Main Streets are the hearts of our communities, they’re our nation’s gathering places. Places of shared memories, celebration, and economic activity. They represent the core America working principles of ingenuity, inclusion, and creativity. Yet over the years, Main Streets have faced many challenges from suburbanization to the deterioration of historic buildings, to the changing face of retail. While these changes are formidable, today’s Main Streets are resilient. Through hard work, planning, commitment, and action by local volunteers and leaders, Main Streets across America are thriving! Main Street America is a nationwide movement with a proven track record for revitalizing older and historic downtowns and neighborhood commercial districts. Mount Pleasant is proud to be a part of this great movement and we have seen great improvement in our downtown district just like the Fitzpatrick building in which preservation efforts were completed in September of 2023.

PRESERVATION NOW

Phase 1

Phase 2

Restoration Completed

Pictures courtesy of East Texas Journal and Lynch Harper
Main Street Transformation Strategies: Four Points

**ECONOMIC VITALITY**

Incentives and other economic financial tools are available to assist new and existing businesses in our Main Street district.

- **City** – façade grants
- **State** – tax incentives
- **Banks** – Revitalization Low Interest Loan Programs

**DESIGN**

The old Fitzpatrick building has undergone a massive restoration thanks to Ellis Partners, Ltd. Though most historic buildings these days do not have the same historic façade as they once did, this build has remained contact in it’s look. Keeping the integrity of the building’s façade brings history to life and we are so thankful for their preservation efforts!

**ORGANIZATION**

During the Boots & Bells tree lighting event we were able to partner with the National Honor Society students from Mount Pleasant High School. They did an amazing job, and we look forward to cultivating that partnership for future Main Street events.

**PROMOTION**

We began this Newsletter to share and promote news and awareness of our Main Street downtown district. We want others to see the value of Preservation, Economic Vitality, Design and Promotion within our district. We have a vibrant downtown and want to support our merchants and encourage our community to shop local.
Welcome to 116 W. 3rd Street (a shared space)
Welcome to 114 W. 3rd Street (workspace only)
Recent Events in the Main Street District

Boots & Bells
An Olde West Christmas
HISTORIC DOWNTOWN
MOUNT PLEASANT, TX

Downtown MERCHANTS
OPEN HOUSE

MP Christmas Parade

Winter Nights
LIGHTS
Main Street Projects
Completed within the past few months

Norma’s Beauty Salon & Ruby & Begonia

Before
Needs flashing to stop water flow from seeping through awning and down to doors & windows.

Flashing example

After
Replace rotten wood around windows & doors then repaint.
Spaces for Lease / Sale in the Main Street District

FOR LEASE

Thrifting & Coffee Bldg.
109 W. 3rd Street

1 Story Building
1,450 sq. ft.
Deposit: $950
Monthly Rent: $950
Budding Business
Investments/Toledo Financing
Contact Blanca: 512-263-2999

FOR SALE

Denman Building
301 N. Jefferson

3 Story Building
9,887 sq. ft.
List Price: $1,200,00
Mayben Realty, LLC
903-572-2400

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Keep your eyes open for great things to come in 2024! Our historic downtown district is changing, and we are extremely excited for what the future holds for Main Street in Mount Pleasant.

If you have questions about our Main Street District, feel free to email me at cbanda@mpcity.org or give me a call.

https://mpcity.net/main-street

Thank you and Happy New Year!