<!--[if !vml]--><!--[endif]-->AGENDA

Elgin Main Street Advisory Board

Thursday, December 17, 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
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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

4.I. Minutes November 11, 2020

Documents:

MSB MINUTES 11-19-2020.DOCX

5. Financial Report- Revenue And Expenditures

5.I. Financial Report- Revenue And Expenditures

Documents:

MSB BUDGET REPORT.PDF

6. NEW BUSINESS

6.I. Board & Commission Applications
COMMUNITY BOARDS & COMMITTEES APPLICATION

6.II. Main Street Manager Position

6.III. National Accreditation & Annual Reporting Self Evaulation

Documents:

ACCREDITATION ANNUAL REPORT- TEMPLATE.PDF
ACCREDITATION ANNUAL REPORTDEC16FINAL -12-16-2019.DOCX

6.IV. Main Street Grant Applications

Documents:

2020-2021 MAIN STREET MARKETING GRANT APPLICATIONS .PDF

7. Budget

Documents:

2020-2021 MAIN STREET BUDGET.PDF
SOUVENIR FUNDS.PDF

8. Online Shopping & The Art Of Giving
STUDIO 621 WEBSITE

Documents:

ELGIN ONLINE SHOPPING OPTIONS .PDF
ARTOFGIVING2020.PDF

9. Parking

Documents:

PUBLIC PARKING MAP-2020.PDF

10. ANNOUNCEMENTS

11. 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 December 11, 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.

Main Street Board Meeting
GoToMeeting Minutes
November 19, 2020

Called to Order at 8:04 a.m. by Theresa McShan

Attending: Ed Rivers, Jake Carter, Krista Marx, Theresa McShan, Katy Gassaway and Marla Jensen and Sherri Rivers
Absent: Stacey Wilhite
Staff: Amy Miller and La'Richer Parks

Public Comment: None
Minutes: October 26 minutes were provided to the board. Ed Rivers moves to approve. 2nd by Krista Marx. Passed unanimously.

Financial Report- will be provided at the December meeting

New Business:

National Accreditation- It's time to look at the board terms and appointments. Several board members terms will end December 31. Sheri Rivers has indicated she cannot continue to serve at this time. Stacey Wilhite, Theresa McShan, Krista Marx are interested in continuing to serve on the board. Joe Mallon- resigned earlier in the year- that position hasn't been filled. We have two positions open. Monica Nava with Chemn Café has applied for the Main Street Board. City Council will meet in January and vote on board assignments. Please encourage people to apply for a city board position. There are lots of areas to serve and the application is online at www.elgintx.com

Self-Evaluation- This is an annual evaluation the Main Street Program must complete and submit to the National Main Street Accreditation Program to maintain our National Accreditation status. There are specific criteria we must meet to maintain our National Accreditation status. Traditionally this evaluation is completed with help from the Main Street Board. The board agrees to work together and provide their input to help complete the evaluation to Amy by. November 30. Amy will reach out to Theresa and Jake for final completion of application.

Main Street Promotional Grants- New applicants: Remember Me Tattoos and ETX Travel. Board discussed the terms of the grant. Krista moves to approve applications on a quarterly basis to allow marketing expenses in that quarter to be reimbursed. 2nd by Ed Rivers. Passed unanimously. Katy Gassaway moves to approve the applications for Remember Me Tattoos and ETX Travel. 2nd by Jake Carter. Passed unanimously.

Elgin Farmers Market- Last year the Farmers' Market was approved by City Council for a use agreement to operate in Veteran's Park in the Summer months and the Depot Museum Parking lot in the Winter months. The market has worked through out the COVID pandemic as an essential services business. The Farmers' Market is asking to be permanently in Veterans' Park year-round as it's a better space for the operation. They're requesting to change their hours from 5-8pm to 4-7pm for the Winter months as the last hour has proven to be very slow. The lease would allow them to use the park from 2pm to 9pm on Thursdays and to move to earlier in the week if there is a holiday conflict with Thursday. The other change is including safety guidelines for COVID19 i.e. wearing face coverings, providing hand sanitizing stations, and practicing social distancing during the Farmers' Market. Ed Rivers moves to approve and support the Farmers' Market and their contract with the City of Elgin. 2nd by Marla Jensen. Passed unanimously.

Main Street Board Meeting
GoToMeeting Minutes
November 19, 2020

Events- Theresa and Amy participated in the virtual TDA conference and will share information with the board at next meeting. Link to sessions will be sent by email.

Shop Small Saturday- This event isn't changing. We will do Hunt for Priscilla. We will take supplies to businesses and along with entry forms for Downtown Dollars drawing.

Home for the Holidays- Dec 5 Sidewalk sale and Hot cocoa stroll- Souvenir mug, hot cocoa mix from Firewild and Mini Marshmallows from Murphy's mallows will be sold as a package set at various locations downtown. No samples of hot cocoa. This is also **Sidewalk Sale Saturday** -is a modified promotion with COVID19 guidelines in place. This is a joint effort with the Chamber. We're working on the details of where you will be able to purchase the mug to help reduce large gatherings at one business.

Art of Giving- Dec.12 this event has really been revamped. In the past we've asked vendors to focus on handcrafted locally made items. This year we're focusing on making it an online and in person shopping experience. The artists that would normally participate in the Art Tour rescheduled to Dec.12 to coordinate with us to participate. This should allow folks that do not want to shop in person can still support local artists and businesses. We have a few studios that will be open and welcome in person shopping. Should increase sales for everyone, while inviting folks to come to the district and really increase awareness of the online shopping options in the district.

Holiday Sweater Saturday December 19- Virtual Holiday event. Businesses would still be able to tie into the promotion and encourage folks to shop in person. Details are still being ironed out.

Letters to Santa- We have a Letter to Santa box so kids can drop off their letters to Santa. We have a few of our older volunteers that we're asking to help reply to the letters. We would like to make it available in the downtown district. The box would have instructions if you leave your return address you will get a response which would be coloring page from Santa's Elves. Board discuss location for the Box and decorations. Agreed to place it at the Gazebo in Veterans Park. We can use a few more people help with the response aspect. Goal is to have it out next week.

Announcements:

Ron Ramirez the new Mayor of Elgin was sworn in on the 18th. Several city council members were also sworn in this week. Next Council meeting is November 24.

Adjourn: 9:04 a.m.

Elgin, TX

Drill Through Budget Report

Account Summary

For Period Ending 12/31/2020

Department: 422 - Main Street Program

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Expense							
122-422-53120	Dues & Memberships	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-51076	Promo Tourism	0.00	0.00	0.00	1,029.64	-1,029.64	0.00%
122-422-53030	IT Services - Contract	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-53042	Business Assistance	0.00	0.00	0.00	600.00	-600.00	0.00%
122-422-51078	Fundraising	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-50610	Registration	0.00	0.00	0.00	200.00	-200.00	0.00%
122-422-51079	Downtown 78621	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-51070	Hogeye Festival	0.00	0.00	0.00	3,600.00	-3,600.00	0.00%
122-422-50601	Mileage	0.00	0.00	0.00	270.00	-270.00	0.00%
122-422-51080	Employee Appreciation	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-50600	Travel/Training Expenses	0.00	0.00	0.00	8.85	-8.85	0.00%
122-422-53128	Outsource Billing Serv.	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-53243	Design Comm. HOT	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-51001	Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-51071	Holiday Decorations	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-51077	Downtown Improvements	0.00	0.00	0.00	457.23	-457.23	0.00%
	Total Expense:	**0.00**	**0.00**	**0.00**	**6,165.72**	**-6,165.72**	**0.00%**

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.

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.

Business owners are involved and have direct participation – Sip Shop and Stroll includes over 20 businesses every month for extended business hours, specials, live music, refreshments etc. The Business Retention and Recruitment committee has an active visitation program with downtown business owners. Main Street and the chamber hosts Business After Hours events twice per year, one in conjunction with National Night Out in Early October. Businesses receive a visit from Main Street staff about every six weeks primarily to talk about events and plans for promotions. Businesses have a Downtown Businesses Facebook Group that was set up by a downtown business and is managed by a business owner that they can opt into as a communications option. The Main Street program sends email at least once per month outlining the events for the month and providing useful information such as window display tips.

The Public sector is actively involved in the Main Street program. The chamber of commerce president serves on multiple committees and provides support for the annual Hogeye Festival. There are two point committee between the Main Street and the chamber: Business retention and Recruitment and Promotion Tourism. The Economic Development Director actively supports downtown business development and serves on the Business retention committee. City Council receives a monthly report about the Main Street program. Event partnerships include the Elgin Arts Association, Elgin Historical Association, Friends of Elgin Parks, Chamber of Commerce, City of Elgin Parks & Recreation program, Volunteer Fire Department, Elgin ISD, American Legion and Veterans of Foreign Wars. Over forty business sponsors for the program.

Elgin Main Street produces a direct mail magazine three times per year that is at least 12 pages full color in partnership with the Chamber of Commerce and Elgin Economic Development Corporation which is mailed to all households in the 78621 zip code, as well as Coupland and usually one mail route in Manor Texas. The program has a Facebook page and Instagram account @VisitElginTx which includes posts weekly about events and activities in the district and these accounts also share posts from downtown businesses. The Elgin Courier features the Main Street program at least once per month by highlighting businesses and activities with the Sip Shop and Stroll section. They also support the program with online outreach. The Bastrop County tourism program promotes Elgin Main Street programs, business and activities on their social media channels too. This year we started translating event flyers and for Hogeye we produced rack cards that were English on one side and Spanish on the other to promote the event throughout Central Texas and at Texas Travel Centers.

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.	**2**

(i.e. annual retreat, quarterly meetings etc.)	
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. 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):

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.

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.

Volunteers reflect our diverse community and include all ages from middle school through our senior citizens. Some of our youngest volunteers are in elementary school and participate in things like the Annual Hogeye Coloring and art contest and the Pearls of Youth Art Showcase which is held downtown and organized by the Elgin Arts Association. One of our oldest volunteers is in her late 70's and works on research projects such as business histories to make nominations for the Texas Treasures program. The committees have active leadership and member participation. **Board members are actively involved in committees and or major projects.** For example, two board members chaired the Hogeye Festival and a third led the sponsorships for Hogeye this year. Another board member led a major fundraising effort called Cow Patty Bingo. Two other board members actively work with downtown business and property owners encouraging their participation in events like Sip Shop and Stroll, and supporting their reinvestment efforts. New board members receive training about the Main Street Approach, board roles and responsibilities, the district and coordination with the Texas Historic Commission. Board members complete Open Meetings training required by the State of Texas.

T**he Design Team developed and implemented a public art plan this year** that was a finalist for the Downtown Spirit Award for the Texas Downtown Association. In addition to the plan, they implemented two murals – one at 116 Depot Street includes a 17 feet tall horned lizard. Both were completed by professional artists and involved collaborations among property owners, the design team and the artists. The team is working on projects to implement more public art downtown in 2020 and is working with the school district to develop a public art app through a student partnership project.

The Business Retention and Recruitment committee implemented the Imagine the Possibilities property tour in May. This included a walking tour targeting the local community with the monthly Sip Shop and Stroll event and a catered luncheon by invitation for property owners, loan officers, realtors, and investors. The tour had more than 25 attendees and the luncheon which was sponsored by the Elgin Economic Development Corporation had fifty attendees. They conducted a business survey over the summer that generated their follow-up efforts on training and parking options. They are working on training options for 2020. They developed and implemented shared use parking agreements with Bancorp South and the Bastrop County Health and Human Services Building adding 35 parking spaces to the public parking inventory on nights and weekends.

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.	**4**
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.

Reinvestment in the district indicates continued improvement is occurring. There is one major restoration project underway scheduled to be completed in first quarter of 2020 for a 10,000 sq ft building. Projects completed this year included façade work such as painting and significant façade work such as the replacement of all the 2nd floor windows at 18 North Main Street with architecturally appropriate handcrafted wood frame windows. One complete restoration of a building that was vacant for about 17 years. It's now home to the Elgin Wellness Shop and has a loft apartment in the rear. The Main Street program is recognized as a driver of investment downtown and the Downtown area is seen as a major factor of the positive quality of life for the community. A craft brewing company, Circle Brew will be moving its brewery and tasting room from Austin to Elgin on a 23 acre site that is less than one mile from downtown. They cited the downtown area as one of the factors in their relocation decision and they are already partnering with the Main Street program through events and corporate sponsorship. Downtown is now home to over 100 businesses. The district has a 90% occupancy rate and includes every type of business: food production, screen-printing, travel agency, financial insurance and real estate, restaurants, retail, churches, professional artists, an art gallery, live music every weekend on Friday and Saturday nights, a museum, a coffee shop, library, post office, health and beauty salons including yoga, massage therapy, and more. The Art gallery hosts game night on Friday evenings, has kids art classes and fun classes for adults such as blurred lines.

Modern Cleaners received a **Texas Treasures award in 2019**. Allan Tolbert, local investor and downtown champion was recognized as **the Downtowner of the Year** by the Texas Downtown Association. Amy Miller, the Elgin downtown development manager was **recognized for professional excellence** with the Susan H. Campbell Award by the Texas Downtown Association.

Examples of long term businesses downtown include more than 20 years: McShan's Barber Shop, McGee Brothers Shoe and Upholstery Repair, El Maguey Mexican Restaurant, Dorothy's Jewelry and Gifts, Powell's Printery, Sew Many Things, Martinez Foods, the Dollar General store More than 15 years: Frank the Barber, the Lions Club thrift store, Jeanette Shelby Real Estate, Edward Jones, More than ten years: Independence Title Company, Martha's Market, Rosado Insurance Company More than 5 Years: The Owl Wine Bar and Home Goods Store, Lucy's Kitchen, Eva Mae's Soul Food Kitchen,

Property owners see a positive return on investment. Since 2015 **more than 24 loft apartments** have been developed downtown these are all fully leased for $800 to $1200 per month and as they come available are on the market less than thirty days. Commercial leases space downtown has increased on a per square feet basis – in part because the **Downtown Zoning overlay allows** for both commercial and residential rental units in the same first floor of a building. This creates smaller commercial lease spaces that have more flexibility and are leasing for .65 to $1 per sq ft. prior to 2015 space leased for .35 to .65 per sq ft. The entire **downtown 2nd floor and first floor space is at 90% occupancy**. Two buildings under restoration both will have commercial and residential space. One has already leased the commercial space. The next major project for downtown is the redevelopment of the Elgin Cotton Oil Mill property. This ten acre site has been purchased by a private investor who is planning for a redevelopment that includes mixed use, residential and possibly a major public sector use such as a city hall police court complex. **Downtown Destination businesses include**: Eva Mae's Soul Food Kitchen, The Owl Wine Bar and Home Goods Store and Dorothy's Fine Jewelry and Gifts. These all bring in customers from throughout Central Texas.

2020-2021 Main Street Marketing Grant Applications

New Applications

1. Agni Massage

Main Street Program

The Elgin Main Street program, founded in 1988, turned the downtown district into an economic core on which City of Elgin continues to build with increasing sales tax and property values. Five years ago, the district had a more than 50% vacancy rate with a significant number of buildings that could not be issued certificates of occupancy. Today the district has an occupancy rate of 90%. The district includes the area of Main Street from Lexington to Brenham Street and from the Union Pacific railroad tracks to Avenue B, The award-winning Main Street program, provides community events throughout the year including, the Hogeye Festival, and Sip, Shop and Stroll. Due to the success and increasing demands of Main Street Programs the Proposed FY 2020-21 Budget includes the addition of a Main Street Coordinator Position, to assist in management of these programs.

The Main Street program responded to the COVID19 crisis with intensive business promotions on social media, weekly business operation update calls, the Emergency Main Street COVID19 Marketing grant, a "Yes We're Open!" Campaign, engaging signs to promote wearing face coverings, provided comprehensive information about grant and loans programs, and modified events such as sidewalk sales.

As we look towards the future, the COVID19 response continues, the program will focus on encouraging the public to support local businesses in a safe manner, connect businesses with training, grant and loan programs, provide new opportunities to experience downtown, and thoughtfully engage in ensuring that the whole community feels welcome downtown and understands that all people are welcome and valued in Elgin.

Estimated Revenue and Proposed Appropriations
Fiscal Year 2020-21

122 Main Street Program

	FY 2018-19	FY 2019-20		FY 2020-21			
	Actual Revenue	Adopted	Amend.#1 6-16-20	Straight Line	Program Change	Total	% Inc/ (Dec)
Revenue							
Hogeye Festival	69,662	63,439	63,439	25,000	-	25,000	-61%
Fundraising	1,180	500	500	-	-	-	-100%
Interest Income	361	200	200	-	-	-	-100%
Donations - Other	-	2,000	2,000	1,000	-	1,000	-50%
Public Art	-	-	-	-	-	2,000	100%
TOTALS	71,203	66,139	66,139	26,000	-	28,000	-58%

	FY 2018-19	FY 2019-20		FY 2020-21			
	Actual Expenditures	Adopted	Amend.#1 6-16-20	Straight Line	Program Change	Total	% Inc/ (Dec)
Expenditures							
Supplies & Materials							
Office Supplies	85	250	250	600	-	600	140%
Printing	-	-	-	-	-	-	0%
Subtotal	85	250	250	600	-	600	140%
Services/Other Charges							
Hogeye Festival	39,907	37,000	37,000	6,000	-	6,000	-84%
Holiday Christmas	-	500	500	-	-	-	-100%
Promo Tourism	8,355	8,500	8,500	8,500	-	8,500	0%
Fundraising	-	500	500	-	-	-	-100%
Dues Subscriptions	-	250	250	300	-	300	20%
Business Devel. Comm.	5,729	6,000	6,000	6,000	-	6,000	0%
Downtown Improve.	5,000	5,000	5,000	5,000	5,000	5,000	0%
Downtown 78621	5,078	5,027	5,027	5,027	5,027	5,027	0%
Travel Training	530	2,100	2,100	1,000	-	1,000	-52%
Design Committee	4,932	5,000	5,000	5,000	-	5,000	0%
Subtotal	69,530	69,877	69,877	36,827	10,027	36,827	-47%
TOTALS	69,615	70,127	70,127	37,427	10,027	37,427	-47%

Item	Expense	Income
Postcards	$187	
Tshirts	$3,215	$1,654
Facemasks	$5,200	

$8,602.00 $1,654.00 ($6,948)

Online Shopping Options Downtown Elgin Texas

Check out these online platforms – order online, call and place curbside pick up orders, or browse and then visit in person – remember your face covering – there's plenty of room for social distancing in downtown Elgin!

Tattered Shutter https://www.facebook.com/thetatteredshutter
Chemn Cafe https://www.chemncafe.com/
Martha's Market https://www.facebook.com/marthasmarketelgin
Lions Club Thrift Store https://www.facebook.com/Elgineveninglionsclub
The Owl http://elginowl.com/
Colorworks Salon https://www.facebook.com/makeelginbeautiful

Clever Tiger http://www.theclevertiger.com/
Double R Hathouse https://www.facebook.com/DoubleRHatHouse
Body & Shine http://bodyandshinewellness.com/
GM Drygoods http://gmdrygoods.com/
Remember Me Tattoos http://www.remembermetattoos.com/
Dorothy's Jewelry https://www.facebook.com/Dorothys-Fine-Jewelry-101342784655373
Keene Tactical http://www.keenetactical.com/
Second Wind https://www.secondwindelgin.com/

ATX Jerky http://www.atxjerky.com/
Elgin Wellness https://www.facebook.com/ElginWellness
12 Star Massage https://www.facebook.com/12starMassage-172815442729117
Red Boutique http://www.redboutiquesalonspa.com/
Earthen Metals https://www.instagram.com/earthenmetals/?hl=en
https://www.facebook.com/Earthen-Metals-1566100846944045/

Firewild https://www.firewildaustin.com/
Chemn Café https://www.chemncafe.com/
El Maguey https://www.facebook.com/elmaguey.restaurant.7
D2 Sports Bar & Grill https://www.facebook.com/d2barandgrill
Healthy Spot https://www.facebook.com/TheHealthySpotElginTx

THIS HOLIDAY SEASON, CONSIDER A HANDCRAFTED GIFT

The Art of Giving

Saturday,December 12

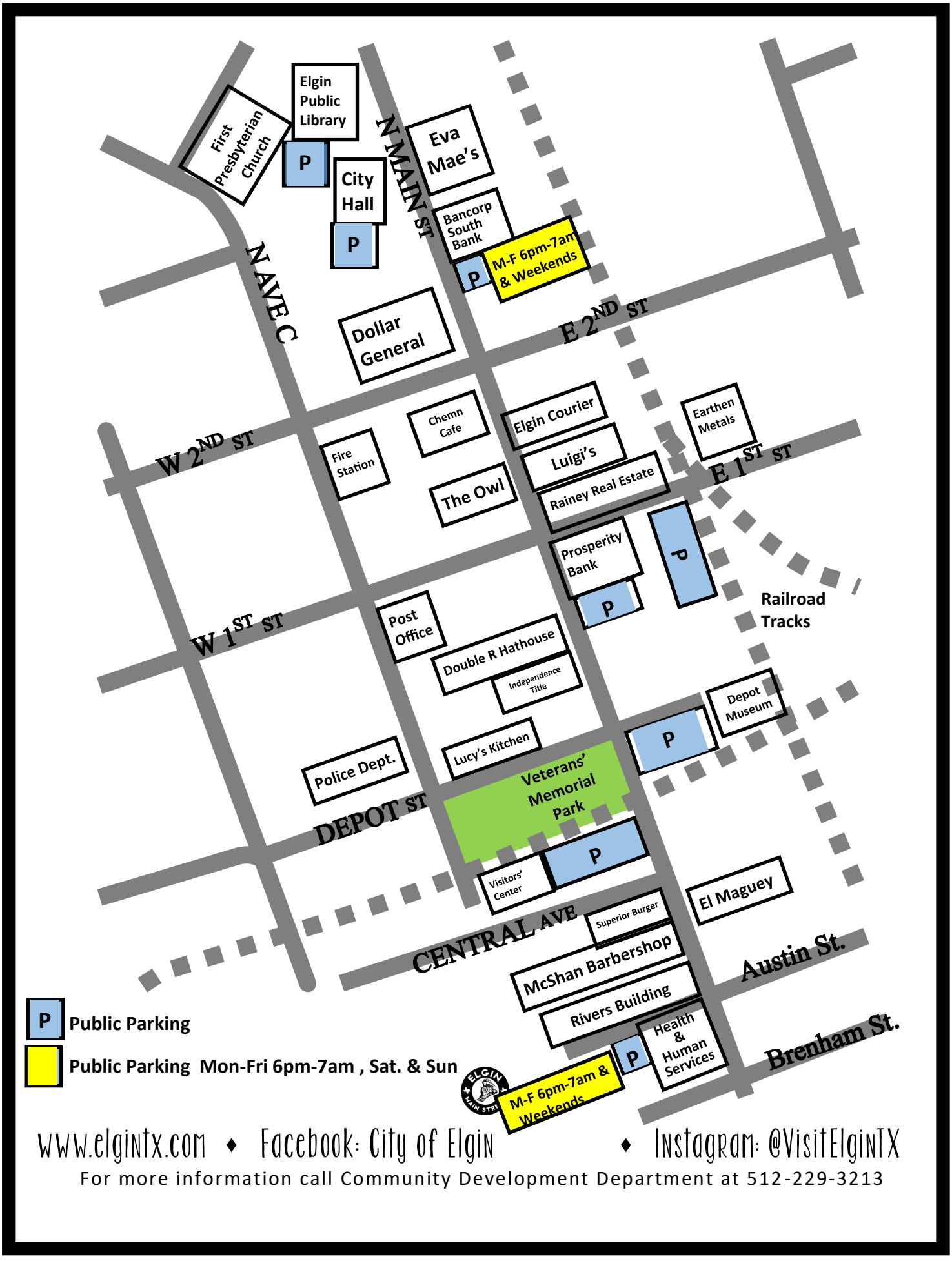
Showcase of handcrafted items by local artists
featuring locally crafted and handcrafted gifts

Online & In Person Shopping Downtown Elgin

@visitelgintx

More info at www.ElginTx.com

Public Parking Downtown Elgin



www.elgintx.com ♦ Facebook: City of Elgin ♦ Instagram: @VisitElginTX

For more information call Community Development Department at 512-229-3213