



AGENDA
Elgin Main Street Advisory Board

Thursday, January 21, 2021 –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, Jake Carter, Marla Jensen, Monica Nava, Sarah Gudenkauf

Business Meeting

1. CALL TO ORDER

1.I. Welcome New Board Members

2. ROLL CALL

3. PUBLIC COMMENT

4. MINUTES

4.I. Minutes December 17, 2020

Documents:

[MSB MINUTES 12-17-2020.PDF](#)

5. Financial Report- Revenue And Expenditures

5.I. Financial Report- Revenue And Expenditures

Documents:

[MAIN STREET FINANCE REPORT DEC 2020.PDF](#)

6. NEW BUSINESS

6.I. Main Street Manager Position

6.II. Meeting Schedule 2021

6.III. Main Street Grant Applications

Documents:

[MSB GRANT SPREADSHEET 1-15-2021.PDF](#)

6.IV. Waster Service Collection Options

6.V. Elgin Main Street Experience The Possibilities

Documents:

[EXPERIENCE THE POSSIBILITIES.PDF](#)

6.VI. Traffic & Sales Accelerator

Documents:

[PROPOSAL FOR ELGIN - FINAL \(2\).PDF](#)

6.VII. Social Media Plan

Documents:

[ELGIN SOCIAL STRATEGY.PDF](#)

6.VIII. 2020-2021 Budget

Documents:

[MSB BUDGET 2020 -2021.PDF](#)

6.IX. Parking

7. Updates

Documents:

[CARTS _PAGE_11.PDF](#)

[114 DEPOT.JPG](#)

[206 DEPOT.JPG](#)

[SIDEWALK PROJECT MAP.PDF](#)

[DOWNTOWNSHOPPINGCARD.REV.12.09.PDF](#)

[SIDEWALK SALE RACK CARD .PDF](#)

8. ANNOUNCEMENTS

9. 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 January 15, 2021.

-

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
December 17, 2020

Called to Order at 8:03 a.m. by Theresa McShan

Attending: Jake Carter, Theresa McShan, Katy Gassaway, Marla Jensen, Sherri Rivers, Stacey Wilhite and Krista Marx joined at 8:05am.

Absent: Ed Rivers

Staff: Amy Miller and La'Richer Parks

Public Comment: None

Minutes: November 11 minutes were provided to the board. Jake Carter moves to approve. 2nd by Katy Gassaway. Passed unanimously.

Financial Report- Financial report was provided.

New Business:

Community Boards and Committees- Sherri Rivers is cycling off the board. If you know someone that is interested in serving on the board, please encourage them to apply. City Council will make appointments on January 5th. Main Street Board has two vacancies available.

Main Street Manager position- The City Manager has given the approval to advertise for the position. It will be posted on the City's website next week and will advertise in the Elgin Courier.

National Accreditation- 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. Due January. Deadline for the board to submit their suggestions to Amy before Christmas.

Main Street Promotional Grants- New applicants: Agni Massage and Lutra Home Care. Krista Marx moves to approve the applications for Agni Massage and Lutra Home Care. 2nd by Jake Carter. Passed unanimously.

Art of Giving- Had a good partnership with Studio 621. They have updated their website to be Home for the Holidays. This gives folks one place to go and learn if you can shop in person or online for each business.

Holiday Sweater Saturday December 19- Virtual Holiday event. The Owl is hosting a Tacky Sweater contest, Chemn Café is offering a 10% discount on certain items.

Sidewalk Sale- Promotion Tourism has decided on this will be first Saturdays. The board would like to focus on themes for each event. More to come.

Parking- This is an ongoing issue. In 2021 we will need to look at what options we have and who we can partner with businesses for shared parking.

Announcements: Hogeye shirts are \$10 starting this week. After Christmas they will be \$8.

Adjourn: 8:43 a.m.

Fund: 122 - Main Street Program

		Original Total Budget	Period Activity	Fiscal Activity	Budget Remaining	Percent Remaining
Revenue						
122-000-43510	Hogeye Festival	25,000	3,600	8,476	16,524	66%
122-000-43520	Fundraising	-	45	1,162	(1,162)	0%
122-000-43525	Downtown 78621	2,000	-	-	2,000	100%
122-000-47101	Interest Income	-	-	12	(12)	0%
122-000-48210	Donations Special Events	1,000	-	-	1,000	100%
Revenue Total:		28,000	3,645	9,651	18,349	66%
Expense						
122-422-50600	Travel/Training Expenses	1,000	-	9	991	99%
122-422-50601	Mileage	-	-	270	(270)	0%
122-422-50610	Registration	-	-	200	(200)	0%
122-422-51001	Office Supplies	600	-	-	600	100%
122-422-51070	Hogeye Festival	6,000	-	3,600	2,400	40%
122-422-51076	Promo Tourism	8,500	290	2,350	6,150	72%
122-422-51077	Downtown Improvements	10,000	-	457	9,543	95%
122-422-51079	Downtown 78621	5,027	-	-	5,027	100%
122-422-53042	Business Assistance	-	-	600	(600)	0%
122-422-53120	Dues & Memberships	300	-	-	300	100%
122-422-53128	Outsource Billing Serv.	6,000	-	-	6,000	100%
122-422-53243	Design Comm. HOT	5,000	-	-	5,000	100%
Expense Total:		42,427	290	7,486	34,941	82%
Fund: 122 - Main Street Program Surplus (Deficit):			3,355	2,165	(16,592)	

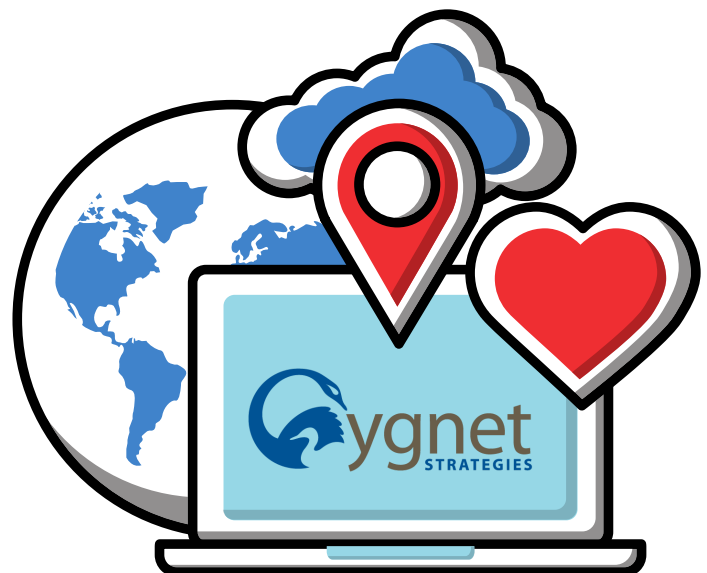
Business Name	Applied date	Reviewed by Board	Receipts totals submitted	Total reimbursed
Body & Shine	10/14/2020	Approved 10-22-2020	\$234.60	\$100.00
The Owl	10/14/2020	Approved 10-22-2020		
ETX Travel	10/23/2020	Approved 11-19-2020	\$245	\$150
Remember Me Tatto	10/22/2020	Approved 11-19-2020	\$410.29	\$275
Agni Massage	11/23/2020	Approved 12-17-2020	\$284.33	\$281
Lutra Home Care	12/14/2020	Approved 12-17-2020	\$1,737.77	\$300
Wild Spirit Artworks	12/28/2020	pending approval		



ELGIN MAIN STREET: EXPERIENCE THE POSSIBILITIES

PROPOSAL SUBMITTED: JANUARY 8, 2021

Prepared exclusively for





January 8, 2021

Amy Miller
City of Elgin
PO Box 591
Elgin, TX 78621

Dear Amy,

We have been brainstorming how to set Elgin Main Street, the recently formed 501c3, your future Main Street Manager, and your small business community up for success. Vicky and I are excited about helping you accomplish your biggest goal and greatest challenge since the program's inception: Providing the support your downtown businesses need to keep their doors open and cash registers ringing while harnessing change and reimagining the path for moving forward, post-pandemic and beyond.

We believe that complex issues do not fit in standard boxes. It is our job to provide the right solutions to the right problems. To that effect, you will find several proposal components that we believe you asked for but didn't know you needed. The methodology and approach we are presenting will help provide quick short-term benefits while also taking a holistic look for your program and district as new roles, ongoing development, and a post-pandemic state takes shape.

This proposal has been dubbed Elgin Main Street: Experience the Possibilities. What is that exactly? It's multifold. It is an updated and candid look at your program area from the customer's perspective. Followed by some transformative strategic action imagined by boots on the ground local leadership. Finally, it's our #smallbiz digital assessment program tailored to empower Elgin's business community to cement their own footprints in today's market. These programs are outlined on the following pages. They were created and customized specifically for you and your needs (as we understand them) and as always, designed to provide maximum return on your investment.

I look forward to discussing the possibilities with you.

Best regards,

Sarah O'Brien
Collaborating for Texas with Cygnets Strategies



DOWNTOWN EXPERIENCE: WHY

"We have a strategic plan it's called doing things." - Herb Kelleher

2020 has transformed the landscape of Main Street USA. We have seen downtown programs shift their focus from "how do we help our businesses thrive?" to "how do we help them survive?" Despite the immense challenges of 2020, the impossible became possible in front of our zoom screens and along our main streets from coast to coast. We witnessed the dismantling of barriers between storefronts and streets when parking lots were converted into outdoor dining spaces. We (Finally!) witnessed many of those digitally averse merchants go virtual, the never in your wildest dream restaurant owners embraced curbside pick up, and even the Governor of Texas now supports drive through margarita service. We also heard the universal cry to support small businesses answered time and time again. And the momentum for locals to visit their own downtowns finally picked up the speed we have always thought it should have had.

Historically communities and their downtowns have strategized, envisioned, and performed their work through traditional planning initiatives such as Master Plans, Comprehensive Plans, Small Area Plans, Strategic Action Plans, Downtown Assessments, Main Street Resource Teams, Market Area studies, Economic Feasibility reports, work plans, transformation strategies and on and on. All of these processes possess validity and warrant merit, no doubt. However, we believe they all typically share a key missing element. A universal focus that has failed to guide or drive community planning. Interestingly enough the shifts that have occurred over the past 9 months, possess a void of the same commonality. All of the traditional planning processes have long overlooked a focus that we believe is essential to vibrant destinations, resilient downtowns, and communities residents are proud to call home. The human mind, the personal experience, and the people centered design that facilitates our connection to place and one another. We call this the Downtown Experience—often discussed and touched upon, but rarely used to guide comprehensive efforts or holistically strategize for success. From breaking down the barriers between sidewalks and streets by hosting a picnic in the bed of your pickup to tweets from Cowboy Tim, developing and enhancing personal experiences, human-centered design thinking, and shifting mindsets will be the core of successful planning in the post-pandemic world.

2019 Elgin Main Street Strategic Plan Goals

-  **To Broaden the Perception of What is Considered Downtown;**
-  **To Develop and Fund the Downtown Central Park**
-  **To Develop a Parking Plan**
-  **Develop and Implement a Communications Plan;**
-  **Develop Volunteers**
-  **To Facilitate Business-to-Business Partnerships**
-  **Increase Revenues of the Hogeye Festival**

2021 Strategic Plan Action?

Define and enhance the downtown experience

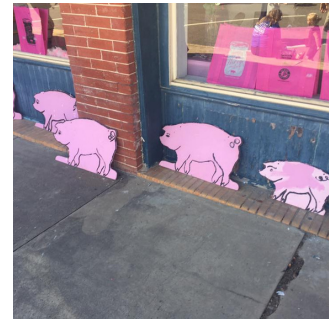
BOOTS ON THE GROUND

Vibrant downtowns are destinations for visitors and locals. The human experience your downtown encapsulates ultimately guides the appeal of downtown Elgin. As such, an on-site assessment of the downtown district focused on human-centered design and personal experiences, will allow a new viewpoint that builds upon your foundation while building a resilient and sustainable obstruction filled and experience-rich sidewalk for moving forward.

A candid human-centered look at Elgin Main Street after 30+ years in the Texas Main Street Program will help energize, realign, and define what future success looks like. We combine a variety of personal and virtual interactions, research-based observations, first-hand conversations, and decades of expertise gained from countless downtown experiences to help dream big, shape new thoughts, and generate ideas for the Elgin Experience. We shape ideas about what will make the downtown experience stronger in the future, provide a support framework for connections being made, as well as create a shared understanding about how to enhance downtown's why in the minds of locals and visitors.

We will engage along the downtown streets and inside the doors of your downtown merchants' stores. Grab a bite and relax in the park while we absorb the physical and natural downtown environments. We will start dialogues with vendors, property owners, employees, visitors, and residents who are already interacting with your built form. These informal "pop-ins" and first-hand observations help inform and define the downtown Elgin Experience as well as outline the missing elements that may exist.

Our "experience" monitoring allows us to gain insight that surveys, focus groups, and data analysis never could. We take the approach that addresses the core question of "Why should I go downtown?" "What experience will I have?" "What connections can be made?" and most importantly, "What experiences need to be preserved, enhanced, dismantled, or added?"



EXPERIENCE BOOTCAMP

Our experience assessment is not conducted for the purpose of another report or strategic implementation matrix—you don't need a \$100,000 plan or 100-page planning process to be successful. Main Street Elgin knows how to pull itself up by the bootstraps and get the job done. What you need is quick, innovative, implementable, and adaptable solutions to actual problems. And the spark to light the fire that already exists to cultivate and welcome change. This is why we take an atypical approach once our boots on the ground experience is complete.

Our Experience Bootcamp includes the opportunity for local leadership to dream big and embrace the impossible by navigating the issues and cultivating the ideas we've identified during our assessment. Ultimately creating a short term implementable plan of realities, supported by a longer-term "Imagine the Possibilities" list- developed collectively by and for Elgin Main Street.

We begin with a physical (or virtual) tour highlighting and recognizing the challenges and opportunities of the downtown Elgin Experience. Then program leadership will get their boots dirty in two half/day sessions as we realize and imagine the possibilities for Elgin as we move into a new era of Main Street and downtown revitalization, post-pandemic and beyond.

#SMALLBIZ EXPERIENCE: WHY

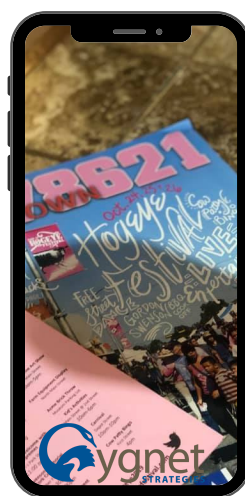
Google my what? Yelp are you kidding me? Face gram whom?

Downtown businesses meet their customers very differently today than they did just a few months ago. Today you are either being greeted with hand sanitizer or you never interact with them personally at all. Today's customer experience begins in the palm of the hand. Sometimes from miles and miles away, and sometimes on an empty stomach passing through town looking to grab a bite to eat. Pandemic or not, the growing demand for virtual, the conveniences of to-go, and the preferred habit of curbside experiences, are here to stay. The initial "customer experience" is more dynamic than it has ever been. How many of your businesses can answer the following questions?

-  **Does your business appear at the top of searches in your market space?**
-  **Do you know what people are saying about you and your brand online?**
-  **Are you capitalizing on neighborhood marketing?**
-  **Does your content resonate with the customers that you want & need?**
-  **Are you easy to find, connect with, and contact from a mobile device?**
-  **When customers Google you, can they find the information they need?**

In today's landscape, businesses, people, and sometimes even inanimate objects have digital footprints—intentional or not. Known as the "face" of commerce and service, a digital footprint is on display 24/7 just by saying "hey Siri." This digital "DNA" rarely gives a business warning if the customer experience has a hiccup worthy of negative online reviews. And this footprint doesn't normally give you five stars unless you encourage it, regardless of the stellar five-star customer service experiences one provides.

Developing and maintaining a strong digital presence is critically important for everyone—manufacturers, merchants, restaurants, artists, home-based services, produce stands, food trucks, and Main Street Programs. Why? Because today's consumers demand instant access to information and they want it in the palm of their hand. Downtown districts and their businesses need to be visible or they will get left behind. Businesses with an accurate, positive, complete, and visually appealing online presence outperform their competitors time and time again. This online image also increases opportunities to enhance the bottom line and collectively and individually serves as the foundation for today's downtown Elgin experience. A cohesive district-wide digital footprint also provides a better return on investment for both the community and the City through increased opportunities for sales tax generation, enhanced business retention rates which can lead to better property tax returns, and finally help drive visitation, the first date of economic development.



We will provide an in-depth digital assessment of individual businesses with confidential reports for each business. We will also provide a summarized composite report of the participating businesses for Elgin Main Street. We will also provide a complimentary assessment and scorecard for Elgin Main Street (Visit Elgin, TX + City of Elgin)

Our reports are a detailed "scorecard" that provides in-depth descriptions and platform-specific context as they relate to that business's digital footprint, community standards, industry benchmarks, and online business needs based on specific market demands. We present the information with relevant industry-specific best practices and current digital standards so that all business owners understand and are compelled to harness the power of their digital footprint.



In other communities, these have been sponsored by the Economic Development Corporation or Destination Marketing entity.

At a minimum, our assessment reports for Elgin Main Street would include the following scorecard categories: Website 101, E-Commerce, Virtual Customer Experience, Google Listing, Facebook, Twitter, Instagram, Linked In, Pinterest, YouTube, TripAdvisor, and Yelp.



For the maximum value, we offer these at a package price for five participating businesses. We can also perform them individually.

Typically we would offer two 45-minute small business Bootcamp 1 on 1 sessions after each assessment report, but we know Elgin is at its best when you are hands-on with your business community. Our Bootstrap Brigade program is a customizable train the trainer concept. Designed so that business owners and local leadership can help elevate each other and lean on their downtown neighbors while providing exceptional value for your downtown (and a model for other downtowns to R&D!) We would work with one group of 3-5 individuals, comprised of at least one business owner, to provide hands-on training and resources for this group to take the traditional digital experience bootcamp to a whole new level of success.



STRATEGIC DOING

Downtown Elgin Experience Assessment

The start date will be negotiated after an executed contract is received based on current health protocols and client and contractor schedules, with the intent to begin as soon as possible. The Boots on the Ground Evaluation will take no more than four weeks, but traditionally occurs in less than 14 days.

Experience BootCamp

TBD

#smallbiz Digital Assessment (5)

Can complete 5 every 30 days, beginning no earlier than 14 days after contract signing.

#smallbiz Digital Assessment Reports

Submitted electronically within two weeks of assessment.

Compilation #smallbiz report for Main Street

Bi-Monthly if more than five businesses participate, otherwise thirty days after completion.

#Smallbiz Bootstrap Brigade

We anticipate the development of training materials begins after the completion of the first five assessments, with the initial training brigade being ready to train in 45 days.

Downtown Experience Assessment

Experience Bootcamp



\$14,000

#smallbiz Digital Experience Assessment (5)

#smallbiz Digital Experience Assessment Reports (5)

Compilation report for Main Street Office (1 per 5)

Customized Brigade Training



\$9,000

Downtown Experience Assessment

Experience Bootcamp

#smallbiz Digital Experience Assessment (5)

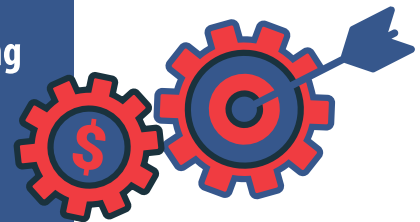
#smallbiz Digital Experience Assessment Reports (5)

Compilation report for Elgin Main Street + Complimentary Elgin Main Street Assessment

Customized Brigade Training



\$19,500



Additional #smallbiz assessments and reports are available as an add on service.

We are happy to provide those add-on services at a discounted rate of \$3,000 for a set of 5, or \$750 per individual businesses.

We will not charge mileage or other project expenses associated with training.



COMMITMENT TO YOU

We will spend as much time as necessary to fulfill objectives and work within any identified constraints.

We will respond to your phone calls and emails within one business day (and usually within one hour).

We will conduct all our work as professionals and in adherence to all health and public safety best practices.

We will meet all agreed-upon deadlines, in the event a deadline is threatened, we will immediately report any such threats to the designated individual.

Immediately inform one another of any situation or developments that may materially affect the success of this project.

Digital reporting for all assessments will be provided as well as any digital resource development for Bootcamps.

YOUR COMMITMENT TO US

Selection of and commitment from business participants.

Providing contact information for businesses.

Sharing requested information within agreed upon time frames (subject to availability).

Adherence to all health-related best practices.

Work with us to secure any potential meeting locations and meeting dates for program leadership when necessary.





ELGIN TEXAS



Traffic and Sales Accelerator



JUDYLESTER

Sales | Profit | Time

Judy Lester

www.judyjlester.com

Judy@cpbcoaching.com

512-630-6068



Traffic and Sales Accelerator

OVERVIEW

Welcome to **Traffic and Sales Accelerator (TSA)** for the Elgin, Tx Downtown District. This is the premier program that guides and equips business owners to ignite economic vitality through individual and collective efforts with a shared vision and plan. This lock-step approach for Main Street businesses provides the framework to work together for more significant, scalable traffic and sales results.

The intent is to build unified thinking and practices that will supercharge sales efforts with optimistic, engaged business owners. The program is geared to ensure alignment with the Texas Main Street Program's mission to provide technical expertise, education, resources, and support in a way that fully honors the Four Point Approach.

The launch will begin with a workshop titled "Thriving in 2021 with Traffic and Sales Accelerator," where participants will uncover collective and individual challenges while doing exercises to move from a "ME" focus to a "We" emphasis to get more compelling results. Participants will learn how their approach affects their outcomes and become more engaged to act toward a shared vision and plan. They will also hear stories of best practices and results from superstar businesses and communities during all the challenges of 2020. Lastly, they will mastermind how those practices can translate into the vision we develop for Elgin.

Two TSA follow-up meetings will validate progress, work through challenges, create future action plans, and solidify a rock-solid foundation on which to build. The total timeframe for the scope of work is three months.

Introducing Traffic and Sales Accelerator

Judy Lester of Connecting Point Business Coaching created **TSA** using 20 years of knowledge from building an award-winning Main Street business, The Escape Fine Crafts and Gifts, in downtown Georgetown.

Since selling the store in 2016, she developed a program to help independent retailers to advance their business while leading collaborative efforts in their communities. The program will touch on all major areas that are key in securing continuous growth and success while enabling business owners to bring their struggles to the table for help. Additionally, owners will bring their personal experience and strengths to the topics we cover. Then, create plans that are easy to execute individually and collectively.

The results are lower levels of stress and panic, more professional business practices and appearance, more sales in the register, and effective engagement in building a vibrant economic community where collaborative efforts of marketing and events are self-initiated and managed.



Why Connecting Point Business Coaching is perfect for Elgin Main Street

Judy Lester's retail expertise spans thirty-two years. Twenty of those years are evidenced in the awards and year after year growth of The Escape. Lester and the store are often credited for significantly influencing the economic vitality that you see in Georgetown, TX, today. She believes and sees that independent restaurants and retailers need more than knowledge and canned programs. They need to learn the proven way to successfully approach obstacles and navigate challenges with greater ease and confidence. You may [watch a short video here](#).

Judy's unique approach builds traffic and sales with coaching on "how" to approach situations and business gaps that inhibit success. She addresses the fears, concerns, and doubts that drain owners, especially given all the obstacles and challenges that COVID-19 presents. This coaching helps the participants fully grasp how they can approach each necessary action with more positive engagement and focus to claim significant results. The motivation that increases from a renewed mindset is undeniable in her clients' accelerated results. Judy is an iPEC certified business coach, a leader in the International Coaching Federation Austin, Chair of Powerful Women Today Austin Chapter, and a special interest group chair in the National Speaker's Association in Austin. Connecting Point is aligned and equipped with the vision to see Elgin be known as the place that honors its history and booms with vitality while filling that craving for simplicity and hometown experience that your community yearns to experience.

Why Now?

Due to the massive shift in online sales for big-box retailers, there are testimonials and indicators that more consumers are interested in experiential shopping and entertainment in local, independent businesses. In the last few months, Connecting Point clients in several states, including Texas, reported record sales. Ninety-five percent of these clients stated consumers expressed commitment to shop small and local. Seventy-five percent of consumers indicated they wanted to shop and dine in a physical location as online shopping became less exciting and lacked uniqueness. In short, consumers are stir-crazy and starving for safe entertainment, shopping, and dining.

Pricing

Recommended: Transformation Traffic and Sales is available for an all-inclusive investment of \$2500 for (3) 90-minute workshops and the momentum that will deliver



Traffic and Sales Accelerator

thousands in sales and sales tax revenue for years to come. This includes a \$200 price break for the bundled work.

Alternative: Transformation Traffic and Sales is offered as a stand-alone 90-minute workshop for \$900. This option lacks the support to fully launch, build momentum, and develop the accountability and adjustments necessary for accelerated and scalable change.

Summary

Connecting Point will customize **Traffic and Sales Accelerator** to meet the Elgin business community's needs by enabling proactive, effective, and consistent movement toward the collaborative efforts desired, even during uncertain times. I appreciate the opportunity to partner with The City of Elgin Main Street Program in the vision to create an economically vibrant historic town center.

I believe this workshop will establish core strength that a new Main Street Manager can step in and build upon with clarity and confidence with a cohesive group of owners.

I welcome the opportunity to answer questions and gather your thoughts for revision or other topics of inclusion. After that, we will co-create the final agreement and set the specific plan with target dates.

Your enthusiastic acknowledgment of acceptance of the proposal is requested 20 days before the first desired meeting date. Thank you for your time and the opportunity to serve Elgin.



Visit Elgin TX and Hogeye Social Strategy Updated January 7, 2021

Social Media Goals

To be proactive with social media posts and have a calendar for sharing content.
To reach both the Elgin community and a broader audience of potential visitors to Elgin.
To use Facebook Business Suite to manage messages and comments.

Brand Personality

Keep these traits in mind when creating anything that will be shared publicly.
Elgin is amazing. There is something for everyone.
Everything is great, all the time.

Tone of Voice

Hogeye: Channel Priscilla; everything is from her perspective and voice.
Visit Elgin: Cheerful, upbeat, friendly, and helpful.
Our style is conversational and casual and we are always respectful and build local businesses up.

Audience Profile

Visit Elgin

Page likes: 2,333

78% women, 21% men

Ages: 18-24 (2.7%), 25-34 (20%), 35-44 (29%), 45-54 (21%), 55-64 (16%), 65+ (9%)

Cities of fans (by number): Elgin (857), Austin (571), Bastrop (84), Taylor (51), Round Rock (36), Lexington (33), Houston (32), Pflugerville (32), Manor (29), Georgetown (25)

Language: English (2,168), Spanish (101)

When fans are online: Consistent across every day of the week. Peak time is between 5 and 6 pm, but pretty steady high numbers at 10 am, and 3-7 pm.

Highest Reach on Saturdays, Sundays, and Tuesdays, before 11 am

Type	Average Reach		Average Engagement	
 Photo	631		18 18	
 Link	94		2 2	

Post Summary

Below is a post summary from October - December 2020. You can see the highest reach posts, along with clicks, reactions/comments, day of the week, time of post, etc. You can see your highest reach and engagement posts are actually about the promotions you are doing, not of the individual businesses/stores you are promoting. As mentioned in the general recommendations below, making sure the business is tagged on whatever platform you are posting to will help with engagement, and potentially reach.

Your Saturday posts consistently have the highest reach and engagement - keep those up, but schedule when you can to save yourself some hassle.

Reach	Clicks	Reactions/ Comments/ Shares	Topic	Day of week	Time of Post	Type of Post
5301	191	172	Brunch, mimosas, downtown	Sunday	7:00 AM	1 photo
4443	110	90	Priscilla at Shop Small Saturday	Saturday	8:00 AM	1 photo
3690	159	174	Letters to Santa	Monday	11:00 AM	2 photos
3444	357	53	Sunday brunch, mimosas	Sunday	7:00 AM	1 photo
2135	16	36	Farmers Market Tuesday	Tuesday	10:30 AM	1 photo
2041	23	34	Gift certificate at Farmers Market	Thursday	02:45 PM	1 photo
1887	43	67	Sidewalk Sale Saturday	Wednesday	7:45 AM	1 photo
1746	31	34	Gift certificate at Farmers Market	Thursday	11:30 AM	1 photo
1422	71	75	Hogeye Merchandise	Tuesday	11:00 AM	1 photo
1207	18	15	The Art of Giving	Saturday	9:30 AM	1 photo
1054	40	29	Think Pink Thursday	Tuesday	11:00 AM	1 photo
1018	59	73	Fall photos downtown	Saturday	11:00 AM	1 photo
1014	12	31	Letters to Santa	Tuesday	12:00 PM	1 photo
996	52	22	Halloween photo contest	Saturday	10:45 AM	1 photo
873	13	44	Fine Art, Fine Sausage	Friday	8:45 AM	1 photo
716	10	23	Souvenir Mugs	Wednesday	6:00 AM	1 photo
711	16	15	Art of Giving - Barry Perez	Saturday	10:00 AM	1 photo
656	19	56	Gold Award Mural	Saturday	01:20 PM	1 photo
631	62	77	Shop Small Saturday	Wednesday	11:30 AM	1 photo
604	5	35	Home for the Holidays	Tuesday	6:00 AM	1 photo
603	0	5	Where's Priscilla at Shop Small Saturday	Wednesday	12:00 PM	1 photo
577	3	22	Window contest winners	Thursday	10:00 AM	1 photo
576	31	65	Bloomers fall herbs and plants	Saturday	02:00 PM	1 photo
559	1	12	Pics with Priscilla at the Art of Giving	Saturday	01:00 PM	1 photo
551	22	12	Halloween photo contest	Wednesday	9:30 AM	1 photo

Hogeye

Page likes: 2,852

80% women, 20% men

Ages: 18-24 (2.8%), 25-34 (18%), 35-44 (27%), 45-54 (24%), 55-64 (18%), 65+ (10%)

Cities of fans (by number): Elgin (839), Austin (658), Bastrop (112), Taylor (72), Round Rock (71), Houston (46), Pflugerville (43), Georgetown (43), San Antonio (39), Lexington (39)

Language: English (2,733), Spanish (51)

When fans are online: Consistent across every day of the week. Peak time is at 6 pm, but pretty steady high numbers between 8 am and 8 pm.

Highest Reach on Saturdays, Sundays, and Tuesdays, before 11 am

Type	Average Reach		Average Engagement	
 Photo	102		1 2	 
 Link	52		3 0	
 Shared Video	48		1 0	

General Recommendations

Share posts from downtown businesses, rather than saving and creating anew. This will save you time and effort by not having to download, save, and upload photos, as well as lets people click directly on the original post, helping drive traffic to the business' page. You always want to make sure businesses are tagged, so this will help allow for that, let them know they've been tagged, and help them respond if someone has questions or comments (for screenshots, see Appendix C).

People are getting social media fatigued and sometimes don't scroll through their feed as much as they scroll through stories. Consider adding your posts to your story to attract attention.

Access the Facebook News Feed by going to facebook.com/visitelgintx/news_feed or by going to the page on your browser and clicking **News Feed** on the left side panel.

Review posts before scheduling and posting for general typos: extra spaces, phone auto-correct words, etc. On your computer, consider installing the Grammarly browser plugin/extension. That catches lots of typos.

Consider sharing Visit Elgin posts into the local community groups. I can provide a list of groups and which allow pages to post into them if you'd like!

Add emojis into your captions. They are fun, break up monotony in posts, and catch people's attention. Bookmark this page to copy them: <https://getemoji.com/>

Use the Facebook Business Suite App (see video). This will help you separate your personal account from the business page, as well as know what has been responded to and what hasn't.

Respond to everything - Comments, messages, and shares. Facebook loves when you do so and it helps your page in the algorithm. With comments, try to keep the conversation going with folks to continue to get them to engage with you, talk about businesses, tag their friends, and share.

Delete the Visit Elgin, TX Twitter account. It hasn't been posted on since 2015. Decide whether to keep the Hogeye Twitter account. It looks like it hasn't been active very long, but I don't see a ton of value in it if you are only posting the same thing there you are posting on Facebook and Instagram. If you have time to use the platform regularly, scroll through to engage with others and post unique content, then definitely keep it. But if you don't have the time, it's not worth keeping.

Create videos - see video ideas in section below.

Social Media Best Practices

- Posts should contain a good balance of graphics and text/information that is attractive and easy to read. Whenever you can, include a graphic or a photo. Your caption/text should include 1-4 sentences of information telling what the image is about and including a call to action (eg. click here to find out more; shop now; check back often for updates, etc.)

- Ensure that you have all the rights/permissions for any graphics you use (gifs, photos, etc.) See Graphics and Visual Guidelines appendix for more information.
- It's quicker and more efficient to set a regular time to sit down biweekly and schedule your social media rather than to try to post daily.
- Respond to all messages and comments, and recommendations (even you just "like" a comment someone posts) on all platforms. This will show that you care about your audience and will help you rank higher and show up more in feeds.
- Engage your audience:
 - Give more to conversations than what's asked from users. For instance if someone asks if you're open today, you could respond and say "Yes, we are! We're also open tomorrow from 12-5 and Sunday from 9-3. We hope to see you soon! "
 - Be entertaining with engagement but not over the top.
 - Inspire your audience to talk, engage and converse.
 - Listen more to those talking about you.
 - Provide resourceful information to your audience.
 - Ask people to tag the page and use relevant hashtags.
- When you are able, post videos and multiple-photo posts to solicit engagement.

Sample Posting Calendar

This is a freeform suggestion to help you get organized. The more consistent you are with your cadence of posting on social media, the better it is for your ranking with the algorithm. If you miss a post or a day, don't stress. Let this be a guide to inspire your creativity and help you prioritize social media in time chunks that work for you.

Sunday - Schedule evergreen content (that way you can have a presence but not really need to be monitoring social and can enjoy a day off)

Monday - Interaction Post (engage people and distract them when they don't want to be at work)

Tuesday - (Can share evergreen, engagement posts, but don't roll out important/new info on these days).

Wednesday - Post a video

Thursday - Focus on weekend events, if applicable, and sharing local business posts

Friday - Focus on weekend events, if applicable, and sharing local business posts

Saturday - Focus on weekend events, if applicable, and sharing local business posts

*Any day, share relevant posts from local businesses

Ideas for Soliciting Content/Posting About Others

We can definitely talk through this and brainstorm some more, but I wanted to share a few thoughts to address your issue of getting content from people. Also, as we discussed on the phone, I am happy to talk about what trainings could look like for business owners with no presence.

- Leverage your high school volunteers; send them into the stores/businesses and encourage them to get creative and take photos of what they see- staff engaging with customers, beautiful displays, items for sale, delicious-looking food, services being rendered, etc. The teens could even use some of those to create sample posts to show the business owners

what is possible. Also, they can bring the photos to you to start an arsenal of stock photos to use.

- Continue your request for content to people, via email, in person when you're chatting with them, over FB or Instagram messenger) explaining why it is important for them to post and the power of you sharing their posts to your network to find potential customers.
- Share good reviews of the business from Google or Yelp.
- Search online for customer photos from Google, Yelp, or customer check-ins.

Content Types

INTERACTION, *content designed to engage people and get them to interact with you.*

Seasonal Scavenger Hunt (What you did for Halloween was great!)

Where's Priscilla

Tag us in photos of you in your Hogeye gear

Where in Elgin? (Trivia like this is always fun. You can spend an hour one day taking photos around town and have a month or two worth of content that you can schedule. It's pretty hands-off and you just have to respond when people guess/comment.)

EVERGREEN, *content that is timeless and can be shared at any time. This is great for scheduling because you can plug in when you need content but it isn't dependent on a season, specific business, etc. It's general awareness information.*

Facts about Elgin

History of Hogeye (the place) (great way to introduce the Depot Museum and the history of Elgin/Hogeye book)

History of Hogeye (the festival) (throw out those pig puns like they're going out of style.)

Hogeye sponsors

Mask Up Elgin

Loyalty cards

Questions about setting up a booth for Sip Shop and Stroll (when that happens again. It seems like you got lots of questions about this when SSS was happening.)

Small businesses need you (posts about the impact of shopping local, supporting small businesses, growing our community, etc.)

STORIES

Share all posts to stories (in case people miss you in the news feed, they may catch your story about a new post)

Photo booth (fun feature in Instagram Stories that allows you to take a series of photos. Great for Sowpremes, photos of people in different downtown businesses, etc.)

Countdown (to big events, weekend events, etc.)

Quiz (Info about stores/businesses, Hogeye, the city, etc.)

Question (open-ended) (Engage people and gather info - what would you like to see downtown, what questions do you have about shopping local, what's your favorite place in Elgin to unwind, etc.)

Content Ideas

VIDEOS

- Shoot videos inside downtown businesses (giving tours, talking to employees, pointing out displays, etc.)

Most videos are watched without sound, so it's great to add captions. That adds a level of work, but will increase your engagement and viewership on videos.

- Talk about upcoming events: talk about what to expect (ie: it seems like few people understand the Art of Giving. Put together a 30-60 second video telling people what they'll find when they come downtown on that day. They'll pick up on your enthusiasm and get more excited than just seeing a graphic post.

- Interview business owners with 30-60 second clips. Have them answer questions like:
 - What's new?
 - What is something in the store most people don't know they can get?
 - What's the most popular thing you are selling right now?
 - What is on sale right now
 - Have a theme like \$20 Tuesday and ask what some hot items for under \$20 are
 - Have them choose their favorite display set and talk about it
 - What made them choose downtown Elgin for their business?

Use advanced planning for this to maximize your time. Shoot 3-10 videos and sit down and upload/process them all at once, then save/schedule them for later.

OTHER IDEAS

Social Media Takeover - Have local businesses take over the Visit Elgin page and share their expertise. (Firewild share a recipe, Body + Shine share de-stress tips, Farmers Market talk about sourcing locally, Tattered Shutter share interior design tips, Double R do video about making a hat, etc.)

Photography and Image Style

PHONE PHOTOGRAPHY TIPS

- Blur the background so there aren't things to distract from the main subject
- Find another angle
- The whole subject doesn't have to be in the frame
- Turn on your camera's grid to help with composition
- If you're doing videos, get an external microphone. They are reasonably priced online and make a big difference
- Lock the phone's focus if it's trying to focus on too many things
- Lean on something to keep steady if you are in low-light or are zoomed in close
- Add filters and adjust the colors in photos
- If you take a screen shot of something, be sure to crop it so that people can't see your battery status and what time you took the screenshot.

OTHER GRAPHICS

- If you need a graphic or image to accompany a post, you can use GIFs and stickers in addition to stock photos.
- Use a design software like Canva to create templates for stock graphics/templates for your evergreen content to give it a consistent look and feel.

Analytics

Hootsuite will email you each month with the analytics for your social media accounts for the previous month. There will be a series of emails: a mixed report (all accounts on Hootsuite combined into one report), along with individual reports for the different platforms and accounts.

Being able to see how many followers and posts you had in a given month is good so you can ensure you are increasing followers and posting frequently/consistently but really isn't an incredibly important statistic unless you are trying to track specific measures to increase your number of followers.

The average engagement rate for an Instagram post by a business account is 0.96%

That means you should expect approximately one engagement for every 100 followers. Engagement is apparently highest for photos posts (1.03%), followed by carousel posts (0.86%) and video posts (0.75%). But that will vary by industry and audience preferences. **Hootsuite's social team, for example, finds that carousel posts get triple the engagement of regular posts.**

Keep in mind that larger accounts get lower engagement rates, while accounts with a small but dedicated audience see higher ones. An Instagram business account with fewer than 10,000 followers sees an average 1.55% engagement rate.

Engagement is an important analytic to look at, and this report breaks it down by type of engagement, which is fantastic. It's important to know how people are engaging because you can tailor your future posts based on reactions, and Facebook's algorithm prioritizes profiles that have better engagement. Here is a breakdown of how to look at those engagement types:

Facebook

- Reactions - (like, love, ha-ha, wow, sad, and angry) Shows that people are paying attention to your posts and want to share thoughts on them.
- Shares - people helping spread the word about your posts; this is great to increase reach and followers!
- Comments - Always good and a great way to continue dialog with people. Facebook loves when you respond to people's comments.

Twitter

- Likes - Always good to get likes!
- Retweets - A fantastic way for others to share and us to reach a broader audience.
- Replies - Similar to a comment, so respond and engage with people in this way.

Instagram

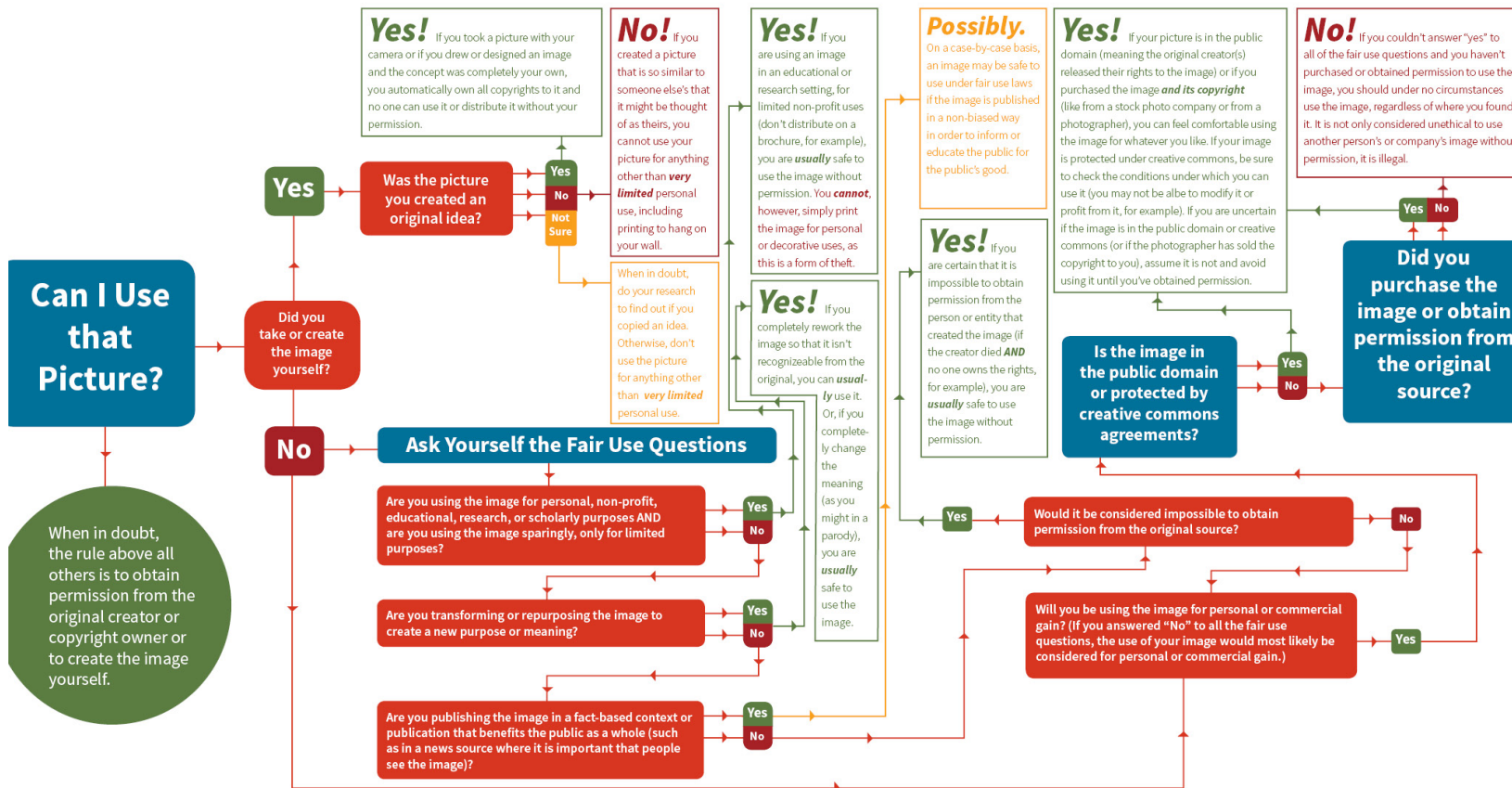
- Photo - If you only posted a single photo, this is what people are seeing and interacting with.
- Carousel Album - This is when you post more than one photo on Instagram. When people swipe to see more photos, this indicates to Instagram that they like your content, improving your ranking in the algorithm.
- Video - Self explanatory, but people love videos, and again, Instagram gives priority to accounts that use video.

It is also good to check on your **Referral Traffic**, which shows how people found you. You definitely want to invest in your referral traffic sources. If that's a particular website or page that you don't own, be sure to reach out to that person/business to thank them. If it's a website or other source you own/manage, be sure that you are regularly posting updates and information there since lots of people are using it as a reference tool. Right now, it looks like the Hogeye Festival website is your highest referral source - make sure that website is beefed up with all the latest information.

Keep an eye on your **Message Sentiment**. It sounds like y'all don't get a lot of negative response on social media so isn't a major worry but if the negative sentiment starts increasing, keep an eye on it and identify why.

Can I Use that Picture?

The Terms, Laws, and Ethics for Using Copyrighted Images



Copyright

The protection given to any created image or work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.

Fair Use

The legal right to use copyrighted images as long as the images are used for educational, research, or personal use or as long as the image benefits the public good in some way.

Creative Commons

Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it isn't modified in any way.

Public Domain

Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead **AND** no one owns the copyright.

TheVisualCommunicationGuy.com | 2014

What if I found the picture on social media or a website?

While the laws about distributing images through social media channels like Facebook, Pinterest, and blogs can sound fuzzy, it is generally considered **socially** acceptable to redistribute an image that was originally intended to be publicly viewed by the creator. This is why you will typically find original images re-posted on blogs, news sites, and social media channels even if the person re-distributing the images didn't obtain permission to do so.

However, much depends on the way in which you intend to use the image. It is unethical to redistribute an image on Facebook, for example, if a person didn't intend for the image to go public in the first place. It is also a form of plagiarism to post an image on your blog or website without citing the original source (and it is considered best practice to link back to the original source as well).

Pay attention to the fair use laws and other questions to the left when considering using other images you find online. Be careful about using others' images for personal gain, commercial gain, and even formal presentations without obtaining permission first.

HOW TO TAKE A A GREAT PHOTO ON YOUR SMARTPHONE



1. CLEAN YOUR LENS

It might sound silly, but make sure that lens is clear of any smudges or dirt. This helps to make sure your photos are crisp and focused.



2. USE NATURAL LIGHT WHEN YOU CAN

Try taking photos during "golden hour" in the morning or evening to prevent harsh mid-day shadows. If it is too dark, turn that flash on!



3. USE THE RULE OF THIRDS

You don't always need to place your subject in the middle. Play with different compositions and try offsetting your subject to the left or right of your frame to create a more visually pleasing photo!



4. TRY DIFFERENT MODES ON YOUR CAMERA

Get creative and play with portrait mode to create more interest and depth in your photos. This will blur out your background and focus on your subject. Try burst mode to capture action and wide or panoramic mode to fit in beautiful landscapes.



5. ADJUST YOUR EXPOSURE

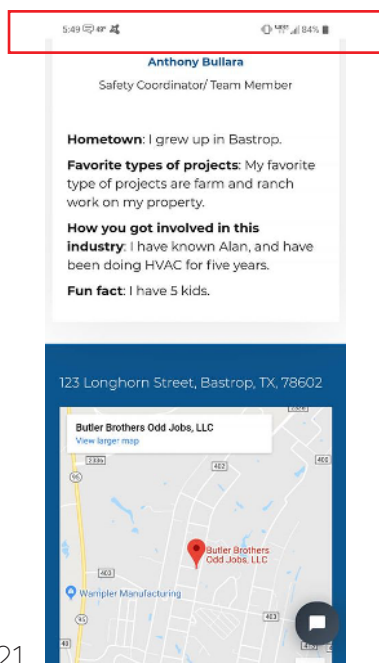
Tap your screen to adjust how dark or light you want your image to be. This helps adjust for times when subjects are in direct light or shadow to either darken or brighten the photo before you take it.

PHONE PHOTOGRAPHY TIPS

- Blur the background so there aren't things to distract from the main subject
- Find another angle
- The whole subject doesn't have to be in the frame
- Turn on your camera's grid to help with composition
- If you're doing videos, get an external microphone. They are reasonably priced online and make a big difference
- Lock the phone's focus if it's trying to focus on too many things
- Lean on something to keep steady if you are in low-light or are zoomed in close
- Add filters and adjust the colors in photos
- If you take a screen shot of something, be sure to crop it so that people can't see your battery status and what time you took the screenshot.

How to screenshot on an Apple device

How to screenshot on an Android device



This is what you want to crop out

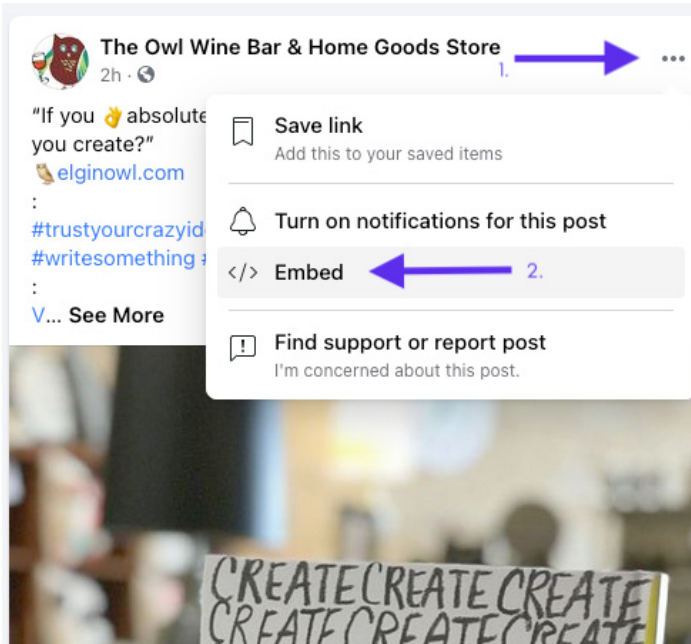
Appendix

Appendix C: Copying share URL for a post

ON FACEBOOK:

On your desktop:

On the post you want to share, click the **three dots on the top right**. Click **Embed**. That will open a new page on the Facebook for Developers site. Be sure **Include Full Post** is checked, then **copy the URL** of the post. In your post on Facebook or Hootsuite, type your caption, add your hashtags, and past the URL, then schedule to post.



Embedded Posts

Embedded Posts are a simple way to put public posts - by a Facebook Page or by a user - on a website or web page. Only public posts from Facebook Pages can be embedded.

Code Generator

URL of post

<https://www.facebook.com/elginowl/posts/3440960429305559>

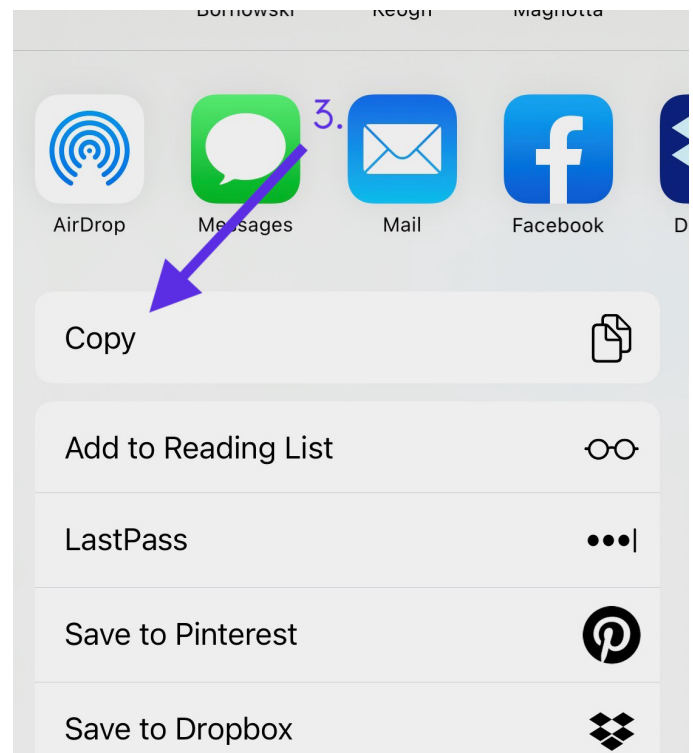
☒ Include full post

On your phone:

On the post you want to share, click the **Share** button. Click **More Options**. Select **Copy**. Create a post, type your caption, add your hashtags, and past the URL, then schedule to post.

Share Now

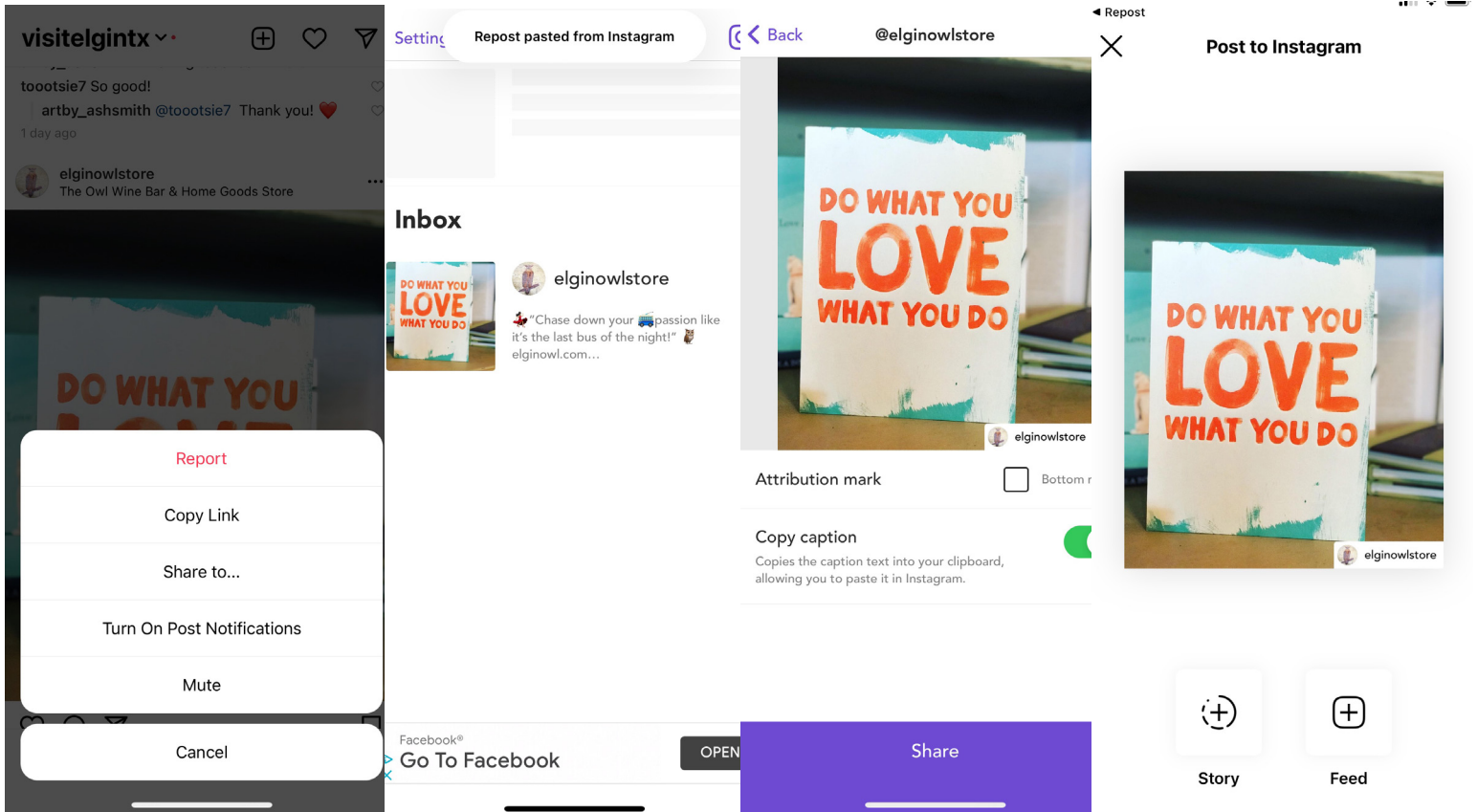
-  Share to Your Story
-  Share to a Page's Story
-  Send in Messenger
-  Share to a Page
-  Share to a Group
-  More Options...



ON INSTAGRAM TO SHARE TO YOUR FEED:

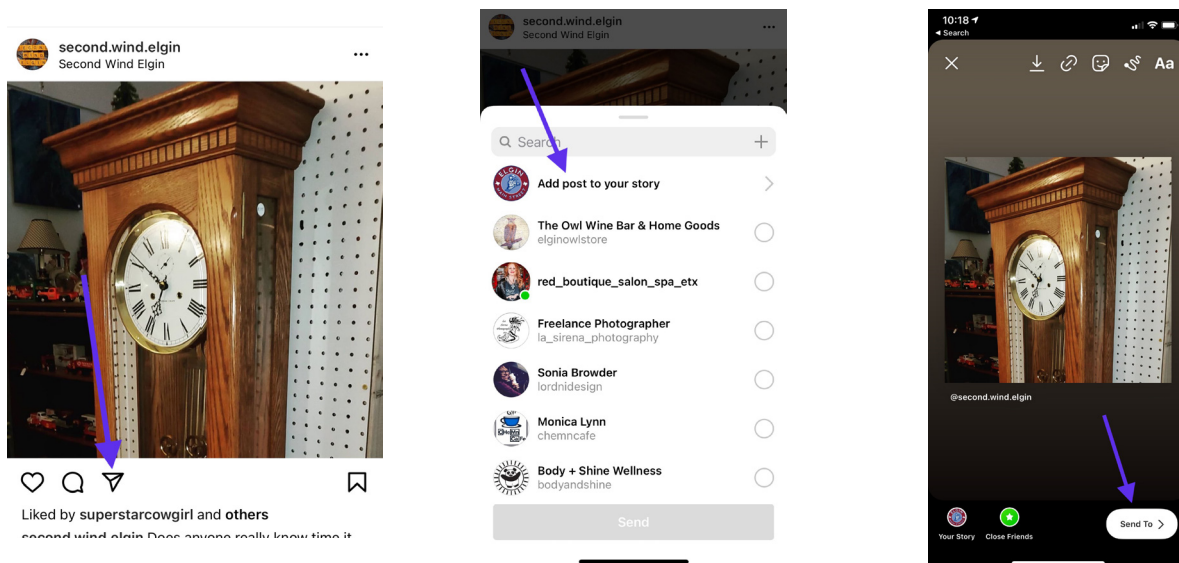
Use a 3rd party app like Repost: for Instagram (iOS) or Repost for Instagram - Regrann (for Android)

On Instagram, find the post you want to share. Click the **three dots** on the top right. Click **Copy Share Link**. Open the **Repost App** (it will say pasted from Instagram and show the post preview). Click the **post** under Inbox and click **Share**. Instagram will open, and you can **choose to share** it to your feed.



ON INSTAGRAM TO SHARE TO YOUR STORY:

On Instagram, find the post you want to share. Underneath the post, click the **plane/arrow button**. Click **Add Post to Your Story**. Add your own notes, stickers, graphics, etc. and click **Send To**. You can send it just to your Instagram story, or to your Facebook story as well.



Elgin Main Street Board
BUDGET

	2017-2018	2018-2019	2019-2020	2020-2021	NOTES
Revenue					
Hogeye Festival	\$ 49,714.00	\$ 55,000.00	63,439.00	25,000.00	Sponsors only
Fundraising	\$ 440.00	\$ 500.00	500.00	-	
Downtown 78621	\$ 33.00	\$ -		-	
holiday lights	\$ 1,237.00	\$ 2,000.00	2,000.00	1,000.00	property owner donations or Downtown Inc.
Public art			2,000.00	2,000.00	Individuals businesses, Downtown Inc. or Anice Read grant
Interest Income					
Miscellaneous		\$ 100.00			
Special Events					
Fund Balance	\$ 7,932.00		8,000.00	48,000.00	checking with finance
TOTAL	\$ 59,356.00	\$ 57,600.00	\$ 75,939.00	76,000.00	
Expenses					
Office Supplies	\$ 229.00	\$ 250.00	\$ 250.00	600.00	more in house printing
Travel Training	\$ 1,961.00	\$ 2,100.00	\$ 2,100.00	1,000.00	all virtual - registration only
Dues Subscriptions & Publishing	\$ 243.00	\$ 250.00	\$ 250.00	300.00	
Promo Tourism	\$ 8,247.00	\$ 8,500.00	\$ 8,500.00	8,500.00	proposed event expenses include music, refreshments, and lots of Advertising - Marketing - Direct Mail, Radio, Social media boosted posts
Fundraising	\$ 500.00	\$ 500.00	\$ 500.00		Downtown Inc. to handle this
Design Committee	\$ 4,540.00	\$ 5,000.00	\$ 5,000.00	5,000.00	Public art, bike racks, lights
Downtown 78621	\$ 5,270.00	\$ 5,270.00	\$ 5,270.00	5,270.00	Chamber asks that we consider continuing this in some fashion. They have had advertisers contact them about participating . It would be a modified direct mail piece
Downtown improvements	\$ 5,270.00	\$ 5,000.00	\$ 5,000.00	5,000.00	Lights on buildings - continue the phased replacement
Business Development Committee	\$ 5,650.00	\$ 6,000.00	6,000.00	6,000.00	continue marketing grant, downtown dollars, marketing the district
Main Street Incentives		\$ -			
Hogeye Festival	\$ 32,216.00	\$ 37,000.00	39,623.00	6,000.00	last year we spent \$7,000 - shirts, insulated mugs, koozies
Holiday Christmas	\$ 500.00	\$ 500.00	2,000.00	-	this budget year I believe the city will be updating some holiday lights and if not we can note that we are investing in the building light replacement
TOTAL	\$ 64,626.00	\$ 70,370.00	\$ 74,493.00	37,670.00	
				38,330.00	



REVISED ROOF DESIGN – view from Central Avenue

Historic District Design Guideline #1 "Materials:

Materials should be of a similar color, texture, and scale to building materials in the district's contributing buildings."



REVISED ROOF DESIGN – view from Avenue C

Historic District Design Guideline #2: "Scale, Massing, Rhythm and Siting

The scale, massing, and rhythm of a new building and its individual elements (e.g., windows, doors, roof, and ornamentation) should be compatible with the forms found among the contributing buildings in the district."



REVISED ROOF DESIGN – view from Central Avenue

Historic District Design Guideline #3: "Detailing

The detailing of new buildings should correspond to the kinds of detailing found on contributing buildings in the district. This does not require replication of the degree of ornamentation found in those buildings but should generally include the following: a cornice or other definition of the roofline; a distinctive storefront or main door surround; window sills and lintels, or other distinctive detailing at the openings; and ornamental features such as moldings."



REVISED ROOF DESIGN – bird's-eye view from west

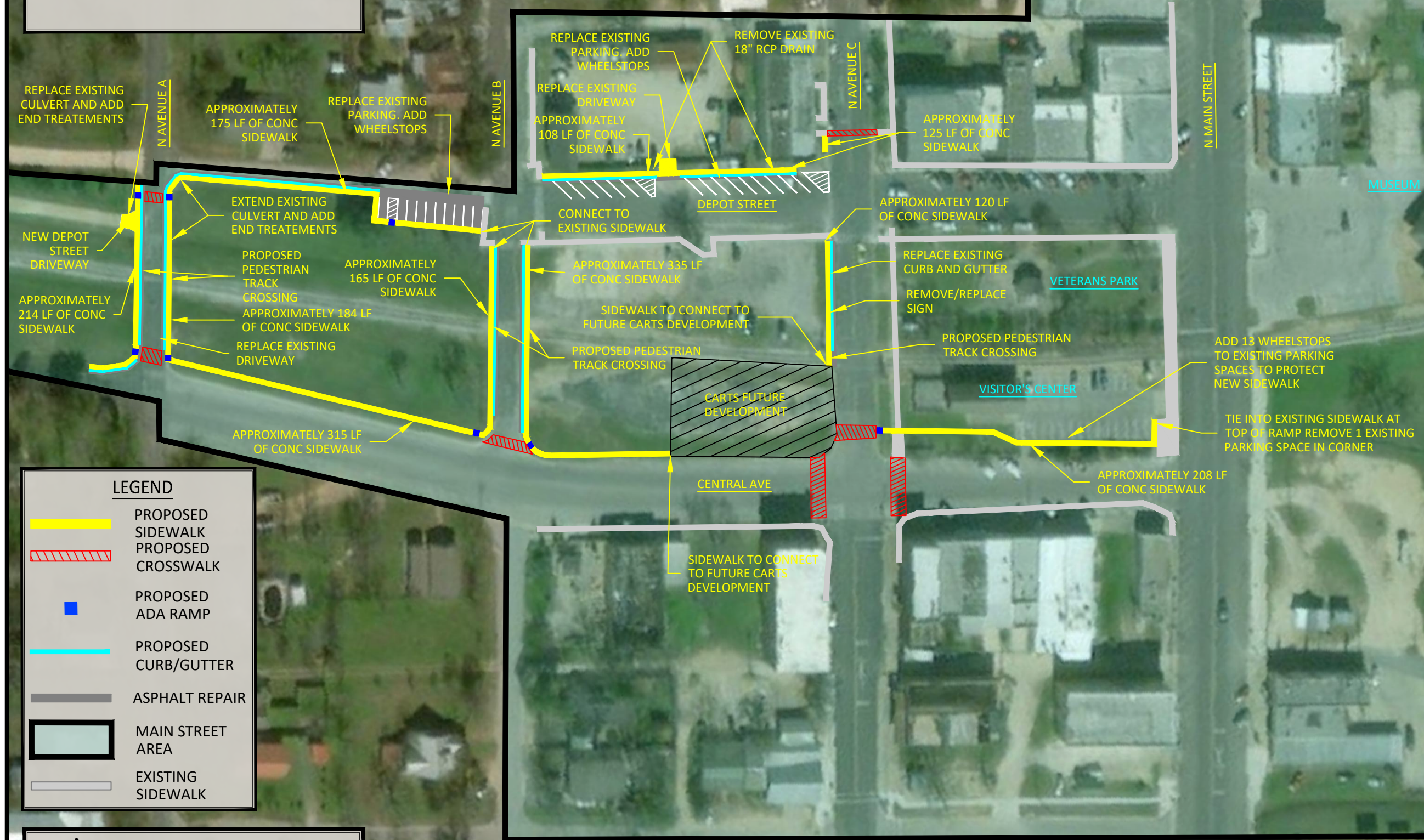
Historic District Design Guideline #4 "Rooftop Elements:

Structures on the roofs of new buildings, such as elevator or other mechanical housings or devices, vents, utilities, and skylights, should be designed so that they are inconspicuous from the public streets."





Elgin Main Street Sidewalks





TRC
ENGINEERS, INC.

505 E. HUNTLAND DRIVE, STE. 250 AUSTIN, TX 78752
T.B.P.E. FIRM REGISTRATION # F-8632
(512) 454 - 8716



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MAY 1
JUNE 5



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6 de FEBRERO
6 de MARZO
3 de ABRIL
1 de MAYO
5 de JUNIO



3 de JULIO
7 de AGOSTO
4 de SEPTIEMBRE
2 de OCTUBRE
6 de NOVIEMBRE
4 de DICIEMBRE

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