



STAFF REPORT

MEETING DATE: October 12, 2022

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: Silver Creek Collections opened in the R. A. Green Mercantile building. They specialize in unique retail items ranging from fashion jewelry to handbags.

Texas Downtown Association Conference: The Annual TDA Conference is November 1-4, 2022, in San Marcos. The conference will explore successful redevelopment projects and programs and also provides networking opportunities with other downtown professionals and champions from across the state. To register go to this link: <https://texasdowntown.org/programs/texas-downtown-conference>

City Manager Hired: Ms. Sylvia Carrillo began her role as Bastrop City Manager on October 3, 2022.

BEDC Report Presentation: The Main Street Program will be giving an update to the Bastrop Economic Development Corporation. The date is still being determined. This report will highlight how the \$50,000 BEDC funds were budgeted for the current fiscal year along with programming and events.

Parks and Recreation Master Plan: The Parks & Recreation Master Plan will be awarded at the October 25, 2022 council meeting. The Main Street Advisory Board will need to pick an ambassador that is passionate about connecting our parks to downtown to represent the board and help collect engagement.

Civic Brand: Civic Brand will take over our social media beginning October 14, 2022. Over the next 90 days, the group will build a social media strategy and determine the voice of downtown through work with our partners. Also, it will develop a system for our small businesses to connect to our social media channels.

Décor IQ Lighting: City Council allocated additional funds to the holiday lighting contact after presented with the Retail Coach's cell phone data report from last year's lighting. Last year, the River of Lights attracted over 21.1K people between November 26, 2021, and January 1, 2022.

This will mean increased activations in the Downtown as well as in Fisherman's Park and along the river walk.

