

Keep It In Kerrville

This Holiday Season

Kerrville City Manager Mark McDaniel greets the crowd along the route of the Holiday Lighted Parade.

The Hill Country Community Journal and the following local businesses remind you to shop locally and we all win:

- Ashley Homestore
 - Baublitt's Jewelers
 - Crenwelge GMC
 - Culver's
 - Fairy Moon Emporium
 - Five Star Rental
- Gibson's Discount Center
 - Home - Simple Goods
 - Ken Stoepel Ford
 - Kerr County Federal Credit Union
 - Kerrville Clock Company
 - Kerrville Ranch & Pet Center
- KPUB
 - MG Builders
 - Moore's Home Furnishings
 - Museum of Western Art
 - River's Edge Gallery
 - Ronnie Bock's Kerrville RV
- Secor Equipment Company
 - Troy Faust Motor Co.
 - Wine-O-Bout it

GMC

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2015 RAM RAM TRUCK	ST# FG571475	55,935 MILES	\$38,338
2017 JEEP WRANGLER UNLIMITED	ST# HL696209	19,808 MILES	\$36,978
2017 FORD EXPLORER	ST# HGA03101	25,880 MILES	\$36,696
2017 JEEP WRANGLER UNLIMITED	ST# HL677002	26,623 MILES	\$33,934
2017 JEEP WRANGLER UNLIMITED	ST# HL675182	33,900 MILES	\$32,994
2015 RAM 1500	ST# FS694557	52,843 MILES	\$32,593

**CRENWELGE
GMC**

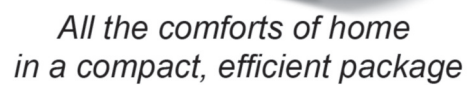
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www.crenwelge.com

A decorative Christmas border featuring green pine branches, red and silver ornaments, gold stars, and pinecones.

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A dark grey Mercedes-Benz Sprint van is shown from a front three-quarter view. It features a roof rack, side windows, and the Mercedes-Benz logo on the front grille.

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A large, modern motorhome with a white and tan color scheme. It features a large front grille, multiple windows, and a sleek design. The motorhome is shown from a front-three-quarter view, highlighting its size and features.

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A white and blue Vita motorhome is shown from a side profile. It features a large slide-out section on the side, a large front window, and a smaller side window. The word "VITA" is printed on the side. The motorhome is parked on a light-colored surface.

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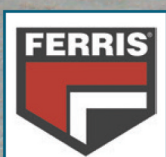
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Simplicity

You can make a huge difference by shopping locally this season

by Tammy Prout

It’s Christmas time, and you know what that means ...
Yes, there will be shopping; yes, there will be parties; and yes there will be presents.
But it is also the time of year to be even more mindful to “Keep it in Kerrville.”
Statistics show that most retail businesses will collect as much as 40 percent of their entire revenue for the year during the holiday season, making it even more important to do your Christmas shopping at home, rather than hitting the interstate.
This is our ninth year to publish this special section. It serves as a reminder for our readers and as a gift guide as well from our advertisers.
In 2010, when I decided to create this campaign, it was right after the economic downturn and stock market crash. Some of my nearest and dearest friends were struggling in ways they never had before.
I wanted to do something meaningful and “Keep it in Kerrville” was born.
I have been so proud to hear from our readers who offer “thanks” for the effort. They have told me that the reminder really helped them to organize their shopping trips and lists and get everything they could in town before shopping online or in San Antonio. Moreover, they reported that most of everything on their list could, indeed, be purchased at a local retailer.
I think if we make a conscious effort, we can really make a difference in our own community.
The dollars we spend at Christmas equate to revenue for the city, jobs for your friends and neighbors and funding for city and county infrastructure projects. The truth is, the money you spend in Kerrville most likely ends up in a local resident’s hands and provides Christmas cheer for that family, too.
So this Christmas, let’s shop at home.
While the interstate might seem appealing for holiday shopping, the reasons for staying in Kerrville are overwhelming and – when broken down – very compelling.
Statistics on a national level might seem detached from our everyday life; however, on a local level, the same theories still apply with regard to necessary revenues to sustain local retailers, making projections of holiday spending more personal.
According to the National Credit Council, the average spending per person during the holidays is \$983.

If this number is accurate, and there are more than 30,000 adults in Kerr County (according to the U.S. Census Bureau), then an estimated \$25 million will be spent by Kerrville residents during the holiday season. For every dollar spent in Kerrville, 2 cents remains here. The city will receive 1.5 cents and the county will receive .50 cents from the state comptroller’s office from sales tax proceeds.

You do the math. If Kerrville residents spend \$25 million during the holidays, and all of the dollars are spent here, that equates to an approximate \$375,000 paycheck to the city and a \$125,000 addition to the county budget.

Studies also show that residents of small towns tend to do as much as 50 percent of their Christmas shopping in the nearest big city.

If this is indeed the case, then we are choosing to funnel \$250,000 into the operation budget of another city, instead of our own.

When we buy locally, we can immediately notice a trickle-down effect. For every item you buy in Kerrville, not only does the money parlay into sales tax revenue, but it helps insure a job for a local resident. In turn, the business owner will then need to restock that item, helping secure someone’s job down the line.

Every purchase we make locally has an impact three or four levels beyond the transaction made at the time of purchase.

It’s very easy to jump on the interstate and head to The Rim, for example, because we think they have a huge selection. The reality is that most anything we need is right here, and if a retailer does not have it in stock, they will be glad to order it.

I’ve even noticed places like Walgreens and Wal-Mart now carry gift cards for places like American Eagle and Forever 21, very popular clothing stores.

Shopping this way might require a little more planning than we normally do, but the impact on our community can be incredible.

Make a promise to yourself to pause, plan and shop in Kerrville. Once you have bought all you can here, then look elsewhere. You will be proud of your effort and your neighbors will be grateful.

On behalf of our entire staff at the *Hill Country Community Journal*, we hope you have a wonderful holiday season, but remember when spending your money ... “KEEP IT IN KERRVILLE.”



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A new firefighter costs \$54,500 per year, including salary and benefits. It takes \$5,450,000 per year in taxable sales to pay for the position. This equates to \$454,167 per month in taxable sales, or \$18.50 per month per capita.

Shopping downtown will pay off

By BONNIE ARNOLD
Staff Writer

Merchants in downtown Kerrville are hoping area residents and their visitors will remember to “Keep it in Kerrville” when planning their Christmas shopping and the options are plentiful and exciting.

We’ve highlighted only a few for our readers as a sampling, but we promise a trip downtown will be a successful one for local shoppers.

Baublit’s Jewelers

Dayton Baublitz has owned Baublitz’s Jewelers at 719 Water St. for 42 years, following in his father’s footsteps, the previous owner. It’s been in downtown Kerrville for almost 50 years, he said.

The usual store hours are Monday through Friday 9 a.m. to 5:30 p.m. and he and his staff will be open to greet customers on the Dec. 12 “Ladies’ Night Out” downtown. The store can be reached at 257-8317.

He is offering a holiday sale on Bel Air watches; and has some antique and pocket watches for sale this holiday at 20 percent off.

Some custom jewelry orders require ordering and waiting for the pieces to be delivered, so advance planning might be required.

The staff does provide gift certificates if requested; and Baublitz said he has one of the few businesses in town that still offers “layaway.”

Baublitz said his services include being one of the few watch and jewelry repair sites in Kerr County.

Fairy Moon Emporium

The Fairy Moon Emporium Of Eclectic Treasures at 227 Earl Garrett

St. in downtown Kerrville prides itself on offering a variety of “artists’ creations, antiques, Retro, weird stuff and cool junk.”

There are some items that would interest youngsters (such as rocks), but they have mostly “adult” wares.

Christy Chancy and Pamela Palmer opened this business a year and eight months ago; and their normal business hours are 9 a.m.-5:30 p.m. Tuesday through Friday, and 10 a.m.-6 p.m. on Saturdays.

They will be open extra evening hours on Dec. 12 for “Ladies’ Night Out;” but before that, they are offering a drawing on Nov. 30, of a special gift basket.

The shop is a collection of “booths” leased by a variety of area artists, collectors and businessmen and women. And the gift basket to be given away has an item from each of the current “booth owners.”

Several of the “artist/collectors” offer handmade jewelry, but Palmer makes vintage jewelry and an item from her inventory also is included.

She has been asking customers to sign small tags to enter the gift basket contest.

The store can be contacted at (830) 995-5627; or by sending a message to thefairymoonemporium@gmail.com.

The store can provide gift certificates that can be used store-wide; and artists can be commissioned to create unique painted and jewelry items.

Home – Simple Goods

The “Home – Simple Goods” home furnishings and décor store and interior design service is located at 223 Earl Garrett. Christina Atkinson is the owner and Cynthia Lacy is her de-



Photo by Bonnie Arnold

DAYTON BAUBLITZ has some men’s watches in his jewelry store that would make great Christmas gifts, as well as some antique and vintage pocket watches on sale for the season.

signer.

Contact can be made at 895-HOME (4663); or visit the website at www.simplegoods.com. Store hours are Tuesday-Saturday, 10 a.m.-6 p.m.

They sell furniture, home furnishings and décor, including home styling and installation; offering both

custom ordering and selling items off the floor. In general their home items are casual / modern.

They have options for homeowners’ special needs, as they work with more than 100 vendors. And they can provide gift certificates.

Visit the store downtown periodi-



Photo by Bonnie Arnold

PAMELA PALMER, co-owner of The Fairy Moon Emporium with Christy Chancy, displays a gift basket full of items from the eclectic treasures in each of the leased booths. The winner’s name will be drawn Nov. 30 from recent customers’ entry slips.

cally as they often have sales events going on.

LulaBelle’s Pirates & Pretties

LulaBelle’s Pirates & Pretties at 826 Water St. has a dual business in this site with Mustard Seed Mercantile. Owner Lucy Pearson works with Jennifer Imel; and they have been in this

location for almost five years.

Their usual hours are painted on their front door as “10-ish-5:30 p.m. Monday-Friday / 10-ish-5 p.m. Saturday.”

See DOWNTOWN, Page 6C



palate thyme



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A dollar spent at a locally owned store is usually spent 6 to 15 times before it leaves the community.



Photo by Bonnie Arnold

CYNTHIA LACY is the designer in Home – Simple Goods downtown, working with clients on furnishings, including home styling and décor. They offer custom orders, and sell items off the store floor.



Photo by Bonnie Arnold

LUCY PEARSON shows off two of the Christmas-themed children's clothing items she has in LulaBelle's Pirates & Pretties for the Christmas season.



Photo by Bonnie Arnold

ALBERT GARCIA prepares a coffee order for a customer at PAX Coffee & Goods. The shop also offers homemade baked goods; and orders can be placed through an app online.

Downtown

CONTINUED FROM PAGE 5C

They specialize in children's clothing and gifts; with clothing sizes spanning infants to about 6 for girls, and 10-12 for boys.

Pearson said she's been the only targeted children's boutique in Kerrville since she opened. Now as a grandparent, she's planning to retire to much shorter hours as of Feb. 1, and close

this store.

In the meantime she will be holding some Christmas sales, likely in the morning hours, not late afternoons. And they always gift-wrap their customers' purchases.

Customers with requests or questions can call her at 792-5852; or email mustardseedjen@gmail.com.

PAX Coffee & Goods

The coffeehouse at 203-205 Earl Garrett St. used to be two store spaces, now combined to offer a coffee bar, tea, salads, sandwiches,

bagels, homemade pastries and cookies; and seating both inside and on the sidewalk for customers.

They are open Monday through Saturday 6:30 a.m.-7 p.m., and Sunday 6 a.m.-7 p.m., according to Heather McClung, owner.

Some of the customers take advantage of a phone app called "Chow Now" and order items online in advance, then come to the coffeehouse to pick up their food and/or drink.

They also carry possible Christmas gifts of retail coffee from around the

world, plus t-shirts, tank tops, hats and tumblers, for fans of the shop. This time of year, many items may include the Christmas tastes and aromas of pumpkin and spices, such as ginger-snap cookies.

The website for the coffeeshop is paxcoffeeandgoods.com.

Wine-O-Bout-It

This wine-tasting room has been open at 215 Earl Garrett since June 2018, and is a joint business with a retail store behind it called Palate Thyme.

The owner is Lorene Olgin, with Susan Michelson as general manager.

Contact information is (830) 955-5299 by phone and wineaboutit17@gmail.com. Business hours are Tuesday-Saturday, with hours 2-7 p.m. on Tuesday and Wednesday, and 12 noon to 8 p.m. on Thursday-Saturday.

In the tasting room with its casual and relaxed atmosphere, they stock their wine selection with Texas wines and domestic and craft beers, offered to adult customers including families.

One choice is a "wine flight," a serving board with five smaller glasses for 1-ounce "pours" and the opportunity to taste five different wines.

Olgin said adults can buy the wine, and bring in food from outside. There is no kitchen in the business, but they have other drinks and snacks in the other part of the store.

The wine tasting room and store can

See DOWNTOWN, Page 7C



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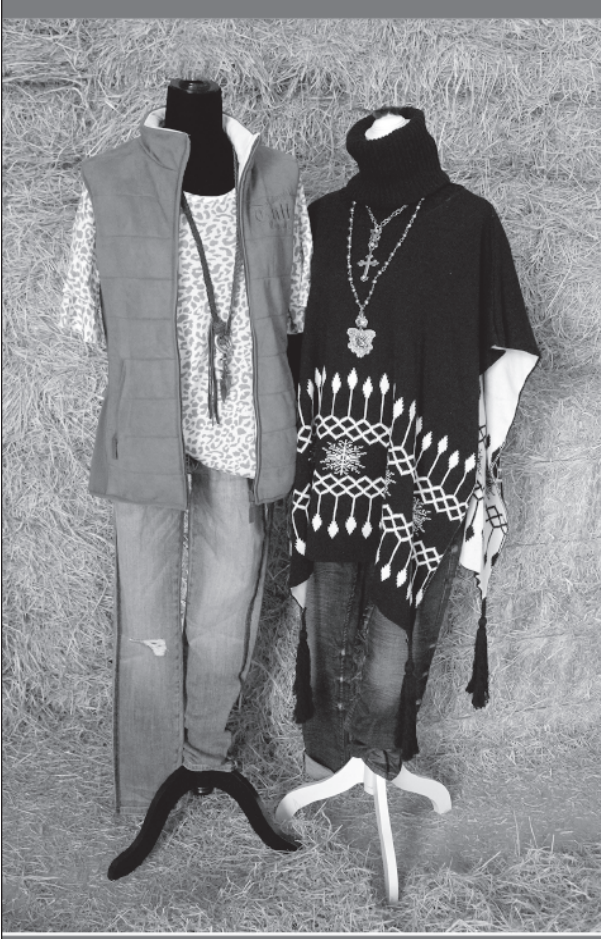
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For every \$100 you spend in Kerrville, \$1.50 is distributed back to the city and 50¢ is distributed to the county.



Photo by Bonnie Arnold

DALTON FOWLER, waiter at Wine-O-Bout It, displays one option for a group to enjoy the Texas wines the business features, a “wine flight” that includes the buyer’s choices of five different wines, and 1-ounce “pours” of each wine.

Downtown

CONTINUED FROM PAGE 6C

be rented for parties. They offer gift cards; and other items such as t-shirts, other specialty-food items such as salsa, handbags and weekenders,” Swig”-brand drink containers, soap, candles, lotions and kitchen towels with entertaining sayings printed on them.

Wolfmueller’s Books

Wolfmueller’s Books at 229 Earl Garrett is owned by Jon and Sandy Wolfmueller; and the locally owned bookstore can be reached at 257-7323. The website for the bookstore is

wolfmuellersbooks.com. This local treasure trove of books of all kinds, from children to adults, but especially Texas and local history books, is open Monday through Saturday 9 a.m. to 5 p.m. The shop is two floors (yes, it has a basement) of about 30,000 titles for the everyday reader or the serious collector. Categories include Texana, Western Americana, Civil War, Texas birds and flowers, cookbooks, and general fiction (with lots of signed copies). Most of the books are used; some are rare; and they carry some new titles. They can provide gift certificates as gifts for others; and sometimes order books and other items for customers

that are delivered to the store later for pick-up. They plan a special event on Thursday, Dec. 5 from 4-6 p.m. when author Stephen Harrigan will be visiting this bookstore for a book-signing and visits with local residents. Harrigan’s new book is “Big Wonderful Thing – a new History of Texas.” Area residents can reserve a copy of the book by calling 257-7323. They also buy books “one book or your entire collection,” according to their business card. They’ve been located at this address for more than 15 years, but started this downtown store years before that in the Pampell’s building at the corner of Water and Sidney Baker streets.



Photo by Brandy McCoy

RILEY RUSS is angelic as she rides along the Lighted Holiday Parade route on the First United Methodist Church float Saturday night.



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Photo by Brandy McCoy

THE KERRVILLE STATE HOSPITAL float was a hit, and was awarded first place in the nonprofit category of entries in the City of Kerrville’s annual Lighted Holiday Parade held Saturday evening, followed by the Community Tree Lighting Ceremony.



Celebrating 49 Years Downtown!

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11/24-12/25/2019

Shopping online is convenient, but did you know that the sales tax you pay on each item purchased online goes to the state you purchased it from? It does not stay here. So, a little research might help you discover that the item you are buying might be available locally. Check before you click.



Photos by Brandy McCoy

KATIE AND GUSTAVO WIESOLEK (at left) are dressed warm and festive in matching holiday sweaters as they prepare to watch the parade with their dog "Princess." At right, the Tivy High School marching band performs for the crowd as they walk the parade. The Antler Band won first place in the marching band category.

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Thanksgiving

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Every one cent on the City’s tax rate equates to \$153,000 per year. Taxes could be reduced by this amount if we generated another \$15,300,000 per year in taxable sales locally. This equates to \$1,275,000 per month in taxable sales, or \$52 per month per capita.



AS IS TRADITION, Santa Claus (at left) was escorted to the Kerr County Courthouse in time for the Community Tree Lighting Ceremony by the Kerrville Fire Department at the end of the parade. At right, the Schreiner University choir sings carols prior to the tree-lighting.

The Museum of Western Art



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Money spent in town is recycled to our friends and neighbors.



Photos by Brandy McCoy

THESE ENTHUSIASTIC BOYS (at left) channeled their holiday spirit as they rode on the Fighting Chance Academy parade float. At right, Peyton Ives pulls Tommy and Wayland Barfknecht along the parade route as part of the Peterson Health Hospice & Home Health parade entry.



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More activity at the new Sports Complex, holiday events, and local promotions encourages more local sales. These are dollars coming into our community from elsewhere, paid by visitors.



MEMBERS OF THE LEADERSHIP KERR COUNTY Class No. 35 (at left) take in the excitement of riding in the parade. At right, Meg Ellisor, Kendall Young and Tommy Cook (from left) enjoy the festivities with friends.

Photos by Brandy McCoy

QUALITY ANTIQUE CLOCK SALES

KERRVILLE CLOCK COMPANY



830-955-5016

OPEN MONDAY- FRIDAY 9-5

CONVENIENTLY LOCATED AT

1608 SIDNEY BAKER, KERRVILLE, TX

(ACROSS THE STREET FROM PETERSON MIDDLE SCHOOL)

20% OFF YOUR PURCHASE WITH THIS AD



Andy Sanchez

Dan Sether

KERRTEX MOTORS

HOURS

9-6 M-F

9-1 SAT

212 G STREET

(820) 792-6552

830-792-6552

KERRTEXMOTORS.COM

WE OFFER IN-HOUSE FINANCING

LET US GET YOU ON THE ROAD TODAY!

<p>2014 RAM 1500 Crew Cab 4x4</p>  <p>Sale Price \$27,950</p> <p>3.0L V6 Turbo Diesel, Holland Blue Exterior, Diesel Gray/Black Cloth Interior, Stock # 2650</p>	<p>2015 Ford F-150 XLT</p>  <p>Sale Price \$15,995</p> <p>CARFAX One Owner, 3.5L V6, Tuxedo Black Metallic Exterior, Medium Earth Gray Interior, Stock # 2462</p>	<p>2014 Dodge Challenger SXT</p>  <p>Sale Price \$13,750</p> <p>3.6L V6, Jazz Blue Pearlcoat Exterior, Dark Slate Gray Cloth Interior, 305 engine, Stock # 2630</p>
<p>2015 Nissan Rogue Select S</p>  <p>Sale Price \$12,995</p> <p>ONLY 47K Miles, Graphite Blue Exterior, Gray Cloth Interior, Front Wheel Drive, 2.5L V4, Stock # 2660</p>	<p>2013 Hyundai Elantra GLS</p>  <p>Sale Price \$8,995</p> <p>\$750 Down (WAC), Red Allure Exterior, Beige Cloth Interior, Front Wheel Drive, Stock # 2636</p>	<p>2001 Ford Mustang Premium</p>  <p>Sale Price \$5,995</p> <p>Black Exterior, Medium Parchment Leather Interior, 3.8L V6, Stock # 2538</p>

For every \$100 in consumer spending with a local firm, \$68 remains in the local economy. That same \$100 spent with a chain firm results in only \$43 remaining in the local community, for a difference of \$25 per \$100!



'TIS THE SEASON TO BE
GIVING



In the holiday spirit of giving, let's all remember to give where we live and support the businesses in our community with our Christmas shopping.

SHOP LOCAL

Kerrville Public Utility Board,
your community-owned, not-for-profit utility company since 1987.



BLACK
THE GREATEST SALE IN HISTORY
FRIDAY

BLACK FRIDAY DEALS
DOORS OPEN AT 8AM

\$100 ASHLEY CASH



for the **FIRST 10** people when the doors open

25% OFF FROM **8AM - 10AM**

*Excludes Tempur-pedic, Stearns and Foster, Sealy, and clearance items.

storewide*

20% OFF FROM **10AM - 7PM**

*Excludes Tempur-pedic, Stearns and Foster, Sealy, and clearance items.

OR

72 months no interest

\$5,999 min purchase

#1 TEMPUR-PEDIC AND FURNITURE RETAILER IN AMERICA

Del Rio, TX Veteran's Blvd. at Tenth St. 830.775.1508	Eagle Pass, TX Veteran's Blvd. at Zacatecas Dr. 830.757.8800	Kerrville, TX 1703 Sidney Baker St. 830.895.2104
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Monday-Friday: 9am-7pm • Saturday: 10am-6pm • Sunday: CLOSED



BLACK FRIDAY EVENT

<div><p>NEW 2019</p><p>23% OFF MSRP</p><p>Purchase for only</p><p>\$36,995</p><p>Plus TTL</p><p><small>MSRP \$48,570, Total Sales Price \$36,995 plus TTL, Includes Ken Stoepel Ford Discount \$4,075, Ford Factory Rebate \$7,500. Stock # 30281. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>	<div><p>NEW 2019</p><p>24% OFF MSRP</p><p>Purchase for only</p><p>\$23,932</p><p>Plus TTL</p><p>SAVE ADDITIONAL \$1,000 WITH TRADE-IN ASSISTANCE!</p><p><small>MSRP \$31,600, Total Sales Price \$23,932 plus TTL, Includes Ken Stoepel Ford Discount \$2,118, Ford Factory Rebate \$5,550, Ford Trade Assistance Rebate \$1,000. Stock # 30847. To qualify for Ford Trade Assistance Rebate you must trade a 1995 or newer vehicle. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>
<div><p>NEW 2019</p><p>0% Financing* 72 Months</p><p>FOR UP TO</p><p>PLUS GET</p><p>\$11,000 OFF MSRP</p><p><small>MSRP \$62,765, Total Sales Price \$51,765 plus TTL, Includes Ken Stoepel Ford Discount \$3,970, Ford Factory Rebate \$7,030. Stock # 30747. * Must finance with Ford Motor Credit Company. Credit worthiness determined by FMCC. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>	<div><p>NEW 2019</p><p>20% OFF MSRP</p><p>Purchase for only</p><p>\$16,675</p><p>Plus TTL</p><p>SAVE ADDITIONAL \$1,000 WITH OWNER LOYALTY OR COMPETITIVE CONQUEST REBATES!</p><p><small>MSRP \$21,090, Total Sales Price \$16,675 plus TTL, Includes Ford Factory Rebate \$3,915, Select Inventory Retail Cash \$500. Stock # 30374. To qualify for Owner Loyalty Factory Rebate, you must own or lease a 1995 or newer Ford or Mercury vehicle. To qualify for the competitive conquest rebate you must own or lease a 1995 or new vehicle other than a Ford, Lincoln or Mercury. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>
<div><p>NEW 2019</p><p>21% OFF MSRP</p><p>Purchase for only</p><p>\$19,365</p><p>Plus TTL</p><p>SAVE ADDITIONAL \$1,000 WITH OWNER LOYALTY OR COMPETITIVE CONQUEST REBATES!</p><p><small>MSRP \$25,200, Total Sales Price \$19,365 plus TTL, Includes Ken Stoepel Ford Discount \$1,410, Ford Factory Rebate \$3,925, Select Inventory Rebate \$500. Stock # 30039. To qualify for Owner Loyalty Factory Rebate, you must own or lease a 1995 or newer Ford or Mercury vehicle. To qualify for the competitive conquest rebate you must own or lease a 1995 or new vehicle other than a Ford, Lincoln or Mercury. See dealer for complete details. Offer expires Dec. 2, 2019. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>	<div><p>NEW 2019</p><p>20% OFF MSRP</p><p>Purchase for only</p><p>\$29,324</p><p>Plus TTL</p><p>SAVE ADDITIONAL \$1,000 WITH OWNER LOYALTY OR COMPETITIVE CONQUEST REBATES!</p><p><small>MSRP \$37,905, Total Sales Price \$29,324 plus TTL, Includes Ken Stoepel Ford Discount \$2,581, Ford Factory Rebate \$5,500, Select Inventory Rebate \$500. Stock # 30331. To qualify for Owner Loyalty Factory Rebate, you must own or lease a 1995 or newer Ford or Mercury vehicle. To qualify for the competitive conquest rebate you must own or lease a 1995 or new vehicle other than a Ford, Lincoln or Mercury. See dealer for complete details. Offer expires Dec. 2, 2019. See dealer for complete details. Offer expires Dec. 2, 2019.</small></p></div>



830-257-5553

StoepelFord.com

400 Sidney Baker Street S.
Kerrville, TX 78028

“WE SELL TO SELL AGAIN”