

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



November 09, 2022

Agenda - Main Street Advisory Board at 5:30 PM

Bastrop Main Street Advisory Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800 or write 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas at 1-800-735-2989 at least 48 hours in advance of the meeting.

1. CALL TO ORDER

2. CITIZEN COMMENTS

At this time, three (3) minute comments will be taken from the audience on any topic. Anyone in attendance wishing to address the Board/Commission must complete a citizen comment form and give the completed form to the Board/Commission Secretary prior to the start of the Board/Commission meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Instead, the Board/Commission is limited to making a statement of specific factual information or a recitation of existing policy in response to the inquiry. Issues may be referred to City Manager for research and possible future action.

It is not the intention of the City of Bastrop to provide a public forum for the embarrassment or demeaning of any individual or group. Neither is it the intention of the Board/Commission to allow a member of the public to slur the performance, honesty and/or integrity of the Board/Commission, as a body, or any member or members of the Board/Commission individually or collectively, or members of the City's staff. Accordingly, profane, insulting or threatening language directed toward the Board/Commission and/or any person in the Board/Commission's presence will not be tolerated.

3. ANNOUNCEMENTS

[3A.](#) Events in the Main Street District

4. REPORTS

[4A.](#) Main Street Manager Report

- 4B. Design Committee Report
- 4C. Downtown Engagement Committee Report
- 4D. Sponsorship Committee Report

5. PRESENTATIONS

6. WORKSHOP

- 6A. September 20, 2022 Main Street Advisory Board Retreat Recap

[6B.](#) Annual Main Street Program Accreditation Self-Evaluation

- 6C. Future Projects for the Main Street Program

7. ITEMS FOR INDIVIDUAL CONSIDERATION

[7A.](#) Consider action to approve the meeting minutes from the October 12, 2022 meeting.

- 7B. Discussion and possible consideration for the election of a Main Street Advisory Board Chair.

- 7C. Discussion and possible consideration for the election of a Main Street Advisory Board Vice Chair.

- 7D. Discussion and possible consideration for the election of a Main Street Advisory Board Secretary.

8. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting as posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenient and readily accessible to the general public, as well as to the City's website, www.cityofbastrop.org and said Notice was posted on the following date and time: November 4, 2022 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Candice Butts
Candice Butts, Main Street Manager



STAFF REPORT

MEETING DATE: November 9, 2022

TITLE:

Events in the Main Street District

AGENDA ITEM SUBMITTED BY:

Candice Butts, Main Street Manager

UPDATES:

Below are events in the Main Street District in November and December:

- November 11 and 12: Veteran's Day Car Show
- November 18: Youth Advisory Council Mural at 1112 Main Street Ribbon Cutting time is at 4:00pm
- November 21: Crosswalk Mural Installation (rescheduled from November 4)
- November 25 – January 2: Bastrop River of Lights
- November 25 – December 24: Letters to Santa
- November 26: Bastrop 1832 Farmers Market's A Christmas Market 10am – 3pm
- November 26: Small Business Saturday and Wassail Fest from 11am-3pm
- November 26: Christmas Tree Lighting in Fisherman's Park from 6pm - 8pm
- December 1: Farm Street Opry's A Country Christmas at 7pm
- December 2: Main Events First Friday Art Walk
- December 2 – December 17: Christmas Chaos at the Bastrop Opera House
- December 3: Bastrop Market Days from 10am-5pm
- December 3: Art After Dark at the Lost Pines Art Center
- December 10: Lost Pines Christmas Festival from 10am-4pm
- December 10: Bastrop County Museum and Visitor Center's Holiday Homes Tour from 12pm-5pm
- December 10: Library Open House
- December 10: Lighted Christmas Parade at 5



STAFF REPORT

MEETING DATE: November 9, 2022

TITLE:
Main Street Manager Report

AGENDA ITEM SUBMITTED BY:
Candice Butts, Main Street Manager

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: Sage and Co. opened at 913 Main Street on November 4, 2022.

Texas Downtown Association Conference: I attended the Annual TDA Conference that was November 1-4, 2022, in San Marcos. The conference explored the topics of successful redevelopment projects and programs and provided networking opportunities with other downtown professionals and champions from across the state.

BEDC Report Presentation: We gave the BEDC a Main Street Program report on Monday, October 17, 2022. The report detailed the Main Street Advisory Board's project for FY2022 and projects for FY2023. It also highlighted how the \$50,000 BEDC funds were budgeted for the current fiscal year along with programming and events. I have attached the report that was provided. You can also watch the meeting by going to this link:

Parks and Recreation Master Plan: The Main Street Advisory Board will need to pick an ambassador that is passionate about connecting our parks to downtown to represent the board and help collect engagement.



**EAT, PLAY, SIP AND SHOP
HISTORIC DOWNTOWN BASTROP**

BASTROP MAIN STREET PROGRAM

Fiscal Year 2022 Report







BASTROP MAIN STREET PROGRAM

TABLE OF CONTENTS

INTRODUCTION

Bastrop Main Street Program	4
-----------------------------	---

FOUR POINT APPROACH

Organization	6
Promotion	12
Design	18
Economic Vitality	22

FY23

Budget	25
FY23 Projects	26

BASTROP MAIN STREET PROGRAM

MISSION

The mission of the City of Bastrop Main Street Program is to be a stimulant for the economic health, design, and promotion of the entire historic Main Street District through community partnerships and grassroots community involvement.

ACCREDITATION

Bastrop, Texas 2022 – Bastrop Main Street Program has been designated as an Accredited Main Street America™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of Accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.

Main Street America is a mark of distinction. It is a seal, recognizing that participating programs, organizations, and communities are part of a national movement with a

Nationally recognized. Locally powered.

The Bastrop Main Street Program's performance is annually evaluated by the Texas Main Street Program under the Texas Historical Commission, which works in partnership with Main Street America to identify the local programs that meet rigorous national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as, fostering strong public-private partnerships, supporting small and locally owned businesses, and actively preserving historic places, spaces, and cultural assets.

Main Street America™ is a movement. Main Street America has been helping revitalize older and historic commercial districts for more than 35 years. It is the leading voice for preservation-based economic development and community revitalization across the country. Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America

proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Since 1980, over 2,000 communities have been part of Main Street, bringing renewed energy and activity to America's downtowns and commercial districts, securing \$61 billion in new investment creating more than 525,000 net new jobs and rehabilitating 251,000 buildings.

Main Street America is a time-tested strategy. Main Street America communities are encouraged to make use of a time-tested approach, known as the Main Street Approach. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: **Organization, Promotion, Design, and Economic Vitality.**

Photo top

A set of the Heritage Benches located outside of the Bastrop County Museum and Visitor Center.

Photo bottom

Photo of Main Street in Downtown Bastrop.



FOUR POINT APPROACH FOR COMMUNITY TRANSFORMATION

ORGANIZATION

involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

PROMOTION

positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

DESIGN

supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ECONOMIC VITALITY

focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



ORGANIZATION

“**Organization** establishes consensus and cooperation by building partnerships among the various groups who have a stake in the commercial district. By getting everyone working toward the same goal, the Main Street Program can provide effective, ongoing management and advocacy for the district. Through volunteer recruitment and collaboration with partners representing a varied cross section of the community, the program can incorporate a wide range of perspectives.

— *Revitalizing Main Street: A practitioner's guide to commercial district revitalization*

PARTNERSHIPS

Bastrop Chamber of Commerce

The Main Street Program cherishes its partnership with the Bastrop Chamber of Commerce. The Program supports the partnership through the promotion of ribbon cuttings for downtown businesses, providing chamber training scholarships, and collaborating on small business initiatives. The partnership with the Chamber also helps with the volunteer efforts during events like Table on Main. The Chamber generously allows Main Street to utilize the chamber building for a volunteer check-in and event headquarters. The program is currently working with the Chamber on Small Business Season Initiatives for Fiscal Year 2023.



Bastrop Chamber Ribbon Cutting for unique Beads and Bangles by Deadra on November 18, 2021.

Cultural Arts Commission

Main Street works closely with the Cultural Arts Commission to collaborate on projects in the district that create a sense of place and celebrate the community. The partnership with the Commission provides guidance on art calls and pushes out information to its newsletter recipients about art-related projects within the Main Street District.

Family Crisis Center

In October 2021, Main Street partnered with the Family Crisis Center to “go Purple” for domestic violence awareness month. Businesses were encouraged to join in the campaign by posting photos of themselves in purple, or anything that is purple, and tagging the Family Crisis Center on Facebook during the month of October. Doing this helps spread the message that Domestic Violence will not be tolerated and gives a voice to those who have been silenced.

Visit Bastrop

This year, Main Street has been working with Visit Bastrop to transfer the Downtown Bastrop website to a microsite under the Visit Bastrop domain. Visitors will be able to search www.downtownbastrop.com which will direct them to the microsite. The program also continues to partner with Visit Bastrop in the promotion of Downtown through the Go Bastrop Savings Card, Bastrop Music Festival, and promotion of Main Street events.

Bastrop County Master Gardeners Association

Main Street Program began a new partnership with the Bastrop County Master Gardeners Association to select seasonal flowers and plant them in new planters on Main Street. The Master Gardeners will have plaques in the planters honoring them for their contribution to the Main Street. The program will begin in fall 2022.



Youth Advisory Council

On May 9, 2022, the Youth Advisory Council approved its art call for a mural on the side of 1112 Main Street. The art call was based on a survey given to BISD students were students were asked to describe Bastrop in one word.

On May 11, 2022, the Youth Advisory Council presented the project to the Main Street Board and requested that the project be funded out of the Main Street Program's Designated Fund for Downtown Beautification in the amount of \$10,000. The Main Street Board voted to approve

funding for the mural project.

The Youth Advisory Council along with the building owner met on July 18, 2022 to select the art rendering for the project. The mural entitled "The future is ours" was selected, and artist Aaron Darling began installation on August 15, 2022.

Mr. Darling is a central Texas resident and has painted murals in small towns around Texas for the last 15 years. He loves to work with the local community to bring beautiful and accessible art to the public.

Installation of the mural was completed on August 19, 2022, and it was installed using artist grade mural spray paint.

A ribbon cutting ceremony will be scheduled for the fall with the 2021-2022 Youth Advisory Council, Main Street District, and Mr. Darling to celebrate the iconic mural. At the ceremony, the Youth Advisory Council will add hashtags and "Youth Advisory Council 2022" to the mural using a stencil provided by the artist.

Rotary Club of Bastrop County

The Bastrop County Rotary Club donated a custom bike rack in the shape of the Old Iron Bridge to the City of Bastrop Main Street Program.

The bike rack was fabricated by two BISD Alumni, Garrison Boral and Alex Farenthold, who are students at Texas State Technical College. Alex was the recipient of a \$5,000 scholarship at TSTC from the Rotary Club where his support of this project was a scholarship criterion.

This year the Main Street Program worked with the Rotary Club on the design of the bike rack ensuring that it embodied Bastrop's unique character.

On July 28, the Main Street Program hosted a dedication at the Library, where the bike rack was placed. To the right, is a photo from the dedication that includes Alex, Garrison, their families, Rotary Club, BISD, TSTC Professor Michael Smith, Mayor Schroeder, and City Staff.



MEET THE MAIN STREET ADVISORY BOARD



Group picture of Main Street Board Members, Table on Main committee members, and servers that worked diligently to host the Main Street Program's signature Table on Main event in May 2022.

KARI SNEED

Place 1

Kari joined the board in September 2021 and is the owner of KC Outfitter located at 705 Main Street. Kari has over 21 years of experience with working with vendors and budgeting.

"I'm excited to be apart of suggestions and working with a board to better improve Bastrop Main Street. I would love to see Main Street thrive in this time of such growth in Bastrop."

ANNEMARIE SCHINDLER

Place 2

AnneMarie joined the board in October 2022, and is a co-owner of Tracy's Drive-In Grocery on Main Street. She has been a small business owner for over a decade and is an expert in strategic and operational planning and fundraising.

"I enjoy being a part of a team and would like to work toward evolving and instilling Bastrop's legacy as a small town with new offerings. As an entrepreneur, I'm skilled at getting creative and getting things done."

STEPH LEWIS

Place 3

Steph joined the board in September 2019 and has a background in the arts and design. She has successfully managed large events and enjoys deepening the food culture specifically farm-to-table in Bastrop.

"As we grow, I would love to help guide and realize plans for growth. I am eager to jump in and make the very best of my time here."

SONYA COTE

Place 4

Sonya joined the board in May 2022 and is the co-owner (with her husband) of two businesses on Main Street — Store House Market and Eatery and Eden East Farm. She has previous board experience and over 30 years of experience in community building based in growing organic food and operating food systems to increase the quality of life and food accessibility for all walks of life.

JENNIFER LONG

Place 5, Chair

Jennifer joined the board in July 2017. She has extensive experience in the downtown area from a real estate perspective, property owner, consumer and all around supporter. She has assisted numerous businesses navigate the process of opening, applying for grants, and making connections.

"I have a love for our historical downtown area and want to see it as a thriving place for our community."

CANDICE MCCLENDON

Place 6, Secretary

Candice joined the board in September 2018 and is a passionate advocate for Downtown Bastrop. Her background is in downtown revitalization and adaptive re-use efforts reflected in her work with the Texas Historical Commission working with County Historical Commissions.

Candice is an experienced event planner with a passion in placemaking and building strong community.

RHONDA GANNON

Place 7

Rhonda joined the board in September 2019. She lives in the Main Street District and works at Piney Creek Chop House and Old Town Restaurant and Bar as a general manager. Rhonda has been in hospitality and sales for over 20 years.

"I would like to see Main Street develop to its full potential"

SHAWN PLETSCH

Place 8

Shawn joined the board in September 2018 and is a long-time civic volunteer for over 35 years. She was a founding member of Bastrop's Main Street Advisory Board. She is the owner and operator of Pecan Street Inn. Shawn has a long history of being a passionate advocate for Downtown Bastrop.

DANI MOSS

Place 9

Dani joined the board in January 2020. She lives in Downtown. She does pottery and stained glass, which is featured in some of our downtown businesses. Dani is passionate about adding new ideas to support downtown businesses.

"I want to help our businesses and help promote our town."

COMMITTEE STRUCTURE

The Main Street Board restructured its committees to enhance Downtown engagement. Under the Downtown Engagement Committee, the Local Activation Committee will focus on engaging with growth by creating initiatives to bring new residents Downtown. The Business Support Team will focus on providing education and support our downtown businesses through training scholarships, business communication, building inventory and retention. The Downtown Engagement Committee meets on the third Thursday of the month at 8:00am at 1025 Main Street. The chairs of the committee are Jennifer

Long and Kari Sneed.

The Design Committee meets on the fourth Wednesday of the month at 5:30pm at various locations Downtown. Steph Lewis and Candice McClendon are the chairs of the committee. It is tasked with the beautification and placemaking of Downtown Bastrop. This includes placement of benches, recycling cans, and planters along Main Street as well as the rebranding of Downtown parking lots and overall placemaking.

The sponsorship chairs are Dani Moss

and Shawn Pletsch. The committee has developed a new yearly sponsorship program. Funds are used to host events and are allocated toward placemaking within the District.

Rhonda Gannon and Sonya Cote are the chairs of the Table on Main Committee. This committee oversees the planning, partnerships, and implementation of Downtown's signature event Table on Main. The group typically meets 6 months out to begin planning the event and substantially leading up to the event.



VOLUNTEERS

The Bastrop Main Street Program has many volunteer opportunities throughout the year. The program's volunteers help preserve Bastrop's unique aesthetic by serving in many areas that promote the Main Street District like community engagement; small business support; design and beautification; fundraising; Table on Main; Lost Pines Christmas; grant writing; newsletters; public relations; and photography.

Volunteer hours are up 42% from this time last year for a total of 465.5 hours by the third quarter of Fiscal Year 2022. The board is actively recruiting volunteers in order to provide diversified placemaking initiatives.

This year the program updated its volunteer

promotional items by redesigning the volunteer brochure (pictured below) and booth display as well as developing a volunteer listserv through Constant Contact. Volunteers can sign up and receive information about various volunteer opportunities and Main Street committee meeting times.



The program has been active at community events like the Cultural Arts Commission's Gathering events and other community events to promote the Main Street Program and recruit new volunteers.

Click [HERE](#) to sign up for the volunteer listserv.



Volunteers Steph Lewis, Lisa Bailey, and Lee Harle stripping the old, cracked adhesive off the Downtown Parking signs in preparation to be resurfaced.

Volunteer Hours

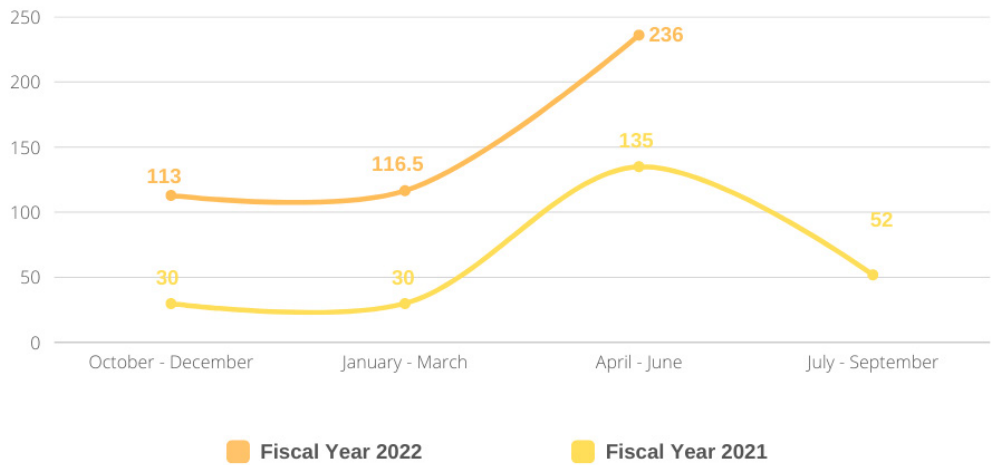




Photo left
Sponsor display at Downtown Bastrop's signature Table on Main Event.

Photo top
Board member Candice McClendon dressing a farm table at the event setup for Table on Main.

SPONSORSHIPS

2022 Sponsors

This year's sponsorship package included the Table on Main event. The program had a total of 14 sponsors, which included the following groups/individuals:

- Bastrop Economic Development Corporation
- Visit Bastrop
- Roscoe Bank
- Austin Title
- Bluebonnet Electric
- GrantWorks
- Jones Square
- The Painted Porch Bookstore
- Platinum Financial
- The Colony Group

- Kerry Fossler
- Frank Reichert
- Gary and Dani Moss
- Kana Wine

Thanks to these sponsors the program was able to raise \$10,000 in profits this year.

Money raised from sponsorships is placed in the Main Street Program's Designated Fund for Downtown Beautification, and it helps fund projects like the Youth Advisory Council's mural project on the side of 1112 Main Street.

2023 Sponsorship Packages

The Main Street Advisory Board's sponsorship committee restructured its sponsorship package for Fiscal Year 2023. Instead of asking sponsors to individually sponsor events throughout the year, the committee will offer a year-long sponsorship program that will include packages based off desired funding amounts. These packages will include all events for the year, promotional items, and other perks varying based on the selected package.

The committee will begin promoting sponsorships in late September with a printed brochure describing package incentives.

Photo top left

Table on Main attendees dancing to live music provided by Chubby Knuckle Choir on Saturday, May 1, 2022.

Photo bottom right

City of Bastrop Recreation Program bike brigade riding down Main Street during the Bastrop Homecoming Parade on August 6, 2022.



PROMOTION

“Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the district. Advertising, retail promotional activities, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate the district's unique characteristics and offerings to shoppers, investors, business owners, and visitors.

— *Revitalizing Main Street: A practitioner's guide to commercial district revitalization*

The Main Street Program hosts several activities throughout the year to promote Downtown Bastrop businesses. Signature events like Table on Main and Lost Pines Christmas are community favorites and captures visitors attention. The program also works with several organizations that bring fun, creative events to Downtown Bastrop. Some of these events include Bastrop Juneteenth Celebration, Veteran's Day Car Show, Bastrop Homecoming, and March for Jesus. The Main Street Program promotes these events through social media as well as through newsletters, Main Street Banners, printed materials, and Visit Bastrop's resources.

Table on Main

Table on Main is a Bastrop Main Street Program signature event where the community enjoys a multi-course meal right in the center of Main Street with a night full of gourmet eats, live music, dancing, and cheer. This year's event was held on Sunday, May 1, 2022. Attendees enjoyed a thoughtfully prepared meal, artisan cocktails, beer and wine, and live music underneath the big Texas sky.

This event is unique in the fact in the amount of partnerships it takes to make the event successful. Many communities across the nation do an event similar to Table on Main, but Bastrop's is unique because of the exerted effort to promote local businesses, organizations, and artists. The list of partners are as follows:

- 602 Brewing Company
- Anita's Mexican Restaurant



- Base Camp Deli
- Bastrop 1832 Farmer's Market
- Bastrop Beer Company
- Bastrop Chamber of Commerce
- Bastrop Florist
- Bastrop Area Cruisers
- Bastrop Museum & Visitor Center
- Boujee Bohemian Party Co.
- CC Wine & Co.
- Chubby Knuckle Choir
- Colorado River Winery
- Copper Shot Distillery
- Kana Wine
- Neighbor's Kitchen & Yard
- Old Town Restaurant & Bar
- Paw Paw's Catfish House
- Piney Creek Chop House
- Radiant Mama Juice Bar
- Simply Sweet Cupcakes
- Southern Glazers

- Stregare Bakery
- Store House Market & Eatery
- Sugar Shack Bastrop
- Tough Cookie Bakery
- Tracy's Drive-In Grocery

Attendance for this year's Table on Main was set at 160 seats which was based on kitchen capacity for participating Downtown Businesses that have open dining the night of the event. Three sponsorship levels were sold for the event at \$2,500, \$2,000, and \$1,400. All of which included 8 tickets or a full table to the event. Fourteen table sponsorships were sold, leaving 48 tickets available for the community. The event sold out within a week of opening individual ticket sales.

Over \$10,000 beyond costs was raised

from ticket sales and sponsorships.

This money is placed into the Main Street Program's Designated Fund for Downtown Beautification to be used on future projects.

Because of the success of the event which was documented in a quarterly report to the Texas Main Street Program, Downtown Bastrop was asked to present at the 2022 Main Street Manager Retreat in Victoria, Texas on August 16, 2022 on fundraising and partnerships.

Next year's Table on Main event will be on Sunday, April 23, 2022. Based on feedback from participating restaurants, the Table on Main committee is discussing expanding the event to add an additional 40 tickets and slightly adjusting event hours to promote more time for dancing.

FOUR POINT APPROACH

Lost Pines Christmas

Lost Pines Christmas is a season full of Downtown Festivities the entire holiday season beginning the last week of November and the entire month of December. Some events this season included pictures with Santa at Sugar Shack; Events on Main's Mr. & Mrs. Claus and their Market Elves Day; Brunch with Santa at Piney Creek Chop House; gingerbread house decorating at the Bastrop Public Library; and many more events. Downtown Bastrop promoted these events on its social media and newsletters.

Main Street began the season on Saturday, November 27, 2022 with Wassail Festival. Although a rainy day, Wassail Fest continued with a competition among participating shops, artisans, bars, and restaurants for Bastrop's best house wassail recipe. Fifteen Downtown Bastrop businesses participated in the day. Community participants were asked to sample and #shopsmall during the festival and vote for their favorite recipe for the coveted 2021 Wassail Fest People's Choice Award. This year's winners were Store House Market & Eatery (restaurant) and The Bridges Building (retail).

Live music was provided by the Chris Rybak Polka Band which was located inside of 602 Brewing Company due to the rain but amplified throughout Main Street. The 2023 Wassail Festival will be on Saturday, November 26 and the Terry Cavanagh and Alpine Express band has already been secured.

The 2021 Downtown Open House: Candy Cane Lane event was held on Saturday, December 11, 2022. Candy Cane Lane was Downtown Bastrop's spin on the iconic Candy Land game. Visitors were encouraged to get at least 10 stamps from the 19 participating

businesses for a chance to win a gift card to finish some last minute Christmas shopping.

The same evening was the Lost Pines Christmas Lighted Parade through Main Street. The parade had over 100 entries. Recent cell phone data reports provided by The Retail Coach indicates that over 14,200 customers were in Downtown Bastrop on Saturday, December 11, 2022, with only 33% of customers having a Bastrop zipcode (78602).

For the Lost Pines Christmas Season, the Retail Coach estimates a total 110,000 customers visited Downtown for a total of 235,000 visits, with a large majority staying over 150 minutes.

Bastrop Juneteenth Celebration

The Juneteenth Committee hosted its annual Juneteenth Celebration with events in Downtown Bastrop the weekend of June 17 and 18, 2022. The event included an annual recognition dinner and dance at the Bastrop Convention Center and a parade and street dance the following day on Main Street.

The Main Street Program worked closely with the Juneteenth Committee to push out information to the District about the event through newsletters and printed notices. The program also sent out a training video through its newsletter on "How to Maximize your Business during Special Events."

It is estimated at about 1,500 people enjoyed Downtown for the Street Dance.



2021 Lost Pines Christmas Lighted Parade participant dancing down Main Street in a lighted shawl made to look like wings.



Photo top right

Veteran's Day Car Show attendee admiring one of the many classic cars parked in the District on Saturday, November 13, 2021

Photo bottom right

A photo of the Peterson Brothers performing at Bastrop Music Festival.

Veteran's Day Car Show

The 15th Annual Veterans Car Show Weekend, also known as "Heroes and Hotrods", was on Friday, November 12 and Saturday, November 13, 2021 in Downtown Bastrop. The event began with Cruise In at 4 p.m. on Friday, November 12. On Saturday, the Car Show included a Veterans March and Tribute Retired Army Lt, Colonel Willie Pina organized the military veteran's recognition and awards ceremony.

This year, the Bastrop Area Cruisers expanded the event area allowing for more vehicle participation. Over 400 cars registered for the event with additional cars parked outside of the event area. Proceeds from the event went to support Veteran Organizations, Bastrop High School Auto Tech Scholarships, and other local charities.

The cell phone data report from the two days indicated that 16,600 customers were on Main Street making 18,900 visits. Customers

having a Bastrop zipcode (78602) were 36.71%.

The 2022 Veteran's Day Car Show will be November 11 and 12 with the cruise in on Friday evening with the event and award ceremony on Saturday.

Bastrop Homecoming and Rodeo

Bastrop Homecoming and Rodeo, hosted by the Bastrop Homecoming Committee, is always the first full week of August, so this year's event was August 3 through 6, 2022. The event is prominently held at Mayfest Park, but on Saturday visitors and residents line Main Street for the Homecoming Parade at 10:00am. Data shows that over 5,000 people attended the event for a total of 7,100 visit.

Next year's event will be August 2 through 5, 2023.

Bastrop Music Festival

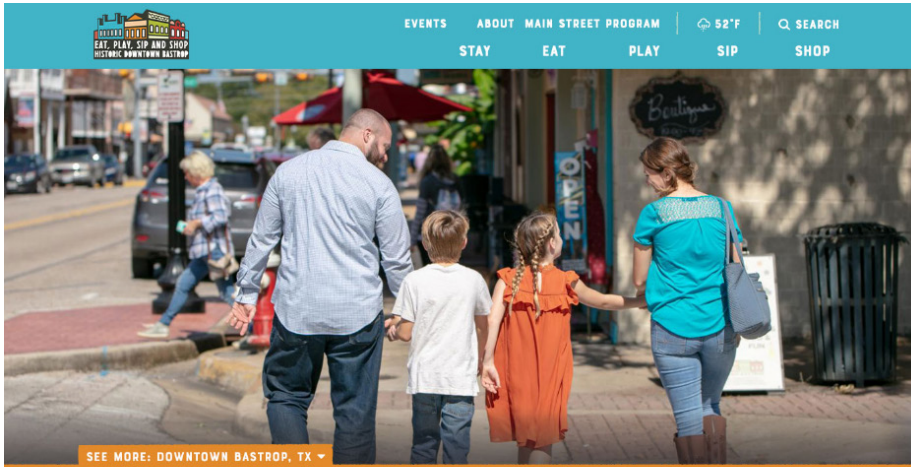
The third annual Bastrop Music Festival was September 23-26, 2021 in Downtown Bastrop. There were over 40 shows by artist in a variety of genres. Performances were located at 10 venues throughout downtown. The event also featured a raffle for a one-of-a-kind Bastrop Music Festival wrapped guitar.

The 2022 Music Festival was on September 22-25, 2022. Over 40 performances have been locked in with 11 venues.

For more information about Bastrop Music Festival, go to www.bastropmusicfestival.com.



FOUR POINT APPROACH



DOWNTOWN BASTROP

Even today the lovely Texas town of Bastrop retains its historic charm: charming brick storefronts line the streets, artisans and artists display their handcrafted wares, and local chefs crisp chicken-fried-steak and catfish to perfection. Visit [Downtown Bastrop](#) for a taste of down home Texas—past and present.

Perfectly positioned along the banks of the Colorado River, cozy downtown Bastrop offers something for everyone. You can window-shop in any number of Bastrop's boutiques and [shops](#) before pausing for some much-needed [comfort food](#). Marvel at stunning art in one of the city's many [art galleries](#) before admiring the city's 19th century architecture. Whatever your fancy, you'll be met with Bastrop's famous Texas hospitality wherever you go.

Make your first stop in downtown Bastrop the [Bastrop County Museum and Visitor Center](#). Located in an old fire and police station from the 1930s, the museum offers opportunities to learn about one of the most historic towns in Texas. Here you can observe all kinds of artifacts and exhibits that tell the story of Bastrop's beginnings, participate in a scavenger hunt designed for youngsters of all ages, and get detailed information about all that Bastrop has to offer.

No matter what you're in the mood for, downtown Bastrop has everything to offer. From engaging history, charming shops, and [sophisticated restaurants](#), downtown Bastrop is a remarkable retreat from the everyday.

[Click here](#) to learn more about what is happening in Downtown Bastrop.

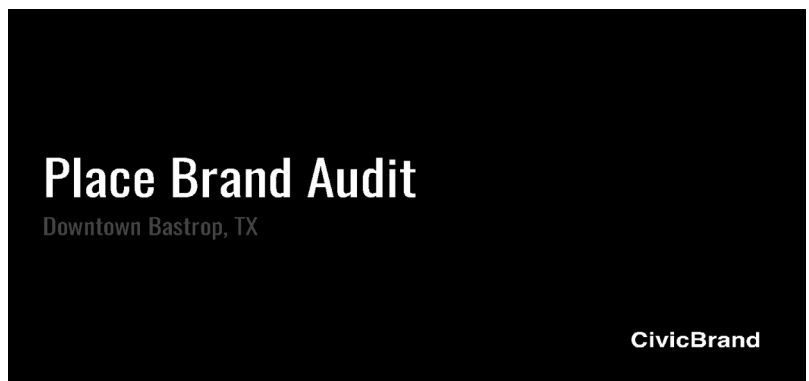
Place Brand Audit

The Program began working with CivicBrand on a place brand audit of Downtown Bastrop. CivicBrand works directly with cities and downtowns to develop and implement branding, engagement, placemaking, and destination marketing strategies. The group also works with architecture and planning consultants to develop branding and public engagement strategies for a variety of planning projects.

CivicBrand began its place brand audit with a two-day visit to Downtown Bastrop on June 22 and 23, 2022. The group met with Bastrop stakeholders, partners, and city staff to get feedback from the community through various evaluations and round table discussions. A place evaluation was given to all partners that included a ranking section about the overall attractiveness, maintenance, and access to downtown. It also had a short answer section with questions like, "What changes would you

make in the long term that would have the biggest impact?" The team included explore Bastrop, Visit Bastrop, Main Street Advisory Board, Cultural Arts Commission, and business owners.

The next steps for the process is for the Main Street program to design and implement a coordinated downtown map to fit inside the larger Visit Bastrop guide (when appropriate); create and implement a 3-month social media strategy for Downtown; create a placemaking strategy that can be utilized for future master plan; and downtown microsite in partnership with Visit Bastrop.



COLLABORATIVE MARKETING

Visit Bastrop

This year the Main Street Program has been working with Visit Bastrop to develop a Downtown Bastrop Microsite on the Visit Bastrop Website. The photo to the left is a mock up of what the microsite will look like. The program is working with Visit Bastrop to build out experience tabs — "Stay, Eat, Play, Sip, and Shop" with a detailed list of downtown experiences to correlate. The site will also have a downtown events calendar for browsers to view.

This year, the program has also been working with Visit Bastrop to promote its extranet portal where businesses can edit information and add events to the Visit Bastrop website. The Main Street Program promoted training opportunities on the extranet portal through its Downtown Business Newsletter by sending out information on a live webinar and sending the recording out after for businesses who could not attend. The training video is also on the Main Street Program's resource page on its website.

Promotion of Businesses and Assets

The Main Street Program continues to promote downtown businesses on the Downtown Bastrop Facebook page. The Program has been working to develop a Main Street blog beginning in October 2022. The blog will feature information about downtown businesses, sponsors, board members, Main Street Program updates, Main Street Events, and more. These blogs will be housed on the Main Street Program website and shared on social media and Main Street newsletters.

In October 2021, the Main Street Program began using integrated emails in Constant contact which provides detailed data analytics such as open rate and click rate. This transition has allowed the program to create a more uniform Main Street Newsletter. Through Constant Contact, the program has created a Listserv sign up link, which is housed on the Main Street Program's website, so that anyone can sign up to receive notifications from the Main Street program.

The newsletter features Main Street Academy training resources, Small Business Resource Information, road closures, Sign Code updates, important meetings, events, partnership opportunities, and more. The

Main Street Program also heavily promotes the City's Assets (Bastrop Opera House, Bastrop County Museum and Visitor Center, and Lost Pines Art center) through its newsletters.

In June, the Community Engagement Department developed a community engagement newsletter through Constant Contact. This newsletter highlights many events downtown and also features City Asset programming. The newsletter began as a quarterly newsletter but will be transitioning to monthly beginning October 2022.

The Main Street newsletter is utilized to communicate to businesses in the District

while the Community Engagement Newsletter is outward facing for the public.

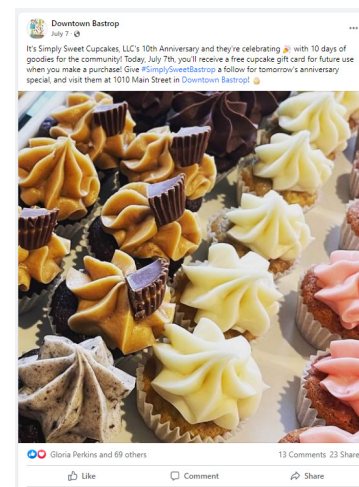


Photo top right
Downtown Bastrop Facebook Post for Simply Sweet's 10-year anniversary promotions.

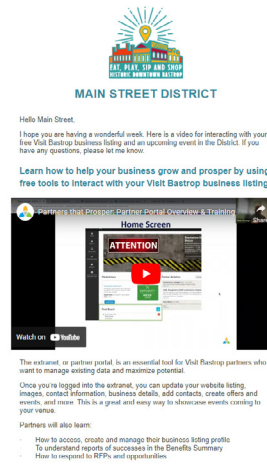
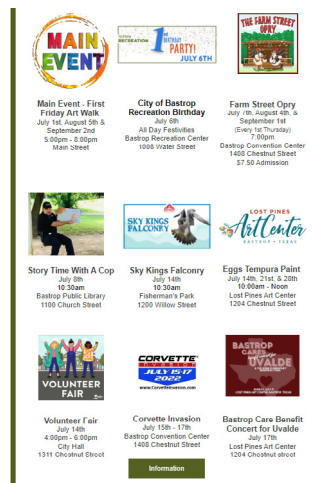


Photo bottom left
Snapshot of the Community Engagement Newsletter highlighting Downtown events and Community Asset Programming.

Photo bottom right
Snapshot of the Main Street District Newsletter with a Main Street Academy training video.

Communication and Engagement Data				
	Q1	Q2	Q3	Q4
Downtown Bastrop Facebook Analytics				
Posts	32	21	31	27
Reach	57K	21K	29.4K	18.3K
Top Post Engagement Numbers	Christmas Tree Lighting —7.9K	Pete & Sons Shoe Repair Bus. Spotlight —5.4K	Easter in the Park —8.9K	Homecoming & Rodeo Post — 5.3K
Newsletter Analytics				
Main Street Contacts	155	252	261	262
Main Street Open Rate	49%	54%	54%	51%
Community Engagement Contacts	-	161	238	346
Community Engagement Open Rate	-	72%	67%	64%

DESIGN

“Design means getting Main Street into top physical shape and creating a safe, inviting atmosphere. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements.

— Revitalizing Main Street: A practitioner's guide to commercial district revitalization

PARKING LOT REBRAND



Parking Map Brochure

Downtown Bastrop's new Parking Map Brochure identifies the City's bird-branded parking lots and street parking to guide residents and visitors to available parking areas.



Parking Lot Flags

To distinguish parking lots, each City parking lot has been branded with a unique bird name to honor Bastrop's Bird City Designation.



"P" Sign Resurfacing

The design committee stripped the old, cracked "P" parking signs for each lot. The signs were painted and resurfaced by a downtown business.



Parking Lot Map

The last project for the parking lot branding is to redesign and resurface the parking maps. The committee is finalizing the design.

BASTROP IN BLOOM

Bastrop in Bloom is a new program, where 11 large self-watering planters will be placed throughout Main Street. The board has partnered with the Bastrop County Master Gardener's Association to select seasonal flowers for the planters. This partnership will promote the Master Gardener's initiatives as well as showcase native and bird-friendly plants in the district.

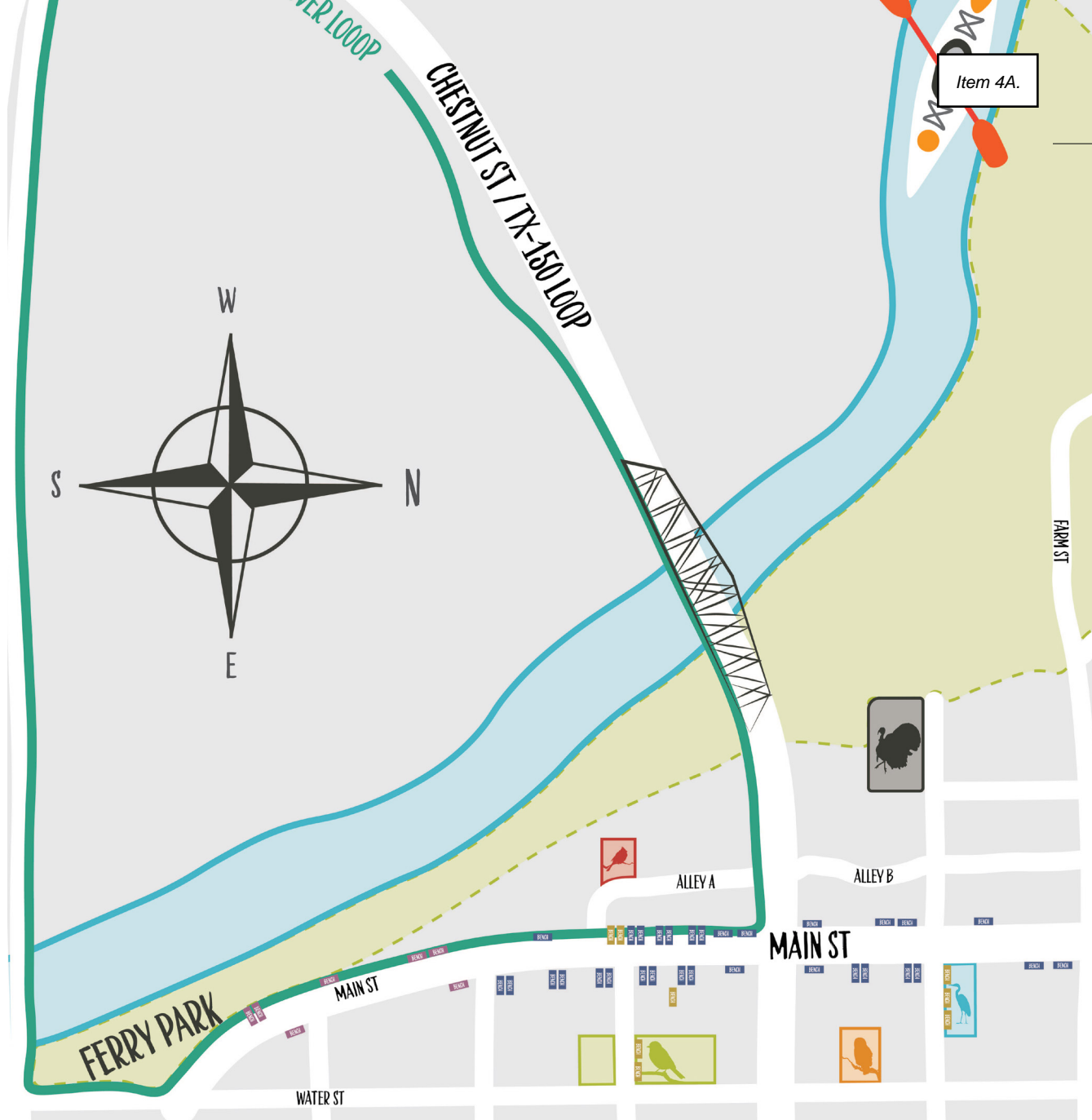


The planters will be placed downtown in late September. The initial phase of the planters will be placed on Main Street from Farm Street to Walnut Street. The board intends to implement additional phases of the program.

HERITAGE BENCH PROGRAM

The Heritage Bench Program began in 2021 after the Main Street Rehabilitation Project. Seven heritage benches were already previously placed on Main Street before the rehabilitation project. The Main Street Program placed an additional 24 benches along Main Street selling sponsorships to cover the bench costs.

This year, the Program began phase 2 of the program that includes the addition of 7 benches along Main Street from Walnut Street to Ferry Park. The benches have already been placed with the



Photos top right

Graphic shows Heritage Bench locations for Phase 1, 2, and 3 along with the newly rebranded parking lot locations. Phase 1 is indicated in blue, phase 2 is indicated in purple, and phase 3 is indicated in green.

Photo bottom right

Picture of a Heritage Bench located in front of 931 Main Street.

exception of two benches that need a cement slab poured. These benches are eligible for sponsorship, but first preference will go to individuals who are on the Heritage Bench waiting list.

Phase three benches have also been ordered and will be ready for placement at the end of September at various locations along Spring Street and Main Street. Individuals who are interested in joining the wait list can request a Heritage Bench Program application through the Main Street Program by contacting Candice Butts at cbutts@cityofbastrop.org.



TV 91



HAYSEL ST



Photo top left

A picture of what the new dual recycling cans look like that will be placed in the Main Street District.

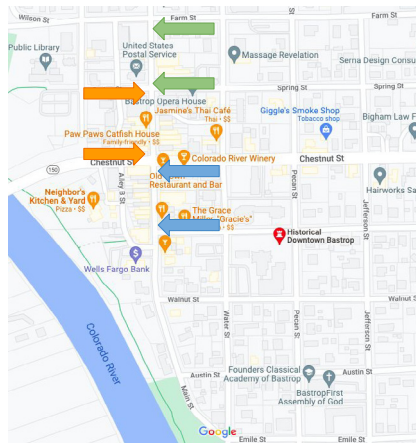
Photo bottom left




Main Street Crosswalk Mural Project installation locations and schedule for the next three years.

Photo top right

Temporary crosswalk mural at the 2019 Summer in the City as a visual for future beautification projects in Downtown Bastrop.

Bastrop Crosswalk Locations + Schedule:



-  2022: Main Street at Spring (South crosswalk) and Main Street at Chestnut (North side)
-  2023: Main Street at Chestnut (South side) and Main Street at Pine Street
-  2024: Main Street at Spring Street (North crosswalk) and Main Street at Farm Street (South side)



CROSSWALK MURAL PROJECT

The Main Street Advisory Board has created a Crosswalk Mural Program along with an art call for the installation for crosswalk murals along Main Street. The project will begin with two crosswalks on Main Street at the intersections of Chestnut Street and Spring Street. The deadline for the art call is September 9, 2022, and the Artist will be selected at the September 14, 2022 Main Street Board Meeting. Installation for the project will be in conjunction with October’s First Friday Art Walk Festivities on October 7, 2022.

This will be the first phase of the project. The goal is to install two to three crosswalk murals for the next three years for a total of 8 crosswalk murals. Crosswalk murals typically last between two to three years, so in FY2026, the board will revisit the Phase 1 crosswalks to update the designs.

The mural theme is “Uniquely Bastrop” – Crosswalk art should

maintain and enhance our historic community feel by leveraging the unique combination of community, parks, cultural and recreational assets that make Bastrop a special place to live and work.

There is a budget of \$2,000 for each mural for artist compensation and supplies not provided by the Main Street Program. Sherwin-Williams generously donated supplies for this project.

NEW BRIDGE FLAGS

The Old Iron Bridge Flags were updated this year. The flags were doubled with two flags per pole and 30" X 90" flags were hung instead of the previous smaller sized flags. These design changes add a visual impact for travelers crossing the bridge.

The new flags were double layered and binded to provide more support due to the high winds of the bridge. As you travel toward



Main Street over the bridge, the flags read "Explore Historic Downtown Bastrop." As you are leaving, they read "Y'all come back again." The additional flags include the "Eat, Play, Sip, Shop" wording with respective icons along with a Riverfront directional flag.

DOWNTOWN RECYCLES PROGRAM

The Downtown Bastrop Recycles program was developed, and its objectives focus on litter prevention, waste reduction, and promoting recycling awareness. The Main Street Program ordered 22 dual recycling cans that will be placed along Main Street.

A QR code will be placed on the receptacles that directs to scanners to a recycling resource page on the City's website. Recycling reminders and information will be promoted on the Main Street

Newsletters quarterly as well as monthly social media posts. The dual recycling cans will be delivered around late September or early October and paid for through the Designated Revenue Fund.

Main Street will set out the cans in October in preparation for National Recycling Day on November 15, 2022.



ECONOMIC VITALITY

“Economic Vitality strengthens the community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skills of business people, and attracting new businesses that the market can support.

— Revitalizing Main Street: A practitioner's guide to commercial district revitalization

BUSINESS SUPPORT

Business Resource Library

A resource library has been developed on the Main Street Program's website that houses resources from the Governor's Office, Main Street Academy training videos, past newsletters, market analysis data, downtown parking information, and Bastrop Chamber of Commerce scholarship information.

Main Street Academy

The Main Street Program reinvented its Main Street Academy Program to virtual videos that are sent out through the Main street District's newsletter.

This strategy gives the businesses flexibility to watch the trainings and complete supporting documents at their own pace. This year's topics include: a staff that stays, low cost marketing, Online Marketing Fundamentals (3 part series), creating year-over-year growth in profit, making events profitable, and Canva 101 training. The trainings are permanently housed on the Main Street Program's website under the resource tab, so businesses can access them.

scholarship or participate in trainings.

Main Street businesses contact the Main Street Program if interested in attending a Chamber of Commerce training, and the City representative will register the business for the training. The business must be in good standing with the City of Bastrop with respect to taxes, fees, loans, building and fire codes, or other obligations to the city.

Failure to attend the training would result in suspension of future scholarship opportunities for that business. The scholarship application is housed on the Main Street Program's website under the resource tab. It is also sent out to the Main Street District along with information about current chamber training opportunities.

Small Business Saturday

The 2021 Small Business Saturday was November 27, 2021. Each year the Main Street Program hosts Wassail Fest on Small Business Saturday to expand the days festivities. The Main Street Program also does additional business support programs that week to show the District businesses support and appreciation.

This year Main Street and EDC branded shopping totes were distributed to all businesses in the District with Small Business Saturday promotional materials provided by American Express, Main Street coffee mug, thank you note, and promotional information for upcoming events. Businesses participating in Wassail Fest received additional bags to distribute to customers who made purchases throughout the day.

This year's Small Business Saturday is November 26, 2022. The Program will host Wassail Fest again and is planning a "Small Business Season" campaign, which will focus on shopping small for the holidays. The campaign will run in November and December.

Bastrop Chamber Training Scholarship Policy

The City of Bastrop Main Street Program provides scholarships to business owners and entrepreneurs in the Main Street District to cover the cost of registration for classes and training offered through Bastrop Chamber of Commerce. The business does not have to be a member of the Chamber of Commerce to receive the scholarship or participate in trainings.



The City of Bastrop Main Street Program provides scholarships to business owners and entrepreneurs in the Main Street District to cover the cost of registration for classes and training offered through the Bastrop Chamber of Commerce. The business does not have to be a member of the Chamber of Commerce to receive the scholarship or participate in trainings.

Main Street businesses should contact the Main Street Program if interested in attending a Chamber of Commerce training, and the City representative will register the business for the training. The business must be in good standing with the City of Bastrop with respect to fees, building development, and fire codes, or other obligations to the City.

Failure to attend the training(s) will result in suspension of future scholarship opportunities for that business.

Application form fields: Business Name, Name of person(s) attending training, Business address, Phone, Email, Name of training(s), Applicant signature/date

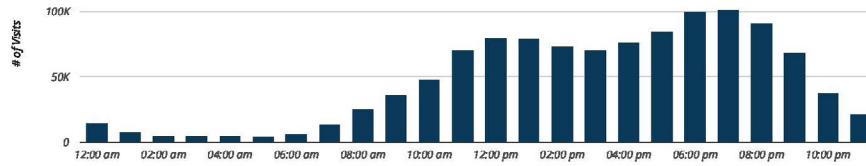
Email completed form to: cbuffa@cityofbastrop.org

FOR CITY OF BASTROP USE. Includes checkboxes for Approved/Disapproved, Scholarship Amount, and fields for City of Bastrop Representative and Date.

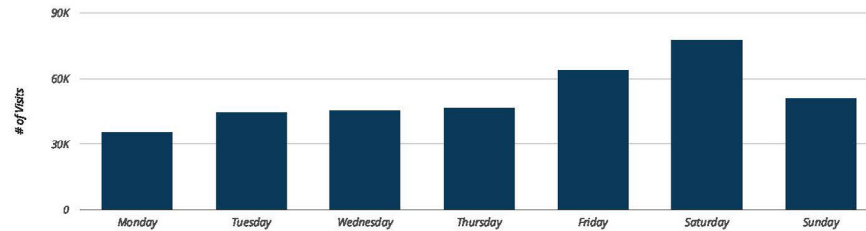
Downtown Bastrop • Mobile Data Analysis

Bastrop, Texas • April 1, 2022 - June 30, 2022

Hourly Visits



Daily Visits



Convention Center Hotel

In 2015, the City of Bastrop contracted for an assessment of the Bastrop Convention & Exhibit Center. The report, conducted by Harde Partners, LLC, states that the lack of an adjoining hotel was a hindrance to the Convention Center performance. In the 2017 contract with the City of Bastrop, DP Consulting stated that there was market justification for a 120+/- room hotel to be built on the site next to the Convention Center.

In 2021, the task of overseeing the Convention Center was combined with Main Street into the Community Engagement Department with the reorganization. Through the City Council's focus on Economic Vitality, staff is tasked with creating sustainability through enhancing public/private partnerships and through Fiscal Responsibility, maintaining our fiduciary duty of full utilization of the City asset of the Convention Center. To this end, the City drafted Project Guiding Principles and received unsolicited proposals from developers for the possibility of building a boutique hotel attached to the Convention Center, thus transforming Chestnut Street and the central corridor of the Main Street

District. In July 2022, the City of Bastrop signed a Letter of Intent with Sunway Hospitality to begin the formal negotiation process of entering into a private/public partnership to develop a hotel.

BUSINESS RECRUITMENT

Market Analysis

Main Street contracted with the Retail Coach to perform a market analysis on Downtown Bastrop. The report uses mobile data to analyze trends and provide a snapshot of the economic impact of the district.

This data will be utilized to educate the Main Street Advisory Board and Downtown Businesses on peak business hours, the ideal Bastrop customer, and discover customer interests to expand the downtown businesses to keep customers in Downtown Bastrop.

The Retail Coach will be presenting the Market Analysis to the Main Street Board on September 20, 2022 at the Main Street Board Retreat. An informational networking meeting with Downtown Business owners

and stakeholders will be scheduled in Fiscal Year 2023 to present the data and strategies on how to maximize on the data.

The Retail Coach along with CivicBrand have identified a list of ideal business types that Downtown Bastrop could acquire in order to keep residents and visitors shopping Downtown rather than venturing out of the District. The Retail Coach has a data base of successful, small businesses that have the potential to expand to other cities.

The Main Street Program met with the Retail Coach in August to discuss the list of potential businesses, and to start, the representative is reaching out to 10 potential businesses about expanding to Downtown Bastrop. Some potential business types identified are an outfitter store, coffee shop, men's clothing shop, pet store, meat market, and diverse restaurants. The list of potential businesses was pulled from Bastrop shopping trends when outside of the City.

The Retail Coach team and Main Street team will work together to encourage these businesses into open a location in our Downtown.

JANUARY 2021 -
DECEMBER 2022
MOBILE DATA
ANALYSIS

258.8K Customers
1.43M Visits

The estimated number of customers refers to unique visitors. The estimated number of visits refers to total visits, whether they are single visits or repeat visits. These estimates are reflected in a cell phone data report provided by the Retail Coach.

BASTROP
CUSTOMERS
78602 ZIPCODE

11.50%

113

AVERAGE STAY
MINUTES

12

NEW BUSINESSES

5

BUSINESSES EXPANSIONS

SEPTEMBER 2021-
AUGUST 2022
3RD QUARTER

270.8K Customers
1.54M Visits

BASTROP
CUSTOMERS
78602 ZIPCODE

11.20%

113

AVERAGE STAY
MINUTES

11

NEW BUSINESSES

1

BUSINESSES EXPANSIONS

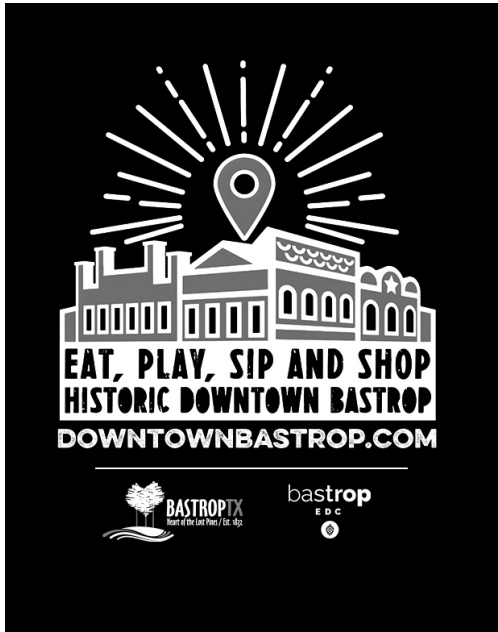
10%

VACANCY RATE
AS OF JULY 2022

To accurately measure Main Street's impact on the economic growth of the commercial district, the building vacancy rate is now being calculated. This data will calculate the total number of storefront or office spaces in the district then determine how many are occupied. These rates should be tracked to determine real estate trends. Due to the size of the Main Street District and low Certificate of Occupancy percentages, calculating the vacancy rate is an enormous task that is calculated to the best of our ability.

BUDGET

Main Street Budget		
	FY 2022	FY 2023
HOT Funds	\$229,467	\$258,830
Sponsorships	\$26,600	\$35,000 estimated
BEDC	\$50,000	\$50,000
Total Budget	\$306,067	\$343,830



ALLOCATION OF EDC FUNDS PER BOARD REQUEST:

Promotion

- General Promotions— \$8,650
- Sponsored Events —\$30,600
- The BEDC was included as a top sponsor on all Main Street hosted events.*

Economic Vitality

- Business Development and Support — \$10,750

FY23 PROJECTS

ORGANIZATION

- Promotion and placemaking of Downtown through the Cultural Arts Commission's Mini Grant Program
- Contract with Civic Brand to further build out the Downtown Bastrop Microsite on the Visit Bastrop website
- Continued partnership with the Master Gardener's Association through additional Bastrop in Bloom phases
- New annual sponsorship packages
- Sponsorship of Phase two and three benches
- Volunteer and sponsor reception
- Main Street Board Retreat

PROMOTION

- Main Street Manager Blog
- Social Media Study and Plan
- New Resident Bags
- Table on Main
- Lost Pines Christmas
- Creation of a coordinated Downtown Map to fit inside the larger Visit Bastrop guide

DESIGN

- Installation of the first phase of the Main Street Crosswalk Mural program and begin phase two to be installed in FY24
- Development of a Downtown Bastrop Placemaking Plan
- Downtown Recycling Program
- Pocket Parks
- Phase two of the Bastrop in Bloom planters

ECONOMIC VITALITY

- Implement a 3-month social media strategy for Downtown and develop a social media plan based off the results
- Convention Center Hotel agreement due diligence and finalization
- Targeted retail recruitment contract
- Business tool kit
- Main Street Academy
- Downtown Bastrop market analysis review meeting with Main Street Businesses



**THIS PAGE IS INTENTIONALLY
LEFT BLANK**



**BASTROP MAIN
STREET PROGRAM**

1311 Chestnut Street
Bastrop, Texas 78602

Phone
(512) 332-8862

Phone
(512) 332-8800

Email
cbutts@cityofbastrop.org

Website
www.downtownbastrop.com





ANNUAL MAIN STREET PROGRAM ACCREDITATION x

To: Staff and Boards of Texas Main Street communities

Date:

Report due date:

What is accreditation?

Accreditation is a mark of distinction within designated Main Street communities (*Designated* communities include both accredited and non-accredited communities within our Main Street network.) ACCREDITED communities have worked to meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts.

The performance standards upon which accreditation is based fall into SIX broad categories:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

What is the review process?

Once you have submitted your self-evaluation and 4th quarter Reinvestment Report, state staff will review your submissions along with your other quarterly reports, and recommend YES or NO for accreditation. These recommendations will be sent to Main Street America. Note that you need to your Main Street America membership needs to be current in order to be eligible for accreditation. Cities will be notified of their accreditation status in the spring.

What about my 4th quarter report?

Due to this end-of-year reporting, a 4th quarter activity report is *optional*. However, year-end/4th quarter *Reinvestment Reports* are required – and due January 10, 2022.

Additional Submission Requirements

1. **Work Plan** - Please submit your 2022 work plan with this self-assessment OR indicate that you will be submitting the work plan by the end of January.
2. **Organizational Chart** – This year, instead of submitting a salary survey or financial incentives questionnaire, we are asking that you submit an organizational chart that demonstrates who you report to and how your Main Street program fits within city structure (see attached example.) If your org chart has names on it, that's fine – but names are not required.

Submission Checklist

City: Bastrop

WORK PLAN

- I am submitting a work plan for 2022 *OR*
- We have not completed our work plan but will submit ours by Jan. 30, 2022

SELF-ASSESSMENT

- I have completed this self-assessment in concert with my entire Board *OR*
- I have completed this self-assessment in concert with my Board President only

ORGANIZATIONAL CHART

- I am submitting an org. chart that demonstrates how my position fits within the city structure.

DESIGN PROJECTS

- As evidence of our achievements in Standard V (Preservation-based economic development) I am submitting several examples of design projects/building improvements that were completed in 2021, with before/during/after images and a brief description of the work. These could be projects previously submitted in your Q1-Q3 reports, or projects completed in this 4th quarter.

COMMITTEES

So that the Texas Main Street staff can better understand how your program operates, please tell us which committees you have:

- Design Committee
- Organization Committee
- Promotions Committee
- Economic Vitality Committee
- Other (please specify): _____
- Other (please specify): _____
- Other (please specify): _____
- Other (please specify): _____

How to submit. As in the past, please submit reports electronically via:

1. An **email**, with 'Accreditation Report' and your city name in the subject line *OR*
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us. Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

City: Bastrop

1 = We do not do this.
 2= Marginal performance. We do not consistently do this.
 3 = Average performance. We do this, but there is general agreement improvement is needed.
 4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	
Self-evaluation score, this section	

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner in building a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	
2. Main Street/downtown is a priority of the City.	
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. (<i>Budget detail under Strategy III</i>)	
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	
Self-evaluation score, this section	

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Item 6B.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	
Self-evaluation score, this section	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. <i>(Refer to similar questions under A.)</i>	
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. <i>(Refer to similar question under A.7.)</i>	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	
Self-evaluation score, this section	

***Project profile/narrative..** Please briefly provide at least one example related to an indicator in this section on Broad-based Community Commitment. You can pull the information for this section from your quarterly Activity reports or related to your program's ongoing COVID responses.*

Reflection. As you reflect on your program's success (or struggles) in standard I, please share any observations / comments / concerns / questions you may have.

Item 6B.

STANDARD I TOTAL SECTION SCORE _____

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	
4. Board members are active advocates for the program and the district.	
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	
Self-evaluation score, this section	38

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	

2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	Item 6B.
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	
Self-evaluation score, this section	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. (Note: see related questions under Standard III)	
3. A staff job description is in place that includes clearly defines performance expectations.	
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	
5. There is regular staff communication among staff, board and committees, task forces etc.	
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input type="checkbox"/> Other (please specify): <u>Government Social Media</u>	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 th Q Activity report due to this submission. 4 th Q reinvestment reports due January 10, 2021)	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	

D. Defined mission and organizational foundation. Note: the Work Plan is covered in Standard IV.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	
3. The Main Street organization has by-laws.	
4. Program activities are effectively coordinated.	
Self-evaluation score, this section	

Item 6B.

***Project profile/narrative..** Please briefly provide at least one example related to an indicator in this section on Standard 2 - Active Leadership & Organizational Capacity. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.*

***Reflection.** As you reflect on your program's success (or struggles) in standard II, please share any observations / comments / questions you may have.*

STANDARD II TOTAL SECTION SCORE _____

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

Item 6B.

A. The Main Street Program Has **Diversified Funding Sources**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	
Self-evaluation score, this section	

B. The Main Street Program Has **Sustainable Program Operations**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced attention to all four points.	
2. Work aligns with financial capacity.	
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	
4. The budget adequately covers programming and activity expenses.	
5. The budget adequately covers professional development and training expenses.	
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	
8. For urban non-profits: The MS Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	
Self-evaluation score, this section	

Reflection. As you reflect on your program's success (or struggle)s in standard III, please share any observations / comments / concerns / questions you may have.

STANDARD III TOTAL SECTION SCORE _____

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Item 6B.

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a **Vision** for the future of District and **Defined Strategic Direction** for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	
2. We have up-to-date district market, economic and demographic data.	
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	
Self-evaluation score, this section	

B. Main Street's **Work Plan** is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	
2. We are (<i>please indicate which one</i>) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	
3. Our work plan has activities across all four points of the Approach.	
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard IV, please share any observations / comments / questions you may have.*

STANDARD IV TOTAL SECTION SCORE _____

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

A community's historic buildings and structures are some of its greatest assets and have the power to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public, as well as working with businesses and property owners on appropriate improvements and utilizing the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	
5. We have a design review process that ensures appropriate preservation outcomes.	
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	
12. We are live/public on DowntownTX.org.	
13. We are actively working to become live/public on DowntownTX.org.	
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard V, please share any observations / comments / questions you may have.*

Item 6B.

STANDARD V TOTAL SECTION SCORE _____

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Item 6B.

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President’s Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. ‘Hobby’ businesses have decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	
10. Downtown’s occupancy rate has increased over time, including second floor uses.	
11. Downtown has destination businesses.	
Self-evaluation score, this section	

Reflection. As you reflect on your program’s success (or struggles) in standard VI, please share any observations / comments / concerns you may have.

STANDARD VI TOTAL SECTION SCORE _____

-end-

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD October 12, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, October 12, 2022 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Kari Sneed, Stephanie Lewis, AnneMarie Schindler, and Shawn Pletsch. Also present: City Council Liaison Jimmy Crouch, Main Street Manager Candice Butts and City Manager Syliva Carrillo.

1. **CALL TO ORDER:** At 5:35pm and with quorum in attendance, Jennifer Long called the meeting to order.
2. **CITIZEN COMMENTS:** No citizen comment.
3. **ANNOUNCEMENTS:**
 - a. October 14 - October 30: Misery at the Bastrop Opera House
 - b. October 14: Recreation's Party in Pink in Bob Bryant Park from 4:30pm – 8:00pm
 - c. November 3: Farm Street Opry
 - d. Hopewell Rosenwald 100-year Anniversary Celebration
 - i. November 4
 1. At 7pm the Bastrop Opera House will have a Documentary Screening with Speaker "Rosenwald: The Remarkable Story of Jewish Partnerships with African American Communities" (Free event)
 - ii. November 5
 1. At 10am the Hopewell Rosenwald School will have an open house with outdoor activities.
 - a. At 7pm the Bastrop Opera House will have a live production telling the Hopewell Rosenwald School story through various artist performances.
 - e. November 4: Main Events First Friday Art Walk
 - f. November 4: Youth Advisory Council Mural at 1112 Main Street Ribbon Cutting time is TBD
 - g. November 4: Installation of the Main Street Crosswalk Murals
 - h. November 5: Art Fest at the Lost Pines Art Center from 11am-5pm
 - i. November 5: Movies in the Park: Homeward Bound
 - j. November 11 and 12: Veteran's Day Car Show
 - k. November 26: Small Business Saturday and Wassail Fest from 11am-3pm
 - l. November 26: Christmas Tree Lighting in Fisherman's Park from 6pm - 8pm

4. REPORTS:

4A: Main Street Manager Report: Silver Creek Collections opened in the district. Downtown Association Conference is Nov 1-4th – 2 local businesses are finalists – Awards to be held November 2nd in San Marcos. Storehouse Market and Eatery is a finalist for Best Downtown Business and the Painted Porch Bookshop is a finalist for Best Commercial Interior. The Main Street Program will present to the BEDC on October 17 at 5pm; future discussion on boards budget. Parks and Rec Master plan is set for Council on Oct 25th. Civic Brand (brand

audit) to amp up social media presence on Instagram, and FB, Board may benefit from this info. Décor IQ will begin setting up lights around town in preparation for Christmas

4B. Design Committee Report: Crosswalk murals were presented. Will be painted the first Friday as a live action event.

- Council action on 10/25
- 10/26 Final design and road closure
- Located at Chestnut to Spring
- Each cost \$2K
- “Bastrop in Bloom” Planters are going in the week of Oct 17th. Public Works will be helping with that
- Rotary Bike Racks discussion continues
- Working on Wassail fest signage

4C. Downtown Engagement Committee Report: Potential discussion on sidewalk chalk, art, etc while the street is closed on Dec 10th for Lost Pines Christmas Day

4D. Sponsorship Committee Report: Brochures are ready and were handed out

5. PRESENTATIONS: NONE

6. WORKSHOP:

6A. Phase 3 of the Heritage Bench Program: Staff proposal with locations are available; staff to send a location map

- \$1500 Phase 2

Board requested to turn the benches around at the garden, appears to be facing the wrong way

6B. Main Street Businesses Block Representatives: Grids were discussed and assigned as follows (by block number):

- 1 - Danny
- 2 - Steph
- 3 - Shawn
- 4 - Jennifer
- 5 – Ann Marie
- 6 - Candace
- 7 - Rhonda
- 8 - Keri
- 9 - Sonia

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider action to approve recommendation for installation of two crosswalk murals on Main Street as presented by the Main Street Advisory Board's Design Committee.

- Motion by Steph, seconded by Kerri; motion passed

7B. Consider action to approve the meeting minutes from the September 14, 2022 meeting.

- Motion by Steph, seconded by Kerri; motion passed

- 7C. Future Agenda Items
 - Reconsideration of the 50K budget request
 - Board retreat recap
 - Board meeting – election of officers

8. ADJOURNMENT: The meeting was adjourned at 6:31pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager