



# 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 10<sup>th</sup> of each month**. Please use this electronic version and email to [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov)

**CITY:** \_\_\_\_\_Elgin\_\_\_\_\_

**MONTH/YEAR:** \_\_\_April 2019\_\_\_\_\_

**DATE SUBMITTED:** \_\_\_5-10-2019\_\_\_\_\_

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

Meeting Dates:	Update on projects or activities
April 18, 2019	<p>Business Survey Business retention and board members began meeting with downtown businesses to complete the survey.</p> <p>Local Lore, Elgin's History Adventure – held April 13 torrential rain interrupted the morning but passed quickly. Afternoon was well attended. New businesses 1950- 1970 walking tour, and a new slide show were both very popular. farm equipment display and a great live music line up made for a fun day.</p> <p>The Elgin Art Studio Tour – artists signing up and being placed for the May 18-19 weekend. Clever Tiger recruiting Amy's Ice cream. Daniels Burgers will be downtown May 18. Live music both days to be funded by Main Street . Planning and funding entertainment for Sip Shop and Stroll. Continued marketing of all events.</p> <p>pedestrian safety in the downtown area –continued review with TXDOT</p>

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

Meeting Dates:	Update on projects or activities
April 22, 2019	<p>Completed new volunteer and main street program recruitment Awareness rack cards.</p> <p>Planning What is Main Street program for May 13.</p> <p>Working with City staff on redesign of city website to include updated information for downtown, Main Street and Historic preservation.</p> <p>Overall project Historic Preservation Plan Theresa McShan is serving on this committee. met to determine strengths and areas where help is needed for preservation groups in the community. developing a community survey for those involved in historic preservation and a survey for general community.</p>

***PROMOTION:***

Meeting Dates:	
April 12, 2019	Sip Shop and Stroll April 11 was well attended.

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	<p>Added Hip Hop Shop an Ester Weekend promotion at participating downtown businesses. The event brought people downtown to shop and the stores involved are making plans to do it again in 2020.</p> <p>Local Lore for April 13 – Businesses 1950 to 1970's display boards completed by the Elgin High School ACE program and displayed around the downtown area. farm equipment scheduled, live music Patty Finney and local musicians.</p> <p>Elgin Art Studio Tour for May 18 -19 . Met with business host locations to discuss what they will be doing and finalized host locations. Working with Chamber on the Elgin Ice Cream stroll for Sunday May 19.</p> <p>Committee meets at The Clever Tiger</p>
	<p>Hogeye festival applications available online.</p> <p>Graphic design work in final stages. Music being negotiated. Planning for The Peterson Brothers. Festival layout changes being considered: CARTS public transit stop to be under construction BBQ cook-off to be moved onto Central Avenue from Avenue C to Avenue B. Car Show to occupy South Main, Central Avenue from Main to Ave C and S Ave C from Central to Austin. Museum parking lot to have Corn Hole tournament ACME brick throw, seating. Food vendors on Depot and 2<sup>nd</sup> St.</p>

***DESIGN:***

Meeting Dates:	Update on projects or activities
April 2, 2019	<p>Public art Plan to be presented to city council in near future.</p> <p>McDonald's of Elgin donated \$2500 to public art initiative for their 25<sup>th</sup> anniversary.</p> <p>Music in the Park Series organized by FOEP Friday nights in April has great weather and attendance. dinner downtown component with to go specials at participating restaurants was a nice addition.</p> <p>Margo Sawyer's class at UT to present designs at Art Studio Tour May 18-19.</p>

***ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:***

Meeting Dates:	Update on projects or activities
April 3, 2019	<p>Invitations, promotion, organizing the Imagine the possibilities tours for May. One tour with Sip Shop and Stroll. 2<sup>nd</sup> tour by invitation with a catered lunch donated by Elgin EDC.</p>

1. Program Commentary (*list critical issues, problems, and successes/completed projects of the past month*):
2. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:*

Lots of new parts to the Elgin Art Studio Tour and new partnerships -

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3. Suggestions for Texas Main Street Center (*list suggestions on services or training topics; new resources; questions*):
  
4. 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](mailto: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.*

May 9- Sip Shop and Stroll Imagine the Possibilities tour

May 13 Main Street Program – What is Main Street? 5:30pm Library

May 16 Imagine the Possibilities luncheon

May 18-19 – Elgin Art Studio Tour

June 7-8 Juneteenth Street Dance, Parade and Festival (Juneteenth Festival committee)

June 18 – 22 50<sup>th</sup> Anniversary of Western Days Festival (Chamber)

July 3 Chalk It Up Sidewalk chalk art contest and lighted bicycle parade (Parks & Recreation)

### **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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