AGENDA
Elgin Main Street Advisory Board

Thursday, November 19, 2020 –8:00 a.m.

Go To meeting call – Email community@ci.elgin.tx.us for meeting call information or contact the City Secretary asanchez@ci.elgin.tx.us or call 512-801-5748

Board of Directors

Ed Rivers-President, Theresa McShan-Vice President, Stacey Wilhite-Secretary,

Katy Gassaway, Krista Marx, Sherri Rivers, Jake Carter and Marla Jensen

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. MINUTES
5. Financial Report- Revenue And Expenditures

   Documents:

   DETAIL REPORT WITH ACTIVITY AND ENCUMBRANCE.PDF

6. NEW BUSINESS

   6.I. National Accreditation

   6.II. Annual Reporting Self Evaluation

   6.II.i. Annual Self Evaluation

   Documents:

   ANNUAL MAIN STREET PROGRAM ACCREDITATION AND SELF-11-13-2020.PDF
   ACCREDITATION ANNUAL REPORTDEC16FINAL -12-10-2019.PDF
   ACCREDITATION ANNUAL REPORT- TEMPLATE.PDF

   6.III. Main Street Advertising Grant Applications

   Documents:

   2020-2021 MAIN STREET MARKETING GRANT NEW APPLICATIONS .PDF

   6.IV. Farmers' Market Lease Agreement

   Documents:

TERMS OF USE AGREEMENT FARMERS MARKET2020-2021.PDF

6.V. Updates

6.V.i. Shop Small Saturday

Documents:

SHOP SMALL WEBSITE .PDF

6.V.i.1. Home For The Holidays

Documents:

HOME FOR THE HOLIDAYS 2020 WEBSITE.PDF
SANTA BOX.JPG

6.V.i.2. Art Of Giving

Documents:

2020 GRAPHICS .PDF

7. ANNOUNCEMENTS

8. ADJOURNMENT

CERTIFICATION

I certify that the above notice for a meeting was posted on the bulletin board at the

Elgin City Hall of the City of Elgin on or before 5:30pm Friday November 13, 2020

Amy Miller, Director Community Services

Notice of Possible Quorum: City Council, City of Elgin, Texas. This notice is posted in order to meet the requirements of the Open Meetings Act, in the event that the number of City Council members present at the event makes the Act applicable.

NOTICE OF ASSISTANCE AT A PUBLIC MEETING

The City of Elgin is committed to compliance with the Americans with Disability Act. Location is wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 281-5724. Please provide forty-eight (48) hours notice when feasible.

Elgin, TX

Detail Report with Activity and Encumbrance

Account Detail

Date Range: 10/01/2020 - 11/12/2020

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance
Fund: 122 - Main Street Program							
122-000-43510	Hogeye Festival	0.00	-3,500.00	-3,500.00	0.00	0.00	0.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/21/2020	GLPKT00392	JN02748	DCR/UB PMTS DN 10/21		-1,500.00	-1,500.00		
10/28/2020	GLPKT00392	JN02756	DCR/UB PMTS DN 10/28		-2,000.00	-3,500.00		
122-000-43520	Fundraising	0.00	-1,117.00	-1,117.00	0.00	0.00	0.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/01/2020	GLPKT00392	JN02612	9/30 UB PMTS bb		-997.00	-997.00		
10/02/2020	GLPKT00392	JN02604	9/30 UB PMTS dn		-100.00	-1,097.00		
10/21/2020	GLPKT00392	JN02748	DCR/UB PMTS DN 10/21		-20.00	-1,117.00		
122-422-50610	Registration	0.00	200.00	200.00	0.00	0.00	0.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		200.00	200.00		
122-422-50621	Meals	0.00	8.85	8.85	0.00	0.00	0.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		8.85	8.85		
122-422-51076	Promo Tourism	0.00	313.64	313.64	0.00	0.00	0.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/02/2020	APPKT00150	1414154-R	SUN RADIO NETWORK Reversal		-820.00	-820.00		
10/09/2020	APPKT00143	1414154-A	MSB ADVERTISEMENT REISSUE		820.00	0.00		
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		13.85	13.85		
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		57.22	71.07		
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		74.90	145.97		
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		80.00	225.97		
10/29/2020	GLPKT00451	JN02709	FBC CC PAYMENT CHARGED AUG-SEPT 2020 PAID OCT 20...		87.67	313.64		
122-422-51077	Downtown Improve.	0.00	375.00	375.00	569.00	0.00	569.00
Post Date	**Packet Number**	**Number**	**Description**	**Project Account**	**Amount**	**Running Balance**	**Encumbrance**	**Running Balance**
10/02/2020	APPKT00155	2020.1	Photos		150.00	150.00		
10/02/2020	APPKT00155	2020.2	Downtown Shopping Card		225.00	375.00		

Account	Name	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance
122-422-53042	Business Assistance	0.00	500.00	500.00	0.00	0.00	0.00

Post Date	Packet Number	Number	Description	Project Account	Amount	Running Balance	Encumbrance	Running Balance
10/14/2020	APPKT00137	May-Sept2020reim	May through September 2020 reimbursement		500.00	500.00		

Total Fund: 122 - Main Street Program:	**0.00**	**-3,219.51**	**-3,219.51**	**569.00**	**0.00**	**569.00**
Grand Totals:	**0.00**	**-3,219.51**	**-3,219.51**	**569.00**	**0.00**	**569.00**

Fund Summary

Fund	Beginning Balance	Total Activity	Ending Balance	Beginning Enc. Balance	Total Enc. Activity	Ending Enc. Balance
122 - Main Street Program	0.00	-3,219.51	-3,219.51	569.00	0.00	569.00
Grand Total:	**0.00**	**-3,219.51**	**-3,219.51**	**569.00**	**0.00**	**569.00**

MAIN STREET AMERICA™

Nationally recognized.
Locally powered.™

Annual Main Street Program Accreditation and Self-Evaluation

The official template for 2020 has not been released but is not expected to differ significantly from last year.

- The **Six Standards** from last year's interim report are not likely to change:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

ANNUAL MAIN STREET
MAIN STREET PROGRAM
COMMUNITY ACCREDITATION

To: Staff and Boards of Texas Main Street communities
From: Debra Drescher, State Coordinator, Texas Main Street Program
Date: October 1, 2019 Report due date: **Monday, Dec. 16, 2019**

The template and process for the annual Accreditation review of local programs is being revised by the National Main Street Center/Main Street America™ as part of a nationwide strategic effort by the Center –in conjunction with coordinating programs – to ensure that the Accreditation framework remains a viable tool for reviewing progress, highlighting accomplishments, and setting targeted program goals, while giving coordinating programs an opportunity to participate in the review and provide recommendations based on local information and on the coordinating program's broader perspective working with many Main Street communities.

Several important points:

- The process is still evolving and is currently in draft form; the final version to be used across all coordinating programs will not be finalized for distribution until the 2021 review cycle.
- The new process is largely a self-assessment checklist, which should make the report less time consuming to complete.
- '10 Criteria' will no longer exist. It is now **Main Street Community Accreditation Standards**. There are six, instead of 10, strategy areas- outlined below. Texas Main Street continues to do the review and makes the recommendation for national accreditation for Texas, as do all other coordinating programs for their local programs.
- The new process aligns with the Main Street Transformation Strategy model we've been talking about for several years now, and you'll see that reflected in the different sections.

Foundational elements/strategy areas of the new National Accreditation Standards:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

The Texas Main Street Program will review all submitted reports and provide feedback to you prior to making our Accreditation recommendations to Main Street America™ in early 2020. National Accreditation for all programs nationally is announced on-screen during the opening session of the annual conference: Monday, May 18, 2020 in Dallas.

A local program not achieving accreditation in a given year remains a designated Main Street program and has the opportunity in the next year to work toward achieving the standard.

National Main Street has recommended a system for our office to determine final cumulative scores and alignment with the standards based upon your completion of the assessment and our additional input, as well as your work driving toward the Transformation Strategy model.

INSTRUCTIONS

This template is largely a self-evaluation checklist with added narrative and should be completed by board and staff between now and the **due date of Monday, Dec. 16, 2019.** You do not need to turn in a monthly report in December or January as it is assumed that the information will be covered in this assessment. *(However, you'll still turn in your quarterly reinvestment report for 2019 4th quarter, due January 10, 2020.)*

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions are the Work Plan and Design/Improvement project examples that can be separately submitted. Please contact us if you have any submission issues.

THE ACCREDITATION TEMPLATE BEGINS ON THE NEXT PAGE

___Elgin_____
CITY / PROGRAM NAME

**** Some questions are asked in more than one place due to the integrated nature of Main Street and the Four Points.***

Value:

1 = We do not do this.
2= Marginal performance. We do not consistently do this.
3 = Average performance. We do this, but there is general agreement improvement is needed.
4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The **Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	**Value** (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	**4**
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	**5**
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	**4**
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	**4**
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	**4**
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	**4**
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	**4**

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	**4**
2. Main Street/downtown is a priority of the City.	**4**
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives.	**4**
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	**4**

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct investment of resources in physical, economic, and promotional improvements.	**4**
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct involvement in Main Street activities.	**4**

D. The **Community-at-large**, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. *(Refer to similar questions under A.)*	**4**
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. *(Refer to similar question under A.7.)*	**4**
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	**4**

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in the section above. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. *(Refer to similar questions under Standard I.)*	**4**
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	**4**
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	**3**
4. Board members are active advocates for the program and the district.	**4**
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	**4**
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (*Note: examples are in the Online Resource Library*)	**1**
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	**4**
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	**4**
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	**5**

B. Supporting Volunteer Structure.

Key Indicators	**Value** (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. *Note: Specific questions about the Work Plan is covered in Standard IV.*	**4**
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	**3**
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	**4**
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	**2**
5. Volunteers not in board leadership roles also receive orientation and training.	**4**
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	**3**

C. Professional Program Management.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	**5**
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. *(Note: see related questions under Standard III)*	**3**
3. A staff job description is in place that includes clearly defines performance expectations.	**5**
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	**5**
5. There is regular staff communication among staff, board and committees, task forces etc.	**5**
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	**5**
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract.	**5**
8. Monthly reports of activities as required in the contract are consistently submitted. *(Note: December 2019 and January 2020 monthly reports will be not required because you'll be submitting this annual report. Fourth quarter reinvestment reports, due January 10, 2020, will be due.)*	*Texas Main Street office will score this based on your report submissions.*

D.

Vision

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

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

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.

Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	**5**
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	**5**
3. The Main Street organization has by-laws. *Please note when they were last reviewed: (2011)*	**4**
4. Program activities are effectively coordinated.	**5**

Please provide your Vision and Mission statements and Core Values (if you have adopted a Value statement):

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

Indicate in this section trainings/professional development staff and volunteers have completed in the past 12 months.

Regional Board training held in Elgin and one held in Luling attended by board members and volunteers.
REAL Places conference Miller presented a seminar on Preservation Tax credits
Main Street Now conference attended by Miller.
First Lady's Tour dedication of new Main Street City Granger attended by board members and volunteers.
Texas Downtown Association Annual Conference attended by Council Woman Susie Arreaga and Miller
TDA Annual Conf Awards Dinner attended by 15 board members and volunteers.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. **The Main Street Program Has Diversified Funding Sources.**

Key Indicators	**Value** (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	**4**
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. *(Also asked in Standard I.)*	**4**
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. *(Also asked in Standard I.)*	**4**

B. **The Main Street Program Has Sustainable Program Operations.**

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	**4**
2. Work aligns with financial capacity.	**4**
3**.** A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	**4**
4. The budget adequately covers programming and activity expenses.	**4**
5. The budget adequately covers professional development and training expenses.	**4**
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	**4**
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	**4**
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	**4**
9. For urban non-profits: There has been an independent financial review in the last 12 months.	**NA**

Every other year, we alternate an Incentives/Tools Survey with an **Operations and Funding Survey**. The information is quite frequently requested as a reference tool for communities to set a budget for applying to Main Street (a required part of the application process); and for existing programs looking to increase or adapt their funding. **Please answer the following:**

Population	**9,000**

Length of time your city has been a designated Main Street community	**29 years**
Length of time you have been in your position as a Main Street program manager	**23**
The position	
Who do you report to (i.e. city manager)?	**City manager**
Do you have other job titles (i.e. Historic Preservation Officer). If so, what are they?	**Community Services Director Historic Preservation officer**
Do you find that you are effectively able to manage these additional job duties, given current funding and available time?	**Yes – more could be done even more effectively with more resources.**
Are you salaried or hourly?	**Salaried**
What is your annual salary/hourly pay?	
Do you have an assistant?	**Yes**
If yes, what is the salary/hourly pay for your assistant?	**$17**
Benefits	
Are you covered by medical insurance from your employer?	**yes**
Do you have a pension from your employer?	**yes**
Do you have a car allowance?	**yes**
Do you have paid vacation?	**yes**
Do you earn comp time?	**Not officially, but I have a flexible schedule when needed**
If hourly, do you receive overtime?	
Other benefits?	**Vision, dental, recreation center family membership**

Program funding-OPERATIONS. *Please indicate below the sources and amount that fund your program's basic OPERATIONS (i.e. salary, office, supplies, travel and training etc.)*

Source	**Amount**
City General Fund	$197,405
HOT funds (Hotel Occupancy Tax)	$0
Economic Development (Type A or B?)	$0
CDBG or other federal sources	$0
Assessment district (TIRZ, PID etc.)	$0
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*	
Other	
TOTAL OPERATING BUDGET	$197,405

Program funding: SPECIAL PROJECTS. *Please indicate below the sources and amount that fund your program's SPECIAL PROJECTS (i.e. local grant program, events, etc.)*

Source	**Amount**	**What is funded?** (i.e.improvement grant program)

The $15,000 for billboards and banners provides funds for two billboards on Hwy 290 that advertise community events which are in the downtown district. The banners are on a major thoroughfare Connecting a new neighborhood to our Walmart, HEB and Hwy 290 and they advertise the Hogeye Festival, Christmas events, and the downtown area. The EDC funds are at the discretion of the ED Director and the EDC board. These funds have supported joint marketing efforts and have funded façade and business assistance for businesses in downtown. The Hogeye Festival has over $25,000 in corporate sponsorships, and over $20,000 in revenue from vendors. The festival supports the Main Street budget which is in addition to the $197,000 operating budget from the general fund.

City General Fund		
HOT funds (Hotel Occupancy Tax)	$15,000	Billboards and banners
Economic Development (Type A or B?)	$30,000	Marketing support, Business Assistance program.
CDBG or other federal sources		
Assessment district (TIRZ, PID etc.)		
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*	$60,000	Hogeye Festival and Main Street Budget
Other		
TOTAL SPECIAL PROJECTS BUDGET	$105,000	

We realize that budgets are unique to individual programs. Feel free to add notes here if needed.

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	**4**
2. We have up-to-date district market, economic and demographic data.	**5**
3. Our vision and mission (*outlined in Standard II-Leadership*) drives our work.	**5**
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	**5**
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	**5**

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	**4**
2. We are *(please indicate which one)* exploring / have begun / have adopted a Transformation Strategy plan of work.	**4**
3. Our work plan has activities across all four points of the Approach.	**4**

Please submit your current work plan as a separate document.

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)

1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. *(We will reference your reinvestment reports for this section.)*	**4**
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored?	**5**
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	**4**
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. *Please provide details.*	**5**
5. We have a design review process that ensures appropriate preservation outcomes.	**4**
6. There is a design review process. *(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)*	**5**
7. There is a recent business/property inventory. *(Also asked in Standard IV)*	**5**
8. Volunteer leadership, staff seek out preservation-based training, whether in person, or through seminars, webinars etc. and as a result are confident in their understanding of basic concepts of historic preservation.	**3**
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	**4**
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	**4**
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	**4**
12. We are live on DowntownTX.org.	**5**
13. We are actively working to become live on DowntownTX.org.	**0**

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during the last 12 months. Please provide below before/during/after images and a brief description of the work.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	**Value** (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	*Texas Main Street office will score this based on your report submissions.*
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	**4**
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	**4**

4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	**5**
5. Downtown is generally viewed as an active marketplace which the community supports.	**4**
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	**3**
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	**?**
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	**4**
9. Property owners see a positive return on their investments.	**4**
10. Downtown's occupancy rate has increased over time, including second floor uses.	**4**
11. Downtown has destination businesses.	**4**

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

-end-

ANNUAL MAIN STREET
MAIN STREET PROGRAM
COMMUNITY ACCREDITATION

To: Staff and Boards of Texas Main Street communities
From: Debra Drescher, State Coordinator, Texas Main Street Program
Date: October 1, 2019 Report due date: **Monday, Dec. 16, 2019**

The template and process for the annual Accreditation review of local programs is being revised by the National Main Street Center/Main Street America™ as part of a nationwide strategic effort by the Center –in conjunction with coordinating programs – to ensure that the Accreditation framework remains a viable tool for reviewing progress, highlighting accomplishments, and setting targeted program goals, while giving coordinating programs an opportunity to participate in the review and provide recommendations based on local information and on the coordinating program's broader perspective working with many Main Street communities.

Several important points:

- The process is still evolving and is currently in draft form; the final version to be used across all coordinating programs will not be finalized for distribution until the 2021 review cycle.
- The new process is largely a self-assessment checklist, which should make the report less time consuming to complete.
- '10 Criteria' will no longer exist. It is now **Main Street Community Accreditation Standards**. There are six, instead of 10, strategy areas- outlined below. Texas Main Street continues to do the review and makes the recommendation for national accreditation for Texas, as do all other coordinating programs for their local programs.
- The new process aligns with the Main Street Transformation Strategy model we've been talking about for several years now, and you'll see that reflected in the different sections.

Foundational elements/strategy areas of the new National Accreditation Standards:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

The Texas Main Street Program will review all submitted reports and provide feedback to you prior to making our Accreditation recommendations to Main Street America™ in early 2020. National Accreditation for all programs nationally is announced on-screen during the opening session of the annual conference: Monday, May 18, 2020 in Dallas.

A local program not achieving accreditation in a given year remains a designated Main Street program and has the opportunity in the next year to work toward achieving the standard.

National Main Street has recommended a system for our office to determine final cumulative scores and alignment with the standards based upon your completion of the assessment and our additional input, as well as your work driving toward the Transformation Strategy model.

INSTRUCTIONS

This template is largely a self-evaluation checklist with added narrative and should be completed by board and staff between now and the **due date of Monday, Dec. 16, 2019.** You do not need to turn in a monthly report in December or January as it is assumed that the information will be covered in this assessment. *(However, you'll still turn in your quarterly reinvestment report for 2019 4th quarter, due January 10, 2020.)*

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions are the Work Plan and Design/Improvement project examples that can be separately submitted. Please contact us if you have any submission issues.

THE ACCREDITATION TEMPLATE BEGINS ON THE NEXT PAGE

___Elgin_____
CITY / PROGRAM NAME

**** Some questions are asked in more than one place due to the integrated nature of Main Street and the Four Points.***

Value:

1 = We do not do this.
2= Marginal performance. We do not consistently do this.
3 = Average performance. We do this, but there is general agreement improvement is needed.
4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The **Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	**Value** (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	
2. Main Street/downtown is a priority of the City.	
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives.	
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct investment of resources in physical, economic, and promotional improvements.	
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct involvement in Main Street activities.	

D. The **Community-at-large**, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. *(Refer to similar questions under A.)*	
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. *(Refer to similar question under A.7.)*	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in the section above. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. *(Refer to similar questions under Standard I.)*	
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	
4. Board members are active advocates for the program and the district.	
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (*Note: examples are in the Online Resource Library*)	
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. *Note: Specific questions about the Work Plan is covered in Standard IV.*	
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy.	

(i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	

C. Professional Program Management.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. *(Note: see related questions under Standard III)*	
3. A staff job description is in place that includes clearly defines performance expectations.	
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	
5. There is regular staff communication among staff, board and committees, task forces etc.	
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract.	
8. Monthly reports of activities as required in the contract are consistently submitted. *(Note: December 2019 and January 2020 monthly reports will be not required because you'll be submitting this annual report. Fourth quarter reinvestment reports, due January 10, 2020, will be due.)*	*Texas Main Street office will score this based on your report submissions.*

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	
3. The Main Street organization has by-laws. *Please note when they were last reviewed: (2011)*	
4. Program activities are effectively coordinated.	

Indicate in this section trainings/professional development staff and volunteers have completed in the past 12 months.

Please provide your Vision and Mission statements and Core Values (if you have adopted a Value statement):

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. **The Main Street Program Has Diversified Funding Sources.**

Key Indicators	**Value** (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. *(Also asked in Standard I.)*	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. *(Also asked in Standard I.)*	

B. **The Main Street Program Has Sustainable Program Operations.**

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	
2. Work aligns with financial capacity.	
3**.** A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	
4. The budget adequately covers programming and activity expenses.	
5. The budget adequately covers professional development and training expenses.	
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	

Every other year, we alternate an Incentives/Tools Survey with an **Operations and Funding Survey**. The information is quite frequently requested as a reference tool for communities to set a budget for applying to Main Street (a required part of the application process); and for existing programs looking to increase or adapt their funding. **Please answer the following:**

Population	

Length of time your city has been a designated Main Street community	
Length of time you have been in your position as a Main Street program manager	
The position	
Who do you report to (i.e. city manager)?	
Do you have other job titles (i.e. Historic Preservation Officer). If so, what are they?	
Do you find that you are effectively able to manage these additional job duties, given current funding and available time?	
Are you salaried or hourly?	
What is your annual salary/hourly pay?	
Do you have an assistant?	
If yes, what is the salary/hourly pay for your assistant?	
Benefits	
Are you covered by medical insurance from your employer?	
Do you have a pension from your employer?	
Do you have a car allowance?	
Do you have paid vacation?	
Do you earn comp time?	
If hourly, do you receive overtime?	
Other benefits?	

Program funding-OPERATIONS. *Please indicate below the sources and amount that fund your program's basic OPERATIONS (i.e. salary, office, supplies, travel and training etc.)*

Source	**Amount**
City General Fund	
HOT funds (Hotel Occupancy Tax)	
Economic Development (Type A or B?)	
CDBG or other federal sources	
Assessment district (TIRZ, PID etc.)	
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*	
Other	
TOTAL OPERATING BUDGET	

Program funding: SPECIAL PROJECTS. *Please indicate below the sources and amount that fund your program's SPECIAL PROJECTS (i.e. local grant program, events, etc.)*

Source	**Amount**	**What is funded?** (i.e.improvement grant program)
Economic Development (Type A or B?)		

CDBG or other federal sources		
Assessment district (TIRZ, PID etc.)		
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*		
Other		
TOTAL SPECIAL PROJECTS BUDGET		

We realize that budgets are unique to individual programs. Feel free to add notes here if needed.

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	**Value** (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	
2. We have up-to-date district market, economic and demographic data.	
3. Our vision and mission (*outlined in Standard II-Leadership*) drives our work.	
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	**Value** (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	
2. We are *(please indicate which one)* exploring / have begun / have adopted a Transformation Strategy plan of work.	
3. Our work plan has activities across all four points of the Approach.	

Please submit your current work plan as a separate document.

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	**Value** (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. *(We will reference your reinvestment reports for this section.)*	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored?	
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. *Please provide details.*	
5. We have a design review process that ensures appropriate preservation outcomes.	
6. There is a design review process. *(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)*	
7. There is a recent business/property inventory. *(Also asked in Standard IV)*	
8. Volunteer leadership, staff seek out preservation-based training, whether in person, or through seminars, webinars etc. and as a result are confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	
12. We are live on DowntownTX.org.	
13. We are actively working to become live on DowntownTX.org.	

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during the last 12 months. Please provide below before/during/after images and a brief description of the work.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	**Value** (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	*Texas Main Street office will score this based on your report submissions.*
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	
10. Downtown's occupancy rate has increased over time, including second floor uses.	
11. Downtown has destination businesses.	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate.

2020-2021 Main Street Marketing Grant Applications

New Applications

1. Remember Me Tattoos
2. ETX Travel

TERMS OF USE AGREEMENT by and between CITY OF ELGIN and THE ELGIN FARMERS' MARKET

By execution of this City of Elgin Terms of Use (the "Terms of Use") by the undersigned authorized agent of the Elgin Farmers' Market, (the "Licensee"), in consideration for Licensee being allowed to use Veterans' Memorial Park (the "Park") and the Depot Museum Parking lot owned by the City of Elgin, Texas (the "City"), Licensee agrees that the following terms, conditions and obligations apply to such use:

A. EVENT

The proposed event is a Farmers' Market (the "Event").

B. CITY'S PARTICIPATION

The City and Licensee agree to participate in the Event, as follows:

1. The City will permit Licensee to use and occupy Veterans' Memorial Park and gazebo on Thursdays from 2pm to 9pm such times to include market set up break down and operation. Holidays – the Elgin Farmers Market may request an alternate date if a Holiday falls on Thursday.
2. The City will allow usage and access to the portable toilets on Depot Street and water faucets located in Veterans Memorial Park during the regular hours of the Event.
3. Parking for the Event will be the currently available public parking at the Chamber of Commerce and Depot Museum parking lots.
4. The City of Elgin may close streets for events or emergencies, or city business regardless of this agreement and will whenever possible provide three days notice to the Elgin Farmers' Market and waive the lease fee for that event.
5. The City of Elgin at its discretion may use the sites for city sponsored events or private rentals and will notify the Elgin Farmers' Market seven days in advance and waive the lease fee for that event.
6. In case of inclement weather the market may be moved to the museum parking lot at the City's Discretion.
7. The City may modify, maintain or improve the park including temporary holiday displays at its discretion.
8. The City will provide barricades for the Elgin Farmers Market to use to

secure the museum lot parking spaces. Elgin Farmers Market may place barricades after 9pm on Wednesdays and remove them after market operations on Thursday. Barricades will be stored at the Depot Museum.

C. LICENSEE'S OBLIGATIONS AND CONDITIONS PRECEDENT TO CITY'S PARTICIPATION
:

In consideration of the City's participation in the Event, the city requires the following assurances that the Site will be properly utilized by the Licensee for the benefit of the citizens of the Elgin community and surrounding area:

1. Licensee shall be responsible for maintaining the Site and facilities in a manner that is clean, neat and orderly.

2. Licensee shall limit participation at the Site to vendors that meet all state and local laws, regulations, and ordinances, and shall be responsible for removing any vendors from the area that fail to comply with the requirements noted herein for maintenance and upkeep of the facility. All food vendors cooking on site will be required to visibly post a Bastrop County Food Permit or Bastrop County Temporary Food Permit. No manufactured merchandise, resale or flea market vendors.

3. Licensee shall provide the City a copy of Premises Liability Insurance Policy naming the City as an additional insured and indemnifying the City of any liability with regard to the events and its vendors at the Site.

4. Licensee shall defend (at the option of City), indemnify, and hold City, its successors, assigns, officers, employees and elected officials harmless from and against all suits, actions, legal proceedings, claims, demands, damages, costs, expenses, attorney's fees, and any and all other costs or fees arising out of, or incident to, concerning or resulting from the fault of Licensee, or Licensee's agents, employees or subcontractors, Vendors or any participant or attendee of the Event arising from, associated with, or otherwise relating to the Event, no matter how, or to whom, such loss may occur. Nothing herein shall be deemed to limit the rights of City or Licensee (including, but not limited to the right to seek contribution) against any third party who may be liable for an indemnified claim. Maintenance of the insurance required under these Terms of Use shall not limit Licensee's obligations under this paragraph.

5. Licensee shall be responsible for all management of the activities at the project site and coordination with the City of Elgin. Organizer shall have a staff member present at the market during all hours of operation. Contact information for this individual will be provided to City staff.

6. Licensee shall provide the City a quarterly report of the activities of the Event, including particularly a report . That includes the following: weekly number of vendors, weekly number of customers (estimated), entertainment or programming provided at the market, and marketing efforts.

7. Licensee shall have an average of seven (7) vendors operating in individual booth spaces weekly. Licensee shall ensure that no stakes are driven into the turf or pavement areas at either location.

8. Licensee shall pay $75 weekly for Veterans Memorial Park rental, and $25 weekly for Depot Museum parking lot rental (reflects the nonprofit rate, Veterans Memorial Park rental fee with gazebo is $300 daily, Public parking lot rental fee is $100 daily). Fees to be paid Monthly, by 25th of month for the following month. Late fee of $25 if rental fees are not paid by the 30th.

9. Licensee shall ensure that food vendors do not dispose of coals or oil on Park property or in park trash cans.

10. Licensee may display a banners or signs for the Event three hours before each Event. Signage may be placed on the gazebo – no staples or nails may be used to secure signage. Banners or signs shall be removed at the end of each Event. Two a-frame signs may be placed at the street corners throughout the year, must be kept secure and in good condition.

11. Licensee will provide First Aid resources on site with a minimum of a first aid kit and communication equipment.

D. FEES

1. Licensee shall pay fees monthly as set in Section C.8 to the City for Site Access. Licensee shall remove all Event waste at the end of each event. City may determine if staff support is required for the event and pass on the associated fees to the Licensee. City will provide five days notice to the Elgin Farmers' Market about these associated fees.

2. The City may request that the Event organizer provide port o lets for the market, if the City determines that the existing public facilities are inadequate for the event. Associated costs will be passed on to the Licensee. This determination will be based on use and City will provide ten days notice to the Elgin Farmers' Market about these associated costs.

3. If City of Elgin determines that a police officer is needed to ensure pedestrian safety and or traffic control related to the Event, an officer based on availability may be obtained through Elgin Police Department for $65 Dollars per hour, (or the fee stated in the annual fee schedule whichever is higher) or through another law enforcement agency if City of Elgin officers are not available. Licensee is responsible for such fees related to service.

E. OTHER

1. All parties agree that no verbal modification or amendment of this Letter of Agreement shall be allowed and, if made, shall not be binding on any of the parties. The parties agree and acknowledge that circumstances may arise that require further discussion and possible modification to this preliminary agreement.

2. The City of Elgin reserves the right to permit other uses of the facility and grounds and will provide seven days advance notice to the Elgin Farmers' Market .

Licensee shall comply with all city ordinances, regulations and state laws including the noise ordinance.

3. In the case of any breach to this agreement by Licensee, all property, the facility and all facility rights revert immediately back to the City and Licensee shall have no further rights to enter onto or use the Site regarding this event. In that event, Licensee shall have no claim for damages or any causes of action against the City related to this Agreement.

F. TERM/TERMINATION

1. The term of this Agreement shall be for one year beginning on the date this Agreement is signed, unless otherwise terminated by either Party in writing.

2. Upon sixty (60) days written notice, the City may terminate this Agreement, with or without cause, and without the consent of the Licensee. Likewise, upon sixty (60) days written notice, the Licensee may terminate this Agreement, with or without cause, and without the consent of the City.

G. CONTACT

The contact for the Licensee shall be:

Name: Austin Moline
Cell: 512-281-6093
Email: austinmoline0@gmail.com
Mailing Address: 4451 County Road 467
Elgin, TX 7621

The contact for the City shall be:

Name: Amy Miller, Director Community Services
Office: 512-229-3213 or 512-801-5748
Email: _amiller@ci.elgin.tx.us
Mailing Address: _
City of Elgin
Attn: Director Community Services
PO Box 591
Elgin Texas 78621 __

IN WITNESS WHEREOF, City and Licensee execute these Terms of Use and agree to be bound by them regarding Licensee's use of the Premises.

CITY OF ELGIN

_____ Date:_____

Mayor

ATTEST:

_____ Date:_____
City Secretary

AGREED:

ELGIN FARMERS' MARKET

_____

By: Austin Moline Date: _____
President, Elgin Farmers' Market

SMALL BUSINESS | NOV
SATURDAY® | 28

FOUNDING PARTNER

Downtown Elgin

Find Priscilla and enter the contest for a chance to win prizes.

AR

Negocios Pequeños
Sabado 28 de Noviembre

Centro de Elgin

El Sábado habrá una promoción de tiendas locales en Elgin, Texas. Priscilla es la mascota de cerdo famosa localmente para el festival anual Hogeye. **Encuentra a Priscilla y participa en el concurso para tener la oportunidad de ganar premios.** AR

Home for the Holidays

HISTORIC DOWNTOWN ELGIN

ELGINTX.COM

*Dec. 5th Hot Cocoa Stroll
*Dec. 12th The Art of Giving
*Dec. 19 Holiday Sweater
*Elgin Farmers Market every Thursday
*Cut your own tree at our Christmas tree farms

@VisitElginTX

www.elgintx.com

En Casa Para Los Dias Festivos

Centro Historico de Elgin

ELGINTX.COM

*5 de Diciembre Paseo de chocolate caliente
*12 de Diciembre El Arte de Dar
*19 de Diciembre Sabado de Sueter Navideno
*Mercado de Agricultores Todos lo jueves
*Corte su propio arbol en nuestra localidad de arboles de navidad

@VisitElginTX

www.elgintx.com

The Art of Giving
CONSIDER A HANDCRAFTED GIFT THIS HOLIDAY SEASON

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Saturday, December 12

The Art of Giving
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The Art of Giving
SATURDAY, DECEMBER 12