



City of Rockwall  
*The New Horizon*

## PRESS RELEASE

### **Get Ready: Event to *Celebrate Downtown Rockwall* is a Week Away**

*Party planners put finishing touches on huge "end of construction party."*

**ROCKWALL, TEXAS** – April 8, 2016 – The excitement is mounting as *Celebrate Downtown Rockwall* is a week away. For the past three years, Rockwall residents and patrons have waited with anticipation for the \$8.625 million Capital Improvement Project (CIP) to be complete. Now, to officially unveil the new face of Downtown Rockwall, the Old Town Shoppes have partnered with the City of Rockwall to throw a party unlike any other.

On Saturday, April 16, Downtown Rockwall will be alive with activity, starting at 11 a.m. with a Farmers' Market on the San Jacinto Plaza, a parade at noon of "Rockwall Through the Decades," followed by an antique car show, tours of the Historic Courthouse jail and a walking tour of the historic square. The festive event is accented with street dancing, and live music by the Scotty Isaacs Band from 1-5 p.m., and InsideOut Band performing from 7-9 p.m. There is plenty for children as well, including shows by the Dallas Puppet Theater, carousel rides, and balloon artists, just to name a few. For hungry patrons, there will also be food trucks on hand from 1-5 p.m.

Set to commemorate both then and now, *Celebrate Downtown Rockwall* mirrors a key aspect of the revitalization project, which was voter-approved in the 2012 bond election. The City went to great lengths to preserve the area's beauty and rich history, while at the same time, transforming the downtown area into an inviting, future-forward public space that will welcome residents and visitors for years to come. Some of the changes include the addition of new parking, landscaping, lighting, sidewalk improvements, and the creation of San Jacinto Plaza, which has already gained popularity as a cozy venue for live music.

The party ultimately serves as an open invitation for the public to return to the Historic District—interestingly though, the people never really left. Downtown Rockwall continued to thrive, and be a destination for patrons, despite the temporary challenges the revitalization project may have presented. The improvements have bolstered business downtown, and event goers are encouraged to stroll and visit the shops during an open house event from 4-7 p.m. Everyone is invited to attend *Celebrate Downtown Rockwall*, and all the day's entertainment is free to the public. For more information, visit [rockwall.com/mainstreet](http://rockwall.com/mainstreet) or find us on Facebook at Downtown Rockwall Texas.

#### **About The City of Rockwall:**

The City of Rockwall, Texas is located 22 miles east of downtown Dallas, on the eastern shore of Lake Ray Hubbard. With a population of more than 41,000, Rockwall is a growing community that offers an extraordinary quality of life for its residents, as well as dynamic business opportunities.

As the county seat of Rockwall County, which is the wealthiest in Texas, Rockwall has received several accolades in recent years, including being named one of the top ten "Best Towns for Families" by *Family Circle* magazine, and "Number 1 for Job Creation in the United States," by *CNN Money* magazine. For more information about Rockwall, please visit [www.rockwall.com](http://www.rockwall.com).

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