



STAFF REPORT

MEETING DATE: December 11, 2023

TITLE:
Main Street Manager Report

AGENDA ITEM SUBMITTED BY:
Candice Butts, Main Street Manager

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: During the month of November, In The Sticks opened at 928 Main Street, offering unique gifts, clothing and jewelry made by local artists. Relics Artisan Jewelry and Gifts reopened at 925 Main Street. Found Fine Art opened at 912 Water Street.

Mardi Gras: The City of Bastrop is planning the first Mardi Gras event on February 2-3, 2024. We would like to encourage our downtown businesses to partner with the weekend festivities by booking Cajun-style music and/or having specials for that weekend. The City has partnered with Evangeline Parish, Louisiana to help create an authentic Mardi Gras celebration. There will be a ball at the Convention Center, a parade, music, and more.

Main Street will provide custom Mardi Gras shopping bags to retailers that weekend. I also would like to do a bead giveaway promotion for participating businesses. Businesses who choose to participate will receive 50-100 custom beads to give to customers who spend over \$25 at their store during the weekend's festivities. Customers who post on social media and tag #BastropMardiGras2024 with a selfie with the beads will be entered into a chance to win a Downtown Bastrop gift basket.

Real Places Conference: Real Places 2024 will take place April 3-5, 2024, as a true hybrid experience—attendees will choose to participate in the full conference either in person or virtually. If you are interested in attending, please let me know. For more information: [Texas Historical Commission's Real Places Conference returns in April 2024 | THC.Texas.gov - Texas Historical Commission](https://www.thc.texas.gov/real-places-conference-returns-in-april-2024)