



Bastrop Cultural Arts Commission Work Plan FY 2025

The Bastrop Cultural Arts Commission defines success as: Supporting and enhancing the cultural and artistic vibrancy of Bastrop by fostering public art initiatives, community engagement, and strategic partnerships.

Commission Goals:

1. Oversee the rework schedule and grants for the Bird Junction Sculptures project to ensure timely completion and sustainability.
2. Expand and enhance First Friday programming to strengthen community participation and support for local artists.
3. Evaluate and restructure internal operations to improve efficiency and effectiveness in achieving the Commission's mission.
4. Execute a comprehensive marketing push to promote all arts and culture-related initiatives, including the frogs, public art installations, and First Friday events.

Action Plan:

Goal #1: Bird Junction Sculptures

- The Commission will create a revised project schedule that outlines key milestones and deadlines.
- Members will identify and participate in grant training opportunities to secure additional funding.
- Regular progress updates will be provided during Commission meetings to ensure accountability and transparency.
- Begin researching murals in the downtown district to continue the Bird Junction push through murals after completing the sculptures.
- **Measurable:** Sculptor project should be at at least 80% completion by the end of FY25.

Goal #2: First Friday

- The Commission will collaborate with local artists, businesses, and community partners to curate engaging events.
- A strategic plan will be developed to attract more attendees and increase public awareness.
- Monthly evaluations will be conducted to assess event success and areas for improvement.
- **Measurable:** Increase First Friday attendance by 20% compared to the previous year and add at least five new participating artists or vendors.

Goal #3: Organizational Clean-Up

- The Commission will assess its current structure and identify areas for improvement.
- A review of bylaws, meeting structures, and member roles will be conducted to enhance efficiency.
- Recommendations for restructuring will be discussed and implemented to optimize operations.
- **Measurable:** Complete a full review and update of Commission bylaws and procedures by Q3 of FY 2025.

Goal #4: Marketing Push

- A unified marketing strategy will be developed to highlight arts and culture initiatives.
- The Commission will coordinate social media campaigns, print materials, and community outreach efforts.
- Engagement metrics will be tracked to measure the effectiveness of marketing efforts and adjust strategies as needed.
- **Measurable:** Increase social media engagement by 30% and distribute at least 1,000 promotional materials throughout the community.

To succeed, we need the following resources:

Staff:

- City of Bastrop staff support, ideally a part-time staff person is obtained to be dedicated to the CAC and whole work under the Main Street Manager
- Cultural Arts Commission members

Supplies:

- Marketing materials (flyers, banners, social media ads)
- Grant application resources
- Event-related supplies as required

Other:

- City promotion of cultural and arts events through official communication channels
- Collaboration with local businesses, artists, and community organizations

This work plan serves as a roadmap for the Bastrop Cultural Arts Commission to achieve its goals, strengthen community engagement, and elevate the city's cultural landscape in FY 2025.