

2024 Workplan

Transformation Strategy 1: Food and Entertainment Destination			
<i>Why? Downtown Bastrop is a food destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining options Bastrop has to offer (eliminating the “there’s nothing to eat here” mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.</i>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.	Attract niche restaurants that provide more diverse food options.	Creation of a food and wine festival (“A taste of” or picnic).	Help attract and maintain a reliable labor force.
Repeat Annual Responsibilities			
<p>Table on Main Wassail Fest Build out of the Downtown Bastrop Microsite to include a detailed list of restaurants, bakeries, etc. under the “Eat” tab. Continue to highlight our unique dining experiences downtown.</p>			

Transformation Strategy: **Food and Entertainment Destination**

Goal 1:
 Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Food and Entertainment Destination

Goal 2:

Attract niche restaurants that provide more diverse food options.

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Food and Entertainment Destination

Goal 3:

Creation of a food and wine festival ("A taste of" or picnic).

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Food and Entertainment Destination

Goal 4: Help attract and maintain a reliable labor force.

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 2: Family-Friendly, Family-Focused

Why?

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Repeat Annual Responsibilities

Transformation Strategy: Family-Friendly, Family-Focused	
Goal 1:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused

Goal 2:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused

Goal 3:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused

Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0