



STAFF REPORT

MEETING DATE: January 11, 2023

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Candice Butts, Main Street Manager

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: During the month of November and December, the three businesses received Certificate of Occupancies in the Main Street District. Trevino VI Enterprise opened at 805 Haysel Street. Cherry Blossom Spa at 1011 Chestnut Street has a new owner. Texas Tile Works at 1109 Chestnut Street received a Certificate of Occupancy. Three businesses closed or relocated. Radiant Mama previously located at 702 Main Street, Suite 103 has relocated outside of the district to a space at 303 Martin Luther King Jr. Drive. The Pit Stop located at 1006 Main Street and Daniela Vlad Design Studio and Boutique located at 918 Main Street have both closed.

Texas Historical Commission Preservation Awards: Nancy Wood has been selected as the recipient of the Texas Historical Commission's Anice B. Read Award of Excellence in Community Heritage Development. She will be honored at the 2023 Real Places Conference in Austin. The banquet will take place at the Doubletree by Hilton Austin, located at 6505 N. Interstate 35, Austin, Texas, 78752 on Thursday, February 2, 2023 at 6:00pm.

Annual Accreditation and Quarterly Reporting: The Main Street Program's annual accreditation and fourth quarter report is due to Texas Historical Commission on January 10, 2023. A copy of the report will be made available to board members.

Civic Brand: Civic Brand began the 90-day social media study and take over at the end of October. We will be receiving a social media strategy from the group at the end of January on how to improve our social media marketing and coverage. Civic Brand also met with Visit Bastrop last month to help with the build out of the Downtown Bastrop website on the Visit Bastrop site as a microsite. The group is reviewing the current build out that has not been published yet and will make recommendations on improvements/adjustments.

Downtown Bastrop Social Media RFP: A request for proposals has been posted for the management of the Downtown Bastrop social media handles. The RFP will close on January 27, 2023. Once a proposal is selected, the contractor will be expected to follow the social media strategy provided by Civic Brand. To access the RFP go to this link: https://www.cityofbastrop.org/page/city.public_notices