

Bastrop Main Street Advisory Board AGENDA

Bastrop City Hall
City Council Chambers
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



May 9th, 2018, at 5:30 P.M.

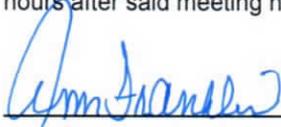
Bastrop Main Street Advisory Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.

1. **CALL TO ORDER**
 2. **UPDATES FROM ANY PARTNER ORGANIZATIONS**
 3. **APPROVAL OF MARCH & APRIL 2018 MINUTES**
 4. **Director's reports and updates**
 - a. Hospitality & Downtown Department Discussions
 - b. Mid-Year Budget Update
 - c. Main Street Program Area business changes
 - d. BEDC & Development Projects Update
 - e. Georgetown Main Street Program Board Visit
 - f. FY 19 HOT Funding Changes
 - g. Visit Bastrop Branding & Marketing Update
 - h. 2018 Public Art Installations
 5. **Cultural Arts Master Plan- Dick Smith**
 6. **NEW BUSINESS from committee representatives and items for discussion and possible action:**
 - a. **DESIGN:** Downtown Beautification, Wayfinding & Bastrop in Bloom
 - b. **SMALL BUSINESS:** Recent Business Trainings, Imagine the Possibilities Tour & Buy Local
 - c. **ORGANIZATION:** Update on vacant board position.
 - d. **PROMOTION:** Table on Main Wrap Up, Trick or Treat Trail
-

7. Announcements (Note: no discussion or action on announcements may occur beyond that allowed by the Texas Open Meetings Act)

8. Adjournment

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, www.cityofbastrop.org. Said Notice was posted on the following date and time: May 2, 2018 at 10:00 a.m. and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

CITY OF BASTROP MAIN STREET ADVISORY BOARD
Minutes of the March 14, 2018 Regular Meeting

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:30 p.m. Attending were members Michelle Adams, Steve Bridges, Jeanette Condray, Shanda Hernandez, Jennifer Long and Terry Moore. Members absent were Sandra Grawunder and Naseem Khonsari. Also attending were BMSP Director Sarah O'Brien, Bonnie Coffey, chair of the Economic Vitality Committee, City Council member Bill Ennis and Candace McClendon.

New Board member: Dick welcomed newly appointed Position 7 member Sandra Grawunder to the Board. Sandra is owner of "Caledonia Cottage Quilts & More" at 922 Main Street and currently a member of the Design Committee. She was appointed by City Council, upon recommendation of the Board, to complete the term (expiring in 2020) of Shanda Hernandez who recently resigned.

Director's report: Sarah updated the Board on several business changes in the Main Street Program Area:

- Bastrop Beer Company, a craft beer shop relocating from Cedar Park, has opened at 1008 Main Street.
- The Main Street Café will begin featuring "take out" salads in addition to its usual "eat in" menu.
- Viejo's Tacos y Tequila has discontinued daily restaurant service in favor of catering services. Viejo's building, at 912 Main Street, is for sale but may be reserved in the meantime for catered events.

Sarah previewed the upcoming **Breakfast Bites** (April 20, 8:15 - 10 a.m.)—a free presentation by social media and tourism expert Sheila Scarborough on "Building the Bastrop Marketing Layer Cake." The "cake" layers include individual business initiatives, cross-promotion amount businesses and organizations and the digital marketing initiatives by Downtown Bastrop, Visit Bastrop, and Explore Bastrop County.

Bastrop's second annual "**Imagine the Possibilities Tour**"—a coproduction of Downtown Bastrop, the City of Bastrop, the Bastrop Chamber of Commerce and BEDC—will occur on May 17 from 3 to 6 p.m.. The local tour—presenting available downtown commercial properties brokers and developers—to potential buyers and lessors—is part of a statewide promotion during National Preservation Month and keys off of DowntownTX.org, a Texas Historic Commission on-line inventory of historic property listings. Tour participants will be invited to attend the 6:30 p.m. kick off of Bastrop's first destination music festival (running from May 17-20).

Deluxe Corporation—producers of the "Small Business Revolution" completion and series—is offering a day-long **Small Business Seminar** for Bastrop business operators on April 23. The seminar is free but limited to two seats per business. Morning workshops will include "Customer Experience and Journey Mapping", "Does Google Love Your Business?", "Using Email to Drive Revenue" and "Social Media for Small Businesses". Afternoon workshops will be "Marketing Your Business and Identifying Your Customer" and "Budgeting for Your Business".

Sarah reported that, on March 13, the City tapped Go Collaborative—an Austin based design and planning firm focused on creative placemaking, community engagement and master planning—to facilitate a **Cultural Arts Master Plan** required by the City's Comprehensive Plan. The selection was

facilitated by an across-the-arts review committee. Go Collaborative's approach involves extensive community involvement, beginning late this summer; final recommendations toward enhancing Bastrop as an "Arts Community" are expected in December.

Other updates:

- Sarah alerted Board members to the May 1 (5:30-7:30 p.m.) "**Bastrop Business Bash**" celebrating local businesses. The free event will occur at the Bastrop Convention Center and is tagged a #MyBastrop "Shop Local" event. For reservations, visit EventLeaf.com/BastropBusinessBash.
- Sarah presented a **Beautification Action List** for downtown Bastrop at a recent City Budget Workshop. To finance FY18 and FY19 projects, the plan anticipates requesting a \$50,000 grant from BEDC, use of \$20,000 in downtown special event revenues plus a grant from CARTS.
- Visit Bastrop, BEDC and the City are exploring development on an **online customer service training program**, in conjunction with Cygnet Strategies. The program will be Bastrop focused and targeted at front line personnel of local bars, hotels, retailers, etc. Each participant who completes the series and passes a certification exam would be eligible for some form of recognition.

Committee Activities:

- **Design Committee:** new wayfinding signage—to point visitors to downtown parking lots—have been produced and are being installed. The signs are bright yellow with a blue "P" and directional arrow(s).
- **Organization Committee:** with the shift in the service year for each City committee, the annual BMSP planning initiative will shift as well, from January to September, after the City budget priorities are established. The shift will allow BMSP committees a better context for its planning.
- **Promotion Committee:** plans are progressing for the second annual Table on Main, scheduled for April 29. The event features locally sourced food, prepared by Main Street Program Area establishments. Tickets, at \$100 per person, are available on line; net proceeds go to support downtown beautification initiatives. The Committee is also contemplating ways to inject new life into the monthly ArtWalk.
- **Committee leadership:** Committee chairs were reminded of their responsibility to work with Sarah to confirm meeting dates and locations and to pull together committee agendas and packets. Committee leadership is additionally responsible for providing all committee members timely notice of an upcoming meeting and its agenda, for generating recaps after each meeting and for coordinating committee efforts to recruit/renew membership ranks.

The next MSAB meeting has been tentatively scheduled for April 11, at 5:30 p.m.

With no further business to come before the Board, the meeting adjourned at 6:34 p.m.

CITY OF BASTROP MAIN STREET ADVISORY BOARD
Minutes of the April 11, 2018 Regular Meeting

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:30 p.m. Attending were members Michelle Adams, Sandra Grawunder, Naseem Khonsari, and Jennifer Long. Members absent were Steve Bridges, Jeanette Condray and Terry Moore. Also attending was BMSP Director Sarah O'Brien and Bonnie Coffey, chair of the Small Business Committee.

January 10, 2018 minutes: On a motion by Michelle, seconded by Shanda, the Board approved the minutes of the January regular monthly meeting as presented.

2018 Board Postings calendar: Sarah presented to the Board the City Secretary's calendar of 2018 Board meetings and associated deadlines for agenda completion and posting, packet distribution, adoption and posting of meeting minutes.

In general and applicable to all City boards and commissions, the meeting agenda is provided to the City Secretary seven days prior to a scheduled meeting and posted on the City's website six days prior to the meeting. Agenda packets are posted and distributed five days prior the meeting. Meeting minutes are approved at the next regular Board meeting and sent immediately to the City Secretary for posting on the City's meeting and commissions web pages.

Sarah noted that the calendar ensured that all meeting notices would be timely posted in accordance with law and that meeting packets and minutes would be accessible on the City's website to members and the public.

Director's report: Sarah updated the Board on several business changes in the Main Street Program Area:

- The New Caledonia Quilt Cottage & More will be moving from its present location at 922 Main Street to the old Virginia Piper law office at 701 Walnut Street.
- Neighbor's Kitchen and Yard, at 601 Chestnut, has a new owner, Tom Dickey.
- The R.A. Green Mercantile, at 1022 Main Street, is home to several new shops.
- Ramos Restaurant, at 710 Chestnut, may not reopen. The restaurant sustained heavy damage in an April 2017 fire.

Other updates included the following:

- Sarah has been invited to speak at the National Main Street Conference in Kansas City in late September. She will present information about the Texas Historic Commission's innovative "DowntownTX" online inventory of historic properties and Bastrop's pioneering role as an "Imagine the Possibilities" pilot location. (A second "Imagine..." tour is scheduled on May 17.)
- She shared with the Board a year-long full roster of training programs and events for small business and entrepreneurs.
- Budget development for FY 19 begins shortly. Sarah has been working on a Downtown Beautification Action Plan, as part of that budget. She will approach BEDC about assisting with funding the plan; other funding sources include Main Street program revenues and a possible CARTs grant. The #MyBastrop (Small Business Revolution) steering committee will convene early next week to contemplate next steps in sustaining the momentum and focus on small retail business

resulting from the Bastrop's participation in the Deluxe Corporation's Small Business Revolution competition.

Committee Activities:

- **Design Committee:** new wayfinding signage—to point visitors to downtown parking lots—have been designed and are in production. The signs are bright yellow with a blue “P” and directional arrow(s).
- **Economic Vitality:** Committee members have recommended that the name of the committee, derived from the National Main Street Program “Four Points Approach”, be changed to “Small Business Committee” to better express the emerging focus of its work. On a motion by Jennifer, seconded by Steve, and with Dick abstaining, the Board approved the name change.
- **Organization Committee:** the narrowing focus of the committee led its members to contemplate abandoning its pattern of monthly meetings in favor of a more fluid schedule as the City moves toward changes in the appointments process and calendar, as the BMSP planning process moves toward closer correlation with the City's planning process and as the City engages in volunteer recruitment and recognition.
- **Promotions Committee:** project teams are currently working on the second annual Table on Main (scheduled for April 29), a schedule of “crawls” during 2018, and possible enhancements to ArtWalks in 2018.

The next MSAB meeting has been tentatively scheduled for May 9, at 5:30 p.m.

With no further business to come before the Board, the meeting adjourned at 6:05 p.m.



Hospitality & Downtown

Mid Year Budget Update



Hospitality & Downtown Department

Our Vision

We envision that ALL our customers, residents, clients and tourists, enjoy a unique 5-star, four diamond Bastrop experience, brimming with Texas hospitality. The Hospitality & Downtown Department will leverage our resources to create a greater economic impact to the Bastrop Community through downtown revitalization and beautification, unique event partnerships, top notch event planning and meeting space, and open and creative dialogue with our community and partners.

Our Mission

To foster an improved Bastrop experience based on cooperation, partnerships, and strong team work that provides a strategic approach to increased tourism and stabilize sales tax.



FY 18 Organizational Changes

October 2017

Merged Convention Center and Main Street Departments

- Sharing Administrative Assistant with Visit Bastrop FY 18.
- Utilizing Convention Staff to assist with downtown events and beautification.
- Collaboration between downtown, convention center, and Visit Bastrop.

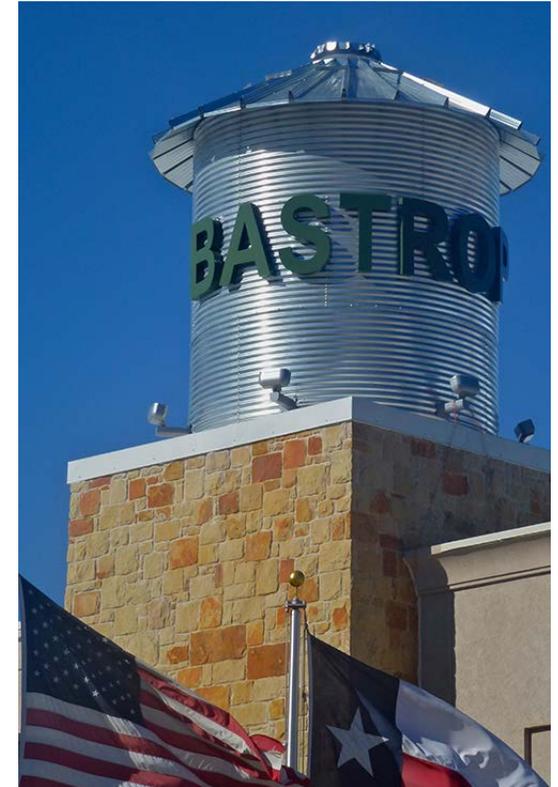
Created Multi-Media Department

- Full time Chief Story Teller & Part Time Story Teller moved from IT department.
- Designated a Public Information Office for Emergency Management.

January 2018

Special Events & Recreation Staff to H&D Umbrella

- Recreation Coordinator assumed Special Event coordination from Public Works umbrella and moved to H&D Department.



Organizational Wide Staff Comparisons for H&D Programs

| | | | |
|-------|-----------|------------|---------------------------------|
| FY 17 | 9 FTE | 2 PT Staff | (MS, CC, IT/MM 1, PW & Parks 1) |
| FY 18 | 7 2/3 FTE | 1 PT Staff | (Includes one vacant position) |



Subtract 60 calendar days or 1/3 of reporting period...

- Brought Bastrop to the forefront of Texan's minds.
- Rallied Bastropians and the state.
- Engaged community & regional partners.
- Developed media relationships.
- Generated a culture of #hashtag usage.
- **43** Original Videos Created.
 - Garnered **158,204** views on social
 - Reached **3 + million** people
- **13+** Revolution Special Events.
- **Hundreds** of volunteer hours .
 - Total Volunteer Value: **\$35,800**
- **54** media stories (35 TV, 13 online and 6 print).
 - Total Impressions: **14,794,286**
 - Total Media Value: **\$253,511**



Main Street Mid-Year Budget Update

- Main Street Program received a \$10,000 increase in funding from BEDC in FY 18, 1st increase in 10 year funding history.
- Special Event Income:*

| | |
|-----------------|----------|
| FY 15 Actual: | \$8,767 |
| FY 16 Actual: | \$12,080 |
| FY 17 Actual: | \$22,592 |
| FY 18 Budget: | \$25,000 |
| FY Projections: | \$40,000 |



*Special Event Income shown does not include event expenses. We allocate the revenues to downtown beautification and promotional efforts. We anticipate revenues of \$20,000 this FY. Keep an eye out downtown this summer for some additional improvements and beautification.



Convention Center Program and Policy Changes

October 2018

- **Mission, Vision and Goals Updated**
 - Focus on customer service
 - Partnership with Visit Bastrop
 - Engage community and region
- **Revamped rental fees and policies**

January 2018

- **Debuted new package pricing**



Convention & Exhibit Center Updated Mission & Vision

Mission

The Bastrop Convention & Exhibit Center is committed to serving our community and guests by working as a team to build local partnerships, enhance local and regional events and provide efficient results ensuring economic vitality for Bastrop.

Vision

The Bastrop Convention & Exhibit Center will strive to showcase small town charm and hospitality within the local meetings and events industry. Focusing on customer service and exceptional experiences, the Bastrop Convention and Exhibit Center will provide a unique combination of local and non-local use creating a positive economic impact for our community and partners.



Packaged Pricing & Updated Marketing

THE CITY OF BASTROP, TEXAS
CONVENTION & EXHIBIT CENTER
BUSINESS MEETING PACKAGES



4 HOURS | MONDAYS-THURSDAYS
 NON-PEAK HOUR PRICING

RENTAL INCLUDES

- Meeting Room Facility
- Tables & Chairs
- Tablecloths & Centerpieces
- Audio/Visual Package
- Podium & Microphone
- Water Service

| | | |
|-----------------------------|-----------------------------|------------------------------|
| \$175 UP TO 25 PEOPLE | \$265 UP TO 50 PEOPLE | \$525 UP TO 100 PEOPLE |
|-----------------------------|-----------------------------|------------------------------|

ADDITIONAL ADD-ONS

COFFEE SERVICE
\$1.50 per person

BEVERAGE ASSORTMENT
\$2.50 each

CONTINENTAL BREAKFAST
Served with Coffee, Hot Tea, Juice Assort, & Bottled Water. Fresh Bagnes, Muffins, Pastries. Accompanied by Cream Cheese and Jam Assortment.
\$18.55 per person

BAKED POTATO BAR
Texas Size Potato with Prime Chop Brisket or Chopped Smoked Turkey, Butter, Shredded Cheese, Sour Cream, Sliced Green Onions, Fresh Baked Brownie, Iced Tea or Bottled Water.
\$17.25 per person

GRILLED CHICKEN
Grilled Marinated Chicken Breast, Basmati Rice, In-Season Vegetable, Roll and Butter, Spring Mix Garden Salad with Ranch or Vinaigrette, Fresh Baked Cookie or Banana Pudding, Iced Tea and Bottled Water.
\$20.45 per person

SNACK BREAK
Assortment of Pretzels, Granola Bars, Trail Mix and Fresh Fruit.
\$8.95 per person

BREAKFAST TACOS (2)
Served with Coffee, Hot Tea, Juice Assort, or Bottled Water, Fresh Pico De Gallo & Salsa; Choice of Brisket, Egg, Potato, & Cheese; Potato, Egg & Cheese; Bacon, Potato, Egg & Cheese; or Sausage, Potato, Egg & Cheese.
\$16.00 per person

BOX LUNCH
Smoked Turkey Breast Sandwich served on a Cabaneta Bun with Tomato, Lettuce and Pickle Spear, Chips, Fresh Baked Cookie, Canned Soup, Drink Assortment and Apple.
\$14.70 per person

BBQ PLATE
Choice of 2 meats and 2 sides, Pickles, Onions, Jalapenos, BBQ and Hot Sauce, Fresh Rolls, Fresh Baked Cookie, Iced Tea or Bottled Water. Meat Choices: USDA Prime Brisket, Elgin Beef Sausage, Pork Ribs, Smoked Turkey Breast, Fresh BBQ Chicken, Side Choices: Potato Salad, Cole Slaw, Beans, Corn on the Cob.
\$21.10 per person

FOR BOOKING INFORMATION
 CALL (512)332-8981
 BASTROPCONVENTIONCENTER.COM
 1408 CHESTNUT ST., BASTROP

Love is in the air in Beautiful Bastrop!

CONVENTION & EXHIBIT CENTER

WEDDING RECEPTION PACKAGE

- 8am - Midnight
- Up to 150 Guests
- Ballrooms A & B
- Bridal Room
- Catering Kitchen
- Banquet Tables
- White Chairs
- A/V Package
- Stage
- Dance Floor
- Serving Bar
- Uplighting
- Security
- Free Parking

TOTAL RENTAL - \$2,500*

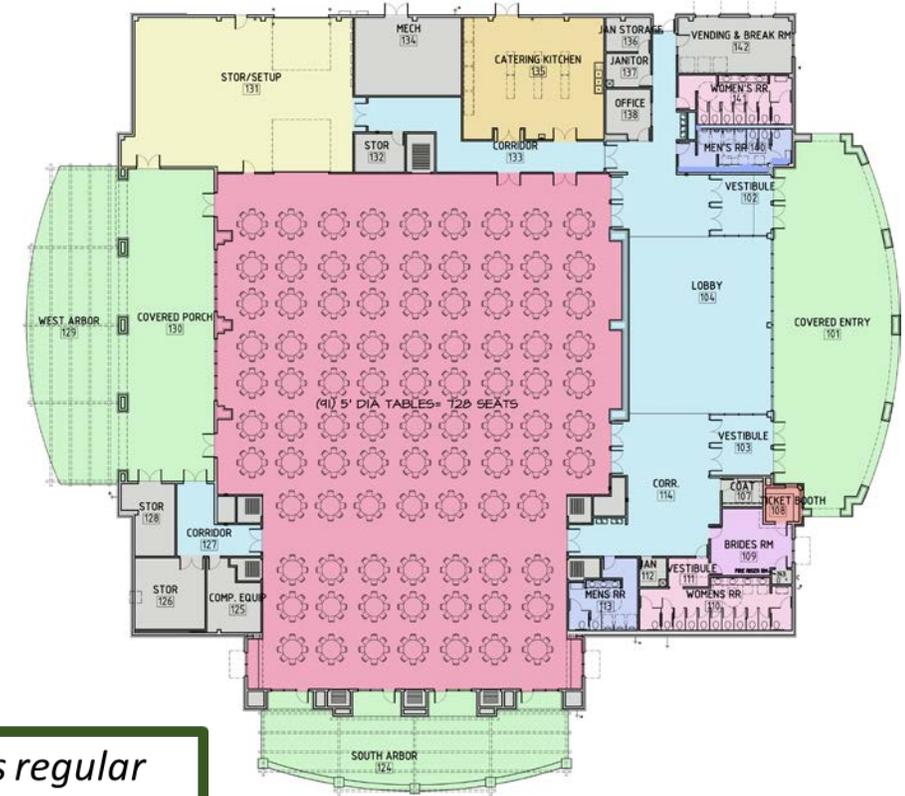
* Plus \$500 Deposit | Does not include insurance
 Outdoor Ceremony Pavillion Available for Additional \$300

For Booking Information,
 Call (512)332-8984
 1408 Chestnut St., Bastrop, TX 78602
bastropconventioncenter.com




Streamlined Rental Agreements & Top Notch Service

- On site linen service
- Breakfast, Lunch, Dinner & Breakout meal coordination
- Improved wi-fi connectivity
- Flexible space options, with expanded set up time available
- 7 days a week
- Your choice of caterers
- Top Notch Customer Service
- Booking done by appointment



“The change in service in the last year is incredible! As someone who organizes regular events at the Center, it is so nice that the Convention Center now offers coffee service, menu selections, linens and computerized floor plan layouts. It makes our job so much easier.”

Becki Womble, President & CEO Bastrop Chamber of Commerce

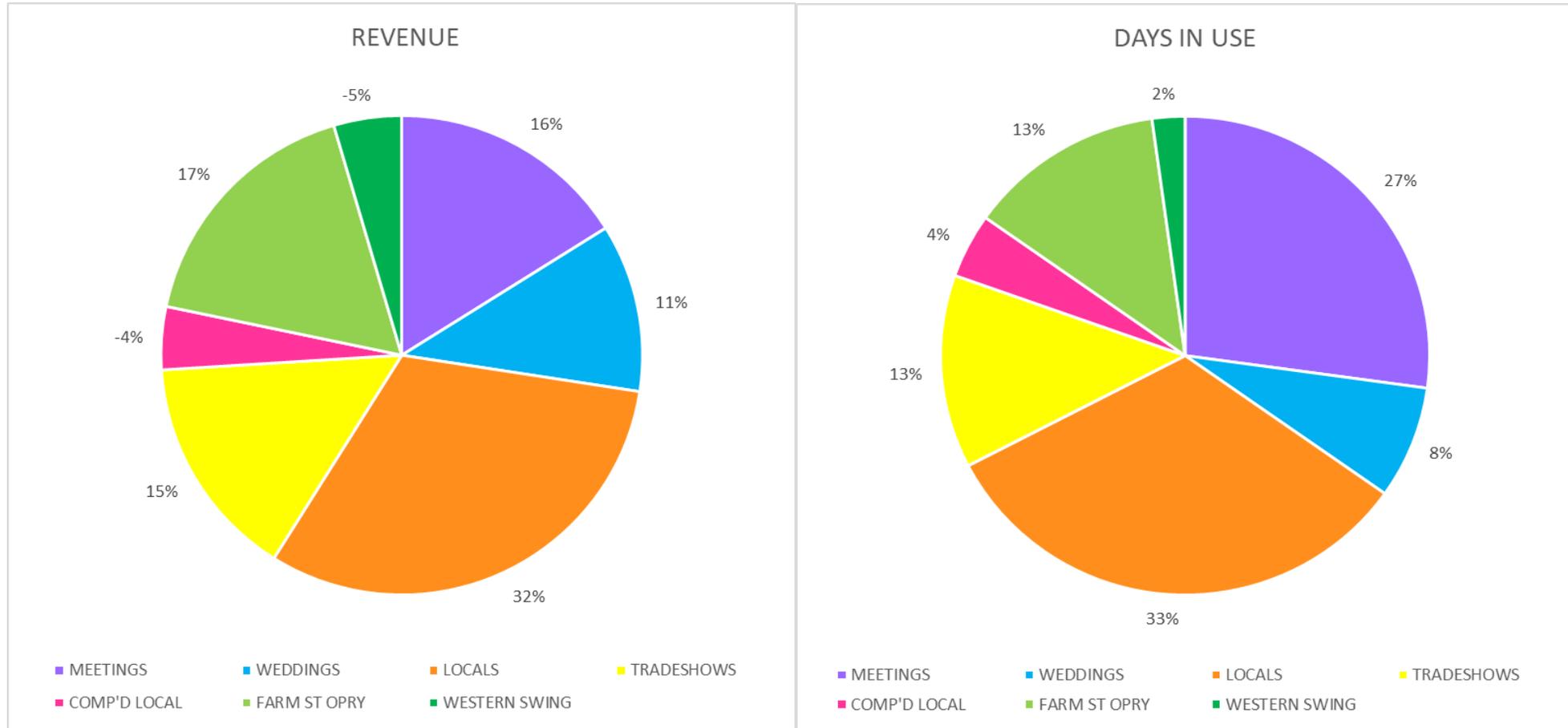


FY 17 Recap

| | MEETINGS | WEDDINGS | LOCALS | TRADESHOWS | COMP'D LOCAL | FARM ST OPRY | WESTERN SWING | TOTAL |
|--------------|----------|----------|----------|------------|--------------|--------------|---------------|-----------|
| DAYS IN USE | 25 | 7 | 30 | 12 | 4 | 12 | 2 | 92 |
| % OF USE | 27.17% | 7.61% | 32.61% | 13.04% | 4.35% | 13.04% | 2.17% | |
| | | | | | | | | |
| | MEETINGS | WEDDINGS | LOCALS | TRADESHOWS | COMP'D LOCAL | FARM ST OPRY | WESTERN SWING | TOTAL |
| REVENUE | \$21,182 | \$14,914 | \$41,435 | \$19,883 | (\$5,590) | \$22,600 | (\$6,000) | \$120,014 |
| % OF REVENUE | 17.65% | 12.43% | 34.53% | 16.57% | -4.66% | 18.83% | -5.00% | |



FY 17 Recap

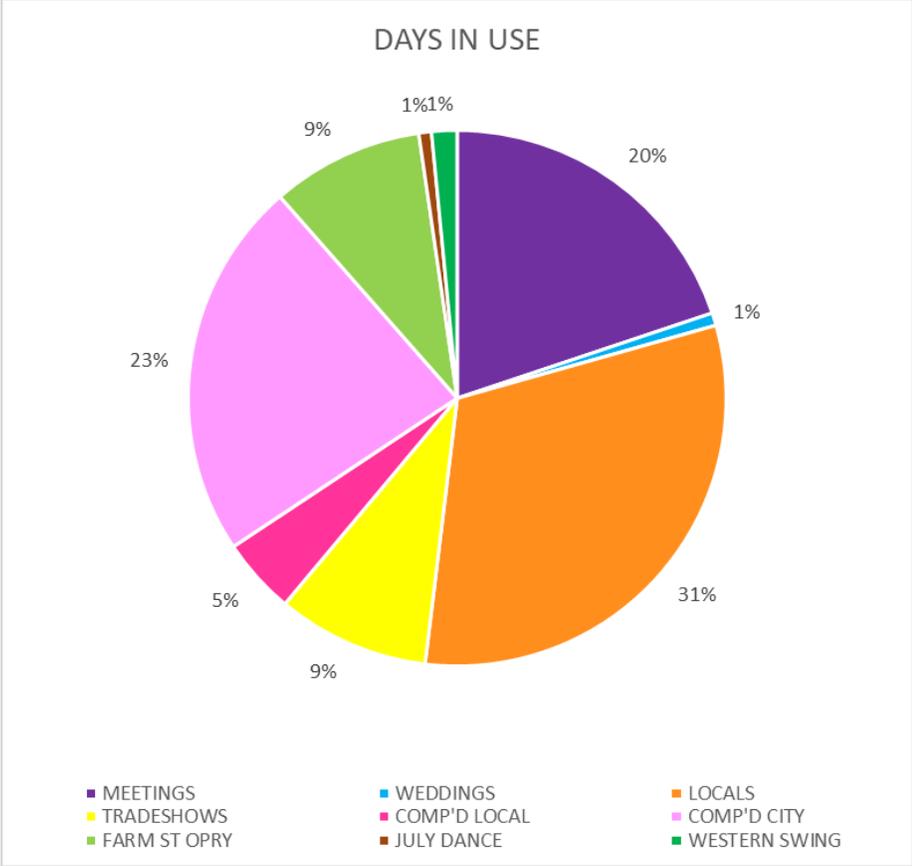
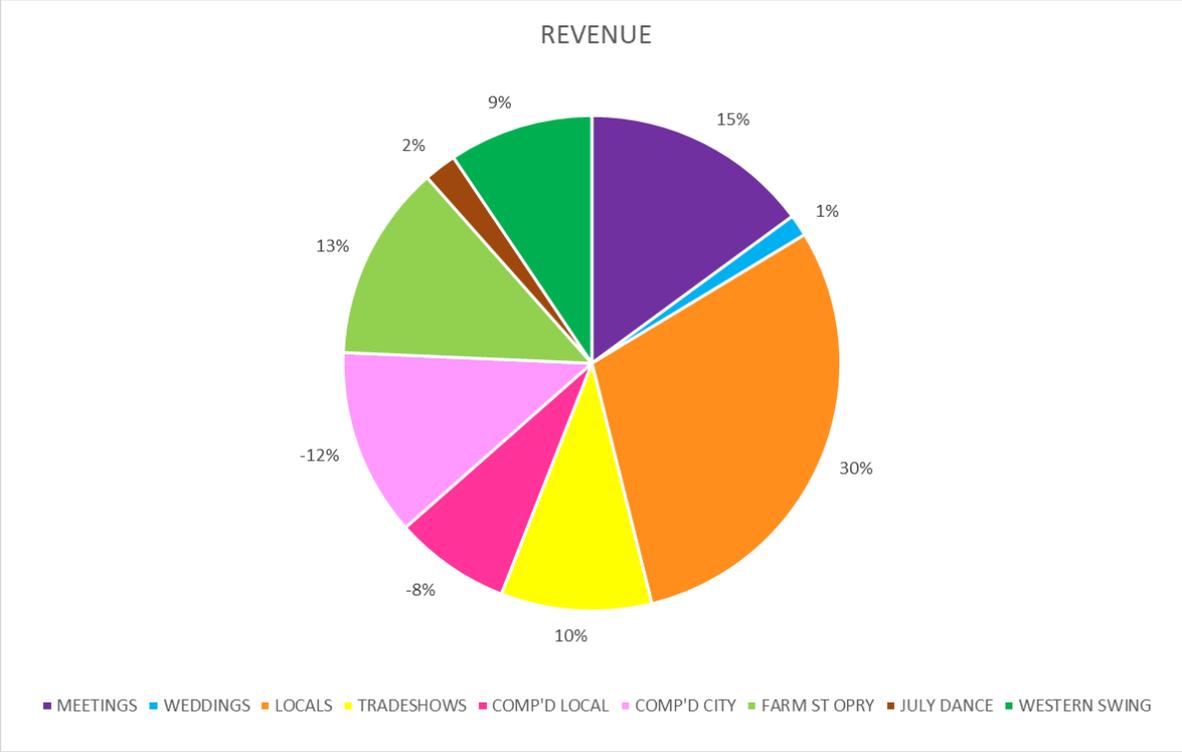


FY 18 Mid Year Update

| | MEETINGS | WEDDINGS | LOCALS | TRADESHOWS | COMP'D LOCAL | COMP'D CITY | FARM ST OPRY | JULY DANCE | WESTERN SWING | TOTAL |
|--------------|----------|----------|----------|------------|--------------|-------------|--------------|------------|---------------|-----------|
| DAYS IN USE | 26 | 1 | 41 | 12 | 6 | 30 | 12 | 1 | 2 | 131 |
| % OF USE | 19.85% | 0.76% | 31.30% | 9.16% | 4.58% | 22.90% | 9.16% | 0.76% | 1.53% | |
| | | | | | | | | | | |
| | MEETINGS | WEDDINGS | LOCALS | TRADESHOWS | COMP'D LOCAL | COMP'D CITY | FARM ST OPRY | JULY DANCE | WESTERN SWING | TOTAL |
| REVENUE | \$28,145 | \$2,679 | \$56,332 | \$18,531 | (\$14,245) | (\$23,100) | \$24,175 | \$4,000 | \$17,750 | \$151,612 |
| % OF REVENUE | 18.56% | 1.77% | 37.16% | 12.22% | -9.40% | -15.24% | 2.64% | 2.64% | 11.71% | |



FY 18 Mid Year Update



FY 17 Recap

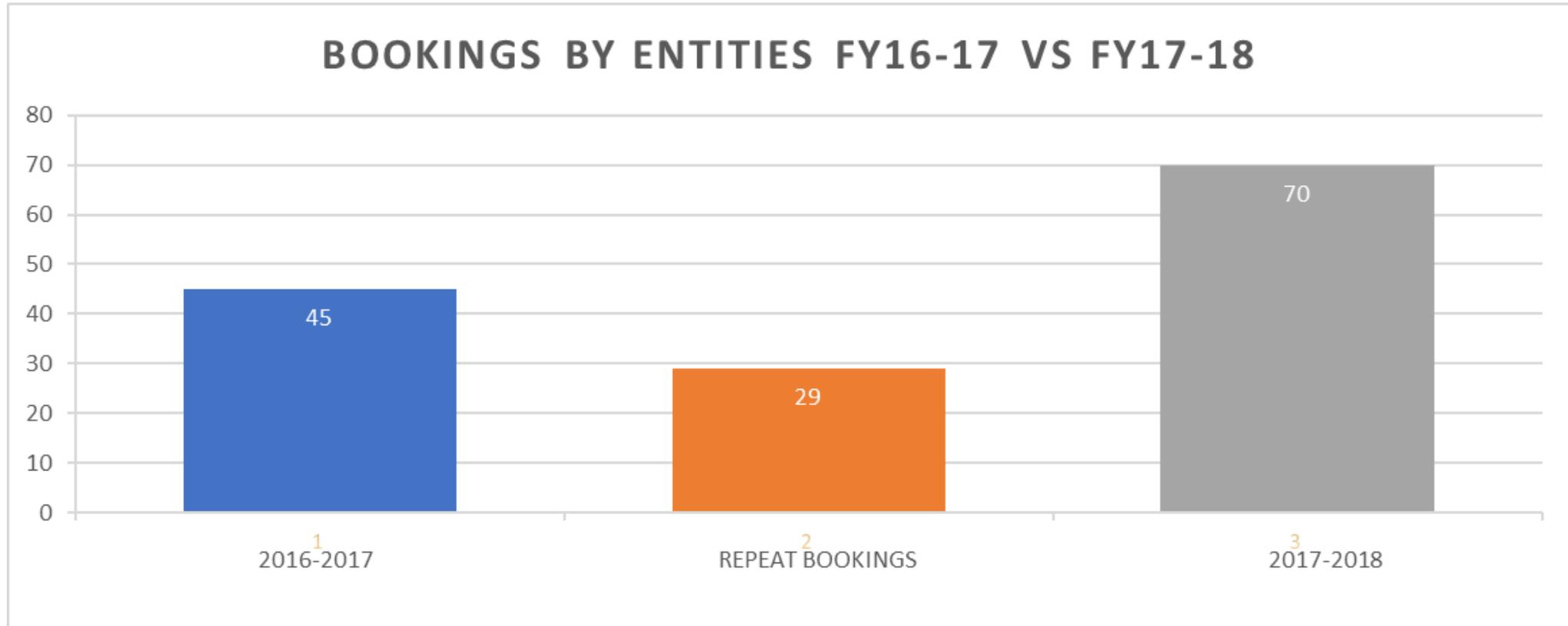
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FY 18 Mid Year Update

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Repeat Business Snapshot



Amount of Increase in Our Year over Year Recap....



65 % Repeat Business

42 % Occupancy

26 % Revenue Projections

On the Horizon...

- Address 7 year old website
 - Calendar of Events
- Red, White & You
- Western Swing Festival (NO Hurricane this year!!!!)
- Downtown Beautification Installation

HOME ABOUT INFORMATION WEDDINGS MEETINGS STAY AND PLAY CONTACT PHOTO TOUR



- Amenities
- Floor Plans
- Rates
- Policies & Procedures
- Approved Caterers
- Catering Agreement
- Booking Information
- Event Calendar

Upcoming Public & Private Events

| DATE | EVENT | DESCRIPTION | ADMISSION |
|-------------|-----------------------------------|--|--|
| 04/11 | | PRIVATE MEETING | |
| 04/12-04/13 | | PRIVATE CONFERENCE | |
| 04/14 | | PRIVATE EVENT | |
| 04/20 | MAIN STREET BREAKFAST METS | 7:30am, MEETING ROOMS 3 & 4 | |
| 04/21 | | PRIVATE CONFERENCE | |
| 04/23 | SMALL BUSINESS REVOLUTION SEMINAR | 8:00am FOR REGISTRATION CONTACT MAIN STREET PROGRAM | |
| 04/28 | LIGHTS, CAMERA, TEXAS | 5:30-11:30pm The Children's Advocacy Center and Family Crisis Center will host their 3rd joint fund-raising event and tribute to the area's film friendliness, Lights Camera Texas! | TICKETED EVENT, CALL 512.332.6161 TO RESERVE |
| 05/01 | | REDC/MAIN STREET TRAINING | |

City of Bastrop Convention & Exhibit Center Proudly Presents

BOOGIE BACK TO BASTROP

Western Swing Festival

AUG. 24 & 25

1:00PM - 11:00PM
Doors Open at 12:30pm

Double Shot
performing both days

JEFF WOOLSEY & the Dancin' Kings & **ROCKY KING BAND**

\$90 1-DAY
\$55 2-DAY
\$20 each evening after 5pm until capacity is reached

FOR TICKETS, CALL: 512-332-8981

www.BoogieBackToBastrop.com

Food/Alcohol Concessions Available - No Outside Alcohol Allowed

City of Bastrop's Convention & Exhibit Center Proudly Presents

RED, WHITE & YOU

Dancing Through the Decades

SATURDAY JULY 7

DANCE PARTY * LIVE MUSIC * DANCE LESSONS
FOOD * DRINKS * VINTAGE DRESS CONTEST

Featuring
Tony Harrison Band

7pm - 10pm
doors open 5:00 | dance lessons 6:15

\$20
cash only @ the door

VINTAGE DRESS ENCOURAGED
WIN PRIZE for best dressed!
FOOD & ALCOHOL CONCESSIONS AVAILABLE

BASTROP CONVENTION & EXHIBIT CENTER | 1408 CHESTNUT ST., BASTROP TX | 512.332.8984

RedWhiteYouDance.com



Questions?





STAFF REPORT

MEETING DATE: May 8, 2018

AGENDA ITEM: 6C

TITLE:

Receive presentation on proposed Hotel Occupancy Tax Fund Disbursement Policy.

STAFF REPRESENTATIVE:

Lynda Humble, City Manager
Tracy Waldron, Chief Financial Officer
Sarah O'Brien, Hospitality & Downtown Director

BACKGROUND/HISTORY:

Chapter 351 of the Tax Code provides the requirements on how HOT funds may be spent. As prioritized in the FY 18 Budget, staff has been working to leverage HOT funds to attract tourism and strengthen our sales tax base by maximizing our investment. Staff also continues to work to bring HOT fund users together under the strategic goals and vision that have been developed in line with the Council's Focus Areas, the City's 2018 Work Plan, and the Comprehensive Plan 2036 as outlined below:

2018 Focus Areas:

Uniquely Bastrop: Maintain and enhance our historic community feel by leveraging the unique combination of community, cultural and recreational assets that make Bastrop a special place to live and work.

Economic Vitality: Create sustainability by leveraging tourism, infrastructure renewal and investment; enhancing public/private partnerships; efficient planning and development processes; and fostering an inclusive and diverse environment that encourages entrepreneurial ventures.

Fiscal Responsibility: Prepare and manage budget; fiduciary responsibility.

2018 Work Plan Items:

Economic Vitality # 9: Continue ongoing development of the Bastrop visitor experience to include the community's culinary and cultural assets.

Fiscal Responsibility #9: Redesign the Hotel Occupancy Fund Community Program Funding Policy & Application to better leverage resources and maximize the visitors' experience.

Comprehensive Plan 2036:

Objective 8.1.3: Enhance the offerings available at the Bastrop Museum & Visitor Center.

ACTION 1: Create a visitor's feedback survey to better understand demand for other tourism activities.

ACTION 2: Increase the number of digital and interactive exhibits and consider offering virtual video tours on-line, either for free or for purchase.

ACTION 3: Use interactive media displays that allows people to choose how they interact with the museum and visitor center, as well as other locations downtown.

ACTION 4: Increase presence on social media by posting content on-line at regular and predictable intervals.

ACTION 5: Offer “flash” sales on social media. These are deals that come up periodically that are only available for a short time, typically a day or two. This will get people excited about the social media outlets and help to grow viewership.

Objective 8.1.4: Create multiple downtown destination events that rely on Bastrop’s cultural assets.

ACTION 1: Encourage visitors to downtown Bastrop with events that occur weekly, monthly, or annually. Lost Pines Christmas is a great example of this type of event

ACTION 2: Create a “demo day” downtown that occurs each month. Entrepreneurs and local businesses can demo their products, foods, and services.

The Comprehensive Plan also states that Bastrop’s continued emphasis on cultural arts and tourism development through coordinated policies will lead to hundreds of millions in economic activity for the region.

POLICY EXPLANATION:

The FY 18 budget emphasized Council’s desire to diversify our revenue sources and increase property tax valuations. A strategic focus on economic development to reduce the City’s dependence on sales tax was made a priority. Priority was given to leveraging the \$2,875,000 in annual Hotel Occupancy receipts to maximize the City’s opportunity to attract tourism and to work towards becoming a AAA- 4 Diamond destination for Hyatt guests. Staff is proposing several changes to the current HOT Fund Funding Application process, which will expand on our efforts from the current budget cycle and continue our focus on improving the Bastrop tourism experience. The proposed changes are outlined below:

- A. In FY 18, several HOT funded events were identified as being better suited for an alternative funding source. These festivals may or may not attract tourists but share historical importance as long-standing community events. Staff is recommending that in FY 19 the annual Bastrop Homecoming & Rodeo funding request be allocated out of the Hospitality & Downtown budget through funding provided by Bastrop Power & Light. If approved, Homecoming would join Juneteenth and a portion of the Patriotic Festival under this umbrella. All three (3) of these events are important to the City of Bastrop and would occur with or without HOT funds. Staff will continue to work with these event organizers to ensure they can define the value provided to the community through their annual funding allocation and require acknowledgement of BP&L as a sponsor on all marketing materials. Staff will develop a Community Event Request Form to provide transparency in the process.

- B. In FY 18, the City funded approximately \$81,000 in special event funding through the HOT Funding Application process. With the creation of Visit Bastrop, staff is recommending the allocation of an additional \$75,000 to Visit Bastrop’s FY 19 budget for development of a Tourism Special Event Funding program and application process. The difference in funding is due to FY 18 funding given to convention organizers, typically these types of requests will be allocated out of an inducement fund in a DMO’s operating budget as they are not annual requests. Visit Bastrop staff is better equipped to track the economic impact and generation of hotel occupancy tax that may occur from events designed with the tourist in mind. Since Visit Bastrop is charged with marketing our community and telling the Bastrop Story, allowing them to work directly with event organizers to promote and market events should prove beneficial to event organizers and ultimately help maximize the City’s return on our investment of Hotel Occupancy Tax. Event organizers would work directly with Visit Bastrop staff to apply for event funding based on room night generation. Such a program would empower event organizers to demonstrate the value that their

event provides the community. Visit Bastrop staff will utilize special event economic impact calculators specifically designed to track HOT and measure the economic impact that events provide to Bastrop. It should be noted that Visit Bastrop has already allocated a portion of their funding for events in their FY 18 budget, like marketing the Bastrop Music Festival. The Visit Bastrop Board of Directors will be able to contribute additional funding from their budget for events and conventions that are in line with the organization's mission.

- C. Staff believes that certain tourism assets, that have previously participated in the HOT Funding Application process, are better suited to be classified as Essential Tourism Assets and would like to recommend the creation of an Essential Tourism Asset Funding Program for non-profits who rely annually on HOT funds. These assets are critical to the Bastrop tourism picture. While they may not be the sole reason a visitor makes a trip to Bastrop, when actively programmed and leveraged properly, these assets paint a culturally rich landscape encouraging tourists to extend their stay and spend additional dollars with us. Examples of essential tourism assets include the Bastrop County Museum & Visitor's Center, Bastrop Opera House, and the Lost Pines Art Center. FY 18 was the first year that the Museum & Visitor's Center's contract was combined, since both visitor services and historic preservation are allowable under Chapter 351. The functions performed by the Bastrop County Historical Society should continue to be addressed in one funding agreement.

Over the last 12 months, with the creation of Visit Bastrop, the establishment of the City's Hospitality & Downtown Department, and the development of our Cultural Arts Master Plan on the horizon, we are now uniquely positioned to leverage and work in tandem towards our community goals related to tourism. We can now effectively market and promote these assets and their programs as part of the overall Bastrop experience. The Essential Tourism Asset Funding program would establish a stable funding source for these assets to effectively plan for our shared vision.

While the FY 18 HOT Funding Application contracts established a variety of deliverables and expectations with users, this new program would further define these tourism assets' roles in developing the Bastrop tourism picture. Staff would recommend incorporating the following deliverables into a funding agreement:

- a. Present 9-12 months' worth of programs annually (January – December) designed to appeal to tourists and attract overnight visitation to City Council.
 - i. All art work, images and details regarding the individual programs such as "performances," "classes," or "exhibits" for the contract period including ticket prices and purchasing methods. Specific program details must be received by Visit Bastrop through their online CRM system no later than 90 days in advance, preferably 120 days in advance.
 - ii. PR Opportunities to promote events should be provided directly to Visit Bastrop.
 - iii. Maintain an active social media and online digital presence.
- b. Annual Marketing Plan
- c. Strategic Plan that addresses identifying additional funding sources
- d. Annual Operating Budget
- e. In partnership with Visit Bastrop, develop a visitor intercept survey to include data such as: where the visitor is from, demographic data, social-economic data, how they discovered Bastrop (advertising, social media, word-of-mouth), lodging information, length of stay, size of party, primary attractor, intent to return.

- f. Monthly year-over-year traffic counts and primary market origin.
- g. Participate in customer service, destination, board development and/or Hotel Occupancy Tax Training as provided by the City or Visit Bastrop.
- h. Develop and maintain a building rental program and policies allowing opportunities for additional revenue streams and access to the facility to outside users.
- i. Actively participate in the Cultural Arts Master Plan development and implementation process that is yet to be identified.
- j. Follow all applicable local, state and federal laws related to building improvements and expenditures of HOT'
- k. Other deliverables as currently defined in the FY 18 Funding Agreements specific to the assets roles in Bastrop's tourism picture.

All contracts would be for a multi-year period allowing the essential tourism assets to know how much funding will be available annually and allow for appropriate planning. Staff would recommend quarterly reporting requirements to City Council highlighting the assets' upcoming quarter of events and reviewing the current quarter's programs. Quarterly reporting will heighten the sense of accountability of the allocated HOT funds. Staff would present funding contracts in June for Council consideration for January – December programming in the following year. This lapse in time will allow appropriate time for marketing. Assets would be required annually to present proposed programming, marketing plans, and strategic plans to Council **before** funding would be allocated. Funding would occur, according to the contract, once approval is given by Council. The deliverables of each contract will be reviewed annually to ensure prior year compliance before funding is allocated in years 2 or 3. If an essential tourism asset does not perform according to contract, the asset may not be eligible for funding the next year, depending upon the cause of default.

FUNDING SOURCE:

FY 19 Hotel Occupancy Tax Fund

RECOMMENDATION:

Provide any direction or feedback to the proposed changes so that staff can begin communicating with event organizers and tourism assets. Staff will present Tourism Asset Contracts in June of 2018. Community Event Forms and Asset funding will be included in the FY 19 budget proposal.

ATTACHMENTS:

- Hotel Occupancy Tax Fund Disbursement Policy DRAFT

Exhibit "A"

**HOTEL OCCUPANCY TAX
FUND DISBURSEMENT POLICY**

CITY OF BASTROP



April 2018

CITY OF BASTROP

HOTEL OCCUPANCY TAX FUND DISBURSEMENT PROGRAM

Introduction

This policy incorporates overall direction for providing hotel occupancy tax (HOT) funds to outside agencies, programs, and events in the form of one-time event grants and annual program agreements. The policy replaces all previous policies adopted by the City regarding the disbursement of city HOT funds except as specifically noted in this policy. The proposed policy has been divided into three sections:

- Section 1: General Policy Statement
- Section 2: Annual Essential Tourism Asset Programming HOT Funding
- Section 3: Special Event-Based HOT Funding

Section 1: **General Policy Statement**

1.01 Policy Statement

Texas Tax Code Chapter 351 requires that municipal hotel occupancy tax funds be used for specific purposes. First, the funds must be used toward activities that support the tourism and lodging industries in the City of Bastrop. Second, the activities must fall within an enumerated set of approved activity types, outlined in Chapter 351 of the Tax Code. The City's HOT fund disbursement policy exists to ensure that the City's HOT funds to outside agencies, programs, and events are being spent in compliance with state law. This policy is designed to leverage HOT funds to attract tourism and strengthen the City's sales and hotel occupancy tax base by maximizing our investment with outside agencies, programs or events. The policy is designed to align with the strategic goals and vision of the Bastrop City Council and identified in the COMP Plan 2036 to benefit the City's tourism, hospitality, cultural and lodging industries.

Section 2: **Annual Essential Tourism Asset Programming HOT Funding**

2.01 Annual Programs Eligible for HOT Funding

The City of Bastrop recognizes there are outside organizations that are an important component to the Bastrop tourism picture. When actively programmed, marketed and leveraged properly, certain assets enhance the community's cultural and heritage scene and encourage increased tourism. These Essential Tourism Asset Programming HOT Fund recipients will be required to follow a distinct annual funding process as defined in this section. Essential Tourism Assets are defined in this policy as:

Organizations that provide cultural or heritage programming and enrichment opportunities including museums, art galleries or performance venues located inside the City of Bastrop.

The Bastrop City Council will annually adopt a list of current Essential Tourism Assets during the budget adoption process.

2.02 Annual Essential Tourism Assets Program HOT Funding Request Process

Prospective Essential Tourism Assets HOT Fund recipients will use the following procedures for funding requests annually

A. Submit funding requests to the City Manager or their designee by June 15th and in the format established by the City Manager or their designee that will be available by request.

B. Funding requests will be reviewed by the City Manager or their designees as part of the City's annual budget process.

C. The City Manager or their designees will provide recommendations on each request from the prospective Annual Essential Tourism Assets Program HOT Fund requests in the annual budget presentation.

D. The City Council will have final authority for approving contracts and funding amounts, including a decision to forgo or amend recommended funding, for any current or prospective applicant to the Essential Tourism Asset Program.

2.03 Annual Essential Tourism Assets Program HOT Fund Recipient Contract

An annual contract will be presented on behalf of all Annual Essential Tourism Asset Program HOT Fund Recipients to the City Council during the City's budget process. Contract form will be approved by the City Attorney and content will include all necessary reporting and monitoring requirements necessary to comply with all federal state and local rules and regulations and meet the intent of this Hotel Occupancy Tax Fund Policy, and any goals, strategies, plans or standards established by the City of Bastrop City Council

2.04 Reports and Monitoring

The following reports shall be required of all Annual Essential Tourism Assets Program HOT Fund Recipients:

Annually:

- HOTA Revenue Program Report. Narrative of program activities for the organization (annually) that includes:
 - Marketing Plan
 - Programming Schedule
 - Strategic Plan
 - Operating Budget
 - Visitor Data including an intercept survey and traffic counts to the agency, program or event.

Quarterly

- Financial statements that describe specifically how HOT funds from the City of Bastrop are being utilized;
- Programming presentations to the general public during Bastrop City Council meetings that includes information on:
 - Upcoming programs or events
 - Updates on past programs or events
 - Current or future marketing efforts and partnerships
 - Staff or board development
 - Current, past or future fundraising initiatives

The City of Bastrop will monitor Annual Essential Tourism Assets Program HOT Fund Recipients to ensure compliance with all contractual elements and that the agencies, programs, and events are working in accordance with the intent of this policy.

- A. Funding for each agency will be made on a schedule as defined in the annual funding contract.
- B. Continued funding is contingent on the timely submission of all completed quarterly and annual reports that meet the requirements of this policy and the contract between the City and the recipient. Compliance with the requirements shall be determined by the City Manager or their designee.
- C. Organizations that receive funds from the Hotel Occupancy Tax Fund will meet the requirements of this section and all of the requirements listed in State law regarding the proper reporting and accounting of Hotel Occupancy Tax funds.
- D. Organizations receiving Hotel Occupancy Tax Funds must also follow all federal, state and local rules and regulations related to buildings open to public access.
- E. An annual report will be prepared by all Annual Program HOT Fund Recipients for review as part of the budget review process.
- F. The City will be allowed access to the recipient's financial records to allow the City to audit or review the Organizations financial records.

Section 3: Special Event-Based HOT Funding

3.01 Overview

Organizations requesting to receive special event-based HOT funds will submit requests with Visit Bastrop, a 501c6 destination marketing organization that serves as the official marketing agency, brand advocate, and tourism and hospitality development arm of the City of Bastrop. Visit Bastrop will annually allocate special event HOT funds per their contractual agreement with the City of Bastrop to outside Organizations requesting special event funding.

3.02 Event HOT Funding Process

The application process will be established by Visit Bastrop and approved by their board.

DRAFT



STAFF REPORT

Bastrop Art in Public Places appointed a Cultural Arts Master Plan committee at their March 7th meeting. Originally the committee was tasked with reviewing the Cultural Arts Master Plan proposals and recommending a firm. As the planning process for the plan gets underway, GO Collaborative has requested that a Task Force be created for the duration of the project, which is expected to be completed in November of 2018. A Task Force of this nature should be made up of community representatives from the diverse range of arts professions and organizations working within the community, since these professions and organizations were identified and represented on the original committee, staff and Bastrop Arts in Public Places believes these individuals and the organizations they represent should continue to serve throughout the process.

The main charge of the Task Force will be to oversee the overall planning process and to assist with providing feedback and ideas as the various planning processes are mapped out. Specific community related planning processes will include: stakeholder interviews, focus groups, community meetings, and online data collection. In addition, the Task Force will oversee consultant and city staff communication strategies to ensure that the modes of outreach and the communication message content are well targeted and sufficient for reaching City of Bastrop residents at large.

It is expected that the Task Force will meet monthly for the life of the project. The consultant, GO collaborative will provide monthly summary updates either in person or by phone as appropriate.

To ensure the projects adheres to the timeline, staff is recommending that each organization or cultural arts group be represented by their current committee member, or a replacement be recommended to fill their place and approved by the Bastrop Art in Public Places commission.

BAIPP, Ed Skarnulis
Bastrop Opera House, Colin Guerra
Film, Debbie Moore
Music, Brenda Bush
Bastrop County Historical Society, Dan Hays-Clark
Lost Pines Art Center, Mark Rose
Parks Board, Barbara Wolanksi
Arts at Large, Karen Sterling
BISD, Chico Portillo & Andy Sexton
Visit Bastrop, Naseem Khonsari
Main Street, Dick Smith
City Staff Liaison, Colin Guerra

POLICY EXPLANATION:

Bastrop was designated by the Texas Commission on the Arts as a Cultural Arts District in 2012. Since that time, Bastrop, through the Bastrop Art in Public Places (BAIPP), has been instrumental in creating a public art scene that has been mimicked across the country. The City of Bastrop

collects approximately \$2,880,000 annually in hotel occupancy tax and has dedicated \$455,000 to BAIPP over the last six (6) years.

Bastrop Comprehensive Plan 2036, adopted November 22, 2016, established the need to create a long-term strategy for placement of visual and performing arts assets as Goal 8.4. Two (2) supporting objectives were established to ensure Goal 8.4 was achieved: • Objective 8.4.1 states “develop a Bastrop Art in Public Places Master Plan for the community.” City of Bastrop, TX RFP for Cultural Arts Master Plan Page 8 • Objective 8.4.2 states “align land-use policy and practices to make certain space is available for arts and tourism.”

The RFP was also identified in the FY 18 Work Plan, and during the joint workshop between City Council and Bastrop Art in Public Places in December 2017.

The GO Collaborative team will be responsible for organizing and implementing the public participation program, asset inventory and mapping, collecting and analyzing accumulated data and historically relevant information, identifying trends and developments, and producing the final report with proposed recommendations. They will work directly with the Task Force and the Bastrop Art in Public Places board.

