

AGENDA
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
LOCATION
AUGUST 20, 2025, 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. Review and approve the minutes from the July 17, 2025 meeting
2. Receive the Main Street Activity Report and the Property & Business report as information
3. Receive the report from the Main Street Revenue Fund (123) and the General Fund (100-524)

IV. REGULAR AGENDA - NEW BUSINESS

4. Receive resignation from Jennifer Lopez
5. Receive resignation from John McRae
6. Review and update the board's Main Street Transformation Strategies

V. REGULAR AGENDA - CONTINUING BUSINESS

7. Receive report of Downtown Event Coordination
8. Receive the report from the New Justice Center Advisory Committee

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.

Posted by: Ruby Fisher Date: 08/13/2025
Interim Main Street Manager

MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD MEETING

City Hall Conference Room 400 Porter Street, Taylor, Texas 76574

July 16, 2025 – 5:00 PM

MEMBERS PRESENT

Doug Moss
Ruth Rivera
Jeff Snyder
John McRae
Curie Humphreys

MEMBERS ABSENT

Jennifer Lopez
Alyse Mervosh

OTHERS PRESENT

Ruby Fisher, City Liaison
Chuck Farr

I. CALL TO ORDER AND DECLARE A QUORUM

A quorum was declared, and the meeting was called to order at 5:03 pm

III. REVIEW / DISCUSS AND CONSIDER ACTION ON THE FOLLOWING:

1. Approve the Minutes of the Main Street Advisory Board Meeting from May 21, 2025
2. Receive the financial reports as information for the GL(100-524) and Main Street Revenue (123) Funds .
3. Receive the Downtown Property and Business report as information.
4. Receive the Main Street Staff Activity Report as information.

A motion was made by Doug Moss and seconded by John McRae to approve the consent agenda items as presented, the motion was supported unanimously.

IV. NEW BUSINESS:

5. Receive information and take possible action on the Historic Downtown Walking Tour Report received, no action taken.

V. CONTINUING BUSINESS:

5. Receive the report and take possible action in the coordination of Downtown Events
6. Receive the current report from the New Justice Center Advisory Committee
7. Receive report and take possible action on the Museum on Main Street Program

VI. ADJOURN – 6 :50 Ruth and Curie

1. A motion was made to adjourn the meeting by Ruth Rivera and seconded by Curie Humphreys at 6:32 pm

Taylor Main Street's
Monthly Activity Report
July – 2025

Downtown Property:

- Number of Properties for Sale: 16 (1 property is a vacant lot)
- Number of Commercial Properties Listed for Lease: 21
 - 10 Individual Storefronts
 - 9 Interior Office Spaces
 - 4 Restaurant (1 will build when leased)
 - 1 Industrial/Flex
 - 2 Residential Properties for Lead
- 120 W 2nd St Suite A has leased to Silver Moon Curios, a CO has been issued
- Planned Building Renovation Projects:
 - 110 W 1st Street – Installation of a roof system on a historic building shell
 - 117 E 6th St – Exterior restoration project - pending master plan
 - 401 N Main St – Interior remodel project – plans are under review
- Proposed New Construction Projects:
 - None
- Current Building Renovation Projects:
 - 113-115 W 3rd St – interior and exterior renovation project
 - 209 E 1st St - State & Federal Historic Preservation Tax Credit project
 - 417 N Main St – Interior remodel Project

Business Activity

- Businesses moved during the Period:
 - None
- Businesses Closed during the Period:
 - None
- Businesses Opened during the Period:
 - Trauma Free Tree - 109 E 8 St, Taylor, TX 76574

Community Outreach / Meetings Attended:

- 07/01 - Conducted interviews for Code Enforcement Officer
- 07/02 - Downtown Connections, community meeting (previously Breakfast Bites)
- 07/02 - Sesquicentennial Logo Meeting
- 07/10 - Media Relations Training
- 07/14 - Texas Main Street Program, New Manager Training
- 07/15 - Moody Museum Advisory Board Meeting
- 07/16 - Tourism Meeting
- 07/16 - Texas Main Street Program Design Team Meeting
- 07/16 - Main Street Advisory Board Meeting
- 07/17 - Meeting with EDC
- 07/17 - Sesquicentennial Logo Meeting
- 07/21 - Meeting with Main Street Events Committee
- 07/22 - HDR Intern Site Visit
- 07/23 - Pre-Development Meeting 116 E 6th St
- 07/23 - Taylor Spark! Project Planning Discussion
- 07/23 - Meeting with Holiday Inn, Tourism Marketing
- 07/23 - Public Arts Advisory Meeting
- 07/24 - Meeting with Texas Historical Commission
- 07/24 - Meeting with 74 Man Store, Margartia Mile
- 07/25 - Tourism Plan Meeting
- 07/25 - Sesquicentennial Logo Meeting
- 07/29 - Christmas Parade and Tree Lighting Meeting
- Downtown Businesses: visits Black Sparrow Music Parlor, Netta's Nook, 74 Man Store, Karch Music, Flake Bakery and Larder, Ripple and Rose, Curio Mrvosa, Taylor Bike Company, Hayley's Grains, Mezoozah's, Silver Moon Curios, Hacienda Coffee, Lucky Duck Cafe, Sweet & Southern Finds, Kincl House of Antiques, Vintique Collective

Film Friendly Taylor – Film Events in Taylor:

None this period

Events:

- 07/04 - 4th of July Parade and Celebration (outside of district)
- 07/10 - Exhibit Opening: Musical Memories at the Mooyd Museum with the Czech Melody Masters
- 07/12 - Taylor Second Saturdays and Historic Downtown Taylor Walking Tour

Special Events Permits:

- None this period

FOR SALE

Property Name	Address	Owner/Realtor	Contact Info	Square Foot	Price	Notes
McCrary-Timmerman & Titsworth Buildings	201 N Main St	CWMRY Boyd / Todd Mahler with Partners	Todd Mahler with Partners Real Estate 512-643-8071	43,890 (building size) 30,834 (net rentable)	\$12.500,000 down from \$15,750,000	mixed use
Johan Borge building	405 S Main St	Johan Borge	512-366-7894	2386 SF	850000	restaurant
Johan Borge building	407 S Main St	Johan Borge	512-366-7894	1,405/SF on 0.12 ac lot	4750000	commercial
Johan Borge building	409 S Main Street	Johan Borge	512-366-7894	2000/SF	850000	mixed use
Black Sparrow Music Parlor	113 W 2nd St, Taylor, TX 76574	Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	3000	\$795,000	mixed use
Taylor Bedding	417 W 2nd St	606 Leander Georgetown LLC / Logan Reichle with CBRE	512-499-4905	35,000/SF	2850000	industrial
Industrial Warehouses	601 W 2nd St	606 Leander Georgetown LLC / Darren Quick	512-814-1820	58,600/SF	Contact for pricing	industrial
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	750000	office

FOR LEASE

Property Name	Address	Owner/Realtor	Contact Info	Square Foot	Price	Notes
2nd & Main Lofts	102 E 2nd St; Loft 202	2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1430SF	\$1900/month	RESIDENTIAL UNIT
2nd & Main Lofts	102 E 2nd St; Loft 203	2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1430SF	\$1900/month	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
Taylor Hall	111 W 3rd St; STE 300	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	1824 SF	\$2.17/SF/MO NNN	Retail
Titsworth Building - fmr Hola Aloha	118 W 2nd St	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	680 SF	\$1025/month	Retail
McCrary Timmerman - Residential	110 W 2nd St, Loft C	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	2230 SF	2400/Month	Residential
Titsworth Building - fmr Real Estate Social	120 W 2nd St, Suite C	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	720 SF	\$1200/month	Retail/Office
Titsworth Building - fmr Ancira Salsa	120 W 2nd; St Suite E	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	1050 SF	\$1750/month	Retail/Office
McCrary-Timmerman	120 W 2nd St; Ste 200	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	264 SF	\$650/month	Conference/Office
McCrary-Timmerman	120 W 2nd St, Ste 201	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	2480 SF	\$29/SF/month	Office
McCrary-Timmerman	120 W 2nd St; Ste 202	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	1,500 sf	\$29/SF/month	Office/Retail
Taylor Press Building, Office Space - fmr Texas Concrete	211 W 3rd St; Ste 120	Julie Downs with Tierra Grande	737-864-5330	1898 SF	\$2400/month	Office
Industrial Flex Bldg	202 W 1st	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

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
R. Zuniga's Building - fmr Hawt Spot	211 N Main St - Ste B-2	Ricardo Zuniga / Tierra Grande - Julie Downs	512-497-3967	1880 SF	\$3760/month	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
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
Taylor Bedding Site	601 W 2nd St	606 Leander Georgetown LLC/Darren Quick with Don Quick & Associates	512-814-1820	58,600 SF in 2.90 AC	\$0.65/SF/MO	Industrial/Warehouse
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
	301 Elliott, Taylor	Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1218	\$2.30/SF/MO	Retail/Office
	303 Elliott, Taylor	Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1603	\$2.31/SF/MO	Retail/Office
SOLD						
Property Name	Address	Owner/Realtor	Contact Info	Square Foot	Price	Notes
LEASED						
Property Name	Address	Owner/Realtor	Contact Info	Square Foot	Price	Notes
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	\$1900/month	RESIDENTIAL UNIT
Mcroy Timmerman - Residential	120 W 2nd St - Loft D	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	2300 SF	2800/month	Residential
PLANNED RENNOVATION PROJECTS						
Property Name	Address	Owner/Realtor	Contact Info	Proposed Use	Status	Scope
Davis-Nelson Grocery Warehouse Site	110 W 1st St	Halie & Sara Ferguson	512-585-1748		Permit for Roof submitted	Full repair
Taylor Hall (fmrly Richter Furniture)	111 W 3rd St; Ste 400	Ryder Jeanes	Rjeanes@cldrealth.com	Retail/Office	Plans for Exterior Review	Façade Renovation
Eanes-Prewett Building	119-121 E 3rd St	Casey Denton	512-808-3483	Mixed Use	Pre-App Meeting Held	Interior and Exterior Reno
Taylor National Bank	200 N Main St	Chisum and Cissie Pierce	Chism@getchism.com	Mixed use	Mortar needs to be selected	Interior and exterior repair
Western Finance building	208 N Main Street	John Jones	improvedproperties@yahoo.com	same use - no planned change	FIG approved - permit issued	Roof Work
Ricardo Zuniga building	211 N Main St	Ricardo Zuniga	rzuniga@gmail.com	façade improvement	RZ to submit ppw for a EDC BIG grant to replace glazing 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	Electrical work	Applied for CO 03/29/2025
fmr Tourvaille Antiques	401 N Main St	Rick Northcutt	rick@ricknorthcutt.com	offices	APP14051 being reviewed	interior renovation into offices
Thames Home	117 E 6th Str	Jessica Morgan	JessicaLauren@icloud.com	Mixed Use	FIG application submitted for staff review	Restoration of exterior
ACTIVE RESTORATION PROJECTS						
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
Heidenheimer Co Wholesale Grocery Warehouses	209 W 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
BUSINESS UPDATES						
Silver Moon Curios	120 W 2nd St, Suite A	Kandy Mitchell	480-650-8796; Kandy Mitchell <silvermooncurios	1380 SF	Unknown	CO Issued: Silver Moon Curios

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

100-GENERAL FUND
 FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
***	TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00	0.00
<u>EXPENDITURE SUMMARY</u>							
	524-MAIN STREET PROGRAM	221,529.00	3,970.47	211,750.88	95.59	0.00	9,778.12
***	TOTAL EXPENDITURES	221,529.00	3,970.47	211,750.88	95.59	0.00	9,778.12
***	TOTAL PROFIT / (LOSS)	(221,529.00)	(3,970.47)	(211,750.88)	95.59	0.00	(9,778.12)

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2025

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: AUGUST 31ST, 2025

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
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	148,985.00	2,904.00	134,239.44	90.10	0.00	14,745.56
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	192.00	0.00	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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	149,177.00	2,904.00	134,527.44	90.18	0.00	14,649.56
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	297.00	10.35	132.73	44.69	0.00	164.27
524-121	FICA SOCIAL SECURITY	11,397.00	222.12	10,247.80	89.92	0.00	1,149.20
524-122	WORKERS COMPENSATION	344.00	0.00	343.76	99.93	0.00	0.24
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	126.00	77.78	0.00	36.00
524-124	RETIREMENT-TMRS	20,631.00	816.78	18,237.22	88.40	0.00	2,393.78
524-126	HEALTH INSURANCE	16,597.00	0.00	11,007.00	66.32	0.00	5,590.00
524-127	DENTAL INSURANCE	576.00	0.00	354.30	61.51	0.00	221.70
524-128	LONG TERM DISABILITY	369.00	17.22	270.02	73.18	0.00	98.98
524-129	VISION INSURANCE	<u>99.00</u>	<u>0.00</u>	<u>71.85</u>	<u>72.58</u>	<u>0.00</u>	<u>27.15</u>
	* SUB-CATEGORY TOTAL *	50,472.00	1,066.47	40,790.68	80.82	0.00	9,681.32
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>1,500.00</u>	<u>0.00</u>	<u>341.21</u>	<u>22.75</u>	<u>0.00</u>	<u>1,158.79</u>
	* SUB-CATEGORY TOTAL *	1,500.00	0.00	341.21	22.75	0.00	1,158.79
<u>TRAINING & DEVELOPMENT</u>							
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	175.00	11.33	0.00	1,370.00
524-143	MEMBERSHIPS AND DUES	1,375.00	0.00	910.00	66.18	0.00	465.00
524-144	SUBSCRIPTIONS AND BOOKS	2,250.00	0.00	857.56	38.11	0.00	1,392.44
524-146	TRAINING- TRANSPORTATION	1,700.00	0.00	755.78	44.46	0.00	944.22
524-147	TRAINING- LODGING	2,500.00	0.00	1,721.80	68.87	0.00	778.20
524-148	TRAINING- MEALS	<u>880.00</u>	<u>0.00</u>	<u>256.00</u>	<u>29.09</u>	<u>0.00</u>	<u>624.00</u>
	* SUB-CATEGORY TOTAL *	10,650.00	0.00	4,676.14	43.91	0.00	5,973.86

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

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	3,970.47	180,335.47	85.14	0.00	31,463.53

200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,545.00	0.00	885.25	57.30	0.00	659.75
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	500.00	0.00	14.66	2.93	0.00	485.34
524-215	POSTAGE	<u>100.00</u>	<u>0.00</u>	<u>51.75</u>	<u>51.75</u>	<u>0.00</u>	<u>48.25</u>
* SUB-CATEGORY TOTAL *		2,145.00	0.00	951.66	44.37	0.00	1,193.34

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	<u>2,100.00</u>	<u>0.00</u>	<u>342.93</u>	<u>16.33</u>	<u>0.00</u>	<u>1,757.07</u>
* SUB-CATEGORY TOTAL *		2,100.00	0.00	342.93	16.33	0.00	1,757.07

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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		4,245.00	0.00	1,294.59	30.50	0.00	2,950.41
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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	941.54	156.92	0.00	(341.54)
524-326	WIRELESS DATA SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		600.00	0.00	941.54	156.92	0.00	(341.54)

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

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 **		600.00	0.00	941.54	156.92	0.00	(341.54)

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	<u>2,000.00</u>	<u>0.00</u>	<u>980.64</u>	<u>49.03</u>	<u>0.00</u>	<u>1,019.36</u>
* SUB-CATEGORY TOTAL *		<u>2,000.00</u>	<u>0.00</u>	<u>980.64</u>	<u>49.03</u>	<u>0.00</u>	<u>1,019.36</u>
** CATEGORY TOTAL **		2,000.00	0.00	980.64	49.03	0.00	1,019.36

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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		<u>1,425.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,425.00</u>

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	1,260.00	0.00	198.64	15.77	0.00	1,061.36
524-539	OTHER CONTRACT SERVICES	<u>200.00</u>	<u>0.00</u>	<u>28,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(27,800.00)</u>
* SUB-CATEGORY TOTAL *		<u>1,460.00</u>	<u>0.00</u>	<u>28,198.64</u>	<u>931.41</u>	<u>0.00</u>	<u>(26,738.64)</u>
** CATEGORY TOTAL **		2,885.00	0.00	28,198.64	977.42	0.00	(25,313.64)

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

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
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
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
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
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	3,970.47	211,750.88	95.59	0.00	9,778.12
***	TOTAL EXPENSES ***	221,529.00	3,970.47	211,750.88	95.59	0.00	9,778.12
***	TOTAL PROFIT / (LOSS) ***	(221,529.00)	(3,970.47)	(211,750.88)	95.59	0.00	(9,778.12)

*** END OF REPORT ***

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

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
<u>REVENUE SUMMARY</u>							
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	80.00	34,374.65	83.84	0.00	6,625.35
450-	INTERFUND OPERATING T	<u>53,100.00</u>	<u>0.00</u>	<u>5,000.00</u>	<u>9.42</u>	<u>0.00</u>	<u>48,100.00</u>
***	TOTAL REVENUES ***	<u>94,100.00</u>	<u>80.00</u>	<u>39,374.65</u>	<u>41.84</u>	<u>0.00</u>	<u>54,725.35</u>
<u>EXPENDITURE SUMMARY</u>							
615-	MAIN STREET ADMINISTR	<u>94,100.00</u>	<u>0.00</u>	<u>65,306.99</u>	<u>69.40</u>	<u>0.00</u>	<u>28,793.01</u>
***	TOTAL EXPENDITURES ***	<u>94,100.00</u>	<u>0.00</u>	<u>65,306.99</u>	<u>69.40</u>	<u>0.00</u>	<u>28,793.01</u>
***	TOTAL PROFIT / (LOSS) ***	<u>0.00</u>	<u>80.00</u>	<u>(25,932.34)</u>	<u>0.00</u>	<u>0.00</u>	<u>25,932.34</u>

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

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
<u>330-INTERGOVERNMENTAL REVENUES</u>							
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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>430-USE OF MONEY AND PROPERTY</u>							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOU</u>							
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	80.00	27,545.80	162.03	0.00	(10,545.80)
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	0.00	200.00	0.00	0.00	(200.00)
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	5,393.85	44.95	0.00	6,606.15
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
440-360	2ND SATURDAY	<u>3,000.00</u>	<u>0.00</u>	<u>1,235.00</u>	<u>41.17</u>	<u>0.00</u>	<u>1,765.00</u>
** REVENUE CATEGORY TOTAL **		41,000.00	80.00	34,374.65	83.84	0.00	6,625.35
<u>450-INTERFUND OPERATING TRANSF</u>							
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	5,000.00	100.00	0.00	0.00
450-365	TRANSFER FROM GENERAL FUND	<u>48,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>48,100.00</u>
** REVENUE CATEGORY TOTAL **		<u>53,100.00</u>	<u>0.00</u>	<u>5,000.00</u>	<u>9.42</u>	<u>0.00</u>	<u>48,100.00</u>
*** TOTAL REVENUES ***		<u>94,100.00</u>	<u>80.00</u>	<u>39,374.65</u>	<u>41.84</u>	<u>0.00</u>	<u>54,725.35</u>

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

123-MAIN STREET REVENUE FUND
 615-MAIN STREET ADMINISTR
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
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
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
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	3,270.51	93.44	0.00	229.49
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	7,409.18	52.92	0.00	6,590.82
615-237	WINE SWIRL	2,000.00	0.00	0.00	0.00	0.00	2,000.00
615-238	CHRISTMAS BAZAAR	600.00	0.00	1,200.22	200.04	0.00	(600.22)
615-239	SPOOKTACULAR	1,500.00	0.00	1,498.71	99.91	0.00	1.29
	* SUB-CATEGORY TOTAL *	60,600.00	0.00	44,119.84	72.81	0.00	16,480.16
<u>PUBLIC SAFETY SUPPLIES</u>							
615-240	CITY PARADES	25,000.00	0.00	17,340.39	69.36	0.00	7,659.61
615-241	2ND SATURDAY	0.00	0.00	1,309.97	0.00	0.00	(1,309.97)
	* SUB-CATEGORY TOTAL *	25,000.00	0.00	18,650.36	74.60	0.00	6,349.64
<u>SPECIALTY SUPPLIES</u>							
615-259	MISC. SUPPLIES	3,500.00	0.00	24.76	0.71	0.00	3,475.24
	* SUB-CATEGORY TOTAL *	3,500.00	0.00	24.76	0.71	0.00	3,475.24
	** CATEGORY TOTAL **	89,100.00	0.00	62,794.96	70.48	0.00	26,305.04

CITY OF TAYLOR
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

123-MAIN STREET REVENUE FUND
 615-MAIN STREET ADMINISTR
 DEPARTMENT EXPENSES

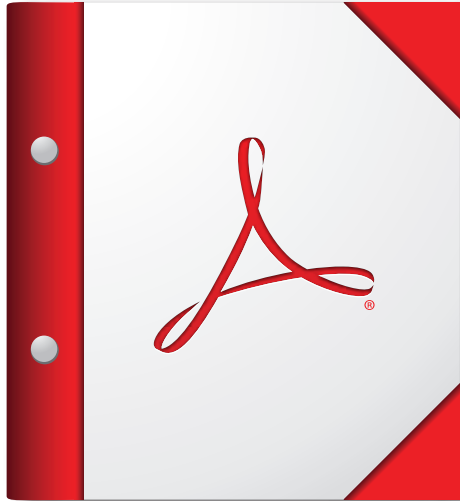
ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	5,000.00	0.00	2,512.03	50.24	0.00	2,487.97
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	2,512.03	50.24	0.00	2,487.97
	** CATEGORY TOTAL **	5,000.00	0.00	2,512.03	50.24	0.00	2,487.97
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
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
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	0.00	0.00	0.00	0.00	0.00	0.00
615-813	FACADE GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
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	0.00	0.00

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2025

123-MAIN STREET REVENUE FUND
 615-MAIN STREET ADMINISTR
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
**	CATEGORY TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
***	DEPARTMENT TOTAL	<u>94,100.00</u>	<u>0.00</u>	<u>65,306.99</u>	<u>69.40</u>	<u>0.00</u>	<u>28,793.01</u>
***	TOTAL EXPENSES	<u>94,100.00</u>	<u>0.00</u>	<u>65,306.99</u>	<u>69.40</u>	<u>0.00</u>	<u>28,793.01</u>
***	TOTAL PROFIT / (LOSS)	<u>0.00</u>	<u>80.00</u>	<u>(25,932.34)</u>	<u>0.00</u>	<u>0.00</u>	<u>25,932.34</u>

*** END OF REPORT ***



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John >

Text Message • SMS
Today 7:32 AM

Ruby, I need to officially resign from Main Street. My condition has deteriorated and I can no longer participate. Please convey to the members how much I have valued the work and the time with them/you. You are doing a wonderful job in your role. I will miss working with you!



iMessage



TRANSFORMATION STRATEGY 1

<p>MAIN STREET Community Transformation STRATEGY #1:</p>	<p align="center">BECOME A PEDESTRIAN-FRIENDLY DOWNTOWN – WELCOMING, WALKABLE, AND COMFORTABLE</p>			
<p>GOAL #1</p>	<p>Capitalize on downtown improvements.</p>			
<p>Measurable outcome:</p>	<p align="center">Organization <i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p>	<p align="center">Design <i>Capitalizing on historic downtown’s physical assets</i></p>	<p align="center">Promotion <i>Reintroduce/introduce the public to the historic downtown</i></p>	<p align="center">Economic Vitality <i>Developing and sustaining a vital downtown marketplace</i></p>
	<p>Project: Review the DT Master Plan to determine the number of either completed or ongoing projects from the 2015 version.</p> <p>Project Task Leader: Jan Harris; Rebecca Leonart (Lionheart Designs)</p> <p>Timelines: Completed May 2024</p> <p>Budget: \$164,000.00</p>	<p>Project: Update downtown property survey (2005) with the goal of establishing a local DT HD.</p> <p>Project Task Leader: Jan Harris & Taylor HPC</p> <p>Timelines: December 2024</p> <p>Budget: \$0</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget</p> <p>NO BOARD MEMBER LEAD</p>	<p>Project: Maintain both the Shop DT Taylor TX website, the DT Directory Maps, and help update the Taylor Made website</p> <p>Project Task Leader: Jan Harris</p> <p>Timelines ongoing</p> <p>Budget: \$250/quarter</p>

	<p>Project: Initiate an update of the Downtown Master Plan (2015).</p> <p>Project task Leader: Doug Moss – Jan Harris</p> <p>Timeline: Approved by Council: Process has begun - Feb 2024 – Began work with Lionheart Places – April 2024; Target completion date – Dec '24-Jan '25</p> <p>Budget: \$164,000.00</p> <p>THE DT MP UPDATE IS NEARING ITS FINAL STAGE AND A FINISHED PRODUCT IS ANTICIPATED IN APRIL 2025</p>			
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TRANSFORMATION STRATEGY 1

<p>MAIN STREET Community Transformation STRATEGY #1:</p>	<p align="center">BECOME A PEDESTRIAN-FRIENDLY DOWNTOWN – WELCOMING, WALKABLE, AND COMFORTABLE</p>			
<p>GOAL #2</p>	<p align="center">Encourage quality redevelopment of downtown properties.</p>			
<p>Measurable outcome:</p>	<p align="center">Organization <i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p>	<p align="center">Design <i>Capitalizing on historic downtown’s physical assets</i></p>	<p align="center">Promotion <i>Reintroduce/introduce the public to the historic downtown</i></p>	<p align="center">Economic Vitality <i>Developing and sustaining a vital downtown marketplace</i></p>
<p>Project: Offer an educational session on tax credits and other incentives available to property owners. Project Task Leader: Doug Moss Timelines & budget: Completed in 3rd Quarter of 2023 Budget: \$300 for food and beverages</p>	<p>Project: Create an “Endangered Species” list of buildings – post their histories. Project Task Leader: Doug Moss & John McRae Timelines: TBD Budget: TBD NO ACTION TO DATE</p>	<p>Project: Participate in the Imagine the Possibilities Tour in the spring of 2025. Project Task Leader: TBD Timelines: TBD Budget: TBD</p>	<p>Project: Research, develop and implement additional grant opportunities for DT property owners. Project Task Leader: Staff Timelines: completed (used the data found on the TxMS website) Budget: \$0 – funding for grants will come from the TIF #1.</p>	
<p>Project: Survey the commercial district to learn when /if owners plan to renovate.</p>	<p>Project: Project Task Leader:</p>	<p>Project: Project Task Leader:</p>	<p>Project: Project Task Leader:</p>	

	Project Task Leader: TBD – NO BOARD LEAD Timelines & budget: TBD	Timelines & budget	Timelines & budget	Timelines & budget

TRANSFORMATION STRATEGY 1

<p>MAIN STREET Community Transformation STRATEGY #1:</p>	<p align="center">BECOME A PEDESTRIAN-FRIENDLY DOWNTOWN – WELCOMING, WALKABLE, AND COMFORTABLE</p>			
<p>GOAL #3</p>	<p align="center">Create a livelier, more welcoming streetscape.</p>			
<p>Measurable outcome:</p>	<p align="center">Organization <i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p>	<p align="center">Design <i>Capitalizing on historic downtown’s physical assets</i></p>	<p align="center">Promotion <i>Reintroduce/introduce the public to the historic downtown</i></p>	<p align="center">Economic Vitality <i>Developing and sustaining a vital downtown marketplace</i></p>
<p>Project: Project Task Leader: Timelines & budget:</p>	<p>Project: Explore creating artful pedestrian crosswalks in strategic locations (but weigh against the “visual mess” as they begin to fade). Project Task Leader: Jenn Lopez Timelines: TBD Budget: TBD</p>	<p>Project: Activate the windows of empty or underutilized buildings – (use Art Office Signs to print our QR codes that link to DowntownTX.org). Project Task Leader: Alyse Mervosh / Staff Timelines: Christmas 2024 Budget: 0 COMPLETED: 2 DISPLAYS WERE SET UP: 1 IN TIME FOR THE MAIN STREET CAR SHOW AND ANOTHER FOR CHRISTMAS.</p>	<p>Project: Activate empty storefronts by partnering with local artists/artisans and building owners to place products in storefront windows with a QR code directing interested shoppers to the artist’s site. Have the artist set up a site where they will be creating/promoting their products during 2nd Saturday. Project Task Leader: Doug Moss</p>	

				<p>Timeline: Sidelined in favor of DT retail store promotion in windows</p> <p>Budget: TBD</p>
	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget:</p>	<p>Project: Benches/Trashcans. Install benches so that conversations are encouraged so that people linger.</p> <p>Project Task Leader: Jenn Lopez</p> <p>Timelines: Target installation date – Q1 2025 Budget: \$4,000 gifted from Chamber of Commerce</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget</p>	<p>Project: Advocate for sandwich boards / corner directional signage to help visitors DT.</p> <p>Project Task Leader: Doug Moss / Staff</p> <p>Timelines: Completed Jan 2024 – Permit fees waived for all A-frame signs</p> <p>Budget: \$0</p>

TRANSFORMATION STRATEGY 1

<p>MAIN STREET Community Transformation STRATEGY #1:</p>	<p align="center">BECOME A PEDESTRIAN-FRIENDLY DOWNTOWN – WELCOMING, WALKABLE, AND COMFORTABLE</p>			
<p>GOAL #4</p>	<p>Reduce noise clutter and improve pedestrian safety.</p>			
<p>Measurable outcome:</p>	<p align="center">Organization <i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p>	<p align="center">Design <i>Capitalizing on historic downtown’s physical assets</i></p>	<p align="center">Promotion <i>Reintroduce/introduce the public to the historic downtown</i></p>	<p align="center">Economic Vitality <i>Developing and sustaining a vital downtown marketplace</i></p>
	<p>Project: Pursue quiet zone for the R/R – inviting all impacted parties. Project Task Leader: Jeff Snyder Timelines: By Jan 2025, have a plan through the updated DT Master Plan as to how to proceed Budget: TBD</p>	<p>Project: Better enforcement of speed limit in DT. Explore additional traffic calming measures. Project Task Leader: Jeff Snyder Timelines: By Jan 2025, have a plan through the updated DT Master Plan as to how to proceed A dedicated downtown foot patrol has been established. The officer is being trained. Budget: \$0</p>	<p>Project: Project Task Leader: Timelines & budget</p>	<p>Project: Project Task Leader: Timelines & budget:</p>

TRANSFORMATION STRATEGY 2

MAIN STREET Community Transformation STRATEGY #2:	NURTURE AND “ACTIVATE” THE DOWNTOWN BUSINESS COMMUNITY.			
GOAL #1	Encourage locals’ patronage of DT businesses by combatting the perception there is no parking.			
MEASURABLE OUTCOME:	<p style="text-align: center;">Organization</p> <p><i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p>	<p style="text-align: center;">Design</p> <p><i>Capitalizing on historic downtown’s physical assets</i></p>	<p style="text-align: center;">Promotion</p> <p><i>Reintroduce/introduce the public to the historic downtown</i></p>	<p style="text-align: center;">Economic Vitality</p> <p><i>Developing and sustaining a vital downtown marketplace</i></p>
	<p>Project: Build merchant buy-in to a “Park Away” program by marketing it as “Heart Smart Parking.”</p> <p>Project Task Leader: TBD – No board member lead.</p> <p>Timelines: TBD</p> <p>Budget: TBD</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Tackle the parking perception problem in DT</p> <p>Project Task Leader: TBD – No board member lead</p> <p>Timelines: TBD</p> <p>Budget: TBD</p>
	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Publish & promote a graphic showing average distance from parking lot to a big box store & compare it to ave. distance walked to a DT business</p> <p>Project Task Leader: TBD – No board member lead</p>

				Timelines: TBD
				Budget: TBD

TRANSFORMATION STRATEGY 2

MAIN STREET Community Transformation STRATEGY #2:	NURTURE AND “ACTIVATE” THE DOWNTOWN BUSINESS COMMUNITY.			
GOAL #2	Improve communication channels between merchants and the city. Boost Taylor Main Street’s communication about downtown businesses.			
OBJECTIVE: MEASURABLE OUTCOME:	Organization <i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i>	Design <i>Capitalizing on historic downtown’s physical assets</i>	Promotion <i>Reintroduce/introduce the public to the historic downtown</i>	Economic Vitality <i>Developing and sustaining a vital downtown marketplace</i>
	<p>Project: Continue Breakfast Bites with the development of an engaging calendar of topics.</p> <p>Project Task Leader: Staff</p> <p>Timelines: ongoing – BB is held on the 2nd Wed. of each month @ 8 am</p> <p>Budget: \$1,800/yr</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Assist the Manager in developing article topics for “DT Matters.”</p> <p>Project Task Leader: No board member lead</p> <p>Timelines: ongoing</p> <p>Budget: \$0</p>	<p>Project: Implement strategies to create better synergy between restaurants & bars.</p> <p>Project Task Leader: Jenn Lopez</p> <p>Timelines: TBD</p> <p>Budget: TBD</p>
	<p>Project: Advocate that a portion of the HOT Funds go to Main Street to increase communication & promotions efforts.</p> <p>Project Task Leader: TBD</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & Budget</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget</p>	<p>Project: Develop a Small Business Guide to Taylor</p> <p>Project Task Leader – Jan Harris – thru MSAI course</p>

	Timelines & budget: TBD			Timelines & budget: Oct 2024; \$350.00 PROJECT IS COMPLETED AND THE DOCUMENT IS AVAILABLE FOR USE ON THE CITY OF TAYLOR WEBSITE
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TRANSFORMATION STRATEGY 2

MAIN STREET Community Transformation STRATEGY #2:	NURTURE AND “ACTIVATE” THE DOWNTOWN BUSINESS COMMUNITY.			
GOAL #3	Ensure that downtown Taylor is open and welcoming to EVERYONE.			
OBJECTIVE: MEASURABLE OUTCOME:	Organization	Design	Promotion	Economic Vitality
	<i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i>	<i>Capitalizing on historic downtown’s physical assets</i>	<i>Reintroduce/introduce the public to the historic downtown</i>	<i>Developing and sustaining a vital downtown marketplace</i>
	<p>Project: Establish a committee to discover and implement dialogue with leaders in Southside.</p> <p>Project Task Leader: Ruth Rivera</p> <p>Timelines: TBD</p> <p>Budget: TBD</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Develop a multi-cultural festival/fiesta to encourage greater interaction with Hispanic, African American, & Asian residents.</p> <p>Project Task Leader: Jenn Lopez</p> <p>Timelines: Completed – Taylor Fest is held on the 1st Saturday in May</p> <p>Budget: TBD – funds for non-City services must be raised through sponsorships and vendor fees.</p>	<p>Project:</p> <p>Project Task Leader</p> <p>Timelines & budget:</p>

			<p>Project: Promote to new neighborhoods being built in Taylor as well as surrounding communities by advertising in the Eastern Williamson County FYI annual publication.</p> <p>Timeline: Completed – Magazine published in late June 2024.</p> <p>Budget: \$1,200</p>	
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TRANSFORMATION STRATEGY 2

MAIN STREET Community Transformation STRATEGY #2:	NURTURE AND “ACTIVATE” THE DOWNTOWN BUSINESS COMMUNITY.			
GOAL #4	Support our downtown businesses “where they are.”			
OBJECTIVE: MEASURABLE OUTCOME:	Organization	Design	Promotion	Economic Vitality
	<i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i>	<i>Capitalizing on historic downtown’s physical assets</i>	<i>Reintroduce/introduce the public to the historic downtown</i>	<i>Developing and sustaining a vital downtown marketplace</i>
	Project: Project Task Leader: Timelines & budget	Project: Project Task Leader: Timelines & budget	Project Project Task Leader: Timelines & budget:	Project: Offer free training courses for small business owners (with SBDC). Project Task Leader: Partnership between Main Street, Chamber & EDC Timelines: 1st stage completed July 2024 - Project Pulse will be held on July 22 nd Budget: \$1,000

Note: This is a template, with sample responses offered in italics for guidance.

TRANSFORMATION STRATEGY WORK PLAN FY23

Organization Name: <i>Main Street Anytown</i> Town, State: <i>Anytown, State</i>		Date: <i>MM/DD/YYYY</i> Completed by: <i>Main Street Manager/Board Director</i>	
Vision: <i>Staunton is a vibrant and vital central commercial district with secondary nodes; Wharf and Central Avenue, maintaining historic character and creating an environment for small business to thrive, supporting both residents and visitors.</i>			
Transformation Strategy #1: <i>Community Serving</i>		Transformation Strategy #2: <i>Placemaking</i>	
Goal 1	Goal 2	Goal 1	Goal 2
<i>Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.</i>	<i>Strategically develop Central Avenue and the Wharf with residents in mind.</i>	<i>Develop downtown masterplan including streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (branding opportunity) and the Wharf.</i>	<i>Offer diverse amenities, services, restaurants, and retail with locals and visitors in mind.</i>
Lead: <i>Ms. Main Street</i>	Lead: <i>Mr. Broadway</i>	Lead: <i>Mx. Pine</i>	Lead: <i>Mrs. Maple</i>
Annual Responsibilities <i>First Saturday: Monthly shopping event to showcase local businesses.</i> <i>Alive @ Five: Build community by raising funds for Main Street.</i> <i>Façade Grant: Award 5 grants during the fiscal year.</i> <i>Newsletter: A monthly publication released on the 1st of every month.</i> <i>Social Media: Update weekly highlighting events and programming to grow audience by 200 new followers while educating about organization.</i>			

Note: This is a template, with sample responses offered in italics for guidance.

Transformation Strategy #1: <i>Community Serving</i>					
Goal 1: <i>Attract businesses that cater to all residents. i.e., grocery, pharmacy, etc.</i>			Define Success: <i>Increase service businesses that cater to residents by 3.</i>		
Partners: <i>City of Anytown, Chamber of Commerce, property owners</i>					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Update building inventory</i>	<i>Mary Smith</i>	<i>Bob Smith</i>	<i>October</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Create a list of vacant or underutilized spaces for service businesses including a small grocer.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>November</i>	<i>In Progress</i>	<i>\$0</i>
<i>3. Develop an incentives package. Identify needs and advocate for more resources</i>	<i>Jim Start</i>	<i>Bob Smith</i>	<i>December</i>	<i>In Progress</i>	<i>\$250</i>
<i>4. Identify willing owners.</i>	<i>Bill Trent</i>	<i>Bob Smith</i>	<i>January</i>	<i>Completed</i>	<i>\$0</i>
<i>5. Conduct a walking audit of the district to assess opportunities.</i>	<i>Josh Morgan</i>	<i>Bob Smith</i>	<i>March</i>	<i>In Progress</i>	<i>\$0</i>
<i>6. Establish a business start-up process to make your community business friendly for start-ups</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>April</i>	<i>Not Started</i>	<i>\$0</i>
<i>7. White-box vacant spaces for pop-ups to show proof of concept.</i>	<i>Mary Worth</i>	<i>Bob Smith</i>	<i>May-June</i>	<i>Not Started</i>	<i>\$1500</i>
<i>8.</i>					
Total					<i>\$1750</i>

Note: This is a template, with sample responses offered in italics for guidance.

Transformation Strategy #1: <i>Community Serving</i>					
Goal 2: <i>Strategically develop Central Avenue and the Wharf with residents in mind</i>			Define Success: <i>Brands established for nodes and drawing 200 new resident visits each month.</i>		
Partners: <i>City of Anytown, Planning Department, Zoning Department, property owners</i>					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Survey residents on vision for nodes to establish brand themes.</i>	<i>Mary Smith</i>	<i>Bob Smith</i>	<i>October</i>	<i>In Progress</i>	<i>\$100</i>
<i>2. Hold public meetings on suggested brands for nodes.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>November</i>	<i>In Progress</i>	<i>\$0</i>
<i>3. Develop a personality and brand voice for each node.</i>	<i>Jim Start</i>	<i>Bob Smith</i>	<i>December</i>	<i>In Progress</i>	<i>\$0</i>
<i>4. Create a brand story and brand name for destinations.</i>	<i>Bill Trent</i>	<i>Bob Smith</i>	<i>January</i>	<i>Completed</i>	<i>\$0</i>
<i>5. Pick brand look, logo, and color palette.</i>	<i>Josh Morgan</i>	<i>Bob Smith</i>	<i>March</i>	<i>In Progress</i>	<i>\$500</i>
<i>6. Build effective branding communications strategy.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>April</i>	<i>Not Started</i>	<i>\$0</i>
<i>7. Tell compelling stories</i>	<i>Mary Worth</i>	<i>Bob Smith</i>	<i>May-June</i>	<i>Not Started</i>	<i>\$200</i>
<i>8. Integrate brands with organization marketing and launch.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>April</i>	<i>Not Started</i>	<i>\$300</i>
<i>9.</i>					
Total					<i>\$1100</i>

Note: This is a template, with sample responses offered in italics for guidance.

Transformation Strategy #2: Placemaking					
Goal 1: <i>Develop downtown masterplan including streetscape, parking, sidewalk, and wayfinding strategy to connect the Central business district to Central Avenue (branding opportunity) and the Wharf.</i>			Define Success: <i>Awarded a grant to match City funding for downtown masterplan.</i>		
Partners: <i>City of Anytown, Grant Funder, State Transportation Department, City Public Works</i>					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Research grant opportunities for master planning</i>	<i>Mary Smith</i>	<i>Bob Smith</i>	<i>October</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Apply for master planning grant.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>November</i>	<i>In Progress</i>	<i>\$200</i>
<i>3. Announce the award of grant. Thank partners.</i>	<i>Jim Start</i>	<i>Bob Smith</i>	<i>December</i>	<i>In Progress</i>	<i>\$0</i>
<i>4. Issue an RFP for master plan.</i>	<i>Bill Trent</i>	<i>Bob Smith</i>	<i>January</i>	<i>Completed</i>	<i>\$0</i>
<i>5. Establish committee to review RFPs and award contract.</i>	<i>Josh Morgan</i>	<i>Bob Smith</i>	<i>March</i>	<i>In Progress</i>	<i>\$0</i>
<i>6.</i>					<i>\$0</i>
<i>7.</i>					<i>\$0</i>
<i>8.</i>					<i>\$0</i>
				Total	\$200

Note: This is a template, with sample responses offered in italics for guidance.

Transformation Strategy #2: Placemaking					
Goal 2: <i>Offer diverse amenities, services, restaurants, and retail with locals and visitors in mind.</i>			Define Success: <i>Activated 1 underutilized space for students.</i>		
Partners: <i>College Administration and Student Leadership, City of Anytown, Public Works, property owners, Arts Council</i>					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Host of meeting with College Student Leadership to engage students in a downtown project.</i>	<i>Mary Smith</i>	<i>Bob Smith</i>	<i>October</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Work with student committee to design project.</i>	<i>Ann Jones</i>	<i>Bob Smith</i>	<i>November</i>	<i>In Progress</i>	<i>\$0</i>
<i>3. Identify property and owners for project.</i>	<i>Jim Start</i>	<i>Bob Smith</i>	<i>December</i>	<i>In Progress</i>	<i>\$0</i>
<i>4. Assemble project and launch.</i>	<i>Bill Trent</i>	<i>Bob Smith</i>	<i>January</i>	<i>Not Started</i>	<i>\$750</i>
<i>5. Share a compelling story about the project and building community with the students.</i>	<i>Jim Start</i>	<i>Bob Smith</i>	<i>December</i>	<i>In Progress</i>	<i>\$0</i>
<i>6.</i>					<i>\$0</i>
<i>7.</i>					<i>\$0</i>
<i>8.</i>					<i>\$0</i>
				Total	<i>\$750</i>

TRANSFORMATION STRATEGY WORK PLAN

FY24-25

Organization Name: La Grange Main Street Town, State: La Grange, Texas		Date: 01/9/2025 Completed by: Main Street Manager, Main Street Assistant, Board Executive Committee	
Vision: The La Grange Main Street Program will work to strengthen and enhance downtown La Grange as the economic and social focal point of our community, based on the strong foundation of our historic past.			
Transformation Strategy #1: Cultural Vibrancy		Transformation Strategy #2: Community-Minded Development	
Goal 1	Goal 2	Goal 1	Goal 2
Work with community partners to advocate for, commission, and establish assets that assert Downtown as the cultural center of our community.	Through a combination of programming and planning processes, create new community partnerships for the continued reinvention of downtown while nurturing pre-existing relationships.	Improve the business climate in downtown, steering vacancies toward customer-facing and quality-of-life businesses, such as retail and restaurants.	Advocate for district redevelopment that is more pedestrian-friendly, as well as connect downtown to other community assets, such as parks and the Colorado River.
Lead: Heather Barthelme	Lead: Coy Heinrich	Lead: Kathy Weishuhn	Lead: Jennifer Schattle
Annual Responsibilities Year-Round Farmer’s Market: Promote downtown La Grange as a Farmer’s Market location every Saturday of the year. Downtown Tourism: Work with State Visitor’s Centers to attract Tourists to Downtown La Grange and operate a Visitor’s Center within the Historic District. Casino Hall Facility Rentals: Handle booking, planning, staffing, and A/V equipment for groups that rent the second floor of the Casino Hall. Historic Preservation: Serve as the primary point of contact for any work/rehabilitation done on Historic Buildings in the District. Social Media: Monthly Calendar of Events, as well as weekly series such as Throwback Thursday (featuring historic photos of La Grange) and Merchant Monday (spotlighting a local business).			

Transformation Strategy #1: Cultural Vibrancy

Goal 1: Work with community partners to commission, establish, and advocate for assets that assert Downtown as the cultural center of our community.
Define Success: Create two new artistic assets for Downtown La Grange. The assets can be visual or performing art in nature, but are ideally a combination of the two.

Partners: The City of La Grange, Greater Fayette Community Foundation, ARTS for Rural Texas, The Texas Quilt Museum

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a La Grange Arts Council, in conjunction with the Greater Fayette Community Foundation, to handle the fundraising, commissioning, and oversight for new public art projects downtown.	Deborah Bradley, GFCF Staff	Caleb Parks	March	In Progress	\$30,000
2. Partner with Fayette County Community Theatre to host performing arts programming downtown every quarter.	Heather Barthelme	Caleb Parks	April	Not Started	\$1,500
3. Increase awareness of the La Grange Economic Development Corporation’s Mural Grant program among downtown property owners by developing a promotional brochure.	Kathy Weishuhn	Caleb Parks	June	Not Started	\$1,000
4. Pilot an event that celebrates cultural arts, through either visual arts (ex. Arts Show) or Performing Arts (ex. Traditional German Dance)	Kelsey Brooks	Diana Huery	September	Not Started	\$5,000
5.					
6.					
7.					
8.					
Total					\$37,500

Transformation Strategy #1: Cultural Vibrancy

Goal 2: Through a combination of programming and planning processes, create new community partnerships for the continued reinvention of downtown and nurture already existing relationships. **Define Success:** Increase the number of weekends with programming (such as festivals or a parade) by four in 2025. At least one of those weekends should feature multiple days of programming.

Partners: La Grange Juneteenth, Fayette County Fair GoTejano Committee, The Rotary Club of La Grange, MKT Depot Railroad Museum

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Complete and distribute the Downtown La Grange Events and Festivals Guide to assist groups with planning their downtown event.	Kelsey Brooks	Caleb Parks	February	Completed	\$400
2. Work with La Grange Juneteenth and the GoTejano Committee to expand their downtown events.	John McIntyre, Aaron Muniz	Diana Huery	June	In Progress	\$0
3. Attend meetings of various area community groups to learn about them and establish connections with them to assist with future downtown recruitment.	Coy Heinrich	Caleb Parks	June	In Progress	\$0
4. Work with the Tourism Grant Committee to administer HOT Funds and award them to groups hosting festivals, particularly in Downtown La Grange.	Kathy Weishuhn	Ashley Watkins	Ongoing	Ongoing	\$150,000
5.					
6.					
7.					
8.					
9.					
Total					\$150,400

Transformation Strategy #2: Community-Minded Development

Goal 1: Improve the business climate downtown, steering vacancies toward customer-facing and quality-of-life businesses, such as retail and restaurants.	Define Success: Reduce vacancies by 10% and improve the business climate by working to attract restaurants and retailers that will draw families and younger generations to downtown.
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Partners: La Grange Economic Development Corporation, La Grange Area Chamber of Commerce, Downtown Property Owners

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Recruit restaurant tenants to the two EDC-owned Properties in Downtown La Grange.	Vicky McGrath	Caleb Parks	June	In Progress	\$6,000
2. Create a Main Street Pop-Up program to assist upcoming retailers with their transition into a brick-and-mortar while also filling vacancies.	Jennifer Schattle	Caleb Parks	November	Not Started	\$15,000
3. Update Marketing Materials for vacant downtown buildings with current data on La Grange and Downtown.	Fernando Gutierrez	Ashley Watkins	March	Completed	\$1,000
4. Create a retail-friendly business climate for Downtown by starting a downtown business loyalty program.	Kelsey Brooks	Caleb Parks	July	Not Started	\$3,000
5.					
6.					
7.					
8.					
Total					\$25,000

Transformation Strategy #2: Community-Minded Development

Goal 2: Advocate for district redevelopment that is more pedestrian-friendly and accessible, as well as connect downtown to other community assets, such as parks and the Colorado River.	Define Success: Create a robust Downtown Walkability Plan, utilizing input from the community, that will stimulate new “Third Places” in Downtown and enable La Grange Main Street to pursue state and national walkability/safety grants
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Partners: Freese & Nichols, City of La Grange Parks and Recreation Departments, Texas Ramp Project, Fayette County

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Include sidewalk redevelopment for Downtown and the adjacent River District in the upcoming TIRZ Project Plan, linking downtown with river access and two nearby parks.	Jason McBroom	Caleb Parks	December	Not Started	~\$310,000
2. Create plans for three new “active lifestyle” events (5k race, bicycling, etc.) for downtown to highlight the economic impact of Active Transportation Infrastructure on district businesses.	Coy Heinrich	Diana Huery	October	Not Started	\$10,000
3. Work with downtown restaurants and bars to create parklet guidelines and encourage their use.	Kelsey Brooks	Caleb Parks	June	In Progress	\$100
4. Acquire and place planters throughout downtown to cool the ambient temperature of the sidewalks.	Deborah Bradley	Caleb Parks	July	In Progress	\$7,500
5.					
6.					
7.					
8.					
Total					\$327,600