

# Texas Commission on the Arts Annual Report for Cultural Districts

For the period starting January 1, 2021 and ending December 31, 2021

Report due by June 15, 2022

<b>District Name:</b> Bastrop	
Year Cultural District Designated by TCA:	Website: <a href="https://visitbastrop.com/culture/">https://visitbastrop.com/culture/</a>
City: Bastrop	County(s): Bastrop
<b>Managing Entity:</b> City of Bastrop, Main Street Program	
Federal EIN: 74-6000231	DUNS Number: 085155372
<b>Cultural district contact</b>	
<b>Board or management entity chair</b>	
Name: Rebecca Gleason	Name: Rebecca Gleason
Title: Assistant City Manager	Title: Assistant City Manager
Organization: City of Bastrop	Organization: City of Bastrop
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## **Cultural district boundaries**

1. Please provide the streets that define the district's north, south, east and west boundaries.

Bastrop Cultural District is bounded by Hasler Boulevard on the West, Highway 95 on the East, Delano Street on the North, and Highway 71 on the South.

2. Have these boundaries changed from the time of designation?

The boundaries have not changed since the time of designation.

## **Zip codes included in the cultural district**

3. Provide a list of all the zip codes included within the cultural district boundaries. Indicate what percentage of each zip code is located within the cultural district. This website may be helpful: <https://www.unitedstateszipcodes.org/>.

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## **Cultural District Accomplishments and Growth during 2021**

4. Provide a narrative overview of cultural district activity for calendar year 2021 and include any new initiatives, arts events, new public art projects, any capital projects completed, new restaurants, new retail, and new lodging businesses that opened in the district, along with any other outcomes you wish to share. *Separate out any online activities from your in-person activities, given the pandemic.* (400 words)

Bastrop's Cultural Arts District saw a resurgence in 2021 as Covid 19 restrictions eased. All three major assets, Bastrop Opera House, Lost Pines Art Center and Bastrop County Historical Society Museum and Visitor Center, worked to return in person programming to pre-Covid levels. With an exceptional season featuring plays like "Hello My Baby" and "Painted Christmas," the Bastrop Opera House performed 9 shows and 2 specialty shows to numerous sellout crowds, bringing around 6,000 visitors annually. The Lost Pines Art Center brought back its Art After Dark, Blow Your Own, and Wine and Unwind art experiences with attendance to all steadily increasing though out the year. The Bastrop County Historic Society Museum and Visitor Center continued both downtown walking tours and its annual Historic Homes tour with the homes tour welcoming over 500 participants. The center has over 8,000 visitors each year.

The City of Bastrop hosted Juneteenth and Summer in the City generating 3,000 attendees. In addition, the MLK Jr. Walk and Wassail Fest saw 300 and 200 guests respectively. Lost Pines Christmas, organized by the Main Street Program, returned along with the Lighted Christmas Parade that saw over 130 lighted floats and 15,000 people in attendance.

Two Capital Projects were completed during the year. The first included a nearly \$2 Million Main Street Rehabilitation Project completed in February 2021. This project extended sidewalks allowing businesses to expand their footprint and added additional parking spots. In doing so, you now see cafe seating, artwork displayed along building fronts, and ample space for Downtown Bastrop's First Friday Art event and First Saturday Market Days.

The second Capital Project was a Bastrop EDC partnership with the Art Institute of Austin, allowing the Institute to operate at 921 Main Street under a 10-year lease. The location was vacant for more than 15 years due to several fires that burned down 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. New businesses in downtown include Storehouse Market, Black & White Interiors, Painted Porch Bookstore, KC outfitters, C & S Cigars, and C & C Wine Co.

In 2021, the City of Bastrop formed a Cultural Arts Commission with 7 members composed of representatives from other Arts and Culture assets across the City. The Commission is charged with implementing the 2019 Cultural Arts Master Plan (CAMP), as written by Go Collaborative. The master plan outlines four primary strategies: Creative Placemaking, Place Competitiveness, Creative Economy, and Cultural Inclusion, to assist with weaving together the City's arts and cultural assets to leverage Bastrop as a cultural arts destination.

## **Cultural District Visitors**

5. Provide the total number of visitors who attended events and activities in the cultural district in 2021:

*(Please include data sources; separate out in-person and online events)*

Bastrop County Historical Society Museum & Visitor Center - 8,220, Bastrop Opera House - 4,966, Lost Pines Art Center - 2,292

6. Of the number above, provide the total number of visitors who came from outside the cultural district city to attend an event or activity in 2021: *(Please include data sources; separate out in-person and online events)*

Bastrop Opera House - 3,227

Bastrop County Historical Society Museum & Visitor Center - 1,972

Lost Pines Art Center - 595

## **Cultural District Management Entity Board**

7. Please submit a list of current members of the policy-making body for the cultural district and their affiliations.

Cultural Arts Commission: Llsa Holcomb, Luis 'Chico' Portillo, Michael Jones, Maria Montoya Stayton, Amy Bailey, Kaye Sapikas, Nicole DeGuzman

8. Provide a list of cultural district board meetings and dates that occurred in 2021:

May 4, June 1, July 6, August 3, September 7, October 5, November 2, December 7

## **Marketing Efforts**

9. Describe the cultural district's marketing efforts to attract visitors in 2021:

Visit Bastrop worked to market cultural activities with a goal to increase awareness of Bastrop as a desirable travel destination. Efforts included public relations, blogs and a new monthly newsletter. Visit Bastrop sends out regular calls for content to local businesses and event organizers to support pitching efforts. Visit Bastrop works with all the cultural assets to ensure activities are promoted effectively. Below is Visit Bastrop's marketing data:

Facebook Engagements - 30,667

Instagram Followers - 2,551

Twitter Followers - 589

PR Pitches - 74

Media Alerts & Press Releases - 7

Website Paid Search - 49,737 sessions

Overall Website Traffic - 197,683 sessions

Repeat Visitors - 47,685 sessions

Blog Traffic - 5,328 sessions

Visitor Guide Requests - 1,507 requests

E-Newsletter Opt Ins - 1,764

## **Photographs**

10. **Submit three to five high quality photographs of activities that occurred in the cultural district in the past year.**

Photos may be color or black and white and must be of high resolution (72 pixels per inch). Please attach a signed copy of the photo release form ([PDF to download](#)) and descriptions of the activity shown in each photo.

Please return this report by email to: [districts@arts.texas.gov](mailto:districts@arts.texas.gov), with a subject line of:

"2021 Annual Report from \_\_\_\_\_ District." **The deadline is Wednesday, June 15, 2022 by 11:59 PM CDT.**