



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: March 10th, 2025
SUBJECT: Discussion regarding Main Street Grand Reopening & Stampede Booth Budget Allocation

Summary

With streetscape improvements nearing completion, we need to discuss allocation of our Main Street Grand Reopening funds. Originally, these funds were intended to be spent during Elizabash on the morning of June 7th to celebrate the completion of both the streetscape and archway installation. However, with the archway no longer being considered at this time, our approach may need adjustment.

It's important to note that a booth has also been reserved at the Stampede for Thursday-Sunday. Board participation at potentially both Elizabash and the Stampede should be considered so that we do not stretch ourselves too thin.

We should consider creating new promotional items to distribute at these events. Currently, we have a swag budget of \$870, a Main Street grand reopening budget of \$2,000 and a remaining Stampede booth budget of \$150 available for spending/allocation.

Staff Recommendation

Staff requests board direction on how to allocate these funds between Elizabash and the Stampede booth, what type of new promotional items to create, and how to effectively structure our presence at both events without overextending our resources.

Attachment(s)

2025 MSBOD Budget

ELIZABETH MAIN STREET PROGRAM BUDGET 2025**2025 MSBOD BUDGET TOTALS (\$15,500 BUDGETED)**

	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$7,500	\$1,883	\$ 5,617.14
ANNUAL MEMBERSHIP	\$500	\$0	\$ 500.00
NETWORKING EVENT (2)	\$500	\$500.00	\$ -
STAMPEDE BOOTH	\$500	\$150	\$ 350.00
MAPS AND MATERIALS	\$200	\$200	\$ -
ORNAMENT PROGRAM	\$2,000	\$2,000	\$ -
SOCIAL MEDIA ADVERTISING	\$600	\$600	\$ -
FNM VENDOR SCHOLARSHIP	\$330	\$330	\$ -
LOCABLE	\$2,000	\$2,000	\$ -
SWAG	\$870	\$870	\$ -
MAIN STREET GRAND REOPENING	\$2,000	\$2,000	\$ -
MAIN STREET 5K AND COLOR RUN	\$8,000.00	\$8,000.00	\$ -
TOTAL	\$15,000	\$18,533	\$ 6,467.14