

February 1983

Ed Landrum and Phil Cobb found the non-profit McKinney Avenue Transit Authority (MATA), with the intention of bringing trolley cars back to what is now known as Uptown.

Car 754 in the 1920 paint scheme

March 2001

Work begins on extending the M-Line to DART's Cityplace Station, where it will connect with the DART Rail System and serve a spanking-new hotspot called the West Village.



January 15, 1986

MATA signs a lease on a former carpet warehouse, which it sets about transforming into a "car barn." The lease is signed at 2:08 a.m. - 30 years to the minute after the last DR&T streetcar completed its final run.



April 2002

The Cityplace extension opens, and DART engages the M-Line as a "Site Specific Shuttle" similar to the ones that serve TI and SMU.



June 2002

MATA is officially brands its trolley line "the M-Line."



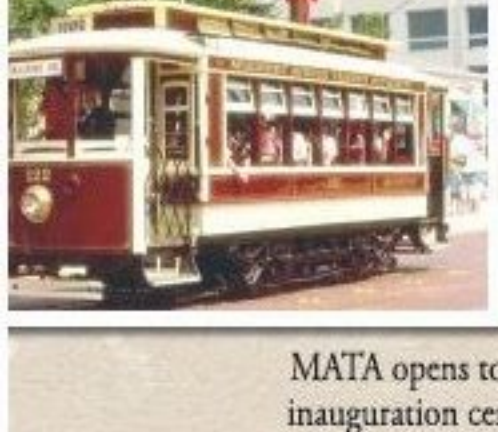
1980

1990

2000

September 1988

Work begins on installing new tracks on Hall Street. Construction and track renewal begins on the rest of the MATA's line.

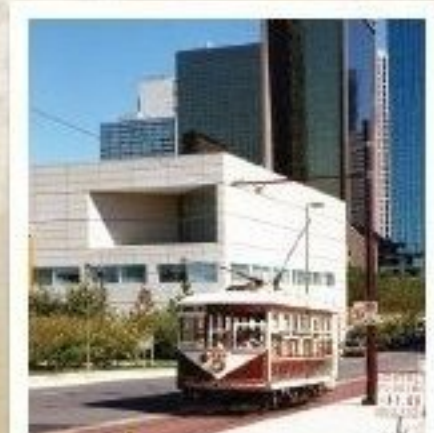


July 22, 1989

MATA opens to the public with an inauguration ceremony, parade and street fair on McKinney Avenue. An estimated 30,000 people attend.

September 1989

Trolley car 636 ("Petunia") enters service.



December 1994

Ben Carpenter, son of the late president of the Dallas Railway and Terminal Company, donates former Dallas Car 754 to MATA.



1999

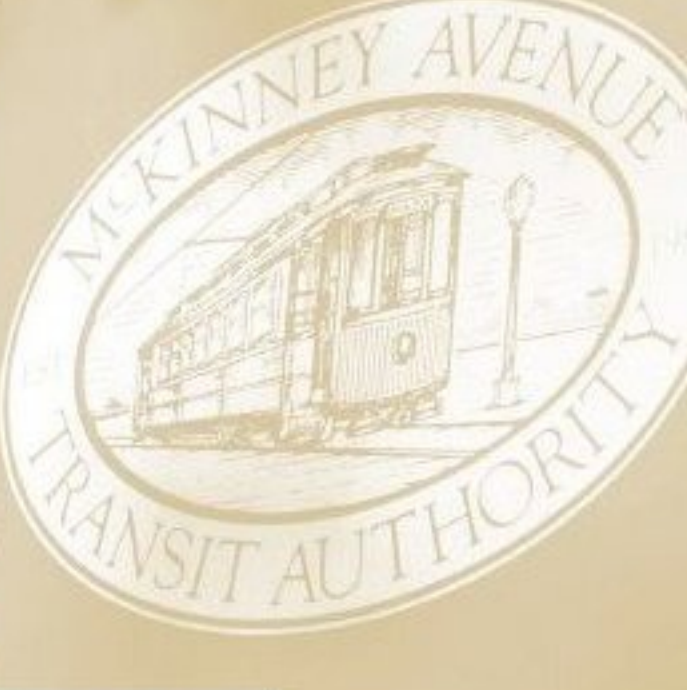
Massive reconstruction begins on McKinney Avenue, as crews replace the worn-out historical bricks with new concrete brick. The old bricks are re-used for accent touches and on some sidewalks. The construction activity forces MATA to shut down operations for more than six months beginning in September. Service the full length of the line isn't restored until January 2001.

May 2007

The Dallas Morning News reports that the M-Line is no longer a novelty, but a fully functional transit line. The newspaper cites a 97.5% on-time performance rate for 2006.

2009

The M-Line takes delivery of a restored railcar of the iconic "Peter Witt" design. Car 754 doesn't have a nickname yet.



TROLLEY STOPS

Uptown Bar & Grill

If there's one thing that says "neighborhood bar," it's a relaxed vibe - that, and a great cheeseburger. Check, and double-check.

The Uptown Bar & Grill has been an Uptowner's home-away-from-home for 14 years now, and its success rests not on some trendy concept, but on getting the basics just right.

"This is an upscale neighborhood, and that's part of its appeal," says proprietor Ken Rothman. "But every neighborhood needs an unpretentious place for people to unwind. We're very much come-as-you-are - I think of us as a Dallas 'Cheers.'"

Located right on the M-Line, at the corner of McKinney and Routh, the Uptown Bar & Grill is in the heart of Dallas' coolest

neighborhood, and its patio offers some of the best people-watching around. The Mack-Daddy burger (at a half-pound, a more timid name wouldn't do) is the best in Dallas, according to *D Magazine*. And any Uptowner will tell you that the cheese fries - which would require paragraphs to describe - can get you addicted. If that happens, it's nice to know that the kitchen is open from 11 a.m. clear until 2 a.m., seven days a week. (There are salads and lighter entrees for the waist-conscious, as well.)

And if you're craving Sunday brunch on a Wednesday evening, no problem - it's available all day every day. With daily lunch specials, happy hour on weekdays from 2 to 7 p.m., and \$3 drink specials every night of the week, becoming a regular is as easy as slipping on your favorite pair of jeans.



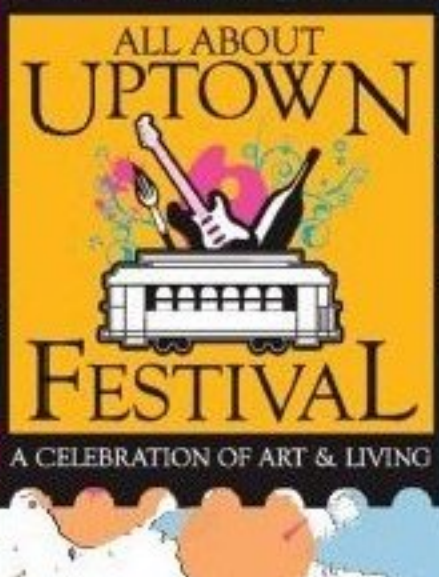
"Every neighborhood needs an unpretentious place for people to unwind."

- Ken Rothman, owner Uptown Bar & Grill

Takin' It to the Streets

Join the M-Line Parade and Ring in Autumn at the Annual All About Uptown Festival

Two decades ago, the M-Line's first day of service was heralded by a parade and a grand public shindig. So on Saturday, Sept. 26, at 10 a.m., let the parade begin anew along McKinney Avenue, between Oak Grove and Maple avenues. Don't disappoint Rosie - be there! For information on how to become part of the parade, visit the MATA website at www.mata.org.



The parade coincides with what's promising to become Dallas' preeminent ring-in-the-autumn party. It's the All About Uptown Festival from 11 a.m. to 11 p.m.; on the two blocks of Fairmount Street, immediately west of McKinney Avenue. It's free and it's a great way to explore the best of Uptown. Expect food from legendary Uptown chefs; lots of wares and performances from local artists; tours of historic homes and Oak Grove Cemetery; plus plenty of great live music in a quaint and stylish setting. For more information, visit www.allaboutuptown.net.

Dine on the Line on 9/9/09

It's a night you and your guests won't soon forget. To commemorate the 20th Anniversary of the McKinney Avenue Transit Authority, the M-Line is hosting an exciting culinary celebration and fundraiser similar to the special event held when the heritage line opened two decades ago.



The event kicks off Wednesday, Sept. 9, at 6:30 p.m. with a Dine-on-the-Line Celebrity Reception at FIG (Fashion Industry Gallery) honoring Caroline Rose Hunt. Festivities will include appetizers from renowned restaurants, cocktails and live entertainment.

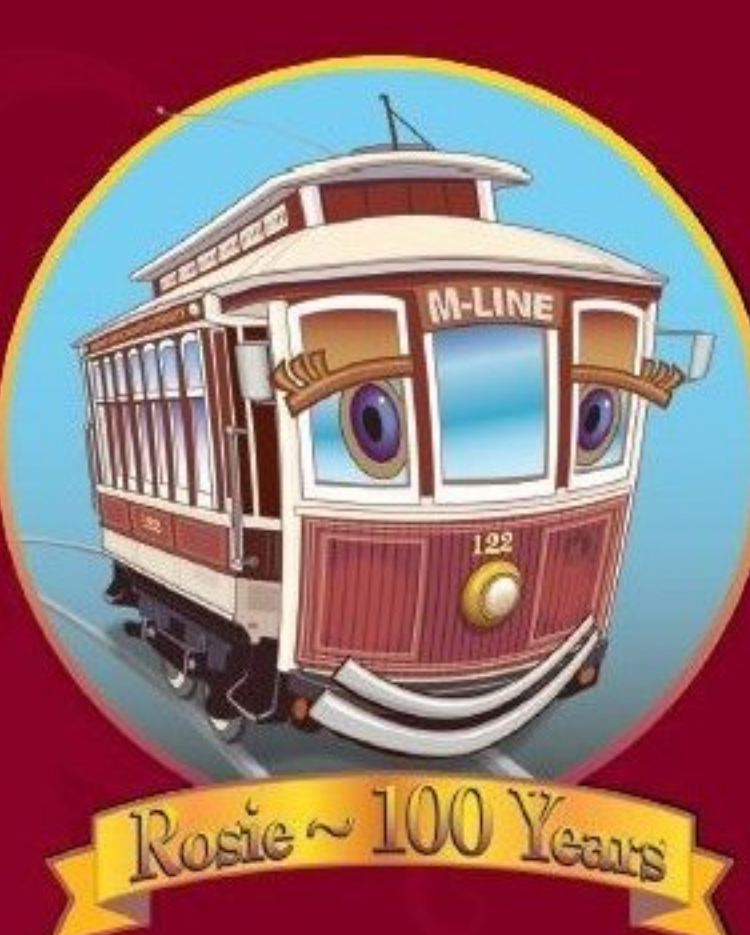
Afterwards, guests will board the trolleys for a "progressive dinner" that will tour a who's-who of Uptown's finest restaurants. Sponsors include Nick & Sam's Steakhouse, The Crescent Club, Truluck's Seafood, Steak and Crab House, Mike Modano & Brett Hull's Hully & Mo, Arcodoro & Pomodoro, Samba, The Place at Perry's and The Capital Grille, among others. After dinner, guests will return to FIG for desserts from several of Dallas' favorite pastry chefs, cocktails and live entertainment for dancing.

The Honorary Chairperson for the evening is Caroline Rose Hunt, and the event chairpersons are Andrea and David Burrows. Corporate sponsorships, which include marketing benefits, are available in levels ranging from \$7,500 to \$20,000. For a table of 10, a charitable donation of \$5,000 is appreciated. To sign up for this memorable affair, please call Andrea at 214-289-1126 or send an e-mail to bigalcorn@aol.com.

MATA turns 20

Continued from pg. 1

bustling West Village where it connects with DART Rail's Cityplace Station. The M-Line soon will expand in the other direction, as well, just as a world-class arts district is emerging in downtown Dallas.



Rosie ~ 100 Years

And, dovetailing perfectly with the McKinney Avenue Transit Authority (MATA) 20th anniversary, our most cherished railcar, "Rosie" - known affectionately as "Rosie" - hits the century mark. This is a special cause for celebration, since she was the first railcar MATA restored and was one of the three railcars that saw inaugural service. Her age is impressive, and it would be impossible to calculate how many miles she's put in since her original service life halfway around the world, in Porto, Portugal.

Built in the U.S. by J.G. Brill and Company of Philadelphia, she was shipped in 1909 to Porto, where she spent nearly 70 years serving the citizens there. She was retired from service in 1978, but got a new lease on life when MATA cofounder Phil Cobb picked her up at the San Francisco Trolley Fair. In addition to her initial restoration, Rosie received an extensive overhaul from 1990-1992, and to this day she's a familiar sight up and down the avenue.

Celebrating both MATA's anniversary and Rosie's birthday marks a full circle of sorts, and you can read about the festivities we have planned elsewhere in this issue.

Deep in the Art of Dallas

The M-Line makes plans to expand

Right around the time the trolley bells first started ringing on McKinney Avenue, Dallas welcomed a splendid new addition to its still-fairly-new Arts District: the Morton H. Meyerson Symphony Center. Twenty years later, the district is poised to take a quantum leap when the Dee and Charles Wyle Theater and the Margot and Bill Winspear Opera House open in the coming months. And the M-Line will follow right in step, with plans to expand into the Arts District and ultimately connect with DART Rail's St. Paul Station in the coming year.



From the current downtown terminus, just north of Ross Avenue & St. Paul, the line will be extended one block east on Ross and then turn south on Olive Street to Bryan Street, directly abutting DART's St. Paul Station.

"It's critical for the future of downtown that we connect its burgeoning archipelago of activity," says Dallas City Councilwoman Angela Hunt. "The expansion of the M-Line coincides with the coming-of-age of the Dallas Arts District."

Construction on the Olive Street extension of the M-Line is expected to begin later this year or early in 2010.

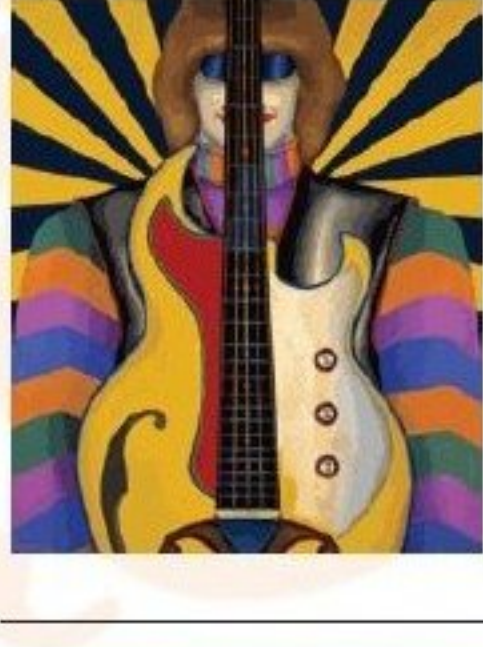
UP & DOWN THE LINE

SEPT. 11-DEC. 12 Catch cutting-edge drama at the Kitchen Dog Theatre with a pair of Southwest premieres:

Sept. 11-Oct. 10 "Vigils," by Noah Haidle, is the story of a woman who has kept her deceased fireman husband's soul in a box while his body wanders.

Nov. 13-Dec. 12 "Slasher," by Allison Moore, is the tale of an actress who faces maternal rage while filming a low-budget slasher flick.

Information: 3120 McKinney Ave., 214.953.1055, kitchendogtheater.org.



THROUGH OCT. 4 "American Art 1950s - 1970s" showcases the Dallas Museum of Art's expansive collection of postwar American art, including major abstract expressionist paintings, as well as responses to that movement in the collage-based work of Jasper Johns and Robert Rauschenberg. Information: 1717 N. N. Harwood St., 214.922.1200, dallasmuseumofart.org.

SEPT. 12 DADA Fall Gallery has member galleries of the Dallas Art Dealers Association opening their doors for a day of special exhibits and activities. With many member galleries located in the Uptown/McKinney Avenue district, you can stroll or roll on the M-Line. Information: 214.943.1099 or Dallasartdealers.org.

SEPT. 24-OCT. 25 Grab your thinking cap and your funny bone and get down to Theatre Three for "The 25th Annual Putnam County Spelling Bee." This Tony Award-winning play puts six adolescent hopefuls at the winning for a chance to stand out and fit in by winning the spelling bee championship. Offbeat characters, improvisation and a brilliant score combine for a night of Broadway fun. Information: 2800 Routh St., 214.871.3300, theatre3dallas.com.



OCT. 12-OCT. 18 The Dallas Center for the Performing Arts - the most significant complex of its kind to be built since New York City's Lincoln Center - opens Oct. 12-18. Outdoor performances, concerts and public art installations will be free, as will architectural forums with Center architects, spotlight outdoor performances and public tours of the amazing, new Dee and Charles Wyle Theatre and Margot and Bill Winspear Opera House. For details, visit www.dallasperformingarts.org.

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