



MONTHLY ACTIVITY REPORT

For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.

The Monthly Report is **due by the 10th of each month.** Please use this electronic version and email to mainstreet-reports@thc.texas.gov

CITY: _____ Elgin _____

MONTH/YEAR: ___ November 2018 _____

DATE SUBMITTED: ___ 12-10-2018 _____

1. Updates on Projects, Activities for the month.

MAIN STREET BOARD: (After typing, TAB to the next cell)

Meeting Dates:	Update on projects or activities
November 15	Discussion of plans for 2019 for Sip Shop & Stroll. Recap of Hogeye Festival – successful fundraising event and brought great crowds to town. Everyone was busy from the restaurants and holiday Inn on Hwy 290 to the downtown district.

ORGANIZATION: (After typing, TAB to the next cell)

Meeting Dates:	Update on projects or activities
Online	Secured volunteers for Shop Small Saturday and Home for the Holidays Events

PROMOTION:

Meeting Dates:	Planning for Home of the Holidays – events every Saturday in Elgin from Nov 24 to December 22.
November 1	Veterans Appreciation parade – Organized and held by the American Legion Saturday November 3
	Several businesses held Black Friday sales too! Shop Small Saturday – was well attended and businesses reported very successful sales – a best Saturday of the year along with Hogeye Festival.
	Holiday Concert with EISD Elementary school choirs and Pictures with Santa Hot Cocoa Stroll Dec 1 with lighted parade and Pictures with Santa
	Holiday Sweater Saturday December 8
	The Art of Giving Saturday December 15 – showcase of artisans and locally made handcrafted items at open studios and downtown businesses Stocking Stuffer Saturday December 22

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DESIGN:

Meeting Dates:	Update on projects or activities
November 13	Holiday décor plans – with businesses and property owners. Encouraging businesses to decorate inside and exterior. Planned to add décor to the Big Adirondack chair and something on the wall of 18 N Main with towners permission.

ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:

Meeting Dates:	Update on projects or activities
	Josephs’ Steakhouse continues renovation work on 19 North Main Street. Expects to open in Early 2019. Creating a list of targeted restaurants to invite to look at the 201 North main Street space. Considering training schedule for 2019.
	Meeting with Austin area developers and realtors about downtown property options.

2. Program Commentary (*list critical issues, problems, and successes/ completed projects of the past month*):
3. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:*
4. Suggestions for Texas Main Street Center (*list suggestions on services or training topics; new resources; questions*):
5. Main Street in the News. *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email Mainstreet-reports@thc.texas.gov with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*

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

Selfies with Santa throughout the month

Elgin Main Street

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.

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