

Pie Capital Happenings

A periodic newsletter about what's happening in Kyle, The Pie Capital of Texas™!



Shepherd's Pie



Issue 1, January 2019

Calendar of Events

- Jan. 22 Kyle Chamber Lunch; City of Kyle hosting
- Jan. 23 National Pie Day; give a hometown hero a pie. Plus, we have BIG announcement!
- March 14 National Pi Day Street Fest
- Labor Day Weekend, Aug. 30-31 Pie in the Sky Hot Air Balloon Festival

Why pie?

The City of Kyle officially launched its branding initiative, "Kyle, Pie Capital of Texas™", in January 2018 to put Kyle on the map. Mayor Travis Mitchell officially proclaimed January 23, 2018, as Pie Day in Kyle, which corresponds to National Pie Day. The city is also a proud member of the **American Pie Council**.

As City Manager Scott Sellers told a group of local business owners, every city needs something on which to hang its hat. He recounted a story of seeing a group of tourists taking pictures near city hall. Sellers asked them, why are you in Kyle — what brought you here?

They wanted pictures of the iconic Kyle water tower (because a friend's name was Kyle) and were then having lunch at the Texas Pie Company. Since people are already coming here for the pie, we thought, let's capitalize on that momentum and go all in!



The brand is about unifying the community

In Kyle, we embrace all pie. From the savory to the sweet and everything in between, we love it. The goal is to give Kyle an identity and create a reason for visitors to come here, the business community to unify and the residents to enjoy.



Man cannot live by pie alone.

Being the Pie Capital of Texas is not just about one kind of pie. Kyle offers an array of pies, some savory, such as Frito pie and chicken pot pie, others sweet. We embrace all pie! Even Pi.

How can you embrace pie (or Pi) here in Kyle??
Try these suggestions:

Live a pieous life

Celebrate with pie. Bake birthday pies to change things up once in a while.

Make, eat, buy and share pies. Craving a pizza pie? Looking to win someone's affection? Just have a sweet tooth? Get a pie.

Pie - it's always the answer!

Get CertiPIEd

Own a business in Kyle and want to join in the fun? Get **CertiPIEd!** Apply and explain your ideas for incorporating a pie theme into your marketing. All officially CertiPIEd companies in Kyle are listed on a special webpage. You also get a video. And becoming CertiPIEd is free!

Shop CertiPIEd

Check out the 25 Kyle businesses that are already CertiPIEd. Then make an effort to visit and patron those locations.

Shopping local helps keep unique establishments in business!

CertiPIEd businesses in Kyle:



Trisha Wilder, Edward Jones
Safe-n-Sound Self Storage
The New World Bakery
Allen Deaver, Wright Time Realty
Broadway Bank, Kyle
Kyle Correctional Center
Plum Creek HOA Front Porch Days
Texas Pie Company

For the Love of Go
Wallace Middle School
Pups & Mutts
Greater Texas Credit Union
Hands On Healing Spa
Capstone Dental
First Lockhart National Bank
Kyle ER
Vintage Chicks

Thistlewood Manor & Gardens
Kyle Area Chamber of Commerce
Wildflower Blessings Floral Shop
Hays Home Team at Keller
Williams Realty
Trust Texas Bank
Mathnasium
Blue Crest Media

Plans for 2019 and beyond

We launched the Pie Capital of Texas brand a year ago.
We joined the American Pie Council.
We've CertiPIEd 25 businesses so far.
What's next?



Here is a quick look at the plans for continuing to build the Pie Capital of Texas brand into the future:

Business Board:

Create a business board for CertiPIEd to transition from City led to business led. This will help us build the brand and initiative while keeping current members and engaged. Nominations will be taken at the CertiPIEd Reception on National Pie Day. Voting will take place in February. Open positions include: Interim Chair, committee members to help with outreach, community events, and inductions.

Applications (for new members):

When new applications are received, a survey will be sent to CertiPIEd members to vote in new businesses versus trying to hold a monthly meeting. We hope this will make it more efficient and help streamline the application process.

Induction Ceremonies:

Inductions will now be held on either the morning of the first Friday of the month or the afternoon of the third Friday of the month. **MARK YOUR CALENDARS, YOU ALL ARE INVITED!** One of our goals for 2019 is to also have all CertiPIEd members attend inductions as available to welcome the new members to the program.

Referral Program:

If you refer a business to the CertiPIEd program, make sure they list your name! Drawings will take place quarterly for referring businesses to the program! Prizes will include awesome Pie Capital of Texas swag

Facebook Group for CertiPIEd members – a dedicated space for CertiPIEd members to network!



Join us on 3.14.19 for a
National Pi Day
community celebration!