

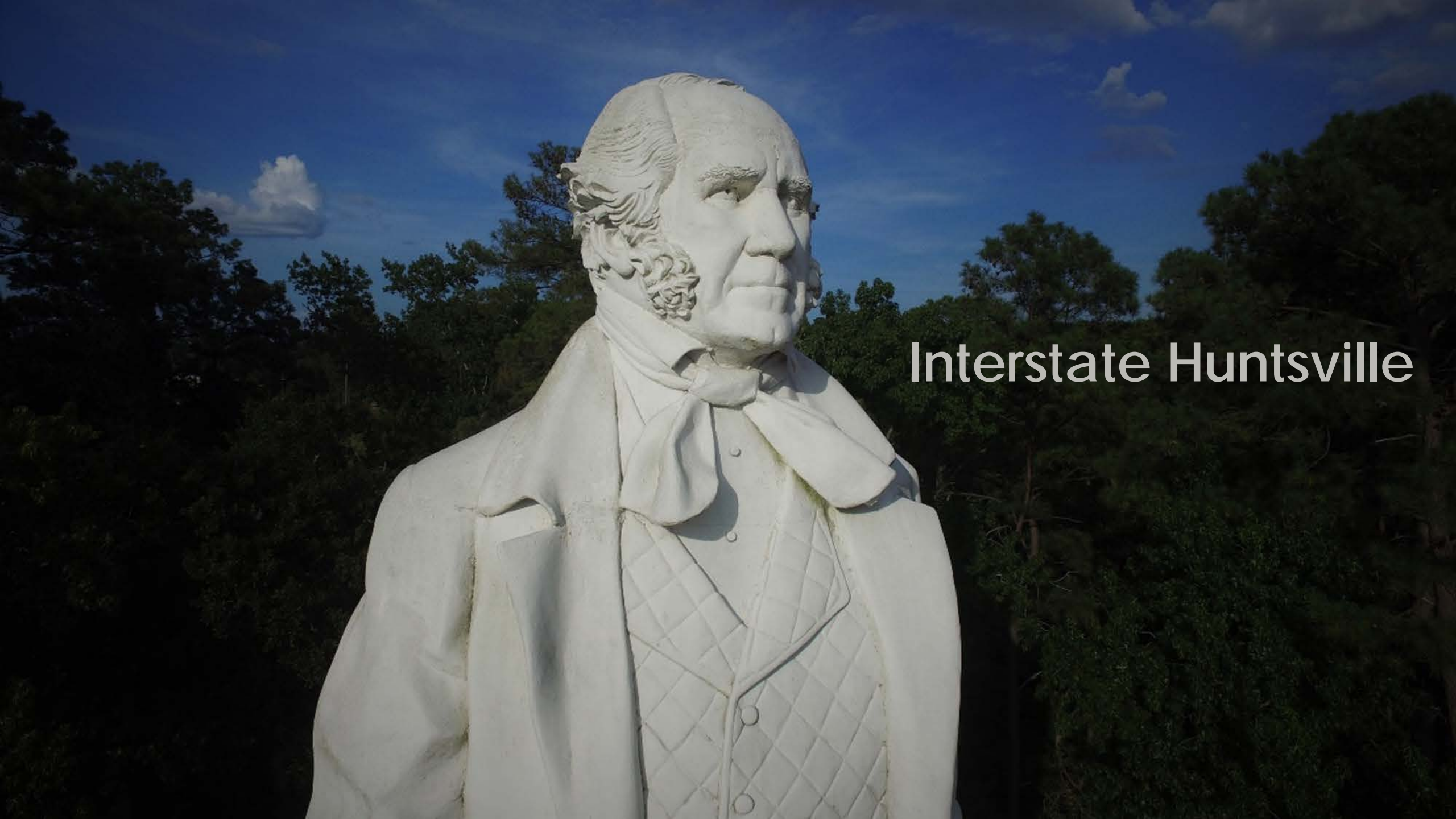


# A TALE OF TWO CITIES

ARON KULHAVY, AICP

CITY MANAGER

CITY OF HUNTSVILLE



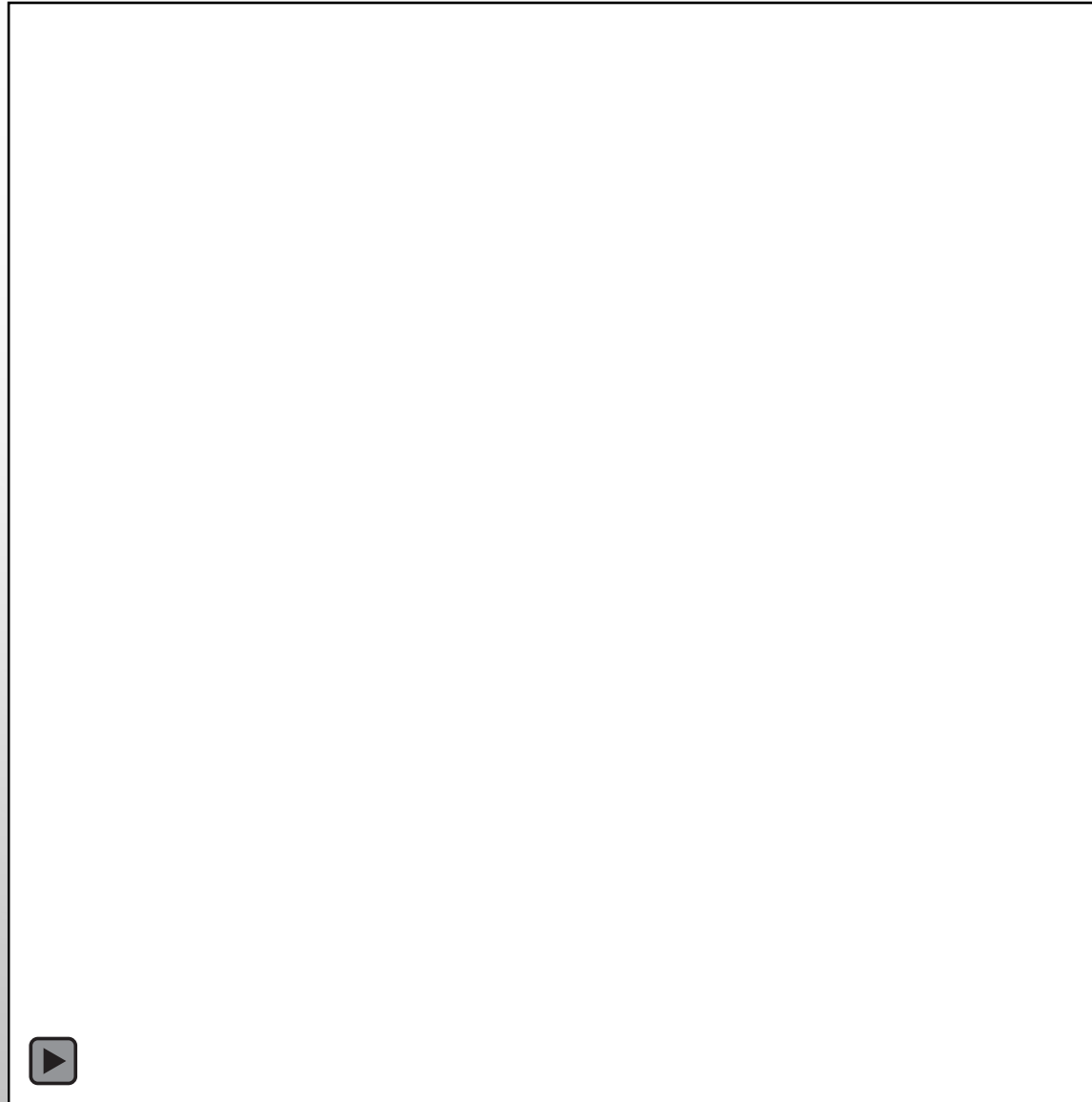
Interstate Huntsville

# IH-45 CORRIDOR

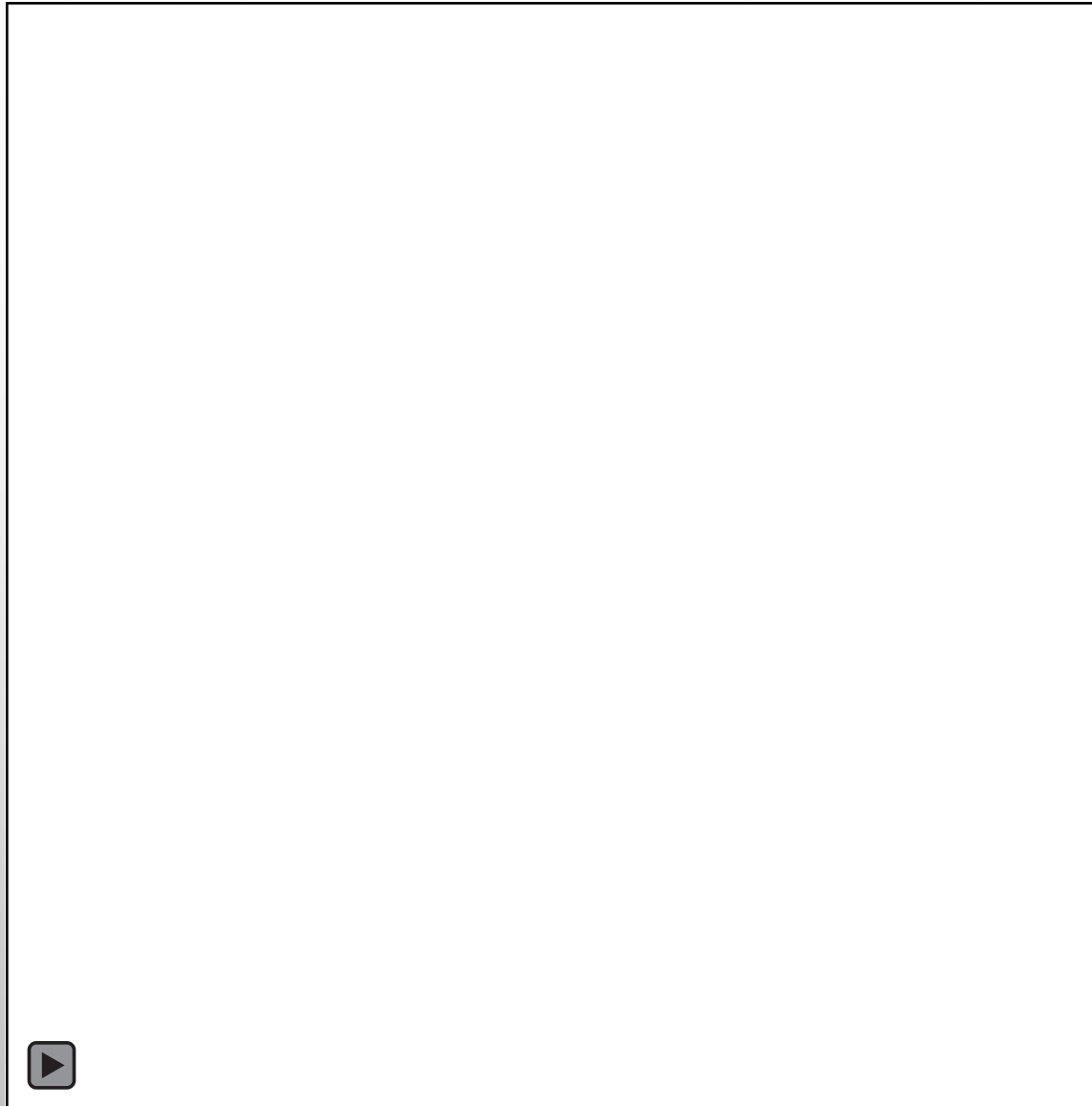
- NATIONAL CHAINS
- JOB GROWTH
- RETAIL LEAKAGE/SURPLUS



2007-2012



2012-2018



# LEAKAGE



- LIMITED NATIONAL RETAILERS
- SHOPPERS GO SOUTH FOR RETAIL OPTIONS
- \$45 MILLION LOST IN RETAIL SALES

# SURPLUS

- ATTRACT NATIONAL CHAINS
- DESTINATION RETAIL
- 54% INCREASE IN SALES TAX REVENUE





# Downtown Huntsville



# DISTINCTIVE ELEMENTS



- MAIN STREET CITY
- HUNTSVILLE CULTURAL DISTRICT
- SAM HOUSTON

# DOWNTOWN: BEFORE AND AFTER



# ERNST JEWELERS AND THE PATIO CAFE





## DOWNTOWN HUNTSVILLE FARMERS MARKET

DISCOVER FRESH LOCAL PRODUCE, JAMS, JELLIES, CRAFTS & MORE.



IN THE HUNTSVILLE SQUARE  
EVERY SATURDAY IN MAY-JULY  
8 AM - 12 PM

FOR MORE INFORMATION PLEASE CONTACT THE HUNTSVILLE MAIN STREET PROGRAM LOCATED AT 1203 UNIVERSITY AVE. HUNTSVILLE, TX 77340  
EMAIL: MAINSTREET@HUNTSVILLETX.GOV  
PHONE: 936.291.5920




# SHOW YOUR LOVE FOR SMALL BUSINESSES



## #SHOPSMALL

FOUNDING PARTNER 




# Huntsville Christmas Fair

DOWNTOWN HUNTSVILLE  
DECEMBER 1ST  
10:00AM - 5:00PM

REAL SNOW, PICTURES WITH SANTA, TRAIN RIDE AROUND THE SQUARE, CRAFT VENDORS & MUCH MORE!

For more information please contact the Main Street Office located at 1203 University Ave. Huntsville, TX 77340  
Phone: 936-291-5920  
Email: mainstreet@huntsvilletx.gov



# SCARE ON THE SQUARE

## Downtown Huntsville

Oct. 28

Come on out and enjoy the day celebrating with friends and family as we kick off this year's Scare on the Square! There will be **FOOD, GAMES, PRIZES, a COSTUME CONTEST, and MUCH MORE!!!**

And Don't Forget... it's **\$1 Entry!**  
FREE with Costume!!!




2-5:30pm

For More Information Contact:  
Main Street Program  
Phone: 936-291-5920  
1203 University Avenue  
Huntsville, TX 77340  
Email: mainstreet@huntsvilletx.gov

# BACON & BREW Fest


SATURDAY, MARCH 24th - ALL DAY!  
Downtown Huntsville, TX - Annex, 1301 Sam Houston Ave.



11:30 am Singlewide	1:00 pm Red Feather Tribe	2:30 pm John Toland Trio
The Great Trumpet 4:00 pm	Folk Family Revival 7:00 pm	




Free Admission

Featuring:



FOLK FAMILY REVIVAL  
Join the Family

Live Music Sponsors:

*Wine Down, Shop Small*

FIRST THURSDAY  
IN MAY • 5-9 PM  
Historic Downtown Huntsville




# FAIR ON THE SQUARE



# # Home Sweet Huntsville

