

WELCOME TO “THE MERCANTILE” BY LUCIE HOFHEINS

Conoly Brooks remembers a rainy day when he parked outside and ducked into the Surety Title building at 136 W. Twohig to do business. He was aware that the title building has indoor parking for employees. As he waited in the lobby for his appointment he looked across the street and thought “I wonder if that vacant building at 135 West Twohig is large enough to include covered parking for employees?” This is how the vision for “The Mercantile” began.

The history on this structure

started with construction of the original Sears and Roebuck Department Store in 1929. The retail chain store opened in 1931. Wood Motor Company and Used Cars (Ford Dealership) occupied the building from 1934 - 1941. The Western Wool and Mohair Company moved in in 1942. Additional businesses at this location included Harry’s Food Store (1946) and Christians in Action (2007).

The property was donated to Downtown San Angelo, Inc., (DSA) in 2013. DSA, a Main Street organization, worked to find a developer that would restore the building and bring new life to this historic structure. A significant objective of the Main Street Program is Historic Preservation. This includes activity that preserves buildings

the property. The Brooks’ purchased the building at 135 W. Twohig on February, 2015 with plans to convert into office and retail space. Mr. Brooks stated that Downtown San Angelo, Inc. and The Bank & Trust were instrumental in helping him to launch the project.

Additionally Conoly credits Richard Round who insisted on



and their historic integrity, such as building rehabilitation; but also use of preservation tools and government policies supporting preservation; and preservation education that engages the community.

Conoly and his wife Heidi met with Downtown San Angelo Inc. Board President Brenda Gunter and Executive Director Del Velasquez to discuss purchase of

maintaining the historic design of the original building to include the awnings, lighting sconces, doors and wall placement and height within the structure. Commendation also goes to the City of San Angelo Planning, Permits, Economic Development and Fire Marshall’s divisions who provided guidance and assistance. The Brooks’ also thank Dan Ripple, Unique Famli Homes who also provided inspiration. cont’d pg. 2



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THE MERCANTILE

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And of course the construction crews who worked tirelessly throughout the process.

And the added perk - an indoor parking garage was incorporated at the rear of the building, providing ample parking spaces for businesses within. The renovation of this historic building also included maintaining the original wooden floors which Conoly says is what most

people remember and ask most about when discussing the old Harry's Food Store.

Today the project, "The Mercantile" has been completed and all office and retail space has been leased. "The Mercantile" occupants Joe William Ross Law Office, MQI Land and Surveying, Jackson Walker, LLP and Stemmed Designs have brought twenty two new employees to the downtown area.

Conoly Brooks stated, "One of the proudest accomplishments of working on this project is that all of our available spaces were leased months before the construction was completed".



Parking Structure at The Mercantile

"I wonder if that building is large enough to include covered parking for employees"

DOWNTOWN STROLL

Every 3rd Thursday visitors to the downtown area have a special opportunity to attend the Downtown Stroll.

The event features a wide variety of venues & galleries that participate. Entertainment is provided at most sites and refreshments are offered to visitors. Free trolley transportation is provided and a Downtown Stroll map is made available on website, newspaper, facebook and distributed on the trolley.

Recently, DSA purchased feather banners which will be displayed at each venue taking part in the evenings merriment. The featured venue conducts a drawing for a house specialty prize each month and all who attend are eligible to fill out a slip at an attempt to take home the prize.

DSA is including special occasions during this event such as the March 16th removal of the Historic Roosevelt Hotel sign. The sign will be refurbished and returned to the top of the building upon completion of the revitalization project currently underway.

April's Downtown Stroll will kick-off with a celebration of community in honor of Operation Blue Shield, a program that is committed to creating, promoting and funding programs designed to bring about the progressive change, respect, trust and unity that our communities and our Nation so desperately need. When we pull together as a single community, positive change happens. Strangers become neighbors and communities grow strong. This is what

Operation Blue Shield is all about.

The Downtown Stroll is subsidized by Downtown San Angelo, Inc. and The Cultural Arts District.

Sponsors include:

- ◆ San Angelo Museum of Fine Arts
- ◆ KIDY-FOX San Angelo
- ◆ Republic Services
- ◆ City of San Angelo
- ◆ SA Standard Times
- ◆ KSAN/Concho Valley Live

MARK YOUR CALENDAR:

- April 20, 2017
- May 18, 2017
- June 15, 2017
- July 20, 2017
- August 17, 2017
- September 21, 2017
- October 19, 2017
- November 16, 2017
- December 21, 2017



NEW DOWNTOWN BUSINESSES

The Casual Pint,
19 E. Concho Avenue,
(325) 939-2337

The Casual Pint is a fun spot with an upscale, yet casual atmosphere. Here you will find not only an abundance of American craft beers and unmatched variety from around the world, but also the expert staff you want to help craft your beautiful beer experience.

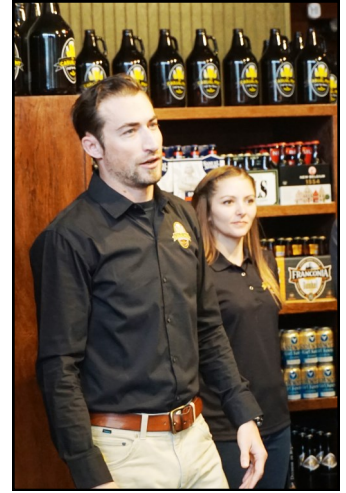
The Casual Pint Craft Beer Market, offers a relaxed, family friendly atmosphere much like a coffee shop, with a focus on Craft Beer. The expert “Beer-tenders” can serve up Craft Beer by the pint from the tap wall, by the can or by the bottle to enjoy in the store.

You can grab your beer to go with Growler Fills, Mix-A-Six Packs out of the bottle & can

cooler or packaged beer off the dry shelves. Kegs are also available for those special occasions.

Need a Pint? The Bar is going to be your first stop, then grab a seat in one of the cozy chairs, or grab a table to enjoy with friends. Either way, kick back, enjoy a pint and watch some TV or hang with friends.

www.thecasualpint.com



ARock
227 S. Chadbourne
(432) 266-0998

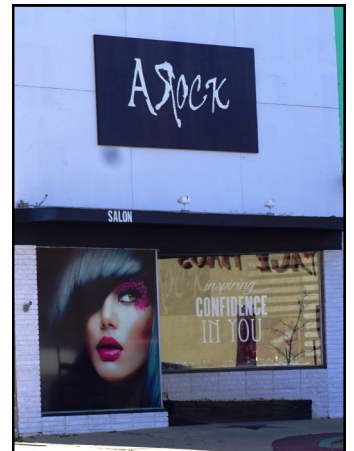
Autumn Brockman, the owner of ARock Salon, and the staff are looking forward to welcoming guests to this San Angelo’s newest hair and beauty salon. Customers will have the opportunity to discover the variety of services offered by ARock Salon including fusion, beaded and tape-in hair extensions. The salon also provides treat-

ment for ethnic hair, such as weaves and sew-ins. In addition, ARock Salon offers photo shoot packages, makeup and full body waxing.

With the new opening of her salon, Autumn hopes to bring an L.A. vibe to San Angelo. Besides being a hair stylist and makeup artist, Brockman has also launched her own makeup line, including a lipstick collection with exciting and bold colors.

“I created my makeup collection because I got tired of paying high prices” she said. “I wanted to see people have quality makeup without having the high expense”, stated Ms. Brockman.

www.rockcosmetics.net



Angry Cactus Bar & Grill
1 W. Concho Avenue
(325) 703-6999

Officially opened for business in December, 2016, this restaurant combines industrial chic with West Texas cool.

Chef Tim Condon provides a menu offering a wide variety of Texas

favorites and each is prepared distinctively.

Tim feels each dish should look like an edible work of art.

The strategy behind this restaurant is to really make it a destination dining establishment. “I want people to want to get up and drive all the way downtown to come out to eat” stated Mr. Condon.



www.theangrycactus.com

NEW DOWNTOWN BUSINESSES

The Latest Scoop

37 W. Concho Ave.
(325) 277-6999

The Latest Scoop makes irresistible, delicious and sweet handmade ice cream from the freshest and finest ingredients. Additionally, ice cream treats are sprinkled with a little bit of love and happiness. Sid Clemmer and family have been making ice cream as for generations and

have always dreamed of bringing their recipes to the public.

Experimenting with his own ice cream creations since 1968, the concept for the ice cream business was born after he spent 10 days at The Ice Cream School at Penn State. Sid was named the Ice Cream Champion is a 2015 Austin Competition.

Sid expressed, “when the opportunity to open up shop in downtown San Angelo came along, I knew this was my opportunity to share my recipes with everyone! My dream of bringing San Angelo the best and newest flavors of handcrafted ice cream begins here, and I am so excited”.



www.latestscoopicecream.com

Solar Cen Tex

313 S. Irving
(432) 266-0998

Bringing Solar Power to Central Texas! Solar Cen Tex designs, installs, and monitors solar power systems that will:

- lower your energy bill now
- prevent energy inflation from eroding your family finances
- invest in the future value of your home
- provide you 100% reliable battery based systems

Solar is all they do, and their plan is to be part of the community for as far into the future as they can see.

Solar Cen Tex is not a solar business from somewhere else that you would never see after you pay for the system. The company will be here with you - because they are from here. The business can be located in Harker Heights, Temple, Gatesville, Killeen and San Angelo.

Solar CenTex has a track record of proven installations that are providing Texans the ultimate in energy reliability and security. From whole-house back-up to off-grid out-buildings, they understand how to size and install off-grid and grid-interactive battery backup systems.



www.solarcentex.com

Stemmed Designs

135 W. Twohig Ave., Ste. E
(325) 656-3889

When you are in need of colorful, fresh flowers in the San Angelo, Texas area, Stemmed Designs will create the perfect floral arrangements to suit your special occasion.

Stemmed Designs flowers make the perfect gift for

an event and there are all kinds of arrangements to select from.

Using flowers to decorate your ceremony space can be a modern way to personalize every part of your wedding or your particular event. It will make your ceremony event more beautiful.

Call Stemmed Designs today

for Gerbera Daisies, lilies, sunflowers, roses and much more.

And don't forget to call if you are in need of special event decorating services.



www.stemmeddesign.com

NEW BUSINESSES

Coffee 101

101 Main Street
(325) 227-4382

Located in what was once the Main Street Furniture Store, Coffee 101 is a small family run business that offers a friendly, quiet place to study, with a super friendly staff.

The décor is rustic and hipster with mid-century furniture reminding one of the way cafes used to be.

Free Wifi service is available

for those who wish to work on their lap tops.

Along with the assorted specialty coffee or tea, pastries are now available. And for lunch you may want to try some savory soup.

Take your office coffee orders, call in and it will be ready for pick up when you arrive.

Hours of operation:

Tues - Sat: 7am-4pm

Thur: 7am - 7pm

www.coffee-101.com



Warehouse 150

113 E. Concho Ave., #150
(325) 655-4380

Located in Downtown San Angelo, Warehouse 150 offers a nice, clean atmosphere for people to meet up, have a few drinks and enjoy the nightlife.

For great music, good people, knowledgeable bartenders, it's an all around perfect place to escape to. If you are

out shopping downtown, finishing up your work day, take a break and come have a drink with us.

Hours of operation:

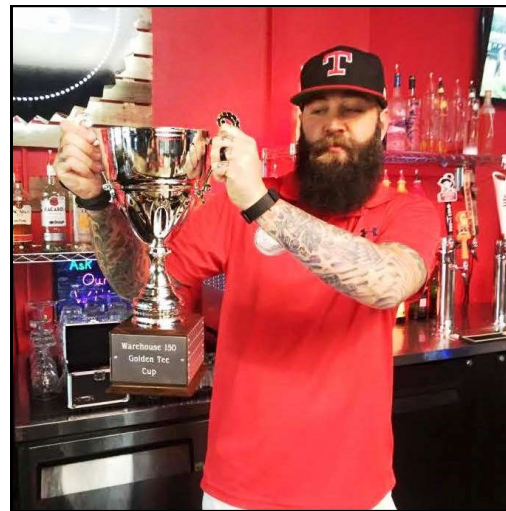
Mon-Thur: 2pm-12am

Fri: 2pm- 2am

Sat: 12pm - 2am

Sun: 12pm-12am

www.warehouse150.com



REMOVING - REFURBISHING HISTORIC SIGN

On March 16, 2017, to kick off the monthly Downtown Stroll, the historic Roosevelt Hotel sign was removed from atop the old building.

The Roosevelt Hotel Sign will be refurbished during the construction phase of the "Roosevelt Lofts". Once construction is completed the

sign will be returned to its original location directly above the elevator shaft.

Developers Mike Biggerstaff and Steve Sorrells were on hand to oversee the procedure as they provided information to observers.

DSA was instrumental in the

initiation of the Roosevelt Hotel project and Board President, Brenda Gunter and Executive Director Del Velasquez proudly joined in the celebration.

The historic building, will be called The Roosevelt Lofts upon completion of the project.



BREWS EWES & BBQ

We like to grill in Texas. And who doesn't savor some fire-pit smoked bar-b-que, lamb, served alongside a few cold brews? And that's how it began – a meaty discussion held with the promotions committee of Downtown San Angelo, Inc. (DSA). The inspiration for "Brews, Ewes and BBQ" was to create an event to take place in the heart of downtown paying homage to our West Texas heritage, traditions, and culture. With our history being "The Wool Capital of the World" adding lamb to the competition made good sense. That's how "Brews, Ewes and

BBQ" began with our inaugural cook-off taking place October 7th-8th 2016, thanks to support from local sponsors and lamb sponsor Sterling Lamb and the hard work of the DSA board members and volunteers. Over 35 teams from all over the Lone Star State traveled to historic downtown San Angelo to compete in an event sanctioned by the International BBQ Cookers Association. The cook-off took place in the downtown stock yard area, spilling over into the Old Western Mattress Building, river bank parking lots and Bart DeWitt Park.

The cooks fired up their pits and began cooking Friday night in order to have their meat entrée's perfectly smoked and ready to turn in for judging at 11:00am Saturday. Hundreds of mouth-watering hungry folks showed up to sample ribs, brisket, chicken, beans, lamb and local brews with the competition's best cooks and brewers winning over \$5,000.00 in cash prizes.

The first "Brews, Ewes and BBQ" was a "Ewe" mongous success and complimented other local events taking place on that Saturday in-

cluding the Angelo State University Homecoming Parade, Lions Clubs Pancake Extravaganza Breakfast, and the evening's West Texas Boys Ranch "Rockin' the Ranch" concert.



Mark your calendar and join us for the second annual "Brews, Ewes and BBQ" October 27th-28th. For more information, contact Downtown San Angelo, Inc. at: 325-655-2345.

NEW EWES



"WINDER McPANE" Artist: Pete Jalamos
New Sheep Art sponsored by WINDOW DEPOT



"FOXY EWEE" Artist: Scott Sustek
New Sheep Art sponsored by KIDY FOX San Angelo

SAVE THE DATE

DOWNTOWN SAN ANGELO, INC.

SATURDAY OCT. 28
 ASU HOMECOMING PARADE
 LIONS CLUB PANCAKE EXTRAVAGANZA

SANCTIONED BY: INTERNATIONAL BARBEQUE COOKERS ASSOCIATION

BAR-B-QUE COOK-OFF 
 & HOME BREW COMPETITION

Downtown San Angelo, Inc. Presents
**BREWS
 EWES
 & BBQ** 



DOWNTOWN SAN ANGELO . COM
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MORE "EWES"



"MINNIE PEARL" Artist: Scott Sustek
Sponsor: Rio Concho Communities



"RAM CHOP" Artist: Clay Hegl
Sponsor: Market Street



"EARTHA" Artist: ASU Art Students
Sponsor: Republic Services



DOUBLE "EWE" TMA Artist: Scott Sustek
Sponsor: San Angelo Community Medical Center

Watch for n "ewe" projects coming soon: HEB (1 at each location) and Lincoln Middle School

MESSAGE FROM THE EXECUTIVE DIRECTOR

What an incredible 2016 for downtown San Angelo and Downtown San Angelo, Inc.!

The lack of residential living in the central business district is moving towards reaching our goal to increase downtown living. The Roosevelt Hotel at 50 N. Chadbourne was purchased by Fireside Partners LLC to be developed. Upon completion the former hotel will become the Roosevelt Lofts. The transformation of this historic building into living space will be a first step in continuation of our number one goal of increasing the downtown residential population. Having people living downtown creates a dynamic that stimulates economic opportunities and draws new businesses to

serve the needs of those who choose to live downtown.

Two major institutions with long histories in our community and downtown have expanded their presence in the central business district with new buildings. The 1st Financial Bank's new building at the corner of Concho Avenue and Koenigheim/Bryant Blvd. will create a gateway into historic downtown. Shannon Medical Center continues to grow and develop and has added a new \$27 million 4 story Medical Office building.

What was originally the Coca-Cola warehouse is now the beautiful San Angelo Performing Arts Center. This creative repurposing of a building located at 82 Gillis

Street was dedicated on September 8, 2016 and promises to be an entertainment destination for not only our community but all of West Texas and beyond.

Another key development that is changing the North Chadbourne corridor has been the purchase and development of nine (9) buildings between 12 and 38 N. Chadbourne by the David Mazur Construction Company. Within months of the purchase remodeling and restoring of the structures commenced. These refurbished buildings will bring new businesses and create employment opportunities within the downtown area.

The Historic Downtown Magazine released on March 24, 2017 will feature the transformation of 135 W. Twohig. Depending on which era you grew-up in or arrived in San Angelo you will either call it the Sears & Roebuck building, "the Old Harry's Food Store, or maybe "one of the Christian In Actions building". Today, it's simply called "The Mercantile". The building was donated to DSA, Inc. and sold to Conoly and Heidi Brooks who have renovated the building into office and retail space with indoor parking while maintaining the historic integrity of the historic building.

In 2016 we welcomed the

following new business to downtown: Burlap and Paisley, Amaryllis, Angry Cactus, Casual Pint, Chadbourne Tavern, Chandler's Bar and Grill, Jesse Rose Mercantile, Peepsi's BBQ, Leo's Import, The SOCO Taphouse Company, If Walls Could Talk, All About You Barber & Beauty Salon, Paint & Sip, ARock Salon, The Latest Scoop, Solar CenTex, Coffee 101, The Turn and Warehouse 150.

We also added new sponsors for our Sheep Spectacular project: Surety Title, Stephen's Central Library, Episcopal Church of the Good Shepherd, Henry's Dinner, Market Street, West Central Wireless, KIDY FOX, Rio Concho Manor and Window Depot.

Working with our economic partners in 2017 will be another important priority. The San Angelo Chamber of Commerce Economic Development, the City of San Angelo Development Corporation, the Angelo State University - Small Business Development Center, Workforce Solutions, San Angelo Convention Visitors & Bureau, Howard College and Angelo State University provide alternative paths for us to address the issues communities face in the process of bringing businesses and development into their communities. Through this coalition we will strengthen our resources and effectiveness in the future of downtown San Angelo.



Del Velasquez, Executive Director

BOARD PRESIDENT, BRENDA GUNTER



Downtown San Angelo Inc. continues to celebrate the continued progress in the heart of the city, Historic Downtown.

Every year brings new people, new interest and creative ideas to diversify and broaden the scope of the downtown district.

In the recent "Progress" San Angelo section of the newspaper, owner of Myers Drug, Doug Chadwick stated, "now is a good time to be downtown. It is great to see construction going on throughout the downtown area". Doug feels that downtown businesses are in a good place and also stated "everywhere you turn or look, someone's building or renovating something somewhere downtown".

Our focus will continue to be broadening the scope of business and increasing the potential for further development.

Additionally, our focus will continue to be downtown living.

We know this is the area of development that will stabilize the rest of the downtown area. Meanwhile we are excited about the Roosevelt Hotel project. One major development will stimulate another development.

Growth and continued progress will happen in our Historic Downtown - one building, one block at a time.

Thank you for your support. And thank you for the support you give to our local businesses. We can never thank you enough for the ongoing enthusiasm - you, the community have given to all our energy and efforts.

ARTIST COMPETITION
FOR **H-E-B**'S SHEEP

WE NEED AN ARTIST!
DEADLINE JUNE 1, 2017

H-E-B is joining the Downtown San Angelo's Sheepectacular Art Project by introducing a sheep at the **new** store!

- **\$500 H-E-B Gift Card** awarded
- No Entry Fee
- Includes **exhibit** at the H-E-B Preview Event and **exhibit** at SAMFA's Gallery Verde

FOR RULES & APPLICATION GO TO WWW.SAMFA.ORG/HEB-COMPETITION
325-653-3333

Sheep Happens

San Angelo, TX

AVAILABLE FOR SALE
DSA OFFICE & M. L. LEDDYS

TEE SHIRTS \$20
BOOKLETS \$10

24 West Concho Avenue • 325.655.2345

VAULT DOOR RELOCATED ONCE AGAIN

As 1st Financial Bank staff prepare to move from the 301 W. Beaugard location to the new site on Concho Avenue, a long standing iconic vault door is first to be transported. This vault access entry has been a part of the bank's history beginning in 1927 when the vault was installed at the San Angelo National Bank location at 201 S. Chadbourne. Today, Trimble Batjer Insurance Associates occupy the building.

The door was moved in 1962/63 from the basement

of that building up through the sidewalk and street. It was then installed at the 301 W. Beaugard site.

On Monday, March 27, 2017 at 5:00 pm the door was once again moved to the new bank building at the corner of Concho Ave. and Koenigheim. The crane used to move the vault door registered the weight of the door at 27,000 pounds.



Skilled crew prepare vault door for transport to newly constructed bank building on Concho Avenue.



The "Cannonball Safe" pictured above was located and utilized at the San Angelo National Bank Building once located at 26 E. Concho Ave. Today the building is home to Miss Hattie's Restaurant.

DSA SPONSORS



We'll handle it from here.™



www.downtownsanangleo.com

DOWNTOWN SAN ANGELO, INC.

24 West Concho Avenue

Phone: 325-655-2345

Fax: 325-655-1234

E-mail: director@dtssa.org



Downtown San Angelo Inc, (DSA) is a non-profit 501(c)3 organization, dedicated to the revitalization and preservation of historic downtown San Angelo. Additionally, we are a Texas Main Street Nationally recognized urban city and a National Trust of Historic Preservation member.

Established in 2004, Downtown San Angelo, Inc. was formed by a group of 35 individuals who were dedicated to downtown revitalization. In November 2005, the organization was granted membership in the Main Street Program. This program is a major effort by the National Trust for Historic Preservation to provide assistance to cities whose older central business districts are seeking to retain some vestige of their visual character and whose economic position is slipping. The premise of this program is that economic revitalization can take place within the context of historic preservation.

DSA enjoys broad-based public support for the revitalization process, with strong support from both public and private sectors. Wide-ranging community collective skills and resources are utilized to maximum advantage.

BOARD OF DIRECTORS

An Active board of directors, committees and project leaders are key to the revitalization effort.

- | | |
|-------------------|------------------------------------|
| Alexander, JoAnna | Newlin, Ryan |
| Barrett, Casey | Priest, Mark |
| Biggerstaff Mike | Puckitt, Lane |
| Castillo, Mario | Read, Teddye |
| Deering, Lynn | Reichenau, Brittany |
| Eggemeyer, Eric | Sherrod, Cody |
| Frazier, Vicki | Stango, Steve |
| Gunter, Brenda | Sudduth, Delila |
| Hucks, Terry | Webb, Wylie |
| Justiss, Larry | |
| Key, Fred | STAFF: |
| Kolls, Todd | Del Velasquez, Director |
| McLaughlin, Steve | Lucie Hofheins, Assistant Director |

