

# 6 Tips to Make DowntownTX.org a Success

## Texas Main Street Program

**Tip #1**     **Link to it from your city/Main Street website.**

**Tip #2**     **Maintain the availability information.**

- Keep the for-sale and for-lease info current and send out regular updates via email and social media. It is easy to create links to view the for-sale and for-lease properties.
- The Google search function is very powerful. People will find your page through general searches. Ensure your information is accurate and up-to-date to encourage contact.

**Tip #3**     **Partner with your local economic development organization.**

- Often the EDC is focused on large properties that will generate job growth. DowntownTX.org provides them an easy way to access downtown availability as well as your program information. Work with them so you are the first point of contact for smaller, locally owned, Main Street type business and incentive inquiries.

**Tip #4**     **Train your local real estate agents on the DowntownTX.org.**

- Consider lunch and learn or happy hour event and do a demonstration. Help them understand:
  - It does not cost anything to have their listings included.
  - Everyone benefits when all availability information is compiled in one place— property owners, agents and those seeking spaces/buildings.
  - How to send you complete listing information so it can be added efficiently. It is recommended the Main Street program collect listing information from agents and brokers, rather than have them add it directly.

**Tip #5**     **Host an Imagine the Possibilities Tour.**

- This is a tour highlighting properties in your downtown district to potential investors, downtown developers, entrepreneurs, residents, and anyone who has ever “imagined” themselves downtown. Select properties are showcased through open houses or guided tours and complete information is available on DowntownTX.org.
- TMSP provides coordination and guidance for planning your event if you hold it during May and October. We have about 20 cities participating annually.
- TMSP balloons, signage templates, social media graphics, and a statewide social media campaign.

**Tip #6**     **Add building history information.**

- Think of DowntownTX.org as an archive for your program. Any information you add to it will be saved permanently for future use.
- Commit to photographing your district once a year and upload your photo inventory to track changes over time.
- Work with your local historical association, a university class, or other history buff volunteers to add full historical details. This might include drafting short histories and scanning historic photos, as well as entering data from historic surveys and National Register nominations. Generate community involvement with a “Photo Round-Up” event where anyone can bring their own photos and documents to be scanned and added for easy public access.

Have questions about DowntownTX.org? Contact Maximilian Hall, Special Projects Manager at 512-463-7466 or [maximilian.hall@thc.texas.gov](mailto:maximilian.hall@thc.texas.gov)

