## TEXAS DOWNTOWN PRESIDENT'S AWARD



Texas Downtown Presidents' Award winner

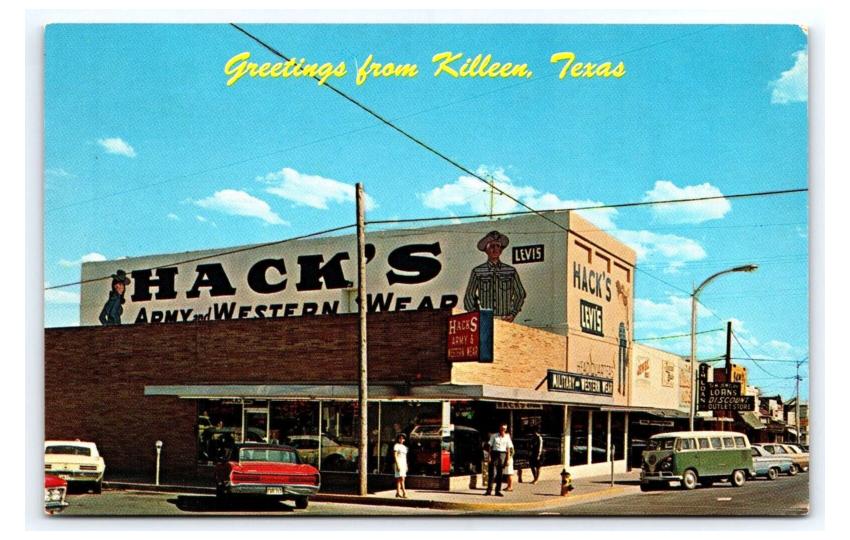
Best Economic Game Changer- Population Over 50,000

This recognition comes from Texas Downtown, a statewide organization that celebrates excellence in downtown revitalization, preservation and economic development.

This award honors a single project that has had the greatest measurable impact on a community's economy and downtown vitality. 4

The Hacks Western Wear Building located in the heart of downtown, is a midcentury historic building that was originally established to serve the booming World War II era population after the creation of Camp Hood.

 For decades, this building served as a symbol of the city's growth.



- As downtown declined overtime, so did the buildings.
- For more than a decade the Hacks Western Wear Building sat vacant, plagued by water intrusion, structural deterioration, and vandalism.
- Community apathy deepened, and the property was considered for demolition by neglect.
- What was once a proud landmark, had become a cautionary tale of disinvestment.



## City Intervention

- Recognizing both the historic and economic potential of the building, the City took decisive action to:
  - Acquire the property;
  - Issue a Request for Proposals; and
  - Find a partner to not only save the structure but also redefine the trajectory of downtown.

- 9
- A Waco based brewery, who had a history of converting historic buildings into thriving community spaces.
- They invested over \$1.2 Million dollars to restore the building and added 22 new jobs to the local economy.
- According to geofence data, the brewery now accounts for over 10% of all visitors to Downtown Killeen.

## Catalyst

This project became a catalyst for the broader downtown revitalization movement. Inspired neighboring property owners began renovations, new businesses opened, murals appears, and community events expanded.

The tone surrounding downtown shifted from doubt to possibility.

## Catalyst

The Hacks Army Western Wear Project is now not just a place for beer and conversation — it is a symbol of resilience, creativity, and what is possible when a community invests in itself.

It stands as a model for cities across the country: proof that honoring the past can unlock new futures.

