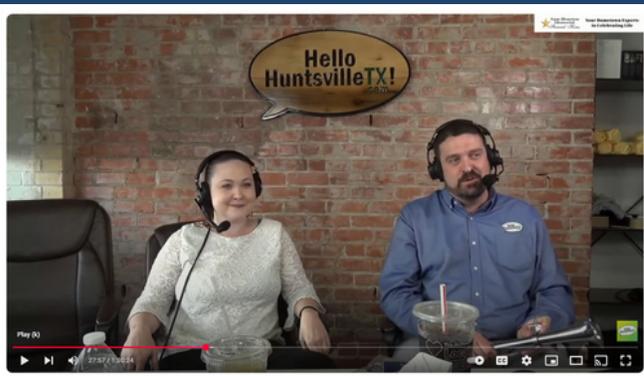


SPREADING THE WORD

Transformation Strategy -
Communication & Education

GOAL- PROMOTE THE POSITIVE

The Main Street Program promoted the positive downtown throughout 2024 with a variety of media outlets.



Good Morning Huntsville Episode 0271 - Amanda Schillaci, Huntsville Main Street - 05/10/2024

This year we engaged live on local podcasts.



We gave presentations at local non-profit organizations

SHSU Students Beautify Main Street

Kristie Stevens | For The Item | Mar 14, 2024



We made headlines in local papers

Most Popular

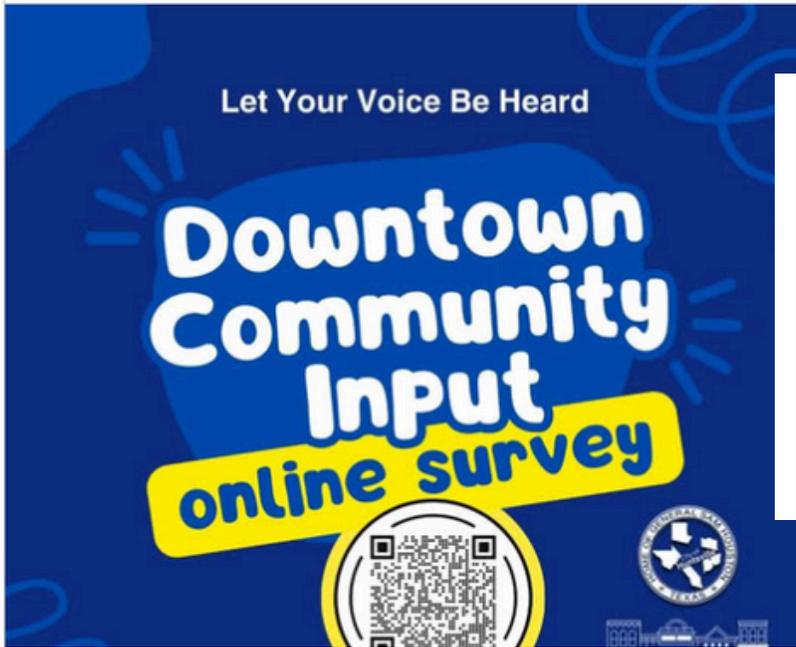
- New Waverly honors late Bill Goffney during halftime ceremony
- CAPTURED: Police standoff happening at White Circle
- Our view: No pardons for those who attacked U.S. Capitol
- IRS announces Jan. 27 start to 2025 tax filing season
- LETTER TO THE EDITOR: Responding to lies
- A story that will grab you



Community Item of Interest...

City of Huntsville, TX - Main Street
Published by Amanda Schillaci
August 16, 2024 · 🌐

The City of Huntsville has partnered with Downtown Strategies to develop a Strategic Action Plan for moving Downtown Huntsville forward. To help make our downto... See more

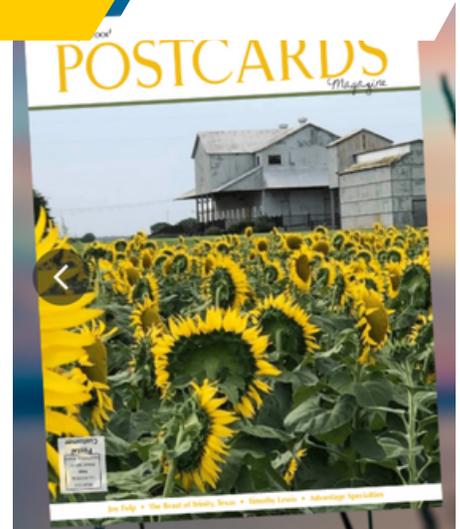


The schools supported us by allowing us to send home flyers to students and featuring us on their social media



We published our events in local magazines and online

Jack Nelson joined us on The Backroads Saturday evening to talk about his new song called Fog. He will be in studio again this Friday morning on the KSAM Wake-Up Morning Show, then on the Rather Park stage with a full band Saturday night at 7:30 for a free concert! Bring your lawn chairs and picnic baskets for a great night of music at the City of Huntsville, TX - Main Street Music Series!
#TexasCountryMusic #reddirtcountry Texas Regional Radio Report



We went live on Radio and routinely were featured on air.

2024 IMPACTS



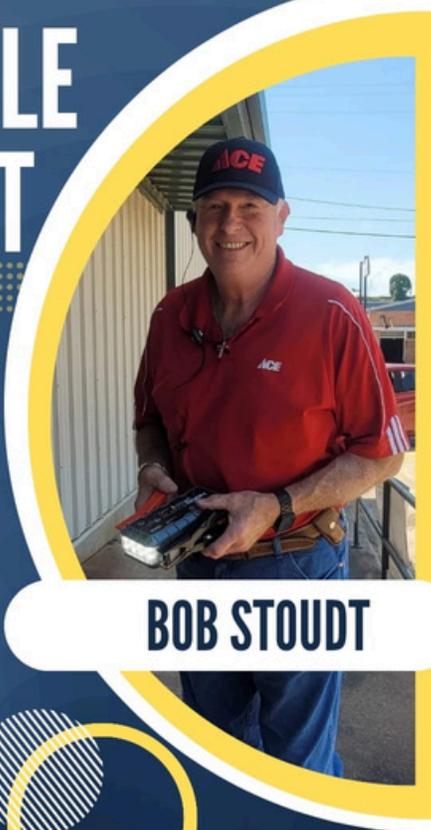
The Main Street Program created a joint beautification community service project with SHSU students downtown. Huntsville's City Manager and Economic Development Director joined the efforts.



Board members in action!
The Huntsville Main Street Advisory Board volunteered over 112 hours in 2024!

HUNTSVILLE MAINSTREET *Spotlight*

Bob Stoudt is a Manager with Walker County Ace Hardware. Mr. Stoudt has been with Ace Hardware for many years. His random act of kindness assisting someone with car trouble this week earned him this weeks recognition.



BOB STOUTD



Recognizing those who serve.
Locals who go out of their way to help the community

2024 IMPACTS



Expanded Christmas Lighting to 84 decorative lamp posts downtown Main Street took over this project from DBA

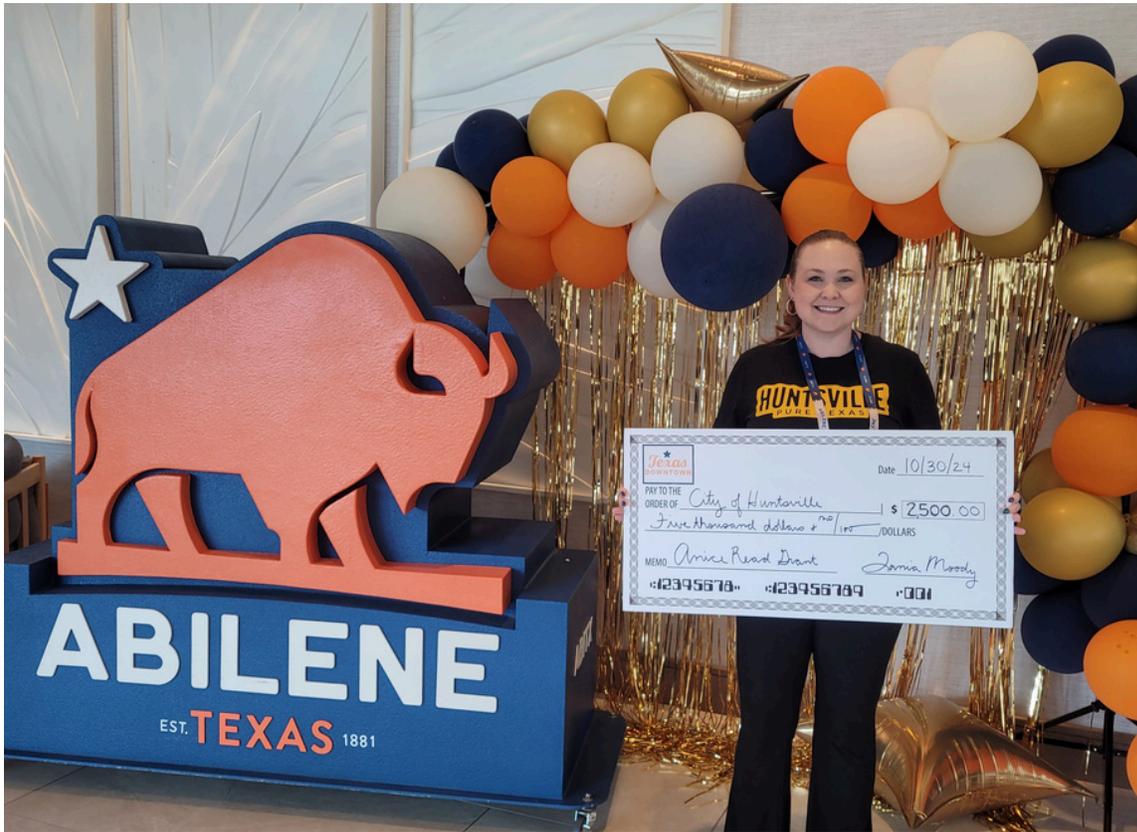


Partnership with Old Town Theatre During inclement weather shows are moved to OTT due to their generous support.

Bearkat Family Weekend brought record number of downtown shoppers.

Orange You Glad You're a Bearkat
Huntsville Downtown Square
10:00 AM - 7:30 PM
The City of Huntsville's Main Street Program and Downtown Business Alliance invite you to downtown Huntsville to enjoy great shopping and snacking. Participating businesses will offer orange treats! Come out and see our beautifully decorated Sam Houston window displays!

Grant Awarded



Huntsville's Main Street Program received a \$2,500 grant from Texas Downtown, a nonprofit organization, to support its ongoing beautification efforts.

The funds will contribute to the creation of a new Richard Haas mural at 1218 University Avenue, marking the 30th anniversary of his first mural in Huntsville.

This project celebrates the city's rich history, enhances downtown aesthetics, and demonstrates the community's dedication to art and cultural preservation.

Amanda Schillaci, Main Street Manager, represented Huntsville at the Texas Downtown Conference in Abilene, Texas, where this achievement was highlighted.

Downtown Action Plan



retail strategies



In early 2024, Huntsville City Council took a significant step towards revitalizing the downtown district by allocating \$25,000 to hire a consulting firm to develop a comprehensive 5-Year Action Plan for Downtown Huntsville.

The first stage involved extensive stakeholder engagement where we hosted multiple meetings with local business owners, property owners, and community leaders to gather their perspectives and priorities. We then conducted a community input survey to ensure that we reached all residents and gave them an opportunity to voice their opinions on their downtown district. An in person workshop was held to allow everyone to share their visions for Downtown Huntsville.

The three phases of the project unfolded over the course of a year. Phase 2 involved analyzing the data gathered during the initial phase and identifying key themes and opportunities for improvement. The consulting firm worked closely with the Main Street Program and City staff to draft actionable goals and strategies tailored to our unique character and needs. The final phase involved refining the plan and presenting the final document to public, stakeholders and City Council.

This milestone was achieved in December with the presentation of the Downtown 5-Year Action Plan outlining a clear roadmap for revitalization efforts. The Huntsville Main Street Program will utilize the plans recommendations as a guiding framework for our transformation strategies over the next five years.

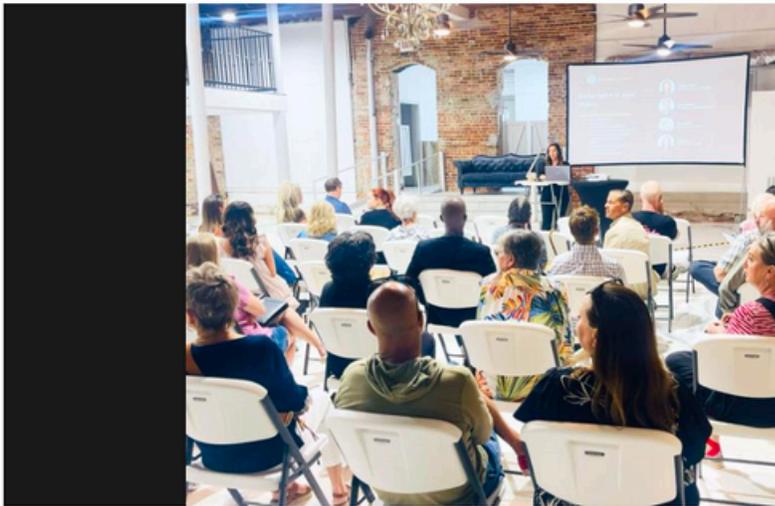
Huntsville City Council reaffirmed it's dedication to downtown revitalization efforts by allocating an additional \$50,000 to begin implementing key recommendations in the plan. This ongoing investment demonstrates the City's long-term commitment to our downtown revitalization efforts.



DEVELOPING FEATURED EDITOR'S PICK SPOTLIGHT

Huntsville considers Downtown Strategies

George Oliver The Item Jun 15, 2024



George Oliver | goliver@itemonline.com

Several members of the general public attended a comprehensive downtown strategy meeting on Wednesday at the Vintage. The Council.

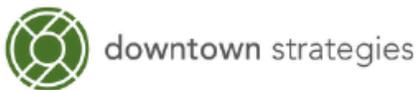
Let Your Voice Be Heard

Downtown Community Input

online survey




www.surveymonkey.com/r/DowntownHuntsville



DISCOVERY PHASE - MARKET VISIT

STRATEGIC VISIONING WORKSHOP OVERVIEW

The final milestone of our Discovery Phase is the in-market **Strategic Visioning Workshop**.



AT A GLANCE

A leader from our team will visit your



STRATEGIC VISIONING WORKSHOP CHECKLIST

Please use this checklist to confirm details for our visit. This information



Contact Us

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