



DSA, Inc.  
Winter Edition  
February 2024

# The Downtown Dose

## Member Spotlight Gary Floyd Homes

Established in 2006, Gary Floyd Homes has made a name for itself by constructing numerous magnificent houses for our town. With a passion for their craft and a commitment to meeting customer needs, they have managed to build over 250 houses in just a few years. This impressive track record speaks volumes about their expertise and ability to deliver quality homes. Their dedication to customer satisfaction has undoubtedly been a driving force behind their success.

Gary Floyd Homes' love and passion can be seen from their slogan:

“ONE FAMILY BUILDING FOR ANOTHER”

Gary Floyd Homes are designed with family life in mind. These homes are spacious and offer plenty of room for families to grow and thrive. Whether it's a large living area for family gatherings or multiple bedrooms for children, Gary Floyd Homes provide the space needed for a comfortable family life. Additionally, these homes are built to fit the needs

of anyone seeking homeownership. From first-time buyers to empty nesters, Gary Floyd Homes offer a range of floor plans and designs to accommodate different lifestyles and preferences. With attention to detail and a focus on functionality, Gary Floyd Homes are a great option for those looking for a home that suits their needs.



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# A Message from the Executive Director



***Monica Ramos, Executive Director***

Hello!

I'll start by first introducing myself. My name is Monica Ramos, I am the new Executive Director of Downtown San Angelo, Inc. (DSA) or the new "Del". I grew up here in San Angelo, and I am a proud graduate of Angelo State University. In 2019, I was hired as the Office Manager for DSA. It was a challenging role that required me to oversee various administrative tasks and ensure the smooth functioning of the office. However, my hard work and dedication did not go unnoticed, as I was later promoted to the position of Assistant Director. This promotion not only validated my skills and capabilities but also gave me the opportunity to take on more responsibilities and make a greater impact within the organization. Being recognized as a 20 Under 40 recipient further solidified my commitment to making a difference in the community. Being actively involved on various boards such as the Railway Museum, Young Professionals of San Angelo, San Angelo Hispanic Heritage Museum & Cultural Center, and Concho Cadre Steering Committee allows for a diverse range of experiences and opportunities. Serving on these

boards provides a chance to contribute to important community organizations and make a difference in the local area. It also enables networking and collaboration with other professionals who share similar interests and goals. Additionally, being involved in multiple boards allows for a broader understanding of different aspects of the community, helping to build a well-rounded perspective and contribute to the overall development and success of the organizations involved.

Now, let's talk about our dynamic downtown developments. In 2023, our downtown experienced a surge of growth with the addition of 16 new businesses. The success and popularity of these businesses have created a buzz in the area, attracting even more entrepreneurs and investors. As we enter 2024, we are eager to continue this momentum and welcome even more new businesses to our thriving downtown. The continuous development and expansion of our downtown not only contributes to the economic growth of our city but also provide residents and visitors with a wide range of options for shopping, dining, and entertainment. With each new business that sets up shop, our downtown becomes an even more vibrant and desirable destination.

Our organization's monthly activities revolve around the Four Point Approach of Design, Organization, Economic Vitality, and Promotion. Submitting reports to the Texas Main Street Program on a quarterly basis provides valuable insights into the needs and preferences of our community, enabling us to tailor our programming accordingly. By regularly submitting these reports, we are able to continuously improve our services and better serve the community we are dedicated to.

# Governor's Small Business Summit



## Overview

The Governor's Small Business Summit aims to empower Texas small business owners and aspiring entrepreneurs by providing them with the necessary resources and information to start, strengthen, and expand their businesses.

Through this event, participants can connect with experts, mentors, and fellow business owners who can offer valuable insights and guidance. By facilitating these connections, the summit creates an environment for networking, collaboration, and knowledge-sharing, enabling small business owners to tap into a wealth of expertise and support. This event serves as a platform to inspire, educate, and equip individuals with the tools they need to reach new heights in their entrepreneurial journey.

## Downtown San Angelo, Inc.'s role

Downtown San Angelo, Inc.'s presence at the Governor's Small Business Summit was requested to discuss the Tax Increment Reinvestment Program (TIRZ). This program has been instrumental in revitalizing blighted areas across the state. It provides a funding mechanism for exterior façade improvements, fire safety, and economic development in designated zones.

The summit, held at the McNease Convention Center, provided an opportunity for Downtown San Angelo, Inc. to share their successes and best practices in implementing the TIRZ program. This engagement highlights the importance of the organization's role in promoting small businesses and driving economic growth in the downtown area.

Additional panel topics included:

- Addressing Small Business Challenges: What's on the Horizon
- Essentials of Small Business Accounting
- Access to Finance & Funding
- Online & Social Media Marketing Essentials



Above: DSA Board President, Michele Babiash and Director, Monica Ramos

## New Downtown Businesses Services, Venues & Dining

### Angoria Hotel

402 W Beauregard Ave

A modern luxury experience, Angoria Hotel is San Angelo's premiere boutique destination. 1 & 2 bed options, outdoor pool, hot tub, bar & breakfast options.



### Sugar High Bake Shop

101 N Main St

"Fully loaded bakery with all your favorite sweet cravings! From giant stuffed cookies, monster milkshakes, cheesecake and more! We also have a top-notch breakfast and lunch sandwich line that doesn't disappoint!"



### Luxe Seventy-Six

113 E Concho Ave Ste. 130

"We are a new boutique located in San Angelo, TX! We offer a variety of clothing options, accessories, home goods, and more. Super friendly environment! We invite you all to come and shop with us."



### Mandala Den

502 S Chadbourne St

"Mandala Den is a place of tranquility, offering services and retail centered around the well-being and balance of the mind, body, and spirit. All practitioners are well trained in offering coaching and assistance in regulating the nervous system that is highly stressed and exhausted in many daily lives.



# Benefactor Spotlight

## R M Electrical Contractor, Inc.



235 W 3rd St

The Name You Can Trust: Professional Electricians for Your House Rewiring and Commercial Light Fixture Installations. R M Electrical Contractor is San Angelo's premier choice for residential and commercial electrical services, big and small.

R M Electrical Contractor is the go-to choice for both residential and commercial electrical services in San Angelo. They are known for their expertise in handling projects of all sizes, whether it's a small residential electrical repair or a large-scale commercial installation. With their years of experience and skilled team of electricians, R M Electrical Contractor is committed to providing top-notch service to their clients. Whether you need help with wiring, lighting, panel upgrades, or any other electrical needs, you can rely on R M Electrical Contractor to get the job done efficiently and effectively.

# Downtown Stroll

The Downtown Stroll is a vibrant showcase of the city's finest art, food, and entertainment options. These events bring together local artists, chefs, and products creating a lively atmosphere for visitors to explore.

The art on display ranges from traditional paintings to innovative sculptures, providing a diverse array of creative expressions. Alongside the art, attendees can indulge in delicious food from a variety of local merchants, satisfying their taste buds with a wide range of flavors. The entertainment options at the Downtown Stroll events are equally impressive, with live music performances adding to the festive ambiance. Overall, the Downtown Stroll events offer a unique opportunity to experience the best that Downtown San Angelo has to offer, making it a must-visit for art enthusiasts, food lovers, and anyone looking for a fun and engaging experience.

Did you know that guests of the Stroll event in San Angelo can enjoy a free ride on the Concho Valley Transit District trolley? This is a great perk for attendees as it provides a convenient and cost-effective way to navigate downtown during the event. The trolley route begins at 5:15 pm at the San Angelo Museum of Fine Arts, located at 1 Love Street.



Above: Tour guests observing historic downtown San Angelo from the ground level.

We had a blast in 2023! Here's a recap....

*Mardi Gras Masquerade*- Downtown San Angelo, New Orleans style! Stroll guests received free beads.

*Shamrock & Roll*- Green beers, green enchiladas, galore! St. Patrick's Day fun.

*Celebration of Music*- A celebration of our Texas Music Friendly designation.

*American Celebration*- Trolley riders received free red, white & blue bomb pops sponsored Food King!  
*Spooktacular Stroll*- The Stroll's largest attended family friendly event.

*Sheep on the Shelf*- New! Stroll guests participated in a Sheep on the Shelf scavenger for a chance to win a prize basket.

## 2024 Dates

Thursday, February 8 – Heart Walk

Friday, April 19 – Spring Fling

Thursday, May 9- Mother's Day Mosey

Thursday, October 31 – Trick-or-Treat Fest

Thursday, December 19 – Sheep on the Shelf

FMI:

<https://www.downtownsanangelo.com/downtown-strong>

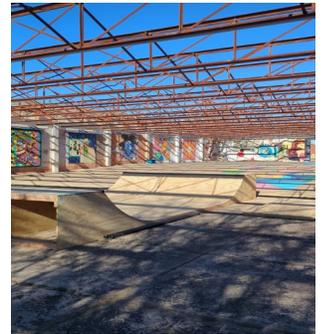


Above: Maps, renditions, and historic information were provided for guests to view and ask questions

# Out on the Town

## New Year's Eve Skate Competition

The New Year's Eve Skate Competition, organized by Black Skate Co. and held at the Pop Art Museum, was a unique and exciting event. With 16 participants showcasing their skills on skateboards, the competition was filled with adrenaline and enthusiasm. Spectators were treated to a variety of impressive tricks and stunts. In addition to the thrilling performances, the event also featured food vendors offering delicious refreshments and snacks. As the competition came to a close, awards were presented to the top performers, recognizing their exceptional talent and dedication!



## Concho Valley Food Truck Festival

The highlight of this event is undoubtedly the presence of numerous food trucks at the Farmer's Market Pavilion. These local mobile culinary hotspots offer a plethora of delectable dishes. Whether you're in the mood for some mouthwatering burgers, tantalizing tacos, or even something out of the ordinary, you'll find it all at the Concho Valley Food Truck Festival.



## Dia de los Muertos

The Day of the Dead (el Día de los Muertos), is a Mexican holiday where families welcome back the souls of their deceased relatives for a brief reunion that includes food, drink and celebration. The San Angelo Hispanic Heritage Museum & Cultural Center hosts San Angelo's largest Dia de los Muertos memorial at the Museum of Fine Arts and Bill Aylor Memorial River Stage, each year in October with a Catrina Contest, folklorico performances, a Leos Imports Fashion Show, and more!



## Tamale Fest

The Tamale Fest is a vibrant celebration of culture and culinary delights held at the Pop Art Museum. With a wide array of vendors offering their delicious tamales, attendees are treated to a taste of authentic flavors. The festival is not just about food; it also showcases live music performances that add to the festive atmosphere. Whether you are a food enthusiast or simply looking for a fun and unique experience, the Tamale Fest is sure to offer a delightful and memorable time for all.



## The Downtown Dose



## New Ewes On The Town



*Central Texas Farm Credit*

*Artist: Ashley Perales*

*3651 S Bryant Blvd*



*Sam's Club*

*Artist: Ashley Perales*

*5749 Sherwood Way*



*Region 15*

*Artist: Javier Weingart*

*612 S. Irene St.*



*Goodfellow Star Base*

*Artist: Abby Broyles*

*221 Texan St*



*West Texas Boys Ranch*

*Artist: Crystal Goodman*

*10223 Boys Ranch Road*



*Larry Pick*

*Artist: Scott Sustek*

*Private Property*

Downtown San Angelo, Inc. established the "Sheeptacular" Art project as a tribute to the burgeoning sheep industry that has been crucial to the growth of San Angelo over the years. Not only has the sheep industry been an important facet of San Angelo's culture and history, but it is also a key part of West Texas heritage. Over 100 fiberglass sheep have been sponsored and are on display across San Angelo featuring talented local artists.

For more information about sponsoring your own fiberglass sheep for an organization or business, please reach out to our office or visit our website at: [downtownsanangelo.com/sheepstatues](http://downtownsanangelo.com/sheepstatues).

**f** Follow us on Facebook to keep up with the new ewes in town! @downtownsanangelo

# Nice to Meet You: Outstanding Volunteer

## Alexis Armendariz



My name is Alexis Armendariz and I come from one of the smallest towns in Texas. My hometown is Wink, TX with a population of 882. So, when I was in high school I spent most of my time doing whatever I could to enjoy the high school experience to the fullest. I participated in band, golf, debate, and One Act Play. So I was able to learn all sorts of things, for example in band I became drum major for two years which allowed me to experience a leadership role for our whole 40-person band! Not only that but competing in debate meets allowed me to really practice my presenting skills, as well as problem-solving skills. Golf was a great experience that I participated in for six years that taught me that patience and resilience go a long way. Then I really learned how to escape my comfort zone and try new things by acting in a number of plays for One Act Play.

So with all of this I mind, I was more than excited to learn new things at Angelo State University to help me further in preparing for my career. I am now a senior and will be graduating with my bachelor's degree in business management in May of 2024.

During my time in San Angelo I have enjoyed every minute of it. The thing I love about this town is the obvious appreciation there is for art, and the large support system there is for all of the small businesses. So when I heard there was an opportunity to intern with Downtown San Angelo I knew they would be my first pick. I really wanted to learn more about the revitalization of the historic downtown, and what they do there. Interning with Downtown San Angelo was a great way to hone my current skills and learn more to prepare me for the business world! I got to learn how to manage the social media account as well as the website to market the businesses. I helped plan and prepare for a few events, and I even learned a bit about how to handle various financials. I can't thank DTSA enough for taking me on as an intern, and even trusting me to temporarily help out Monica Ramos during her maternity leave. I'm forever grateful for the experience!

## How Can You Make a Difference?

Choose to volunteer with Downtown San Angelo, Inc. and actively participate in your community. The organization is always willing to accept volunteers in any manner of experience or talents. From boosting an individual's career experience to the mental health benefits, volunteering with local organizations helps to develop character and benefit the community in which you live, work, and play.

*To learn more, give us a call at (325) 655-2345*

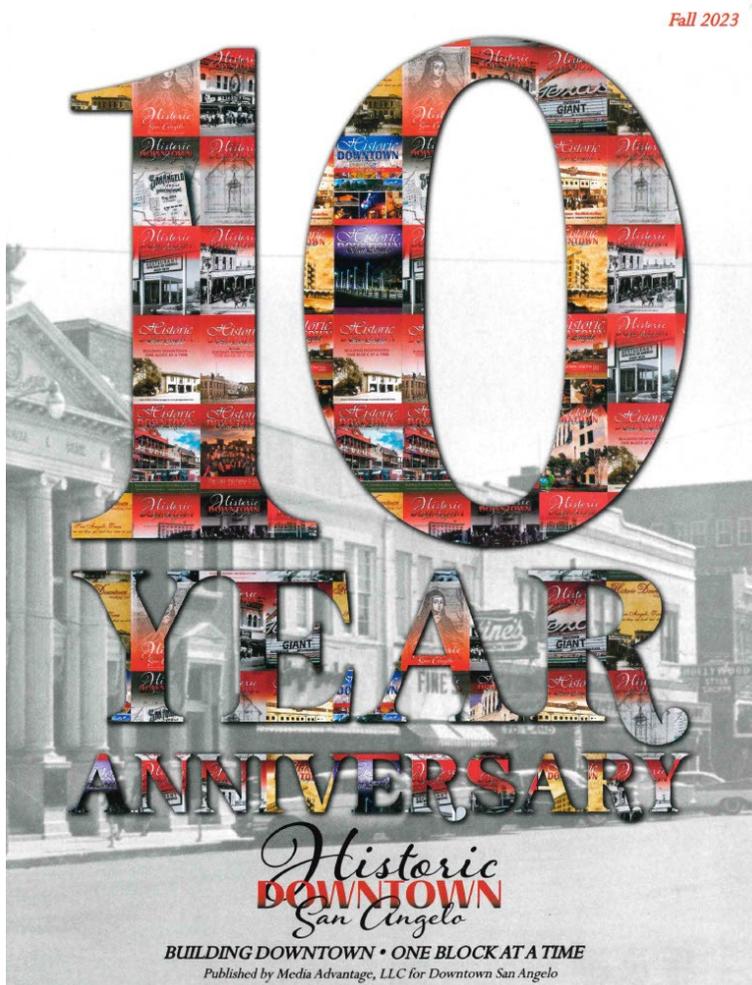
**DOING  
GOOD  
DOES YOU  
GOOD**

# Historic Downtown San Angelo Magazine

Downtown San Angelo, Inc. is pleased to announce MEDIA ADVANTAGE as our NEW local editor of the Historic Downtown San Angelo Magazine!

Display your business in a high-quality, glossy publication in full color containing 20+ pages. Historic Downtown San Angelo Magazine is distributed throughout San Angelo at hotels, in doctors' offices, local area businesses and over 10 Chambers of Commerce in the communities of the Concho Valley! Not only does this publication show off the incredible businesses in thriving Downtown San Angelo, it also encompasses the rich history within the walls of our preserved and restored buildings.

READ THE LATEST ISSUE [www.downtownsanangelo.com](http://www.downtownsanangelo.com)



Contact 325-653-4488 to be included in the next issue!

## The Downtown Dose



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.

### Board of Directors

**An active Board of Directors, committees, and project leaders are key to the revitalization effort of Downtown San Angelo, Inc.**

Albert, Ryan	Leos, Hector	<b>Board Liaisons</b>
Alexander, JoAnna	Markee, Andi	Bluthardt, Bob
Babiash, Michele	Mayberry, Rodney	Osornio Torres, Angelina
Benson, Bryan	Mott, Lana	Stevenson, Mark
Boyd, Jennifer	Oakes, Chasity	Vannoy, Aaron
Brame, Luke	Read, Teddye	Looney, Michael
Dickison, Brook	Reichenau, Brittany	Huckaby, Laura
Elkins, Stacie	Stone, Lyndy	
Jenkins, Gary	Sudduth, Delila	
Houser, Miranda	Urteaga, Luis	
Justiss, Larry	Zaruba, Scott	

### **Staff**

Monica Ramos, Executive Director  
 Destiny Jaso, Office Manager  
 Ricky Choeum, ASU Business Student  
 Colby Strange & Hugo Gonzales, ASU Graphic Design

## Downtown San Angelo, Inc.

Office: 24 W. Concho Ave.

Phone: (325) 655-2345

Fax: (325) 655-1234

E-mail: [info@dtsa.org](mailto:info@dtsa.org)

## We're online!

Visit our webpage:

[downtownsanangelo.com](http://downtownsanangelo.com)

Facebook:

@DowntownSanAngelo

Instagram:

TikTok:



**Thank you to our ASU interns and volunteers who have helped make Downtown San Angelo Inc.'s world turn!**

Alexis Armendariz  
 Haylie Anicama  
 Colby Strange  
 Hugo Gonzales  
 Ricky Choeum  
 Kevin Allen

**For more information about volunteering with Downtown San Angelo, Inc., stop by our office or call to learn more.**

## The Downtown Dose

# Special thanks to our Donors who have sponsored Downtown San Angelo, Inc.

- 1st Community Federal Credit Union
- Angelo Plumbing Supply
- Anna M. Thomas CPA
- Baptist Retirement Community Senior Living
- Carter, Boyd, & Hohensee
- Casa Décor
- Central Texas Farm Credit, ACA
- Clearview Custom Homes
- Concho Suites
- Concho Valley Title
- Cowboy-UP Chocolates
- Darby Law Firm PLLC
- David Mazur & Associates
- Foster Communications
- House of Chemicals
- Legend Jewelers
- Live Design
- Los Panchitos at El Paseo
- M.L. Leddy's
- Meadows Fisher & Cleere
- Pinnacle Bank
- San Angelo Chamber of Commerce
- San Angelo Performing Arts Center
- Steve Eustis Co. Realtors Commercial & Investment Properties
- Weatherford, Russ & Deborah

## Why do I want to be a member? What does DSA do for me?

Downtown San Angelo, Inc. focuses on revitalizing and promotion commerce and the history of San Angelo within the downtown area. Not all projects that we engage in are geared towards helping an individual. We support Downtown as a whole; from preserving old buildings to bringing in new business, hosting events that bring visitors downtown, partnering with other organizations and everything in between.

When the area is more functional, visually appealing, and trafficked, your business wins for being in a purposeful, appealing and well-traveled location.

The Downtown San Angelo, Inc. program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. You can be part of preserving history and protecting monuments and locations that you may remember from your childhood for future generations. It is a preservation of the way of life in San Angelo where Downtown is the central hub and the entire community gains.

Downtown San Angelo, Inc. does not create this in itself, but is a huge component, utilizing historic preservation, promotions, design and economic restructuring in positive economic development.

We are a non-profit 501 (c) 3 organization. We receive a portion of our funding from the City of San Angelo, memberships, corporate sponsorships, private contributions and grants. Your donation could help to aid in our efforts. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other.

## The Downtown Dose

# Downtown San Angelo, Inc. Membership Benefits/Opportunities

Members	Donors	Benefactors	Patrons	Benefits & Opportunities for non-downtown San Angelo businesses and organizations, Benefits & Opportunities for Downtown businesses and organizations
✓				Business/Organization listed on DSA website by business category (Includes: Name, Address, Phone)
	✓	✓	✓	Business/Organization listed on DSA website by business category (Includes: All business information and storefront photo or logo)
	✓			Business name in Downtown Dose bi-annual online newsletter (Published January & August)
		✓	✓	Logo featured in DSA's official bi-annual online newsletter, the Downtown Dose (Published January & August)
		✓	✓	Social media promotion
		✓	✓	Rotating photo ad space on DSA Website in respective business category
			✓	Logo placement on Downtown Stroll flyers for one year
			✓	Logo of placement in bi-annual Historic Downtown San Angelo magazine publication
			✓	Downtown businesses receive: 800 x 533px Featurette on DSA Website Home Page

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## Contributing to Downtown San Angelo, Inc.

Please include the following information and return to our Downtown San Angelo, Inc. office at 24 W. Concho Ave.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: (Street) \_\_\_\_\_

(State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

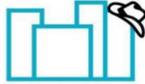
Website: \_\_\_\_\_

Please make checks payable to: Downtown San Angelo, Inc.

No amount is too large or too small. We accept donations in any amount but do have membership donor levels listed on our website. Donate online at [downtownsanangelo.com/about-dsa](http://downtownsanangelo.com/about-dsa).

### Levels of Sponsorship

- Member                    \$100
- Donor                      \$250
- Benefactor                \$500
- Patron                     \$1,000+

DOWNTOWN  
SAN ANGELO   
SPONSORSHIP PACKAGE

13,760 INTERACTIONS ACROSS  
ALL SOCIAL MEDIA PLATFORMS!

FACEBOOK: 9,300 Follows!

INSTAGRAM: 2,676 Follows!

TIKTOK: 674 Follows!

PINTEREST: 75 Monthly Views!

Web Engagement Rate: 47.98%

**\$10,000 Premium Event Partner**

- Inclusion of all Patron Membership Benefits (see back)
- (2) qtr page advertisements in Historic Magazine (\$500 Value!)
- Company logo prominently displayed on all event publications.
- Independent social media recognition across our platforms (Facebook, Instagram)
- Verbal recognition by the event emcee during key moments at all events
- (1) Star Spangled Banner VIP Table (\$500 Value!)
- (6) hospitality tent bracelets for exclusive access to VIP area & designated table @BrewsEwesBBQ
- Option to waive the fee to enter a team or assign one judge @BrewsEwesBBQ
- Yard sign and banner placement @BrewsEwesBBQ
- Company representative featured prominently at the award presentation ceremony @BrewsEwesBBQ

\*Inclusion of promotional items in participant goodie bags for all events

**\$7,500 Event Supporter**

- Inclusion of all Benefactor Membership Benefits (see back)
- (1) qtr page advertisement in Historic Magazine (\$350 Value!)
- Company name listed on all event publications.
- Independent social media recognition across our platforms (Facebook, Instagram)
- Verbal recognition by the event emcee during key moments @BrewsEwesBBQ
- 4 hospitality tent bracelets for access to VIP area @Brews Ewes & BBQ
- Option to either waive the fee to enter a team or assign one judge @BrewsEwesBBQ
- Yard sign and banner placement @BrewsEwesBBQ

**Business Name:** \_\_\_\_\_

**Business Phone Number:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**MAIL TO:**

Downtown San Angelo, Inc.  
24 W. Concho Ave.  
San Angelo, TX 76903

**EMAIL TO:**

[info@dtsa.org](mailto:info@dtsa.org)

Downtown San Angelo, Inc. would like to extend thanks to our Benefactors and Patrons who continue to support the organization.



The First National Bank of Merton

