Community of Post, Texas
Development and Design Report

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College of Architecture
Texas Tech University
Fall 2006
Professor Torres-MacDonald
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Part I

Introduction
The goal of this project is to encourage economic development in Post, Texas, through historic preservation, thoughtful planning, and logical design solutions. As Post continues to utilize its many existing resources, and with the implementation of resource suggested in this report, Post has the potential to become a model-city for West Texas towns.

Profile of Post, TX
Post is a town with a unique history. The city has put forth a great effort in preserving and promoting its heritage. Located at the junction of HWY 380 and 84, the town is traveled though by many drivers. Post has several appealing events/places for tourists to enjoy and continues to expand its array of attractions. The town history and demographics will be discussed in a later section of this report.

City of Post’s Websites:
www.posttexas.com
www.cityofpost.com

Community Contact
Wanda Mitchell, Executive Director
Post Commerce and Tourism Bureau

Phone Number: (806) 990 - 3461
E-mail: pctbposttx@aol.com
Website: www.postcitytexas.com
Address: P.O. Box 610
104 S. Broadway
Post, TX 79356
City of Post Officials

City Offices Contact Phone Number: (806) 495-2811
Mayor: W. G. Pool, Jr.
Mayor Pro-tem: Councilman Dick Odom

Council Members:
Kenda Bartlett
James Easterling
Harold Craig
Josh Whiteley

Other Officials
City Manager: Ric Walton
City Secretary: Deana Watson
City Attorney: Harvey Morton
Public Works Coordinator: Johnny Torres (interim)
Secretary: Deana Watson
Public Works: Delbert Rudd
Utility Clerk: Cynthia Williams
Attorney: Harvey Morton
Magistrate: Nelva Sybertz
Library: Virginia Babb
Cemetery: Eddie Valdez
Code Officer: Laurie Odom
EMS: Terry Bartlett

Garza County Officials
County Offices Contact Phone Number: (806) 495-3535

Judge: Giles Dalby

Commissioners:
Gary McDaniel
Mason McClellan
John Valdez
Mike Sanchez

County Clerk: Jim Plummer
Treasurer: Ruth Young
Tax A/C: Judy Bush
Attorney: Leslie Acker
Extension Ag: Julie Neitch
Appraisals: Shirley Smith
Sheriff: Cliff Laws
JP #1: Shelia Melton
JP#2: Dee Justice
Service Supervisor: Scooter Lynch
Emergency Management: Roger Zivec
Demographics

As of the census of 2000, there were 3,708 people, 1,243 households, and 873 families residing in the city. The population density was 381.8/km² (988.8/mi²). There were 1,419 housing units at an average density of 146.1/km² (378.4/mi²). The racial makeup of the city was 51.54% White (European, non-hispanic), 5.47% African American, 0.24% Native American, 0.11% Asian, 18.69% from other races, and 2.91% from two or more races. 42.64% of the population were Hispanic or Latino.

There were 1,243 households out of which 34.8% had children under the age of 18 living with them, 53.5% were married couples living together, 13.0% had a female householder with no husband present, and 29.7% were non-families. 26.6% of all households were made up of individuals and 13.9% had someone living alone who was 65 years of age or older. The average household size was 2.62 and the average family size was 3.17.

In the city the population was spread out with 27.5% under the age of 18, 8.8% from 18 to 24, 29.4% from 25 to 44, 20.0% from 45 to 64, and 14.4% who were 65 years of age or older. The median age was 34 years. For every 100 females there were 114.5 males. For every 100 females age 18 and over, there were 115.8 males.

The median income for a household in the city was $25,034, and the median income for a family was $29,135. Males had a median income of $26,318 versus $17,266 for females. The per capita income for the city was $11,113. About 23.0% of families and 27.8% of the population were below the poverty line, including 34.2% of those under age 18 and 25.9% of those age 65 or over. In June of 2006, the unemployment rate was 4.6%.

Stats and Climate:
Annual average precipitation 2006(in.) 2.21"
Annual average snowfall 2006(in.) 0.0"
Elevation: 2613 feet
Land Area: 3.8 square miles
Population: 3,864
Zip Code: 79356

Airports certified for carrier operations nearest to Post:
Lubbock Intl (about 44 miles; Lubbock, TX: ID:LBB)
Midland Intl (about 104 miles; Midland, TX: ID: MAF)

Post Organizations:
Bureau of Commerce & Tourism, Caprock Cultural Association, MADD Dads Teen Center "Da House", Women's Div. Com/ Tourism, Rotary Club, Garza Trailblazers (Seniors), Lions Club, Volunteer Fire Dept., VFW Hall, Delta Cappa Gamma, Boy Scouts. VFW Women's Auxiliary, Amity Study Club, Women's Cultural Club, Main St. Merchants Association, Post Art Guild, Garza Theatre (Drama), 4-H Parents Association, Antelope Booster Club, Stampede Rodeo Association, Girl Scouts, Masonic Lodge, Garza Co. Historical Association, Post Economic Development, and AAA & Substance Abuse.

**Education:**
Elementary School – 522 enrolled students, student/teacher ratio of 14:1
Middle School – 234 enrolled students, student/teacher ratio of 14:1
High School – 270 enrolled students, student/teacher ratio of 10:1

**Area Colleges**
Texas Tech University, Lubbock Christian University and Wayland Baptist University – 41 miles away in Lubbock, Texas
South Plains College – 60 miles away in Levelland, Texas
Western Texas College – 45 miles away in Snyder, Texas

<table>
<thead>
<tr>
<th>Health Care</th>
<th>Economic Resources</th>
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<tr>
<td>Hospitals</td>
<td>Cotton Production 24,000 bales</td>
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<tr>
<td>Clinics</td>
<td>Beef Cattle 20,000 head</td>
</tr>
<tr>
<td><strong>TOTAL # OF BEDS</strong></td>
<td>Hay Production 10,000 tons</td>
</tr>
<tr>
<td>Doctors</td>
<td>Oil Production barrels</td>
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<tr>
<td>Dentists</td>
<td></td>
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<tr>
<td>Nursing Homes</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL # OF BEDS</strong></td>
<td>60</td>
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<td>Emergency Ambulance Service</td>
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**Work Force**

<table>
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<tr>
<th>Occupation/Job Title</th>
<th>Employees</th>
<th>Established</th>
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<tbody>
<tr>
<td>Post Independent School District</td>
<td>150</td>
<td>1917</td>
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<tr>
<td>Garza County</td>
<td>42</td>
<td>1903</td>
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<tr>
<td>United Supermarkets</td>
<td>35</td>
<td>1968</td>
</tr>
<tr>
<td>Garza Memorial Hospital</td>
<td>32</td>
<td>1953</td>
</tr>
<tr>
<td>Cal-Maine Farms</td>
<td>32</td>
<td>1974</td>
</tr>
<tr>
<td>Rocker A Well Service</td>
<td>30</td>
<td>1990</td>
</tr>
<tr>
<td>George R. Brown (Oil Production)</td>
<td>29</td>
<td>1945</td>
</tr>
<tr>
<td>City of Post</td>
<td>24</td>
<td>1907</td>
</tr>
</tbody>
</table>
Utilities
Electricity – Southwestern Public Service
Water Utilities – City of Post
Water Source – White River Municipal Water District
Storage Capacity – 880,000 gallons
Average Consumption – 100,000 gallons
Sewage Treatment Type – Imhoff
Natural and LPG Gas – Energas

Government Services
Law Enforcement
Sheriff Department – 7
Highway Patrol – 3
Game Warden – 1
Firemen – 25 volunteers

Tax Structure
Property Tax
County - .4%
School – 1.41%
Hospital - .185%
Sales Tax
State – 7.25%
City - .42%

City Government
The City of Post owns and maintains the Terrace Cemetery, Post Public Library, Post Landfill, Municipal Water Distribution system, Wastewater Treatment facility, Public Park, and Post-Garza County Airport. Post also owns the Community Center and South Lake, which are managed by Garza County. Post elects a Mayor and five City Council members. Other officials are appointive. Elected officials are elected to staggered two-year terms. Regular meetings of the City Council are at 6:30 pm in City Hall on the first Tuesday of each month.
History of Post, Texas

Post, the county seat of Garza County, is on the Santa Fe Railroad at the junction of U.S. highways 84 and 380, east of the Caprock escarpment near the west central part of the county. The town began under the name Post City in 1907 as a colonizing venture of cereal manufacturer Charles William Post, and Illinois native, who sought to develop a model town. He purchased 200,000 acres of ranchland and established the Double U. Company to manage the town's construction. The company built trim houses and numerous structures, which included the Algerita Hotel, a gin, and a textile plant. They planted trees along every street and prohibited alcoholic beverages and brothels. The Double U. Company rented and sold farms and houses to settlers.

A post office began in a tent during the year of Post City's founding. Two years later the town had a school, a bank, and a newspaper, the Post City Post. The railroad reached the town in 1910. The town changed its name to Post when it incorporated in 1914, the year of C. W. Post's death. By then Post had a population of 1,000, ten retail businesses, a dentist, a doctor, a sanitarium, and Baptist, Methodist, and Presbyterian churches. The Post estate pledged $75,000 and the town raised $35,000 in 1916 to bid unsuccessfully to become the site of the proposed West Texas Agricultural and Mechanical College, later known as Texas Tech University. Postex Cotton Mills, which began production in 1913 with 250 employees, has remained the town's leading industry. When the Post interests sold the business to Ely and Walker Dry Goods Company of St. Louis in 1945, the plant was producing six million yards of cloth a year and employed 375 workers who manufactured Postex cotton sheets and Garza pillow cases. Ely and Walker sold Postex in 1955 to Burlington Industries, the world's largest textile manufacturer at that time. By 1973 the company employed 450 persons. Oilfield service companies have been important to the economy, as have farming and ranching. In 1989 Post had two libraries, a hospital, a nursing home, an airport, the Post Dispatch (founded in 1926), and ninety businesses. The population reached 3,400 in 1928, declined to 2,000 in 1940, and increased to 3,100 during the 1950s. With the development of the local oil industry, the town's population attained its highest level of 4,800 in 1964. The 1980 census showed a population of 3,864, but by 1988 the Texas Almanac reported 4,162. In 1990 the population was 3,768.

Charles Post's vision drew him to one of the most beautiful locations in west Texas - the area where the head waters of both arms of the Brazos River join to outline the scenic Caprock escarpment of the Llano Estacado.
Here C. W. Post carved a county out of nature’s provisions which provided a home for cattlemen, plentiful oil and bountiful cotton. Within this historic West Texas city, C. W. Post envisioned a community that might enrich the citizens with cultural offerings. An arts industry has developed in the original city buildings. Some of the most outstanding attractions to visitors are found in three of the original buildings in the city - the Garza Theatre, which produces eight shows a year including a summer festival, a beautiful Art Center, housed in the historic Algerita Hotel, which offers several shows and exhibits a year including the renowned Spring and Collectors Shows and the Garza County Museum located in West Texas' first sanitarium. In 1987, Post was awarded a “Main Street City”. Through the project's economic development and renovation efforts, numerous downtown buildings have been restored that house gift shops, clothing stores and restaurants.

The town is also referred to as Rag Town. When the town was first settled, the people were housed in tents atop the Caprock. The gusty winds of West Texas came through one afternoon and swept through the tents, blowing them throughout the settlement. The town looked as if it had been draped in rags and so the nickname Rag Town was created.

Most of the downtown buildings constructed between 1907 and 1937 still stand, including the Algerita Hotel, C.W. Post Double U Building, and the First National Bank Building. It retains its natural beauty in the South Plains, just three miles from the scenic Caprock escarpment.

The 1980s were not easy for Post. The economic downturn in oil and agriculture was compounded by the loss of a major employer, Burlington Industries. However, Post has retained the pioneering spirit exemplified by its founder. Numerous downtown building renovations were completed during the 1980s, and with the guidance of the Main Street Program, Post’s economy picked back up in the 1990s.
The History of Garza County

Garza County is a 30 mile by 30 mile square county. The area is 900 square miles or approximately 576,000 acres. The county has about 110,000 acres of cropland and 450,000 acres of rangeland.

Garza County has 400 active cropland farms operated by 150 farmers. Annually, 40,000 acres of upland cotton are planted, with 27,000 acres being dryland and 13,000 acres being irrigated. Normal yields for dryland cotton are 350 pounds per acre and for irrigated cotton are 600 pounds per acre. Other crops grown in the county are sweet sorghum for hay, wheat for grazing, and grain sorghum for grain. About 22,000 acres are enrolled in USDA's Conservation Reserve Program, a permanent grass program that takes cropland out of annual crop production.

Garza County has about 75 active ranches that primarily raise beef cattle. The 450,000 acres of rangeland normally support 16,000 head of cattle. Livestock water is provided primarily by earthen ponds and to a lesser degree by windmills.

C.W. Post began with a project he had in mind from the earliest days- the sinking if a deep well on his land to determine whether oil, gas mineral underlay them. This was along before there was and thought of oil in West Texas.

Post hired a geologist who reported that there was a possibility of a large pool in the area. A standard well-drilling outfit of the day, with a large steam boiler, was moved to Post City before the railroad was finished, and in September, 1910, an oil driller and his crew began work at the site that was started near the company store in the town, in his search for drinkable water. By March 1911, the drilling crew reached 1,394 feet and had stripped the threads of the drill on granite. The crew was unable to get the pipe out from the bottom of the well, and it had to be abandoned. In April 1911, Post decided to have another one bored on the plains near the commissary, and in January 1912, the drillers had reached 1712 feet. At this point they lost a drill rod in the well, and their efforts to get it out failed. By this time Post spent about $20,000 on his deep well project with nothing to show for it, and he decided to halt the project. Had he preserved and put he the well down another three hundred feet, he would have found oil. Post's hunch that oil underlay a good deal of West Texas has since his time been proved more accurate that he could have imagined; West Texas has since proved more
accurate than he could have imagined; West Texas is one of the world’s leading areas of oil production.
City Sign along Main Street, all images in this section by author

Historic Tower Theater along Main Street, that is being renovated
Buildings along southern Main Street

City Sign at entrance to southern Main Street
Sign along Main Street advertising Old Mill Trade Days

Buildings along Main Street
Historic OS Ranch Shop along Main Street

Example of Post’s seating, lighting, and waste disposal along the Main Street boulevards
Buildings along Main Street, notice the brick roads and curb parking
Parking along Main Street

Southern view of Main Street
Historic Garza Hotel along Main Street

The garden behind the Garza Hotel along Main Street
The city's signage helps navigate visitors

Looking toward City Hall and the Tower Theater
The Historic Courthouse at the southern end of Main Street

A street just off of Main. The town seems to ‘stop’ after leaving HWY 380 and Main Street
Areas one block from Main Street
The only motel along HWY 380 in Post, offering 36 rooms

View from HWY 380, going west into Post. Main Street is the green light ahead.
Part II

Existing Resources of Post, TX

The Garza Hotel
Hotel Garza Historic Bed & Breakfast was built in the ambiance of a 1915 western inn. Over 90 years later, the hotel has been updated and renovated. Hotel Garza offers a place for residents and visitors to hold special events such as church retreats, weddings, receptions, or executive retreats. Within walking distance of Hotel Garza, there are theaters for live drama and music, museums, gift shops, boutiques, and Old Mill Trade Days.

OS Ranch and Museum
The OS Ranch is rich in history. Spanish Explorer, Texas Banker and American Industrialist have all come here and left their mark. Post and Garza County were born on the OS Ranch.

In 1541 the Spanish Conquistador Francisco de Coronado traveled through what is now the West Texas plains seeking riches in the fabled Seven Cities of Cibola. More travelers followed, bringing cattle and settlements, many settlers claimed large tracts of land, which developed into huge ranching enterprises such as the Llano, the Square and Compass and the OS Ranch. In 1884 Mr. A.J. Long, rancher and cattle owner in what is now West Texas, began buying more land and increasing his herd. Through his efforts, the OS Ranch was born. In 1901 John Scarborough, E.W. Clark and Fort Worth Banker Wilson E. Connell bought the OS Ranch. In 1909 Connell bought his partners’ interest and became the sole owner of the OS.

An exciting new era dawned in the region on July 5, 1906. At the ranch that day appeared a distinguished visitor. An energetic industrialist from Battle Creek, Michigan had turned his attention to West Texas. His name was C.W. Post. He had already made a vast fortune out of a coffee substitute he called Postum. In March of 1907, Post began to build a model town in Garza County. Post believed in people and focused his philanthropy on projects where men could help themselves. The City of Post was to be the reality of his American dream. Post purchased 27,175 acres of OS Ranch land from Connell and his partners in order to build what is now Post, Texas.

In 1972 the OS Ranch was host to another historic event – the first annual OS Ranch Steer Roping and Art Sale. The ranch began the steer roping
event in 1971 to help raise funds for the West Texas Boys’ Ranch. The following year Tom Ryan, who is a member of the Cowboy Artists of America and lives in West Texas, convinced the OS Ranch to add an art sale to complete the already wonderful event. The Art Sale was a success for the next twelve years and drew audiences from all over the country to see top Western Artists and Cowboys.

The OS Ranch has been important to the history of Post and Garza County, Texas. Currently, the OS Ranch is still owned and operated by the children and grandchildren of W.E. Connell. The OS Ranch Foundation was created by Giles C. McCrary and family. The museum was built to house the art and artifact collection they have gathered around the world. The museum is a non-profit organization, supported by the OS Foundation, and is free to the public.

**Lake Alan Henry**
Lake Alan Henry is situated 22 miles southeast from Post in Garza County on the Double Mountain Fork of the Brazos River. The lake when full, covers 2,880 acres and contains approximately 40 billion gallons of water. Confined between the rocky sides of the river channel, the lake extends 11 miles upstream to provide 56 miles of shoreline, an average water depth of 40 feet, and may be up to 100 feet deep at the dam. Texas Parks & Wildlife Department's Fisheries Division began stocking Lake Alan Henry in 1993 with fingerlings of several game fish species such as: Blue Catfish, Channel Catfish, Bluegill, Gizzard Shad, Crappie, Florida Largemouth Bass, and Smallmouth Bass.

**Post Old Mill Trade Days**
The Post Old Mill Trade Days Marketplace is located in the historic Postex Mill where buildings date back to 1913. C. W. Post established the mill to take advantage of the cotton production in this area. Millions of the famous “Garza” sheets and pillow cases were produced in these buildings. Old Mill Trade Days was established in 1994, approximately 8 years after the mill stopped production. The marketplace occupies over 100,000 sq. ft. of the original mill property. Indoor booth space is located in two of the large mill buildings – the Weaving Room and the Post City Building. In addition, outdoor booths are available – both covered and uncovered and many vendors occupy individual buildings on the Mill grounds. Our 50-acre site provides plenty of room for free parking.

For the past few years, the annual average attendance has exceeded 40,000. The Trade Days features live musical entertainment and other special events to give the event an upbeat, enjoyable atmosphere. Old Mill Trade Days is the first Friday, Saturday & Sunday of each month plus an
extra event the Friday, Saturday & Sunday immediately following Thanksgiving.

**Rag Town Amphitheater and Event Arena (Coming Soon)**
Rag Town is currently being built just outside of Post. Phase One of Rag Town is a series of buildings built in a western theme. Its 'old-time' appeal will offer visitors the chance to see theatrical plays at a black box theater, ride horses, shop through the western themed stores. Eventually, the arena will have an outdoor amphitheater that will be able to seat a much larger audience than the theater. The theater’s first play will be called ‘Rag Town’ and will recall the origins of the city’s history. Post native, Chip Polk, runs the event center and will also write and direct the plays.

**City of Post Historic Theater (Coming Soon)**
The city’s historic theater, The Tower Theater, has been abandon for years until recently. A couple from New York, NY, moved to Post and bought the building. Both the husband and wife are professional dancers and plan to restore the buildings exterior, and renovate the interior into a dance studio and theater. The owners hope to showcase an array of productions, while also teaching dance and theater to local students.

**Main Street Program**
Post, as mentioned, has been a Main Street city since 1987. The program has helped Post preserve and revitalize its downtown buildings and has done much to create a more appealing Main Street. Lined with lights, seating, waste disposals, trees, and a wide boulevard walkway with limited in-front parking, Post has approximately 40 businesses along Main Street. The buildings have diverse, yet appropriate awnings and facades, and create a very pedestrian-friendly environment. The city has done a good job of maintaining and promoting the city’s appeal. City officials have stayed involved in the efforts to spark tourism, by forming community groups, advertising local events, and supporting local businesses.
**Historical Markers**

Garza County’s Courthouse Historical Marker dedicated on August 28, 2001. The Marker reads, “After Garza County’s creation in 1976, it was not until 1907, at the initiative of cereal producer C. W. Post, that the county was formally organized in 1922, the population had grown to 4500, the cotton industry had spurred economic growth. The sale of bonds financed the new courthouse. Prominent regional architect, Guy Carlander was selected to design the courthouse, construction bid was awarded to Fred T. Bone Co. both of Amarillo. Built in 1923 of reinforced concrete, brick exterior and cast stone details, the Garza County Courthouse is a late, but fine, example of Prairie School Architecture.”

This is the National Register Listings and a List of the other Historical Markers and the year of dedication.

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<th>#</th>
<th>Historical Markers</th>
<th>Year</th>
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<tr>
<td>1</td>
<td>Garza County</td>
<td>1936</td>
</tr>
<tr>
<td></td>
<td>* Restored-moved to Hwy Dept</td>
<td>1964</td>
</tr>
<tr>
<td>2</td>
<td>Llano Estacado</td>
<td>1963</td>
</tr>
<tr>
<td>3</td>
<td>Llano Ranch</td>
<td>1964</td>
</tr>
<tr>
<td>4</td>
<td>Old Post Sanitarium</td>
<td>1964</td>
</tr>
<tr>
<td></td>
<td>* Now the Garza County Historical Museum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>* On the National Register</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Charles William Post Home</td>
<td>1964</td>
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<tr>
<td></td>
<td>* Hudman Funeral Home</td>
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<tr>
<td>6</td>
<td>Terrace Cemetery Gateway</td>
<td>1964</td>
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<tr>
<td>7</td>
<td>Verbena Community Church</td>
<td>1965</td>
</tr>
<tr>
<td>8</td>
<td>Garza Point</td>
<td>1965</td>
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<tr>
<td>9</td>
<td>Faith Lutheran Church</td>
<td>1965</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Year</td>
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<td>---</td>
<td>-------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>10</td>
<td>Garza County</td>
<td>1965</td>
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<td>11</td>
<td>C. W. Post Statue</td>
<td>1966</td>
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<td>12</td>
<td>O. S. Ranch</td>
<td>1966</td>
</tr>
<tr>
<td>13</td>
<td>Mason Memorial Building</td>
<td>1966</td>
</tr>
<tr>
<td>14</td>
<td>Dry-Land Farming</td>
<td>1967</td>
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<tr>
<td>15</td>
<td>Charles W. Post</td>
<td>1967</td>
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<tr>
<td>16</td>
<td>Postex Cotton Mill</td>
<td>1967</td>
</tr>
<tr>
<td>17</td>
<td>C. W. Post Rain Battles Site</td>
<td>1967</td>
</tr>
<tr>
<td>18</td>
<td>John Boren House</td>
<td>1967</td>
</tr>
<tr>
<td>19</td>
<td>Close City School</td>
<td>1968</td>
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<tr>
<td>20</td>
<td>Kate McCommis</td>
<td>1968</td>
</tr>
<tr>
<td>21</td>
<td>Pioneer's Well</td>
<td>1968</td>
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<td>22</td>
<td>City of Post</td>
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<tr>
<td>23</td>
<td>Old Post High School</td>
<td>1968</td>
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<tr>
<td>24</td>
<td>Marjorie Merriweather Post</td>
<td>1968</td>
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<tr>
<td>25</td>
<td>Postex Cotton Mills #2</td>
<td>1968</td>
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<tr>
<td>26</td>
<td>Duffy's Peak</td>
<td>1969</td>
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<td>27</td>
<td>Graham Methodist Church</td>
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<td>Twin Chimneys</td>
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<td>Famous Post Picnic of 1906</td>
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<td>32</td>
<td>Post - Hundley Home</td>
<td>1976</td>
</tr>
<tr>
<td>33</td>
<td>Garza County Courthouse</td>
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</table>
Assessment of Resources

The evaluation of these resources is very positive. Post has many existing attractions and resources to promote tourism. The city has organized the downtown merchants association to revitalize the downtown. It has promoted selected attractions to the potential tourist from around the area. The design of the city is thorough; the unique features of the town’s history have been incorporated in the design, and many buildings have been refurbished to meet design expectations. Since 1987, Post has done many things to help the local economy as well as its appeal. The city has clustered together its business types: those offering services and those offering goods. Officials have repaired drainage issues within the city, and resealed the roofs of Post’s older buildings. They have limited the available parking in front of stores and hid most parking lots in the stores’ rear. The resources Post currently has are highly useful and contributing. However, the city can do more to promote its local businesses and better accommodate its visitors.
Recommended Resources

Post has much to offer both its citizens and tourists, but still lacks in several areas. The following is a list of suggested resources that could potentially be beneficial to the local economy.

- Continue to rehabilitate buildings off of Main Street. The town seems to ‘stop’ just after the railroad track along Main, and on both the northern and southern streets off Main. Efforts to maintain the city past the main road would promote the town itself, and not just Main Street. This could, in turn, promote more businesses to form clusters in areas other than the downtown, in addition to the Main Street businesses. This would also be a means to create districts within the town.

- Create an entertainment district between South Ave I and Ave H, with a variety of night-life venues.

- Repave the street striping along Main Street and neighboring streets.

- Create annual events to be held downtown by the courthouse. Parades, cook-offs, Christmas lights tour, etc., could be ways to bring the community together, and promote the city.

- Create a business bureau among local business and host monthly meetings to discuss business trends and issues. This would foster a sense of unity and allow business to organize sales, events, and address any conflicts.

- Build more restaurants. Post lacks dining for its visitors. Fast food places are the only visible eateries travelers see as they pass through town. A 4-star restaurant would classify as another event Post offers the public. Currently, people come into Post, grab a quick bite and are then on their way. A nice place to seat down and have a nice dinner would encourage visitors to take a trip to Post for special occasions. They might choose to stay in town for an over-night event, not just a quick bite on their way out of town.

- Build more rentals. Just as visitors have no where to eat, they have no where to stay. Post needs to build more motels/hotels for its tourists and more apartments for its prospective citizens. Currently, if someone accepts a position for employment in Post, he/she will
have a very hard time finding a place to live, unless they buy a house. Post should provide more rentals, and make more efforts in catering to non-home owners.

- Create a junior department store within the downtown. Young people are not able to shop in Post. They drive to Lubbock to shop for clothes. The money spent on gas and merchandize could be going right back into Post’s own economy.

- Build a day spa. People need reasons to visit Post and make their visits more than just a day trip. By creating multiple venues for people to book reservations, create an agenda and ‘make a weekend out of it’, people will spend more time and money in Post.

- Design an 18 or 9-hole golf course. Set aside land adjacent to the development so that the course can grow as funds develop.

- Create a novelty store that specializes in religious gifts. Post has many high church affiliations, but there is not a business that capitalizes on religious products. The store could sell paper goods, like cards and books, and also home goods, like blankets, candles, and pictures.

- Develop a small buffalo herd that can be seen by travelers. The herd could be located near the rodeo arena or on a local ranch. A sign should explain the heritage of the city and importance of buffalo in this area. Add a road side pull-off so visitors can stop and view the sign and animals.

- Establish a garden featuring native plants. Include trails and interpretive information. Possibly add a small pond and windmill to the garden and provide signage noting each native flower. The highway department can assist with this project.

- Add a paddle boat and canoe rental shop to Lake Alan Henry.

- Develop a hiking trail from the roadside park, along the Caprock.

- Plan to develop a larger RV park.

- Develop stronger online presence. Revamp the city’s website. Provide more images and links to local businesses. The city newspaper should be available online with updated weather
reports and news. Showcase the tourism venues on sites such as Yahoo.travel and Expedia. Advertising online can be very effective for both the town and its businesses.

Finally, Post should create a master plan. A master plan is the principle document outlining a municipality’s direction, policy, and action for the future. A plan is made with the general purpose of guiding and accomplishing the coordinated development of the community in accordance with existing and future needs, while best promoting the general welfare of the citizenry. Properly used, a plan is the basis for decision-making by the governing body and will guide the private sector toward sustainable, beneficial, and profitable activities that help to improve the overall quality of life.
Case Studies

Langtry, Texas

Langtry, TX is a tiny settlement of around 30 people next to the Rio Grande on US 90. But there is more to this town than drivers’ by may realize. There is a small RV site and some photogenic old ruined buildings but the chief points of interest are the Judge Roy Bean Visitor’s Center - which preserves a saloon and other relics associated with the eponymous judge, an eccentric character who practiced law in this wild region at the end of the nineteenth century - and a cactus garden with many fine examples of desert plants.

This garden is very comparable to the suggested garden that Post might consider creating. It is relatively small and low maintenance, yet interesting and attracting. The garden follows along the city’s lake and showcases native plants of the area. Each plant is sited with a marker. The garden seems to fit into the landscape as if it were a natural extension of the land. A garden of this size would be appropriate for a central place in downtown Post.

The pond at Langtry. Notice the signage in front of each breed of cactus and the windmill towards the rear of the photograph.

One of many cacti in the Langtry pond, both images from www.langtry-tx.com
Lajitas, Texas

Lajitas, The Ultimate Hideout is a 25,000-acre private estate nestled between Big Bend National Park and Big Bend State Park. A mixed-use development, the property includes a 92-room resort, private club, and real estate division. Among the outstanding amenities at The Ultimate Hideout are the Ambush Golf Course, Agavita Spa, Hunt Club and Lodge, Equestrian Center, Red Rock Outfitters, and several restaurants including the gourmet Ocotillo. As a Leading Hotel of the World, Lajitas boasts five-star service and luxurious accommodations.

Lajitas is a place where the Comanche Indians once roamed, Pancho Villa led raids across the Rio Grande, cowboys sat around an open campfire, and miners drank whisky at the Trading Post; all among dramatic Chisos mountain vistas and the Rio Grande River. The resort offers golf, hunting, tennis, shopping, spa, dining, equestrian activities, and 5-star accommodations.

At first, the connection between Post and Lajitas might be hard to make, but after looking at the historic buildings and the efforts made by the Lajitas people, similarities arise.

Lajitas has a very strong, proud historic heritage. Historical information can be found in all venues of the resort. Lajitas has spent millions of dollars to maintain the historic character of the town, while upgrading the interior spaces of each building and adding modern features like an airport. As suggested, Post has the opportunity to further showcase its heritage, as Lajitas has done. The community of Lajitas is very small, and yet they bring in thousands of guests each year, who in turn, bring in hundreds of thousands of dollars. In Post, Rag Town will offer some the ‘old time’ appeal that Lajitas offers, but Post can do more to provide visitors with a unique experience. Post should consider offering more services to its visitors, like golf and day spa activities.
Row of shops in the Lajitas resort

The main dining hall at Lajitas

Campfire just outside of lodging

View towards one of the lodging areas

The historic preservation of the resort is major attraction of Lajitas

The 18 hole golf course at the Lajitas resort, all 6 images from www.lajitas.com
Boerne, TX

Boerne, the county seat of Kendall County, is bounded by Cibolo Creek, Interstate Highway 10, and U.S. Highway 87 some thirty miles northwest of San Antonio in the southern part of the county. In 1849 a group of German colonists from Bettina camped on the north side of Cibolo Creek, about a mile west of present-day Boerne. They called their new community Tusculum, after Cicero's home in ancient Rome. In 1852 Gustav Theissen and John James laid out the town's site and changed the name to Boerne in honor of Ludwig Börne, a German poet and publicist. Ironically, Mr. Boerne never visited the town that was named after him.

Boerne developed the reputation of having a very healthful environment and quickly became known as a health resort. By 1884 it had five hotels, assorted businesses, and 250 residents. Cotton, wool, and grain were the principal shipments, but timber, cedar posts, and building stone were also profitable commodities. The arrival of the San Antonio and Aransas Pass Railway in 1887 brought increased economic opportunity, and by 1890 the population of Boerne had risen to 800. Boerne residents voted to incorporate in 1909 and established a mayor-alderman form of city government. Also in that year they established the Boerne Independent School District.

The population was reported at 950 in 1914, and the community prospered through the 1920s. The Great Depression of the 1930s, however, all but put an end to the tourism and cotton farming that had been staples of the local economy. The population fell from an estimated 2,000 in 1928 to 1,117 in 1931; it had risen to only 1,271 by the 1940s.

In the 1950s, however, many residents turned to nearby San Antonio for employment, and Boerne became a bedroom community. The population grew at a slow but steady rate, reaching 2,169 in 1960. In the 1960s construction in neighboring Bexar County of the San Antonio Medical Center and the University of Texas at San Antonio, as well as the completion of Interstate Highway 10, made Boerne even more attractive as a town from which to commute. Its population rose to 2,400 by 1970, 3,254 by 1980, and to 4,274 by 1990. In the 1990's the population exceeded 5000 making Boerne eligible for Home Rule. This was voted in by its citizens in 1996. Accelerated growth in the late 1990s has increased the population to an estimated 7,500 today.

In spite of the influx of different ethnic groups, the German cultural tradition has dominated the community in many ways. The Boerne Gesangverein, or singing society, which was established in 1860, was an important social and recreational organization until it disbanded in 1977;
German community organizations still active include the Boerne Schuetzen Verein (shooting club), which was formed in 1864, and the Boerne Village Band, which was formed about the same time as the singing society. Boerne has also held an annual celebration, the Berge Fest, since 1967.

Boerne has become well-known for its shopping and eateries. It rivals Fredericksburg, TX as the leading antiquing – town in Texas. Boerne is a very organized town and works hard at fostering a sense of pride and community among its residents and business owners. The city of Boerne has set up committees (The Good Neighbor Committee, Quality of Life Board, Boerne Business Bureau, Boerne Merchant’s Association and others), events (currently showcasing the 2006 Parade of Lights, A Hill Country Christmas, Cowboy Christmas, carriage and hay rides, pictures with a longhorn, mariachi band playing a the courthouse), and historic markers to promote its history and encourage economic growth.

The master plan of Boerne, TX, images from www.ci.boerne.tx.us
**Miracle Christmas Parade on 34th Street, Lubbock, Texas**

To see a Christmas parade, people in Lubbock, TX and surrounding areas now have another option besides turning on the television. They can stay in town for the inaugural Miracles Christmas Parade on 34th Street.

34th Street is one of the longest corridors in the United States with small businesses. 34th Street used to be the hub of the city, and the 34th Street Association is hoping to keep it from disappearing. Before South Plains Mall was built, 34th Street was the most popular shopping location in town, and people would come to the businesses to shop. 34th Street is one of the most historical shopping markets in Lubbock, but has continued to suffer as Kingsgate, a high-end shopping on 82nd and Quaker, continues to attract large, popular corporate vendors. The shops along 34th Street joined together and formed the 34th Street Association. The owners represent a diverse array of services and merchandise.

In 2004, Jason Davis, event architect, and the 34th Association teamed up to offer a parade to assist charities and revitalize 34th Street. The first parade was December 2005 and the second annual parade was weeks ago in December 2006.

The parades have improved the streets while raising awareness about 34th Street and getting people interested in coming to shop along the corridor. The number of businesses in Lubbock continues to increase, and the association wants people to know about the stores offered on the streets around 34th St.

The broadcast square was similar to the ones seen at the Macy's Thanksgiving Day Parade every year. Local high school and area bands, floats and other participants pass by, and are judged for prizes in addition to being seen on television.

The primary reason for the parade is to give back to the community and to promote an atmosphere of family fun, family entertainment, and togetherness. Each year, the parade will benefit local charitable organizations.

The "Toys for Tots" campaign, conducted by the U.S. Marines, is one of the most supported caused the Miracles Christmas Parade on 34th Street maintains. Families are invited to bring toys to the parade. The U.S. Marines march along the route and collect toys from the attending
families. Together, the citizens of Lubbock and surrounding communities "Fill the Float".

People ‘tailgated’ for the parade - the aroma of firewood, grilled hotdogs and hamburgers filled the air as a new Lubbock tradition - An estimated 35,000 people lined 34th Street for the inaugural Miracles Christmas Parade on 34th Street December 10, 2005. Smoke from fire pits and cookers hung low in the night sky as lights from brightly lit floats and Christmas lighting from the many decorated shops reflected the holiday cheer.

Post parade response from the spectators along 34th street, participants, and city leaders, who are calling this, "An exciting new tradition", is very favorable. A meeting of parade participants and organizers is held after each parade to go over what went well and what areas need to be changed to make the parade flow more smoothly. It was agreed that lag times after the parade passed through Broadcast Square was the primary concern and steps are being taken to correct this concern. The response was overwhelmingly in favor of scheduling the parade for 2007.

Planning is currently underway to make the Miracle Christmas Parade on 34th Street more successful for the 3rd annual parade. The 2nd annual parade was on December 9th, 2006 and was even larger and more successful than predicted. Over 45,000 people attended the second parade. Each year, the event is predicted to grow until it is the primary Christmas event in West Texas and Eastern New Mexico. Families will begin a tradition of "camping out" at the same location each year. Spectators can gather along 34th Street to enjoy this new holiday event.

Various floats participated the parade of 2006, image provided be www.miracleon34thstreet.com
Implementation of Resources

The suggested list of resources should be implemented through phases. Phase one should consist of developing a master plan and upgrading the city’s webpage. A city planner or architect can create a master plan after carefully review the city and taking input from its citizens. The master plan is used to districts within the city, as discussed in the previous section. A webpage developer can assist in adding features to the city’s webpage.

Phase two should implement resources pertaining to the landscape of Post. Developing a golf course, city lake, buffalo herd, and garden would be included in phase two. The master plan of phase one will have mapped out areas of development for each of the other resources.

Phase three will be implementing dining and lodging for visitors. Building restaurants, motel/hotels, and rentals would be apart of this phase. Based on the number of rooms developed, the city can gauge issues regarding parking.

Phase four is the final phase and the deals with all three other phases. During phase four, the city should focus on connecting all of its efforts, from all other phases into one collective force. The city should market the town as a whole, while also marketing each venue. The city should come up with new slogans and techniques for marketing the city’s new appeal, as a weekend city, instead of a day trip town.
Conclusion

Since 1987, Post has been working hard to promote local businesses and stimulate its economy. The city officials and residents are proud of their town and have made many efforts to preserve the town’s heritage. Post has many existing resources that have greatly contributed to the city’s current growth rate, but has the potential for further growth. Through the implementations of additional resources, Post can capitalize on their potential, and have a stronger local community and economy.

Post is a town with pride. It has shown the ability to overcome hard times and major setbacks. The last decade has been a very important time for Post and the years to come are full of opportunities.
List of Helpful Resources

www.cityofpost.com
www.posttexas.com
www.oldmilltradedays.com
www.lajitas.com
www.americansoutheast.net
www.langtry-tx.com
www.visitboerne.org
www.ci.boerne.tx.us

Texas Main Street Project, Resource Team Report for Post, TX, July 1987
Wanda Mitchell, interviewed November 2, 2006