



STAFF REPORT

MEETING DATE: January 8, 2024

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: No new businesses opened and no Certificate of Occupancies were obtained in the Main Street District in December.

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 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. Lastly, we will be having a mask decorating contest for businesses that will be judged by community leaders from both Bastrop and Evangeline Parsh, LA. Winners will be announced February 3, 2024.

Main Street Block Captain: Reminder that you should be reaching out to your block at least once a quarter. Relay information about upcoming events, ensure they're receiving newsletters, update their contact information, invite them to our socials/training sessions, and encourage them to participate on a Main Street Board committee. Bring expressed concerns back to the board in a report form. Please let me know and I will add an item to agenda for workshop/discussion.