

DESIGN COMMITTEE GOAL: Create an inviting, inclusive atmosphere, celebrate historic character, and foster accessible, people-centered public spaces.

Transformation Strategy #1: Create a Food/Experience Economy.

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

PROJECT / ACTIVITY: Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Wayfinding		7/1/2024	9/30/2024		
Sidewalk Dining (+EV)		7/1/2024	9/30/2024		
Design Guidelines (sidewalk use, signage, etc.)		7/1/2024	9/30/2024		
Sidewalk/Trails Connectivity		7/1/2024	9/30/2024		
TXDOT Signage		7/1/2024	9/30/2024		
Downtown Clean-up		7/1/2024	9/30/2024		
Downtown Lighting		7/1/2024	9/30/2024		
Address Public Bathrooms		7/1/2024	9/30/2024		
Historic Preservation Assesment		7/1/2024	9/30/2024		
			Budget:	0.00	

Annual/On-going Responsibilities:
Heritage Bench Program, Cultural Arts Commission, Flowers, Flags

Anticipated Results / Achievement Measure:

ECONOMIC VITALITY COMMITTEE GOAL: Build a diverse economic base, catalyze smart new investment and cultivate a strong entrepreneurship ecosystem.

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PROJECT / ACTIVITY: Year-long overview

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Welcome to Downtown Packet		7/1/2024	9/30/2024		
Wassail Fest (+Promotion)		7/1/2024	9/30/2024		
Sidewalk Dinning (+Design)		7/1/2024	9/30/2024		
Encourage existing restaurants to (1) have "pop-up" guest chiefs (2) Destination Business		7/1/2024	9/30/2024		
Business Recruitment Packet		7/1/2024	9/30/2024		
Main Street Academy		7/1/2024	9/30/2024		
Sunday Business Activities		7/1/2024	9/30/2024		
			Budget:	0.00	

Anticipated Results / Achievement Measure:

Annual/On-going Responsibilities:

Business Support/Recruitment, Obtain & Combine Data (businesses & bldg. inventory)

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PROMOTION COMMITTEE GOAL: Market our districts defining assets, increase community engagement, communicate unique features through storytelling and support buying local.

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Develop "Taste of Bastrop" or rework Table on Main		7/1/2024	9/30/2024		
Increased General Marketing/Advertising for Food/Entertainment	STAFF	7/1/2024	9/30/2024		
Wassail Fest (+EV)		7/1/2024	9/30/2024		
Increased Marketing/Advertising for Business Recruitment	STAFF	7/1/2024	9/30/2024		
Increased Marketing/Advertising of Recreational Assets	STAFF	7/1/2024	9/30/2024		
Sunday Event Programing (Partner with Parks & Rec)		7/1/2024	9/30/2024		
Encourage children's activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)		7/1/2024	9/30/2024		
Encourage children's activities at Promoted Events (Yesterfest, Market days, etc.)		7/1/2024	9/30/2024		
Signature Events: Table on Main, Merry on Main, Big Bang?, Wassail Fest		7/1/2024	9/30/2024		
Parnership Events: Big Bang, Lost Pines Christmas, etc.		7/1/2024	9/30/2024		
Promoted Events: all other events hosted within downtown		7/1/2024	9/30/2024		
			Budget:	0.00	

Anticipated Results / Achievement Measure:

Annual/On-going Responsibilities:

Signature Events & Online Promotion