



## MEMORANDUM

To: Tom Mattis, City Manager  
From: Amy Miller, Community Development Director  
Date: January 15, 2019  
RE: Community Development Department Report December, 2018

December in the downtown area included six events to drive traffic and pedestrian activity and support the Shop Local Dine Local Programs. Businesses reported positive sales for the holiday season. The Hot Cocoa Stroll was produced in partnership with the Chamber of Commerce and included a dozen locations with hot chocolate samples. The Art of Giving featured handmade and locally crafted items at fourteen locations, holiday market pop up stores were held downtown by individual businesses, and the holiday décor downtown provided by City of Elgin, business owners, property owners and the Main Street Design committee made the area festive throughout the season. The annual report on Main Street was submitted to the Texas Historic Commission for consideration as a Certified Main Street Community.

### Projects

- Scheduled meetings with Austin realtors and developers for January 2019.
- Planned receptions with Bancorp South for Margo Sawyer, Guggenheim Fellow 2018 and for January to Recognize the TDA award winner Best Economic Game Changer Downtown Elgin Zoning Overlay and the Business finalist Body & Shine
- Community Blood Drive
- Business Retention and Expansion meetings with EDC And Chamber
- Discussion of possible Pop up Park event with Parks Department for spring event in 200 block Depot Street.
- Public Art plan developed for review in January with Design Committee and Main Street
- Worked with TXDOT to determine next steps for completing FM 1100 engineering grant.
- Hot Cocoa Stroll, Holiday by the Tracks & Lighted Christmas Parade
- Holiday Sweater weekend
- Sip Shop & Stroll
- The Art of Giving
- Stocking Stuffer Saturday
- Santa sightings
- 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 for January through May 2019.
- Continued 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**

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

Clean Air Coalition Advisory Committee meeting

### **Upcoming Events**

Sip Shop & Stroll January 10

Bastrop County MLK Walk and program in Bastrop January 21

Hatitude, Black History Month celebration February 2

Sip Shop Stroll February 14

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.