

DRAFT #1 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 Food/Experience Economy.</i>		Transformation Strategy #2: <i>Develop a more family-focused environment.</i>	
Why: <i>Leverage & support the growth/development of an established food and entertainment district. We aim to increase the surrounding community's awareness of our food/entertainment diversity.</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	Goal 2	Goal 1	Goal 2
<i>Increase awareness of food/entertainment assets that are already established and increase promotions.</i>	<i>Strategically recruit niche restaurants and entertainment businesses that add to our diversity.</i>	<i>Enhance and promote our recreational assets within the district.</i>	<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 Food/Experience Economy

Goal 1: Increase awareness of food/entertainment assets that are already established and increase 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 Food/Experience Economy

Goal 2: *Strategically recruit niche restaurants and entertainment businesses that add to our diversity.*

Define Success: *Welcome 3 new businesses food or entertainment businesses.*

Partners: *Building Owners, Business Owners*

Task	Committee	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Encourage existing restaurants to have "pop-up" guest chiefs	EV		Michaela Joyce			
2. Increased Marketing/Promotion of recruitment	Promo		Michaela Joyce			
3. Business Recruitment Packet	EV		Michaela Joyce			
4. Main Street Academy	EV		Michaela Joyce			
5. Design Guidelines (sidewalk use, signage, etc.)	Design		Michaela Joyce			
6.						
7.						
8.						
9.						
					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. Sunday Event Programing (Partner with Parks & Rec @Fisherman’s Park)	Promo	Michaela Joyce			
2. Address Public Bathroom Issue	Design	Michaela Joyce			
3. Amend Event Application to encourage children’s activities	Organization	Michaela Joyce			
4. Encourage children’s activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)	Promo	Michaela Joyce			
5. Encourage children’s activities at Promoted Events (Yesterfest, Market days, etc.)	Promo	Michaela Joyce			
6. Sunday Business Scavenger Hunt	EV	Michaela Joyce			
7.					
8.					
				Total	