



**MEETING DATE:** June 14, 2023

**TITLE:** Main Street Manager Report

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**AGENDA ITEM SUBMITTED BY:**

Candice Butts, Main Street Manager

**UPDATES:**

Please find the monthly Main Street Manager updates below:

Main Street Businesses: There were no Certificate of Occupancies issues during the month of May for the Main Street District.

Cultural Arts Commission Iconic Art: The Commission's iconic art project is a multi-year project with many phases. Public art installations at the gateways and along Chestnut Street are the first phase of the project. The second phase will incorporate public art along Main Street, and the third will install a *Birds of Bastrop* themed playscape in Fisherman's Park. The goal of the project is to attract tourists and travelers, especially those stopping at Buc-ees, to the Cultural District by placing iconic art at the gateways, along Chestnut Street, through Main Street, and to the park.

This iconic art project, *Birds of Bastrop*, will reflect and celebrate our identity as a Bird City. Depictions, whether realistic, expressionistic, symbolic or abstract, are required to include native bird species, or those species that migrate through the Bastrop area. Other elements are welcome in the imagery, but 80% of the image must contain these bird requirements. The deadline for submissions is June 30, 2023 and the application can be found here:

<https://www.cityofbastrop.org/upload/page/0515/Bastrop%20Iconic%20Art%20Call%202023.pdf>

Crosswalk Mural Update: We will be redoing the crosswalk murals at the 1000 block of Main Street in the coming weeks. We will be installing the murals with a Thermoplastic traffic paint material. Thermoplastic street markings are made of a unique blend of materials designed to withstand the rigors of daily traffic and various weather conditions and are expected to last at least 5 years. The installation date is yet to be determined based on the schedule of the installation company.

I applied for an asphalt art grant on June 12, 2023, which will include the two crosswalks on the 900 block of Main Street for next year. This grant will potentially fund the entire project up to \$25K with no local match. We asked for \$16,000 based off the quote for the thermoplastic crosswalks for phase 1. We will find out if we receive the funding by the end of the summer.

Wayfinding: Jennifer and I walked the District with Drew Chance with the EDC to map out potential locations for the wayfinding signage. There were 18 locations identified. We will need to confirm these locations with Public Works before finalizing placements. EDC will be paying for the project.

The design committee developed the blow designs for the signage based on business type or experience:



Texas Downtown Association's President's Awards: TDA awards are due August 4, 2023. We will be nominating the following businesses / partners / events:

- Best Downtown Partner: Bastrop Master Gardeners Association
- Best New Construction: First National Bank
- Best Downtown Business: Kana Wine
- Best Renovation: Ramble on Salon
- Best Promotion: Table on Main

Main Street Academy: This year's FREE Main Street Academy is a three-part summer series with a session each month during June, July, and August. Please see the information below:

- Monday, June 26, 2023 6:00pm - 8:00pm: Social Media for Small Businesses by David Ramirez. Visit this link to register: <https://www.eventbrite.com/e/social-media-for-small-business-tickets-638933185357>
- Monday, July 24, 2023 9:00am – 11:00am: 8 Secrets from a Secret Shopper by Alysia Cook. Visit this link to register: <https://www.eventbrite.com/e/8-secrets-from-a-secret-shopper-tickets-646574189807>
- Monday, August 14, 2023 (location and time TBD): topic will be a business planning workshop provided by Drew Chance with Bastrop Economic Development Corporation.

Townhall Social: Monday, September 11, 2023 6:00pm-8:00pm. The meeting theme will be the upcoming event season and business participation/support. We will bring in a speaker to talk about maximizing downtown events.