

Bastrop Main Street Advisory Board
Bastrop City Hall
Council Chambers
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



AGENDA – February 9, 2022 at 6:00 P.M.

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 to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.

1. CALL TO ORDER

2. CITIZEN COMMENTS

At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Issues may be referred to City Staff for research and possible future action.

To address the Board/Commission concerning any item on the agenda, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting.

3. ANNOUNCEMENTS

3A. Crowns A Musical at the Bastrop Opera House until February 20th.

3B. A Valentine's Cabaret & Dinner Show at the Bastrop Opera House February 13th and 14th.

3C. Cowgirls & Clutches: Bastrop County Designer Purse Bingo on February 19th at the Convention Center.

3D. Recreation Family Fun Night on March 1st 6-7:30pm.

3E. The Farm Street Opry on March 3rd at the Convention Center.

3F. Main Event – First Friday Art Walk on March 4th

- 3G. Events on Main on March 5th.
- 3H. Movies in the Park at Bob Bryant Park on March 5th.
- 3I. Art After Dark at the Lost Pines Art Center on March 5th 6-8pm.

4. REPORTS

- 4A. Main Street Manager Report.
- 4B. Business Retention Committee Report.
- 4C. Table on Main Committee Report

5. PRESENTATIONS

- 5A. Presentation made by the City of Bastrop Code Compliance Officer.

6. WORKSHOP

- 6A. Sponsorship Packet.
- 6B. Chamber Training Scholarships.
- 6C. Main Street Benches.
- 6D. DBA Celebration.

7. ITEMS FOR INDIVIDUAL CONSIDERATION—NONE

8. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting is 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 convenience that is readily accessible to the public, as well as to the City's website, www.cityofbastrop.org. Said Notice was posted on the following date and time: Friday, February 4, 2022, at 1:00 p.m. and will remain posted for at least two hours after said meeting has convened.

Ann Franklin

Ann Franklin, City Secretary



STAFF REPORT

MEETING DATE: February 9, 2022

AGENDA ITEM: 4A

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: In January, Ramble on Salon, located at 601 Chestnut Street, Suite I, (which was a preexisting salon) received a CO.

Updating Downtown Business Contacts: At the November MSAB meeting, board members were assigned addresses and contact sheets to get updated contact information for the businesses in the Main Street District. Please send that information to Candice Butts to compile into a Master Contact list- not only is it helpful in ensuring everyone is getting our Main Street communications, but it is necessary for our calculation of our vacancy rate so we would like to get it completed in time to include for this upcoming Quarterly Report.

Bastrop Economic Development Corporation Main Street Contract: City Council will meet the night before the Main Street Advisory Board Meeting so while there is not a current update to include in the staff report, there will be one for the meeting.

Annual Main Street Accreditation: We finalized and submitted our Main Street Annual Accreditation on January 21st. The Accreditation consists of the submission of work plans, self-assessment, organizational chart, design projects, and Committee Structure. The final report is attached.

State of the City: The City created the first ever Mayor's State of the City address. This address is a 30-minute snapshot of City of Bastrop's accomplishments for the 2021 Fiscal Year. The video was showcased at the January 25th, 2022 Council Meeting. If you would like to watch, follow this link: www.youtube.com/watch?v=ziLCzNB5ahA.

Quarterly Report: The City also completed the Fiscal Year 2022 First Quarter Report. This document provides a quarterly update on Financial and Investment reports, Capital Improvement Projects, and Management Projects, as well as highlighting City accomplishments and other projects that align with the City Council's 9 Focus Areas. To view the FY 2022 First Quarter Report, follow this link:

www.cityofbastrop.org/upload/page/0472/docs/FY22%20Q1%20report%20-%20FINAL.pdf.



ANNUAL MAIN STREET PROGRAM ACCREDITATION x

To: Staff and Boards of Texas Main Street communities

Date: January 21, 2022

Report due date: **Friday, January 21, 2022**

What is accreditation?

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

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

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

What is the review process?

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

What about my 4th quarter report?

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

Additional Submission Requirements

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

Submission Checklist

City: Bastrop

WORK PLAN

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

SELF-ASSESSMENT

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

ORGANIZATIONAL CHART

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

DESIGN PROJECTS

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

COMMITTEES

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

- Design Committee
- Organization Committee
- Promotions Committee
- Economic Vitality Committee
- Other (please specify): Sponsorship Committee
- Other (please specify): Lost Pines Christmas Committee
- Other (please specify): Table on Main Committee
- Other (please specify): Wine Event Committee

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

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

City: Bastrop

1 = We do not do this.

2= Marginal performance. We do not consistently do this.

3 = Average performance. We do this, but there is general agreement improvement is needed.

4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

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

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	2
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	3
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	5
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	1
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	3
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	3
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	5
Self-evaluation score, this section	22

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

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. (<i>Budget detail under Strategy III</i>)	5
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	5
Self-evaluation score, this section	20

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

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	5
Self-evaluation score, this section	10

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

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. <i>(Refer to similar questions under A.)</i>	3
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. <i>(Refer to similar question under A.7.)</i>	5
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	5
Self-evaluation score, this section	13

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

When it comes to broad-based community commitment, our Main Street Program has strong connections within the district. We value and prioritize our partnerships with the Bastrop Chamber of Commerce, Visit Bastrop and Bastrop Independent School District (BISD) by keeping downtown a priority and activating our partnerships in business education, economic vitality, tourism, and community engagement. Main street worked closely with Visit Bastrop to transfer the Downtown Bastrop website to a microsite under the Visit Bastrop domain which is one of many partnership examples. Connecting with businesses regularly is a priority, and we do this through weekly Main Street Newsletters where we keep the district up to date on events, helpful tips, road closures, webinars/trainings, updates to ordinances, and other pertinent information. We also engage through gifts to the businesses and love notes.

Our program continues to struggle with building a volunteer base that reflects our district and community demographics. As mentioned in last year's evaluation, we hired a Community Impact Manager under the Main Street Department. This manager has been developing networks, managing partnerships, and engaging the public. We've heavily relied on our partners' networks for volunteers. With the goal of building a city-wide volunteer network, we can have a volunteer base that reflects community demographics and interest. Measuring impact of our efforts, showing the value of initiatives, in the district is area where we can improve. We are working with the Retail Coach and Civic Brand to gather updated market analysis and find innovative ways to promote and support our Main Street.

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

In reflection, we are working toward measuring impact by utilizing the Retail Coach to gather updated market analysis from the district and review data to accurately measure our efforts. Doing so, we can develop new initiatives to promote the district and eliminate initiatives that are not beneficial. The district is currently gathering building inventory data, so we have an accurate vacancy rate. Currently, we heavily rely on our partners for volunteers, so we will be working on a city-wide volunteer pool by engaging with the community and creating strong volunteer network.

STANDARD I TOTAL SECTION SCORE _____

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

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

A. Active Volunteer Leadership. The Board.

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

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	2

2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	1
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	3
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	1
5. Volunteers not in board leadership roles also receive orientation and training.	1
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	2
Self-evaluation score, this section	9

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. (Note: see related questions under Standard III)	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	4
5. There is regular staff communication among staff, board and committees, task forces etc.	4
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	4
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input checked="" type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input checked="" type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input checked="" type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input checked="" type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input checked="" type="checkbox"/> Other (please specify): <u>Government Social Media</u>	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 th Q Activity report due to this submission. 4 th Q reinvestment reports due January 10, 2021)	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	32

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

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	5
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	3
3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	3
Self-evaluation score, this section	16

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

Our board members are passionate, active advocates for the district. Every board member serves on main street committee as a chair or co-chair and go above and beyond to assist with other committees, teams, and projects throughout the year. Because of the dedicated, passionate board members, our program exemplifies professionalism. With last year's reorganization, the Main Street Department now consist of three staff members that work cohesively on district communication and engagement efforts, as well as special events and economic vitality.

As mentioned in the previous section, our volunteer base is an area that we are constantly working to improve. The Community Impact Manager is working to enhancing a city-wide volunteer base. Because of the rapid growth in Bastrop, keeping up with the changing needs of our Main Street District is an additional improvement area. To tackle this, we are bringing in a team of consultants to help determine what those needs are and adapt our initiatives to promote to provide successful, relevant programming and resources. In the meantime, we are engaging our board to determine smaller initiatives. In doing so, when implemented the initiatives are still relevant, thus impacting our Main Street.

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

Our plan for next year is to expand our volunteer base by creating a community of volunteers through a city-wide network. With the fast-changing business environment and the announcement of Tesla, we've experience 11% growth which means we need to be able to quickly adapt and recreate our work plans. The market study will help us pinpoint goals so we can adequately adjust and thrive with the changing business environment.

STANDARD II TOTAL SECTION SCORE _____

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

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

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	5
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	5
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	5
Self-evaluation score, this section	15

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

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced attention to all four points.	4
2. Work aligns with financial capacity.	4
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	5
4. The budget adequately covers programming and activity expenses.	5
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	3
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	5
8. For urban non-profits: The MS Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	n/a
9. For urban non-profits: There has been an independent financial review in the last 12 months.	n/a
Self-evaluation score, this section	31

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

We believe our Downtown is the soul of our community and should be resourced as such. Every decision made at the City is facilitated with that in mind. Our City Council supports this realization with the creation of its 9 focus areas. These focus areas are design to assign purpose to every action the city initiates by asking if decisions maintain and promote communication, community safety, economic vitality, fiscal responsibility, managed growth, multi-modal mobility, organization excellence, uniquely Bastrop and unique environment. Support of Downtown has changed in the city limits as more sophisticated businesses come to town. With shifting of community support, a focus on local business activation is a priority to preserve Bastrop's unique aesthetic and downtown district.

STANDARD III TOTAL SECTION SCORE _____

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

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

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

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	3
2. We have up-to-date district market, economic and demographic data.	3
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	4
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	1
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	3
Self-evaluation score, this section	14

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

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	3
2. We are (<i>please indicate which one</i>) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	4
3. Our work plan has activities across all four points of the Approach.	3
Self-evaluation score, this section	10

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

Our plan for 2023 is to develop the first Bastrop Downtown Master Plan. We are working with the Retail Coach to gather updated market and customer analysis and Civic Brand to perform a place and brand audit. These steppingstones will provide the data and actions needed to begin the development of a 10-year Downtown Master plan to focus on Downtown development and community engagement.

STANDARD IV TOTAL SECTION SCORE _____

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

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

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	4
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	5
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	3
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	5
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	3
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	1
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	1
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	1
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	3
13. We are actively working to become live/public on DowntownTX.org.	1
Self-evaluation score, this section	42

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

The City of Bastrop has a robust Historic Landmark Commission and Historical Society that was established before our Main Street Program was created. The HLC does an incredible job at preserving and revitalizing our historical assets. We work closely with our Historic Preservation Officer who is officed in the City's planning Department. Because our market is in demand, we don't have incentives in place to target building underutilization or long-term vacancies. Our goal is to keep a current and accurate building inventory of our 62-block Main Street District, which is no easy task. We will utilize the downtowntx.org business inventory to fill any empty business spaces.

STANDARD V TOTAL SECTION SCORE _____

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

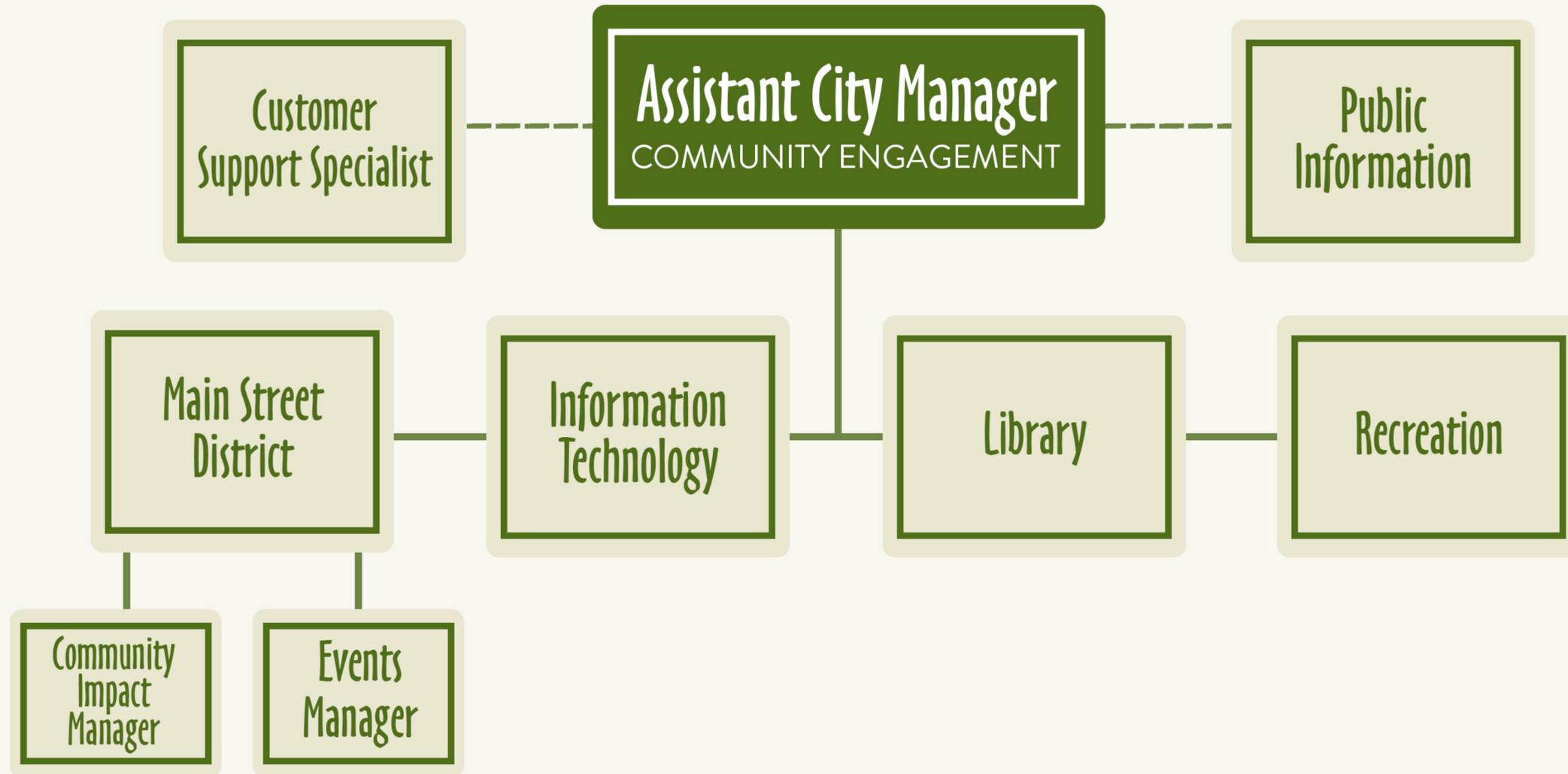
Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	5
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	5
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President’s Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	4
5. Downtown is generally viewed as an active marketplace which the community supports.	4
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	5
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. ‘Hobby’ businesses have decreased over time.	4
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	5
9. Property owners see a positive return on their investments.	5
10. Downtown’s occupancy rate has increased over time, including second floor uses.	5
11. Downtown has destination businesses.	5
Self-evaluation score, this section	47

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

Our Main Street District is changing by day. Because of this, we are absorbing this and changing with by focusing on completing the “next smallest thing” because of the rapid change big initiatives are no longer needed by the time they are facilitated. Bringing in teams of professionals will help us plan and implement the big initiatives as well as the creation of Bastrop’s first ever Downtown Master Plan.

STANDARD VI TOTAL SECTION SCORE _____

-end-



Relationships

VISIT BASTROP
 COMMUNITY ASSESTS
 BASTROP HISTORICAL SOCIETY
 AND VISITORS CENTER
 BASTROP OPERA HOUSE
 LOST PINES ART CENTER
 COMMUNITY SUPPORT
 GROUPS

City Council Focus Areas

1. UNIQUELY BASTROP
 -DOWNTOWN REVITALIZATION
 -CONVENTION CENTER AS
 AN ASSET
2. COMMUNICATION
 -CUSTOMER SERVICE

Boards

MAIN STREET ADVISORY
 BOARD
 LIBRARY BOARD
 YOUTH ADVISORY BOARD
 CULTURAL ARTS COMMISSION

Cross-Functional Teams

COMMUNICATIONS &
 SPECIAL EVENTS TEAM
 (FOCUS AREA 2)
 DATA MANAGEMENT TEAM



Astro Record Store – 910 Main Street

In January 2021, Astro Record Store expanded and relocated to a bigger space at 910 Main Street. Astro Record Store is a destination business for serious record collectors. The store specializes in rare and unusual LPs, CDs, and music memorabilia. The store also houses a great selection of vintage record players, speakers and amps, and accessories. The owner Kevin “Lippy” Mawby believes the store’s purpose is to not simply sell records, but to sell the experience of finding the records. He promotes this through music, coffee labs, pop-up record shows, dollar dig days, special discounts and fundraising events for community groups. The store is focused on the “unusual and interesting.” Since the relocation, Astro Record Store has expanded its business to the sidewalk, creating a gathering place for customers as well as a sidewalk dig space.



Previous location



910 Main Street Before



Now

The Art Institute – 921 Main Street

The 921 Main Street location has been vacant for more than 15 years due to several fires that burned down the structures at that site. In 2009, the City of Bastrop purchased the lot where it was utilized as additional downtown parking and special event space. In 2016, the City Council sold the vacant lot to the Bastrop EDC where it constructed a \$2.9 Million, two-story, 9,000-square-foot building after community feedback and a recommendation from the state’s Historical Commission. The Art Institute of Austin currently operates from the location under a 10-year lease with the BEDC.



Before



Now

KC Outfitter – 815 Main Street

In January 2021, KC Outfitters opened up at 705 Pine Street and after just a few months it grew into a bigger space at 815 Main Street. KC Outfitters is a boutique that specializes in unique, comfortable, casual clothing and gifts for women, men, and children.



Previous location



815 Main Before



Now

Lumiere House – 1011 Main Street

In July 2021, the Lumiere House opened as a boutique style education studio for hairstylist. They provide rental options for independent educators, intimate seminars and more. This event and education space was brought to life by Kristen Lumiere. Her vision was to create a space where stylists could host workshops and develop careers behind the chair or as educators. The building was remodeled to showcase a clean, modern aesthetic.



Before



Now

C & S Cigars – 709 Pine Street

C & S Cigar Lounge is located within Copper Shot Distillery at 809 Main Street. C&S Cigar Lounge has not relocated but instead it expanded its current location into 709 Pine Street which was attached to the space it occupies. The lounge is the first of its kind in Bastrop and provides a large selection of cigars.



Original Entrance



709 Pine Street Entrance



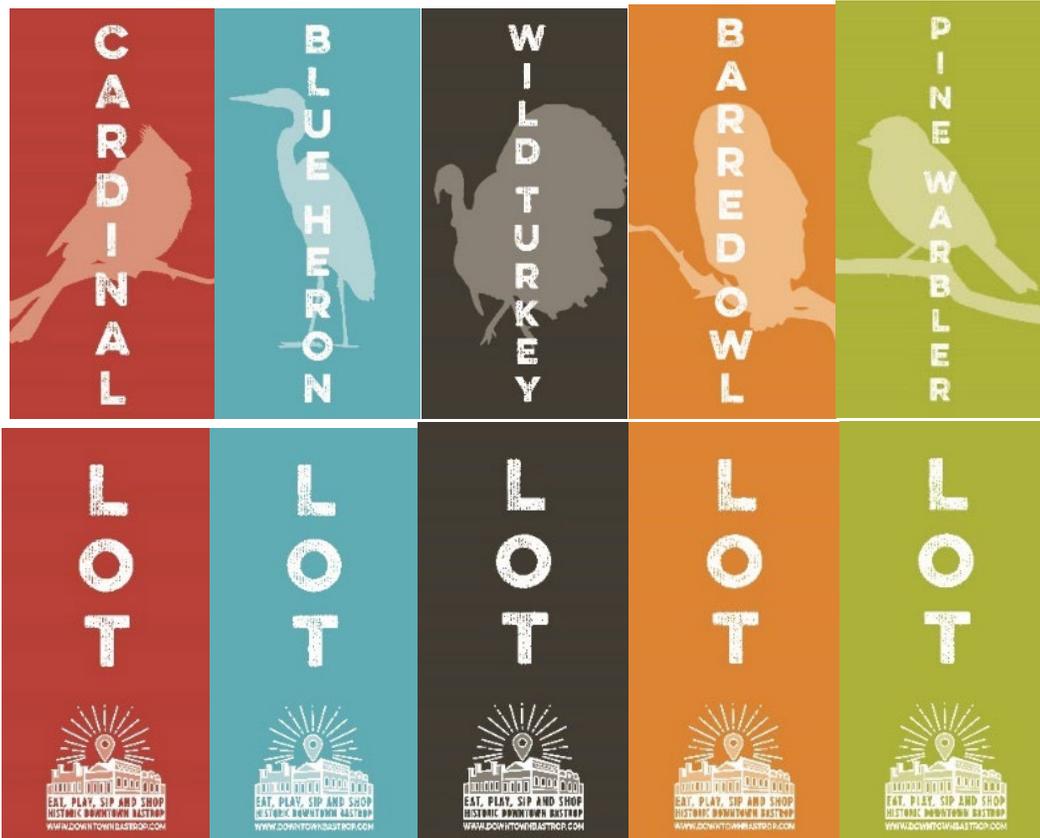
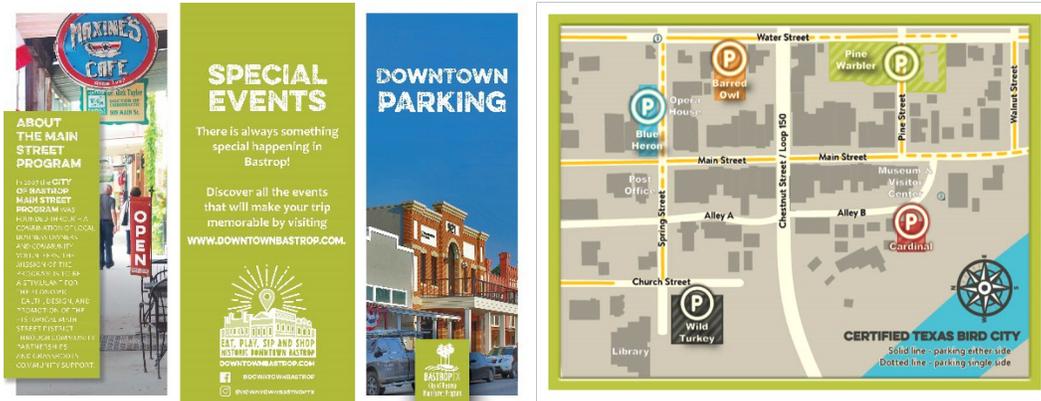
Before



After

Parking Lot Rebrand

In 2021, the Design Committee has been working on the rebranding of our city parking lots with new flags, a parking brochure, and wayfinding signage. Bastrop was named an inaugural Texas Bird City in 2020, so the Committee partnered with the Bird City Coalition to rename each parking lot after a native bird. In November the parking lot flags were hung, and the parking map was sent out to the Main Street district. Brochures will be distributed to the downtown businesses. Next plan for the rebrand is to resurface the “P” parking lot signs and update the lot names as well as the downtown maps.



Heritage Bench Program

During the second quarter of 2021, our historical Main Street Heritage Bench Program sold all benches, a total of 25. The Main Street Advisory Board decided to purchase additional benches with the funds and there is currently a waitlist for the next round of benches. All remaining funds collected from the bench sales will be allocated for a future Main Street beautification projects to be determined by the Board. Phase 2 of the bench program is being discuss and bench locations have been determined by the board as well as a potential phase 3.

THE MAIN STREET Heritage Bench PROGRAM

The Main Street Heritage Bench Program exists to beautify the Historic Bastrop Main Street District with support from our generous community.

Heritage Benches create an elegant, welcoming and lasting place of respite in our shopping and restaurant district, while honoring the donor's loved one, organization or cause. Donor proceeds for the Heritage Bench Program support the beautification and preservation of Historic Bastrop's Main Street District, whose mission is to keep the cultural core of Bastrop authentic and thriving.

ABOUT THE HERITAGE BENCH PROGRAM

The Benches: An industry classic, the Langfletcher often evokes Victorian appeal that lends an historic streetcar or an upscale road. The cast aluminum legs with steel slats complete the traditional traditional appeal. This bench will stand the test of time.

The Plaque: Your commemorative plaque will feature up to three lines of text and up to 10 characters.

The Cost: The cost is \$295, and includes bench, installation and personalization.

THE BASTROP MAIN STREET PROGRAM

The City of Bastrop Main Street Program, through community partnerships and grassroots community involvement, will be a stimulant for the economic health, design, and preservation of the Historic Main Street District.

For more information about the Heritage Bench Program, please contact Rebecca Gleason, Main Street Manager, City of Bastrop at rpleason@CityofBastrop.org or (504) 332-4883, or connect with @HistoricMainStreetBastrop on social media.

EAT, PLAY, SIP AND SHOP HISTORIC DOWNTOWN BASTROP



**City of Bastrop Main Street Program
Design Committee**

Committee Chair Steph Lewis
Mission Statement
Meetings 3rd Wednesdays, 5:30PM

Annual Work Plan 2021

Quarter	Project	Members	Target Date
Q4 (22)	CROSSWALK ART PROJECT		
	-- MEET with Cultural Arts Commission re partnership	Steph / Candice	10.05.21
	-- CREATE partnership program	Steph / Committee	11.02.21
	-- MSAB - confirm budget (paint / artists)	Steph / Committee	01.28.22
	-- CAC - will help with artists call	CAC	02.01.22
	-- CONFIRM week of Table on Main (MAY 22) or October (22)		11.02.21
	-- PUBLISH Artists Call / Market on City / FB / IG accounts	Committee / CAC	07.01.22
	-- CONFIRM street closures (TX dot)	Steph / City	TBD
	-- TBD	TBD	TBD
	PARKING LOTS - REBRAND		
Q4 (21)	-- REBRAND Parking Lot Signs / Bird City Birds	Committee / Candice	Q4 (21)
	-- ASSESS # / Hardware Needed	Committee / Candice	Q4 (21)
	-- ORDER printed Parking Lot Signs		Q1 (22)
	-- CONFIRM process for wrapping current "Ps" in each lot		
	-- ORDER wraps		
	BIKE RACKS / ROTARY PROJECT		
Q3-Q4 (20)	-- MEET with Rotary re design - talk initial design	Steph / Committee	Q3 (20)
	-- AGREE on design (Iron Bridge-inspired)	Steph / Committee	Q3 (20)
	-- ROTARY takes and runs with it	Rotary	Q4 (20)
	-- ROTARY deliver prototype to City Hall	Rotary	10.16.21
	-- DESIGNATE Main Street locations (see PDF)	Committee	Q3 (20)
	-- MEET with City Council re Rotary Donation	Rotary	TBD
	-- APPROVE / EDIT Prototype	Steph / Committee	10.27.21

- CITY to POWDER COAT
- ROTARTY to DELIVER REMAINING (5) RACKS

City TBD
 Rotary Q2 (22)

DOWNTOWN PLANTERS

Q1 (22)

- DESIGNATE Main Street locations (see PDF)
- CHOOSE Planters - (5) 36" / (8) 24" self-watering
- PURCHASE Planters
- CONNECT with Master Gardeners - Mark Stewart
- GET Master Gardeners BUY IN (quarterly install)
- PLANT our Pretty New Plants
- PLASTER on Social Media

Committee Q3 (20)
 Committee / Rebecca Q3 (20)
 Rebecca Q1 (22)
 Steph 10.01.21
 Steph Q1 (22)
 Committee / Master Gardeners 11.15.21
 City :) 11.16.21

Business Retention Committee

Committee Chair

Jennifer Long

Mission Statement

Meetings

Action Item	Assigned Date	Target Date	Notes
Welcome Wagon & Ribbon cuttings	As needed		Pop by on new businesses, attend all district ribbon cuttings
Main Street Academy	Ongoing		Coordinate w/Chamber & EDC for small business education opportunity
Contact HOAs	January/Feb	End of Feb	Determine if we can post on their newsletters, social media outlets, etc
Compile list of apartments	January/Feb	End of Feb	Contact managers about posting flyers at mailbox pods
Hotels, Title Companies, Model Homes	ongoing		Deliver information on Downtown events, shopping, restaurants, etc..
Event Specific Discounts ??	January/Feb		This may be covered with Visit Bastrop already
Small Business Saturday & Wassail Fest	September	Mid of Oct	
Fall Market Days-Early October	July/August	Early Sept	Promote shopping downtown-provide "extra" items for giveaway to retailers
Spring Market Days-April	Feb/March	End of March	Promote shopping downtown-provide "extra" items for giveaway to retailers

City of Bastrop Main Street Program

2021-2022 Sponsors

Committee Chair

Dani Moss

Annual Work Plan 2022

Quarter	Project	Members	Target Date	Status
	Create pricing for sponsor season passes		10/31/2021	
	smaller sponsor packages		10/31/2021	
	Detailed tri-fold sponsor informaiton		12/1/2021	

	Action Item	Owner	Due Date	Complete	notes	Progress
1	Start Table of Main Task List	Rhonda	11/4/2021			
1.2	Confirm Table Count and Create Scematic	RR	3/25/2022		decided to start at 160 untill no know produce	
2	Touch base with restaurants to get contact and confirm participation	Rhonda	11/4/2021			
3	Get with multi-media for design	Kathy	11/4/2021			
4	Confirm Table Count and Create Scematic	RR	3/25/2022		decided to start at 160 untill no know produce	
4.1	Build sponsorship package	Rhonda	12/1/2021			
4.2	Share sponsorship package with Sponsorship Chair and meet	Rhonda	**			
5	Host kick-off Committee meeting	Rhonda	**			
6						
7						
8						
9						
9.1	Write letter to City Manager for event variance	Kathy	3/13/2022			
10	Pull together timeline for designer	Rhonda	3/6/2022			
10.1	Meet with designer about deliverables and timeline					
10.1	Invite resturants and bars to particiapte	R&S	11/4/2021			
11	Reach out to Farmers market, Farmers, and Storehouse about product	RHonda				
11.1	Ask to store beer, cameras, wine at Chamber				Asked	
11.2	Finalize resturants and bars participation list	Rhonda				
11.3	Let designer know participation list					
12	Put resturants in touch with Farmer Market lead	Rhonda				
13	TOM Event Permit	Kathy	3/20/2022			
14	TABC Event Permit	Kathy	3/20/2022		We fill out the application and Chamber fills the permit	
15	Book entertainment	Rhonda			Donovan Keith has agreed on Date of May 1st/ need to secure booking fee	
16	Find beer and wine sponsors	R & S			Currently-Brown, 602, iron bridge, Hahn, BBC, Titos	
17	Schedule photographer	Rhonda	*		Stories-booked	
18	Find area of staging of rentals				In the past we've used Rose Henderson's building. If she hasn't sold Rhonda will secure with Rose.	
18.1	Contact Florists				Bastrop Florist and Brenda Abbott- discuss role for each	
18.5	Contact Volunteer Groups	Candice			ROTC, Cindy, sport teams, honor society	
19	Produce Eventibrite page	Kathy	3/13/2020		Kathy or our multi-media	
20	Produce Facebook event page	Kathy	3/13/2020		"	
21	Send details to Chamber and Visit Bastrop for event pages	Kathy	3/13/2020		"	
21	Begin marketing ticket sales		3/13/2020			
22	Send details to Debbie Denny to sell tickets	Rebecca	3/13/2020			
23	Media Release	Kathy	3/27/2022			
35	Determine band placement and check electricity	Rhonda				
36	Book rentals	Rhonda	3/27/2020			

37	Book photobooth				Sarah-we spoke in the meeting about a selfie photo booth of sorts- details/pricing	
38	Book hosts to welcome guests				Volunteer committee to contact Drill team	
39.1	Order Fans					
39.2	Ask Visit Bastrop for water					
39.3	Book Ice					
39.4	Book cleaning of rental staging area	Rhonda	Rhonda			
39.5	Book Team Leads				Steve, Ben, Design, Head Server, Victoria, Becca	
39.6	Book Table Movement				PW wash down the tables?	
39.7	Order thank yous					
39.8	Confirm Volunteers					
39.9	Confirm photobooth					
40	Confirm Florists					
40.5	Confirm entertainment					
40.6	Confirm rentals	Rhonda	Rhonda	4/17/2022		
41	Confirm beer and wine					
44	Confirm hosts to welcome guests					
44.5	Confirm Visit Bastrop for Water					
45	Confirm Ice					
45	Confirm items being borrowed				water/tea pitchers, coffee carafes, trays for buttlring, server trays, jacks, break baskets, butter dishes, ice chests, troughs	

45.1	Confirm TOM Timeline with Duties				Place time for chair placement, move Halo setup and volunteer show up earlier	
45.2	Organize walkie talkies				Make list of who gets one	
45.3	Host Logistics meeting					
45.5	Sent TOM posters to printer from Designer					
46	Design and send to printer Check-In; Welcome; Restroom Signs; Halo Signs					
46.1	Place out TOM posters				1 month out	
46.2	Find wheeled carts and wheel chair ramps for installation					
47	Plan food and drinks for volunteers					
47	Order signage for bar areas					
48	Design and frame drink menus for bar areas				Build full schematic for bartender- have them work with Server Lead for set-up	
49	Design and print Table Menu					
50	Pull together details for keepsake booklet					
43.2	Design and send to printer sponsorship signs for tables				Make them close to the table so they don't fall over	
49.1	Send farmers, sponsors and volunteer posters to printer					
	Send keepsake booklet to printer					
	Map Table positions				Place sponsors in shade	
	Pack items for check-in table				Tablets, table map, wristbands to attendees	
	Pack supply box for rental staging areas				scissors, tape, markers, printer, laptop, wireless HOT spoke, pens markers, paper, labels	
	Send email to sponsors/attendees					
	Give head server counts on rental items					
	Organizer plate dump and rinse bucket				Silverware must be organized by utensile type	