

PRIORITIES:

1. DOMAIN

URL - use downtownbastrop.com or downtownbastroptx.com and have it redirect to the current microsite: <https://www.visitbastrop.com/downtown-bastrop/>

- a. *This is currently taken. Does the city own it?*
- b. *This is a priority in giving downtown their "own" digital presence.*

2. SUGGESTED UI MODIFICATIONS

- a. <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:1e7b3324-f2cd-3f14-b6a8-ccd9f5188e>

3. GIVE DOWNTOWN A UNIQUE VOICE

- a. What's downtown's story?

i. HISTORIC:

1. Before giant buildings, expansive highways, and all the hustle and bustle of city life, Texans used to roam on cobbled roads by horse and wagon. They'd flood their local watering holes with their fellow townspeople to end a hard day of work. They'd find purpose in their craft and "good" was never good enough. Their downtowns were filled with everything you needed. Downtown Bastrop takes pride in still calling this former way of life a modern day luxury.

ii. ARTISTIC

1. Downtown is a haven for artists, craftsmen and entertainers. Locals show off their craft throughout downtown through art, music, food and even mixed drinks. Downtown is known as an artisan destination and has curated a culture that not only welcomes, but helps the arts community thrive.

iii. SMALL PLACE, BIG VISION

1. Downtown Bastrop isn't trying to be the next Austin or anything else for that matter besides Downtown Bastrop. We want to curate

a more localized experience that is unique and can only be experienced in Downtown Bastrop.

4. MARKET DOWNTOWN TO LOCALS AND VISITORS ALIKE

a. A place for Locals!

- i. Tourists enjoy what locals enjoy. A strong element of the downtown's digital presence is making sure locals have a place to see information that is catered to them rather than just visitors. The common thread of locals' love for Downtown Bastrop is community. Downtown encompasses several 3rd space environments that make up locals quality of life. Although it's important to market the various events and activities that draw crowds from all over Texas, it's also important to navigate the information needed for locals who find downtown their home everyday.



SUB-PAGE CONTENT:

EAT:

In Texas, food is serious business. We'll put our downtown food and drink options up against any who dare. Whether it's our mouth-watering barbecue, farm to table greens, or decadent sweets, you'll be sure to not leave here hungry. Downtown's food scene offers a variety of options and many diverse cuisines, there's something for everyone. From catfish to sandwiches, tacos, burgers, and pancakes the size of Texas, our comfort food is worth the trip alone. Once you've had your share of eats, don't forget to wash down your meal with drinks from one of our local breweries and wineries. You also can't leave without trying a coffee or italian soda from one of our cafes or drink stops. From the start to finish of your day, we have lots to offer. When planning a visit to downtown, come hungry. See below for a complete listing of Downtown Bastrop restaurants, bars and cafes.

STAY:

To truly live like a Bastrop local, we suggest finding a place to stay near downtown and spending a few days with us. We encourage you to check out downtown's bed and breakfast or find a vacation rental close by. Bastrop also offers hotels and campsites not too far from downtown. See below for a complete listing of Downtown Bastrop's overnight stay opportunities.

SHOP:

Local entrepreneurs and artists have created a unique shopping experience in Downtown Bastrop. Downtown retail offers beautifully handcrafted goods ranging from the eclectic and artful to collectors' items. Our shops offer home décor, imported goods, unique owner creations, clothing and more to create an authentic shopping experience unique to Bastrop. Local artisans and artists create and share their unique and impressive works in shops all around town, making Bastrop a shopper's sanctuary. With more than 30 shops to choose from, visitors love the abundant and diverse offerings—there's something for everyone! See below for a complete listing of Downtown Bastrop shopping opportunities.

PLAY:

Whether you want a day of adventure or a day to relax, Downtown Bastrop has something to offer for all. On the banks of the Colorado River, downtown offers many

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recreation opportunities to get to be in nature and enjoy the water and beautiful green spaces. As a live-music obsessed city, there will be no shortage of entertainment during your time downtown. Our local business and artists community also participates and plans many community events throughout the year that bring our streets to life. Come spend a day with us and experience Bastrop hospitality. See below for a complete listing of things to do in Downtown Bastrop.

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