



Caldwell, Texas
Main Street Program

114 S. Echols St.
Caldwell, TX 77836
979-567-3271 ext. 107
Mainstreet@caldwelltx.gov

TRANSFORMATION STRATEGY WORK PLAN FY26

Organization Name: <i>Caldwell Main Street</i> Town, State: <i>Caldwell, Texas</i>	Date: 01/01/2026 - 12/31/2026 Completed by: <i>Main Street Board</i> <i>Adopted:</i>
Vision: The Caldwell Main Street Program endeavors to create within the Main Street Area an environment rich in experiences while preserving the beautiful, historic features of our treasured downtown. It is our vision that Caldwell will become a destination for those seeking interesting places to shop, dine, and enjoy entertainment while providing residents goods and services which will enrich their lifestyles.	
Mission Statement: The Caldwell Main Street Program will progress the Main Street Vision through the use of the National Main Street Four Point Approach. The Board will man and oversee committees dedicated to Organization, Design, Promotion, and Economic Vitality. The Board will establish a strong volunteer base, restoring and maintaining the historical integrity of the Main Street area, promoting the Main Street Area to both internal and external audiences and aggressively engaging in the recruitment and retention of retail entities in keeping with the Plan of Work, established by the Main Street Advisory Board.	
Values: The Caldwell Main Street Program seeks to promote a passion for preserving our cultural heritage through education and knowledge. Promoting a sense of pride in what our community is and vision for what we can become. A core tenet of the program is respect for every individual and their right to a voice in the future of our community. Board members of the program seek to lead and teach by example making all interactions with each other and the community honest and trustworthy. Business decisions will be made with consideration of the best outcome for the most people and never for personal gain.	
Bylaws: https://ecode360.com/39425230	
Caldwell Main Street Approach: Transformation Strategies – generated through meaningful community engagement and informed by an analysis of the district’s market position — help to guide a revitalization program’s work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.	



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Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.

Community Transformation using the Main Street America four-point approach. The Committees serve under the board to assist with various projects, promotions, events, and fundraising activities for the Main Street Program.

The committees are volunteers that supplement the Main Street Advisory Board they consist of a committee chair who reports to the board and committee members who assist in the development of projects and activities within the program area. The Caldwell Main Street Program Committees include the following:

- Economic Vitality
- Design
- Organization
- Promotion (Events & Fundraising) - Friends of Caldwell Main Street (501c3)
- Youth Ambassador

Economic Vitality means finding a holistic approach to Main Street's merchants, property owners, and investors. Main Street programs help convert unused space into productive property and sharpen the competitiveness of business merchants. The goal is to build a commercial district that reflects the heart of the community and responds to the needs of today's consumers while maintaining the community's historic character.

- DowntownTX.org - update and maintain building/property inventory
- Promote and support Low-Interest Loan Program (CSB)
- Recruitment of investors and new businesses to fill vacant buildings
- Encourage building owners to improve their property and provide pop-up business locations
- Discuss and research ordinances from other cities and best practices (vacant buildings, occupancy regs, development/redevelopment codes, accessibility, parking, and building investors)
- Living History Project to bring historic buildings to life through telling stories and history of the buildings.

Design means getting Main Street into top physical shape. Capitalizing on its best assets - such as historic buildings and a traditional downtown layout- is just part of the story. An inviting atmosphere created through window displays, parking areas, signs, sidewalks, streetlights, and landscaping conveys a visual message about what Main Street is and what it has to offer.



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- Promotion of historic preservation and revitalization of Downtown historic properties to bring back their character and features.
- Light Pole Rehab (paint existing light poles black, order new light pole masts and decorative acorn fixtures, and ornamental bases.
- Pavilion Updates: paint the metal structural supports black and add two large fans and decorative string lighting to add aesthetic improvements.
- Parklet between the pavilion and Kice's parking lot to provide photo opportunities with landscaping and sculptures donated by J. Lyle Smith Family.
- Downtown Revitalization Program (Grant) for intersection improvements of the Echols St. At Fox St & Buck St sidewalks and ADA accessible ramps; drainage improvements and pocket park idea behind city hall (114 S. Echols St.).
- Calaboose Parklet area, and art walk alleyway.
- Mural Opportunities explore new locations, research artists, present options for designs.
- Wayfinding Signs around Downtown and City wayfinding sign plans.
- Downtown Caldwell Design Plan
- Facade Improvement Grants - Committee reviews applications and recommends action for the board.

Organization means getting everyone working toward the same goal. The organization committee is tasked with establishing a volunteer base. Coordinating the board training(s) and other professional development opportunities with staff.

- Recruit volunteers
- Work on identifying projects based on Downtown Design Plan
- Research grant opportunities and assist with application preparation.
- Organize trainings, meetings, business/property owner meetings
- Bring guest speakers to discuss various opportunities on the main street and ways to improve businesses.
- Partner with other organizations and non-profits to help build a network to help grow the interest in Downtown revitalization.
- Help with Canva, social media, square, and other promotional activities related to the program's efforts and events.

Promotion: (Events/Fundraising) - Friends of Caldwell Main Street (501c3) means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective



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promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

- Chocolate, Champagne, Cake – February second Saturday
- Festival of Tables/Dinner on the Square – April second Saturday
- Summer Concert Series – June, July, August second Saturday
- Second Saturday Markets – Second Saturday's

Youth Committee - Part of the Caldwell Main Street Program is to involve the community, the youth of the community play a key role in the overall future and health of the city. By encouraging youth participation through a **Downtown Caldwell Youth Ambassador program**, the youth of the City of Caldwell and CISD will be able to participate in the overall Main Street program and help with planning events, activities, and long-term planning initiatives.

- Establish a policy and procedures for the program
- Get youth to volunteer
- Include non-voting, board positions for high school and homeschool students to participate in board meetings
- Get other youth programs involved in helping with Downtown clean-ups and projects



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ADVISORY BOARD MEMBERS

<i>Name</i>	<i>Stakeholder Relation</i>	<i>Role</i>	<i>Term</i>	<i>Expires</i>
Betsy Wellhausen	Community Member, Former Real Estate Agent	Board Member	2 nd Term	Dec. 2026
Forrest Williams	Community Member	Board Member	1 st Term	Dec. 2026
Eric Gilliam	Community Member, Entrepreneur	Board Member	1 st Term	Dec. 2026
Claire Marks	Community Member, Public Policy	Board Member	1 st Term	Dec. 2027
John Styes	Community Member, Small Business Owner	Board Co-Chair	1 st Term	Dec. 2027
Kice Scarmardo	Downtown Property Owner	Board Co-Chair	1 st Term	Dec. 2027
Becky Schenk	Downtown Business Owner, Community Member	Board Member	1 st Term	Dec. 2028

FRIENDS OF MAIN STREET BOARD MEMBERS (501c3)

Tracy Pieper	Community Member, Downtown Business Owner	Board President		
Kimberlin Moore	Community Member, Business Owner	Board Member		
Lia Zaccagnino	Community Member	Board Member		
Janice Easter	Community Member	Board Member		
Nichole Zaskoda	Community Member	Board Member		
Meghan Blum	Community Member	Board Member		

VOLUNTEER HOURS

Volunteer Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Board member volunteer hours	20				
Non-board member volunteer hours	35				



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MAIN STREET PROGRAM CALENDAR			
Event	Date & Time	Location	Details
Bi-Monthly Committee Meeting	Tuesday, January 13, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES: ● CALL TO ORDER ● ROLL CALL AND INTRODUCTION OF GUESTS ○ Present: ○ Guests: ● REGULAR AGENDA ○ Discussion of a Board Chair to serve a two-year term from January 1, 2026 – December 31, 2027. ▪ As Betsy mentioned, my time as Chair of the Main Street Board is up. While I will still be on the board, John Styes and Kice Scarmardo have agreed to be co-chairs. I know they will bring in some new ideas and do a great job!! ○ Discussion on all committees and projects planned for this year. Join a committee and prepare to work on your projects and bring updates to each meeting so we can keep things moving. ▪ We put together committees last night. Besty has a copy of each committee and who has signed up. If you weren't at the meeting, let me know which committee you would like to be a part of. Each committee will need to elect a chairman to set times for meetings, etc. ○ Discussion and possible action on the 2026 Work Plan. ▪ Please familiarize yourself with it as we move forward. ○ Discussion and updates on Downtown Businesses and collecting quarterly report data from them moving forward. Some business owners may be present to talk about their business. ▪ John introduced us to Otaku. It is very popular and could possibly draw a large crowd downtown. Google Otaku for more info on what this is. John will speak to the person in charge of bringing this event and we will get more info. ○ Discuss Chocolate, Champagne, and Cake Event and whether or not the businesses will lead this moving forward or the Friends.			



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- Chocolate, Champagne, Cake Walk will be on Valentine's Day with glass pick up starting at 10am. Since we already have the glasses, our expenses will be minimal, so we have decided to offer this event at no charge again this year. Each
- business will provide coupons for the bags. We could use volunteers to stuff the bags, and hand out glasses and bags at registration.
 - Nicole volunteered to visit with the downtown businesses to see if they want to participate.
 - Gary volunteered to wash the glasses
 - Janice has tablecloths and bags that we can use.
 - Eric will get small bottles of water for the goodie bag.
 - Claire will handle promotion of the event - social media, Burleson County Tribune, possibly radio or tv.

o Project Updates

- Downtown Revitalization Grant (Sidewalk & Drainage Project): Detailed application is now being prepared by Staff, GrantWorks, Inc., and BEFCO Engineering. The project application was submitted on October 1. Once we hear back from TDA about the approval of the application then the contract will be prepared, and the project start date will be in February 2026. **Waiting for an update from city staff.**
- Transportation Alternative Grant (TXDOT): **Funding was not approved for this project.**

• ADJOURN

Quarter 4 Report Due	Friday, January 8, 2026 @ 5PM	Online Report	Quarterly reports are submitted by staff to the State Coordinating Program to keep up to date on the health of the program.
2024 Annual Accreditation Report Due	Friday, January 24, 2026 @ 5PM	Online Report	The annual accreditation report is submitted by staff to the National Main Street Program and reviewed to ensure that the program is in compliance with the six standards.
Bi-Monthly Board Meeting	Tuesday, February 10, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and



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			projects that are in progress and planned for the future.
MEETING MINUTES: No quorum, just discussion on the topics on the agenda.			
Chocolate, Champagne, Cake Walk	Saturday, February 13, 2026 From 10AM-2PM	Downtown Caldwell	This is an event that helps promote downtown shopping and encourages locals and visitors to come explore Caldwell to prepare for Valentines Day.
Bi-Monthly Committee Meeting	Tuesday, March 10, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES: 1. CALL TO ORDER ADVISORY BOARD MEETING 2. ROLL CALL AND INTRODUCTION OF GUESTS a. Present: Eric, John, Kice, Betsy, Forrest (Becky and Claire were absent) b. Guests: Kimberlin Moore, Gary and Janice Easter, Nancy Giles 3. REGULAR AGENDA a. Design Committee: Discussion and possible action regarding a Facade Improvement Grant (FIG) application for 201 S. Main Street Caldwell, TX 77836. i. He is doing quite extensive improvements to the building and we should be open to helping fill the buildings with improvements. ii. Betsy motioned and Eric seconded to recommend approval of \$3000.00 FIG for 201 S. Main St. - Unanimously approved. b. Discussion and possible action on the appointment of John Styes and Kice Scarmardo as Board Co-Chairs to serve a two-year term from January 1, 2026 – December 31, 2027. i. Betsy motioned to have Kice and John as co-chairs and Forrest seconded. Unanimously approved. c. Discussion and possible action on the 2026 Work Plan. i. Need to get the work plan adopted for the next year, Betsy made a motion to adopt and Kice seconded unanimously. d. Discussion and possible action on the future of the Caldwell Main Street Program.			



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- i. Request a workshop with the council and city manager and present the options with the proposal. Forrest made a motion to request a workshop meeting to discuss the two proposals with the City Council and City Manager. Betsy seconded and the motion was unanimous.

4. ADJOURN ADVISORY BOARD MEETING (Reminder to have everyone update their volunteer log responses)

5. CALL TO ORDER

FRIENDS OF CALDWELL MAIN STREET MEETING & COMMITTEE MEETING UPDATES

a. Review of Chocolate, Champagne, Cake Walk

- i. Last minute and only had 3 retail shops that were open. We had 60 glasses sold. There were similar events taking place all around and not much advertising was usually done. We have only ever had about 150 attendees. We need to discuss the events and how we are going to be able to move forward.

b. Update on Summer Concert Series (it will be here before we know it)

i. Flyers for the social media posts and flyers:

1. Kimberlin will handle this for social media and provide them for website and social media events.

ii. Are Catherine and Tyler heading up sponsorships this year? Any update?

1. BASF donated \$1000 sponsorship, Catherine and Tyler are working on sponsors

iii. Signage for sponsors:

1. Lia will handle the signage for the sponsors and get Rodney Haverman.

iv. Are the bands booked? If so, who will be at each concert? (Janice) TUB, Peoples Choice, Crossroads - Need to get the advertisements and flyers made.

v. Do we want food trailers? If so, who will contact and schedule? We could reach out for food trucks, since lissa's is the only one left..

1. - Janice will take care of the food trucks: Rowdy Lemon, Slushy place or mixed beverage, ice cream truck, food variety. We can do the flyers with the

vi. Who will be in charge of permits, cones and port-a-potties

1. Gary will handle the cones and signs.
2. Lia will handle port-a-potties.
3. Forrest will complete the Special Event Permit.



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- 4. Food Trucks should get their own FEP.
- vii. Who will contact Bluebonnet to see about having the large fan?
 - 1. We don't need the fans from bluebonnet.
- viii. Do we want hand fans? If so we need a design. Betsy has lot's of fan-sized sticks to use.
 - 1. We do not want hand fans, we want to get the glow sticks to give away and possibly sell the fans.
- ix. Do we want to ask CERT to provide first aid again?
 - 1. Janice contacted CERT that they are welcomed to come.
- x. John will handle the ap, need the chamber of commerce involved for the ap to be successful.
- xi. Janice suggested doing a theme and having one for each event. She will get with Kimberlin on that.
 - 1. June - Hawaiian Theme
 - 2. July - Red, White, Blue (America 250)
 - 3. August - Back to School Hoedown
- xii. Tacca festival - Asian food festival (20 vendors) there are two that happen during the summer. We would need to get him a date and plan that accordingly. Talk with business owners for pop-up shops and see what they could do in downtown if they are there. Imagine the possibilities could go with that.
- c. Forrest and/or Candy can update us on 2026 Quarterly Reports and Annual Contract with TMSP State Coordinating Program.
 - 1. Forrest will work with Candy on getting them submitted. Betsy will help get those number to submit.
- d. Review of projects for 2026:
 - i. Downtown Revitalization Grant (Sidewalk & Drainage Project): Detailed application is now being prepared by Staff, GrantWorks, Inc., and BEFCO Engineering. The project application was submitted on October 1. Once we hear back from TDA about the approval of the application then the contract will be prepared, and the project start date will be in February 2026.
 - ii. TIRZ for Downtown
 - iii. TMSP Area Boundary Change to State Coordinating Program
- e. Other business for the Friends of Caldwell Main Street to discuss.
 - i. Nancy - has updates on Inspired Willow and new business and move. Hoping to open in April 2026 at the new location. Still working everything out. We have the current building leased out and they need to be out before April 1, 2026. They need help packing and the Lord has been helping them out by answering their prayers. A lady with a marketing agency has been helping them. We will ask Christina who that is.



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ii.

6. **ADJOURN FRIENDS MEETING** (Reminder to have everyone update their volunteer log responses) **Betsy motioned to adjourn and then John seconded at 7:00 PM, unanimous.**

Festival of Tables	TBD, March or April, 2026	Downtown Caldwell/Caldwell Civic Center	This is a fundraiser that brings in community members to celebrate our historic downtown and allows sponsors to purchase tables and decorate them with extravagant set-ups and a meal.
Bi-Monthly Board Meeting	Tuesday, April 14, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and projects that are in progress and planned for the future.

MEETING MINUTES:

Quarter 1 Report Due	Friday, April 9, 2026 @ 5PM	Online Report on Survey Monkey. Main Street Staff will send the link about a month before its due date.	Quarterly reports are submitted by staff to the State Coordinating Program to keep up to date on the health of the program.
Real Places Conference (REQUIRED PROFESSIONAL DEVELOPMENT)	LAST WEEK OF April 2026	Austin, TX	Conference for Historic Preservation and Revitalization.
Bi-Monthly Committee Meeting	Tuesday, May 12, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.

MEETING MINUTES:

MSP Retreat (REQUIRED)	TBD (Monday, June 8 – June 11,	TBD	Texas Main Street Program annual
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PROFESSIONAL DEVELOPMENT)	2026)		retreat.
Main Street: Board Meeting	Tuesday, June 9, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and projects that are in progress and planned for the future.
MEETING MINUTES:			
Summer Concert Series June	Saturday, June 13, 2026 @ 8PM	Downtown Caldwell	This is an event that brings locals and out of towners to downtown to enjoy some good music and street dance.
Bi-Monthly Committee Meeting	Tuesday, July 7, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES:			
Quarter 2 Report Due	Friday, July 10, 2026 @ 5PM	Online Report on Survey Monkey. Main Street Staff will send the link about a month before its due date.	Quarterly reports are submitted by staff to the State Coordinating Program to keep up to date on the health of the program.
Summer Concert Series July	Saturday, July 11, 2026 @ 8PM	Downtown Caldwell	This is an event that brings locals and out of towners to downtown to enjoy some good music and street dance.
Summer Concert Series August	Saturday, August 8, 2026 @ 8PM	Downtown Caldwell	This is an event that brings locals and out of towners to downtown to enjoy some good music and street dance.



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Bi-Monthly Board Meeting	Tuesday, August 11, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and projects that are in progress and planned for the future.
MEETING MINUTES:			
Bi-Monthly Committee Meeting	Tuesday, September 8, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES:			
Kolache Festival	Saturday, September 12, 2026	Downtown Caldwell	Chamber of Commerce presents the 40 th Annual Kolache Festival.
Quarter 3 Report Due	Friday, October 9, 2026 @ 5PM	Online Report on Survey Monkey. Main Street Staff will send the link about a month before its due date.	Quarterly reports are submitted by staff to the State Coordinating Program to keep up to date on the health of the program.
Bi-Monthly Board Meeting	Tuesday, October 14, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and projects that are in progress and planned for the future.
MEETING MINUTES:			
Bi-Monthly Committee Meeting	Tuesday, November 10, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES:			



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Doe's Day Out (Shopping Event)	Saturday, November 14, 2026 @ 9AM-2PM	Downtown Caldwell, On the Square and Local Businesses	Second Saturday Market helps bring people to downtown on Saturday mornings in coordination with the farmers market and local vendors.
Small Business Saturday	Saturday, November 28, 2026	Downtown Caldwell, Local Businesses	Small Business Saturday is a national campaign by American Express to promote shopping local and at small businesses.
Bi-Monthly Board Meeting	Tuesday, December 12, 2026 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	The Advisory Board meets to discuss regular business items and projects that are in progress and planned for the future.
Bi-Monthly Committee Meeting	Tuesday, November 10, 2025 @ 5:30PM	Caldwell Civic Center, 103 TX-21 W Caldwell, TX 77836	Committee's and Friends of Caldwell Main Street meet to plan upcoming events and fundraising activities.
MEETING MINUTES:			
Quarter 4 Report Due	Friday, January 8, 2027 @ 5PM	Online Report on Survey Monkey. Main Street Staff will send the link about a month before its due date.	Quarterly reports are submitted by staff to the State Coordinating Program to keep up to date on the health of the program.
2026 Annual Accreditation Report Due	Friday, January 22, 2027	Electronic Submittal: https://www.mainstreetreporting.org/	The annual accreditation report is submitted by staff to the National Main Street Program and reviewed to ensure that the program is in compliance with the six standards.



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Organization Name:	Program Budget
Community:	Caldwell Main Street Program; Caldwell, Texas
Date:	10/1/2025 - 09/30/2026

Income	
Grant: Community Foundation	\$50,000.00
Grant: Corporation	\$-
Grant: Financial Institution	\$-
Contribution: City	\$100,000.00
Contribution: County	\$20,000.00
Contribution: Business Owner(s)	\$-
Contribution: Property Owner(s)	\$-
Contribution: Residents	\$-
Contribution: Community Groups	\$800.00
Contribution: Corporate/Industrial	\$25,000.00
In-kind	\$-
Major Event Revenue	\$5,000.00
Transformation Strategy #1 Revenue	\$-
Transformation Strategy #2 Revenue	\$-
Design Projects Revenue	\$-
Economic Vitality Projects Revenue	\$-
Promotions Projects Revenue	\$-
Organization Projects Revenue	\$-
Other income (specify)	\$-
\$200,800.00	

Operating Expenses	
Administrative	
Wages and benefits	\$55,000.00
Rent/Mortgage	\$-
Utilities/Phone/Internet	\$-
Insurance	\$-
Professional Development/Travel	\$2,000.00
Supplies	\$2,000.00
Web development	\$2,000.00
Printing	\$-
Fees: Bank, Administrative	\$-
Interest	\$-
Membership Dues/Subscriptions	\$1,000.00
Fundraising	\$-
Other expenses (specify)	\$-
Other expenses (specify)	\$-
Total Administrative Expenses \$62,000.00	

Strategic Programming	
Transformation Strategy #1	\$2,500.00
Facade Improvement Grants	\$6,000.00
Beautification	\$10,000.00



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Wayfinding Signs	\$5,000.00
Transformation Strategy #2	\$2,500.00
Light Post Rehab	\$-
DRP Matching Grant Funds	\$50,000.00
Downtown Public Restrooms	\$10,000.00
Chocloate, Champagne, Cake Walk	\$1,500.00
Summer Concert Series	\$20,000.00
Garage Sale	\$500.00
Second Saturday	\$3,000.00
Festival of Table/Dinner on the Square	\$2,000.00
Sound System	\$-
Web App Development	\$2,000.00
Downtown Public Restroom	\$-
Library	\$150.00
Senior Citizens Center	\$100.00
Brazos Valley Gives	\$350.00
Food Bank	\$150.00
	\$115,750.00

Total Operating Expenses **\$177,750.00**

Excess (Deficit) **\$23,050.00**



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Annual Responsibilities:			
• <i>Second Saturday's: Promote this monthly shopping event to showcase local businesses.</i> • <i>Façade Improvement Grants: Award 2 grants during the fiscal year.</i> • <i>Social Media: Updates weekly highlighting events and programming happening in Caldwell and its downtown to grow audience by 100 new followers while educating about the organization and its successes.</i> • <i>Chocolate, Champagne, Cake Walk: Second Saturday in February to showcase local businesses and celebrate Valentines Day.</i> • <i>Festival of Tables: Second Saturday in March or April to host various businesses and community members to show off their decorating skills and enjoy fun and raise awareness about the Main Street Program Projects.</i> • <i>Summer Concert Series: Second Saturday in June, July, August to bring folks to Downtown Caldwell.</i> • <i>Kolache Festival: Set-Up a booth to promote the downtown revitalization efforts and spread awareness for what Main Street is doing.</i> • <i>Christmas on Main: Participating in the City's and Library's Christmas program for the community.</i> • <i>Reporting: Completing Quarterly reports and the Annual Accreditation report for State and National program requirements</i>			
Transformation Strategy #1: Downtown Revitalization & Building Reinvestment Strategy		Transformation Strategy #2: Cultural Heritage & Destination Development	
Goal 1	Goal 2	Goal 1	Goal 2
Refocus investment priorities on the rehabilitation and adaptive reuse of existing downtown buildings.	Collaborate with local investors and stakeholders to return vacant and underutilized properties to productive use.	Strengthen partnerships with local organizations and businesses to promote Caldwell as a regional destination.	Celebrate and preserve Caldwell's historic and cultural heritage through storytelling, design, and experience.
Lead: Design	Lead: Economic Vitality	Lead: Organization	Lead: Promotion



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Transformation Strategy #1: <i>Downtown Revitalization & Building Reinvestment Strategy</i>	
Goal 1: Refocus investment priorities on the rehabilitation and adaptive reuse of existing downtown buildings.	Define Success: • Conduct a biannual update of the local downtown building inventory to track occupancy, use, and condition. • Maintain quarterly reinvestment reporting on job creation, housing development, and private/public investment in downtown properties.
Partners: City of Caldwell, Burleson County Economic Development Corporation, Chamber of Commerce, property owners, real estate agencies	
Envision Caldwell: • Goal 3.1 Enhance the community's character and manage growth and development. • Objective 3.1.2 Prioritize areas for infill and redevelopment in under utilized areas of the community.	
Opportunities: • Washington State Main Street Program Tax Credit Incentive – Research similar Texas-based incentive models. • Vacant Building Tax – Encourage reinvestment in idle downtown properties. • Occupied Building Tax Credit/Abatement – Reward ongoing maintenance and active use of historic structures. • Vacant Building Registry – Establish a record of vacant properties to guide recruitment and revitalization efforts. • Historic Façade Restoration Grant – Support exterior rehabilitation projects that preserve architectural integrity. • Building Structural Improvement Grant (Friends of Main Street) – Assist property owners in addressing critical building stabilization needs. City of Georgetown references and sample program. • Rental/Utility Assistance Grant (Friends of Main Street) – Provide short-term relief to support downtown business retention and recruitment.	



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Task	Responsible Party	Funding Source	Due Date	Progress	Budget
1. Update building inventory on DowntownTX.org	Real Estate Agent	City	January	Biannually	\$0
2. Maintain the list of vacant or underutilized spaces, establish a vacant building registry and ordinance to help encourage the redevelopment of vacant buildings in Downtown.	Real Estate Agent	City	Spring	Biannually	\$0
3. Meeting with local real estate developers and investors who are looking into different revitalization projects that can help spear head catalysts for redevelopment.	Economic Vitality	City	January - March	In progress	\$0
4. Travel to other businesses and meet with local investors to create a robust incentive program.	Economic Vitality	City	April		\$0
5. Attract and Recruit a Kolache Shop in Downtown Caldwell Business.	Board	City	June		\$0
6. Meet with Jack Allen's kitchen to learn more about recruiting new businesses.	Economic Vitality	City	Summer		\$0
7. Work to bring some kind of Senior (55+) Housing Opportunities Downtown.	Economic Vitality	City	Fall		\$0
8. Develop options for ordinances that will encourage vacant buildings to fill them instead of having vacancies in Downtown Buildings.	Economic Vitality	City	Fall		\$0
9. Locate a grocery store/market in the downtown area	Economic Vitality	City	Fall		\$0



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10. Develop a Downtown Property Owner Resource Guide: Create a simple reference document outlining available incentive programs, façade grants, design assistance, and state/federal preservation resources. Distribute both digitally and in print.	Economic Vitality	City	Fall		\$0
11. Establish a Downtown Building Improvement Recognition Program: Highlight and publicly recognize property owners who invest in restoring or improving their buildings to inspire others and showcase progress.	Economic Vitality	City	Spring		\$0
12. Coordinate Building Condition Assessments: Work with Texas Main Street Design staff or local engineers to complete basic structural or façade condition evaluations of priority downtown properties to guide future improvement funding.	Economic Vitality	City	Summer		\$0
13. Pursue a Local Revolving Loan Fund Feasibility Study: Collaborate with the Burleson County EDC, local banks and regional partners to explore establishing a local revolving loan or matching fund for downtown building rehabilitation.	Economic Vitality	City	Spring		\$0
14. Collaborate with Texas Historical Commission Staff: Request design assistance and technical guidance from THC's Main Street design staff for key rehabilitation projects or historic preservation questions.	Economic Vitality	City	Summer		\$0
15. Pursue Adaptive Reuse Demonstration Projects:	Economic	City	Fall		\$0



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Select one or two vacant buildings to serve as pilot projects demonstrating successful rehabilitation, partnership models, and design best practices.	Vitality				
REINVESTMENT FIGURES: JOB CREATION AND DOWNTOWN HOUSING					
Business Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Net new businesses created this quarter	0				
Total businesses in your Main Street district	37				
Job Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Net new part-time jobs created this quarter	0				
Total part-time jobs in your Main Street district	68				
Net new full-time jobs created this quarter	0				
Total full-time jobs in your Main Street district	115				
Housing Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Number of housing units gained this quarter	0				
Total number of housing units in your Main Street district	20				
Number of downtown residents gained this quarter	0				
Total number of downtown residents in your Main Street district	40				



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Transformation Strategy #1: <i>Downtown Revitalization & Building Reinvestment Strategy</i>					
Goal 2: Working with local investors and stakeholders to revitalize downtown buildings and properties that are vacant.			Define Success: - Quarterly reinvestment figures for project-oriented action items. - Receive Award for DRP grant.		
Partners: City of Caldwell, Planning & Development Department, Burleson County Real Estate & Investor Group, property owners					
Envision Caldwell: - Goal 3.3 Strengthen Caldwell’s sense of place and enhance local character. - Objective 3.3.2 Prioritize the revitalization of Downtown Caldwell while preserving it historic character. - Goal 3.1 Enhance the community's character and manage growth and development. - Objective 3.1.2 Prioritize areas for infill and redevelopment in under utilized areas of the community.					
Opportunities: - Highlight a local rehabilitation/revitalization project each month on social media. - Work with the local historical commission/historical society to organize a living history of each building and different unique facts about Downtown Caldwell. Utilize YouTube, podcast, and QR codes to put at each location to encourage people to learn more about Caldwell. - Partnership with NOMAS from TAMU School of Architecture to finalize the Downtown Design Plan. - Promote the Downtown Design Plan creation and the possibilities laid out for the future of Downtown Caldwell.					
Task	Responsible Party	Funding Source	Due Date	Progress	Budget/Valuation
1. Work with the Burleson County Tribune to create a quarterly insert in the paper that highlights	Burleson County Tribune	Friends	April, July, October,	In Progress	\$3,000



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Downtown/Main Street Happenings. “Main Street Minute” - At least 2 business spotlights. - Living History article about a current revitalization projects / historical significance - Updates on projects main street is working on. - Promotion of events and upcoming engagement/volunteer opportunities. - Success stories about what main street has accomplished. - Quarterly column instead of insert?	/ Staff / Board / Historical Organizations		January		
2. J. Lyle Smith Sculptures: Add Joe Smith sculptures to the pavilion side yard to provide unique photo ops in Downtown.	Design	HOT Funds	Summer	Pending	\$10,000
3. 109 E. Buck St. – Revitalization Project (Longhorn Saloon). Project remodel began in 2020.	Economic Vitality/Property Owner	Private Investment	N/A	Historic Revitalization	\$250,000.00
4. 219 W. Buck St. - Revitalization Project (Novosad Building) project demo began in 2020 and reconstruction began in Summer 2023.	Economic Vitality/Property Owner	Private Investment	N/A	Historic Revitalization	\$750,000.00
5. 105 W. Buck St. – 2 Lease spaces for businesses, working on plans for rehabbing the building.	Economic Vitality/Property Owner	Private Investment	N/A	Rehab Project	?
6. Identify Upper-Floor Redevelopment Opportunities: Survey buildings with vacant	Economic Vitality	City	Spring		\$0



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second floors and explore incentives or partnerships to convert them into residential or office spaces under the mixed-use zoning framework.					
7. Create a Downtown Development Marketing Packet: Develop a professional packet featuring available properties, incentive programs, and community data to share with developers, potential business owners, and investors.	Promotion	City	Summer		\$200
8. Expand Public Infrastructure Planning to Support Reinvestment: Identify necessary downtown public improvements (parking, lighting, sidewalks, utilities) that could complement private redevelopment and prioritize them in the capital improvement plan.	Design	City	Summer		\$3,000
9. Explore National Register Historic District Designation: Research eligibility of downtown properties and districts for listing on the National Register of Historic Places. Prepare preliminary documentation and engage property owners and stakeholders to support the nomination. This could enhance grant eligibility and preservation incentives.	Organization	City	Spring		\$0
10. Evaluate and Amend Existing Main Street Boundary: Conduct a strategic review of the current Main Street boundary to identify areas for expansion or modification that could stimulate	Organization	City	Spring		\$0



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additional redevelopment, attract new businesses, or include historically significant properties. Present recommendations to the Main Street Board for approval.					
11. Coordinate Historic Preservation Incentive Education: Host workshops or webinars for property owners within the expanded boundary to explain federal, state, and local tax credits, grants, and technical assistance programs available for historic building rehabilitation.	Promotion	City	Fall		\$0
REINVESTMENT FIGURES: PROJECT-ORIENTED NUMBERS					
Private Sector Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Number of rehabilitation projects	0				
Total monies from rehabilitation projects	\$0				
Number of new construction projects	0				
Total monies from new construction projects	\$0				
Number of building/property sales	0				
Total monies from building/property sales	0				
Joint Venture Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Number of projects that used public and private funding	0				
Total monies attributed to public funding (for all joint venture projects)	\$0				
Total monies attributed to private funding (for all joint venture projects)	\$0				



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Public Sector Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
Number of projects that were fully funded with public funding	0				
Total public monies used to complete projects/formal phase of project	\$0				
Number of public improvement projects	0				
Total of public monies used for public improvement projects	\$0				



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Transformation Strategy #2: <i>Cultural Heritage & Destination Development</i>					
Goal 1: Strengthen partnerships with local organizations and businesses to promote Caldwell as a regional destination.			Define Success: ● Bring at least 1000 people downtown for each event held. ● Work with State Tourism Agencies to promote our events and join regional efforts.		
Partners: City of Caldwell, Library & Community Services Department, Marketing & Tourism Department, Chamber of Commerce, Other non-profits					
Envision Caldwell: ● Goal 6.4 Promote downtown Caldwell as a vibrant economic and cultural center. ● Objective 6.4.2 Enhance downtown Caldwell's prominence by focusing on tourism and community events.					
Opportunities: ● Utilize new branding for the promotion of events to attract locals and visitors to downtown. ● Coordination with other organizations to produce higher impact events by joining efforts to not duplicate events or overlap of scheduling. ● Promote all community events and community wide tourism. ● Identify the destination for Caldwell Tourism, What brings people to visit?					
Task	Responsible Party	Funding Source	Due Date	Progress	Budget
1. Develop a Unified Annual Events & Promotions Calendar Work with the Chamber, civic organizations, and business owners to coordinate	Organization	City	Spring		\$0



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a shared calendar for downtown and community-wide events, ensuring strategic scheduling and cross-promotion.					
2. Create a Downtown Business Partnership Network: Establish a regular meeting series, email, or discord network for downtown merchants and event organizers to share updates, coordinate promotions, and collaborate on marketing initiatives.	Organization	City	Spring		\$500
3. Launch a “Kolache Capital Passport” Program: Develop a digital or printed passport encouraging visitors to collect stamps from participating businesses, restaurants, and attractions — redeemable for prizes or discounts.	Promotion	Friends	Summer		\$250
4. Coordinate Regional Marketing Campaigns: Partner with the Chamber and regional tourism agencies to promote Caldwell as the “Kolache Capital of Texas” through print, digital, and social media advertising.	Promotion	City	Summer		\$1,000
5. Enhance Visitor Experience During the Kolache Festival: Collaborate with the festival committee to strengthen downtown programming, encourage extended business hours, and activate public spaces with music, art, and family-friendly activities.	Promotion	City	Fall		\$1,000
6. Develop a Volunteer Engagement and Training Program: Create a unified volunteer sign-up	Organization	City	Fall		\$500



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system and host annual training sessions to support downtown events, heritage tours, and Main Street projects.					
7. Create a Downtown Visitor Information Kiosk or Map: Install a permanent or seasonal kiosk in a high-traffic area to distribute event schedules, business listings, and historical walking tour guides.	Design	City	Summer		\$2,500
Transformation Strategy #2: Cultural Heritage & Destination Development					
Goal 2: Celebrate and preserve Caldwell’s historic and cultural heritage through storytelling, design, and experience.		Define Success: ● Bring at least 1000 people downtown for each event held. ● Work with State Tourism Agencies to promote our events and join regional efforts.			
Partners: City of Caldwell, Library & Community Services Department, Marketing & Tourism Department, Chamber of Commerce, Other non-profits					
Envision Caldwell: ● Goal 6.4 Promote downtown Caldwell as a vibrant economic and cultural center. ● Objective 6.4.2 Enhance downtown Caldwell's prominence by focusing on tourism and community events.					
Opportunities: ● Utilize new branding for the promotion of events to attract locals and visitors to downtown.					



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- Coordination with other organizations to produce higher impact events by joining efforts to not duplicate events or overlap of scheduling.
- Promote all community events and community wide tourism.
- Identify the destination for Caldwell Tourism, What brings people to visit?

Task	Responsible Party	Funding Source	Due Date	Progress	Budget
1. Living History of Historic Buildings: Working with the Czech Heritage Society and a local radio host to record living stories of the historic buildings in Downtown and provide QR codes on the sidewalks for people to listen to. Launch this with the old Truist bank building/Interim city hall so that we can promote the past and future.	Organization	Friends	Spring	Historic Preservation Month 2025	\$3,000
2. Chocolate, Champagne, Cake Walk: Saturday, February 14, 2026 10AM – 4PM Downtown Caldwell. Coordinate with local businesses and promote to the community and region. A shop local event. a. Supports local shops and promotes shop local.	Friends	Friends	Winter	In Progress	\$1,000
3. Summer Concert Series: Second Saturday in b. June 13, July 11, August 8, 2026 c. Invite locals and visitors to come downtown Caldwell to listen and dance to live music and enjoy the great Texas Heat.	Friends	Friends	Summer	In Progress	\$20,000



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d. Funding goes towards future concerts and supporting program projects.					
4. Festival of Tables: Decorate a table and invite the community to vote. Dinner is served along with a silent auction. e. Funding goes towards future dinners and supports program projects.	Friends	Friends	TBD	TBD	\$5,000
5. Doe's Day Out: Began as a merchant led effort. The Chamber used to host Hunter's Wife Weekend and since they no longer a doing that event the Downtown Business Owners wanted to coordinate a business driven event to promote shopping in the Fall before the holiday's.	Friends	Friends	Fall	In-Progress	\$1,500
6. Launch a "Stories of Caldwell" Digital Campaign: Feature the history of downtown buildings, long-standing businesses, and Czech heritage through short videos, social media posts, and website articles.	Promotion	City & Friends	Spring		\$0
7. Develop a Heritage Walking Tour & Interpretive Signage Program: Install plaques or interpretive signs highlighting key buildings, cultural landmarks, and historical figures that shaped downtown Caldwell.	Organization	City	Summer		\$0
8. Create a Czech Heritage Mural or Public Art Series: Partner with local artists and schools to design murals celebrating Caldwell's Czech roots and	Design	HOT Funds	Fall		\$0



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cultural identity.					
9. Host a “Czech Heritage Week” or Cultural Festival Expansion: Coordinate with the Kolache Festival committee to introduce pre-festival cultural programming — such as art exhibits, food tastings, and storytelling events.	Promotion	HOT Funds	Fall		\$0
10. Pursue Texas Commission on the Arts Cultural District Designation: Begin groundwork for the development of a formal Downtown Arts & Cultural District by identifying potential partners, boundaries, and assets.	Organization	City	Summer		\$0
11. Develop a Downtown Oral History & Archival Project: Partner with the library, historical society, and schools to record oral histories and collect photos, documents, and stories from longtime residents.	Organization	Friends	Fall		\$0
12. Create a “Building History Spotlight” Series: Publish monthly features highlighting the architectural and historical significance of downtown buildings to increase community awareness and pride.	Promotion	Friends	Spring		\$0
13. Integrate Heritage Branding into Wayfinding & Streetscape Projects: Include Czech-inspired design elements, public art, and color palettes into signage, benches, and	Design	City	Summer		\$5,000



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gateway features to reinforce Caldwell's cultural identity.					
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