



Downtown Buzz
May 2021

5 REASONS TO VISIT DOWNTOWN



1. Discover fabulous boutiques, vintage finds, and specialty shops.
2. Tours & Shopping in the Coastal Bend Distillery's Tasting Room.
3. Get cozy at one of the local coffee shops in downtown.
4. Indulge your brunch cravings at one of our local favorites.
5. Locate the 9 captivating Bee Sculptures in downtown

CDBG DOWNTOWN REVITALIZATION/ MAIN STREET GRANT

City of Beeville will apply for a \$350,000 Community Development Block Grant Downtown Revitalization/ Main Street fund for ADA compliant sidewalks and other infrastructure in downtown district. The proposed project includes replacing broken sidewalks, addition of new sidewalks, and new lighting. The application will be submitted by May 3, 2021.

\$20 ON THE 20TH SHOP. EAT. ENJOY LOCAL WWW.CITYOFBEEVILLEMAINSTREET.COM

It's easy: just spend \$20 at a local business on the 20th of every month to show appreciation for our local businesses and all they do for our community.

ARMED FORCES DAY CELEBRATION MAY 15, 2021

Celebrate Armed Forces Day downtown on Saturday, May 15th. The festivities start with a Parade at 10:30am; Music starting at 11:30 to almost midnight; a Steak & Fajita Cookoff; Motorcycle Fun Run at 2pm and downtown shopping. Don't miss this day honoring our active military!

Established in 1973 by the National Trust for Historic Preservation, Preservation Month is co-sponsored by local preservation groups, state agencies, and business and civic organizations across the country.



Celebrate Beeville's historic structures and places that matter to you. Take a pic and share on social media with the hashtag: #ThisPlaceMattersBeeville

National Register & Texas Historical Markers in Main Street:

- First Brick Building on the Courthouse Square, 108 W. Corpus Christi Street. Built in 1892.
- McClanahan House, 206 E. Corpus Christi Street. Oldest business structure in town, 1867.
- Praeger Building (National Register), 110 W. Corpus Christi Street. Once a hardware store & tin shop, 1906.
- The Rialto (National Register), 114 N. Washington Street. Built in 1922 and then remodeled after a fire in 1935.
- Beeville Post Office (National Register), 111 N. St. Mary's Street. Built in 1918 by architect James Wetmore.
- Bee County Courthouse (National Register), 105 W. Corpus Christi Street. Built in 1912 by local architects W.C. Stephenson & F.W. Heldenfels.
- Furniture Store, 317 N. Washington Street. Built in the early 1900's.
- Hall's Cotton Gin, 307 W. Cleveland Street. Built in early 1900's. and many more...



Joe Barnhart Bee County Library, 110 W. Corpus Christi Street. In 2002, building was rehabilitated to meet the needs of the public library. The rehab included new elevator and stairs. Photo courtesy of the JBBC Library.



Imagine the
POSSIBILITIES

May 29, 2021
Tour Start: 303 N St. Mary's St. at 10 a.m.

Call Beeville Main Street for more information:
(361) 542-8202

BEEVILLE MAIN STREET
TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Downtown

Imagine the possibilities tour poster featuring a QR code and a photo of a building with 'DOWNTOWN X' on its facade.

WE WANT YOU HERE!

Beeville Main Street Program will host the 'Imagine the Possibilities Tour' on Saturday, May 29th from 10:00-11:30 AM.

Imagine The Possibilities Tour is an annual tour held during Historic Preservation Month.

Every May, downtowns across the state of Texas display their available buildings. This allows the public to come explore and "Imagine The Possibilities" in the heart of downtown.

The tour will showcase downtown buildings that are either for sale or lease.

Everyone is invited and taking the self-guided tour is easy. Guests obtain a map showing the tour stops and then travel at their own pace to visit any or all of the buildings that are featured along the route. Maps will be available on the morning of the Imagine the Possibilities Tour. Each stop on the Imagine the Possibilities Tour will offer a reception with snacks and beverages. Building owners or their representatives will also be present to provide information about the building and to answer any questions.

Explore the growing downtown community and of course, 'Imagine the Possibilities.'

Have a space for sale or lease and want to be on the tour? Contact Beeville Main Street to sign up for the tour at 361-358-4641 Ext. 242.

Brick & Mortar Meets eCommerce

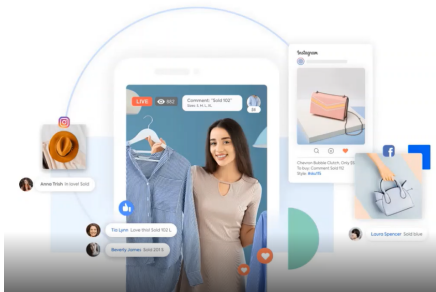
Small businesses across the country are taking the plunge into eCommerce. What is this, why are they, and what do I need to know about expanding my business online?

eCommerce is the buying and selling online. These online stores are convenient shop-at-home, anytime of day shops. Point-of-Sale (POS) Systems like Square, Clover, and Shopify make it easy to market your business online. Since the Covid-19 pandemic, many businesses pivoted to selling online as a way to reach the customer that was stuck at home. Online purchasing is not going away anytime soon.

A "brick & mortar" business is a physical business with a store-front that sells directly to the customer whether be goods or services. Small "mom & pops" provide a place where the customer can touch the product and ask questions before they buy. Small businesses often provide the best customer service since you are meeting with the store owner personally.

What you need to know about entering into the eCommerce world to sell your products:

- Develop a budget to increase online visibility and drive traffic.
- Be ready to vamp up quickly. Have the inventory.
- You have to be willing to commit. The payback is worth it.
- Use online tools to interact with customers.
- Be ready to adjust continually.
- Make sure your branding is visual across all channels and inform the customer about what makes your business different from other similar ones.
- You need to be everywhere your customers are. Phones, tablets, etc.
- Engage your customers: digital events, loyalty points, reward gift cards, use video.
- Customer experience should be consistent whether they are in store or online.
- Communication: Use email, text, & social media to stay connected to customers.
- Today's average consumer is well informed. Businesses need to stay on top of pricing and inventory trends.



CUSTOMER Engagement

Here are three ways to increase customer engagement for physical storefronts:

1. **Introduction to Social Selling:** Engage + Inform + Entertain Customers to drive them to your physical storefront. Social Selling is utilizing all avenues of social media- website; social media platforms (Comment Sold, Facebook, Shopify, PayPal, Instagram, Strip, Square, Simple Texting); and email marketing that enhances a customer's experience that could lead to a sell. How to social sell? Tell your story. Explain why you do what you do. Why customers need your service or product. Why your product/ services are different from a similar business. Be yourself. You're not just selling a product or service, you're selling an experience.
2. **Partner with Like Minded Businesses:** These partnering businesses are non-competitive with yours and share the same community and opportunities. A 'Like Minded' Partner is a business that shares the same type of customer. Example of this is a children's clothing boutique and a photographer. Both have children in common and we know that most people purchase new clothing for photo shoots. By partnering, you could increase store visibility, sales, and success. *How to partner:*
 - a. **Combine events-** ex: Art/ Crafting Shop event partnered with Tea Shop to share product during craft event.
 - b. **Cross promotional marketing-** ex: Fitness Apparel Store partnered with Chiropractic Service to provide in store services.
 - c. **Community inspired support-** Combining local charity into store space.
 - d. **Collaborative experiences.**
3. **Optimize Community Engagement:** Be proactive and engage with multiple community organizations. Educate yourself about community organizations and share this information.
 - a. **In-store engagement-** Promote area events; Highlight new business openings; Cross merchandise via window displays; Encourage Shop Local experiences.
 - b. **Online engagement-** Promote Community Experiences; Share Neighboring Posts & Events; Applaud/ Support other businesses; Encourage Shop Local experiences. Make sure you highlight your store and items found "within" your own store space. Don't forget to highlight the owners of the business.
 - c. **Educational engagement-** Customers are more reactive when they learn about something by visually seeing and interacting with a product/ service rather than being told about it. Educate your customer by hosting virtual or in-store experiences and Invite external businesses to use your space. Be the example to the community and choose to support local so others will see the benefits.

Source: Main Street Now Conference 2021, Increasing Customer Engagement for Physical Stores. Retail Minded, Author of Retail 101- Nicole Leinbach Reyhle.



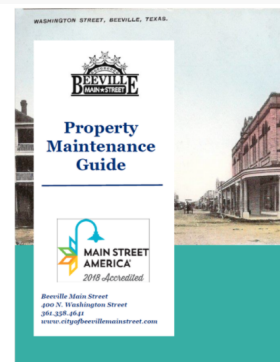
LET'S MAKE AN IMPACT!

SHOP FOR A CAUSE

Portion of Your Tuesday Purchase Will Benefit a Local Organization.

EVERY TUESDAY
AT BEE IS FOR BOOK/ BEE PERK

Sometimes simple is best. A portion of all Tuesday sales at participating businesses will go to a local organization to help build a stronger community. All you have to do is shop and you get that warm fuzzy feeling knowing that you're making a difference.



What can I do to take care of my historic property?

The Beeville Main Street Property Maintenance Guide can give some general guidance. The Property Maintenance Guide is available at www.CityofBeevilleMainStreet.com/resources.

This 20 page resource guide provides information on how to protect your investment and lists common signs of building fatigue to look out for. Copies are available at the Beeville Main Street office.



Did you know?

City Permits are required for the following projects:

- Installation of signage
- Construction of main or accessory buildings
- Foundation repairs
- Building additions or removals
- Remolding that requires addition or replacement of walls or windows
- Building or replacing a deck
- Electrical work
- Replacing water or sewer lines
- Irrigation systems
- Installing or replacing air conditioning, furnace, water heaters, or softeners
- Building or replacing a fence
- Building or replacing a retaining wall
- Replacing a roof
- Installing or replacing a driveway approach
- Demolition of a building

This is not meant to be a complete list. Questions concerning your specific project should be forwarded to the Development Services Department at the City of Beeville. Please call 361.358.4641 Ext 243 or visit www.beevillext.org for more information.

*Properties within the TIF Zone are required to obtain a Certificate of Appropriateness prior to any changes, Ord. 2133.