

Kingsville Historic Downtown District Association

March 26, 2009

Issue 6

Marketing Calendar

- Sunday, April 12
Easter (no event planned)
- Saturday, May 9
* Mother's Day Weekend (no even planned)
- Friday-Saturday, May 22-23
* Memorial Day Weekend Sidewalk Sale
- Saturday, June 20
Father's Day "Downtown Kingsville Sidewalk Golf Classic".

* *Events are tentatively scheduled.*

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

Highlight!

Local resident, Oscar Villareal was out and about in December 2008 looking to shoot some footage with his new pocket cam. He thought our downtown area looked extra special this time of year, and decided to do a short shoot. He has always been fond of peering into the shop displays downtown. "The little knick knacks almost seem to have a magical quality about them" said, Villareal. The link below will take you to the beautiful video he taped while strolling Historic Downtown Kingsville.

<http://www.vimeo.com/2573970/>

Tours in Town

The following groups are schedule to come downtown April 2009.

Date	Name	Time	Number
04-02-2009	1st Assembly, McAllen	5:00 – 6:00pm	24+/-
04-06-2009	World Wide Country	4:00 – 5:00pm	40+/-

Letter from KHDDA

Greetings! What an exciting but difficult year we had in 2008. Unfortunately, the sluggish economy effected our community, and we need to be ready for the eventual rebound. We know consumer behavior has changed, people are spending less and price shopping more and experts predict this will become the new norm. So, if these conditions continue beyond this recession, what should we do now to adjust to the new "norm"?

First, our downtown is an attraction in itself. It's not over-occupied with chain stores and offers unique and personal shops. Sure, we have many empty store fronts, but a few businesses have invested in upgrades.

Downtown businesses cannot always compete on price, but if current conditions continue, some promotions that are working for other areas are "buy one, get the second at a discount", or "buy one and receive a discount for the next visit". This type of offer is more enticing to consumers than offering a flat "50% off".

The City has been working to improve the aesthetics of downtown. They trimmed the overgrown trees this past year, changed out the wood on the benches, repaired and re-painted the waste baskets and replaced all the covers on the lamp posts.

During these tough times, it is a challenge for the small downtown retailers and property owners to stay committed. Supporting and promoting the interests of our members in gaining success as a business has been our number one priority.

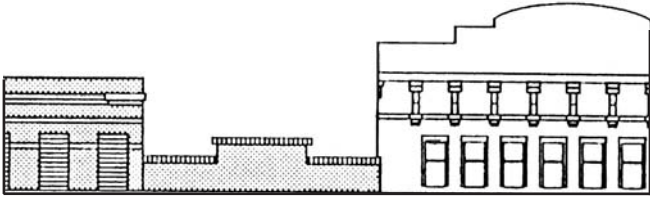
Over this past year we have had many accomplishments as a group, here are just a few.

- Created a website highlighting businesses and an event calendar.
- Developed a strategic plan to promote downtown businesses.
- Finalized our by-laws.
- Received our non-profit organization authorization by the IRS.
- Held a Safe Trick or Treating Event.
- Received a nice donation from La Posada for skyline garland décor (*see back for images*).

This year we hope to offer more events for Historic Downtown that will help promote our efforts but **WE NEED YOUR HELP**. It would be exciting to plan an event and have all the downtown merchants participate. It takes all of us to move and shake business downtown, so please be a part of our next downtown event. The more we promote each other, the more traffic we will drive downtown. Please call us or email at 361-595-1424 or kcanales@king-ranch.com to help with any events or if you have any ideas you would like to share.

Sincerely,
Rose M. Morales
Co-Chair

Claudia Harrel Edgerton
Co-Chair



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

Visit KHDDA.COM to download past newsletters!

Photo's of new Holiday Skyline



A special thank you goes out to La Posada for their donation of \$2,500 to KHDDA to purchase four Christmas garland skylines. The lighted garlands were evenly spaced down Kleberg Street by the City of Kingsville.

The added decor gave the downtown area the decorative lift it needed.

An additional thanks goes out to the City of Kingville for placing the garlands and for trimming the overgrown trees in downtown.

Please be sure and thank La Posada and the City of Kingsville!

Cap & Tee Shirt Fund Raiser

KHDDA is interested in selling caps and tee shirts to promote our historic downtown and at the same help build our funds to help improve the aesthetics of our downtown.



We will call you soon to discuss the details.

Members & Supporters

Harrel's Kingsville Pharmacy
 Oliver's Distinguished 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
 Kingsville Convention & Visitor's Bureau
 Buckalew Temporary Services
 Coastal Community & Teachers Credit Union
 Santa Gerturdis ISD
 King Ranch Saddle Shop
 Candy Bouquet
 Wilson's True Value
 Cherry Tree Tea Room
 George C Jones
 Kingsville Chamber of Commerce
 Salon de Lis Spa & Boutique
 Kingsville Medical Center
 Domino's Pizza

Location!

Location! Location!

Be sure to stop & congratulate
Maddie's Boutique
 in their new space at
 214 E. Kleberg Avenue.

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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 PO Box 582
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