

Draft #2 TRANSFORMATION STRATEGY WORK PLAN FY24

Organization Name: Downtown Bastrop Town, State: Bastrop, TX		Date: 05/17/2024 Completed by: Main Street Manager & Advisory Board	
Vision: <i>The Bastrop Main Street Program will positively influence the continued preservation, enhancement and commercial vitality of our historic downtown as a distinctive destination that engages and inspires both residents and visitors</i>			
Transformation Strategy #1: <i>Create a Tourist/Tourism based Economy.</i>		Transformation Strategy #2: <i>Develop a more family-focused environment.</i>	
Why: <i>Address people who visit the district from elsewhere, usually to experience something unique to the place (history, art, culture, shopping, restaurants, activities).</i>		Why: <i>Our population is diverse in age, and we need to bring in initiatives that are oriented to all age demographics. This supports improved quality of life for all.</i>	
Goal 1 <i>Increase awareness of assets that are already established and increase overall promotions.</i>	Goal 2 <i>Strategically recruit and support niche businesses that encourage tourism.</i>	Goal 1 <i>Enhance and promote our recreational assets within the district.</i>	Goal 2 <i>Encourage events held within the downtown district to have an added children's activity.</i>
Lead:	Lead:	Lead:	Lead:
Annual Responsibilities <ul style="list-style-type: none"> • <i>Building Preservation</i> • <i>Heritage Bench Program</i> • <i>Sponsorship</i> • <i>Cultural Arts Commission?</i> • <i>Signature Events & Online Promotion</i> 			

Transformation Strategy #1: Create a Tourist/Tourism based Economy

Goal 1: Increase awareness of assets that are already established and increase overall promotions.

Define Success:

Partners:

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Wayfinding	Design		Michaela Joyce			
2. "Taste of Bastrop"	Promotion		Michaela Joyce			
3. Welcome to Downtown Packet (Businesses & Community)	EV		Michaela Joyce			
4. Increased Marketing/Advertising	Promotion		Michaela Joyce			
5. Expand local Partnerships (Chamber, Visit Bastrop)	Organization		Michaela Joyce			
6. Wassail Fest/Shop Small Saturday	Promo EV		Michaela Joyce			
7. Sidewalk Dining	Design EV		Michaela Joyce			
8.						
					Total	

Transformation Strategy #1: Create a Tourist/Tourism based Economy

Goal 2: *Strategically recruit businesses that encourage tourism.* **Define Success:** *Welcome 3 new businesses.*

Partners: *Building Owners, Business Owners*

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Encourage existing businesses to be destination business</i>	EV		<i>Michaela Joyce</i>			
<i>2. Increased Marketing/Promotion of recruitment</i>	Promo		<i>Michaela Joyce</i>			
<i>3. Business Recruitment Packet</i>	EV		<i>Michaela Joyce</i>			
<i>4. Main Street Academy</i>	EV		<i>Michaela Joyce</i>			
<i>5. Design Guidelines (sidewalk use, signage, etc.)</i>	Design		<i>Michaela Joyce</i>			
<i>6.</i>						
<i>7.</i>						
<i>8.</i>						
<i>9.</i>						
Total						

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

Goal 1: *Enhance and promote our recreational assets within the district.*

Define Success:

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Sidewalk & Trails Connectivity</i>	<i>Design</i>	<i>Michaela Joyce</i>			
2. <i>TXDOT Signage & Wayfinding</i>	<i>Design</i>	<i>Michaela Joyce</i>			
3. <i>Downtown Clean-up</i>	<i>Design</i>	<i>Michaela Joyce</i>			
4. <i>Downtown Lighting</i>	<i>Design</i>	<i>Michaela Joyce</i>			
5. <i>Increased Marketing/Advertising of recreational assets</i>	<i>Promo</i>	<i>Michaela Joyce</i>			
6.					
7.					
8.					
				Total	

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

Goal 2: *Encourage events held within the downtown district to have an added children’s activity.*

Define Success:

Partners:

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Sunday Event Programing (Partner with Parks & Rec @Fisherman’s Park)</i>	Promo	Michaela Joyce			
2. <i>Address Public Bathroom Issue</i>	Design	Michaela Joyce			
3. <i>Amend Event Application to encourage children’s activities</i>	Organization	Michaela Joyce			
4. <i>Encourage children’s activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)</i>	Promo	Michaela Joyce			
5. <i>Encourage children’s activities at Promoted Events (Yesterfest, Market days, etc.)</i>	Promo	Michaela Joyce			
6. <i>Sunday Business Scavenger Hunt</i>	EV	Michaela Joyce			
7.					
8.					
				Total	