



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

# **BASTROP MAIN STREET PROGRAM**

Fiscal Year 2022 Report







910



WELCOME TO MARSHALL  
TONGUE

MASKS  
REQUIRED

OPEN







# BASTROP MAIN STREET PROGRAM

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# BASTROP MAIN STREET PROGRAM

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## MISSION

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

## ACCREDITATION

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

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

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

## *Nationally recognized. Locally powered.*

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

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

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

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



Photo top

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

Photo bottom

Photo of Main Street in Downtown Bastrop.



## FOUR POINT APPROACH FOR COMMUNITY TRANSFORMATION

### ORGANIZATION

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

### PROMOTION

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

### DESIGN

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

### ECONOMIC VITALITY

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



## ORGANIZATION

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

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

### PARTNERSHIPS

#### **Bastrop Chamber of Commerce**

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



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

#### **Cultural Arts Commission**

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

#### **Family Crisis Center**

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

#### **Visit Bastrop**

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

#### **Bastrop County Master Gardeners Association**

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





### Youth Advisory Council

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

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

funding for the mural project.

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

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

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

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

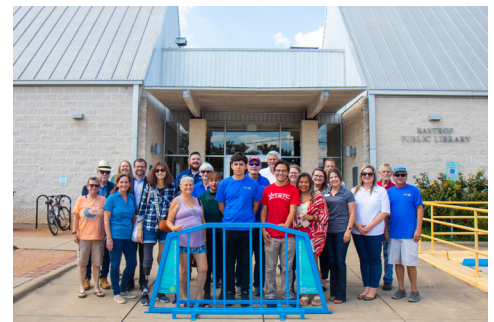
### Rotary Club of Bastrop County

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

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

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

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



## MEET THE MAIN STREET ADVISORY BOARD



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

### KARI SNEED

#### Place 1

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

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

### ANNEMARIE SCHINDLER

#### Place 2

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

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

### STEPH LEWIS

#### Place 3

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

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

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### SONYA COTE

#### Place 4

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

### JENNIFER LONG

#### Place 5, Chair

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

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

### CANDICE MCCLENDON

#### Place 6, Secretary

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

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



## RHONDA GANNON

### Place 7

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

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

## SHAWN PLETSCH

### Place 8

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

## DANI MOSS

### Place 9

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

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

## COMMITTEE STRUCTURE

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

Long and Kari Sneed.

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

The sponsorship chairs are Dani Moss

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

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



## VOLUNTEERS

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

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

This year the program updated its volunteer

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



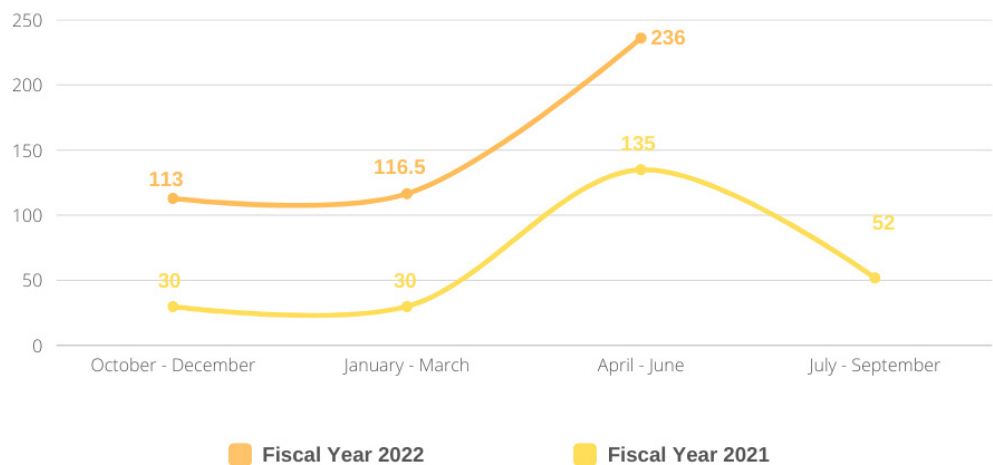
The program has been active at community events like the Cultural Arts Commission's Gathering events and other community events to promote the Main Street Program and recruit new volunteers.

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



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

## Volunteer Hours







*Photo left*

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

*Photo top*

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

## SPONSORSHIPS

### 2022 Sponsors

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

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

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

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

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

### 2023 Sponsorship Packages

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

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

Photo top left

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

Photo bottom right

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



## PROMOTION

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

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

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

### Table on Main

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

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

- 602 Brewing Company
- Anita's Mexican Restaurant





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

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

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

Over \$10,000 beyond costs was raised

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

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

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



### **Lost Pines Christmas**

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

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

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

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

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

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

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

### **Bastrop Juneteenth Celebration**

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

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

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



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





*Photo top right*

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

*Photo bottom right*

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

### ***Veteran's Day Car Show***

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

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

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

having a Bastrop zipcode (78602) were 36.71%.

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

### ***Bastrop Homecoming and Rodeo***

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

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

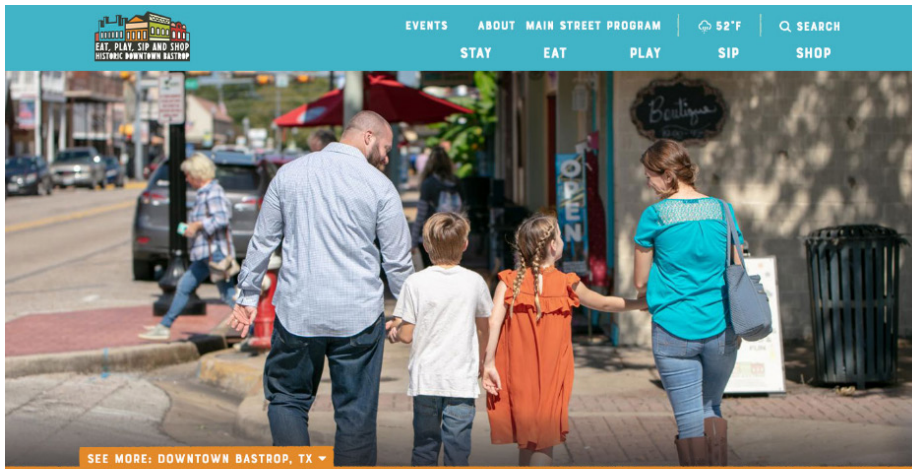
### ***Bastrop Music Festival***

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

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

For more information about Bastrop Music Festival, go to [www.bastropmusicfestival.com](http://www.bastropmusicfestival.com).





## DOWNTOWN BASTROP

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

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

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

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

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

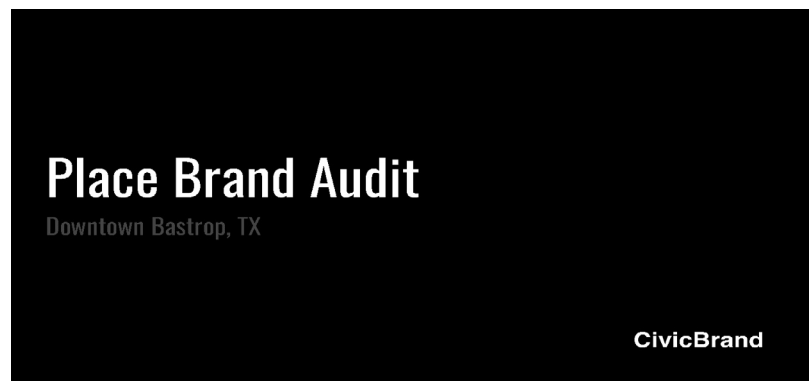
### Place Brand Audit

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

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

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

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



## COLLABORATIVE MARKETING

### Visit Bastrop

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

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



## Promotion of Businesses and Assets

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

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

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

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

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

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

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

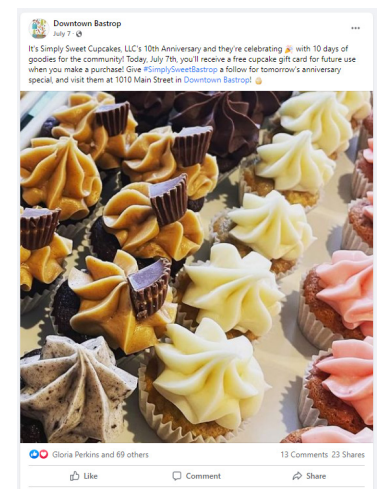


Photo top right

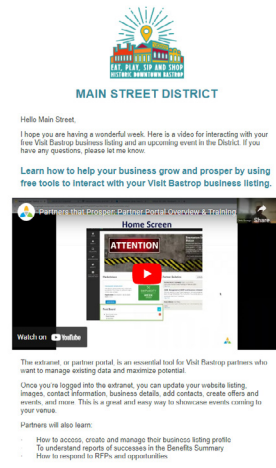
Downtown Bastrop Facebook Post for Simply Sweet's 10-year anniversary promotions.

Photo bottom left

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

Photo bottom right

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



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

## DESIGN

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

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

### PARKING LOT REBRAND



#### Parking Map Brochure

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



#### Parking Lot Flags

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



#### "P" Sign Resurfacing

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



#### Parking Lot Map

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

### BASTROP IN BLOOM

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



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

### HERITAGE BENCH PROGRAM

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

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

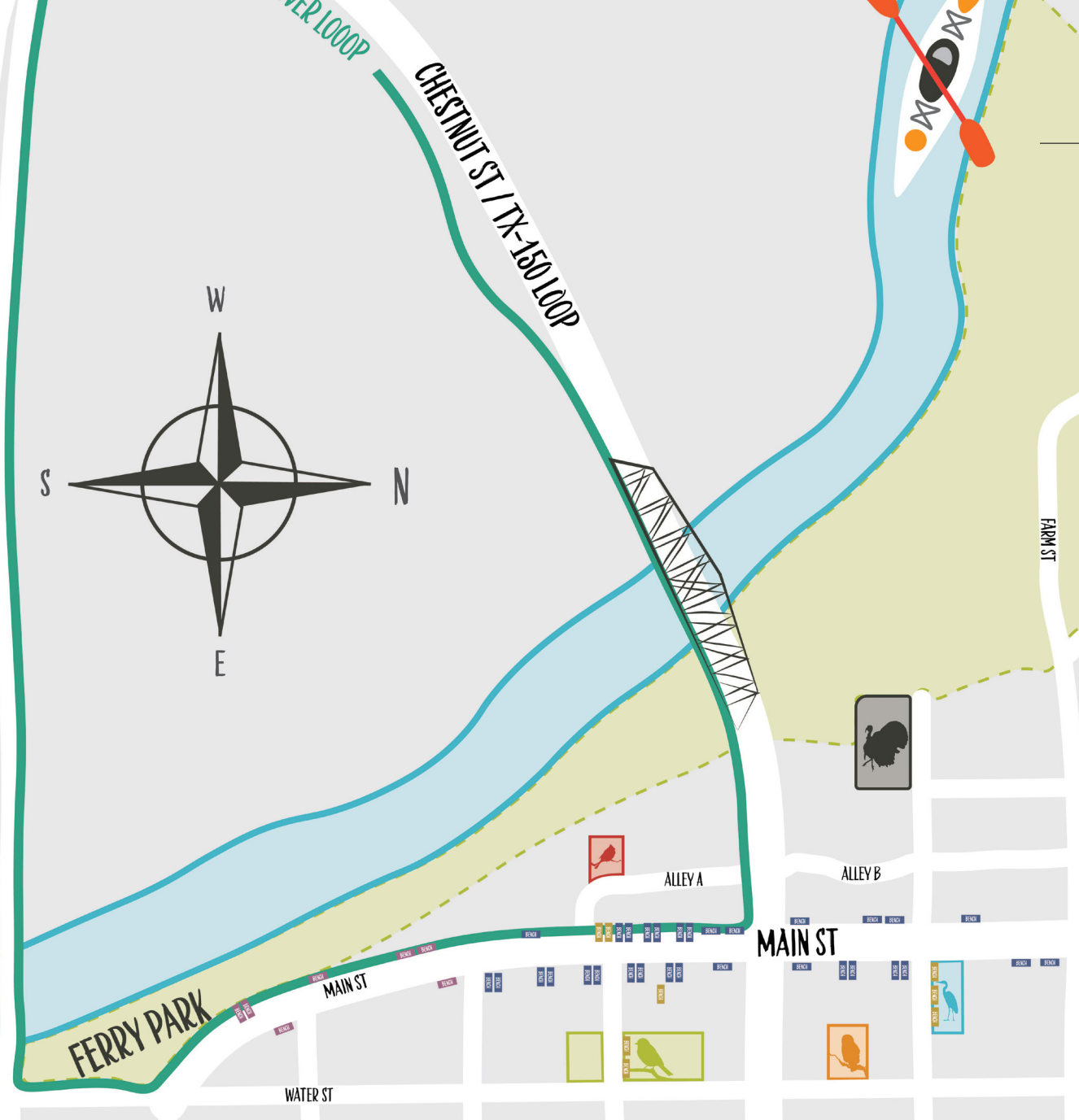


Photos top right

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

Photo bottom right

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



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

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



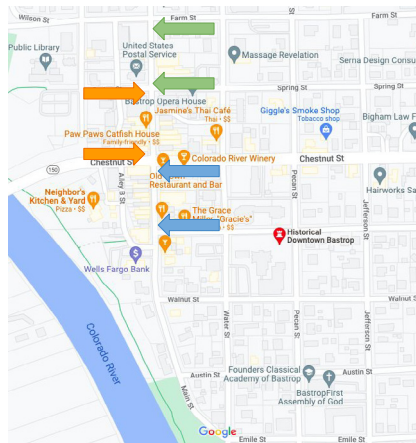
TV 91



HAYSEL ST



## Bastrop Crosswalk Locations + Schedule:



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



*Photo top left*

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

*Photo bottom left*

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

*Photo top right*

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

### CROSSWALK MURAL PROJECT

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

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

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

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

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

### NEW BRIDGE FLAGS

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

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





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

## DOWNTOWN RECYCLES PROGRAM

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

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

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

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



# ECONOMIC VITALITY

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

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

## BUSINESS SUPPORT

### Business Resource Library

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

### Main Street Academy

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

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

scholarship or participate in trainings.

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

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

### Small Business Saturday

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

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

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

### Bastrop Chamber Training Scholarship Policy

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



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

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

Application: Business Name: \_\_\_\_\_ Name of person(s) attending training: \_\_\_\_\_ Business address: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Name of training(s): \_\_\_\_\_

Applicant signature/date \_\_\_\_\_ Date \_\_\_\_\_

Email completed form to: [cbuffa@cityofbastrop.com](mailto:cbuffa@cityofbastrop.com)

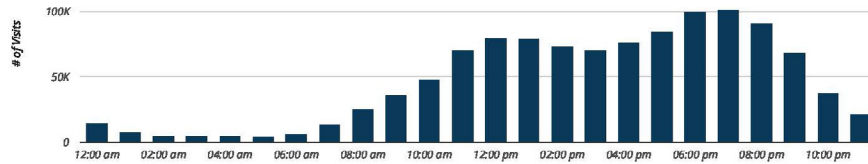
FOR CITY OF BASTROP USE [ ] Approved [ ] Denied Scholarship Amount: \_\_\_\_\_ City of Bastrop Representative \_\_\_\_\_ Date \_\_\_\_\_



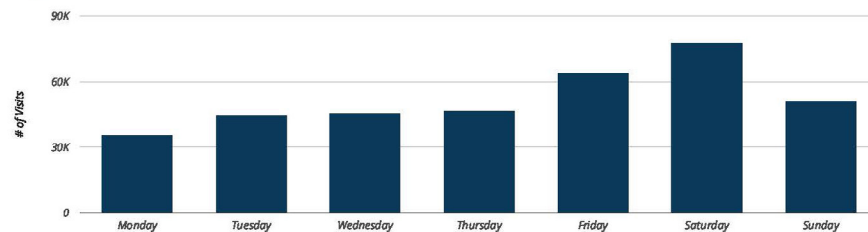
# Downtown Bastrop • Mobile Data Analysis

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

## Hourly Visits



## Daily Visits



### Convention Center Hotel

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

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

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

## BUSINESS RECRUITMENT

### Market Analysis

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

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

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

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

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

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

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

JANUARY 2021 -  
DECEMBER 2022  
MOBILE DATA  
ANALYSIS

**258.8K Customers**  
**1.43M Visits**

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

BASTROP  
CUSTOMERS  
78602 ZIPCODE

**11.50%**

**113**

AVERAGE STAY  
MINUTES

**12**

NEW BUSINESSES

**5**

BUSINESSES EXPANSIONS

SEPTEMBER 2021-  
AUGUST 2022  
3RD QUARTER

**270.8K Customers**  
**1.54M Visits**

BASTROP  
CUSTOMERS  
78602 ZIPCODE

**11.20%**

**113**

AVERAGE STAY  
MINUTES

**11**

NEW BUSINESSES

**1**

BUSINESSES EXPANSIONS

**10%**

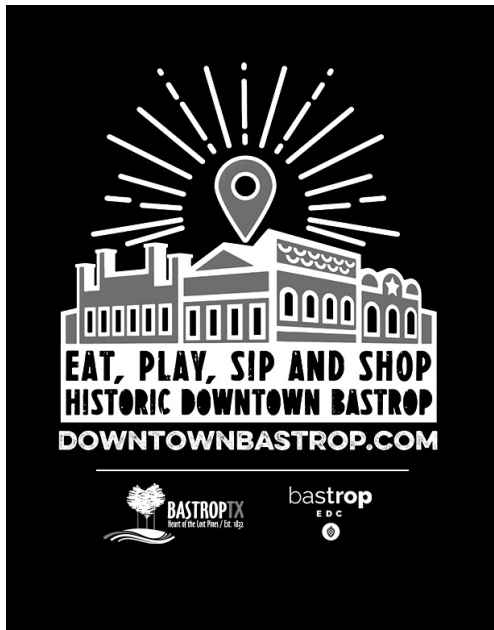
VACANCY RATE  
AS OF JULY 2022

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



# BUDGET

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



## ALLOCATION OF EDC FUNDS PER BOARD REQUEST:

### Promotion

General Promotions— \$8,650

Sponsored Events —\$30,600

*The BEDC was included as a top sponsor on all Main Street hosted events.*

### Economic Vitality

Business Development and Support — \$10,750

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# FY23 PROJECTS

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## ORGANIZATION

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

## PROMOTION

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

## DESIGN

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

## ECONOMIC VITALITY

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





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## **BASTROP MAIN STREET PROGRAM**

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