AGENDA

CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL
400 PORTER STREET; TAYLOR, TX
DECEMBER 18, 2024, 5:00 PM

MISSION STATEMENT: The Taylor Main Street Program strives to fill all downtown buildings with businesses and residents by prioritizing historic preservation, cultural experiences, community partnerships, and cultivated growth.

VISION STATEMENT: Taylor, where experiences are on every block; where you are greeted with a Texas smile; and where growth is cultivated to create a vibrant historic downtown that has something for everyone. To be that place!

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)

III. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it Individually as part of the Regular Agenda.)

1. Approve the minutes from the November 20, 2024 board meeting as presented.
2. Receive the November financial statements for the 100-524 GF Main Street operating budget and the 123 Main Street Revenue Budget as information.

IV. REGULAR AGENDA - NEW BUSINESS

3. Receive information, discuss, and consider action regarding walking tours for downtown Taylor
4. Receive information, discuss, and make a decision regarding a new format for Breakfast Bites in 2025.
5. Receive information, discuss, and take possible action on ways to help the struggling small business community in Taylor.

V. REGULAR AGENDA - CONTINUING BUSINESS

6. Receive the Main Street Manager and Special Events Coordinator reports for November as presented.

7. Receive an update from the New City Hall Citizens Advisory Committee
8. Receive a report on the ongoing update to the Downtown Master Plan.
9. Receive an on the Main Street board training and work plan revision session and take appropriate action to approve.
10. Receive a report on the purchase of items and services for the downtown.
11. Receive suggestions of items for future agendas

VI. ADJOURN

I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted by: Jan Harris Date: December 13, 2024

Jan Harris, Main Street Manager

MINUTES

CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL; 400 PORTER STREET;
TAYLOR, TX
NOVEMBER 20, 2024, 5:00 PM

MEMBERS PRESENT:
Curie Humphreys, Jeff Snyder, John McRae, Alyse Mervosh
Jennifer Lopez, Ruth Rivera, Acting Chairperson

MEMBERS ABSENT:
Doug Moss

STAFF PRESENT:
Ruby Fisher, Special Events Coordinator, Jan Harris, Main Street Manager

GUESTS PRESENT:
Chuck Farr, TPD Officer Shane Newell

I. CALL TO ORDER AND DECLARE A QUORUM – The meeting was called to order at 6.04 pm by Acting Chairperson Ruth Rivera who noted that a quorum was present.

II. CITIZEN COMMUNICATION – There were no comments.

III. CONSENT AGENDA

1. Approve the meeting minutes from October 16, 2024 – MOTION: To approve the minutes as presented. C HUMPHREYS / J SNYDER / UNANIMOUSLY APPROVED

2. Receive the November financial statements for the Main Street 100-524 and the 123 Main Street Revenue funds as presented – ACTION: The financial reports were received as information by the board.

IV. REGULAR AGENDA - NEW BUSINESS

3. Receive information on Main Street board appointments / re-appointments – Ms. Harris reported that two MSAB members were up for reappointment: Curie Humphreys and Doug Moss. She asked that these members let her know if they wanted to seek reappointment. Ms. Humphreys said she would agree to be reappointed but that she would not commit to serving on any committees beyond the New City Hall Complex Citizens Committee.

4. Discuss and take possible action on the development and implementation of downtown walking tours – Ms. Harris made a presentation on walking tours which was a topic suggested by Chairperson Moss. DISCUSSION: Ms. Humphreys asked if the MSAB could pay someone else to run the walking tours rather than asking board members to volunteer. Ms. Rivera suggested that the MSAB collaborate with the Chamber on walking tours like they do in Elgin. ACTION: To table the item until the December meeting.

5. Receive a report on Board Member Training and determine when it will be held – Ms. Harris reported that she was meeting with Alysia Cook, owner of Operation Strategies about facilitating the 2025 MSAB retreat. The purpose of the retreat will be to refresh the roles and responsibilities of the Main Street board and program and also to update the FY 25 Work Plan and Transformation

Strategies. ACTION: No action was taken by the board.

V. REGULAR AGENDA - CONTINUING BUSINESS

6. Set a date and time to complete the 2025 Main Street Accreditation report – ACTION: The board agreed to hold a workshop on January 6th at 4 pm in City Hall to work with staff on the 2024 NMSC Program Self-Assessment document.

7. Receive the Main Street and Special Events monthly activity report as information – Ms. Fisher and Ms. Harris reviewed the reports of their work during the past month with the board.

8. Receive the Downtown Business and Property Report as information – Ms. Harris reported that there were 6 buildings and 1 vacant lot for sale in the district. There are 27 spaces for lease with many of these being small offices within buildings. While no properties were sold during the past month, 4 properties were leased. There are 6 properties where renovation projects are planned, and three other buildings are currently undergoing renovation. There are 3 new businesses coming online in the coming weeks: Wildflower Corks & Brews at 108 E 2nd St; Pamela Pfeil Realty at 123 W 4th St; and KRTX Radio at 112 W 2nd St in Suite 203. One business, Good Strangers, was closing and 4 businesses were relocating: Hawt Spot from 211 N Main to 219 N Main Street; The Little Collective from 211 N Main St to 401 N Main Street; Ancira Salsa from 120 w 2nd St; Ste E to 210 E. 3rd Street; and Ironwood Industries was moving from 120 W 2nd St; Ste A to their warehouse outside of the Main Street program district.

9. Receive a report from the New City Hall Advisory Committee – Mr. McRae reported that the City Hall project was being carved back to keep it within the funds available. Mr. McRae reported that the $57M bond was set some time ago and prices have continued to rise. The project has had to be cut back as it was $6M over budget. He expressed concern that aesthetics would be lost by some of the cuts. He reported that he and Mr. Snyder met with City Manager LaBorde met with the Advisory Committee where they expressed concerns about the building's foundation. He pointed out that shell space which was being set aside for future expansion was being cut because the cost per square foot is the same whether it will be used now or in the future.

10. Receive the Main Street Car Show after action report as information – Ms. Fisher reported that the car show was a success. Attendees seemed to really enjoy the event. All of the T-shirts were sold – which is a first. The key was putting them up for sale early and taking credit cards. The MSCS only went over budget by $199.33, which is phenomenal.

11. Receive the Marketing Committee report as information – Ms. Fisher showed the board one of the videos Terry Skiles was producing. It has interviews with several downtown business owners and shows footage of many others. Mr. Skiles will submit 3 videos in the finished product along with B-roll footage.

12. Receive an update from the Heritage Square Farmers Market – The last updates to the contract considering the input from Ms. Blundell and Ms. Lopez are being completed by the City Attorney. It will then be presented to Ms. Blundell and Ms. Lopez for their signatures before going to the City Manager.

VI. ADJOURN

Suggest items for upcoming agendas – No items were suggested.

Respectfully submitted,

Jan Harris

Jan Harris
Main Street Manager and Historic Preservation Officer

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2024

100-GENERAL FUND
FINANCIAL SUMMARY

ACCT # ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY						
*** TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00
EXPENDITURE SUMMARY						
524-MAIN STREET PROGRAM	221,529.00	8,057.09	39,838.22	17.98	0.00	181,690.78
*** TOTAL EXPENDITURES ***	221,529.00	8,057.09	39,838.22	17.98	0.00	181,690.78
*** TOTAL PROFIT / (LOSS) ***	(221,529.00)	(8,057.09)	(39,838.22)	17.98	0.00	(181,690.78)

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2024

100-GENERAL FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2024

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
100-EMPLOYEE SERVICES							
WAGES & SALARIES							
524-111	REGULAR FULL TIME	148,985.00	5,730.18	28,353.26	19.03	0.00	120,631.74
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	192.00	288.00	288.00	150.00	0.00	(96.00)
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	149,177.00	6,018.18	28,641.26	19.20	0.00	120,535.74
PAID BENEFITS							
524-120	UNUM LIFE	297.00	22.50	67.50	22.73	0.00	229.50
524-121	FICA SOCIAL SECRUITY	11,397.00	455.50	2,166.65	19.01	0.00	9,230.35
524-122	WORKERS COMPENSATION	344.00	0.00	65.79	19.13	0.00	278.21
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT-TMRS	20,631.00	1,523.54	3,007.58	14.58	0.00	17,623.42
524-126	HEALTH INSURANCE	16,597.00	0.00	4,402.80	26.53	0.00	12,194.20
524-127	DENTAL INSURANCE	576.00	0.00	141.72	24.60	0.00	434.28
524-128	LONG TERM DISABILITY	369.00	37.37	112.11	30.38	0.00	256.89
524-129	VISION INSURANCE	99.00	0.00	28.74	29.03	0.00	70.26
	* SUB-CATEGORY TOTAL *	50,472.00	2,038.91	9,992.89	19.80	0.00	40,479.11
ALLOWANCES/REIMBURSEMENTS							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	1,500.00	0.00	64.57	4.30	0.00	1,435.43
	* SUB-CATEGORY TOTAL *	1,500.00	0.00	64.57	4.30	0.00	1,435.43
TRAINING/PROFESSIONAL DEVELOPM							
524-141	WORKSHOP TRAINING	400.00	0.00	0.00	0.00	0.00	400.00
524-142	PROFESSIONAL CONFERENCES	1,545.00	0.00	0.00	0.00	0.00	1,545.00
524-143	MEMBERSHIPS AND DUES	1,375.00	0.00	0.00	0.00	0.00	1,375.00
524-144	SUBSCRIPTIONS AND BOOKS	2,250.00	0.00	316.40	14.06	0.00	1,933.60
524-146	TRAINING- TRANSPORTATION	1,700.00	0.00	0.00	0.00	0.00	1,700.00
524-147	TRAINING- LODGING	2,500.00	0.00	0.00	0.00	0.00	2,500.00
524-148	TRAINING- MEALS	880.00	0.00	256.00	29.09	0.00	624.00
	* SUB-CATEGORY TOTAL *	10,650.00	0.00	572.40	5.37	0.00	10,077.60

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
	** CATEGORY TOTAL **	211,799.00	8,057.09	39,271.12	18.54	0.00	172,527.88
	200-OPERATIONAL SUPPLIES						
	OFFICE SUPPLIES						
524-211	GENERAL OFFICE SUPPLIES	1,545.00	0.00	105.87	6.85	0.00	1,439.13
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	500.00	0.00	0.00	0.00	0.00	500.00
524-215	POSTAGE	100.00	0.00	2.07	2.07	0.00	97.93
	* SUB-CATEGORY TOTAL *	2,145.00	0.00	107.94	5.03	0.00	2,037.06
	PROGRAM/SPECIAL EVENTS						
524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	2,100.00	0.00	0.00	0.00	0.00	2,100.00
	* SUB-CATEGORY TOTAL *	2,100.00	0.00	0.00	0.00	0.00	2,100.00
	OPERATIONAL EQUIPMENT(ADMIN)						
524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
	** CATEGORY TOTAL **	4,245.00	0.00	107.94	2.54	0.00	4,137.06
	300-FACILITIES OPERATIONS/MAIN						
	UTILITIES						
524-323	TRUNK TELEPHONE SYSTEM	0.00	0.00	0.00	0.00	0.00	0.00
524-324	CELL PHONES	600.00	0.00	244.52	40.75	0.00	355.48
	* SUB-CATEGORY TOTAL *	600.00	0.00	244.52	40.75	0.00	355.48
	** CATEGORY TOTAL **	600.00	0.00	244.52	40.75	0.00	355.48

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
400-EQUIPMENT OPERATIONS/MAINT							
OFFICE EQUIPMENT							
524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	2,000.00	0.00	214.64	10.73	0.00	1,785.36
	* SUB-CATEGORY TOTAL *	2,000.00	0.00	214.64	10.73	0.00	1,785.36
	** CATEGORY TOTAL **	2,000.00	0.00	214.64	10.73	0.00	1,785.36
500-CONTRACT SERVICES AND FEES							
PROFESSIONAL SERVICES							
524-512	ENGINEERING SERVICES	1,425.00	0.00	0.00	0.00	0.00	1,425.00
524-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	1,425.00	0.00	0.00	0.00	0.00	1,425.00
FEES FOR SERVICES							
524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
CONTRACT SERVICES							
524-532	SOFTWARE MAINT/LICENSING	1,260.00	0.00	0.00	0.00	0.00	1,260.00
524-539	OTHER CONTRACT SERVICES	200.00	0.00	0.00	0.00	0.00	200.00
	* SUB-CATEGORY TOTAL *	1,460.00	0.00	0.00	0.00	0.00	1,460.00
	** CATEGORY TOTAL **	2,885.00	0.00	0.00	0.00	0.00	2,885.00

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT # ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
700-CAPITAL OUTLAY						
OFFICE FURNITURE/EQUIPMENT						
524-714 COMPUTER EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00
800-CONTRIBUTIONS & CONTINGENC						
CONTRIBUTIONS/TRANSFERS						
524-819 OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00
*** DEPARTMENT TOTAL ***	221,529.00	8,057.09	39,838.22	17.98	0.00	181,690.78
*** TOTAL EXPENSES ***	221,529.00	8,057.09	39,838.22	17.98	0.00	181,690.78
*** TOTAL PROFIT / (LOSS) ***	(221,529.00)	(8,057.09)	(39,838.22)	17.98	0.00	(181,690.78)

*** END OF REPORT ***

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2024

123-MAIN STREET REVENUE FUND
FINANCIAL SUMMARY

ACCT # ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
REVENUE SUMMARY						
330-INTERGOVERNMENTAL REV	0.00	0.00	0.00	0.00	0.00	0.00
430-USE OF MONEY AND PROP	0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT	41,000.00	100.00	27,275.80	66.53	0.00	13,724.20
450-INTERFUND OPERATING T	53,100.00	0.00	1,250.00	2.35	0.00	51,850.00
*** TOTAL REVENUES ***	94,100.00	100.00	28,525.80	30.31	0.00	65,574.20
EXPENDITURE SUMMARY						
615-CONTRIBUTE TO CIVIC P	94,100.00	1,175.99	35,474.69	66.19	26,810.58	31,814.73
*** TOTAL EXPENDITURES ***	94,100.00	1,175.99	35,474.69	66.19	26,810.58	31,814.73
*** TOTAL PROFIT / (LOSS) ***	0.00	(1,075.99)	(6,948.89)	0.00	(26,810.58)	33,759.47

123-MAIN STREET REVENUE FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
330-INTERGOVERNMENTAL REVENUES							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
430-USE OF MONEY AND PROPERTY							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVATE SOU							
440-352	FARMERS' MARKET RENTAL FEES	9,000.00	0.00	0.00	0.00	0.00	9,000.00
440-353	MAIN STREET CAR SHOW	17,000.00	0.00	27,115.80	159.50	0.00	(10,115.80)
440-354	WINE SWIRL	0.00	0.00	0.00	0.00	0.00	0.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	0.00	100.00	100.00	0.00	0.00	(100.00)
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR FEST	12,000.00	0.00	60.00	0.50	0.00	11,940.00
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
440-360	2ND SATURDAY	3,000.00	0.00	0.00	0.00	0.00	3,000.00
** REVENUE CATEGORY TOTAL **		41,000.00	100.00	27,275.80	66.53	0.00	13,724.20
450-INTERFUND OPERATING TRANSF							
450-361	TRANSFER FROM TIF	0.00	0.00	0.00	0.00	0.00	0.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	1,250.00	25.00	0.00	3,750.00
450-365	TRANSFER FROM GENERAL FUND	48,100.00	0.00	0.00	0.00	0.00	48,100.00
** REVENUE CATEGORY TOTAL **		53,100.00	0.00	1,250.00	2.35	0.00	51,850.00
*** TOTAL REVENUES ***		94,100.00	100.00	28,525.80	30.31	0.00	65,574.20

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
100-EMPLOYEE SERVICES							
WAGES & SALARIES							
615-111	REGULAR FULL TIME	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
	** CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00
200-OPERATIONAL SUPPLIES							
PROGRAM/SPECIAL EVENTS							
615-231	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
615-232	FARMERS' MARKET	9,000.00	0.00	0.00	0.00	0.00	9,000.00
615-233	CITY SPONSORED EVENTS	3,500.00	0.00	350.00	10.00	0.00	3,150.00
615-235	MAIN ST CAR SHOW	30,000.00	0.00	30,741.22	102.47	0.00	(741.22)
615-236	TAYLOR FEST	14,000.00	0.00	0.00	0.00	0.00	14,000.00
615-237	WINE SWIRL	2,000.00	0.00	0.00	0.00	0.00	2,000.00
615-238	CHRISTMAS BAZAAR	600.00	700.00	700.00	116.67	0.00	(100.00)
615-239	SPOOKTACULAR	1,500.00	0.00	1,498.71	99.91	0.00	1.29
	* SUB-CATEGORY TOTAL *	60,600.00	700.00	33,289.93	54.93	0.00	27,310.07
PUBLIC SAFETY SUPPLIES							
615-240	CITY PARADES	25,000.00	475.99	647.73	22.85	5,065.00	19,287.27
615-241	2ND SATURDAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	25,000.00	475.99	647.73	22.85	5,065.00	19,287.27
SPECIALTY SUPPLIES							
615-259	MISC. SUPPLIES	3,500.00	0.00	0.00	0.00	0.00	3,500.00
	* SUB-CATEGORY TOTAL *	3,500.00	0.00	0.00	0.00	0.00	3,500.00
	** CATEGORY TOTAL **	89,100.00	1,175.99	33,937.66	43.77	5,065.00	50,097.34

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
500-CONTRACT SERVICES AND FEES							
PROFESSIONAL SERVICES							
615-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
FEES FOR SERVICES							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
	** CATEGORY TOTAL **	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
700-CAPITAL OUTLAY							
OFFICE FURNITURE/EQUIPMENT							
615-719	OTHER CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
	** CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00
800-CONTRIBUTIONS & CONTINGENC							
CONTRIBUTIONS/TRANSFERS							
615-811	RENTAL ASSISTANCE	0.00	0.00	0.00	0.00	0.00	0.00
615-813	FACADE GRANT	0.00	0.00	0.00	0.00	21,745.58	(21,745.58)
615-815	INTERFUND TRANSFER OUT	0.00	0.00	0.00	0.00	0.00	0.00
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	21,745.58	(21,745.58)

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: DECEMBER 31ST, 2024

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT # ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **	0.00	0.00	0.00	0.00	21,745.58	(21,745.58)
*** DEPARTMENT TOTAL ***	94,100.00	1,175.99	35,474.69	66.19	26,810.58	31,814.73
*** TOTAL EXPENSES ***	94,100.00	1,175.99	35,474.69	66.19	26,810.58	31,814.73
*** TOTAL PROFIT / (LOSS) ***	0.00	(1,075.99)	(6,948.89)	0.00	(26,810.58)	33,759.47

*** END OF REPORT ***

AGENDA ITEM REPORT
December 18, 2024

DOWNTOWN WALKING TOURS
How to make them happen

1. 2 types of walking tours: SELF-GUIDED & DOCENT-GUIDED

Self-Guided Tours

PROS	CONS
Available all the time	Content cannot anticipate all questions
We already have the platform: The ShopDowntownTaylorTX.com website is the perfect platform for a walking tour	More difficult for the written word to convey emotion than a live voice.

Docent-Guided Tours

PROS	CONS
Local people delivering local knowledge	Requires a time-commitment from a docent – who will lead them and be consistently available?
A well-prepared docent can field questions as needed from the audience	If this is a year-round walking tour, how will it be marketed to attract participants?
Good for a special event: set times for live tours during the sesquicentennial celebrations.	

2. Determine the object of the tour:

Types of walking tours:

Architectural	Then and Now – highlighting the types of businesses in various location thru history	Scavenger or Treasure Hunt – highlighting special and unique elements found in the downtown	Social – What happened and where – build on the Haunted Taylor theme for other purposes

3. Research content and verify sources – this is the heavy lifting part of this project – to determine what makes each tour type.

4. Marketing the product – how to build interest and momentum.

5. Continue to refine and improve the product and offer the tours (if docent-guided).

WALKING TOURS

TAKE YOUR VISITORS ON MEMORABLE WALK THROUGH MAIN STREET

Walking tours can be an effective way to educate, entertain and engage visitors.

WHY »

A walking tour of your town or Main Street area can showcase your community's unique features, bushinesses, parks, natural beauty, history, and landmarks. When planning a walking tour of your town consider the following steps:

Research & Design: This is definitely the most important step. You'll need to find a theme for your walk and then research locations, points of interest, landmarks, and routes.

Creative: Get creative and showcase your community's character. Create a tour that features something unique about your Main Street's history, environment, or architecture.

Marketing: It's time to let your visitors and residents know about your walking tour.Engage your audience and create a marketing plan that includes a variety of platforms, partners and local opportunities.

Researching your Main Street's walking tour will be your most important step.

RESEARCH »

By combining your **knowledge** of the community and other resources like the library, museum, or local experts, select a theme for your walking tour. Some ideas for a walking tour include a historical tour, art and cultural tour, or a nature based tour. Your town may have a unique walking tour concept.

Identify **key areas**, businesses, and landmarks that you want to include in your walking tour. Consider popular locations and local gems that will be of interest to your audience.

Determine the **length** of your walking tour based on the number of key locations and the don't forget to time your route based on the average walking speed of 2-4 miles per hour. You should include duration of the tour in your information.

Safety is also a factor, your walking tour should include walker-friendly paths, crosswalks, and well-lit areas that are safe and accessible. You should walk the route yourself to make sure that all of these aspects are covered. Make sure the route and directions are easy to understand and clear.

RESEARCH

You can get creative and have fun with your walking tour.

CREATIVE »

Be creative when developing your Main Street's walking tours. Search for unique concepts that will attract people to your town or Main Street. Feature interesting historical facts or points of interest that can generate business, increase engagement or drive more awareness. Here are a few examples of walking tours in Colorado:

MANITOU SPRINGS "TAKE THE CURE" SELF-GUIDED WALKING TOUR
Enjoy a tour of Manitou Springs' famous cold-water mineral drinking springs. Sip the water that brought Native Americans and early settlers to the valley of the "boiling" water.

A WALK THROUGH HISTORICAL TRINIDAD
The historical architecture tour is a three-part series, which includes guided audio tours for North Commercial Street, East Main Street, and West Main Street in Trinidad, Colorado.

TELLURIDE SELF-GUIDED WALKING TOUR
A self-guided historic walking tour offers sight-seeing, trivia and fresh air. Print your open map of the tour, which includes over fourteen historic stops and wonderful descriptions.

Your walking tour can create marketing opportunities for your Main Street.

MARKETING »

Now that you've created a walkable, safe, unique walking tour, it's time to promote it and create some awareness. A targeted marketing approach will help you reach locals and visitors.

Wayfinding: Pay close attention to wayfinding signage for your tour. The signage should be easy to spot, communicate clearly and be professionally printed, installed, and designed.

Collaborate: Work with local and regional partners. Your town chamber of commerce, museum, tourism boards, visitor centers, and media outlets can extend your reach, expand your marketing dollars, and increase your reach and awareness.

Social Media: Share images, facts, and video of your walking tour route. This will create excitement and interest in the unique features of the tour. Encourage visitors to share their experiences and use hashtags when posting about your walking tour.

AGENDA ITEM REPORT
December 18, 2024

CHANGES TO BREAKFAST BITES FOR 2025

Breakfast Bites is a regularly occurring Main Street project to provide information and outreach opportunities to the downtown business community. This project has been in place for many years, and it appears it needs to be reinvigorated for 2025.

Georgetown Main Street holds their Breakfast Bites events quarterly (at the end of each 3-month period – March, June, September, and December). We want to try this format for Taylor.

Here is an example of a Breakfast Bites agenda:

8:00 am – Attendees arrive and serve themselves from the continental breakfast offerings

8:15-8:45 - A program is presented on a topic of interest

8:45-9:00 – Recognitions
- MS Grant recipients
- owners of completed renovation projects
- New businesses in the district – business milestones

9:00-9:30 – A representative from each City Department provides a brief update / Q&A

9:30 am - Meeting adjourns

Benefits:

More time to prepare for quality programs with less pressure to provide them monthly
Highlight the MS Grant program – encourage more participation – recognize achievements when projects are completed
Recognize the downtown business community - new businesses and milestones
Potential for higher attendance especially with the recognition and City Q&A portions
Breakfast Bites would probably be moved to the library due to a potential increase in attendees and the need for PP set up. Dev Services staff will appreciate the event being moved away from the auditorium.

AGENDA ITEM REPORT
December 18, 2024

ADDRESSING THE ISSUE OF STRUGGLING DT RETAIL/RESTAURANTS

Research in trends for 2025 in terms of small business survival seem to have similar threads:

- Cautious optimism. However, retail spending is expected to slow to 3.1% in 2025. Which is down from 2024's 3.2% and 2023's retail spending growth figure of 3.4%.
- Colliers reported in it's Winter 2024 Retail Report that retailers sentiments regarding sales growth in 2025 varied by category. While 25.7% of retailers surveyed anticipated an improvement in sales, 42.4% predicted a more challenging year.
- Customers are forecast to value:
    - Sustainability and transparency in supply chains
    - Cost cutting and efficiency boosts
    - AI advancement and automation
    - Increased personalization
    - Increased use of social media platforms
- Common concerns include:
    - Digital transformation and adoption of technology will be critical to maintain competitiveness in the marketplace – invest in technology, take training & improve skills, and understand the need for cybersecurity. USE AI to help personalize customers' experiences online. USE AI FOR PREDICTIVE ANALYSIS to identify trends and predict future customer behavior
    - Understand the shopping preferences and needs of your customers – know what age group they belong to and cater to those needs:
        Gen A – 2013-2027 Gen Z – 1997-2012 Gen Y – 1981-1996
        Gen X – 1965-1980 Baby Boomers – 1946-1964
        Silent – 1928-1945 Greatest – before 1928
    - Maintain nimble supply chains and be prepared to diversify and/or shift direction according to market demand.
    - Hire good quality employees, train them, and nurture them.
    - Stay up to date on regulatory compliance – local, state, & federal.

Drilling down to Taylor specifically. Here are some of the issues and what can possibly be done to affect positive changes:

Lack of buying customers	Increase advertising, diversify platforms, target the customers you have directly and personally Build excitement thru combined efforts – block party events/ shopping crawls
Businesses closing Lack of sales in individual businesses, increasing rents outstripping sales, existing store owners aging out and not selling	Promote the use of the Taylor Small Business Handbook which directly addresses many of the problems of small business ownership Encourage use of SBDC courses for business owners.
Inflation resulting in customers purchasing needs but not wants	
Increasing rents pricing out existing businesses and turning away potential tenants	If the cause is due to increased property tax valuation, then MS can encourage the DT property owners to again band together to seek a reduction from WCAD Encourage property owners to offer leases which are more advantageous to small retailers: Percentage Leases, etc.
New businesses not leasing because of sub-standard building conditions or the owner puts the burden of upgrades on the tenant without offsetting rental rates	Consider developing a Vanilla Shell Grant – one that can be used to bring building up to standard. This would be targeted at the property owner. Stick: inspectors will not grant a CO for sub-standard building stock. Carrot: Main Street has a Vanilla Shell Grant.
Large number of deliberately derelict, vacant, or underused properties downtown. This creates an impression of desolation and acts as a shopper stopper for pedestrian consumers.	Support a vacant building ordinance which would levy monetary fines on an increasing scale to make owners develop or sell their properties.

- **Sustainability and transparency in supply chains.** With more and more eco-conscious and health-conscious shoppers, retailers are responding with ethical practices and greater transparency
- **Automation and AI advancement.** From self-service checkouts to fully automated commerce and the implementation of AI assistants, the face of retail is changing at speed.
- **Cost-cutting and efficiency-boosts.** Stock and supplies are becoming more expensive, leading to a variety of cost-cutting responses to keep prices competitive.
- **Increased personalisation.** Loyal shoppers want to feel known, so the stores that get ahead are implementing more sophisticated data analytics to make better deals with customers.
- **Social media sales platforms.** While ecommerce has long since established itself as key, 2025 looks set to be the year social media sales really start to take off!

Sustainability and transparency in supply chains

Sustainability is a common thread on prediction lists because it's a natural concern of the future. This is particularly relevant for clothing retailers and any store that sells food. Forbes cites statistics that show 72% of Americans consider sustainability an urgent priority for the food industry and an 18.2% rise in consumer interest over the last two years.

The overlap between sustainability and ethical production meets when retailers start demonstrating increasingly transparent supply chains, explaining clearly to consumers how their purchases arrived on the shelf. Whether that's a short journey from a nearby producer or neighbouring county, or a cross-country journey from a well-respected farmer or factory, endorsed by organisations such as Fairtrade.

These concerns aren't limited to ethics, either. 2025 shoppers are becoming increasingly health-conscious and are building better health IQs. They'll be checking ingredients lists, looking out for ultra-processed products, and ready to sign up to retailers offering wellness programs and a little extra help when it comes to their health.

In short, if retailers maintain transparency with their customers, they will be a step ahead in 2025, gaining the trust of their customers and removing any trace of doubt they have when putting a product in their basket.

Automation and AI advancement

In 2024, we've seen cashier-less stores becoming more commonplace, and with shortages of labor, rising wages, and retailers struggling to keep expenses down, 2025 is likely to be a year self-service checkout and fully autonomous stores hit the main street in earnest.

This sophisticated technology may have a higher cost to implement, but when it can cut your payroll as drastically as self-service kiosks, business leaders are itching to invest and to start seeing those savings.

But kiosks aren't the only way technology is going to change the retail landscape in 2025. AI technology is becoming more sophisticated by the day, and the retail sector is now using it to create more personalised shopping experiences that consumers and shops love, as they pinpoint products that meet individual preferences.

The application of this technology, for those businesses that can afford it, will help them grab a larger slice of the market in 2025. Just think, recognized returning customers get targeted ads based on their purchasing history, whether that's in-store or online, creating the sense that the business really knows who they are. Then there are unstaffed support systems, an AI program that resolves customer issues that do not need a wage, saving on the business' payroll. The potential of AI is becoming a reality, and 2025 will be another year more shoppers experience it.

Cost-cutting and efficiency-boosts

The delicate balance between the cost-effective appeal of ecommerce and the more personal brick-and-mortar experience has left both shoppers and retailers fluctuating between the two. After a difficult year for under-staffed brick and mortar stores, the lower-staff requirements of ecommerce could have a stronger appeal, allowing them to cut back on staff and utilities.

For those businesses unable to take advantage of the web, cost-cutting and built-in efficiency is on order for 2025. As cost of living puts pressure on business and customer pockets, retailers are reluctant to raise prices and risk pricing themselves out of the market. This leaves them needed to keep expenses low and maintain the margins they need to stay afloat.

Increased personalization

One of the avenues retailers now compete with each other is personalisation. By creating a more personal service that recognises repeat customers, anticipates products those customers will like, and provides a more attentive service, stores are creating a loyal base, securing dozens of repeat sales, or even subscriptions.

Data analytics through AI, POS systems, and website reporting: there are an ever-growing number of ways businesses can access data on public engagement with the business. Using that data to tailor marketing and the customer journey, not just to match overall trends, but the specific trends of that individual based on their own history, gives a store the greatest chance to retain the customer, boost their spending, and all while improving their satisfaction.

As with sustainability and transparency, increased personalisation is likely to continue in 2025 and the years after, as both large and small businesses find new ways to improve their service.

Social media sales platforms

Social commerce is not new, but its significance in the retail sector is rising rapidly. Five years ago, platforms like Facebook Marketplace were largely used for user-to-user second-hand purchases. Now, TikTok and Instagram are essential sales channels for thousands upon thousands of businesses, with large portions of their sales (and in some cases, all of their sales) coming through their social media channels.

Next year, the growing familiarity of social commerce, with its all-around convenience, streaming capabilities, and easily accessible social proof, should see this retail channel on the rise. However, this could be tempered by the ever-looming US ban on TikTok (with TikTok's appeal rejected and a new emergency pause, this will-they won't-they affair is approaching its resolution one way or the other).

A further question retailers will be asking is which of their other sales channels will be affected. Is it that shoppers who might have used websites are simply switching apps to make their purchases? Or will mobile shoppers on Instagram save themselves a trip to the store? Or some combination of the two? Only 2025 will reveal the answer to these questions.

2025: a year of tech-induced change

From automation to social commerce, the key theme of 2025 seems to be technology. Whether your business invests in self-service, AI, or a new sales platform or not, some of your competition will be trying each of these, changing the landscape.

Greater personalisation and transparency are becoming the new normal, so 2025 could also be the year to open up about your sustainable practices and your supply chain. This could also mean changing suppliers or seeking out local options that reduces your carbon footprint.

On the whole, 2025 seems to be another year full of opportunities. With lower inflation, the 2025 shoppers should have a little more in their pockets (once they've recovered from their Christmas splurge), and will be prepared to spend a little more than this year, meaning you'll be in the fight to win their custom and boost your sales. Good luck!

Colliers

Winter 2024 Retail Report

2025 U.S. Retail Forecast Trends: Investor & Retailer Outlook

Accelerating success.

Contents

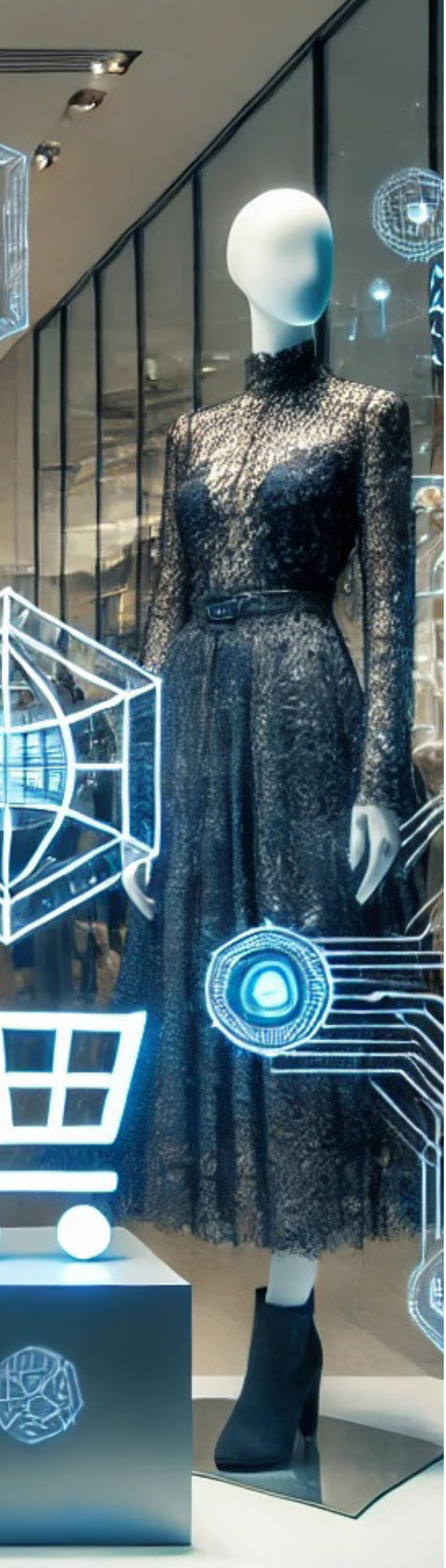
Introduction

Finding Direction in the New Year

How Retailers See the Year Ahead

Consumer Insights & Holiday Predictions

Conclusion



Anjee Solanki

National Director, Retail Services & Practice Groups | U.S.

Introduction

As we approach 2025, the retail industry is navigating a complex landscape characterized by both growth opportunities and lack of space. Retailers are facing challenges such as rising costs, evolving technological demands, and geopolitical instability, all while adapting to continuously shifting consumer behaviors and economic conditions. Retailers are focusing on strengthening their supply chains to be more flexible and transparent. This includes using blockchain technology for better traceability and creating local manufacturing models to respond quickly to market changes. Despite tempered consumer optimism, advancements in technology and strategic operational adjustments are enabling retailers to remain resilient.

This report offers a comprehensive overview of the key themes and trends shaping the U.S. retail sector in 2025, highlighting cautious growth expectations, emerging consumer preferences, and essential strategies for success in the coming year.

Finding Direction in the New Year

Economic Recap and Forecast

Retail sales have remained in positive territory since 2020, but the inflation isn't really new, maybe instead use sticky or persistent inflation and subsequent tightening of monetary policies have started to take their toll. In 2023, retail spending growth reached 3.4 percent but is expected to slow to 3.2 percent in 2024 and further to 3.1 percent in 2025. This gradual slowdown reflects a stabilizing retail landscape following the post-pandemic consumer activity surge, fueled by pent-up demand and unprecedented spending levels. Despite moderating inflation, consumers are becoming more selective in their purchases. This shift signals a move toward a more sustainable pace of growth, marked by cautious consumer behavior, more balanced supply chains, and market dynamics that prioritize essential and value-oriented spending over discretionary items.

Economic forecasts point to continued growth bolstered by expansionary fiscal policies such as increased government spending, particularly in the defense sector, which will contribute significantly to GDP gains. The extension of the 2017 tax cuts for individuals and businesses is expected to be the most significant contributor to this growth, counterbalancing potential headwinds from restrictive immigration policies and higher tariffs. While these trade and immigration measures may present challenges by constraining the labor supply and increasing operational costs for certain industries, the positive impact of the tax cuts is projected to offset these issues, sustaining economic momentum and supporting consumer and business confidence in the short term.

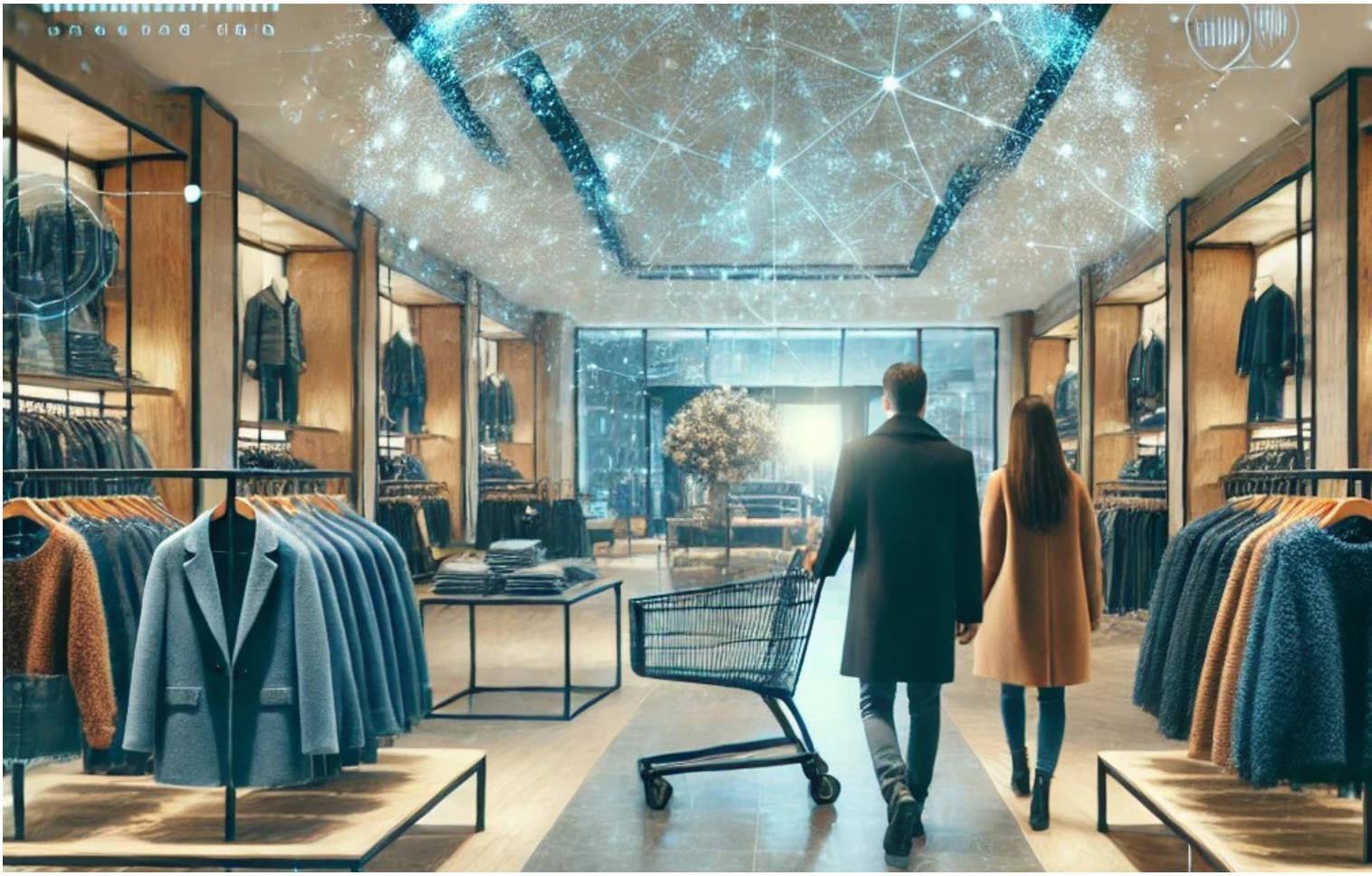
With the unemployment rate steady at just over 4 percent and an aging workforce as the baby boomer generation nears retirement, President-elect Trump's proposed immigration restrictions could further tighten an already strained labor market. This is particularly impactful for labor-dependent sectors such as construction and hospitality, which rely heavily on immigrant workers. Reducing labor supply could intensify worker competition, drive up wages, and add inflationary pressure. Such strain on the labor market may challenge business operations and slow economic growth by raising production costs and delaying new projects and services. The policy shift could have broader implications, affecting consumer prices and complicating efforts by policymakers to balance economic stability and inflation control.

In 2023, retail spending growth reached 3.4% but is expected to slow to 3.2% in 2024 and further to 3.1% in 2025.

As a result, while economists largely agree that the Federal Reserve is expected to continue cutting interest rates in 2025, its cautious stance, reflected in subtle shifts in communication, points to a measured approach amid uncertainties related to fiscal policy. Future rate cuts will likely be deliberate and incremental, with interest rates remaining above pre-pandemic levels. According to Oxford Economics, the federal funds rate is projected to stay above 3 percent beyond 2026, with the 10-year Treasury yield expected to remain above 4 percent throughout the period.

Total retail spending growth for each year
Year-over-year, %

Source: GlobalData analysis



Themes for 2025

1

Cautious Optimism

With inflation coming down and the economy remaining stable, consumers and retailers will approach 2025 with cautious optimism. Retail volumes will start to rebuild as spending power improves.

2

Proposition Optimization

Retailers will focus on optimizing their propositions – ranges, stores, services – to customer needs and to differentiate them from the competition. This will be a key route to superior growth.

3

Efficiency Drive

With cost pressures still biting, retailers will be seeking efficiencies across their organization. This will frequently be tied to improving the customer experience.

4

Nimble Supply Chains

Demand will remain changeable and consumers discerning. There will also be uncertainty over policies like tariffs. This will nudge retailers into ensuring supply chains are nimble so they can quickly adapt.

5

Partnerships

More retailers will form partnerships in a bid to grow sales and ensure financial stability: brands will collaborate on a temporary or more permanent basis.

6

Alternative Revenues

Retailers will increasingly look to monetize all aspects of their operations – from retail media to paid for loyalty programs – to help drive incremental revenues.

Aaron Jodka
Director, National Capital Markets Research

Retail Capital Markets Outlook

"Retail remains an attractive investment opportunity; the challenge is a lack of available product. Sales activity remains on an upward trend, particularly when looking at single-asset and portfolio transactions. Large-scale entity level deals have skewed recent year-over-year comparisons. Institutional investors are becoming more active across various asset types, and retail should be no exception. Given the smaller allocation within portfolios that retail represents, it is only a matter of time before investors shift some of their focus and volumes escalate."

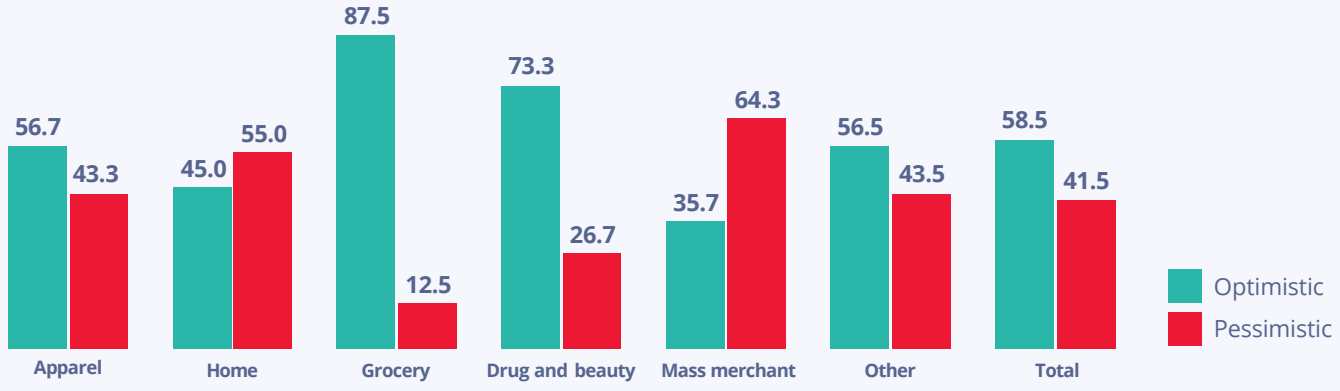
How Retailers See the Year Ahead

The forecast for retailers heading into 2025 is marked by cautious optimism, although overall confidence has softened slightly compared to last year. While most sectors are hopeful about industry growth, some categories, like home retail and mass merchants, maintain a more pessimistic outlook. This measured optimism stems from the ongoing hurdles affecting new development.

By the close of 2024, approximately 50 million square feet of new shopping center space will have been added in the U.S., an increase from 35 million in 2023 but still below the historical average of 61 million square feet per year from 2008 to 2020. High construction costs, which remain 30-40% above pre-pandemic levels, make it difficult for projects to be financially viable, even in strong markets. Rising labor and material expenses and overstretched project budgets impact profit margins. Even in markets with strong demand, these elevated costs can erode returns, making it harder for developers to justify new investments.

With the Federal Reserve beginning to lower interest rates, there is hope for a slightly improved lending environment in 2025, though any improvement will likely be modest. Retailers are moving into the new year with a balanced outlook, seeking growth while staying mindful of market pressures.

Overall are you optimistic or pessimistic for your business in 2025?
US retailers (all and by type), %

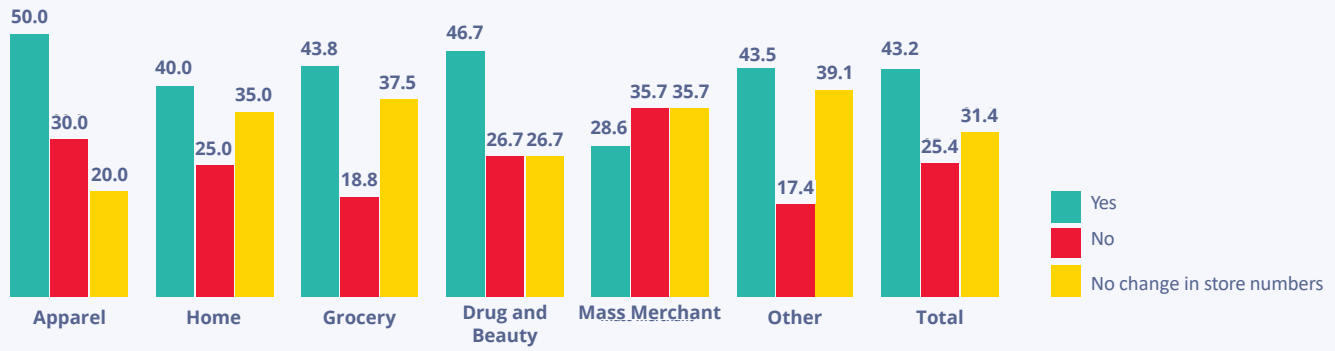


Source: GlobalData analysis and retailer panel

Resilient Retail Growth in 2025

For the first time since 2020, retailers expect to close more locations than they open in 2024, reflecting a more cautious outlook. However, retail occupancy rates, excluding malls, have reached a decade-high of 95.6%, underscoring the stability and resilience of retail spaces, especially in the Single-Tenant Net Lease market.

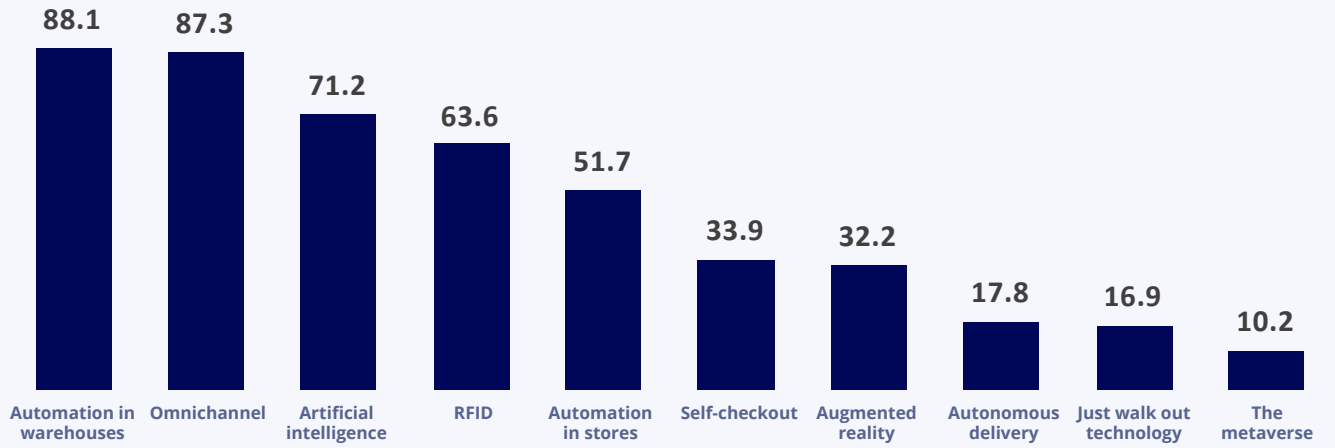
Are you planning to open more stores than you close next year?
US retailers (all and by type), %



Source: GlobalData analysis and retailer panel

Unsurprisingly, technologies like augmented reality and the metaverse have become irrelevant to many retailers. Instead, the priority has shifted to more practical innovations that enhance operational efficiency and streamline business processes. The leading investments are warehouse automation, in response to customer demand, and omnichannel, to lower service costs.

Which, if any, of the following will you be investing in for 2025?
US retailers (all), %



Source: GlobalData analysis and retailer panel

Automation in warehouses and omnichannel are the two focal points of investment. The latter is in response to customer demand, the former is about lowering the cost to serve. The metaverse has become less important to retailers and has fallen in percentage term since last year.

In recent years, we've learned that supply chains must be adaptable and efficient. In 2025, retailers are expected to leverage AI and machine learning to manage inventory as well as anticipate and address potential disruptions before they escalate.

It's all about building supply chains that flex rather than fracture while supporting sustainability and ensuring that retailers can pivot as circumstances evolve.

Which, if any, of the following will you be investing in for 2025?
US retailers (by retailer type), %

	Apparel	Home	Grocery	Drug and beauty	Mass merchant	Other
Artificial intelligence	66.7	85.0	**87.5**	60.0	71.4	60.9
Augmented reality	26.7	**75.0**	6.3	46.7	21.4	17.4
The metaverse	16.7	10.0	6.3	**13.3**	7.1	4.3
Omnichannel	86.7	**95.0**	93.8	93.3	78.6	78.3
Automation in warehouses	96.7	75.0	**100.0**	86.7	85.7	82.6
Automation in stores	50.0	60.0	**68.8**	46.7	50.0	39.1
Self-checkout	33.3	20.0	**68.8**	53.3	21.4	17.4
Autonomous delivery	13.3	0.0	**37.5**	13.3	21.4	26.1
Just walk out technology	6.7	0.0	**43.8**	26.7	21.4	17.4
RFID	**73.3**	55.0	62.5	60.0	64.3	60.9

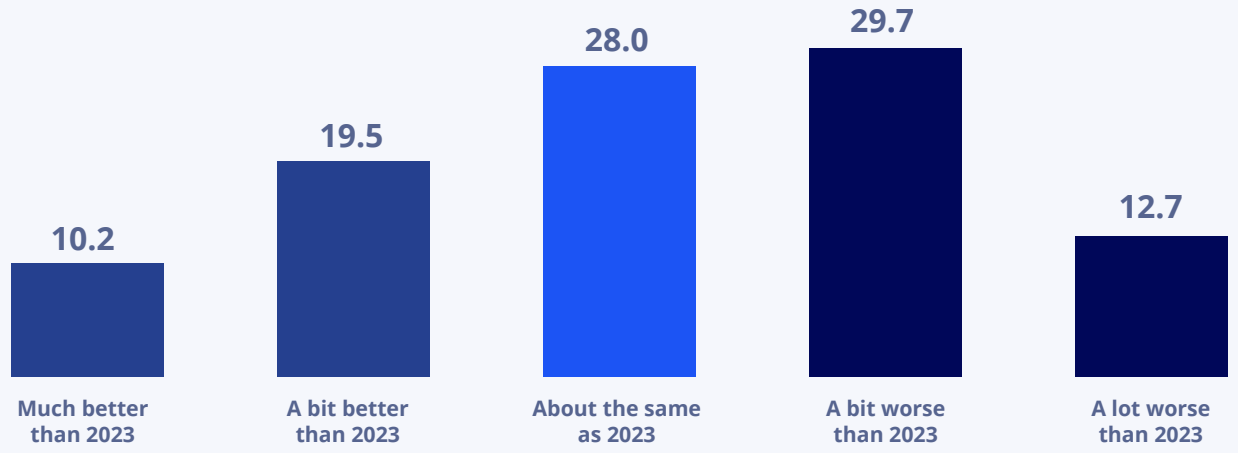
Source: GlobalData analysis and retailer panel

Retailer Sales & Costs Expectations

Retailer sentiments regarding sales growth in 2025 vary by category. While 29.7 percent of retailers anticipate an improvement in sales, 42.4 percent predict a more challenging year.

With inflation subsiding, grocery retailers are more optimistic about the coming year as they see volumes rebuilding and costs moderating. However, the uncertainty in the housing market has impacted consumer spending on home-related goods, leading to a more cautious outlook within this sector than others.

In terms of sales do you feel 2025 will be...
US retailers (all), %



Source: GlobalData analysis and retailer panel

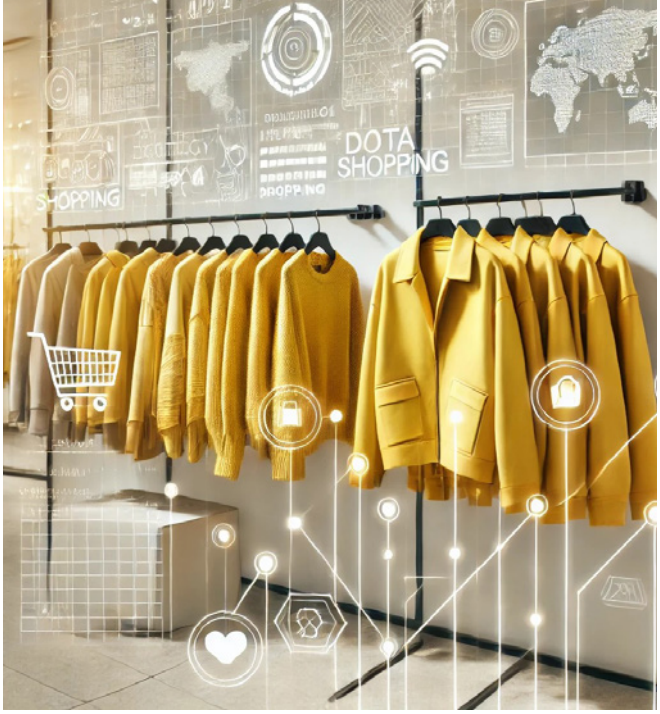
In terms of trading do you feel 2025 will be...
% U.S. Retailers by Industry Type

	Apparel	Home	Grocery	Drug and beauty	Mass merchant	Other
Much better than 2024	6.7	5.0	25.0	6.7	14.3	8.7
A bit better than 2024	10.0	15.0	37.5	20.0	28.6	17.4
About the same as 2024	26.7	20.0	18.8	40.0	21.4	39.1
A bit worse than 2024	40.0	45.0	12.5	20.0	28.6	21.7
A lot worse than 2024	16.7	15.0	6.3	13.3	7.1	13.0
Total better	16.7	20.0	62.5	26.7	42.9	26.1
Total worse	56.7	60.0	18.8	33.3	35.7	34.8

Source: GlobalData analysis and retailer panel

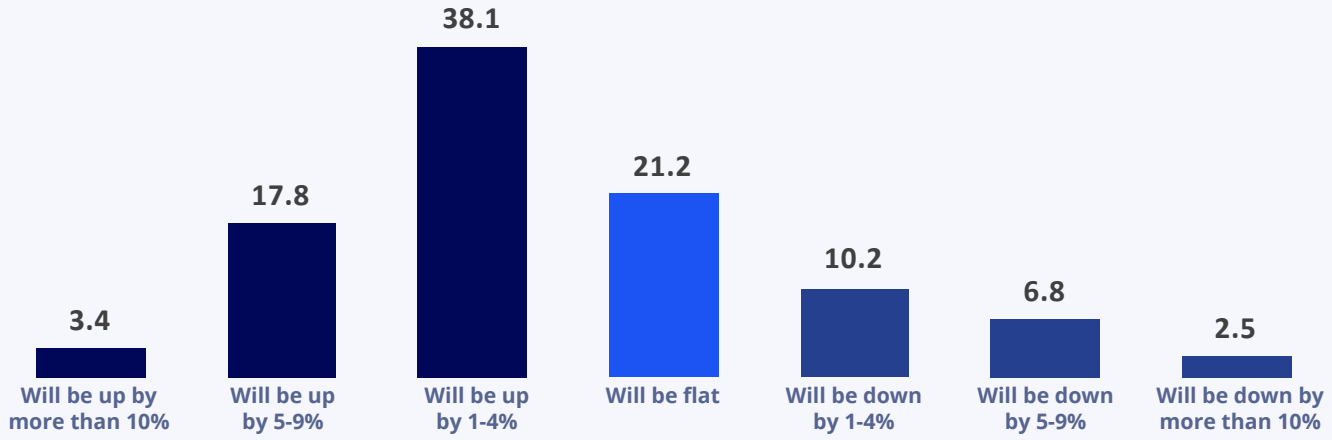
Most retailers expect costs to rise in 2025 due to the potential impacts of proposed tariffs on imports—particularly those affecting apparel, toys, furniture, household appliances, footwear and travel goods. The proposed tariffs include a universal 10-20 percent levy on imports from all foreign countries and an additional 60 to100 percent tariff on imports from China. Implementing these tariffs could reduce consumers' collective spending power by an estimated $46 billion to $78 billion annually.

The study found that these tariffs would sharply raise the prices of consumer goods, especially for products heavily sourced from China, such as apparel and furniture. In an extreme tariff scenario, average tariffs for these categories could exceed 50 percent, a significant increase from current single or low double-digit rates. These additional costs would likely be too substantial for U.S. retailers to absorb, resulting in higher consumer prices across these essential product categories.



Most retailers feel costs will rise in 2025, but they are more optimistic about a slower pace of increase than they were last year.

How do you think your costs will change in 2025 compared to 2024?
US retailers (all), %



Source: GlobalData analysis and retailer panel

With inflation coming down, grocery retailers have become much more optimistic about the year ahead as they see volumes rebuilding and costs moderating. By contrast, home retailers are more pessimistic – mainly because of doubts over the housing market.

How do you think your costs will change in 2025 compared to 2024?
US retailers (by retailer type), %

	Apparel	Home	Grocery	Drug and beauty	Mass merchant	Other
Will be up by more than 10%	3.3	0.0	6.3	0.0	**7.1**	4.3
Will be up by 5-9%	13.3	20.0	12.5	20.0	**28.6**	17.4
Will be up by 1-4%	**46.7**	45.0	37.5	40.0	21.4	30.4
Will be flat	20.0	**25.0**	18.8	20.0	21.4	21.7
Will be down by 1-4%	6.7	5.0	12.5	13.3	7.1	**17.4**
Will be down by 5-9%	6.7	5.0	**12.5**	6.7	7.1	4.3
Will be down by more than 10%	3.3	0.0	0.0	0.0	**7.1**	4.3
Total up	**63.3**	**65.0**	**56.3**	**60.0**	**57.1**	**52.2**
Total down	**16.7**	**10.0**	**25.0**	**20.0**	**21.4**	**26.1**

Source: GlobalData analysis and retailer panel

Consumer Insights & Holiday Predictions

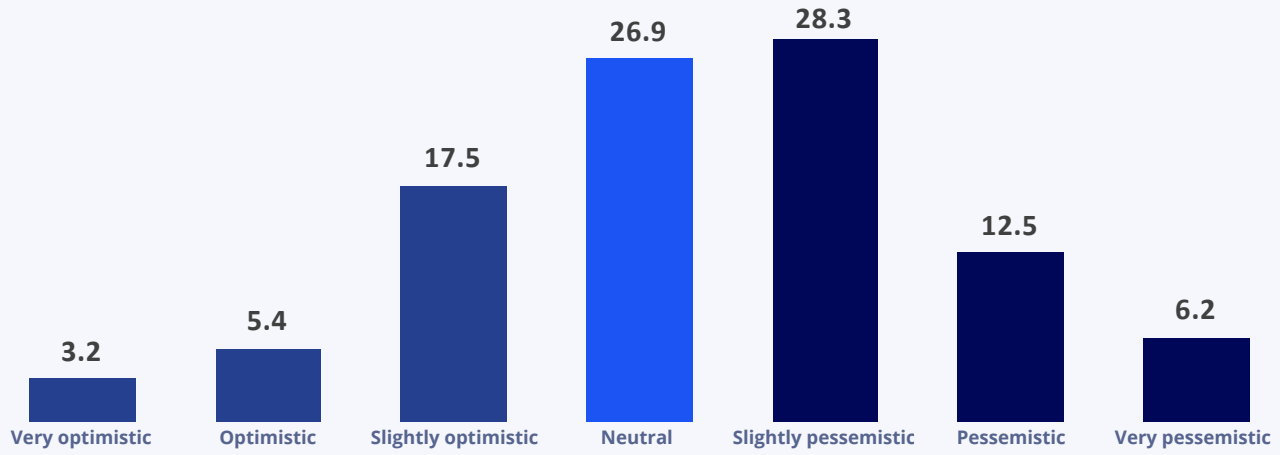
Cautious Consumers in a Shifting Economy

While the economic outlook has improved over the past 12 months, most consumers remain cautious, affecting spending patterns. Around 47 percent of consumers are pessimistic about their finances for 2025, a slight decrease from last year. At the same time, optimism has diminished, with more people adopting a neutral stance.

American consumers now owe a record $1.1 trillion on their credit cards, 45 percent more than they did in early 2021. Additionally, the average interest rate on that debt now stands at 24.5 percent, compared to 16.7 percent in 2021.

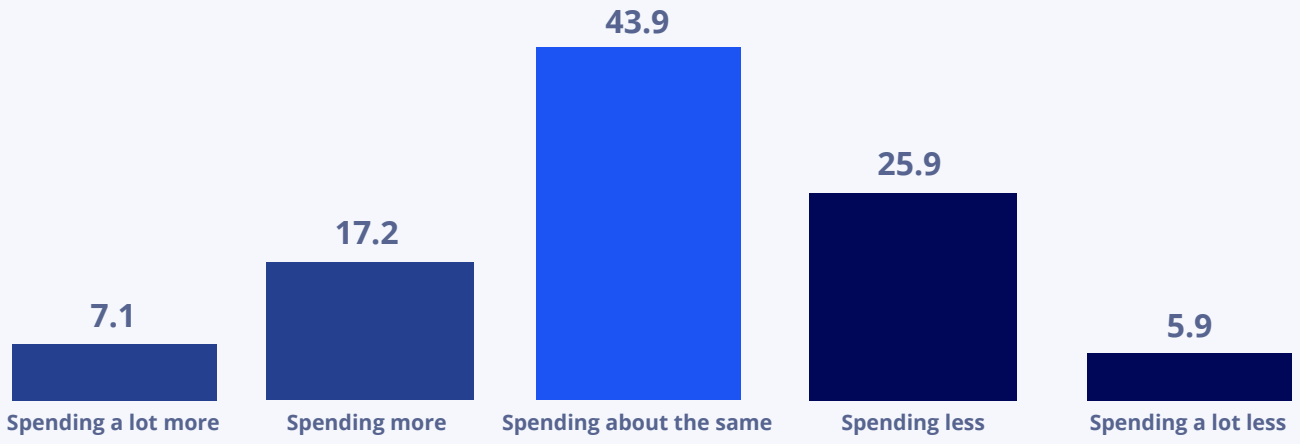
Around 47% of consumers are pessimistic about their personal finances in 2025. This is slightly down on last year. However, optimism is also down, with more people feeling neutral.

How optimistic or pessimistic are you about your personal finances in 2025?
All US consumers



Source: GlobalData analysis and retailer panel

How do you think your retail spending in 2025 will change compared to 2024?
All US consumers



Source: GlobalData analysis and retailer panel

Most consumers will spend the same or less in 2025 compared to 2024, despite the growth of digital and personalized shopping options that have encouraged spending by offering more accessible and tailored purchasing experiences. Retailers' investments in AI-driven solutions, omnichannel offerings, and targeted promotions will make it easier for consumers to shop in ways that fit their lifestyles and budgets. These innovations are helping create a shopping environment where consumers feel empowered to maintain or cautiously increase their spending, even amidst economic volatility.

Grocery and food service retailers continue to feel the impact of inflation, with 60% of consumers reporting they're spending more than last year. Saving on groceries is still a priority as consumers look to offset rising prices by cutting back on discretionary purchases and focusing on essentials. On average, consumers are spending $25 more per month on food and beverages, with 70% attributing this increase to price hikes.

Total retail spending growth for each year
% Year-over-year

Foodservice

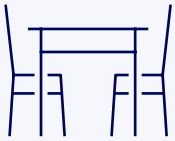
2025 growth:
+4.9%

Food & grocery

2025 growth:
+2.9%

Apparel

2025 growth:
+2.8%



Home

2025 growth:
+1.7%

Source: GlobalData analysis and retailer panel

2024 Holiday Shopping and Year End Outlook

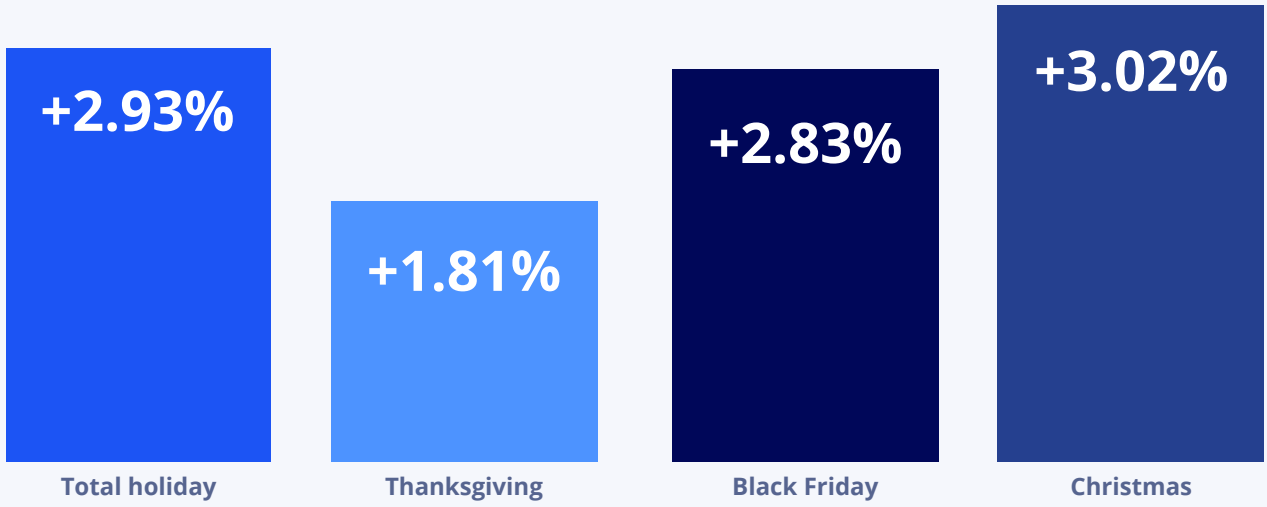
Driven by consumer optimism and consistent spending, the 2024 holiday shopping season is expected to see growth across major shopping events. Thanksgiving spending is anticipated to rise by 1.8 percent, followed by a 2.8 percent boost on Black Friday, and Christmas sales likely rising by 3.0 percent, leading overall holiday sales projected to grow by 2.9 percent compared to last year. Falling inflation has kept sales solid, yet elevated prices remain a concern, with 90 percent of holiday shoppers noting the impact inflation will have on their spending decisions.

Despite these pressures, consumers are showing resilience. Shoppers plan to spend an average of $706 on gifts, the highest amount since 2018. Additionally, 37 percent report they expect to pay more overall this year, with 42 percent attributing that increase to rising prices. Physical stores remain a central part of the holiday shopping experience, with 92 percent of consumers intending to shop in brick-and-mortar locations.

Moreover, nearly all these in-store shoppers also plan to shop online from the same retailers. This trend underscores the significance of brick-and-mortar stores as critical drivers of the omnichannel shopping model, bridging the gap between physical and digital shopping experiences.

This holiday season, an estimated 200 million consumers, especially Gen Z and Millennials, are expected to flood malls and shopping centers to immerse themselves in the festive atmosphere. Food and beverage sales are projected to increase by 6 percent, pushing total seasonal spending to an anticipated $1.66 trillion. These younger shoppers view dining out and experiential shopping as valuable investments of time and money, fostering community and connection. This trend further enhances the relevance of brick-and-mortar locations during the holiday season, as they become key venues for creating memorable moments.

Total retail spending growth for each occasion in 2024
Year-over-year, %



Source: GlobalData analysis and retailer panel

Nicole Larson
Manager, National Retail Research | U.S.

Conclusion

The changing economic landscape continues to reshape consumer behavior, with shoppers becoming more price-sensitive and brand-neutral. As we look ahead to 2025, retailers must consider consumer motivations, integrate data-driven insights and innovative solutions and focus on digital promotions and personalized offers to stay competitive and drive growth. Overall, economic adjustments, demand for essential and experiential purchases, and improved shopping experiences will keep consumer spending steady going into 2025.

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Top 5 Concerns for Small Businesses in 2025

September 23, 2024

Melinda Emerson – https://succeedasyourownboss.com

As 2025 approaches quickly, small businesses are facing a dynamic and rapidly evolving landscape forcing you to reconsider or redesign your business model. From technological advancements to economic uncertainties, the challenges that lie ahead are both exciting and daunting. To stay competitive and thrive, we must all be proactive in addressing the following top five concerns:

1. **Digital Transformation and Technological Adoption**

   In 2025, digital transformation will be more critical than ever for small businesses. As technology continues to evolve at a rapid pace, businesses must embrace digital tools and platforms to stay relevant. This includes utilizing artificial intelligence (AI) and machine learning and enhancing their online presence and customer engagement strategies.

   Why It Matters:

   Small businesses that fail to adopt new technologies risk being left behind by competitors who can operate more efficiently and engage more effectively with customers. Digital transformation is not just about having a website or social media presence; it's about integrating technology into every aspect of the business, from operations to customer service and marketing.

   Key Considerations:

   - **Investment in Technology:** Small businesses need to allocate resources for the latest technologies that can streamline operations, improve customer engagement, and provide data-driven insights.
   - **Training and Skill Development:** Employees must be trained to use new AI tools and technologies effectively. Investing in training programs can help ensure that staff are comfortable with and capable of leveraging digital tools to their full potential.
   - **Cybersecurity:** With increased reliance on digital tools, small businesses must also prioritize cybersecurity. Protecting customer data and sensitive business information is crucial to maintaining trust and compliance with regulations.

   For example, here are five ways you can use AI to enhance your business operations:

   A. **Automating Customer Support with Chatbots**

      AI-powered chatbots can handle routine customer inquiries, provide instant responses, and guide users through common issues. This not only improves customer service but also reduces the workload on human staff. This improves response times, enhances customer satisfaction, and allows human agents to focus on more complex tasks.

   B. **Personalizing Customer Experience**

      AI algorithms can analyze user behavior on a website to offer personalized recommendations, such as suggesting products based on previous purchases or browsing history. This will increase customer engagement, boosts sales, and improves customer loyalty by creating a more tailored shopping experience.

   C. **Enhancing Marketing Strategies with Predictive Analytics**

      AI can analyze large sets of data to identify trends and predict future customer behaviors. This allows businesses to create more targeted marketing campaigns and optimize ad spending. This improves marketing efficiency, increases conversion rates, and maximizes return on investment (ROI).

   D. **Streamlining Inventory Management**

      AI can forecast demand based on historical sales data, seasonal trends, and market conditions. This helps businesses maintain optimal inventory levels, reduce waste, and avoid stockouts. This saves costs, improves supply chain efficiency, and ensures that products are available when customers need them.

   E. **Enhancing Website Performance and Security**

      AI tools can monitor website traffic in real-time to identify unusual patterns that may indicate a security threat, such as a cyber-attack or fraud. AI can also optimize website speed and performance by dynamically managing resources. This protects sensitive customer data, reduces downtime, enhances user experience, and builds trust with customers by ensuring a secure and reliable website.

2. **Economic Uncertainty and Financial Resilience**

   Overview:

   Economic uncertainty is a perennial concern for small businesses, even though the Federal

Reserve is planning a rate cut this fall, we could all still feel inflation significantly in 2025. The interest rate fluctuations, and potential economic slowdowns can impact material costs, shipping, labor and other business operations.

Why It Matters:
Financial instability can threaten the survival of small businesses, particularly those with tight margins and limited access to credit. Building financial resilience is essential to weathering economic storms and ensuring long-term sustainability.

Key Considerations:

- **Diversification of Revenue Streams:** Small businesses should explore multiple revenue streams to reduce dependency on a single source of income. This could include expanding product lines, entering new markets, or offering digital services.
- **Cash Flow Management:** Effective cash flow management is critical in uncertain economic times. Businesses need to have a clear understanding of their cash position and develop strategies to manage expenses and optimize receivables.
- **Access to Capital:** Maintaining strong relationships with financial institutions and exploring alternative financing options, such as crowdfunding or venture capital, can provide a buffer during economic downturns.

3. **Changing Consumer Behavior and Expectations**

Overview:
Retailers and ecommerce businesses must monitor consumer behavior closely in 2025. Factors such as increased demand for personalized experiences, sustainability concerns, and the growing influence of Gen Z consumers are reshaping the marketplace.

Who is the Gen Z buyer? Gen Z is the generation of people born between 1997 and 2012. They are the generation that comes after millennials and before Generation Alpha. Gen Z is changing buying behaviors in several ways, including:

- **Prioritizing sustainability**
  Gen Z is more likely to buy from companies that are transparent about their supply chains and production processes, and that use sustainable materials and reduce their carbon footprint.
- **Personalization**
  Gen Z values products that reflect their unique identity and values and are drawn to brands that offer customization and personalization.
- **Price sensitivity**
  Gen Z is more economical and price-sensitive than older generations and is less likely to make impulse purchases.
- **Payment methods**
  Gen Z prefers debit cards over other payment methods and is cautious about using credit cards.
- **Social commerce**
  Gen Z uses social media platforms like TikTok and Instagram to make purchases, as they offer trusted user reviews and comments.
- **Food**
  Gen Z has an adventurous palate and embraces food that stimulates their senses.

Why It Matters:
Understanding and responding to changing consumer expectations is essential for maintaining customer loyalty and attracting new clientele. Small businesses that fail to adapt to these shifts risk losing relevance and market share.

Key Considerations:

- **Personalization:** Consumers increasingly expect personalized experiences, whether online or in-store. Small businesses should leverage data analytics to understand customer preferences and tailor their offerings accordingly.
- **Sustainability:** Environmental sustainability is becoming a significant factor in consumer purchasing decisions. Businesses that adopt sustainable practices and transparently communicate their efforts will be better positioned to attract and retain customers.
- **Omnichannel Engagement:** Customers expect seamless experiences across all touchpoints, from physical stores to online platforms. Small businesses need to develop

robust omnichannel strategies to meet these expectations and deliver a consistent brand experience.

4. Talent Acquisition and Retention

   Overview:
   Attracting and retaining talent is a challenge that will continue to be at the forefront for small businesses in 2025. The rise of remote work, increased demand for flexible work arrangements, and a competitive job market make it difficult for small businesses to find and keep top talent.

   Why It Matters:
   Employees are a crucial asset to any business. Small businesses that can attract and retain skilled workers will have a significant advantage over competitors who struggle in this area. Additionally, high employee turnover can be costly and disruptive to operations.
   Key Considerations:
   - Flexible Work Arrangements: Offering flexible work options, such as remote work or flexible hours, can help attract a broader talent pool and increase employee satisfaction and retention.
   - Employee Development: Investing in employee training and development programs can enhance skills, improve job satisfaction, and reduce turnover. Providing clear career progression opportunities can also motivate employees to stay with the company.
   - Competitive Compensation and Benefits: Small businesses must ensure their compensation and benefits packages are competitive. This includes not just salary but also health benefits, retirement plans, and non-monetary perks like wellness programs and professional development opportunities.

5. Regulatory Compliance and Legal Challenges

   Overview:
   Navigating regulatory compliance is a growing concern for small businesses, particularly as laws and regulations become more complex. In 2025, issues such as data privacy, labor laws, and environmental regulations will require careful attention.

   Why It Matters:
   Non-compliance with regulations can lead to severe penalties, legal action, and reputational damage. Staying abreast of regulatory changes and ensuring compliance is essential for minimizing risk and avoiding costly mistakes.

   Key Considerations:
   - Data Privacy: With increasing consumer awareness and regulatory scrutiny around data privacy, businesses must ensure they are compliant with laws like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). This involves safeguarding customer data, obtaining consent, and providing transparency around data usage.
   - Employment Laws: Changes in employment laws, such as minimum wage increases, overtime regulations, and employee classification rules, require small businesses to stay informed and make necessary adjustments to their policies and practices.
   - Environmental Regulations: As sustainability becomes a more pressing concern, businesses may face stricter environmental regulations. Understanding these requirements and incorporating sustainable practices into operations can help businesses stay compliant and align with consumer expectations.

The 3 Most Common Types of Commercial Leases

If you're a tenant looking to lease commercial real estate space, it may be hard to discern the difference between the various lease options offered by landlords. Knowing the types of leases available, and what each structure does or does not include in the quoted rent price, will help you budget for your next commercial space.

When evaluating a space for lease, it is also important to consider the difference between **usable square feet** and **rentable square feet,** which includes the "load factor" or "loss factor." These terms refer to the shared areas in a multi-tenant building, like the lobby, hallways, restrooms, etc., that each tenant pays a pro-rata share for, and will be something you'll have to factor into your budget and estimated costs.
There are three primary types of commercial leases:

1. Full-service gross leases.
2. Percentage leases.
3. Net leases, which has two main subcategories – double net leases and triple-net leases.

1. Full-Service Gross Lease

A full-service gross lease, or gross lease, is the simplest type of commercial lease. In this structure, the landlord charges the tenant a gross lump sum payment every month.

This rental rate is inclusive of the building's property taxes and services, including insurance, maintenance and common area maintenance fees or CAMs. Because all of these expenses are included in the rental rate, the cost for a gross lease will be higher than other options in otherwise comparable properties.

A gross lease requires a single comprehensive monthly payment. Many gross leases will stipulate expense caps on the tenants' portion of the included fees, which the landlord will bill them for in the event of an overage. Some tenants prefer a gross lease because it makes expenses predictable.

Modified Gross Lease

These are leases adjusted to exclude utilities or other tenant expenses, which the tenant then pays separately.

2. Percentage Lease

Percentage leases are most commonly used for retail properties, especially in malls. In a percentage lease, tenants pay a base rent plus a percentage of their gross sales. This setup allows tenants to keep rental costs low during slower sales periods and only pay more when their revenue increases.

The base rent is usually lower than in other lease types, providing initial affordability. The percentage of sales paid to the landlord typically ranges from 5% to 10%, depending on the agreement. This type of lease incentivizes landlords to support tenant success, as their income directly benefits from higher tenant sales. It's a flexible option for businesses expecting variable income.

3. Net Leases

A net lease refers to a lease structure where the tenant pays a base rent and is also responsible for directly paying specific building-related expenses.

The base rent amount is generally considerably less than that of a gross lease, since tenants then have to factor in paying their own utilities, cleaning fees, property taxes, CAMs and insurance premiums. Tenants should carefully evaluate these associated costs in addition to the base rent and consider what their total estimated expenses would be.

There are three main types of net leases: single-net leases, double-net leases and, the most common, triple-net leases. We'll break down each type and its related expenses below.

Single-Net Lease

Single-net leases are not very common, but in this type of structure tenants pay a base rent plus their pro-rated share of the building's property taxes. Tenants also typically pay for their own utilities and janitorial service. The landlord covers all other expenses, including insurance premiums and CAM charges.

Double-Net Lease

Often displayed as "NN" in property listings, double net leases charge the tenant a base rent plus the tenant's share of property tax and insurance premiums. Tenants also pay for their own utilities and janitorial expenses.

What the tenant does not pay for in a double-net lease are common area maintenance fees. These may include expenses for equipment, supplies, maintenance and any necessary repairs of the lobby, restrooms, elevators, stairwells and hallways, as well as the salary of a lobby attendant or security guard. These costs are covered by the landlord.

Triple-Net Lease

The triple-net, or "NNN," lease, charges tenants a base rent, and tenants are then responsible for paying their own utilities and janitorial expenses, in addition to their share of the property tax, insurance premiums and CAMs.

The base rent for a triple-net lease is often a lower cost due to the fact that the tenant is responsible for all the associated charges of the property. Triple-net leases are one of the most common types of commercial leases.

Triple-net leases are beneficial for tenants as they allow them to pay their fair share of building expenses, and depending on individual usage, some tenants can save on costs compared to a gross lease. However, this lease type also comes with risks considering the tenant bears all the responsibility for expenses. Tenants can consider negotiating a cap on expenses in a net lease structure, especially if the building is older and may need frequent repairs.

Absolute Net Lease

An uncommon variation known as an absolute net lease or "bondable lease" holds the tenant responsible for paying rent, expenses and for all repairs to the building. The tenant is responsible for these items regardless of the building's condition, even if it becomes condemned, and also for rebuilding it in the event of a disaster. This type of lease is mostly used by landlords who have borrowed heavily to finance the property and pledge the rent money as a security for the debt, and it puts all risk on the tenant.

No matter what type of lease structure a building utilizes, it's a contract – and contracts are negotiable. With so many lease items to consider, you're likely to find trade-offs or concessions that will result not only in a signed deal, but an amicable relationship that lasts for the duration of the multi-year lease. As always, it's prudent for tenants to consult a tenant representative broker and legal professional when drafting and negotiating lease terms for a property.

Modified Gross Lease

A modified gross lease is a combination of a gross lease and a net lease. In this structure, the tenant pays a base rent plus certain building operating costs, such as utilities, janitorial services, and sometimes property taxes or insurance. Unlike a full-service gross lease, this type of agreement splits specific expenses between the landlord and tenant, offering a balanced and flexible approach to cost-sharing.

Master Lease

This flexible lease arrangement gives tenants operational control and the ability to sublease while balancing cost responsibilities. This adaptability makes both options suitable for tenants looking to optimize costs and control.

Taylor Main Street Manager's Monthly Activity Report
November 2024

Downtown Property & Business Report:

Property:

- Number of properties listed for sale: 7 (1 property is a vacant lot)
- Number of commercial properties listed for lease: *24 **Note: some of these are small spaces within larger buildings with other occupied spaces – 700 N Main St is listing individual offices for lease (12 total spaces with 6 already leased); 3 spaces are for lease/buildout in Taylor Hall building; 211 N Main Street has 2 spaces for lease*
    - o Individual Storefronts: 11 (3 in need of build out to be ready for use)
    - o Interior Office Spaces:9
    - o Restaurant: 3 – (1 will build when leased)
    - o Industrial/Flex: 1
- Number of residential properties listed for lease: 2
- Leased property during the reporting period: 0
- Sold properties during reporting period: 0

Planned Building Renovation Projects:

- 110 W 1st St – installation of a roof system on a historic building shell
- 111 W 3rd St – façade renovation project – encouraged to apply for a Façade Improvement Grant
- 119-121 E. 3rd Street - proposed interior and exterior renovation – Pre-App meeting scheduled – encouraged to apply for a Façade Improvement Grant, Fire Suppression System Grant, and State & Federal Tax Credits
- 200 N Main St – proposed interior and exterior renovation – repair of sandstone and repointing project awaiting selection of correct mortar mix and replacement stone
- 204 N Main Street – roof repair project
- 208 N Main Street – roof repair project – Façade Improvement Grant awarded
- 211 N Main Street – façade renovation (new paint, etc.) – not underway – owner is applying for a Façade Improvement Grant
- 401 N Main Street – interior remodel project – plans are under review

Proposed New Construction Projects:

- None

Current Building Renovation Projects:

- 111 W. 3rd St; Ste 100 – interior finish out for tenant
- 111 W 3rd St; Ste 400 – construction of a handicap ramp on Talbot side of building – project will comply with historic preservation standards as it will not be attached to the historic façade –project underway soon
- 113-115 W. 3rd Street - interior and exterior renovation project – exterior project will be phased – owner has applied for a Façade Improvement Grant for Phase 1
- 209 E. 1st Street – a State & Federal Historic Preservation Tax Credit project
- 417 N Main Street – interior remodel project

Current Construction Projects:

- None

Business Activity:

- New businesses opened during reporting period: 0

- Businesses Relocating during reporting period: 4
    - Hawt Spot from 211 N Main St to 219 N Main St
    - The Little Collective from 211 N Main Street to 401 N Main Street
    - Ironwood Industries from 120 W 2nd St, Ste A to Commerce St; Coupland
    - Ancira Salsa from 120 W 2nd St, Ste E to 210 E 3rd St
- Businesses Closed during reporting period: 0

Community Outreach / Meetings Attended:

- Downtown Master Plan Update Meeting – 11/6; 11/13; 11/27
- Breakfast Bites – 11/13
- TAB Officers Meeting – 11/5
- TIF #1 meeting – 11/20
- Main Street Advisory Board meeting – 11/20
- New City Hall Complex Project meeting – 11/7; 11/14; 11/21
- Taylor Area Businesswomen – 11/19
- Tourism Meeting – 11/12
- City Council – 11/14
- Reception for 3 candidates for ACM position – 11/12
- Christmas Parade/Tree Lighting meeting – 11/19
- Met with Alica Cook re: facilitating Taylor Main Street annual training – 11/20
- Met with the following DT businesses: Alchemy, 74 Main Store; Flake Bakery; Ripple & Rose Coffee; Taylor Bike Company
- Met with the following property owners/contractors: Cissy Pierce re: 200 N Main St and John Hughes, contractor for 113-115 E 3rd St

Film Friendly Taylor –Film Events in Taylor:

- CVS Commercial filmed November 12-14

Historic Preservation Activities:

- Began updating the 2005 Downtown Building Survey in preparation for a local historic district

Professional Development:

- TxMS Network meeting – 11/12
- Constant Contact Marketing Course – 11/15
- TxMS Design Team meeting – 11/19

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Updating Taylor property database on DowntownTX.org – ongoing
- Updating business information on Shopdowntowntaylortx.com and taylormadetexas.com - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Digital map updates

- Breakfast Bites monthly downtown business meetings (2nd Wednesday of each month)
- Obtain an accurate record of the number of FTE and PT employees in the Downtown District
- Update the Downtown Building Survey

Main Street Special Events Coordinator Monthly Report
November 2024

Event Planning:

- 11.07 – Monthly City Coordinators Meeting
- 11.08 – Moody Museum Salute to the Troops Prep
- 11.14 – Christmas Parade and Tree Lighting Meeting
- 11.19 – City Staff, Main Street Car Show Post Event
- 11.19 – Christmas Tree Lighting Meeting

Special Events:

- 11.10 – Moody Museum – Salute to the Troops
- 11.09 – 2nd Saturday Sip and Stroll

Special Events Permits Issued or Pending:

- 11.02 – Veteran's 5k Beer Run (Approved)
- 12.07 – City of Taylor Christmas Parade and Tree Lighting (Approved)
- 12.12 – Our Lady of Guadlupe Fest and Procession (approved)
- 01.18.2025 – Taylor Garden Club, Run for the Roses

Other Meetings Attended:

- 11.07 – Chamber Presentation: EDC Ben White
- 11.12 – Chamber Tourism Meeting
- 11.12 – Assistant City Manager Reception
- 11.13 – Met with Vikki S. from Taylor Chamber Tourism Assay
- 11.14 – Prepare Moody Museum for Taylor Holiday Homes Tour
- 11.19 – Moody Museum Advisory Board Meeting
- 11.20 – Met with Richard Stone
- 11.20 – Met with Tom Yantis about Moody Museum soil project

Business Visits:

- Curio Mrvosa Books & Vintage
- Neighborhood Bottle Shoppe
- Ripple and Rose
- Haciendo
- ALCHEMY
- Taylor Bike Company
- 74 Man Store
- Good Strangers
- Hayley's Grains
- Black Sparrow Music Parlor
- Netta's Nook
- Sweet & Southern Finds

PROPERTY BUSINESS REPORT
November 2024

PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	STATUS
McCrory-Timmerman & Titsworth Buildings	201 N Main St	CWYMRY Boyd II / Partner Austin (Aaron Gill - 512-660-5682; aaron.gill@partnersrealestate.com	Aaron Gill - Sr. Assoc (512-660-5682; aaron.gill@partnersrealestate.com) - Todd Mahler, Sr. VP (512-643-8071; todd.mahler@partnersrealestate.com	43,890 (building size) 30,834 (net rentable)	$15,750.00	mixed use
Brasfield Building	202 N Main St	Bo Brasfield	512.947.5713	2,160/SF	$850,000	office
Johan Borge building	405 S Main St	Johan Borge	512-366-7894	2386 SF	$850,000	restaurant
Johan Borge building	407 S Main St	Johan Borge	512-366-7894	1,405/SF on 0.12 ac lot	$760,000	commercial
Johan Borge building	409 S Main Street	Johan Borge	512-366-7894	2000/SF	$850,000	mixed use
corner of N Main St & E 7th St	620 N Main St	Delmar McKinney / Julie Downs - Tierra Grande Real Estate	Julie Downs-512-487-3967	2463 SF	$750,000	office
vacant lot	703 N Main St	Four Brothers Business Property Development LLC / Cruz Sanchez	281.771.7898	0.578 AC	$750,000	vacant land

PROPERTY BUSINESS REPORT
November 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
2nd & Main Lofts	102 E 2nd St; Loft 201	2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1430SF	$1,900.00	RESIDENTIAL UNIT
Public Sketch lot corner of E 1st & N Main	104 N Main St	Public Sketch / Tierra Grande - Julie Downs	512.497.3697 juliedowns4@gmail.com	800 SF	contact for pricing	Restaurant/office space - will build when leased
McCrory-Timmerman Lofts	110 W.2nd St - Loft D	CWMRY Boyd / Kelly Eddleman	kellyeddleman@mccrorytimmerman.com	2300 SF		RESIDENTIAL UNIT
Taylor Hall	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	Ste 200 - 1839 SF	$2.17/SF/MO NNN	Retail
Taylor Hall	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	Ste 300 - 1824 SF	$2.17/SF/MO NNN	Retail
Taylor Hall	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	Ste 500 - 1285 SF	$2.17/SF/MO NNN	Retail

PROPERTY BUSINESS REPORT
November 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	TYPE
McCrory Timmerman Building	112 W 2nd St; Ste 202	CWMRY Boyd / Kelly Eddleman	kellyeddleman@mccrorytimmerman.com	1,500 SF	Call for Information	Office
Titsworth Building - fmr Hola Aloha	118 W 2nd St	CWMRY Boyd / Kelly Eddleman	kellyeddleman@mccroryt	680 SF	Call for Information	Retail
Industrial Flex Bldg	202 W 1st; 1 space for lease	JD McNabb Family / Ryan Schneider-Remax 512-529-6298	512-751-0606	5,000-10,000	$16.20/sf/yr or $1.35/sf/mo	Industrial Flex
Taylor Press building	211 W 3rd St; Ste B	Granite Publishing / Tierra Grande - Julie Downs	512-497-3967	2023 SF	$1.50/SF/MO	Office
Taylor Press building	211 W 3rd St; Ste C	Granite Publishing / Tierra Grande - Julie Downs	512-497-3967	1898 SF	$1.50/SF/MO	Office
R Zuniga's building - fmr Little Collective	211 N Main - Ste B-1	Ricardo Zuniga / Tierra Grande - Julie Downs	512-497-3967	B-1 - 403 SF	$2.73/SF/MO	Retail

PROPERTY BUSINESS REPORT
November 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	TYPE
R. Zuniga's Building - fmr Hawt Spot	211 N Main St - Ste B-2	Ricardo Zuniga / Tierra Grande - Julie Downs	512-497-3967	B-2 - 1497 SF	$2.00/SF/MO	Retail
R Zuniga's bldg - FMR Red Cap	215 N Main St	Ricardo Zuniga / Julie Downs-Tierra Grande Real Estate	512-497-3967	1800 SF	$18/SF/YR $1.50/SF/MO	Office
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	2942 SF	$2.00/SF/MO	Restaurant
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	1750 SF	$1.80/SF/MO	Bar
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	7986 SF	$2.00/SF/MO	Residential / Office
Young's Store	315 N Main St	Young Chong Kin & Howard Martin / Se Kyu Kim - Austin Grace Realty	512.947.5599	3158 SF	$3663/MO $1.16/SF/MO	Storefront

PROPERTY BUSINESS REPORT
November 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	TYPE
J Borge Property - 1 story blue house	407 S Main St	Johan Borge	512-366-7894	1405 SF	$1.80/SF/MO	single tenant office or retail
J Borge Property - 2 story cream colored house	409 S Main St	Johan Borge	512-366-7894	2000 SF	$1.40/SF/MO	single tenant mixed use
Large Office Building - 12 total suites with 6 for lease	700 N Main St	Brent Campbell - Don Quick & Assoc	512-255-3000	#102 - 210 SF # 103 - 210 SF #105 - 282 SF #106 - 208 SF #107 - 384 SF #115 - 225 SF	All between $2.00 & $2.50/SF/MO	Interior office spaces
SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
None						

PROPERTY BUSINESS REPORT
November 2024

LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE $	
None						
PLANNED RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
	110 W 1st St	Halie & Sara Ferguson		TBD	stop work issued until a permit can be obtained	install roof using interior I-beams
Taylor Hall	111 W 3rd St; Ste 400	Ryder Jeanes	rjeanes@cldrealth.com	retail / office spaces	plans for exterior in review	façade renovation project - have spoken to owner re: FIG
Eanes-Prewett Building	119-121 E 3rd St	Casey Denton	512.808.3483	mixed use	Pre-App scheduled with Dev Svcs & Main Street	Interior & exterior renovation project
Taylor National Bank Bldg.	200 N Main St	Chisum Pierce and Cissy Pierce	chism@getchismed.com	boutique hotel and restaurant	working with Cissy to determine and purchase correct mortar and replacement sandstone for repointing work	Interior & exterior renovation for boutique hotel & restaurant

PROPERTY BUSINESS REPORT
November 2024

PLANNED RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
Taylor Bike Company building	204 N Main Street	John Jones	improvedproperties@yahoo.com	same use - no planned change	FIG sought - denied	to clean, seal and coat the roof with a fibered aluminum coating
Western Finance building	208 N Main Street	John Jones	improvedproperties@yahoo.com	same use - no planned change	FIG approved	to clean, seal and coat the roof with a fibered aluminum coating
Ricardo Zuniga building	211 N Main St	Ricardo Zuniga	rzuniga@gmail.com	façade improvement	RZ to submit ppw for a FIG to reopen the transom windows and repaint	No permits applied for as of yet
Luhn-Johns Building	217-221 N Main St	Ujjal Ghoshtagore	ujjieg@gmail.com	spa services for Hawt Spot	permit application is under review APP-14247	

PROPERTY BUSINESS REPORT
November 2024

PLANNED RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
fmr Tourvaille Antiques	401 N Main St	Rick Northcutt	rick@ricknorthcutt.com	offices	APP14051 being reviewed	interior renovation into offices
RENOVATION/NEW CONSTRUCTION PROJECTS CURRENTLY UNDERWAY	**ADDRESS**	**OWNER**	**CONTACT INFO**	**PROPOSED USE**	**STATUS**	**SCOPE**
Taylor Hall	111 W 3rd; Ste 100	Ryder Jeanes	rjeanes@cldrealty.com	offices for Taylor EDC	permit issued 2024-13725	interior finish out
Taylor Hall	111 W 3rd St; Ste 400	Ryder Jeanes	rjeanes@cldrealty.com	construction of a handicap ramp for access from Talbot St.	permit issued 2024-13420	
Eanes-Jacobsen Building	113-115 E 3rd St	Louis Hughes - John Hughes is project manager	512-844-4150	offices/retail	Interior finish out of 215 - then 213. Phase 1 of exterior renovations to begin soon.	both interior and exterior work planned

PROPERTY BUSINESS REPORT
November 2024

RENOVATION/NEW CONSTRUCTION PROJECTS CURRENTLY UNDERWAY	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
Heidenheimer Co Wholesale Grocery Warehouses	209 E 1st St	Jeff Snyder	512.365.5346	storage associated with Jeff's Resurrections	ongoing	Tax Credit Project
Mike Hobble Bldg	417 N Main St	Mike Hobble	mikehobble@gmail.com	interior remodel	Permit 2024-13410 issued - work ongoing	replace sheetrock, new wiring, replace toilets, update wiring
NEW BUSINESSES COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
Wildflower Corks and Brews	108 E 2nd St	Lisa Cromwell	ssgurl2022@gmail.com	wine bar	TBD	Have spoken to lisa about sign grant
Pamela Pfeil Realty	123 W 4th St	Pamela Pfeil	pamela.grace.pfeil@gmai	Realty Office	1	
NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
KRTX	112 W 2nd St; Ste 203	Stephen Laukhuf	512-431-9436 steve@onevoiceadvertising.com	Radio Station		in discussion re: neon signage

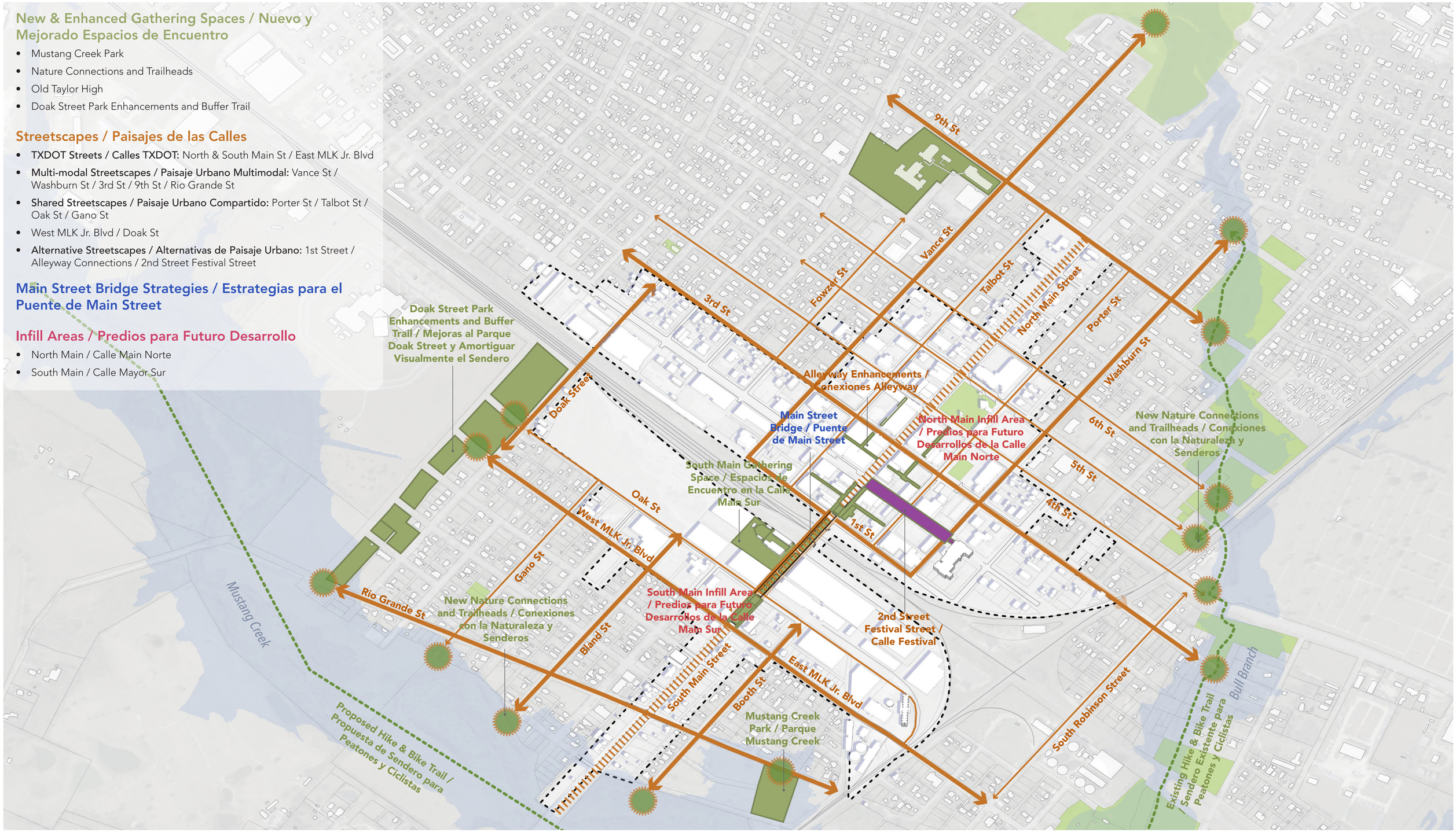
PROPERTY BUSINESS REPORT
November 2024

BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	YEARS IN BUSINESS
Good Strangers	114 W 2nd St	Sarah Fisher; Ryan & Alysia Davenport	heygoodstranger@gmail.com; ryandaletunes@gmail.com	coffee shop	2 FTE	4
Threads Urban Collective Boutique	117 E 3rd St	Carol Drolette	drolettec@aol.com	retail	1	2yrs 9 mos
BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
Hawt Spot	119 N Main St	Amanda Bertelson	amandab1315@hotmail	211 N Main St; Ste B-2	0	
The Little Collective	401 N Main St	Lexi Little	thelittlecollectivetx@gmai	211 N Main St; UnitB	0	
BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
Ironwood Industries	204 N Commerce St; Coupland, TX	Wells Mason	wells@ironwoodindustrie	120 W 2nd St; Ste A	0	never open to the public
Ancira Slasa	210 E 3rd St	Jesse Ancira Jr	ja13tx@gmail.com	120 W 2nd St; Ste E	1	in discussion re: mural on Washburn-facing façade
BUSINESS FOR SALE	ADDRESS	OWNER	REALTOR/CONTACT INFO	PRICE	DETAILS	
None						

PROPERTY BUSINESS REPORT
November 2024

BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
None						

Framework Plan / Marco de Trabajo



Gathering Spaces / Espacios de Encuentro

What level of investment should we assume for gathering space?

Gathering spaces are proposed to fill the gaps in park deficiency within downtown Taylor. Trailheads and nature connections can enhance connectivity throughout the downtown, with additional spaces offering various types of programming, including all-ages play, event spaces, sports courts, picnic pavilions, community gardens, etc.

¿Qué nivel de inversión debemos considerar para los espacios de encuentro?

Se proponen espacios de encuentro para suplir las carencias de parques en el centro de Taylor. Las entradas a los senderos y las conexiones con la naturaleza pueden mejorar la conectividad en todo el centro de la ciudad, con espacios adicionales que ofrezcan diversos tipos de programación, como juegos para todas las edades, espacios para eventos, canchas deportivas, pabellones de picnic, jardines comunitarios, etc.

Level One Investments
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

Inversiones de Primer Nivel
Se enfoca en mejoras de los senderos que no requieren construcción y en las mejoras rápidas y de bajo costo como la señalética.

Gravel Trails and Interpretive Signage / Senderos de grava y señalización interpretativa

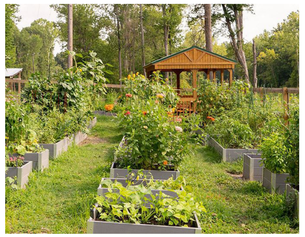
Green Stormwater Management and Native Habitat / Gestión ecológica de las aguas pluviales y Hábitat autóctono.

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Level Two Investments
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

Inversiones de Segundo Nivel
Requiere algo de construcción de canchas deportivas, incluye mejoras paisajísticas de bajo impacto.

Shade Structure/Picnic Pavilion / Estructura de sombra/Pabellón Picnic


Community Garden / Jardín comunitario

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Level Three Investments
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Inversiones de Tercer Nivel
Implica una construcción considerable enfocada en equipos de juego y ejercicio, edificios de mantenimiento y otras estructuras.

Event Lawn / Evento Césped

Outdoor Amphitheater / Anfiteatro al aire libre

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Level Four Investments
Involves major construction of physical structures and the city acquiring land to develop gathering spaces.

Inversiones de Cuarto Nivel
Implica construcción importante de estructuras físicas y la adquisición de terrenos por parte de la ciudad para desarrollar espacios de encuentro.

All-Ages/Nature Play / Juegos para todas las edades

Festival Street / Calle del Festival

Place Gold Star Here / Coloque Aquí la Estrella Dorada

Main Street Bridge / Puente de Main Street

Main Street Bridge Enhancements / Mejoras en el Puente de Main Street

Level One Investments
Beautifying existing ramp and pedestrian bridge and low-cost activation under bridge, surface treatment, recreational amenities.

Inversiones de Primer Nivel
Embellecimiento de la rampa y puente peatonal existentes y activación de bajo coste bajo el puente, tratamiento de la superficie e instalaciones recreativas.

Level Two Investments
At grade mobility enhancements - bike striping/barriers and sidewalk improvement, public art & street furniture & improved lighting.

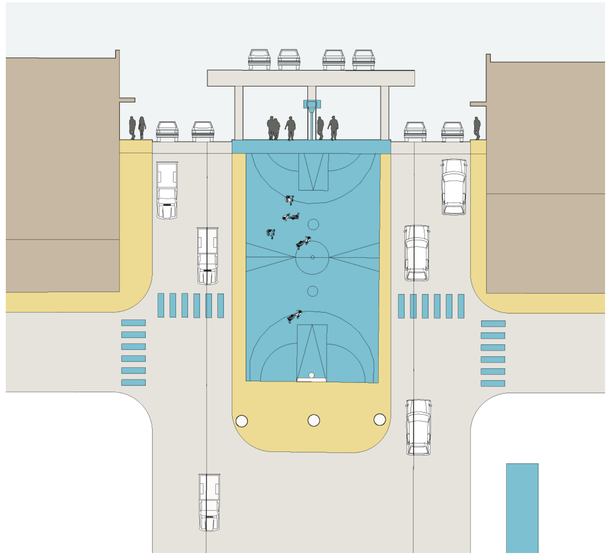
Inversiones de Segundo Nivel
Las mejoras de la movilidad a nivel del suelo incluyen carriles y barreras para bicicletas, mejoras de las aceras, arte público, mobiliario urbano, y mejoramiento de la iluminación.

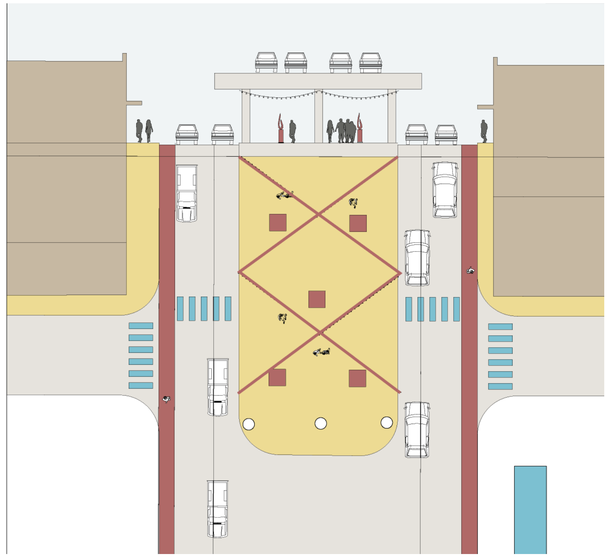
Level Three Investments
Close down wing street for pedestrians, rebuild ADA-accessible, pedestrian bridge on both sides.

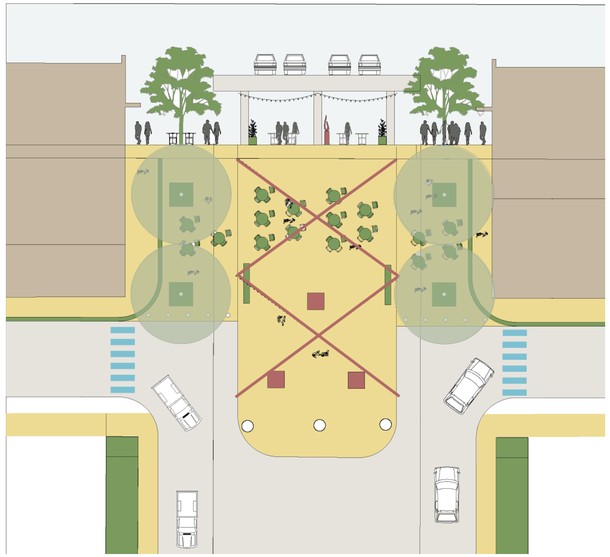
Inversiones de Tercer Nivel
Cerrar la calle aledaña para los peatones y reconstruir un puente peatonal accesible en ambos lados.

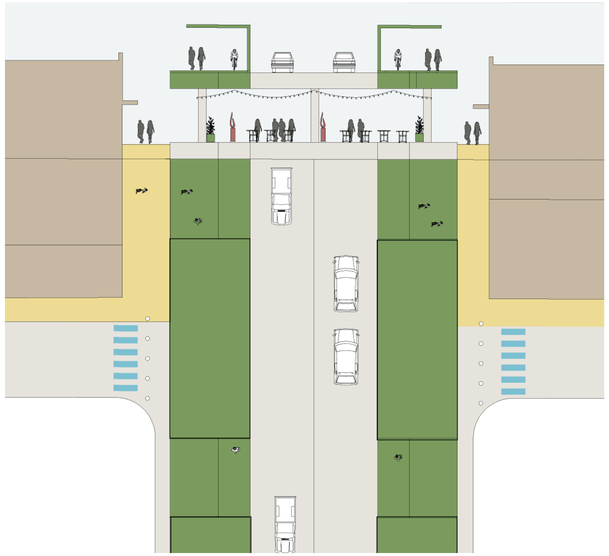
Level Four Investment
Construction of new bridge with pedestrian and bicycle infrastructure.

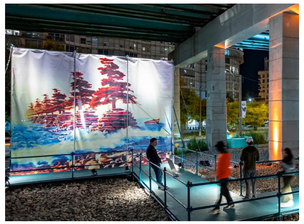
Inversiones de Cuarto Nivel
Construcción de un nuevo puente con infraestructuras para peatones y ciclistas.











What level of investment should we assume for the Main Street Bridge?

The Main Street Bridge was designed without consideration for pedestrian and bicycle connectivity. The area underneath is underutilized. The improvements to the Main Street Bridge are trying to the make stronger connections from North Taylor to South Taylor for all modes which will allow better access to amenities for the entire downtown. Activating the space under the bridge will help people feel safer.

¿Qué nivel de inversión debemos asumir para el puente de Main Street?

El bajo puente de Main Street esta subutilizado y se diseñó sin tomar en cuenta la conectividad peatonal y ciclista. Las mejoras del puente de Main Street intentan reforzar las conexiones multimodales desde Taylor North a Taylor South, lo que permitirá un mejor acceso a los servicios para todo el centro de la ciudad. Activar el espacio del bajo puente ayudará a que la gente se sienta más segura.

Level One Investments / Inversiones de Primer Nivel | **Level Two Investments / Inversiones de Segundo Nivel** | **Level Three Investments / Inversiones de Tercer Nivel**

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Level Four Investments / Inversiones de Cuarto Nivel

Place Gold Star Here / Coloque Aquí la Estrella Dorada

Infill Areas / Predios para Futuro Desarrollo

North Main Street Infill Areas / Predios para Futuro Desarrollo de Norte Main Street

Level One Investments
Low-cost solutions focused on promoting availability/potential of infill lots to attract interest from developers, businesses, and the community.

Inversiones de Primer Nivel
Soluciones de bajo costo para promover el potencial y la disponibilidad de los predios para futuro desarrollo para atraer el interés de desarrolladores, empresas y de la comunidad.

Level Two Investments
Involves city resources to make regulatory and zoning adjustments to make it easier and more attractive for private investment in infill lots.

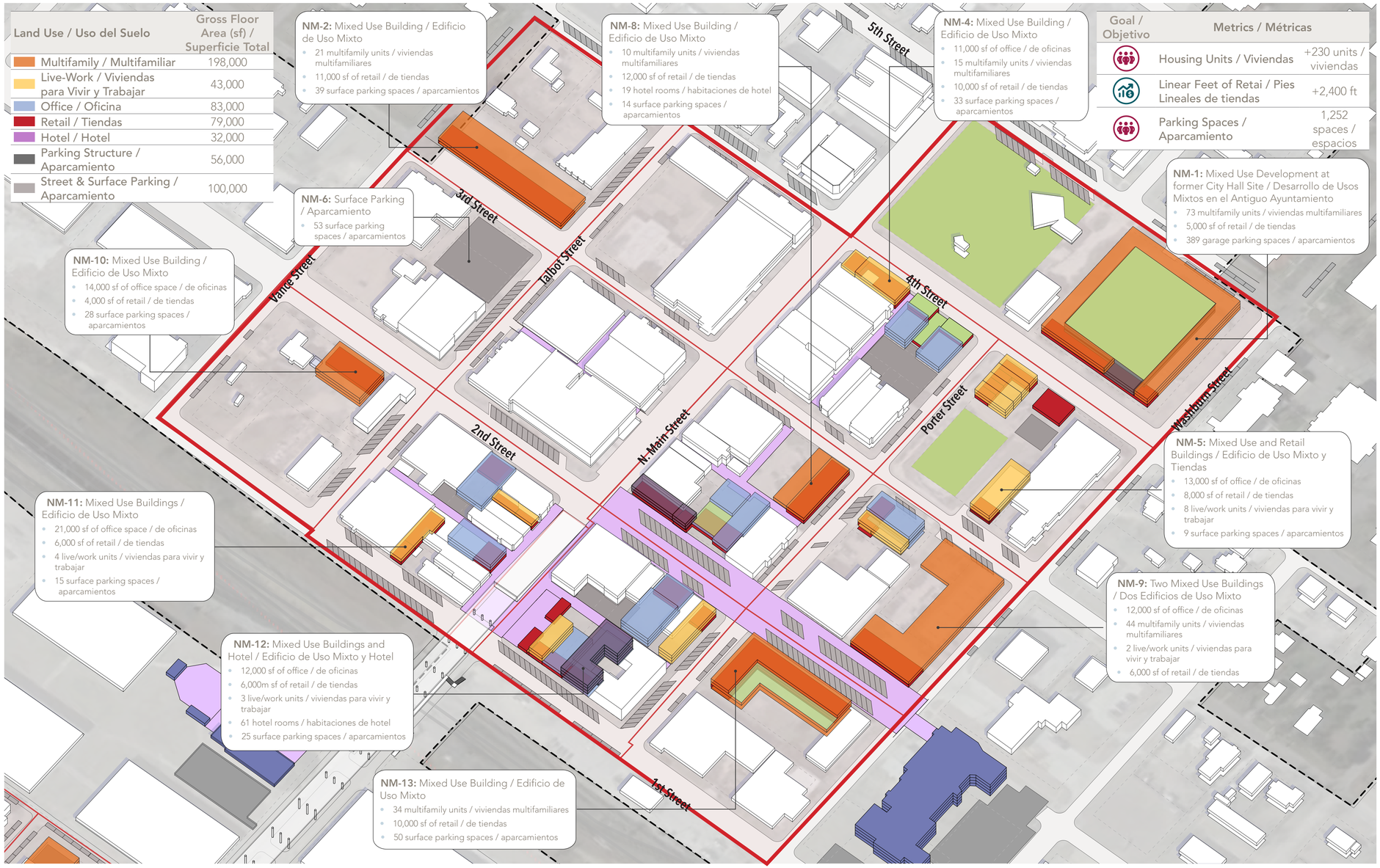
Inversiones de Segundo Nivel
Implica recursos municipales para realizar ajustes normativos y de zonificación que faciliten y hagan más atractiva la inversión privada en predios vacantes.

Level Three Investments
Involves collaboration between city, developers, and local stakeholders to leverage investment and resources to develop/ redevelop infill sites.

Inversiones de Tercer Nivel
Implica la colaboración entre la ciudad, los promotores y las partes interesadas locales para aprovechar la inversión y los recursos para desarrollar o reurbanizar zonas de relleno.

Level Four Investments
City takes a direct role in infill lots, by developing projects, acquiring land, or investing in infrastructure/ services to support new developments.

Inversiones de Cuarto Nivel
La ciudad participa directamente en predios desarrollando proyectos, adquiriendo terrenos o invirtiendo en infraestructuras/ servicios de apoyo a los nuevos desarrollos.



Land Use / Uso del Suelo	Gross Floor Area (sf) / Superficie Total
Multifamily / Multifamiliar	198,000
Live-Work / Viviendas para Vivir y Trabajar	43,000
Office / Oficina	83,000
Retail / Tiendas	79,000
Hotel / Hotel	32,000
Parking Structure / Aparcamiento	56,000
Street & Surface Parking / Aparcamiento	100,000

Goal / Objetivo	Metrics / Métricas	
	Housing Units / Viviendas	+230 units / viviendas
	Linear Feet of Retai / Pies Lineales de tiendas	+2,400 ft
	Parking Spaces / Aparcamiento	1,252 spaces / espacios

Share your thoughts below!

Tell us your thoughts on the proposed infill areas by posting a sticky-note with your thoughts.

- *How do you feel about these infill opportunities?*
- *Are there other blocks you would like to see redeveloped?*

¡Comparta su opinión a continuación!

Cuéntenos su opinión sobre las propiedades propuestas para su futuro desarrollo publicando una nota adhesiva con sus ideas.

- *¿Qué opina de estas oportunidades de desarrollo futuro?*
- *¿Hay otras manzanas que le gustaría ver reurbanizadas?*

What level of investment should we assume for the infill?

¿Qué nivel de inversión debemos asumir para las predios de cara a su futuro desarrollo?

Infill Areas / Predios para Futuro Desarrollo

South Main Street Infill Areas / Predios para Futuro Desarrollo de Sur Main Street

Level One Investments
Low-cost solutions focused on promoting availability/potential of infill lots to attract interest from developers, businesses, and the community.

Inversiones de Primer Nivel
Soluciones de bajo costo para promover el potencial y la disponibilidad de los predios para futuro desarrollo para atraer el interés de desarrolladores, empresas y de la comunidad.

Level Two Investments
Involves city resources to make regulatory and zoning adjustments to make it easier and more attractive for private investment in infill lots.

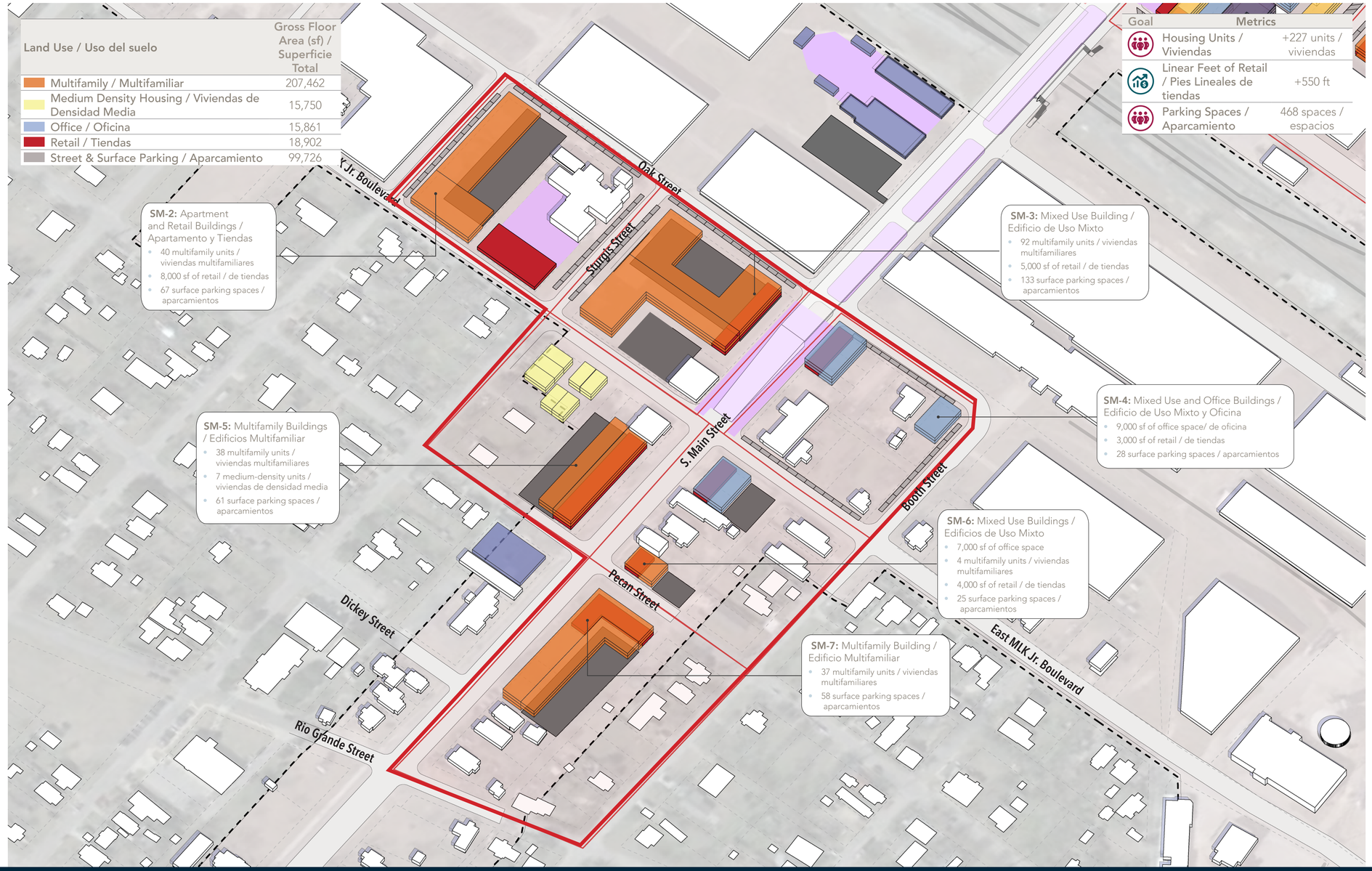
Inversiones de Segundo Nivel
Implica recursos municipales para realizar ajustes normativos y de zonificación que faciliten y hagan más atractiva la inversión privada en predios vacantes.

Level Three Investments
Involves collaboration between city, developers, and local stakeholders to leverage investment and resources to develop/redevelop infill sites.

Inversiones de Tercer Nivel
Implica la colaboración entre la ciudad, los promotores y las partes interesadas locales para aprovechar la inversión y los recursos para desarrollar o reurbanizar zonas de relleno.

Level Four Investments
City takes a direct role in infill lots, by developing projects, acquiring land, or investing in infrastructure/services to support new developments.

Inversiones de Cuarto Nivel
La ciudad participa directamente en predios desarrollando proyectos, adquiriendo terrenos o invirtiendo en infraestructuras/servicios de apoyo a los nuevos desarrollos.



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What level of investment should we assume for the infill?

¿Qué nivel de inversión debemos asumir para las predios de cara a su futuro desarrollo?

Gathering Spaces

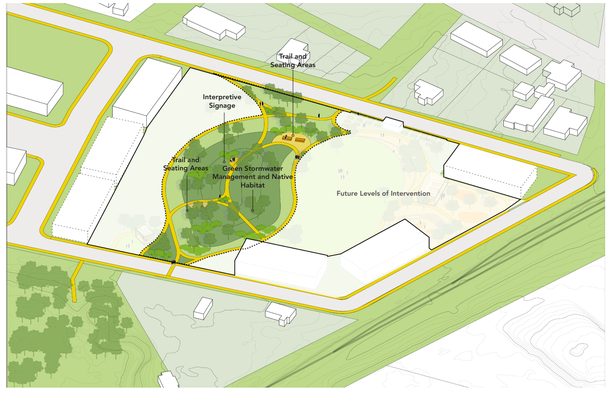
Mustang Creek Park

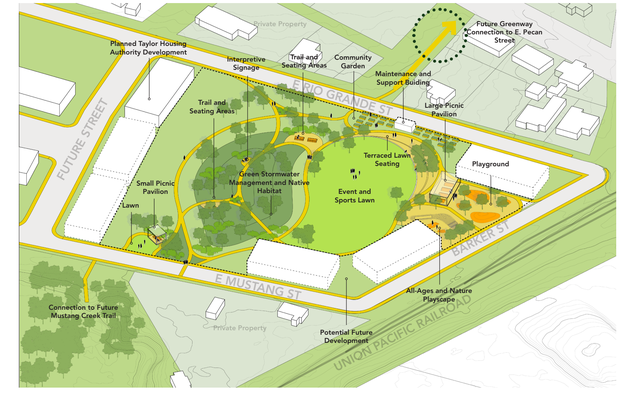
Level One Investments
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

Level Two Investments
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

Level Three Investments
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Level Four Investments
Involves major construction of physical structures and the city acquiring land to redevelop housing or provide additional parking.





Gravel Trails and Interpretive Signage

Green Stormwater Management and Native Habitat

Shade Structure/Picnic Pavilion

Community Garden

Event Lawn

Sports/Multi-Use Lawn

All-Ages/Nature Play

Playground

What level of investment should we assume for this gathering space?

As the Housing Authority redevelops the Avery Site project, there is an opportunity to integrate park improvements into the plan providing green stormwater and neighborhood recreation opportunities in South Taylor. This park would have direct connectivity to the proposed Mustang Creek Greenbelt and Hike & Bike Trails.

Level One Investments	Level Two Investments	Level Three Investments	Level Four Investments

Gathering Spaces

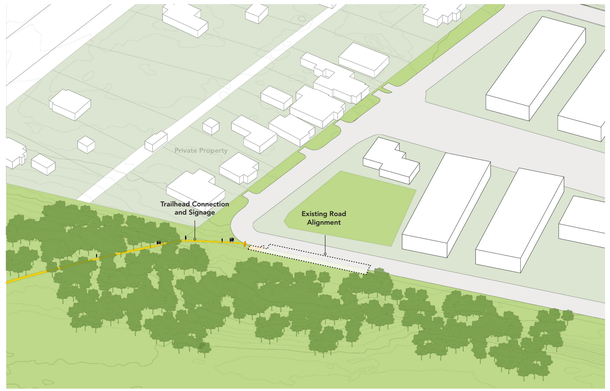
Trailhead and Nature Center

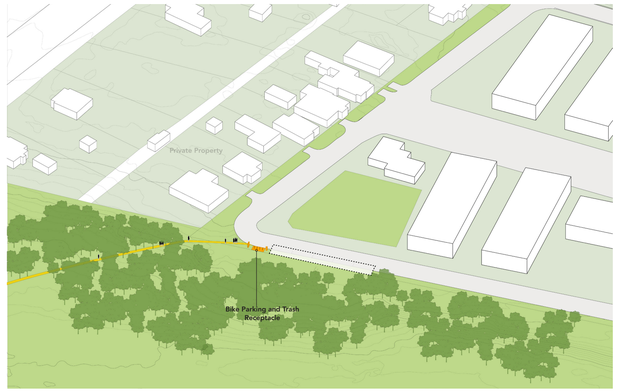
Level One Investments
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

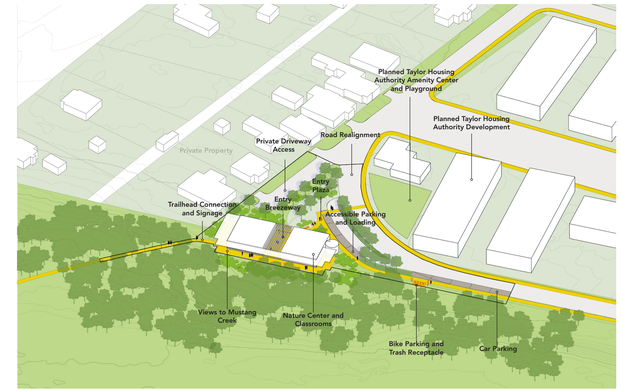
Level Two Investments
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

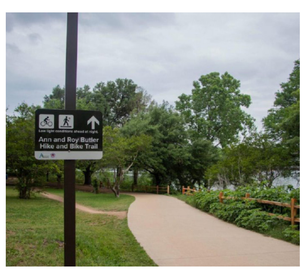
Level Three Investments
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Level Four Investments
Involves major construction of physical structures and the city acquiring land to redevelop housing or provide additional parking.









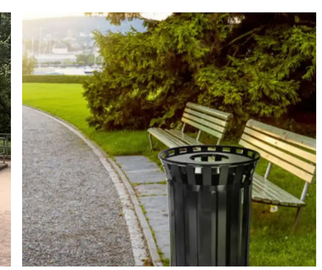
Gravel Trails and Interpretive Signage

Signage

Trail Entryways

Bike Parking

Trailhead with Street Furnishings


Trash Recepticals and Benches

Entry Plaza

Nature Center Classrooms

What level of investment should we assume for this gathering space?

Trailheads are proposed wherever a street with enhanced pedestrian and/or bicycle improvements intersect with the Bull Branch or Mustang Creek greenbelts. All trailheads could have a trail connection, interpretive and wayfinding signage, bicycle parking, benches and trash receptacles. With some minor realignment of the road network. this trailhead could also have the opportunity for a nature center of covered pavilion that could serve as a gathering place for the community and an interpretive center for the Mustang Creek greenbelt.

Level One Investments	Level Two Investments	Level Three Investments	Level Four Investments

Gathering Spaces

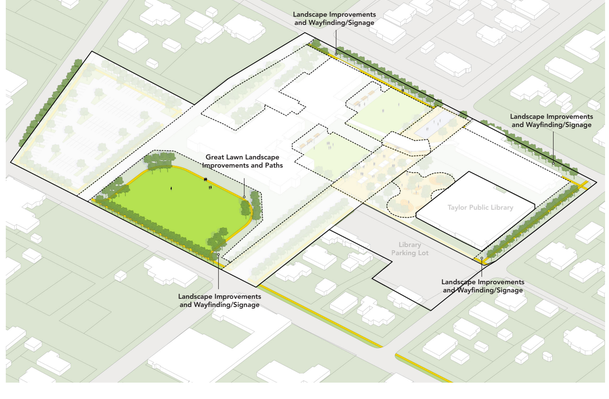
Old Taylor High Green Space

Level One Investments
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

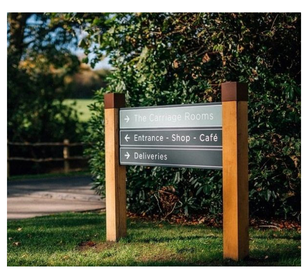
Level Two Investments
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

Level Three Investments
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Level Four Investments
Involves major construction of physical structures and the city acquiring land to redevelop housing or provide additional parking.



Great Lawn Landscape Improvements

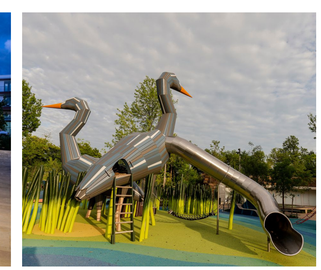


Wayfinding and Signage

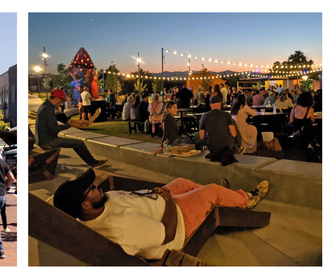
Food Truck Park

Picnic Pavilions

Splash Pad Plaza


All-Ages/Nature Play

Festival Street


Outdoor Events

What level of investment should we assume for this gathering space?

Old Taylor High and the surrounding commercial and civic areas have become important community destinations. There is an opportunity to enhance connectivity between these facilities with more park-like improvements, which would reinforce the area's success and create synergies, such as shared parking."

Level One Investments	Level Two Investments	Level Three Investments	Level Four Investments

Gathering Spaces

Doak Street Park Enhancements and Buffer Trail

Level One Investments
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

Level Two Investments
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

Level Three Investments
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Level Four Investments
Involves major construction of physical structures and the city acquiring land to redevelop housing or provide additional parking.

Buffer Hike/Bike Trail

Wayfinding and signage

Sports Courts

Park Concessions

Outdoor Fitness

Outdoor Amphitheater

Picnic Pavilion

Upgraded Baseball Facilities

What level of investment should we assume for this gathering space?

Doak Street Park currently features two baseball diamonds and a new playground. Given the demand for recreational space in this area of South Taylor and the opportunity to connect park enhancements to the Mustang Creek Greenbelt, expanding the park and adding further improvements would effectively address these needs.

Level One Investments	Level Two Investments	Level Three Investments	Level Four Investments

Streetscapes / Paisajes de las Calles

Legend

- Clear Zone (Pedestrian Circulation) / Zona Despejada (Circulación Peatonal)
- Amenity Zone (Landscape, Street Trees, Site Furniture, Lighting) / Servicio Zone (Paisaje, Arbolada Urbano, Mobiliario Urbano, Iluminación)
- Frontage Zone (Building Entrances, Outdoor Dining, Awnings, Signage) / Fachada Zona (Entradas de Edificios, Comedor al Aire Libre, Toldos, Señalización)
- Travel Lanes / Vías de Circulación
- Parking Lanes / Vías de Aparcamiento
- Shared Use Path/Bicycle Lane / Camino de Uso Compartido/Vía Ciclista

What level of investment should we assume for these streets? / ¿Qué nivel de inversión debemos suponer para estas calles?

TXDOT Streetscapes

These sections aim to create a walkable streetscape for pedestrians while preserving spaces for vehicles to traverse the city without additional conflicts. Level One through Three Investments are intended to meet TXDOT design standards. Level Four Investments would require participation in the TXDOT Turnback Program.

Paisajes de las Calles del TXDOT

Estas secciones tienen como objetivo crear un paisaje urbano transitable para los peatones, preservando al mismo tiempo los espacios para que los vehículos puedan transitar la ciudad sin conflictos adicionales. Las inversiones de primer a tercer nivel deben cumplir las normas de diseño de TxDOT. Las inversiones de cuarto nivel requerirían la participación en el programa Turnback del TXDOT.

Multi-modal & Shared Use Streets

These sections aim to create multi-modal or shared use streetscapes where pedestrians, bicyclists, and vehicles can utilize the street safely with minimal conflicts.

Calles Multimodales y de Uso Compartido

Estas secciones pretenden crear paisajes urbanos multimodales o de uso compartido en los que peatones, ciclistas y vehículos puedan utilizar la calle de forma segura y con conflictos mínimos.

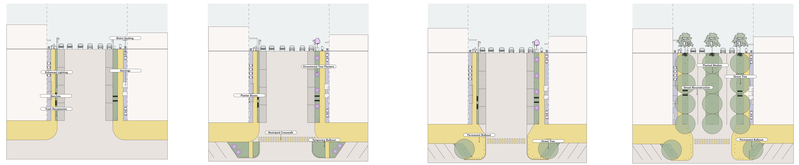
Alternative Streetscapes

These sections are unique street types that address a variety of needs within the city to provide more connectivity and space for gathering.

Paisajes Urbanos Alternativos

Estos tramos son tipos de calle únicos que responden a diversas necesidades dentro de la ciudad para proporcionar más conectividad y espacios de encuentro.

North Main Street

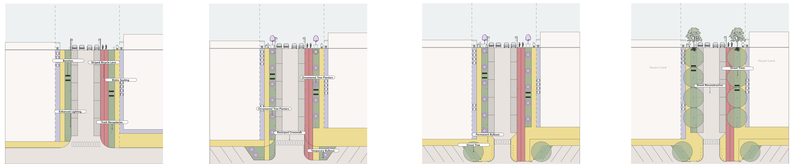


Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Place Gold Star Here / Coloque Aquí la Estrella Dorada

Multi-modal Streets / Calles Multimodales: Vance Street / Washburn Street / 3rd Street / 9th Street / Rio Grande Street Streetscapes



Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Place Gold Star Here / Coloque Aquí la Estrella Dorada

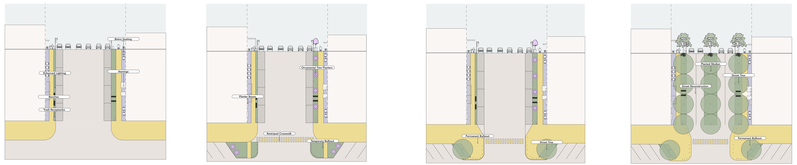
1st Street Streetscape

Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Place Gold Star Here / Coloque Aquí la Estrella Dorada

South Main Street

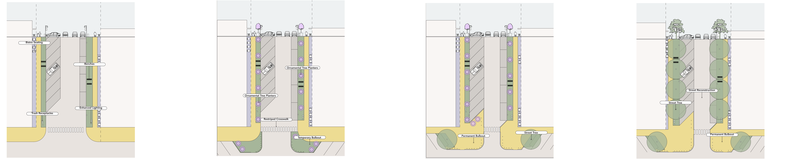


Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Place Gold Star Here / Coloque Aquí la Estrella Dorada

Shared Use Streets / Calles de Uso Compartido: Porter Street / Talbot Street / Oak Street / Gano Street

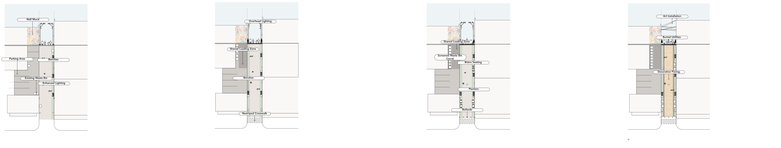


Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

Place Gold Star Here / Coloque Aquí la Estrella Dorada

Alleyway Enhancements / Conexiones Alleyway



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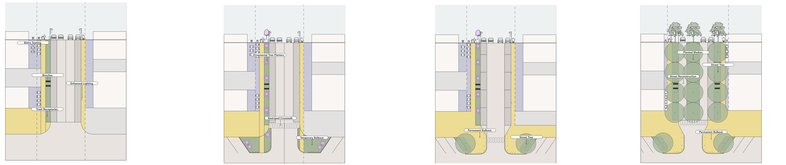
East MLK Jr. Boulevard



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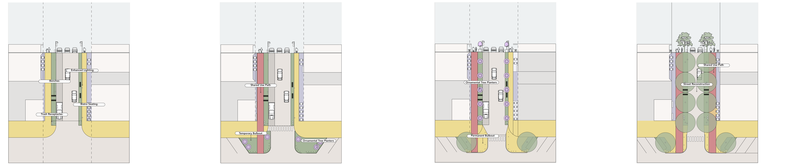
West MLK Jr. Boulevard & Doak Street Streetscapes



Level One Investments / Inversiones de Primer Nivel | Level Two Investments / Inversiones de Segundo Nivel | Level Three Investments / Inversiones de Tercer Nivel | Level Four Investments / Inversiones de Cuarto Nivel

Place Blue Dots Here / Coloque Aquí los Puntos Azules

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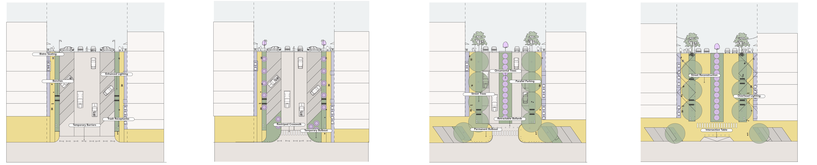
2nd Street Festival Street / Calle Festival



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Stakeholder Dialogue #2
for
Taylor Downtown Plan

11/15/2024

AGENDA

1. INTRODUCTION & PURPOSE / INTRODUCCIÓN Y PROPÓSITO
2. FRAMEWORK PLAN / MARCO DE TRABAJO
3. ACTIVITY INSTRUCTIONS / INSTRUCCIONES PARA LA ACTIVIDAD
4. NEXT STEPS / PRÓXIMOS PASOS

INTRODUCTION & PURPOSE / INTRODUCCIÓN Y PROPÓSITO

LIONHEART PROCESS

Stakeholder Dialogue #2

(Identifying Opportunities and Constraints)

Key Stakeholder Meetings (3)

Advisory Board Meeting #3

City Council Update #2

Key Stakeholder Meetings (3)

Advisory Board Meeting #2

Key Stakeholder Dialogue #1
(Defining the Vision and Goals)

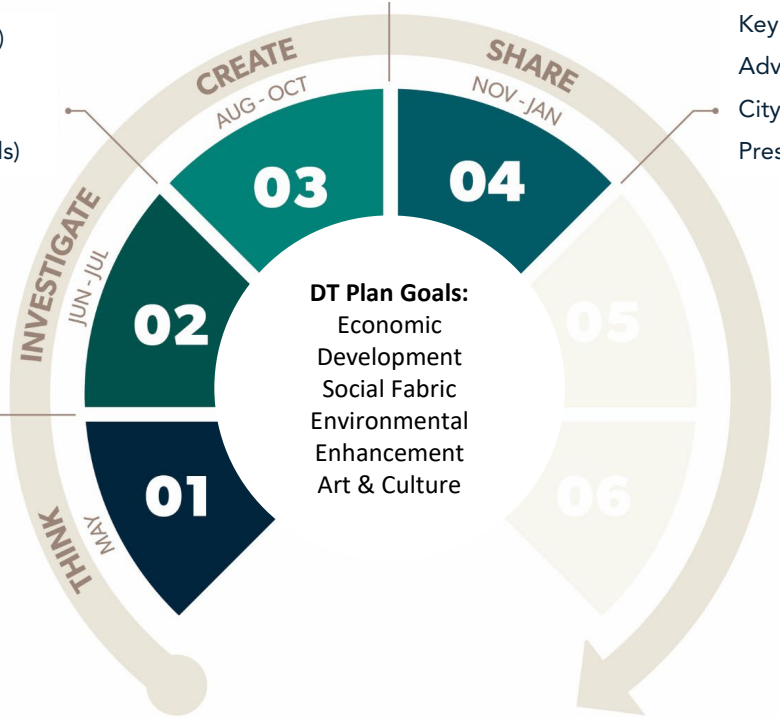
Key Stakeholder Dialogue #3
(Choosing a Preferred Path)

Key Stakeholder Meetings (3)

Advisory Board Meeting #4

City Council Update #3

Presentations (up to 3)



Advisory Board Meeting #1

City Council Update #1

GOALS / OBJETIVOS

ECONOMIC DEVELOPMENT

- **ED1** Ensure the downtown is fiscally sustainable and vibrant.
- **ED2** Improve navigation and accessibility.

ENVIRONMENTAL ENHANCEMENT

- **EN1** Increase human comfort for all – shade, quiet, safety
- **EN2** Improve access to nature and recreation.

SOCIAL FABRIC

- **SF1** Encourage a mix of uses – housing, office, employment, and retail.
- **SF2** Expand mobility options and connectivity.
- **SF3** Be a destination for social life in Taylor for residents and visitors

ART AND CULTURE

- **AC1** Preserve and celebrate local heritage.
- **AC2** Encourage the integration of the arts into the urban fabric

PURPOSE OF TODAY'S MEETING / OBJETIVO DE LA REUNIÓN DE HOY

FOCUS OF STAKEHOLDER DIALOGUE 2 / ENFOQUE DEL DIÁLOGO CON LAS PARTES INTERESADAS 2

PROJECTS

Projects are built, permanent, physical changes.

FOCUS OF STAKEHOLDER DIALOGUE 3 / ENFOQUE DEL DIÁLOGO CON LAS PARTES INTERESADAS 2

PROGRAMS

Programs are one-time events or ongoing actions that influence the study area but do not require permanent physical changes.

POLICIES

Policies are legal norms, rules, or definitions that control and influence future changes.

FRAMEWORK PLAN / MARCO DE TRABAJO

DOWNTOWN FRAMEWORK PLAN / MARCO DE TRABAJO

New and Enhanced Gathering Spaces / Nuevos y mejorados Espacios de encuentro

- Old Taylor High / Old Taylor High
- Doak Street Park Enhancements and Buffer Trail / Mejoras al Parque Doak Street y amortiguar visualmente el sendero
- Mustang Creek Park / Parque Mustang Creek
- Nature Connections and Trailheads / Conexiones con la naturaleza y senderos

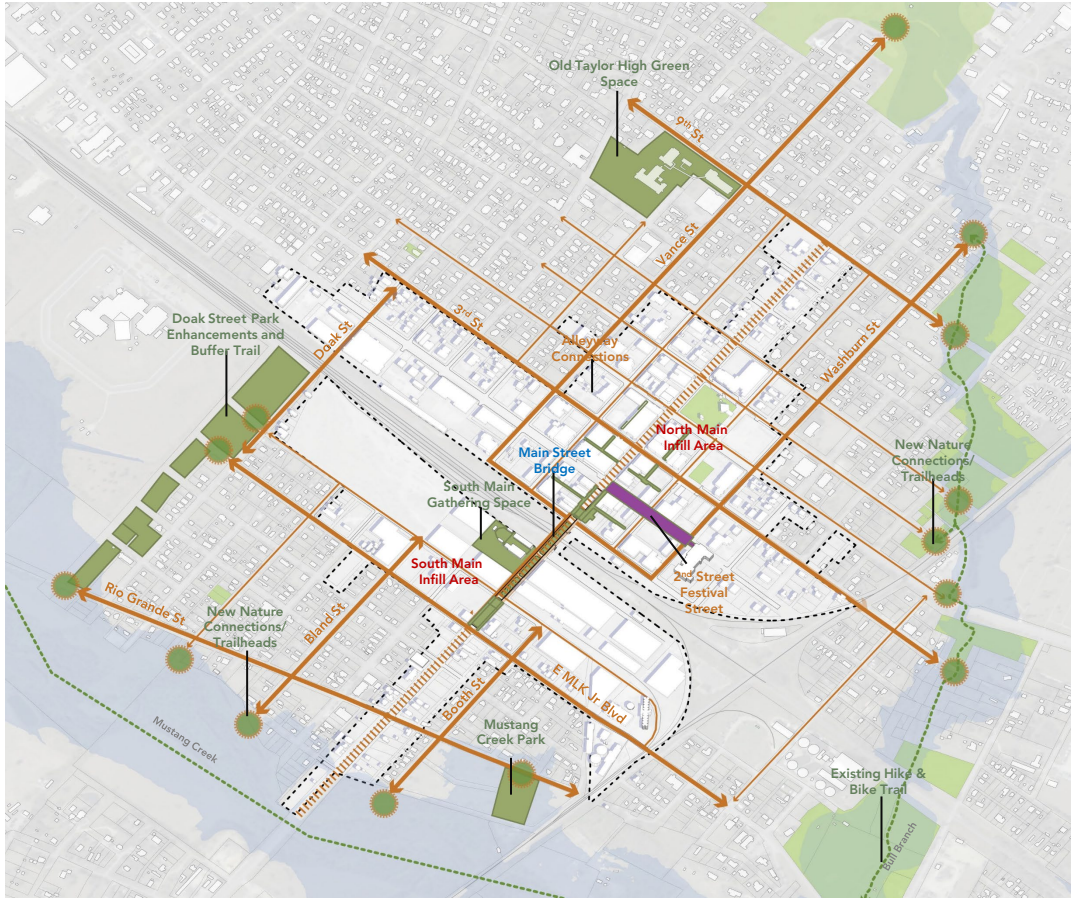
Streetscapes / Paisaje Urbano

- TXDOT Streets / Calles TXDOT
- Multi-modal Streetscapes / Paisaje Urbano Multimodal
- Shared Streetscapes / Paisaje urbano compartido
- Alternative Streetscapes / Alternativas de Paisaje Urbano

Main Street Bridge Strategies / Estrategias para el Puente de Main Street

Infill Areas / Predios vacantes

- North Main / Calle Main Norte
- South Main / Calle Main Sur



NEW AND ENHANCED GATHERING SPACES / NUEVOS Y MEJORADOS ESPACIOS DE ENCUENTRO

NEW AND ENHANCED GATHERING SPACES / NUEVOS Y MEJORADOS ESPACIOS DE ENCUENTRO

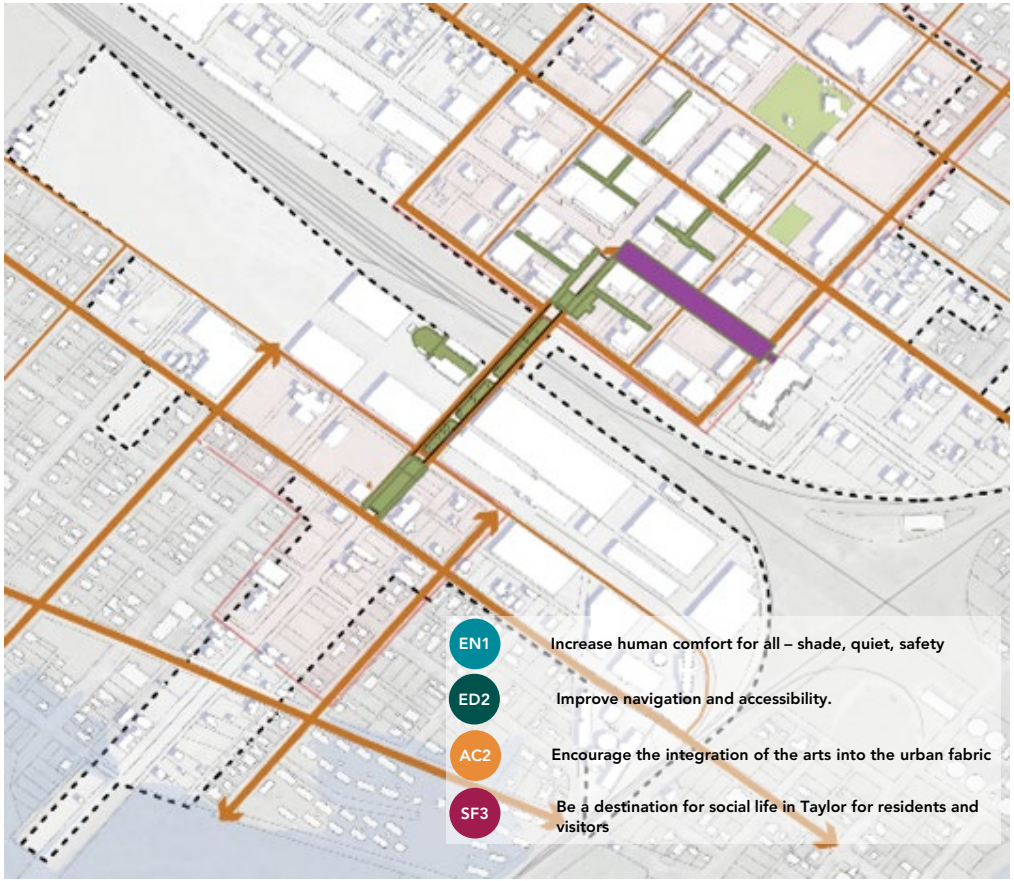
Level One Investments / Inversiones de Primer Nivel	Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.
Level Two Investments / Inversiones de Segundo Nivel	Requires some construction of sports courts but includes relatively low-impact landscape enhancements.
Level Three Investments / Inversiones de Tercer Nivel	Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.
Level Four Investments / Inversiones de Cuarto Nivel	Involves major construction of physical structures and the city acquiring land to develop gathering spaces.

STREETSCAPES / PAISAJE URBANO

STREETSCAPES / PAISAJE URBANO

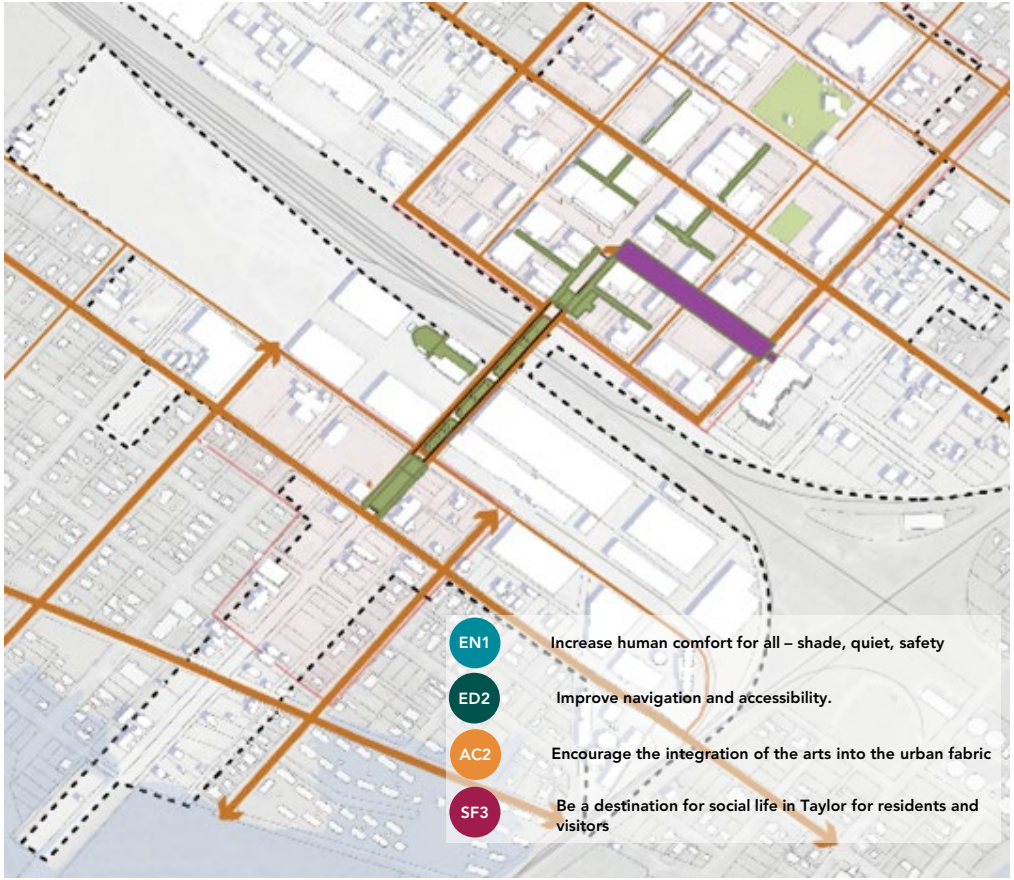
Level One Investments / Inversiones de Primer Nivel	Focuses on enhancements that do not require construction and involve quick, low-cost improvements but enhance the quality of downtown.
Level Two Investments / Inversiones de Segundo Nivel	Require some construction but remain relatively low-impact, typically enhancing pedestrian comfort and safety.
Level Three Investments / Inversiones de Tercer Nivel	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
Level Four Investments / Inversiones de Cuarto Nivel	Involves major infrastructure work and large-scale construction, often with significant changes to the built environment and in certain instances participation in the TXDOT Turnback Program.

MAIN STREET BRIDGE STRATEGIES / ESTRATEGIAS PARA EL PUENTE DE MAIN STREET

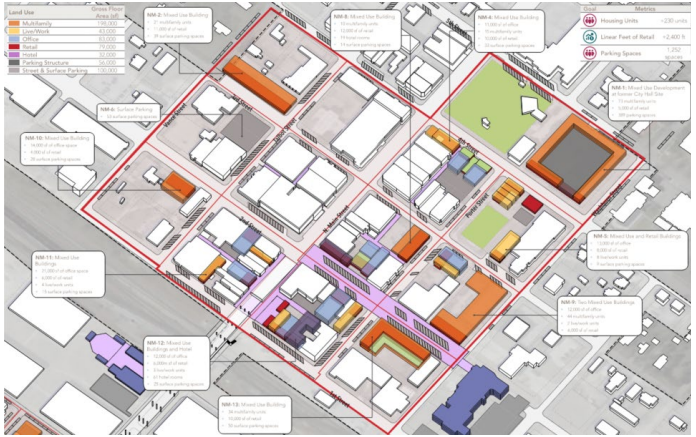


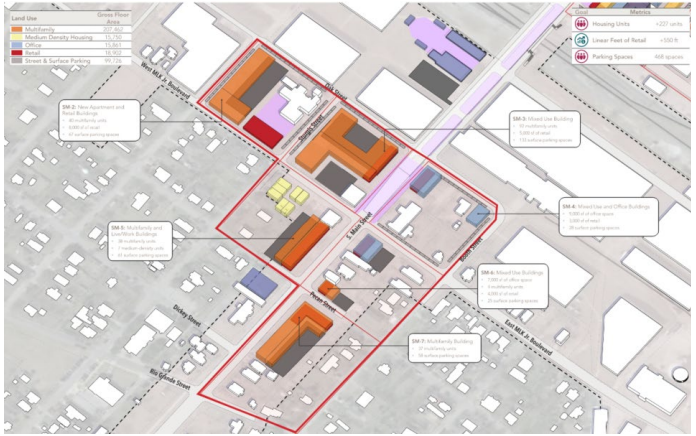
MAIN STREET BRIDGE STRATEGIES / ESTRATEGIAS PARA EL PUENTE DE MAIN STREET

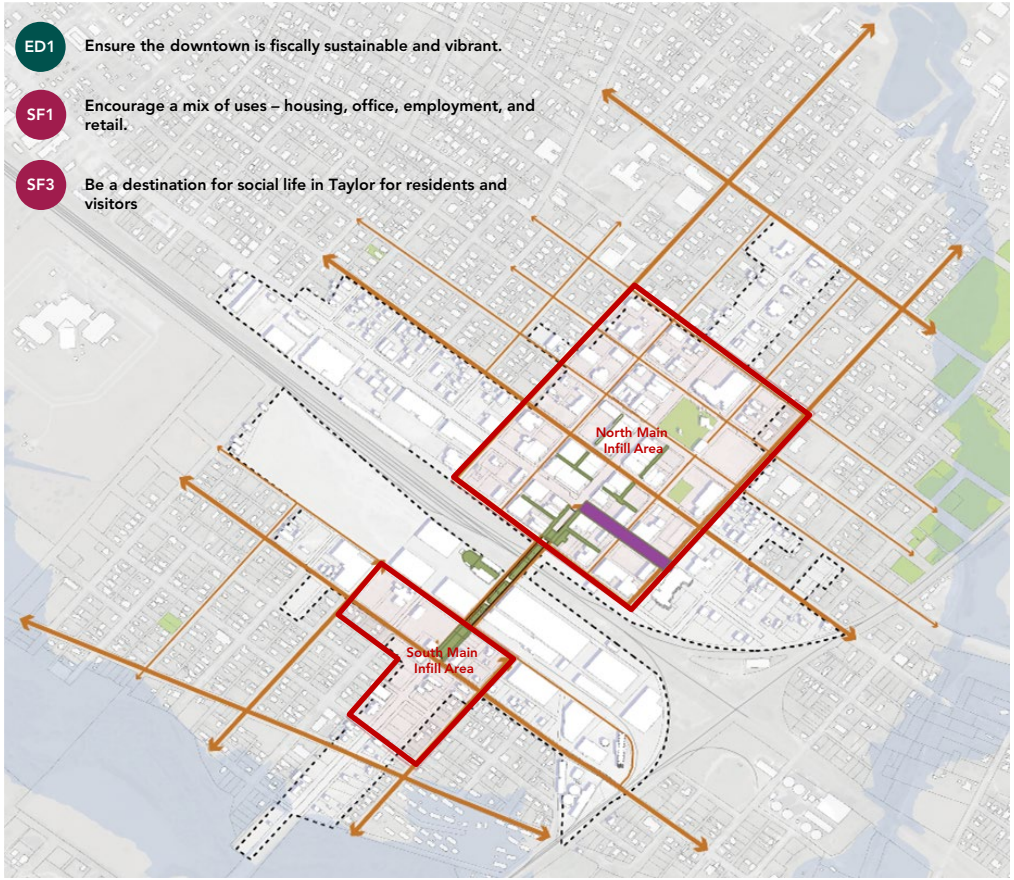
Level One Investments / Inversiones de Primer Nivel	Beautifying existing ramp and pedestrian bridge and low-cost activation under bridge, surface treatment, recreational amenities.
Level Two Investments / Inversiones de Segundo Nivel	At grade mobility enhancements - bike striping/barriers and sidewalk improvement, public art & street furniture & improved lighting.
Level Three Investments / Inversiones de Tercer Nivel	Close down wing street for pedestrians, rebuild ADA-accessible, pedestrian bridge on both sides.
Level Four Investments / Inversiones de Cuarto Nivel	Construction of new bridge with pedestrian and bicycle infrastructure.



INFILL AREAS / PREDIOS VACANTES

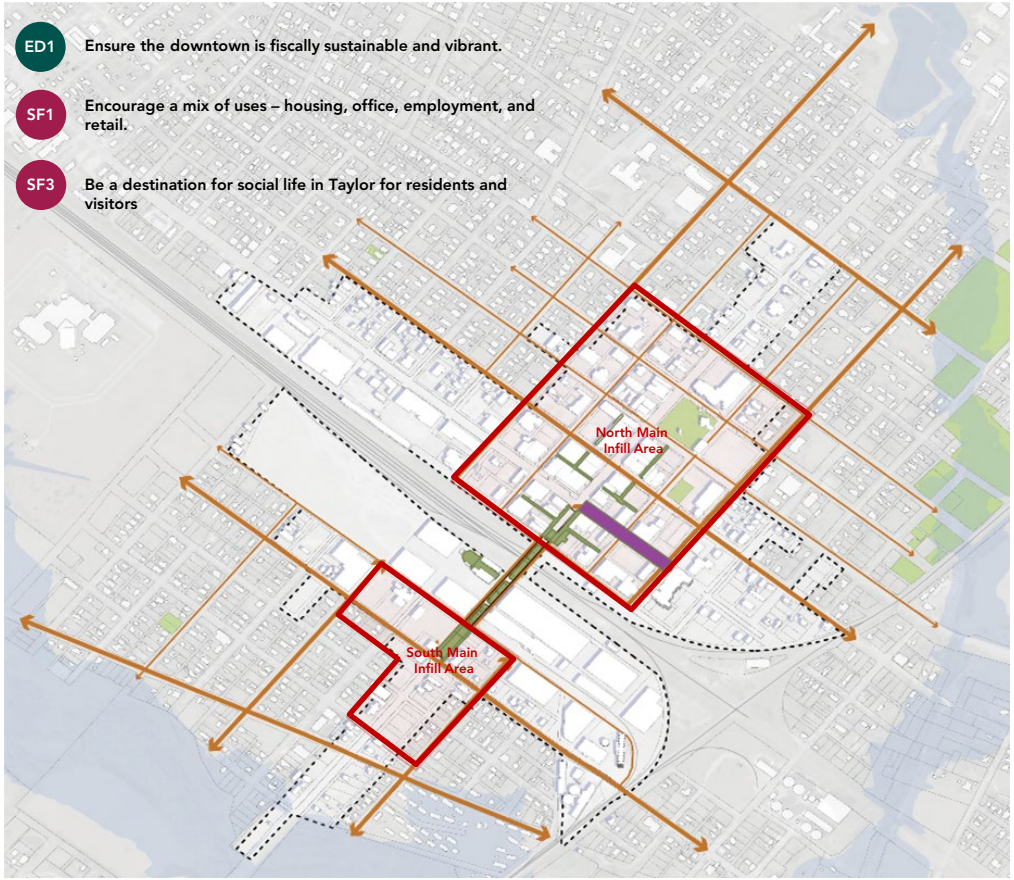






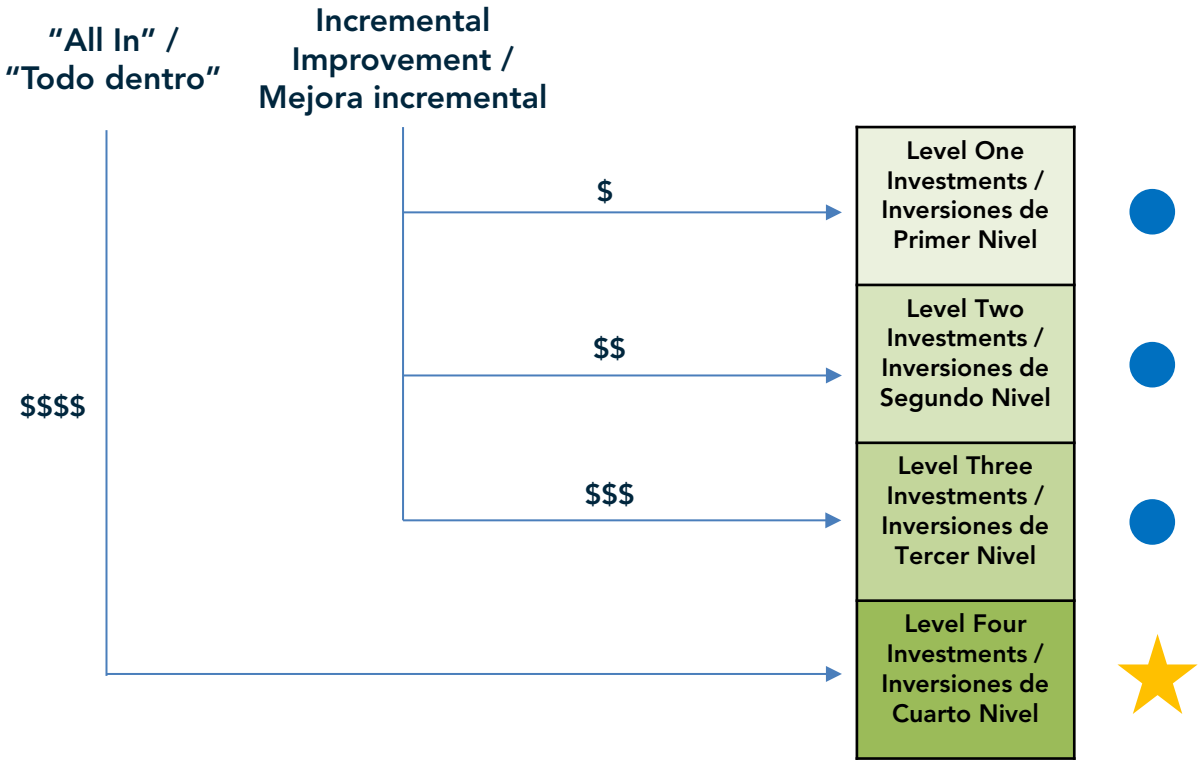
INFILL AREAS / PREDIOS VACANTES

Level One Investments / Inversiones de Primer Nivel	Low-cost solutions focused on promoting availability/potential of infill lots to attract interest from developers, businesses, and the community.
Level Two Investments / Inversiones de Segundo Nivel	Involves city resources to make regulatory and zoning adjustments to make it easier and more attractive for private investment in infill lots.
Level Three Investments / Inversiones de Tercer Nivel	Involves collaboration between city, developers, and local stakeholders to leverage investment and resources to develop/redevelop infill sites.
Level Four Investments / Inversiones de Cuarto Nivel	City takes a direct role in infill lots, by developing projects, acquiring land, or investing in infrastructure/services to support new developments.



ACTIVITY INSTRUCTIONS / INSTRUCCIONES PARA LA ACTIVIDAD

PROJECT START / INICIO DEL PROYECTO



ACTIVITY INSTRUCTIONS / INSTRUCCIONES PARA LA ACTIVIDAD

Gathering Spaces / Espacios de Encuentro

What level of investment should we assume for gathering space?

Gathering spaces are proposed to fill the gaps in park deficiency within downtown Taylor. Trailheads and nature connections can enhance connectivity throughout the downtown, with additional spaces offering various types of programming, including all-ages play, event spaces, sports courts, picnic pavilions, community gardens, etc.

Level One Investments / Inversiones de Primer Nivel
Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.

Level Two Investments / Inversiones de Segundo Nivel
Requires some construction of sports courts but includes relatively low-impact landscape enhancements.

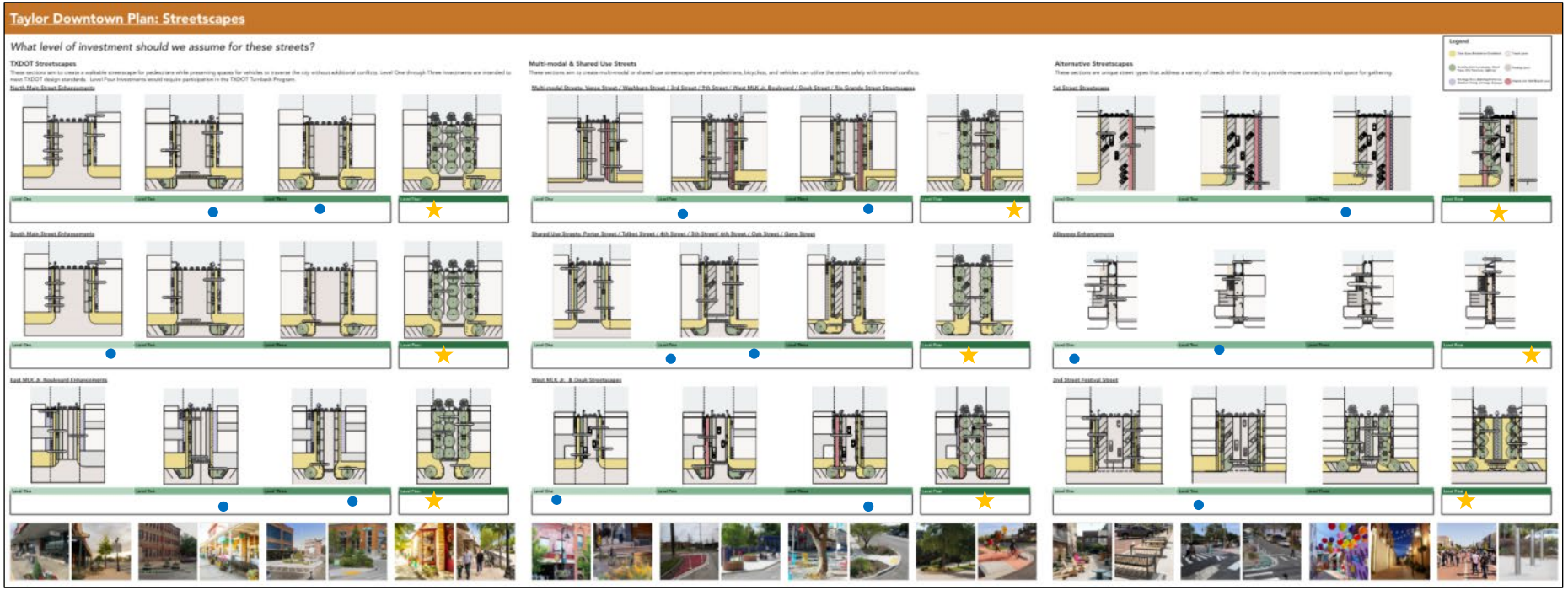
Level Three Investments / Inversiones de Tercer Nivel
Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.

Level Four Investments / Inversiones de Cuarto Nivel
Involves major construction of physical structures and the city acquiring land to develop gathering spaces.

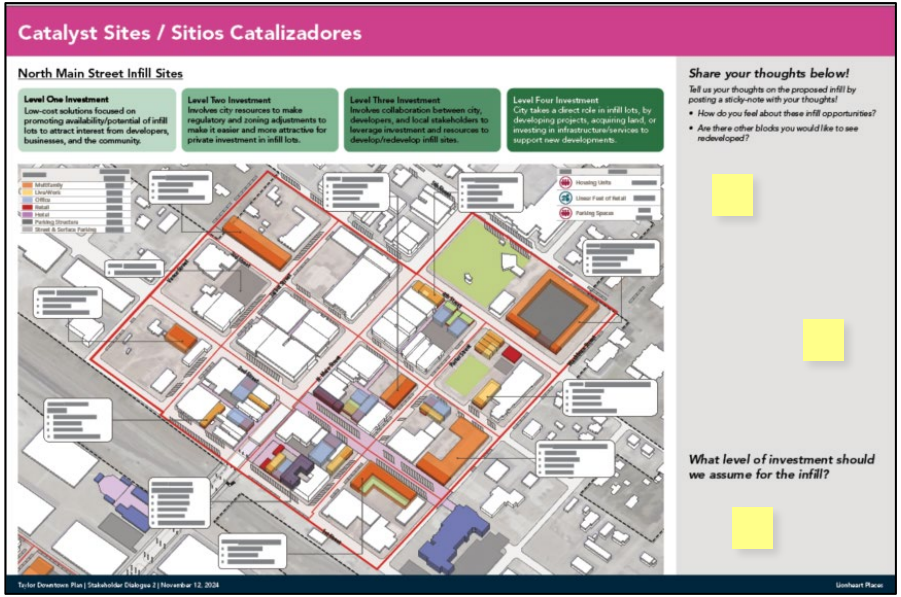
Taylor Downtown Plan | Stakeholder Dialogue 2 | November 12, 2024

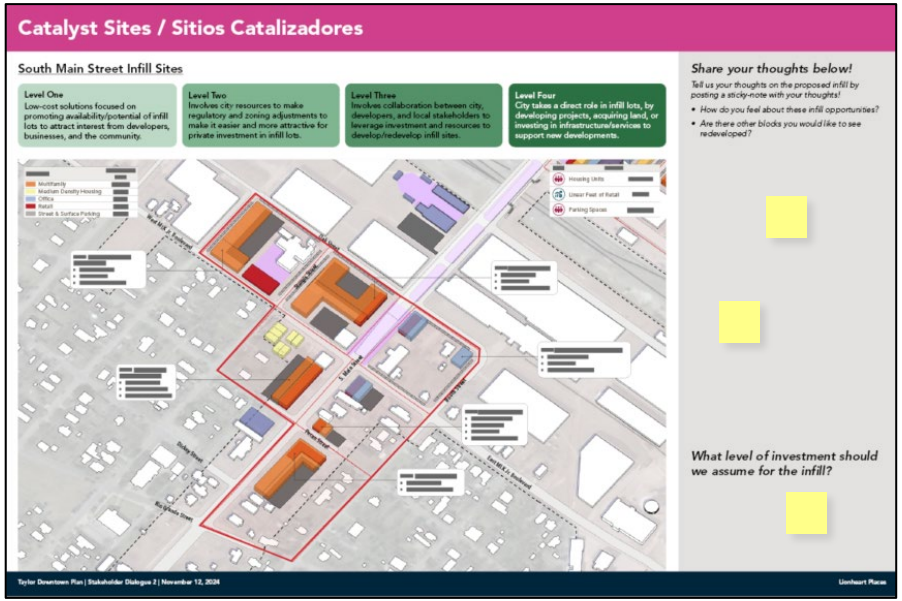
Lionheart Places

ACTIVITY INSTRUCTIONS / INSTRUCCIONES PARA LA ACTIVIDAD



ACTIVITY INSTRUCTIONS / INSTRUCCIONES PARA LA ACTIVIDAD





NEXT STEPS / PRÓXIMOS PASOS

NEXT STEPS / PRÓXIMOS PASOS

• Advisory Board Committee Meeting 4	January (TBD)
• Stakeholder Dialogue #3	January (TBD)
• City Council Update	January/February (TBD)