

# Kingsville Historic Downtown District Association

April 1, 2008

Issue 1

## Find the Easter Bunny Downtown! Promotion a Success



The Easter Bunny was spotted at Clips & Fades

On Saturday, March 22, 2008, we held our "Find the Easter Bunny Downtown" promotion. We didn't have a huge crowd at 10am but come 11:30am visitors started trickling in. We had our very own Easter bunny strolling around downtown handing out easter eggs to kids and discount coupons to adults. The bunny stopped in at participating merchants, which included the list below.

- Harrell's Kingsville Pharmacy
- King Ranch Saddle Shop
- Phyllis' Special Events & Gifts
- Oliver's Jewelry
- Candy Bouquet
- Goetch Music
- Roy's Hobbies & Electronics
- Wilson's True Value
- Clips & Fades

Please join us in thanking Carol Ann with the KCVB's for the toy filled Easter eggs. Also, thanks to Patty with Candy Bouquet for the candy filled Easter eggs and to King Ranch Saddle Shop for use of their Easter Bunny outfit and printing of the discount coupons and advertisement. Lastly, a great big thank you to Robin Robertson-King Ranch Saddle Shop for being a great sport and playing the role of Easter Bunny 2008!

## Happy Anniversary!

Please send us your business anniversary date so we can include a section letting everyone know how long you have been in business. Please send information to [rmorales@king-ranch.com](mailto:rmorales@king-ranch.com)

## Hot Topics for Next Meeting...

Marketing calendar for 2nd Quarter:

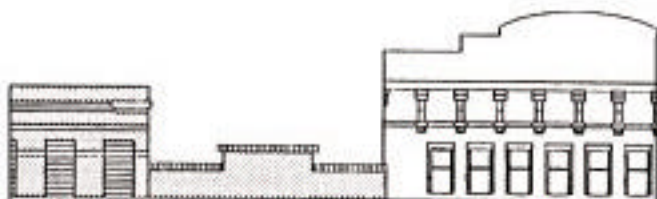
- April- Coupon flyer distributed by KCVB in their 125 biker packets.
- May- Mother's Day Basket drawing. Merchants supply items or gift card.
- June- "Summer Shop Around Downtown", which would continue through July.

For more details attend our next meeting on April 15th!



## Quarterly Meeting

Next Quarterly Meeting is scheduled for **April 15th** at Linda's Main Street Cafe if available. An email will go out a week before with confirmation of date and time. We would love to see as many participants as possible.



Kingsville Historic Downtown District Association  
 PO Box 582  
 Kingsville, TX 78364-0582

**O**n behalf of the Kingsville Historic Downtown District Association (KHDDA) I would like to thank everyone for their support in trying to regain the strength of our historic downtown.

*It was in the 1990s that downtowns throughout the U.S. were thriving and now it is very difficult to compete with indoor and outdoor malls. But one thing is for sure, gas prices are on the rise and we need to keep locals in the know of new and unique products our stores have to offer that they couldn't find anywhere else. As well as offering them an "experience."*

*The Marketing/Promotions Committee have put together a soft but continuous marketing campaign for the year to encourage local residents to shop and dine locally.*

*As well as offering them an "experience."*

## Members & Supporters

Harrel's Kingsville Pharmacy  
 D'Yan Lopez Insurance Agency  
 Oliver's Distinctive Jewelry  
 Coldwell Banker (Ricki Cunningham & Robert McCreight)  
 Alpha Engineering  
 Discount Liquor  
 Clips & Fades Barber and Beauty Shop  
 Billie and Charlene Gunter  
 Kingsville Area Industrial Foundation  
 Total Image Salon  
 La Potpourri  
 Kingsville Convention & Visitor's Bureau  
 Buckalew Temporary Services  
 Linda Quandt Realty  
 Coastal Community & Teachers Credit Union  
 Santa Gerturdis ISD  
 Seawind RV Resort  
 Kingsville Community Federal Credit Union  
 Christus Spohn Kleberg Hospital  
 King Ranch Saddle Shop  
 Emma Castillo Investments  
 Goetch Music Company  
 Seller's Market  
 Candy Bouquet

George C Jones  
 Clarkson Insurance & Financial Services  
 Coldwell Banker (Ricki Cunningham)  
 Gorbet & Stout Services  
 Turcotte Mortuary  
 Wilson's True Value

## A sight for sore eyes....



Please contact us if you see overstuffed and cracked receptacles downtown.

One of our KHDDA goals is to make sure our downtown is aesthetically pleasing to our visitors.

We are currently working on plans to improve the receptacles, benches and old planters in historic downtown. Please let us know if you would like to assist in this area

## DOWNTOWN LOWDOWN

Please send information you would like to share in our KHDDA newsletter to [rmorales@king-ranch.com](mailto:rmorales@king-ranch.com). All printed comments and stories subject to approval. In store events should include a brief detail of event along with date and times.