



Bastrop Main Street Committee Opportunities

DESIGN: Creates a Sense of Place

Enhances the downtown's physical appearance while preserving its historic fabric and authentic character.

- Planning & implementing downtown beautification projects such as the benches, wayfinding, flower baskets and other annual plantings; includes coordination of Clean & Green event.
- Educating property owners about façade improvements and historic preservation.
- Encourage seasonal storefront decorating (i.e. special Christmas windows).
- Working with EV/Promotions Committee and City to help market vacant properties. Works with City of Bastrop & Public Works for changes in aesthetics of downtown (i.e. Christmas decorations; changes in street furniture; etc.).
- Public Art projects in partnership with the Cultural Arts Commission.

Likely candidates for this committee: architects, history buffs, real estate agents, property owners, city planners, landscapers, etc.

ECONOMIC VITALITY: Creates a Sense of Vitality

Strengthens the local economy by supporting the existing base, fostering entrepreneurship, development, strategic recruitment and use of space.

- Works with existing business owners to provide support and connect to resources as needed for their ongoing success.
- Works with existing business owners to identify any issues or concerns to doing business in the downtown and work to find resolution to those issues.
- Recruitment activities as needed and work with property owners to attract new businesses to Downtown Bastrop to fill vacancies.
- Develop and assist with recruitment/retention of Downtown Bastrop businesses.

Likely candidates for this committee: business owners, property owners, real estate agents, economic development partners, local financial institutes, data analyst, etc.



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ORGANIZATION: Creates a Sense of Ownership

Brings the community together to build consensus & a common vision; develops partnerships that add resources and lead revitalization.

- Ensures adequate and diverse funding for Downtown Bastrop; works with Staff to develop annual partnership campaign and follow up needs.
- Works to develop a strong volunteer base for Bastrop Main Street to fill committee needs and event and operational support.
- Builds relationships with City leaders, business leaders outside of the downtown, and community members in general to build a common vision for the downtown in cooperation with the existing downtown businesses & property owners.

Likely candidates for this committee: business owners, property owners, residents, civic groups, accountants, volunteer specialist, grant writers, etc.

PROMOTION: Creates a Sense of Activity

Positions downtown as a center of activity, markets its unique assets and promotes its positive image.

- Assist with event planning and event execution
- Development of marketing assets and standardized “press kit” for downtown including, but not limited to, photo and video inventory, social media filters, and other graphic design.
- Development of annual marketing plan for Bastrop Main Street including social media campaigns, e-newsletters and website blogs, print media and other mediums as needed.
- Work with other Main Street committees to provide promotional support as needed.
- Identify and implement new ways to promote Downtown Bastrop.

Likely candidates for this committee: business owners, marketing/advertising professionals, graphic designers, event planners, journalist, downtown merchants, “action oriented” individuals, etc.