



Main Street Advisory Board Work Plan FY 2025

The Main Street Advisory Board defines success as: Supporting the Main Street Manager to accomplish the goals of the Main Street program's transformation strategies.

Board Goals:

1. Review, revise, and implement initiatives that position Downtown Bastrop as a regional/statewide tourist destination.
2. Advocate for and support strategic recruitment of diverse amenities, services, restaurants, and retail to encourage visitors to stay or return.
3. Work with the Main Street Manager to develop strategic direction for the district by formulating goals, defining priorities, and periodically assessing progress.
4. Ensure that Downtown Bastrop meets industry standards for placemaking and work with the Main Street Manager to develop plans to address deficiencies or future challenges.

Action Plan:

Goal #1 will be accomplished as follows:

- The Main Street Manager will oversee the rebranding of Downtown Bastrop, ensuring a cohesive brand identity.
- The Advisory Board will support the development of a comprehensive business directory and marketing strategy.
- Signature events will be promoted and marketed on a larger scale to increase regional awareness.
- The board will assist in tracking advertising and marketing efforts to evaluate effectiveness.

Goal #2 will be accomplished as follows:

- The Main Street Manager will collaborate with economic development partners to track tourist data and support business owners in targeting visitors.

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- The board will support and participate in initiatives such as the Bastrop Business Guide and Business Academy.
- The board will provide input on activating key downtown spaces, such as the Chestnut Grove Food Court, to enhance visitor experience.

Goal #3 will be accomplished as follows:

- The Main Street Manager will schedule quarterly review workshops for discussion of strategic goals and placemaking efforts.
- The Advisory Board will provide input on goals to be reviewed and assessed during the workshops.
- The board will assist in setting priorities for business recruitment and retention efforts.

Goal #4 will be accomplished as follows:

- The Main Street Manager will inform the board of industry standards for downtown development and placemaking.
- The board will engage with city departments, committees, and other stakeholders to foster communication and alignment with city planning efforts.
- The board will provide feedback and recommendations on plans to address infrastructure needs, signage regulations, and public space enhancements.

To succeed, we need the following resources:

Staff: Main Street Manager, Economic Vitality Committee, Promotion & Design Committees. Ideally, adding a Program Coordinator would be a huge help to our program to assist our Main Street Manager with day to day tasks and take on a lot of the event planning and marketing.

Supplies: Marketing materials, signage, business directories

Other: City support for promotions and branding efforts, collaboration with economic development partners, and ongoing engagement with downtown stakeholders.

***This is not our traditional Transformation Strategies/Workplan but this document was drafted from our Main Street America templates.*