



STAFF REPORT

MEETING DATE: March 17, 2025

TITLE:

Consider and act on Resolution R-2025-0007 approving the cost of a monument sign at the entry to the Business Park, in an amount not to exceed \$50,000.

AGENDA ITEM SUBMITTED BY:

Dori Kelley, BEDC Business Attraction, Retention, and Expansion Manager

BACKGROUND/HISTORY:

In February 2025, the City Council approved the Bastrop Economic Development Corporation's 2025 Strategic Plan, which included a priority focus on maximizing and improving the Business and Industrial Park.

Enhancing the Business and Industrial Park ("Park") remains a key initiative to better showcase its offerings to both current and prospective businesses. As efforts continue to recruit high-caliber industries, it is essential to highlight the businesses currently located in the Park through strategic improvements. One such improvement is the installation of a new and upgraded monument sign. This enhancement will elevate the Park's overall appearance, reinforce its identity, and contribute to its competitiveness in attracting new industries. As Bastrop competes with larger cities across Texas, even a simple improvement such as this can significantly enhance the Park's visual appeal and branding, helping to attract companies that will bring high-paying jobs to the community.

Attached are images of the Park's current signage, along with a proposed design for a larger monument sign. The new sign will prominently feature the USA headquarters currently operating in the Park while serving as a marketing tool for prospective businesses considering relocation.

Staff are requesting up to \$50,000 for the construction and installation of the monument sign as part of ongoing efforts to enhance the Bastrop Business and Industrial Park and support economic development initiatives.

FISCAL IMPACT:

Up to \$50,000.

RECOMMENDATION:

Staff recommend the Board approves the expenditure of up to \$50,000 to design, construct and install an upgraded monument sign at the Bastrop Business and Industrial Park.

ATTACHMENTS:

1. Draft Resolution R-2025-0007
2. Current Business Park entrance
3. Proposed monument sign design