**DESIGN COMMITTEE GOAL:** Create an inviting, inclusive atmosphere, celebrate historic character, and foster accessible, people-centered public spaces.

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

**PROJECT / ACTIVITY:** Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Wayfinding		7/1/2024	9/30/2024		
Sidewalk Dining (+EV)		7/1/2024	9/30/2024		
Design Guidelines (sidewalk use, signage, etc.)		7/1/2024	9/30/2024		
Sidewalk/Trails Connectivity		7/1/2024	9/30/2024		
TXDOT Signage		7/1/2024	9/30/2024		
Downtown Clean-up		7/1/2024	9/30/2024		
Downtown Lighting		7/1/2024	9/30/2024		
Address Public Bathrooms		7/1/2024	9/30/2024		
Historic Preservation Assesment		7/1/2024	9/30/2024		
			Budget:	0.00	

## Annual/On-going Responsibilities:

Heritage Bench Program, Cultural Arts Commission, Flowers, Flags

**Anticipated Results / Achievement Measure:** 

ECONOMIC VITALITY COMMITTEE GOAL: Build a diverse economic base, catalyze smart new investment and cultivate a strong entrepreneurship ecosyste
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Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

**PROJECT / ACTIVITY:** Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
	VOLUMELIK KESI OMSIBEE			DODGET.	Completed
Welcome to Downtown Packet		7/1/2024	9/30/2024		
Wassail Fest (+Promotion)		7/1/2024	9/30/2024		
Sidewalk Dinning (+Design)		7/1/2024	9/30/2024		
Encourage existing restaurants to (1) have "pop-up" guest chiefs					
(2) Destination Business		7/1/2024	9/30/2024		
Business Recruitment Packet		7/1/2024	9/30/2024		
Main Street Academy		7/1/2024	9/30/2024		
Sunday Business Activities		7/1/2024	9/30/2024		
			Budget:	0.00	

<b>Anticipated Results /</b>	<b>Achievement Measure</b>	:
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## **Annual/On-going Responsibilities:**

Business Support/Recruitment, Obtain & Combine Data (businesses & bldg. inventory)

ORGANIZATION COMMITTEE GOAL: Buidl leadership and strosectors.	ong organizational capacity, ensur	e broad commun	ity engagment ar	nd forge partners	ships across
Transformation Strategy #1: Create a Food/Experience Econo	omy.				
Transformation Strategy #2: Develop a more family-focused	environment.				
PROJECT / ACTIVITY: Year-long overview					
TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Restructuring (District & Committees)		7/1/2024	9/30/2024		
Sponsorships		7/1/2024	9/30/2024		
(2) Main Street Socials (+Promo, +EV)		7/1/2024	9/30/2024		
Man Street Accredidation		7/1/2024	9/30/2024		
Expand Local Partnerships		7/1/2024	9/30/2024		
Event Application Update		7/1/2024	9/30/2024		
Area-wide plan?					
			Budget:	0.00	
Anticipated Results / Achievement Measure:					
Annual/On-going Responsibilities:					
Board Management, Volunteer Recruitment					

## DRAFT

PROMOTION COMMITTEE GOAL: Marke	et our districs defining assets, incre	ase community engagement, cor	<mark>mmunicate unique features throu</mark>	gh storytelling and
support buying local.				

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

**PROJECT / ACTIVITY:** Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Develop "Taste of Bastrop" or rework Table on Main		7/1/2024	9/30/2024		
Increased General Marketing/Advertising for Food/Entertainment	STAFF	7/1/2024	9/30/2024		
Wassail Fest (+EV)		7/1/2024	9/30/2024		
Increased Marketing/Advertising for Business Recruitment	STAFF	7/1/2024	9/30/2024		
Increased Marketing/Advertising of Recreational Assets	STAFF	7/1/2024	9/30/2024		
Sunday Event Programing (Partner with Parks & Rec)		7/1/2024	9/30/2024		
Encourage children's activities at Partnership Events (Big Bang,					
Halloween, Lost Pines Christmas, etc.)		7/1/2024	9/30/2024		
Encourage children's activities at Promoted Events (Yesterfest,					
Market days, etc.)		7/1/2024	9/30/2024		
Signature Events: Table on Main, Merry on Main, Big Bang?,					
Wassail Fest		7/1/2024	9/30/2024		
Parnership Events: Big Bang, Lost Pines Christmas, etc.		7/1/2024	9/30/2024		
Promoted Events: all other events hosted within downtown		7/1/2024	9/30/2024		
			Budget:	0.00	

Anticipated Results / Achievement Measure:		

Annual	/On-goin	g Respor	sibilities:
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Signature Events & Online Promotion