

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



June 12, 2024

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. MINUTE APPROVAL

3A. Consider approval of May 13, 2024, Meeting minutes-

Submitted by: Elisa Puentes, Community Engagement Exec Admin Assistant

4. ITEMS FOR INDIVIDUAL CONSIDERATION

4A. 2024 Election of Officers:

The duties and powers of the officers of the Board shall be as follows:

Chair: The Chair shall preside at all meetings of the Board; shall communicate to the Board in compliance with the Open Meetings Act such matters and make such suggestions as, in the Chair's discretion, may increase the effectiveness of the Board, and shall perform such other duties as are incident to the office of Chair.

Vice- Chair: The Vice- Chair shall assist the Chair in the executive duties of the Board; shall serve as presiding officer in the absence of the Chair or in the Chair's inability to act and shall perform any and all other duties as assigned by the Chair.

Secretary: The Secretary shall attend all meetings of the Board and produce the official record of the meetings and member attendance; shall be the keeper of the Bylaws of the Board, shall maintain a list of Board members including current contact information, and shall perform any and all other duties as assigned by the Chair or Vice- Chair.

4B. Consider making the following amendments to the Bylaws of the City of Bastrop Main Street Program Advisory Board:

ARTICLE V - ORGANIZATION

(addition) 6. Board members cannot miss more than 75% of the regularly schedule monthly meetings.

ARTICLE VIII - COMMITTEES

(update) 2. In July or August of each year, each standing committee shall develop work plans and formulate priorities for the ensuing year. The Board shall consider and approve such priorities.

4C. Proposal to move MSAB meetings back to the second Wednesday of each month, time to remain at 5:30pm.

5. REPORTS

5A. Report on the Texas Main Street New Manager/Manger Retreat - San Angelo, TX

5B. Attached in the packet is the requested resume for Michaela Joyce.

6. PRESENTATIONS

7. WORKSHOP

7A. Review the new Main Street America Accreditation Assessment and our 2023 Accreditation Scores.

7B. Discuss the proposed Transformation Strategies and Committee Work Plans.

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: 6/7/2024 at 5:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/Michaela Joyce
Michaela Joyce, Main Street Manager

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
May 13, 2024

The Bastrop Main Street Advisory Board met in a Regular Meeting on Monday, May 13, 2024 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Kevin Mawby, Shawn Pletsch, Rhonda Gannon, Kathryn Lang, Richard Smarzik, Shawn Pletsch, and Christopher Higgins. Also present: City Manager Sylvia Carrillo, Council Person Cynthia Meyer, City Staff- Michaela Joyce, Elisa Puentes, Kathy Danielson, and Terry Moore.

1. **CALL TO ORDER- by J. Long @ 5:31 p.m. with a quorum**
2. **CITIZEN COMMENTS-None**

City Manager Sylvia Carrillo - Introduction of New Main Street Manager, Michaela Joyce who gives brief background and history of her experience. Michaela's Resume was requested by Board Member and City Manager Sylvia Carrillo stated it would be provided to Main Street Board Members. All those present introduced themselves.

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.

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3. **REPORTS**

- 3A. Events in the District – **by K. Danielson @ 5:36 p.m.**

This weekend; “Drowsy Chaperone” at Bastrop Opera House, March For Jesus, Delgado Park Mural Dedication Ceremony, Exit and Build Land Summit - May 25th Yesterfest – Juneteenth Next Month. Council Person Meyer added Walking Tour from Museum this Saturday 10 am.

4. REPORTS

4A. Table On Main- by K. Danielson @ 5:44 p.m.

Current Profits \$21,300 Current Expenses \$13,025 yielding ~ 8K Profit More Expenses hitting this month will be added as they trickle in Rhonda G comments: A lot of interest on “Day Of” participation for next year, discuss growth, Dancing in the Street a bit hit! Kevin M Comment: Pricing makes too exclusive and does not fit our “Mission”. J. Long Comment: Try something like Sit Sip Shop, different levels of Ticketing. It was decided there will be a debriefing meeting to discuss plans for next year so the event can be more inclusive.

5. WORKSHOP

5A. Policy and Procedures on Sidewalk Usage – by J. Long @ 5:57 p.m.

Need Rules to be discussed to determine use of sidewalks and walkways during events and day to day operations. No Motorized vehicles on Sidewalks, Design guidelines for safety, normal day to day, and during pop-up events were all topics of consideration. Some businesses are putting more and more in front of their business during events and day to day operations. The City needs to address Sign Code.

6. ITEMS FOR INDIVIDUAL CONSIDERATION – by J. Long @ 6:15 p.m.

5A. Consider action to approve April 8, 2024 Meeting minutes –

Motion to approve by Richard Smarzik. 2nd by Kevin Mawby

5B. Discuss and Consider approval for the following request: Events on Main Market Days for July 6, 2024 – **Desiree got all approvals/permission, Maps, and Sales Tax on Vendors for the June event. The June 1st event will end at 4 pm due to Pride Festival beginning at 5:00 p.m.**

Motion to approve July 6, 2024 Market Days: by Katherine Lang. 2nd by Kevin Mawby

7. ADJOURNMENT- 6:30 p.m. by J. Long second by Richard Smarzik

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: Wednesday May 8, 2024 at 12:30 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Elisa Puentes
Elisa Puentes, Executive Administrative Assistant

Main Street Program Advisory Board

ADOPTED

BYLAWS OF THE CITY OF BASTROP MAIN STREET PROGRAM ADVISORY BOARD

The City of Bastrop Main Street Program Advisory Board is appointed and serves in an advisory capacity to the Bastrop Main Street Program Director and to the Council of the City of Bastrop, Texas and shall conduct its affairs in accordance with the requirements, rules and regulations of the City of Bastrop and these Bylaws.

ARTICLE I – PURPOSE

The Bastrop Main Street Program Advisory Board serves to foster a vision for Bastrop’s future that will

1. Establish goals and priorities for the Bastrop Main Street Program and foster revitalization of the Main Street Program Area,
2. Coordinate activities of the Program’s standing and special committees,
3. Recommend projects and activities to Council and the Board of the Bastrop Economic Development Corporation that are directly beneficial to achievement of economic vitality of the Program Area.

ARTICLE II – DEFINITIONS

Board shall mean the Bastrop Main Street Program Advisory Board, an advisory body established by the Bastrop City Council.

Council shall mean the Bastrop City Council.

City shall mean the City of Bastrop as a governmental entity.

Program shall mean the City of Bastrop Main Street Program.

ARTICLE III – BOARD MEMBERSHIP

The Board shall consist of nine (9) members nominated by the Board and appointed by the Mayor and confirmed by Council. The Program Director shall serve as staff liaison to the Board.

Box No. 1

Places 2, 3, 7

Each member drawing such places shall serve an initial term of one year, beginning June 1, 2013.

Places 4, 5, 8

Each member drawing such places shall serve an initial term of two years, beginning June 1, 2014.

Places 1, 6, 9

Each Member drawing such places shall serve an initial term of three years, beginning June 1, 2015.

1. The initial terms of members are numbered and the numbered places for members shall be staggered, in accordance with City Ordinance Sec. 1.04.002. Members' terms shall be as shown in Box No. 1.

Each member of the Board serving terms as provided in Box No. 1 shall be eligible to serve one immediately subsequent three-year term, in accordance with the process defined in subsection 2, following, of these Bylaws.

After the initial term shown above for each numbered place has been fulfilled, all term lengths for each member appointed thereafter shall be for a period of three years, in accordance with the staggered cycle set forth above in Box No. 1.

2. Appointment of members shall be in accordance with the Bastrop Code of Ordinances Section 1.04.001-2 and, further, to accommodate that regulation:
 - a. No later than the August Board meeting of each year, the Board shall recommend to the Mayor its nominees for appointment to any member place for which the term expires on September of that year.
 - b. For any member place vacated prior to the expiration of the term for that place, the Board may recommend to the Mayor its nominees for appointment for the remainder of the term.
 - c. In formulating its recommendations, the Board shall consider each candidate's previous participation in the Program and shall then submit its list of approved nominees to the Mayor for his or her consideration for appointment, subject to confirmation by Council.
3. Resignation from the Board, other than by death, of any member shall be presented to the Chair in writing. The Director shall promptly advise the City Manager of any such resignation(s).
4. All members shall serve without compensation specific to this service.

ARTICLE IV – POWERS AND DUTIES

1. Authority shall be vested in the Board as a whole, rather in members individually.

2. All deliberations of the Board or of subcommittees involving a quorum or more of the Board's membership shall be held in accordance with all City regulatory requirements, including applicable provisions of the Texas Open Meetings Act (Chapter 551 of the Government Code).

ARTICLE V – ORGANIZATION

1. At the first Board meeting held in June of even numbered years, the Board shall elect a Chair, a Vice-Chair and a Secretary. Election of any officer shall be by a majority vote of the quorum present at the meeting or at any subsequent meeting in which officers are elected to fill an officer vacancy.
2. Terms of office shall be independent of terms of appointment to the Board. Except as provided in Section 3, below, each officer shall be elected for a term of two years until no longer a Board member or resigning the office, whichever is shorter.
3. In the event the position of the Chair becomes vacant during the two-year term of office, the Vice-Chair shall succeed to the office of Chair for the remainder of that term **and a Vice Chair shall be elected to finish the remainder of the Vice Chair term. If the office of Vice-Chair becomes vacant concurrently before the expiration of the term of office, a new election shall be conducted to fill those offices for the remainder of that term.** In the event the position of Secretary becomes vacant, a new election shall be conducted to fill that position for the remainder of that term.
4. The duties and powers of the officers of the Board shall be as follows:

Chair: The Chair shall preside at all meetings of the Board; shall communicate to the Board in compliance with the Open Meetings Act such matters and make such suggestions as, in the Chair's discretion, may increase the effectiveness of the Board, and shall perform such other duties as are incident to the office of Chair.

Vice-Chair: The Vice-Chair shall assist the Chair in the executive duties of the Board; shall serve as presiding officer in the absence of the Chair or in the Chair's inability to act, and shall perform any and all other duties as assigned by the Chair.

Secretary: The Secretary shall attend all meetings of the Board and produce the official record of the meetings and member attendance; shall be the keeper of the Bylaws of the Board, shall maintain a list of Board members including current contact information, and shall perform any and all other duties as assigned by the Chair or Vice-Chair.

ARTICLE VI – MEETINGS

1. To the extent possible, the Board shall hold regular monthly meetings.
2. Special meetings may be called at the Chair's discretion or upon the request of the Director or City Manager or at the request of three or more members.
3. All Board meetings shall be conducted and held in compliance with the City regulations and the Texas Open Meetings Act.

- 4. There shall be no proxy representation or proxy votes allowed at any Board meeting.
- 5. A quorum shall be defined as a simple majority of the then serving Board members.

ARTICLE VII – COMMITTEES

The Program shall have as many Standing Committees as it deems necessary to carry out the mission of the Main Street Program.

- 1. The scope and functions of the Standing Committees shall be modeled after the National Main Street Center and the Texas Main Street Program of the Texas Historical Commission Project Based Approach.
- 2. In January or February of each year, each Standing Committee shall develop work plans and formulate priorities for the ensuing year. The Board shall consider and approve such priorities.
- 3. From time to time, as the need arises, the Chair may appoint *ad hoc* committees, with the concurrence of the Board, to address special needs that are beyond the scope of a Standing Committee.

ARTICLE VIII – PARLIAMENTARY PROCEDURE

Unless otherwise provided for in these Bylaws, or as approved by the Board, Robert’s Rules of Order shall govern the conduct of any and all meetings of the Board and subcommittees involving a quorum of the Board.

ARTICLE IX – ADOPTION OF BYLAWS

These Bylaws shall be effective after the approval of the Bylaws by a two-thirds majority vote (or nearest whole number thereto) of the members, then appointed and serving, and final approval by Council.

ARTICLE X – AMENDMENTS

These Bylaws may be amended, repealed, or altered in whole or in part by a two-third (or nearest whole number thereto) majority vote of members, then appointed and serving. The proposed changes shall be emailed to the last recorded email address of each member at least five (5) days prior to the time of the meeting at which the change(s) will be considered. Bylaws changes approved by the Board shall be presented to Council for adoption and become effective upon adoption.

ARTICLE XI – MISCELLANEOUS

- 1. The operations of the Board shall also be governed by the following City Ordinances, herein adopted by reference:
 - a. Section 1.09 Unlawful Discrimination
 - b. Section 1.02.002(b) Attendance
 - c. Section 1.02.002(c) Uniform Quorum
 - d. Section 1.02.002(d) Uniform Training

- e. Section 1.04.001 Attendance
- f. Section 104.002 Membership, Terms and Filing Vacancies
- g. Section 1.07 Records Management
- h. Section 1.15 Code of Ethics

2. Any word, phrase, paragraph, or section of these Bylaws is deemed unconstitutional, illegal, invalid or incompatible with City Ordinance shall not affect the validity of this document as a whole or any part or provision thereof, other than the part determined to be unconstitutional, illegal, invalid, or incompatible with City Ordinance.

BYLAWS FIRST ADOPTED BY THE BOARD this ___ day of _____ 2019.
(date)

Board Chair

ACCEPTED BY COUNCIL this ___ day of _____ 2019

Mayor of the City of Bastrop

ATTEST:

City Secretary



✉ michaelaself_@outlook.com

☎ (620) 899-8504

📍 3329 Half Full Dr.,
Manhattan, KS 66502

SKILLS

- Management Skills
- Relationship building
- Conflict Resolution
- Critical Thinking
- Communication Skills
- Grant Writing & Managing
- Digital Marketing

SOFTWARE SKILLS

- Budgeting
- Adobe Suite
- Microsoft Office
- CRM & SEO
- Social Media Platforms
- Submittable & Grants.gov

EDUCATION

Bachelor's of Mass Communication and Public Relations

Texas State University
San Marcos, TX
2016 - 2020

Michaela Joyce

Executive Director

PERSONAL PROFILE

Executive Director with experience developing a new program and executing the mission and vision of the organization. Proven ability to lead others and capture opportunities to grow and advance community development with 7+ years of experience in Public Relations and Marketing. Strong drive and determination to continue growing and advancing in career.

WORK EXPERIENCE

Junction City Main Street | Executive Director

2022 – Present

- Community & Business Development through strategic planning.
- Relationship building within downtown, city, county and region.
- Experience in overseeing day-to-day operations, managing staff, and implementing policies to ensure smooth functioning of the organization.
- Oversee budgeting, detailed expense reporting and yearly work plans.
- Grant writing and reporting.
- Event planning.

US Stone Industries | Customer Relations

2020 – 2022

- Effectively project managed the second-largest sales region for Limestone.
- Grew social media platforms following by 30% within year.
- Researched a new website partner and lead a complete rebrand and rebuild of our website.

Social Media Cordination | Consultant/Mangement

2019 – 2021

- Created social media content to promote several local entrepreneurs.
- Assisted with podcast promotion.
- Tracked analytics across all platforms and created posting schedules for all clients.

Downtown San Marcos | Assistant

2017 – 2020

- Assisted local businesses with revitalization and economic development needs in the historic downtown.
- Planned and executed several successful downtown events.
- Daily/Monthly tasks included social media content creation and advertisement, board meetings, email campaigns, monthly reports, and newsletters.

REFERENCES

Maureen Gustafson

Intrust Bank President

Phone: (785) 307-1868

Email: maureen.gustafson
@intrustbank.com

Scott Sewell

Kansas Main Street Director

Phone: (785) 640-6640

Email: scott.sewell@ks.gov

Baseline Requirements

	LP
1. A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program. Please upload your Board of Directors document.	Yes
2. Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes
3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding. What is your Transformation Strategy? Tourists + Tourism Date Adopted by Board of Directors 09/13/23	Yes
4. Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets. Please upload your Transformation Strategy Work Plan document.	Yes
5. A dedicated budget for the district's revitalization programming and the Main Street program's operations. Please upload your Program Budget document.	Yes
6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations and philosophical support.	Yes
7. Reinvestment statistics are reported as required by the Coordinating Program (monthly, quarterly, or annually).	Yes
8. Be a member in good standing with Main Street America, and appropriately use the Main Street America and Coordinating Program logos on the program's website and/or social media.	Yes

Cumulative Average Scores

	LP	CP	MSA
Standard I: Broad-Based Community Commitment to Revitalization	4.33	3	
I. Partnerships and Collaborations	4.5	3	
Indicator I	5	3	
Indicator II	4	3	
II. District and Community Outreach	3	3	
Indicator I	3	3	
III. Communication and Public Relations	4.67	3	
Indicator I	4	3	
Indicator II	5	3	
Indicator III	5	3	
	LP	CP	MSA
Standard II: Inclusive Leadership and Organizational Capacity	3.6	2.6	
I. Inclusive Organizational Culture and Diverse Volunteer Engagement	2.75	2.25	
Indicator I	3	2	
Indicator II	2	2	
Indicator III	4	3	
Indicator IV	2	2	

II. Active Board Leadership and Supporting Volunteer Base	3.67	2.67	
Indicator I	5	3	Item 7A.
Indicator II	3	3	
Indicator III	3	2	
III. Professional Staff Management	4.5	3	
Indicator I	5	3	
Indicator II	4	3	
IV. Effective Operational Structure	5	3	
Indicator I	5	3	
	LP	CP	MSA
Standard III: Diversified Funding and Sustainable Program Operations	4.25	3	
I. Balanced Funding Structure	4	3	
Indicator I	4	3	
Indicator II	4	3	
Indicator III	4	3	
II. Strategic Revenue Development and Fundraising	4	3	
Indicator I	4	3	
III. Budget and Work Plan Alignment	4	3	
Indicator I	3	3	
Indicator II	5	3	
IV. Financial Management and Best Practices	5	3	
Indicator I	5	3	
Indicator II	5	3	
	LP	CP	MSA
Standard IV: Strategy-Driven Programming	3.67	3	
I. Planning Guided by Inclusive Community and Market-Informed Inputs	3	3	
Indicator I	3	3	
II. Defining Direction Through Transformation Strategy Identification and Development	4	3	
Indicator I	4	3	
III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points	4	3	
Indicator I	4	3	
	LP	CP	MSA
Standard V: Preservation-Based Economic Development	2.5	2.25	
I. Preservation Ethics and Education on History and Cultural Assets	2.5	2.5	
Indicator I	3	3	
Indicator II	2	2	
II. Standards and Best Practices for Place-Based, People-Focused Design	2	2	
Indicator I	2	2	
III. Promotion of Historic, Heritage, and Cultural Assets	3	2	
Indicator I	3	2	
	LP	CP	MSA
Standard VI: Demonstrated Impact and Results	3.25	2	
I. Demonstrating The Value of Main Street	3	2	
Indicator I	3	2	
II. Measuring and Packaging Quantitative and Qualitative Outcomes	2.5	2	
Indicator I	3	3	13
Indicator II	2	1	

Indicator I

5

2

Item 7A.

Date of last on-site visit
01/29/24

COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the [Community Self-Assessment Tool document](#), use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

		LP		CP		MSA	
1	A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
2	Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
4	Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
8	Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level

ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator.	Outstanding achievement. One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	Notes
Partnerships and Collaboration				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
District and Community Outreach				
Indicator I:	___	___	___	
Communications and Public Relations				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Standard I Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
Inclusive Organizational Culture and Diverse Volunteer Engagement				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
Indicator IV:	—	—	—	
Active Board Leadership and Supporting Volunteer Base				
Indicator I: <i>Required</i>	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
Professional Staff Management				
Indicator I: <i>Required</i>	—	—	—	
Indicator II:	—	—	—	
Effective Operational Structure				
Indicator I: <i>Required</i>	—	—	—	
Standard II Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
Balanced Funding Structure				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Indicator III:	—	—	—	
Strategic Revenue Development and Fundraising				
Indicator I:	—	—	—	
Budget and Work Plan Alignment				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Financial Management and Best Practices				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Standard III Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

LP CP MSA

Planning Guided by Inclusive Community and Market-Informed Inputs

Notes

Indicator I:

Defining Direction through Transformation Strategy Identification and Development

Indicator I:

Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points

Indicator I:

Standard IV Average: 0 0 0

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

LP CP MSA

Preservation Ethics and Education on Historic and Cultural Assets

Notes

Indicator I:

Indicator II:

Standards and Best Practices for Place-based, People-focused Design

Indicator I:

Promotion of Historic, Heritage, and Cultural Assets

Indicator I:

Standard V Average: 0 0 0

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

LP CP MSA

Demonstrating the Value of Main Street

Notes

Indicator I:

Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator I:

Indicator II:

Promoting Progress and Demonstrating Impact and Results

Indicator I:

Standard VI Average: 0 0 0

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION	0	0	0
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY	0	0	0
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS	0	0	0
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING	0	0	0
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT	0	0	0
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS	0	0	0

LOCAL PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

COORDINATING PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

MAIN STREET AMERICA

Reviewer: _____ Title: _____ Date: _____



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL - *Version 3.0 - December 2023*

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COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Affiliate and Accredited Main Street programs have created lasting impact for their local economies and communities as a whole.

AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following self-assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new Standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs, and opportunities.

We encourage you to look at this tool as a working model – one that will adapt and grow as we test it in the field before full implementation at the end of 2023. We invite you to be in close communication with Main Street America staff and your Coordinating Program to explore how these new standards and measures are working for your organization, what might be missing or unclear, and how Main Street America can support your efforts.

WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs.
- Affiliate-level programs wanting to become Accredited in the future.
- New communities seeking guidance in establishing a strong foundation for their revitalization programs with the vision of being designated as Affiliate or Accredited in the future.

WHEN TO USE THIS TOOL

- Get started now! There's a lot of content to dig in to, but by reviewing this tool regularly you will have plenty of time to familiarize yourself with these new Standards and Indicators before we move to full integration by the end of 2023.
- Consider dedicating time at each of your board and committees' meetings to become more familiar with the new Standards (we'll be providing discussion guides to help frame these conversations).

HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, score yourself on the Indicators listed based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator	Outstanding achievement. One that other programs could replicate.

For each Indicator, we encourage communities to explore areas of strength and opportunities for growth by discussing:

- What actions and next steps can you take to strengthen your efforts?
- How can you build upon your work or take it to the next level?

The Self-Assessment Tool provides examples of how Main Street programs can meet each Standard. These example activities are not an exhaustive or prescriptive list, rather are included to provide guidance and inspiration. Programs are invited to count these and other related activities towards each Indicator. For City-hosted programs, equivalent or comparable activities as allowed by the local government's charter and policies may also be counted.

After you complete your self-assessment, your coordinator will review and provide their own score and feedback. **Communities will need to average at least three (3) points per Standard to achieve Accreditation.** Please use [this Community Assessment Worksheet](#) to evaluate your program's progress.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important foundational starting points for a program to qualify for Accreditation. **The current Baseline Requirements are:**

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.
- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics reported as required by Coordinating Program (monthly, quarterly, or annually).
- Be a member in good standing with Main Street America, and appropriately use the MSA logo and Coordinating Program logo on its website and/or social media.

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level.

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Partnerships and Collaborations, II) District and Community Outreach, and III) Communication and Public Relations.**

KEY INDICATORS

The following Indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PARTNERSHIPS AND COLLABORATIONS

INDICATOR I: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement of elected officials and/or staff in the Main Street program Board and committees.
- e. Promoting the district revitalization and their partnership with Main Street.

INDICATOR II: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include:

- a. Participation in strategy development and planning.
- b. Collaborations in the implementation of programming or work plans.
- c. Monetary and non-monetary resources for the Main Street program.
- d. Engagement with the Main Street program Board and committees.
- e. Promoting district revitalization and their partnership with Main Street.

II. DISTRICT AND COMMUNITY OUTREACH

INDICATOR I: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, residents). Examples of how outreach efforts are demonstrated include:

- a. A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- b. Work plans that outline how planned activities intend to reach all members of the community.
- c. The program brings together district and community stakeholders for input gathering, information sharing, etc., at least once a year.

III. COMMUNICATION AND PUBLIC RELATIONS

INDICATOR I: Main Street has maintained communications and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. The program's external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.
- b. Main Street's leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.
- c. Main Street highlights positive stories about the district through a variety of media tools.

INDICATOR II: Main Street has maintained communications and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Main Street meets with local government officials or attends council meetings to share progress and impact (at least every quarter).
- b. Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.

INDICATOR III: Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include:

- a. A distinctive brand has been created and implemented for the district.
- b. A distinctive brand has been created and implemented for the organization.
- c. Social media platforms are used to promote the value of the district and the Main Street program.
- d. An annual report is produced noting successes across the Four Points.

INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Inclusive Organizational Culture and Diverse Volunteer Engagement, II) Active Board Leadership and Supporting Volunteer Base, III) Professional Staff Management, and IV) Effective Operational Structure**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can become proactive and effective agents for inclusive community engagement and leadership development, ensuring that the investment of time and talents is a rewarding experience. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. INCLUSIVE ORGANIZATIONAL CULTURE AND DIVERSE VOLUNTEER ENGAGEMENT

INDICATOR I: The Main Street organization has demonstrated its commitment to diverse, inclusive, and equitable district and community engagement. Examples of how these efforts are demonstrated include:

- a. The organization's stated mission and core values show a commitment to engaging all sectors of the community it serves.
- b. Internal and external messaging promotes that Main Street has a place for everyone in the community and that diverse engagement is welcomed and valued. Communication tools address language barriers as appropriate.
- c. Work plans and programming activities address accessibility and inclusive design for all community members.
- d. The organization's policies address equitable access for all district and community stakeholders in the organization's leadership structure (Board and committees) as well as in specific projects and activities.

INDICATOR II: The Main Street organization has implemented an inclusive volunteer program that demonstrates the capacity to implement approved annual work plans and programming for the district. Examples of how these efforts are demonstrated include:

- a. Clearly outlined volunteer needs for approved work plans or programming activities are in place and promoted broadly.
- b. A proactive effort to recruit diverse volunteers representing the entire community in a culturally competent way.
- c. Active volunteer coordination throughout the year that ensures attention to thoughtful placement, rotation, and retention of new and existing volunteers within the organization.
- d. Initiatives, activities, or events are taking place throughout the year to recognize and/or demonstrate appreciation for Main Street volunteers.
- e. Volunteers at all levels have access to and receive appropriate orientation, trainings, and leadership development throughout the year.

INDICATOR III: The Main Street Board of Directors is formed with a diverse and balanced representation of district and community stakeholders. The following participation is recommended:

- a. District business owners
- b. District property owners
- c. District and community residents
- d. Community businesses/corporations
- e. Institutions (schools, universities, foundations, nonprofits, government, medical/healthcare facilities, transit/transportation agencies)

INDICATOR IV: The Main Street organization has developed a leadership base (Board, staff, committee members, and volunteers) that reflects the district and the community it serves. The leadership base should be open, inclusive, and representative of the entire community, taking into account a broad range of dimensions of diversity, including race, age, ethnicity, gender, education, physical and mental ability, veteran status, and income level. The program should take proactive measures to ensure under-represented groups are included as part of Main Street's leadership base. Examples of how these efforts are demonstrated include:

- a. Looking at the community's most recent population data, Main Street leadership base reflects a balanced level of participation of all age groups.
- b. Looking at the community's most recent population data, the Main Street leadership base reflects the racial and ethnic diversity of the community,
- c. Looking at the community's most recent population data, the Main Street leadership base reflects gender balance.
- d. Considering the Main Street Approach, the organization's leadership base demonstrates a wide range of skills, experiences, and perspectives.

II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR I*: Board members have demonstrated active engagement in the Main Street program throughout the year. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Attended Board meetings 75 percent of the time throughout the year.
- b. New Board members participated in Board orientation and existing Board members participated in at least one training offered by the Coordinating Program.
- c. Played an active role on the Board by leading a committee, a task force, or key initiative.
- d. Advocated for the program and the district within the community, in coordination with Main Street staff and the rest of the Board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II: Board members have demonstrated active leadership and support to ensuring the program is appropriately funded to meet its operational responsibilities and programming goals. Ideally, 100 percent but no less than 75 percent of Board members have:

- a. Made a personal financial investment in the program.
- b. Participated in the development of fundraising goals.
- c. Led or participated in a key fundraising activity of the organization.
- d. Made direct solicitations.
- e. Supported donor relationship, retention, and/or recruitment.

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Examples of how these efforts are demonstrated include:

- a. Established committees or teams that follow the program's selected Transformation Strategy(s), the Board's outlined priorities, and/or the Main Street Four Points.
- b. Each volunteer committee or team has an active leader, chair, or co-chairs.
- c. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.
- d. Committees or teams participate in trainings that support their roles at least annually.

III. PROFESSIONAL STAFF MANAGEMENT

INDICATOR I*: The Main Street organization has maintained the level of professional staff necessary to achieve its mission, goals, and annual work. These efforts are demonstrated by fulfillment of all the following:

- a. The Main Street Program meets the minimum staffing requirements established by the Coordinating Program. At a minimum, Main Street America requires part-time staffing for cities under 5,000 population and 1 FTE for cities over 5,000 population.
- b. Main Street staff have job descriptions and defined performance expectations.
- c. Main Street staff participates in trainings required by the Coordinating Program.
- d. Main Street staff participates in professional development offerings provided by Main Street America, Coordinating Program, etc.
- e. Main Street staff communicates regularly with the Board and specifically with the Board Chair and offers regular monthly reports to the Board.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

INDICATOR II: The Main Street Board of Directors has managed and provided guidance to its Main Street Director throughout the year. Understanding that organizational formats vary, this is demonstrated by:

- a. The Board, through its Board Chair or President provides regular guidance and feedback to the program's director.
- b. A formal performance review process is conducted at least once annually. The Board Executive Committee, with participation of Board members, leads the director's performance review.
- c. The Board ensures that the annual budget provides a competitive compensation package (pay and benefits) and opportunity for appropriate merit increases.
- d. The Board ensures that the annual budget allocates funds for staff to participate in professional development and trainings, with eligible expenses covering the cost of registration, travel, and accommodations, etc.
- e. Staff management policies and procedures are in place and reviewed annually. Appropriate procedures ensure clearly established communication lines and roles and responsibilities between Board and staff.
- f. The Board has developed a plan to manage succession or the director's transition and recruitment.

IV. EFFECTIVE OPERATIONAL STRUCTURE

INDICATOR I*: The Main Street organization has developed appropriate operational and organizational practices to manage effectively. This must include the following:

- a. A clearly defined mission statement that confirms the purpose of the organization.
- b. Established by-laws, which are reviewed annually and revised appropriately to carry out the program's mission for the district.
- c. Operating policies and procedures that outline internal and external communication practices, conflicts of interest, personnel management, leadership selections, elections, and terms, Board roles and responsibilities, etc.
- d. Appropriate insurance for the organization, Board/staff, and its programming.
- e. Legal and fiscal requirements are met and maintained as required with its tax status or operation structure.

****Meeting this Indicator is a requirement and must be met to achieve Accreditation.***

DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Balanced Funding Structure, II) Strategic Revenue Development and Fundraising, III) Budget and Work Plan Alignment and IV) Financial Management and Best Practices**

KEY INDICATORS

Understanding that funding is an essential resource to accomplish the work of revitalization, the following indicators included under this Standard can guide Main Street programs in building, growing, and sustaining diverse and balanced mix of investment in revitalization efforts and the Main Street program. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. BALANCED FUNDING STRUCTURE

INDICATOR I: The Main Street organization's budget demonstrates a balanced funding structure with a diverse mix of public and private sector sources. Examples of how these efforts are demonstrated include:

- a. Contributions from private sector: e.g., businesses, community members and/or partner organizations.
- b. Special taxing/assessment district.
- c. Sponsorships and/or in-kind donations.
- d. Earned revenues.
- e. Memberships and/or investment drives.
- f. Local Government.
- g. Grants.

INDICATOR II: The private sector is investing in the district’s revitalization efforts and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Fundraising activities such as event sponsorships, marketing initiatives, and/or special project funding.
- b. Main Street program’s earned incomes, such as rents, merchandise sales, etc.
- c. Investor programs such as memberships, “friends of” programs, annual donations, etc.
- d. In-kind services.
- e. A special tax self-assessment mechanism(s) approved by district property and/or business owners, such as BIDs, CIDs, DDAs, SSMID, etc.

INDICATOR III: The public sector is investing in the district’s revitalization and the Main Street program. Examples of how these efforts are demonstrated include:

- a. Annual contribution to the Main Street.
- b. Service agreements with the Main Street.
- c. Supports through the employment of the Main Street Director.
- d. Direct funding for event sponsorships & marketing initiatives.
- e. In-kind services

II. STRATEGIC REVENUE DEVELOPMENT AND FUNDRAISING

INDICATOR I: The Main Street program demonstrates commitment to strategic revenue development process and oversight. Examples of how these efforts are demonstrated include:

- a. The Board reviews fund-development plans, goals, and progress at least quarterly.
- b. A designated Board member provides active financial oversight for the program and is engaged in revenue development planning and reporting.
- c. A fund-development committee, organization committee, or team is in place to lead fund-development planning and implementation.
- d. Committees are engaged in seeking funding to support projects.

III. BUDGET AND WORK PLAN ALIGNMENT

INDICATOR I: The Main Street organization has an annual budget that is aligned to the organization’s strategies, goals, and capacity. Examples of how these efforts are demonstrated include:

- a. Alignment with the mission.
- b. Alignment with a selected Transformation Strategy(s) and/or approved work plan.
- c. A diversity of income sources.

INDICATOR II: The Main Street program exhibits commitment to a budget that effectively covers operational and programming goals. Examples of how these efforts are demonstrated include:

- a. Covering operational expenses, including program personnel, office administration, financial management activities, and travel expenses for professional development.
- b. Covering programming related to each point of the Main Street Approach (Organization, Economic Vitality, Design, Promotion).

IV. FINANCIAL MANAGEMENT AND BEST PRACTICES

INDICATOR I: The Main Street organization demonstrates sound financial management outlined by processes and procedures. Examples of how these efforts are demonstrated include:

- a. Financial tracking systems and reporting practices are in place. (QuickBooks or other software)
- b. The organization's monthly financial statements are reviewed by the Treasurer, Chief Financial Officer, or equivalent.
- c. The organization has a third party financial professional compile and reconcile monthly financial statements.
- d. The organization has had a third party financial professional review, reconcile and/or audit the program's finances at a minimum every two years.

INDICATOR II: The Main Street organization's financial management has clear leadership and oversight. Examples of how these efforts are demonstrated include:

- a. Leadership roles and responsibilities relating to budgeting, fund-development, and financial reporting are clearly outlined through Board, committee and/or Treasurer job descriptions.
- b. The Main Street Board of Directors conducts monthly reviews of the organization's finances to ensure appropriate accountability and alignment with programming.

STRATEGY-DRIVEN PROGRAMMING

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Planning Guided by Inclusive Community and Market-informed Inputs, II) Defining Direction through Transformation Strategy Identification and Development, and III) Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can develop a community and market informed strategy-driven planning and implementation process. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PLANNING GUIDED BY INCLUSIVE COMMUNITY AND MARKET-INFORMED INPUTS

INDICATOR I: The organization's annual planning process as informed by a comprehensive set of inputs that guide Transformation Strategy identification and work plan alignment and implementation. Examples of how these are demonstrated include:

- a. Inclusive district and community input is gathered at a minimum of every three years to keep the pulse on the district's needs through focus group events, online surveys, and/or other strategies.
- b. Market research and analysis has been conducted for the district's trade area within an appropriate time interval, depending on the local economy. This is recommended at least every three to five years.
- c. Business inventory is up to date and reflective of the district's business mix, uses, and existing clusters.
- d. Building inventory is up to date and reflective of the district's property ownership, condition, uses, and status (for sale, for lease, occupied).
- e. The organization maintains an asset map that recognizes distinctive place-based assets within the district that highlight unique and competitive advantages and market opportunities.
- f. Strategy reflects opportunities driven by local and national trends.

II. DEFINING DIRECTION THROUGH TRANSFORMATION STRATEGY IDENTIFICATION AND DEVELOPMENT

INDICATOR I: Main Street has defined and aligned as an organization around a Transformation Strategy that is guiding the revitalization work. Examples of how these are demonstrated include:

- a. Using a comprehensive set of inputs, the Board has identified a consumer-based or industry-, product-, or service-based strategy(s) that can best respond to the district and community vision, needs, and market opportunities.
- b. The Board formally adopts a Transformation Strategy(s).
- c. Partner organizations or other stakeholders have adopted or endorsed selected Transformation Strategy(s).
- d. The Transformation Strategy(s) have measurable benchmarks.

III. STRATEGY-ALIGNED COMPREHENSIVE WORK PLANNING AND IMPLEMENTATION ACROSS ALL FOUR POINTS

INDICATOR I: The Main Street Board conducts an annual strategy-driven work planning process with volunteer committees to guide the organization's programming. Examples of how these are demonstrated include:

- a. Board outlines priorities or goals that guide volunteer committees in identifying the initiatives, projects, and activities to be approved in annual work plan.
- b. Projects, events, or initiatives are aligned with selected Transformation Strategy(s).
- c. The Transformation Strategy(s) are reflected comprehensively across all Four Points.
- d. Work plans include written action plans for critical projects that outline specific tasks, timeline, budget, volunteer hours, who's responsible, etc.
- e. Annual fund-development goals and allocations are guided by the Transformation Strategy(s)

PRESERVATION-BASED ECONOMIC DEVELOPMENT

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Preservation Ethics and Education on Historic and Cultural Assets, II) Standards and Best Practices for Place-based, People-focused Design, and III) Promotion of Historic, Heritage, and Cultural Assets**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can build a strong foundation for revitalization through the preservation of building and cultural assets, educating the public on their value to economic growth, and enlisting businesses and property owners in redevelopment efforts. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. PRESERVATION ETHICS AND EDUCATION ON HISTORIC AND CULTURAL ASSETS

INDICATOR I: Main Street demonstrates the community's commitment to its historic and cultural assets. Examples of how these are demonstrated include:

- a. The district has historic buildings listed as local landmarks, a national landmark district, or listed in the National Register of Historic Places.
- b. The community is a Certified Local Government (CLG).
- c. The district has received cultural, arts, or other special designations or recognitions.
- d. Main Street advocates for a local preservation ordinance or the community has one.
- e. Main Street has developed or supported the development, and periodic review/update, of design standards, guidelines, and tools property owners can use to preserve, improve, and maintain historic buildings.
- f. Incentives or in-kind services are in place to assist with improvements to historic and cultural resources (e.g., façade grant, sign grant, low interest loan, design assistance).
- g. Local, county, and/or regional strategies acknowledge and incorporate the preservation of heritage and cultural assets, both physical and intangible, as economic development priorities.

INDICATOR II: Main Street advocates and builds awareness about preservation and assets among stakeholders, public sector, community organizations, and residents at large. Examples of how these are demonstrated include:

- a. Holding education, advocacy, and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
- b. Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
- c. Attending staff and volunteer trainings provided by the Coordinating Program, Main Street America, or other organizations.
- d. Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets

II. STANDARDS AND BEST PRACTICES FOR PLACE-BASED, PEOPLE-FOCUSED DESIGN

INDICATOR I: Main Street is an advocate and partner for the implementation of standards, guidelines, and best practices for the preservation of historic and cultural assets. Examples of how these are demonstrated include:

- a. Partners with local government, commissions, and community groups to assess and incorporate heritage and cultural assets into economic development and marketing priorities and initiatives.
- b. Provides or connects district property owners with assistance in redevelopment that is aligned with the district's Transformation Strategy(s).
- c. Provided guidance that educates property and business owners and developers on state and local ordinances, incentives, and other redevelopment tools.
- d. Provides guidance to projects that leverage preservation and/or economic development funding tools to support building improvements (TIF, Historic Tax Credits, CLG, USDA grants, etc.).
- e. Advocates for threatened historic properties, and works to acquire, attract new ownerships and/or works with city leaders to enforce requirement maintenance standards.

III. PROMOTION OF HISTORIC, HERITAGE, AND CULTURAL ASSETS

INDICATOR I: The Main Street program actively promotes the district's historic and cultural assets. Examples of how these are demonstrated include:

- a. Activities/programming that interpret, celebrate, and recognize local heritage and cultural resources.
- b. Working with media to promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth.
- c. Conducts activities that educate property owners on the benefits of rehabbing historic properties to increase the economic value of the property.

DEMONSTRATED IMPACT AND RESULTS

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **I) Demonstrating the Value of Main Street, II) Measuring and Packaging Quantitative and Qualitative Outcomes and III) Promoting Progress and Demonstrating Impact and Results**

KEY INDICATORS

The following Indicators provide important guidelines on how Main Street programs can build the case for Main Street and demonstrate the impact of their revitalization efforts. Each Indicator includes examples of the types of activities that a program may use to achieve these goals.

I. DEMONSTRATING THE VALUE OF MAIN STREET

INDICATOR I: Main Street is positioned as an advocate for the district, promoting revitalization as an economic development priority among the public and private sector and community at large. Examples of how these are demonstrated include:

- a. District revitalization and physical and economic improvements are included in recent regional or citywide master plans, economic development plans, comprehensive plans, etc.
- b. Main Street participates in ongoing local planning efforts that involve the district.
- c. Main Street participates in guest presentations to local community organizations and institutions.
- d. Small business owners in and around the district regularly seek and receive assistance or support from the Main Street program (e.g., letters of support for grants or loans, marketing support on the Main Street program's website and social media, etc.)
- e. District stakeholders advocate for the program when requested.
- f. The district is highlighted in local partners' communication and marketing efforts (e.g., city, tourism, economic development, etc.) with blog posts, multi-line descriptions of the district, and/or photos featuring the district, etc.
- g. Main Street program's logo, webpage, and/or social media links are included on local government and other partner organizations' websites.
- h. Entrepreneurs and local business owners regularly approach the Main Street program about commercial spaces in the district that could potentially serve as a base-of-operations for a new business or new location for an existing business.

II. MEASURING AND PACKAGING QUANTITATIVE AND QUALITATIVE OUTCOMES

INDICATOR I: Main Street regularly collects and maintains district revitalization statistics (quantitative) and intangible impact data (qualitative) across the Four Points of the Main Street Approach and examines changes over time as required by the Coordinating Program. Examples of how these are demonstrated include:

- a. Total number of businesses operating in the district.
- b. Total number of businesses operating in the district that are owned by women, minorities, veterans, LGBTQ+ and other groups defined as historically marginalized..
- c. Number of employees/jobs based in the district.
- d. Number of new businesses launched and closed in the district over a given period (monthly, quarterly, or annually) and number of employees/jobs added in a district in a given period.
- e. Number of local businesses participating as vendors in district events, festivals, etc.
- f. Number of housing units added or lost in the district over a given period (monthly, quarterly, or annually), broken out by housing type (loft, apartment, duplex, single family detached home, etc.), tenure type (for lease or for sale), and sale/rent amount relative to area median income (i.e., affordability).
- g. Number of properties in the district renovated, including details about the capital invested in the renovations and any financial incentives programs leveraged in the renovation (e.g., historic tax credits, low-income housing tax credits, etc.).
- h. Number of public improvement projects in the district that were launched/completed, including overall price tag, public dollars invested, and any secondary sources of capital invested.

INDICATOR II: Main Street annually collects and maintains organizational impact statistics (quantitative) and intangible impact data (qualitative) and examines changes over time. Examples of how these are demonstrated include:

- a. Board annually reviews broad performance goals established within the organization's work plan.
- b. Board annually reviews metrics established to analyze the progress of selected Transformation Strategy(s).
- c. Number of volunteer hours contributed.
- d. Financial value of volunteer contribution (using Independentsector.org formula).
- e. Number of volunteers participating.

- f. Testimonial reports from small business owners, property owners, and government officials about the value of the Main Street program.
- g. Conversion of volunteer hours to in-kind dollars (\$) contributed.
- h. Financial (\$) contributions made to Main Street by the public sector.
- i. Financial (\$) contributions made to Main Street by the private sector.
- j. Number of responses and analysis of response data from a survey that seeks to understand the community's growing knowledge about Main Street and the importance of Main Street, as well as stakeholder attitudes about Main Street organization.
- k. Impact surveys of promotional events.
- l. Impact surveys of education programming attendees.
- m. Number of media impressions.

III. PROMOTING PROGRESS AND DEMONSTRATING IMPACT AND RESULTS

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

- a. Sharing through the Coordinating Program reporting system according to the timeline outlined in annual agreements.
- b. Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- c. Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- d. Publishing and distributing an annual report and summary of revitalization statistics.
- e. Highlighting key statistics and testimonials on website and other marketing materials.

COMMUNITY ASSESSMENT WORKSHEET

Evaluation Worksheet for Local Programs, Coordinating Programs, and Main Street America*

The Main Street America Evaluation Framework outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as Affiliate or Accredited.

After reviewing the [Community Self-Assessment Tool document](#), use this worksheet to score community progress and determine the designation status of a community. All scores will be averaged and populated at the end.

BASELINE REQUIREMENTS

As detailed within the tool, some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. Please indicate whether communities meet the baseline requirements by selecting **Yes** or **No**.

	LP		CP		MSA	
1 A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
2 Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
3 Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
4 Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
5 A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
6 Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
7 Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>
8 Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>	Yes <input type="radio"/>	No <input type="radio"/>

Local Programs that do not meet these baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level

ACCREDITATION ELIGIBILITY

Next, to determine where a community is on the path to Accreditation, use the next part of the worksheet to score the community on the Indicators listed for each of the six Standards based on a scale of 1-5. Each number represents the following:

1	2	3	4	5
Not being addressed.	Minimal work but needs more effort.	Evidence of satisfactory progress.	Has achieved success within this indicator.	Outstanding achievement. One that other programs could replicate.

Communities must meet the Baseline Requirements and average at least three (3) points per Standard to achieve Accreditation. Some Indicators will require documentation. At a minimum, this will include providing your program's annual budget and workplan.

STANDARD I: BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

	LP	CP	MSA	Notes
Partnerships and Collaboration				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
District and Community Outreach				
Indicator I:	___	___	___	
Communications and Public Relations				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Standard I Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD II: INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY

	LP	CP	MSA	Notes
Inclusive Organizational Culture and Diverse Volunteer Engagement				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Indicator IV:	___	___	___	
Active Board Leadership and Supporting Volunteer Base				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Professional Staff Management				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Effective Operational Structure				
Indicator I: <i>Required</i>	___	___	___	
Standard II Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS

	LP	CP	MSA	Notes
Balanced Funding Structure				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Strategic Revenue Development and Fundraising				
Indicator I:	___	___	___	
Budget and Work Plan Alignment				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Financial Management and Best Practices				
Indicator I:	___	___	___	
Indicator II:	___	___	___	
Standard III Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

	LP	CP	MSA	Notes
Planning Guided by Inclusive Community and Market-Informed Inputs				
Indicator I:	—	—	—	
Defining Direction through Transformation Strategy Identification and Development				
Indicator I:	—	—	—	
Strategy-Aligned Comprehensive Work Planning and Implementation Across all Four Points				
Indicator I:	—	—	—	
Standard IV Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

	LP	CP	MSA	Notes
Preservation Ethics and Education on Historic and Cultural Assets				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Standards and Best Practices for Place-based, People-focused Design				
Indicator I:	—	—	—	
Promotion of Historic, Heritage, and Cultural Assets				
Indicator I:	—	—	—	
Standard V Average:	<u>0</u>	<u>0</u>	<u>0</u>	

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

	LP	CP	MSA	Notes
Demonstrating the Value of Main Street				
Indicator I:	—	—	—	
Measuring and Packaging Quantitative and Qualitative Outcomes				
Indicator I:	—	—	—	
Indicator II:	—	—	—	
Promoting Progress and Demonstrating Impact and Results				
Indicator I:	—	—	—	
Standard VI Average:	<u>0</u>	<u>0</u>	<u>0</u>	

CUMULATIVE AVERAGE SCORES		LP	CP	MSA
STANDARD I	BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION	0	0	0
STANDARD II	INCLUSIVE LEADERSHIP AND ORGANIZATIONAL CAPACITY	0	0	0
STANDARD III	DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS	0	0	0
STANDARD IV	STRATEGY-DRIVEN PROGRAMMING	0	0	0
STANDARD V	PRESERVATION-BASED ECONOMIC DEVELOPMENT	0	0	0
STANDARD VI	DEMONSTRATED IMPACT AND RESULTS	0	0	0

LOCAL PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

COORDINATING PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

MAIN STREET AMERICA

Reviewer: _____ Title: _____ Date: _____

Organization:	Board Composition									
Community:	Current Board Members									
Date:										
Board Member Name										
Age										
Under 18										
18-24										
25-34										
35-44										
45-54										
55-64										
65-74										
75-84										
85 or older										
Gender - select all that apply										
Woman										
Man										
Non-Binary										
Transgender										
Prefer not to answer										
Race/Ethnicity - select all that apply										
American Indian or Alaska Native										
Asian or Asian American										
Black or African American										
Hispanic or Latino/a/x										
Middle Eastern or North African										
Native Hawaiian or Pacific Islander										
White										
Other										
Prefer not to answer										
Representation										
Community member										
District business owner										
District property owner										
District resident										
Municipality/government										
Nonprofit organization										
Other										
Skills/Interests/Committee										
Economic Vitality										
Design										
Organization										
Promotion										
Other										
Personal Qualities										
Cheerleader										
Connector										
Leadership										
Mission										
Strategist										
Visionary										
Wealth										
Wisdom										
Worker										
Worrier										
Other										
Community Connection										
Chamber of Commerce										
Civic groups/philanthropy										
Community/economic development										
Corporation										
Financial institutions										
Hospital/health related organization										
Neighborhood residents										
Religious organizations										
Schools/education										
Utilities/safety										
Other										
Term Began										
Term Ends										
Position										
Ex Officio										

DRAFT #1 TRANSFORMATION STRATEGY WORK PLAN FY24

Organization Name: Downtown Bastrop Town, State: <i>Bastrop, TX</i>		Date: <i>05/17/2024</i> Completed by: <i>Main Street Manager & Advisory Board</i>	
Vision: <i>The Bastrop Main Street Program will positively influence the continued preservation, enhancement and commercial vitality of our historic downtown as a distinctive destination that engages and inspires both residents and visitors</i>			
Transformation Strategy #1: <i>Create a Food/Experience Economy.</i>		Transformation Strategy #2: <i>Develop a more family-focused environment.</i>	
Why: <i>Leverage & support the growth/development of an established food and entertainment district. We aim to increase the surrounding community's awareness of our food/entertainment diversity.</i>		Why: <i>Our population is diverse in age, and we need to bring in initiatives that are oriented to all age demographics. This supports improved quality of life for all.</i>	
Goal 1	Goal 2	Goal 1	Goal 2
<i>Increase awareness of food/entertainment assets that are already established and increase promotions.</i>	<i>Strategically recruit niche restaurants and entertainment businesses that add to our diversity.</i>	<i>Enhance and promote our recreational assets within the district.</i>	<i>Encourage events held within the downtown district to have an added children's activity.</i>
Lead:	Lead:	Lead:	Lead:
Annual Responsibilities <ul style="list-style-type: none"> • <i>Building Preservation</i> • <i>Heritage Bench Program</i> • <i>Sponsorship</i> • <i>Cultural Arts Commission?</i> • <i>Signature Events & Online Promotion</i> 			

Transformation Strategy #1: Create a Food/Experience Economy

Goal 1: Increase awareness of food/entertainment assets that are already established and increase promotions.

Define Success:

Partners:

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Wayfinding	Design		Michaela Joyce			
2. "Taste of Bastrop"	Promotion		Michaela Joyce			
3. Welcome to Downtown Packet (Businesses & Community)	EV		Michaela Joyce			
4. Increased Marketing/Advertising	Promotion		Michaela Joyce			
5. Expand local Partnerships (Chamber, Visit Bastrop)	Organization		Michaela Joyce			
6. Wassail Fest/Shop Small Saturday	Promo EV		Michaela Joyce			
7. Sidewalk Dining	Design EV		Michaela Joyce			
8.						
					Total	

Transformation Strategy #1: Create a Food/Experience Economy

Goal 2: *Strategically recruit niche restaurants and entertainment businesses that add to our diversity.* **Define Success:** *Welcome 3 new businesses food or entertainment businesses.*

Partners: *Building Owners, Business Owners*

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Encourage existing restaurants to have "pop-up" guest chiefs	EV		Michaela Joyce			
2. Increased Marketing/Promotion of recruitment	Promo		Michaela Joyce			
3. Business Recruitment Packet	EV		Michaela Joyce			
4. Main Street Academy	EV		Michaela Joyce			
5. Design Guidelines (sidewalk use, signage, etc.)	Design		Michaela Joyce			
6.						
7.						
8.						
9.						
					Total	

Transformation Strategy #2: *Develop a more family-focused environment.*

Goal 1: *Enhance and promote our recreational assets within the district.* **Define Success:**

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Sidewalk & Trails Connectivity	Design	Michaela Joyce			
2. TXDOT Signage & Wayfinding	Design	Michaela Joyce			
3. Downtown Clean-up	Design	Michaela Joyce			
4. Downtown Lighting	Design	Michaela Joyce			
5. Increased Marketing/Advertising of recreational assets	Promo	Michaela Joyce			
6.					
7.					
8.					
				Total	

Transformation Strategy #2: *Develop a more family-focused environment.*

Goal 2: *Encourage events held within the downtown district to have an added children’s activity.*

Define Success:

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Sunday Event Programing (Partner with Parks & Rec @Fisherman’s Park)	Promo	Michaela Joyce			
2. Address Public Bathroom Issue	Design	Michaela Joyce			
3. Amend Event Application to encourage children’s activities	Organization	Michaela Joyce			
4. Encourage children’s activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)	Promo	Michaela Joyce			
5. Encourage children’s activities at Promoted Events (Yesterfest, Market days, etc.)	Promo	Michaela Joyce			
6. Sunday Business Scavenger Hunt	EV	Michaela Joyce			
7.					
8.					
				Total	

DESIGN COMMITTEE GOAL: Create an inviting, inclusive atmosphere, celebrate historic character, and foster accessible, people-centered public spaces.

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

PROJECT / ACTIVITY: Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Wayfinding		7/1/2024	9/30/2024		
Sidewalk Dining (+EV)		7/1/2024	9/30/2024		
Design Guidelines (sidewalk use, signage, etc.)		7/1/2024	9/30/2024		
Sidewalk/Trails Connectivity		7/1/2024	9/30/2024		
TXDOT Signage		7/1/2024	9/30/2024		
Downtown Clean-up		7/1/2024	9/30/2024		
Downtown Lighting		7/1/2024	9/30/2024		
Address Public Bathrooms		7/1/2024	9/30/2024		
Historic Preservation Assesment		7/1/2024	9/30/2024		
			Budget:	0.00	

Annual/On-going Responsibilities:
Heritage Bench Program, Cultural Arts Commission, Flowers, Flags

Anticipated Results / Achievement Measure:

PROMOTION COMMITTEE GOAL: Market our districts defining assets, increase community engagement, communicate unique features through storytelling and support buying local.

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

PROJECT / ACTIVITY: Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Develop "Taste of Bastrop" or rework Table on Main		7/1/2024	9/30/2024		
Increased General Marketing/Advertising for Food/Entertainment	STAFF	7/1/2024	9/30/2024		
Wassail Fest (+EV)		7/1/2024	9/30/2024		
Increased Marketing/Advertising for Business Recruitment	STAFF	7/1/2024	9/30/2024		
Increased Marketing/Advertising of Recreational Assets	STAFF	7/1/2024	9/30/2024		
Sunday Event Programing (Partner with Parks & Rec)		7/1/2024	9/30/2024		
Encourage children's activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)		7/1/2024	9/30/2024		
Encourage children's activities at Promoted Events (Yesterfest, Market days, etc.)		7/1/2024	9/30/2024		
Signature Events: Table on Main, Merry on Main, Big Bang?, Wassail Fest		7/1/2024	9/30/2024		
Parnership Events: Big Bang, Lost Pines Christmas, etc.		7/1/2024	9/30/2024		
Promoted Events: all other events hosted within downtown		7/1/2024	9/30/2024		
			Budget:	0.00	

Anticipated Results / Achievement Measure:

Annual/On-going Responsibilities:
Signature Events & Online Promotion

Draft #2 TRANSFORMATION STRATEGY WORK PLAN FY24

Organization Name: Downtown Bastrop Town, State: <i>Bastrop, TX</i>		Date: <i>05/17/2024</i> Completed by: <i>Main Street Manager & Advisory Board</i>	
Vision: <i>The Bastrop Main Street Program will positively influence the continued preservation, enhancement and commercial vitality of our historic downtown as a distinctive destination that engages and inspires both residents and visitors</i>			
Transformation Strategy #1: <i>Create a Tourist/Tourism based Economy.</i>		Transformation Strategy #2: <i>Develop a more family-focused environment.</i>	
Why: <i>Address people who visit the district from elsewhere, usually to experience something unique to the place (history, art, culture, shopping, restaurants, activities).</i>		Why: <i>Our population is diverse in age, and we need to bring in initiatives that are oriented to all age demographics. This supports improved quality of life for all.</i>	
Goal 1	Goal 2	Goal 1	Goal 2
<i>Increase awareness of assets that are already established and increase overall promotions.</i>	<i>Strategically recruit and support niche businesses that encourage tourism.</i>	<i>Enhance and promote our recreational assets within the district.</i>	<i>Encourage events held within the downtown district to have an added children’s activity.</i>
Lead:	Lead:	Lead:	Lead:
Annual Responsibilities <ul style="list-style-type: none"> • <i>Building Preservation</i> • <i>Heritage Bench Program</i> • <i>Sponsorship</i> • <i>Cultural Arts Commission?</i> • <i>Signature Events & Online Promotion</i> 			

Transformation Strategy #1: Create a Tourist/Tourism based Economy

Goal 1: Increase awareness of assets that are already established and increase overall promotions.

Define Success:

Partners:

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Wayfinding	Design		Michaela Joyce			
2. "Taste of Bastrop"	Promotion		Michaela Joyce			
3. Welcome to Downtown Packet (Businesses & Community)	EV		Michaela Joyce			
4. Increased Marketing/Advertising	Promotion		Michaela Joyce			
5. Expand local Partnerships (Chamber, Visit Bastrop)	Organization		Michaela Joyce			
6. Wassail Fest/Shop Small Saturday	Promo EV		Michaela Joyce			
7. Sidewalk Dining	Design EV		Michaela Joyce			
8.						
					Total	

Transformation Strategy #1: Create a Tourist/Tourism based Economy

Goal 2: *Strategically recruit businesses that encourage tourism.* **Define Success:** *Welcome 3 new businesses.*

Partners: *Building Owners, Business Owners*

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Encourage existing businesses to be destination business</i>	EV		Michaela Joyce			
2. <i>Increased Marketing/Promotion of recruitment</i>	Promo		Michaela Joyce			
3. <i>Business Recruitment Packet</i>	EV		Michaela Joyce			
4. <i>Main Street Academy</i>	EV		Michaela Joyce			
5. <i>Design Guidelines (sidewalk use, signage, etc.)</i>	Design		Michaela Joyce			
6.						
7.						
8.						
9.						
					Total	

Transformation Strategy #2: *Develop a more family-focused environment.*

Goal 1: *Enhance and promote our recreational assets within the district.* **Define Success:**

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Sidewalk & Trails Connectivity	Design	Michaela Joyce			
2. TXDOT Signage & Wayfinding	Design	Michaela Joyce			
3. Downtown Clean-up	Design	Michaela Joyce			
4. Downtown Lighting	Design	Michaela Joyce			
5. Increased Marketing/Advertising of recreational assets	Promo	Michaela Joyce			
6.					
7.					
8.					
				Total	

Transformation Strategy #2: *Develop a more family-focused environment.*

Goal 2: *Encourage events held within the downtown district to have an added children’s activity.*

Define Success:

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Sunday Event Programing (Partner with Parks & Rec @Fisherman’s Park)	Promo	Michaela Joyce			
2. Address Public Bathroom Issue	Design	Michaela Joyce			
3. Amend Event Application to encourage children’s activities	Organization	Michaela Joyce			
4. Encourage children’s activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)	Promo	Michaela Joyce			
5. Encourage children’s activities at Promoted Events (Yesterfest, Market days, etc.)	Promo	Michaela Joyce			
6. Sunday Business Scavenger Hunt	EV	Michaela Joyce			
7.					
8.					
				Total	