

# 2024 Workplan

<b>Transformation Strategy 1: Food and Entertainment Destination</b>			
<i>Why? Downtown Bastrop is a food and Entertainment destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining and entertainment options Bastrop has to offer (eliminating the “there’s nothing to eat here” mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.</i>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.	Attract niche restaurants and entertainment venues that provide more diverse food options.	Creation of a food and beverage festival (“A taste of” or picnic).	Help attract and maintain a reliable labor force.
<b>Repeat Annual Responsibilities</b>			
<p>Table on Main  Wassail Fest  Build out of the Downtown Bastrop Microsite to include a detailed list of restaurants, bakeries, etc. under the “Eat” tab.  Continue to highlight our unique dining experiences downtown.</p>			

## Transformation Strategy: **Food and Entertainment Destination**

**Goal 1:**  
Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Promote sidewalk dining					\$0
2. New resident welcome bag					\$0
3. Wayfinding					\$0
4. Highlight restaurant of the month on social media (holidays, events, etc.) including history of the dish and special details (vlogs)					\$0
5. Advertise/pitch local and surrounding area magazines					\$0
6. Expand partnerships to increase local awareness					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Food and Entertainment Destination**

**Goal 2:**  
Attract niche restaurants and entertainment that provide more diverse options.

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Encourage existing restaurants to have "pop up"/ guest chefs					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Food and Entertainment Destination**

**Goal 3:**

Creation of a food and beverage festival ("A taste of" or picnic).

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Food and Entertainment Destination**

**Goal 4:** Help attract and maintain a reliable labor force.

**Define Success:**

**Partners:** Workforce Solutions, AI? (check on their certification programs), BISD, Local Businesses

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. General "Work Downtown" application on website and promotion					\$0
2. Partner with groups/businesses on training opportunities for management, business plans, etc.					\$0
3. Connect with BISD's culinary arts and hospitality program					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy 2: Family-Friendly, Family-Focused**

*Why?*

**Goal 1**

**Goal 2**

**Goal 3**

**Goal 4**

**Wildly Important Goal**

**Repeat Annual Responsibilities**

<b>Transformation Strategy: Family-Friendly, Family-Focused</b>	
<b>Goal 1:</b>	<b>Define Success:</b>
<b>Partners:</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>

**Transformation Strategy: Family-Friendly, Family-Focused**

**Goal 2:**

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0



**Transformation Strategy: Family-Friendly, Family-Focused**

**Goal 3:**

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>

**Transformation Strategy: Family-Friendly, Family-Focused**

**Goal 4:**

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>