



## MEMORANDUM

To: Tom Mattis, City Manager  
From: Amy Miller, Community Development Director  
Date: December 14, 2018  
RE: Community Development Department Report November, 2018

The Elgin Downtown Zoning Overlay was named winner of the Best Economic Game Changer category. The Texas Downtown Association (TDA) sponsors the annual program to recognize outstanding projects, places, and people of Texas. The Elgin Downtown Zoning Overlay allows for greater mixed-use activity in the downtown district. From July 1, 2016 to June 30, 2018 five buildings were fully restored placing 18,600 sq. ft in full occupancy with businesses such as Barrel Creek Provisions, a pickle food processing company, Luigi's Italian Restaurant, Double R Hat House, a hat shaper, The Clever Tiger Art Studio and Gallery and three loft apartments. The value of the building restorations is approximately \$1,500,000. In addition, nineteen businesses opened in the district in previously underutilized or vacant space. One a fabric screen printing company from Austin benefitted from the zoning overlay and purchased two buildings totaling 5,000 sq ft.

The Downtown district has one 2<sup>nd</sup> floor vacancy of all two-story buildings. The district has a 9% vacancy rate for first floor spaces. Three buildings are in the rehabilitation process. Two are developing building plans to submit for review. One new business opened downtown in December – Boisier's Boutique at 16 North Main Street. Events are being held every Saturday in December to promote the Shop Local program and increase foot traffic downtown.

### Projects

- Shop Small Saturday was very well attended and businesses reported increased sales over the same Saturday in 2017.
- Finalizing and marketing Home for the Holidays events, including the cooperative promotion with the Chamber the Hot Cocoa Stroll and the Art of Giving in partnership with two art studios.
- Sip Shop & Stroll marketing and coordination with businesses.
- Planning for 2019 Events calendar.
- Review of the City website and plans for makeover in early 2019. Setting up training for city staff on website updates.
- Organized Walk and Bike to School.
- Began work on a CDBG Utility grant with the Utilities Department
- Met with potential buyers and realtors for properties downtown.

- Met with property owners about renovation plans and possible tenants.
- Met with business owners seeking lease space.
- Providing support for Website updates
- City of Elgin E-News
- Social Media: Visit Elgin, Envision Elgin Instagram – visitelgintx

### **Boards & Committees, Seminars**

Texas Downtown Association Annual State Conference  
 CENSUS 2020 PSAP Census tract program  
 CAMPO TAC , Advisory Committee  
 Main Street Board  
 Historic Review Board  
 Promotion Tourism Committee  
 Design Committee  
 Business Retention Recruitment Committee  
 District Advisory Committee EISD  
 School Health Advisory Committee  
 Bastrop County Cares Workforce housing committee  
 Clean Air Coalition Advisory Committee meeting

### **Upcoming Events**

December 1 Hot Cocoa Stroll, Holiday by the Tracks & Lighted Christmas Parade  
 December 8 – Holiday Sweater weekend  
 December 13 Sip Shop & Stroll  
 December 15 The Art of Giving  
 December 22 Stocking Stuffer Saturday  
 Santa sightings throughout the month –Selfies with Santa at various locations

### **Elgin Main Street Program**

**VISION STATEMENT:** We envision a revitalized and active historic downtown destination with warm hearted friendly people and vital businesses, where ethnic and cultural diversity are celebrated.

**MISSION STATEMENT:** We will enhance downtown vibrancy through historic preservation and mixed use and pedestrian friendly development, by strategically implementing the National Main Street Four Point Approach of: Design, Organization, Promotion and Economic Restructuring

**CORE VALUES** (if you have done this): Through a strong belief that historic preservation of our irreplaceable cultural resources in the historic downtown district is vital to the revitalization and economic success of our community, we are committed to supporting responsible repurposing of historic structures and new construction that supports mixed use development through partnerships and a persistent effort to support community focused development and promotions.