

Kingsville Historic Downtown District Association

February 5, 2011

Issue 9

Marketing Calendar

Saturday, February 5- **Wellness Screening at Harrel's Kingsville Pharmacy**

Monday, February 14- Valentine's Day

Monday, February 21- President's Day

Saturday, March 5- **Kingsville Classic Car Show**

Thursday, March 17- St. Patrick's Day

Sunday, March 20- National Quilting Day

Sunday, April 24- Easter

Sunday, May 1- Join Hands Day (National volunteer day)

Tuesday, May 3- National Teacher Day

Thursday, May 5- Cinco de Mayo

Sunday, May 8- Mother's Day

Monday, May 30- Memorial Day

Sunday, June 19- Father's Day

For more details email kcanales@king-ranch.com or call Kristine at 361-221-0823.

ARTWALK

If you are interested in helping with the 4th Annual ArtWalk, we need volunteers to help with every aspect of the event.

If you are interested in participating in any way please email kcanales@king-ranch.com or call 361-221-0823 and ask for Kristine.

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 kcanales@king-ranch.com

2010 at a Glance, 2011 we'll Advance

There were many great accomplishments in 2010 and looking forward to 2011, we need to set some very strong goals.

Some of our 2010 accomplishments were downtown awareness within the community and surrounding area. Through the 3rd Annual Downtown Artwalk, we marketed the event successfully to a 100 mile radius and had guests visit our community from McAllen up to Calallen.

The Lighting of Downtown was flourishing. With the great City of Kingsville providing the man power to place the lights on the building tops, we were able to have a unified look of the 200-300 blocks of downtown.

We welcomed new members, Consign What?, Critters and Butch's to the Historic Downtown community.

2010 was a tough year for each of our businesses, I know. We were so busy with our own businesses that we did not get a newsletter up on the website. However, Kristine met one on one with you to let you know the plans so that you were always abreast of the latest and greatest. Thanks Kristine!

In 2011, we should consider focusing on the following items: Façade Program, Business Retention, Business Recruitment, Design and erect "directions to downtown" from various locations, and Beautification Program.

We feel these are very important areas that need to be addressed on a regular basis.

In addition, we are working with the College of Business at TAMUK to assist with promoting and analyzing your business in order to improve revenue and visibility. Those interested, please call Kristine.

Let's make this a great year by working together and enhancing our beautiful Historic Downtown!

Sincerely, *Rose M. Morales and Claudia H. Edgerton*

KINGSVILLE AUTO CLUB

presents

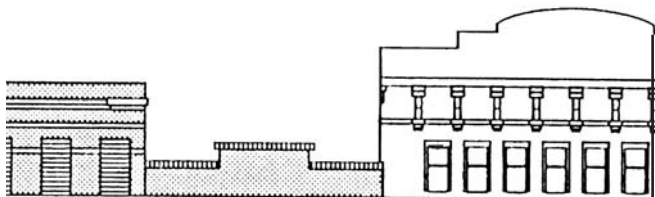
KINGSVILLE CLASSIC CAR SHOW IN HISTORIC DOWNTOWN KINGSVILLE

March 5, 2011 from 7am - 4pm

There will be food, fun and entertainment for the whole family.

Proceeds to benefit Casa of the Coastal Bend. Contact 592-6802 for more info.





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

Visit KHDDA.COM to download past newsletters!

Ideas we would like to develop but need your help!

1. Chef showdown: a gourmet event. The cooks meet in the morning, at 10:30, for introductions and the official launch. From 10:45-11:30 the chef's do their menu planning and shopping. The Downtown Association gives each participant \$60 to buy ingredients at the HEB. They can bring one "secret ingredient." Between 11:30-12:30 they cook. Finally, the official tasting and judging takes place from 12:30-1:00pm

2. Can you find this Treasure Chest? It will be sitting out in plain sight at one the businesses in Historic Downtown Kingsville on each Third Thursday during 2011. If you are the first to find it, you get the Treasure! (Too big, for the chest, the treasure is a nifty gift basket filled with goods and certificates from many of our Historic Downtown Kingsville Association members.) Happy Hunting!
(Hint: Watch for the "It might be here" posters in the windows of participating merchants and ask questions!)

3. Mural in a Day...To celebrate our rugged Ranch heritage, we would like to fill the vacant downtown windows with historically accurate murals or fun ranch scenes.

4. Mannequin Night Poses Fashion Students in Store Windows. Store windows will come to life as fashion students from TAMUK pose as mannequins for an hour-and-a-half in an evening to be called, Mannequin Night. The windows where the students will pose will also be decorated by them as they will be graded, so students are motivated to strike their best pose! Even though this isn't a retail event that will drive instore foot traffic directly, it provides good exposure for downtown and its businesses each year, especially amount students of TAMUK.

5. Downtown Tuesdays Specials: Join your friends and neighbors this Tuesday and re-discover Downtown! Downtown Tuesday specials include discounts, gifts with purchase, 2-for-1 offers and much more! Explore Downtown Kingsville - It's All Right Here! Package downtown offerings to celebrate Father's Day.
Father's Day Golf Classic, free entry to King Ranch Museum, frame your photo for 25% off at Hall of Frames, receive a free dessert with the purchase of a meal at Cherry Tree Tea Room, have a sundae on us at Harrel's Kingsville Pharmacy, buy one shirt get another 1/2 off at King Ranch Saddle Shop.

6. Join the Employee Discount Program: This terrific program offers store owners and their employees a Discount Card that is good for 10% off purchases at Historic Downtown Kingsville businesses. This program is a great, added benefit to offer your employees. Keeping employees shopping in the community will increase revenue, familiarize staff with neighboring businesses (increasing referrals), foster goodwill between merchants, and elevate workers' feelings of ownership & pride in our community. To participate, your business must offer the 10% discount to other participating businesses (limited restrictions may apply).
The cards will expire on December 31, 2011. The cards will be delivered to you, the business owner/manager, and it is your responsibility to issue the cards responsibly. (Download the Sign-up Form.) View the current list of participating businesses. Feel free to print & post this list for your employees.

If you have any ideas for a downtown promotion please let us know!!!!

Members & Supporters

Harrel's Kingsville Pharmacy
Downtown Divas Boutique
Coldwell Banker (Ricki Cunningham)
Alpha Engineering
Hall of Frames
Yola's Custom Boutique & Quip Skates
Kingsville Convention & Visitor's Bureau
Michael J. Krueger
Consign What?
Butch's
King Ranch Saddle Shop
Wild Horse Desert Publications
Wilson's True Value
Cherry Tree Tea Room
Kleberg Hispanic Chamber of Commerce
Kingsville Chamber of Commerce
Salon de Lis Spa & Boutique
Domino's Pizza
Kingsville Publishing
City of Kingsville (Robert Trescott)
Seller's Market

*Members & Supporters,
Thank you for your continued support!!!!*

Next Meeting

Tuesday, February 22nd
8:30am
KHDDA Meeting
Cherry Tree Tea Room

DOWNTOWN LOWDOWN

Please send information you would like to share in our KHDDA newsletter to 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.

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