

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



July 21, 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. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the 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. Issues may be referred to City Staff 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 to allow a member of the public to slur the performance, honesty and/or integrity of the Board, as a body or any member or members of the Board, individually or collectively, nor any members of the City's staff. Accordingly, profane, insulting, or threatening language directed toward the Board and/or any person in the Board'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

5. **PRESENTATIONS**

- 5A. Receive presentation on the Main Street Program Fiscal Year 2023 Budget.
- 5B. Receive presentation on Committee Work Plans.

6. WORKSHOP

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Discussion and possible consideration for transfer of Table on Main funds to the Main Street Program designated fund.
- 7B. Discussion and possible consideration to fund the Youth Advisory Council's Art Call in the amount of \$10,000 from the Main Street Program's Designated Fund.
- 7C. Discussion and possible action for recommendation to the Mayor to fill Main Street Board vacancy.

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: July 18, 2022 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Rebecca Gleason
Rebecca Gleason, Assistant City Manager



STAFF REPORT

MEETING DATE: July 21, 2022

AGENDA ITEM: 3A

TITLE:

Events in the Main Street District

AGENDA ITEM SUBMITTED BY:

Candice Butts, Community Impact Manager

UPDATES:

Below are events in the Main Street District in July and August:

- July 21 and 28: The Lost Pines Art Center's Eggs Tempura Paint class 10:00am until Noon
- August 2: Back to School Bash from 6:00pm until 9:00pm at Veteran's Memorial Stadium
- August 3 - 6: Bastrop Homecoming and Rodeo at Mayfest Park with parade Downtown on Saturday at 10:00am
- August 4: Farm Street Opry at the Bastrop Convention Center at 7:00pm
- August 5 - 29: The Odd Couple (Female Version) at the Bastrop Opera House
- August 5: Main Event's First Friday Art Walk on Main Street from 6:00pm – 8:00pm
- August 6: Events on Main's Market Days 10:00am until 5:00pm on Main Street
- August 6: Art After Dark 6:00pm until 8:00pm at the Lost Pines Art Center.



STAFF REPORT

MEETING DATE: July 21, 2022

AGENDA ITEM: 4A

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

The Retail Coach Quarterly Data Report: The Retail Coach has begun gathering mobile data from the Main Street District Program area to help us identify customer demographics, length of stay, daily visits, and visitor percentage. I have attached the Q3 report for data from April 2022 – June 2022. The Retail Coach will be gathering additional information on our events. There will be more information to come with a meeting with the Retail Coach to explain the data.





The**Retail**Coach.®

Downtown Bastrop Mobile Data Survey

BASTROP, TEXAS

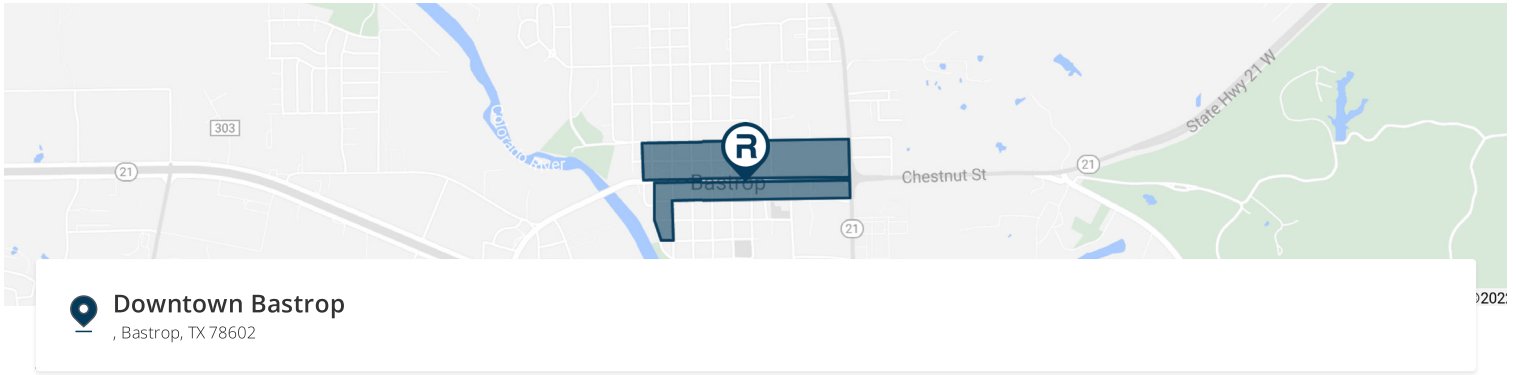


Prepared for The City of Bastrop, TX
April 1, 2022 - June 30, 2022

Downtown Bastrop • Mobile Data Analysis

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

Item 4A.



Metrics

Est. # of Customers

Est. # of Visits

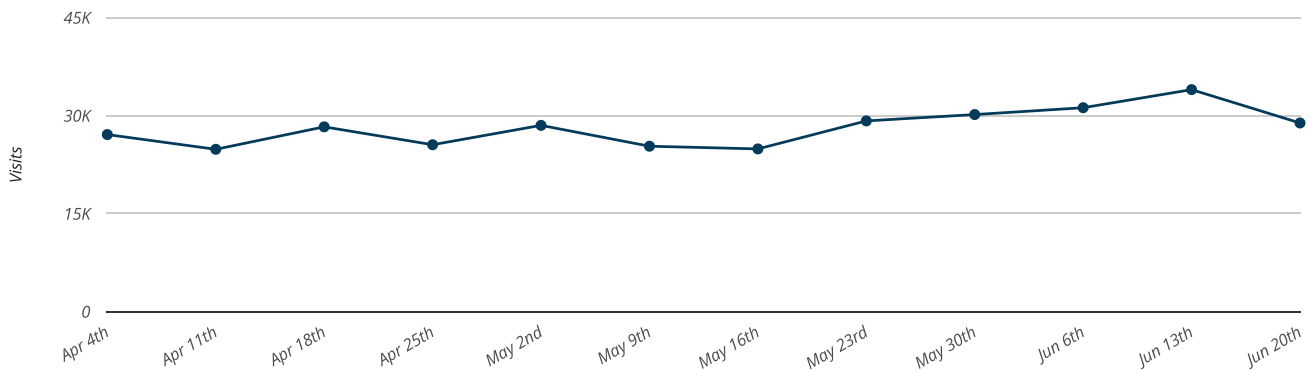
Downtown Bastrop

129.7K

366.1K

Visits Trend

● Downtown Bastrop / Bastrop

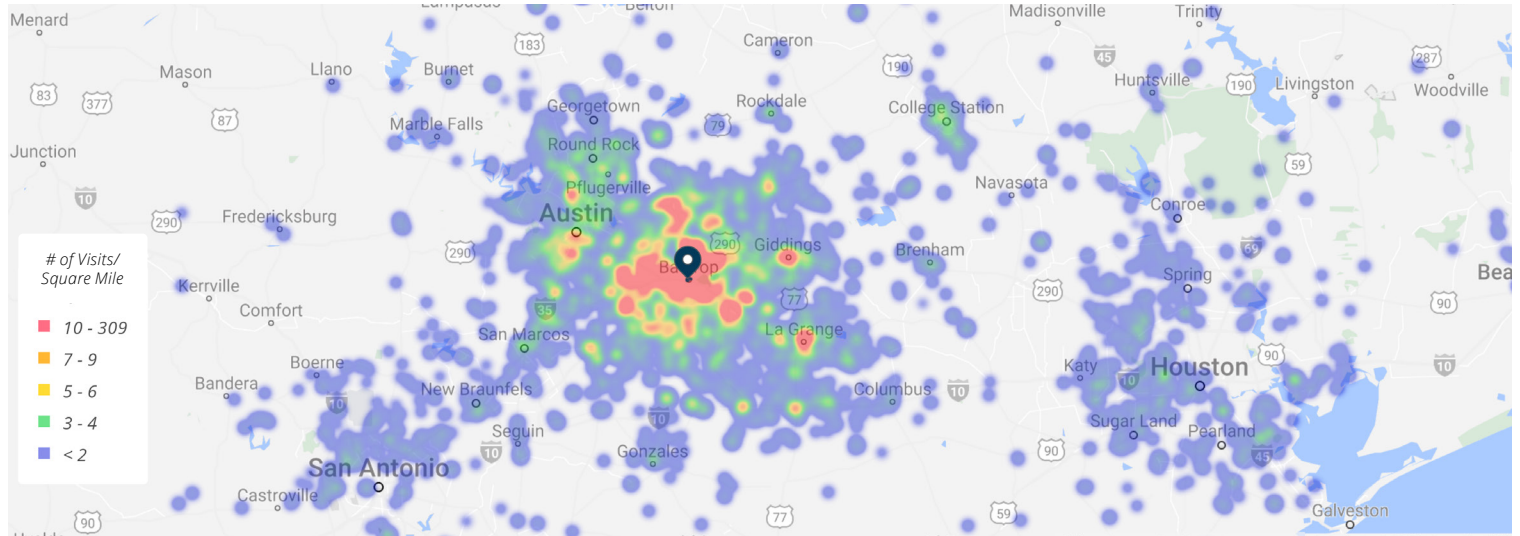


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Item 4A.

Trade Area - Home Locations



Typical Customer Persona

Downtown Bastrop



Ethnicity White
Income \$75K - \$100K

Favorite Places

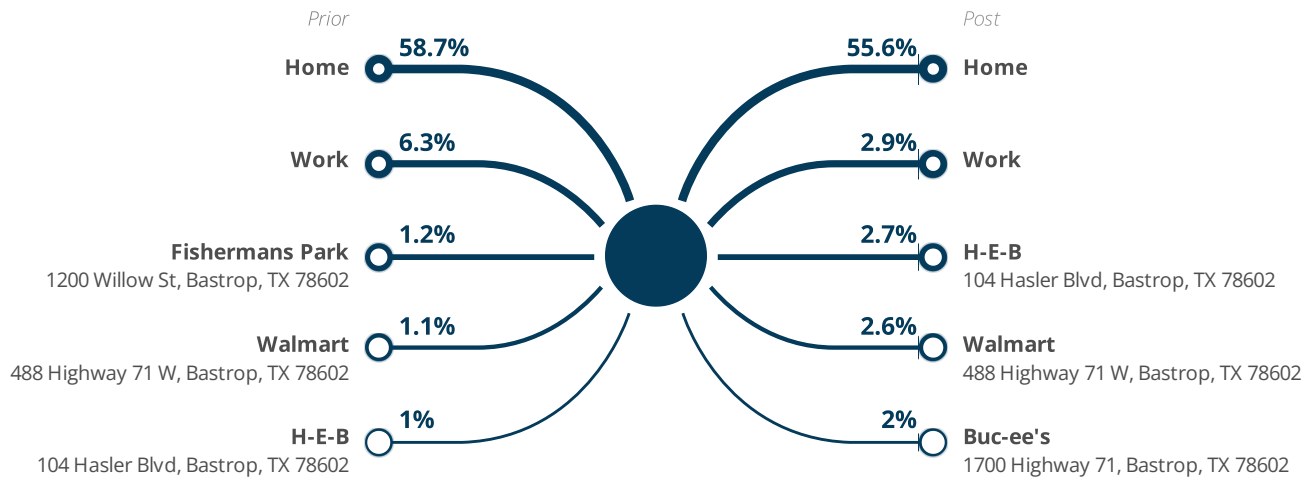
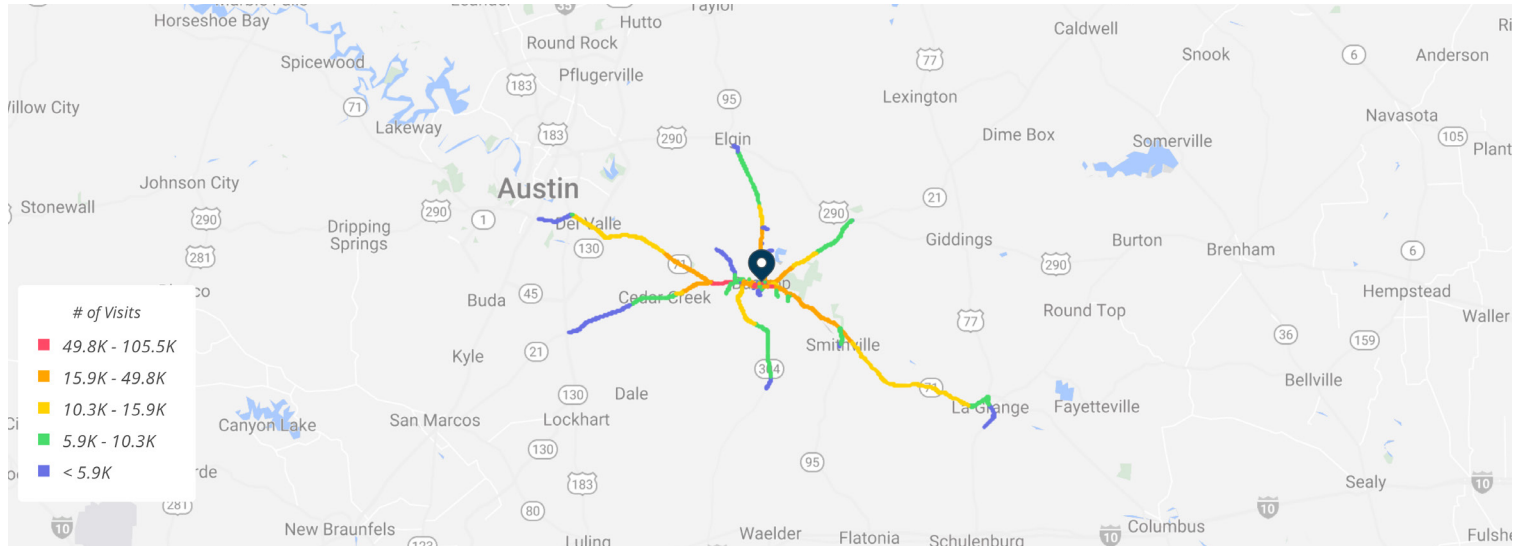
1	H-E-B Hasler Blvd	1.21 mi	57.3K (44.2%)
2	Walmart Highway 71 W	1.21 mi	55.9K (43.1%)
3	Schulman Theatres Lost Pines 8 Chestnut St	0.3 mi	53.9K (41.5%)
4	Buc-ee's Highway 71	0.58 mi	43.7K (33.7%)
5	Shops at 441 HWY 71 W Hwy 71 W	1.1 mi	43.4K (33.4%)

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Item 4A.

Customer Journey

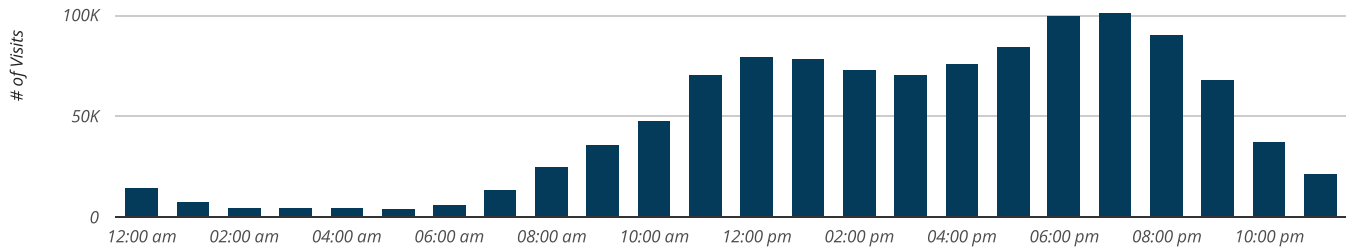


Downtown Bastrop • Mobile Data Analysis

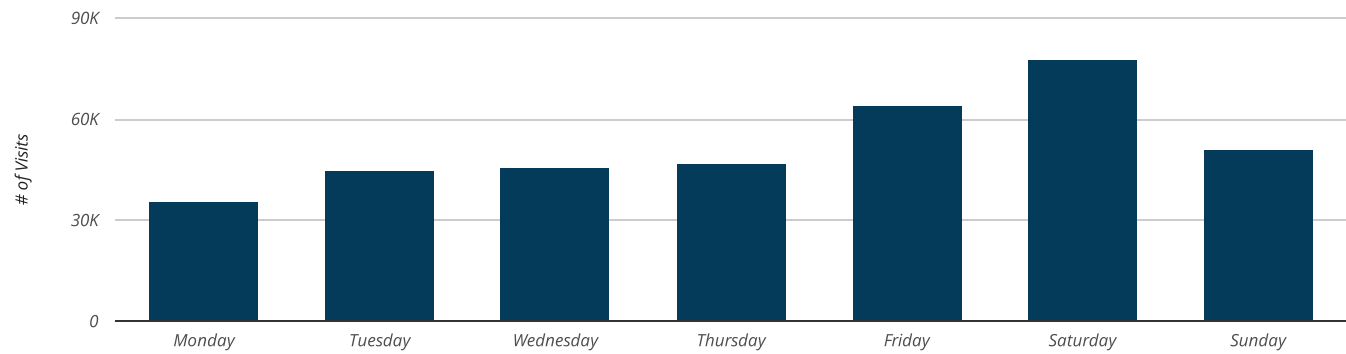
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Item 4A.

Hourly Visits



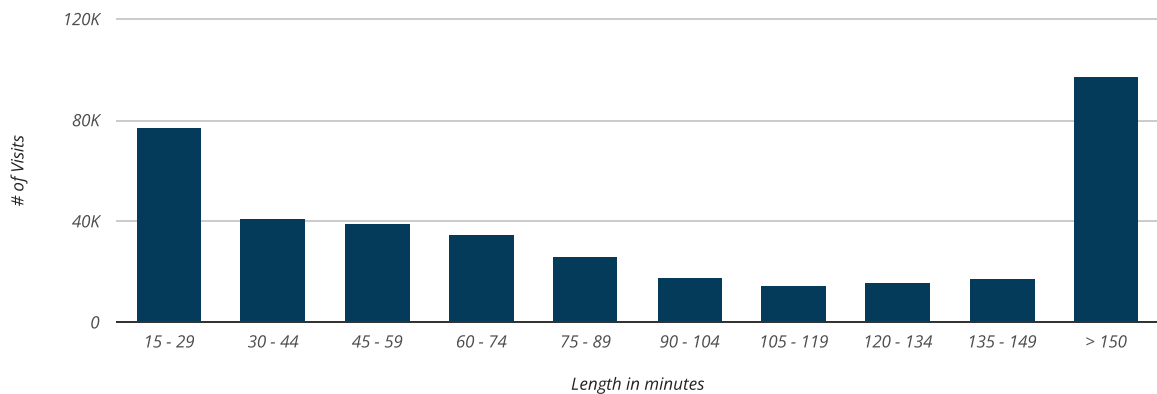
Daily Visits



Length of Stay

Average Stay

116 Min



Downtown Bastrop • Mobile Data Analysis

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

Item 4A.

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Bastrop	TX	78602	20.40
Smithville	TX	78957	5.36
Cedar Creek	TX	78612	5.14
Elgin	TX	78621	5.10
La Grange	TX	78945	3.80
Giddings	TX	78942	2.77
Paige	TX	78659	2.39
Del Valle	TX	78617	1.89
Red Rock	TX	78662	1.66
Lexington	TX	78947	1.38
Mc Dade	TX	78650	1.10
Lockhart	TX	78644	1.04
Schulenburg	TX	78956	1.00
Flatonia	TX	78941	0.99
Austin	TX	78745	0.91
Dale	TX	78616	0.86
Austin	TX	78741	0.74
Kyle	TX	78640	0.63
Manor	TX	78653	0.59
Weimar	TX	78962	0.59
Pflugerville	TX	78660	0.56
San Marcos	TX	78666	0.54
Waelder	TX	78959	0.48
Rosanky	TX	78953	0.48
Austin	TX	78704	0.47
Austin	TX	78749	0.45
Austin	TX	78725	0.45
West Point	TX	78963	0.43
Austin	TX	78744	0.39
Leander	TX	78641	0.38
Gonzales	TX	78629	0.37
Austin	TX	78729	0.34
Buda	TX	78610	0.34
Round Rock	TX	78681	0.34
Brenham	TX	77833	0.34

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Austin	TX	78759	0.33
Round Rock	TX	78664	0.33
Austin	TX	78748	0.32
College Station	TX	77845	0.31
College Station	TX	77840	0.31
Cedar Park	TX	78613	0.30
Austin	TX	78747	0.29
Taylor	TX	76574	0.29
Austin	TX	78723	0.28
Fayetteville	TX	78940	0.28
Austin	TX	78758	0.28
Austin	TX	78746	0.27
Austin	TX	78724	0.27
Austin	TX	78754	0.25
Katy	TX	77450	0.23
Ledbetter	TX	78946	0.23
Columbus	TX	78934	0.22
Round Rock	TX	78665	0.22
New Braunfels	TX	78130	0.22
Austin	TX	78753	0.21
Carlisle	MA	1741	0.20
Austin	TX	78751	0.19
Austin	TX	78739	0.18
Lincoln	TX	78948	0.18
Luling	TX	78648	0.18
Round Top	TX	78954	0.18
Austin	TX	78731	0.17
Austin	TX	78757	0.17
Ellinger	TX	78938	0.15
Caldwell	TX	77836	0.15
Kenedy	TX	78119	0.15
Seguin	TX	78155	0.15
Marble Falls	TX	78654	0.14
Bryan	TX	77802	0.14
Dime Box	TX	77853	0.14

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The **Retail**Coach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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