

Capitol Hill Main Street hosts Fiestas de las Americas 2007

Festival brings
national recording
artist Michael
Salgado to Main
Street.

OVER 10,000 VISITORS ATTEND CULTURAL FESTIVAL

Fiestas de las Americas, held September 29th, was a huge success. The all-day event celebrated the rich contributions of the Hispanic culture in Oklahoma City and the multi-cultural environment that the Capitol Hill business district enjoys.

The Al Good Orchestra started the day with the popular big band music and was followed by an hour-long parade that included participants from many of the schools in the area, a bunch of pretty "Red Hatters" and a host of others. After the parade ended, the stage area was constantly busy with dancers and music.

The grand finale was a performance by Michael Salgado, a Grammy Award Nominee. "We were pleased to see the crowd double from last year's event and it was a family friendly environment," said Capitol Hill Main Street Vice Chair, Bonnie Schwartz.

The event sponsors were Best Buy, O'Reilly Auto Parts, Cox Communications, Sprint, AT&T, US Cellular, South Oklahoma City Chamber of Commerce, Max Pollo, El Nacional, Univision, La Indomable, Telemundo, LaZ, The Oklahoman, Rent A Center, Campos Construction and Salazar Roofing.



Michael Salgado poses for the media before the show.



Crowds line 25th street to watch the parade.



Coordinator Jorge Hernandez with parade participant.

With the big success of the
2007 event, planning has
already begun for 2008.



The night crowd awaits the main act, national recording artist, Michael Salgado.



Board members Randy Quiroga-King and Bonnie Schwartz.

Tango Public Relations, owned by Brenda and Jorge Hernandez, was contracted by Capitol Hill Main Street to plan and implement the event. “The Board was happy with the results of the event and look forward to working with Brenda and Jorge in the future,” said member, Randy Quiroga-King.

Capitol Hill passes Business Improvement District

The Board of Directors is proud to announce that the official proposal has been submitted to the City of Oklahoma City to establish a Business Improvement District (BID) in Capitol Hill. The BID will fund the operations of Capitol Hill Main Street through the property owners agreeing to a method of self-taxing. In return for paying the taxes, property owners will enjoy a cleaner, safer, attractive and stable Capitol Hill district and property values and occupancy rates will increase.

A series of public meetings have been held over the last two years and all property owners have been personally contacted. This is a major step for the District on it’s way to becoming a vibrant commercial center once again.

Other BID’s have been successful in the Stockyards City, Downtown and the Western Avenue urban districts.

Main Street welcomes Director



Jeri Montgomery

Main Street is proud to introduce its new Director, Jeri Montgomery. Jeri has extensive experience in the Main Street program. She headed the Stockyards organization from 1996 to 2001.

Mrs. Montgomery came onboard in September just before the festival and has

already positively impacted the organization. She has also attended the State Main Street training which was held in Idabel this year. Among the challenges for Jeri will be to increase Main Street membership as well as recruit new businesses to the area, both of which she has already started working on.

Please stop by the Main Street office say hello, we welcome your input and participation.

Planning begins for plaza area

CORNER SITE BECOMES FOCUS FOR LANDMARK PLANS

Some time ago, Capitol Hill Main Street was deeded a piece a property in the heart of the business district. A committee is being formed, chaired by Randy Quiroga-King, to explore the feasibility of turning this vacant property into a beautiful plaza area. Plans are to erect a monument surrounded by engraved brick pavers. With all the baby-boomers that grew up in the Capitol Hill area and attended Mt. Saint Mary's and Capitol Hill High School, there is a large pool of alumni to purchase memorial brick pavers.

Sale of the pavers will kick off with a huge reunion and car show in the first quarter of 2008. A key element in the success of the plaza is to encourage the alumni and the people who grew up in the area to come back to Capitol Hill and see

all the wonderful improvements that have been accomplished.

SITE TOUR

Members of the Board toured the vacant site in November to get a better idea of what could be done. The empty lot is located on the corner of SW 25th and Robinson close to the Beacon newspaper and caddy corner from Dean's Pawn shop. Members will be drawing on some other examples of successful monument sites and plazas such as Stockyards City which was the second stop on the day's tour. One architectural drawing has already been submitted but this endeavor is still in the very infant stages.

"Fundraising for this project will be a key as well as getting the community in general involved and excited. I think there is a large number of people out there that would love to see this happen for Capitol Hill," said Randy Quiroga-King, committee chair.

Please look for more information regarding this in future newsletters. If you would like to participate in the planning of either the plaza or the reunion please call Jeri Montgomery at the Main Street office.



Board members Ray Doonkeen, Bonnie Schwartz, Mac Teague and Director Jeri Montgomery tour the 25th street site.



The Stockyards monument site serves as a positive example of what a Main Street organization has accomplished.

Preliminary ideas for the plaza include a fountain, monument, wall of fame for the engraved bricks as well as ample green space.

To join the committee please call 632-0133.

Annual Membership Meeting

Mark your calendars for Friday, December 7th at 3:30 p.m. to attend the Annual Membership Meeting. The meeting will be held at the Union Bank at 312 W. Commerce and refreshments will be served. There are several board members up for re-election and one vacant position to be filled. Ballots will be mailed to all members ten days prior to the meeting.

Everyone is invited to attend, but only those members whose dues are current will be able to vote. If you have any questions or would like to hear more about membership in Capitol Hill Main Street, please call Jeri Montgomery at 632-0133.

Main Street Reinvestment Figures

Facade Rehabs
27 @ \$167,390

Other Rehabs
130 @ \$ 7,317,714

Buildings Sold
35 @ \$ 3,137,199

Total Private Reinvestment
\$10,622,303



Come and be a part of New Capitol Hill Main Street!

Locate your business in the heart of Oklahoma City's Hispanic Community.

Top Reasons to move your business to Historic Capitol Hill

- Our \$1 million Streetscape is complete with new paved sidewalks, decorative streetlights and attractive features at each intersection.
- Main Street's annual "Fiestas de las Américas" is one of the top cultural festivals in the State.
- Property values are increasing annually by substantial margins.
- The vacancy rate is the lowest in 30 years but there are still plenty of opportunities for large and small businesses.
- Core to Shore and The Oklahoma River development will be contributors to the bright future of Capitol Hill.

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312 West Commerce,
Oklahoma City, OK



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