

# ***Inside Main Street NewsBLAST***

December 6, 2010

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## ***THREE days and counting...***

**until the Lost Pines Christmas weekend begins.** Over that extended Dec. 9-12 weekend, 17 community organizations, businesses and churches will lay out the welcome mat to locals and tourists alike in offering more than 30 family-friendly activities of the season.

The formal kick-off begins on Thursday at 3 p.m. as the community converges on Bastrop's new City Hall (1311 Chestnut) for an Open House and Community Chorus presentation. Other activities of the day include the Bastrop Fine Arts Guild Winter Market (open until 7 p.m.), a special Christmas Concert by the Colorado River Signers at the First United Methodist Church (beginning at 7:30) and, of course, the River of Lights promenade along the Colorado.

A great start for a great four-day weekend that includes the traditional anchors for this weekend—the annual Holiday Homes Tour and Lighted Christmas Parade (both on Saturday) and the River of Lights (nightly)—and special events and festivities—a courthouse tree-lighting, markets, concerts and other performances, exhibits, open houses, nature events and even Breakfast with Santa.

The Lost Pines Christmas weekend was previewed extensively in last Thursday's (12/2/2010) ***Bastrop Advertiser*** and has gotten media play throughout the region and in some statewide publications. Banners and billboards are up and large display ads have appeared in the Houston Community News group suburban newspapers. The weekend also figures prominently in Downtown Business Alliance advertising in the Austin media market.

For the complete schedule of festivities during this amazing weekend, visit [www.LostPinesChristmasBastropTX.com](http://www.LostPinesChristmasBastropTX.com).

## ***Ready for your close-up?***

***KEYE-TV is coming to Bastrop tomorrow...***and setting up shop in the parking lot across from the Opera House for a live feed from our fair city.

Tune into Channel 42 (CBS) to see KEYE-produced promos on Bastrop. Tape segments are being funded by leading local groups with the Downtown Business Alliance as the title sponsor. The Hyatt Regency Lost Pines Resort and Spa is underwriting a "stay" segment; the Sugar Shack is funding the "eat" segment; the BMSP, Chamber of Commerce and Bastrop Fine Arts Guild are pooling their advertising dollars for "secret" and "lifestyle" segments featuring the people of Bastrop and the historic downtown.

And, get ready for your close-up...come on down to the site tomorrow afternoon/evening as KEYE-TV broadcasts its 4, 6 and 10 p.m. news programs from Bastrop.

## ***It's all about The Plan***

Where we've been, where we are now and where we're headed. The annual Bastrop Main Street Program planning retreat—Saturday, January 22, from 9 a.m. to 3 p.m. at the Hyatt Regency Lost Pines Resort and Spa—will address all of those questions.

Participants will review progress the BSMP has made toward fulfilling its current strategic plan and, based on that assessment, will refine and amend that plan as needed for the coming year and beyond. The current plan has four major prongs:

- Development of a downtown plaza/respice space
- Design and implement a way-finding solution guiding visitors into central Bastrop and area assets
- Facilitate business development along the Chestnut Street corridor
- Assist in the development of a multi-entity coordinated marketing plan promoting Bastrop as a tourist destination.

**Stay tuned for more details; all BMSP volunteers are encouraged to attend!**

## ***Meanwhile, plan on Dec. 14...***

**the next City Council meeting**, which will include attention to topics of particular importance to the BMSP: “way-finding” and plans for the vacant lot at 921 Main Street.

The meeting will be the last Council meeting to be held in the old City Hall and will include a presentation and discussion the former and a public hearing the best use of the latter. “Way-finding” entails devising, producing and placing signage better pointing visitors and others to downtown facilities and resources; Council discussion will center on basic concepts and available vendor solutions. The hearing is intended to gather public input on possible use of this long vacant property in the heart of the Main Street commercial area. Possible uses thus far identified include creation of a “pocket park” and respice space (also a BMSP strategic priority) and private development of commercial and/or residential space.

Check [www.cityofbastrop.org/departments/city\\_council/agendas.html](http://www.cityofbastrop.org/departments/city_council/agendas.html) for the posted agenda, after Dec. 10.

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# ***Inside Main Street NewsBLAST***

December 15, 2010

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## ***Oops, schedule change***

The annual Bastrop Main Street Program planning retreat—initially scheduled for Jan. 22—has been rescheduled for Jan. 29. Still at the Hyatt Regency Lost Pines Resort and Spa; still running from 9 a.m. to 3 p.m., and still focused on where we've been, where we are now and where we're headed.

Participants will review progress the BSMP has made toward fulfilling its current strategic plan and, based on that assessment, will refine and amend that plan as needed for the coming year and beyond. The current plan has four major prongs:

- Development of a downtown plaza/respice space
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The retreat is open to all BSMP volunteers (and prospective volunteers). For further information and to reserve your spot, contact BMSP Director Nancy Wood, [mainstreet@cityofbastrop.org](mailto:mainstreet@cityofbastrop.org) or (512) 332-0068.

## ***What a weekend!***

Bastrop organizations pulled out all stops and throngs of visitors found a warm welcome and fun things to do at every turn during the Jan. 9-12 Lost Pines Christmas weekend. While BMSP organizers are mid-stroke gathering results and suggestions from sponsors of the 30-plus events that made up the weekend, we do know we have some winners:

**The Downtown Business Alliance once again produced an amazing Lighted Christmas Parade on Saturday evening.** From 90-plus entries, judges tagged the following winners:

Overall Best Theme Entry - "Christmas around the World"  
First - Bastrop School of Montessori  
Honorable Mention - Lost Pines Elementary PALs

Most Beautiful Lighted Float (theme was not considered)  
First - Flatonia Chamber of Commerce  
Honorable Mention - Smithville Jamboree Queen

Best Lighted Pedestrian Group - all marching or walking groups were eligible  
First - D'Ette Co. & Dancers  
Honorable Mention - Bastrop High School Bear Band

Most Festive Group Riders - all riding/horse groups were eligible  
First - Hyatt Lost Pines Resort

Best Emergency Vehicle Decoration - all vehicles for law enforcement, fire depts., EMS, etc. were eligible  
First - Bastrop Police Explorers Post 850

Best Cyclist Decoration - all cycles with one to three wheels, either motorized or manual  
First - Horace Russell and his old fashioned Texas sized tricycle

Best "Reason for the Season" - religious themed entries  
First - River Valley Christian Fellowship, Bastrop

Best four wheel vehicles (a new category this year)  
First - Bryan Porter, Texas Manx Club (buggies)  
Honorable Mention - Billy & Gloria Blain, Texas Manx Dune Buggy

**The people have spoken and voted for their favorite “Festivitrees”**—Christmas Trees made of or decorated with recycled materials, a customer driven competition sponsored by Keep Bastrop County Beautiful. From the 19 trees conjured up by downtown businesses, the winners are Loblolly General Goods (first place); Frontier Bank (second), and Blue Donkey and First National Bank (tying for third place). Honorable mention recipients were to Bastrop Copier and Hula Hoops.

(If have haven't seen all the trees, it's worth a special trip downtown. And don't forget to visit the “Lost Pines Christmas Bastrop Texas” Facebook page to share your comments, pictures and suggestions for 2011. )

### ***Meanwhile, City Council considers...***

Following last night's public hearing on future use of 921 Main, City Council has much to mull over.

BMSP volunteers restated their desire to create a “pocket” park and respite space in this long vacant space and pointed out that such use has been a BMSP strategic priority; the Bastrop Economic Development Corporation talked about commercial development; other speakers spoke to both positions. Council took no action on proposals and set no timeline for its determining best use of the property.

In other action relating to the BMSP, Council charged the program to take on the “way-finding program” (also a BMSP strategic priority). In creating signage better pointing visitors and others to downtown facilities and resources, BMSP committees will evaluate vendor solutions thus far identified and will provide direction on implementing an effective solution.

### ***Grab your calendar***

The BMSP Advisory Board will not meet in January and February, but the four BMSP committees will have full agendas for both January and February. Please make note of these January meetings:

- Jan. 18 Promotions Committee, 5:30 p.m. in the Chamber of Commerce Conference Room
- Jan. 19 Organization Committee, noon in the Chamber of Commerce Conference Room
- Jan. 20 Design Committee, 5 p.m. in the Bastrop Economic Development Corporation Conference Room
- Jan. 21 Economic Restructuring Committee, 5:15 p.m. in the Chamber of Commerce Conference Room

All meetings are open to the public; scheduling conflicts may prompt changes in meeting time and place. For updated information, please check with Nancy Wood at [Mainstreet@cityofbastrop.org](mailto:Mainstreet@cityofbastrop.org).

### ***Just down the street...***

Anita's Mexican Restaurant, longtime occupant of the Haynie Building at 1010 Main, is moving a few doors down, to 1004 Main, the northern half of the Buchanan Building (the southern half is home to Bastrop Copier). Anita's closed on December 15 to execute the move and will reopen in the new space the first week of January. The new facility allows for a bigger kitchen and dining area. Anita's, long a favorite for breakfast and lunch, will add dinner two nights a week at the new location. Stop by in January to see the new "digs"!

### ***Happy Holidays!***

This is the last ***Inside Main Street NewsBLAST*** for 2010; look for us to return the week of January 3 and have a wonderful holiday season!

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***Inside Main Street NewsBLAST*** is a weekly communiqué from the Bastrop Main Street Program. To contribute items, contact Dick Smith at [soyrps@gmail.com](mailto:soyrps@gmail.com) or Nancy Wood at [mainstreet@cityofbastrop.org](mailto:mainstreet@cityofbastrop.org).

**Please share this newsletter** with others who have an interest in learning how the program is making a difference. Past newsletters are available online at [www.bastroptxmainstreet.com](http://www.bastroptxmainstreet.com).