

TEXAS DOWNTOWN
PRESIDENT'S AWARD

PR-25-027

November 18, 2025



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Southern Roots Brewing Company – Hacks Western Wear

Texas Downtown Presidents' Award winner

Best Economic Game Changer- Population Over 50,000

Best Economic Game Changer

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- 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.

About the Project

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- 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.

Greetings from Killeen, Texas



Downtown Decline

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- ❑ 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.



HACK'S
LEVI'S



HEAD CHAT

DAILY GRIND / MOUNTAIN BEANS COFFEE



NO
PARKING
1:00 - 1:00

TWO
HOUR
PARKING



City Intervention

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- 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.

Southern Roots Brewing Company

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- 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

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- 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

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- 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.

