



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: ___December 2018 _____

DATE SUBMITTED: ___1-10-2019 _____

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
December 20	Discussed broad based community support, the main street director and supported completing the annual report for Main Street accreditation. Discussed doing a survey of the businesses in 23019 to determine what they are interested in doing for cooperative marketing, why they are downtown and what is needed downtown. Project updates from Design and promotion tourism. Voted to book Kenny Ortiz, No Chance band for the Friday night street dance at Hogeeye 2019.

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

Meeting Dates:	Update on projects or activities
Online	Secured volunteers for Hot cocoa stroll, Holiday Concert, the Art of Giving, and distributing promotional materials for Home for the holidays events.

PROMOTION:

Meeting Dates:	Events were very successful – businesses reported increased foot traffic and good sales throughout the month. Highest participation was Hot Cocoa Stroll and Art of Giving Saturday. Visits with Santa were popular throughout the month. Started planning the 2019 event calendar
	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
December 11	Holiday décor businesses created great holiday window displays and thanks to a donation we had \$500 in prizes for that. Design committee added lights to the Big Adirondack chair and on the wall of 18 N Main. Both locations were popular photo opps throughout the month. The parks department erected a huge lighted tree in Veterans Memorial park which was beautiful. And then erected it again in mid December when it fell during bad weather. Parks decorated the trees and gazebo in the park and installed lights at City hall and the library making downtown very festival. Property owner Allan Tolbert added lighted wreaths and decorations to his buildings. Overall downtown looked great. Started discussion with parks dept. about a pop up park in the spring in 200 block of Depot Street. started Planning for mural project in 2019.

ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:

Meeting Dates:	Update on projects or activities
December 12	Planned a reception to recognize TDA Award winners in January with Sip Shop Stroll. Held a reception to recognize Guggenheim Fellow winner Margo Sawyer who owns prepary and lives and works in downtown Elgin. – UT Art sculpture professor.
	Planning meetings with Austin area developers and realtors about downtown property options. Holding business retention expansion visits with Owen Rock, ED Director.

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.*

Sip Shop and Stroll
January 10 Reception for TDA Award winners
February 14 – Valentine’s day celebration
March 14 – All things Irish
April 11 Easter theme
May 9 Imagine the Possibilities tour

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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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