



## MEMORANDUM

To: Tom Mattis, City Manager  
From: Amy Miller, Community Development Director  
Date: September 10, 2019  
RE: Community Development Department Report August 2019

New to downtown – Second Wind Antiques and Collectibles opened at 109 Depot Street next to Lucy's kitchen. Sterling and Associates opened at 103 East First Street. The Elgin Downtown Public Art Plan was named a finalist for Downtown Spirit award with the Texas Downtown Association. Architecturally appropriate approved windows were installed at 18 North Main Street. The Main Street program secured 34 sponsors for the Hogeye Festival with approximately \$39,000 in contributions. In-Kind sponsorships are in process. The festival will be October 24 – 26 and includes the addition of two bands, The Shop Dawgz and Must be Judged, on Thursday evening with the Hogeye Stroll. Volunteer recruitment continued to secure the over 100 hogunteers who are needed to implement the festival. Main Street program finalized an \$18,000 plan for replacing the lights that outline the roofline of buildings downtown and approved \$5000 towards the project in Fiscal year 2018-2019 with plans to approve phase 2 in fall 2019 and phase 3 in 2020. Main Street board met with Elgin Farmers Market and reviewed proposed lease options for the downtown area.

### Projects

- Completed and submitted the Safe Routes to School grant.
- Website redesign work continued.
- Working with Elgin Farmers Market to develop a lease agreement for location in downtown area.
- Downtown 78621 Fall Winter issue editorial completed.
- Sip Shop and Stroll included a school supply Drive for Elgin and McDade ISDs and had great attendance despite the heat of summer weather.
- Hogeye Festival planning –logistics team, Sponsorships launch
- Working on Shared Use parking agreement with Texas Department of Human Services.
- Capital Metro Green Line strategic planning meetings.
- MOKAN Corridor Study and Regional Arterial Study with CAMPO in final phases of development.
- Dine Elgin concluded with support from more than a dozen restaurants in the community.
- Historic Preservation Strategic plan under development.
- 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.
- Social Media: Facebook - visitelgintx, Instagram – visitelgintx

### Boards & Committees, Seminars

CAMPO Technical Advisory committee  
MOKAN Study technical committee  
Regional Arterials Study technical committee  
Main Street Board  
Hogeye Festival Committee  
Promotion Tourism Committee  
Design Committee  
Business Retention Recruitment Committee

### **Upcoming Events**

Sip Shop & Stroll September 12  
Homecoming-Pep Rally & Community Parade Oct. 2  
Hogeye Festival October 24 – 26  
Safe Trick or Treat Trail October 31  
Veterans Appreciation Parade November 1  
Shop Small Saturday November 30  
Home for the Holidays December  
Holiday by the Tracks and The Hot Cocoa Stroll December 7<sup>th</sup> —  
Art of Giving December 14<sup>th</sup>  
Holiday Sweater December 21<sup>st</sup> –  
Black Friday Sale November 29<sup>th</sup>  
After Christmas Sale December 28<sup>th</sup>

### **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.