



Who is Downtown Caldwell

Downtown Caldwell makes up the businesses in Downtown Caldwell, along with the citizen of Caldwell, Texas. Downtown Caldwell is also the visitors from all over the State who come to take part in events and festivals. The Downtown Caldwell Main Street Program was created in 2014, and has provided great opportunities for promotion, and economic vitality to the City of Caldwell. Now is the time to make an impact of the future of Downtown Caldwell, to ensure that it will stand for future generations to come.



Contact Us

The City of Caldwell Main Street Program is under the Community Development Department, located at City Hall in Downtown Caldwell.

107 S. Hill St.
Caldwell, Texas 77836
Phone: 979-567-3901
Email: mainstreet@caldwelltx.gov
Web: www.caldwelltx.gov/historic-downtown-caldwell/



CALDWELL MAIN STREET PROGRAM



CITY OF CALDWELL ADVISORY BOARD WELCOME GUIDE





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For more information about Main Street Programs:

- www.mainstreet.org
- www.thc.state.tx.us
- www.texasdowntown.org
- www.tspb.state.tx.us



Roadmap for the Program

Work Plan 2020 - 2021

- Recruitment and Organization of Committees
- Focusing on a Strategic Planning Model
- Community Input Survey and Outreach
- Evaluation of Downtown Caldwell
- SWOT Exercise for Downtown Caldwell
- Goal is to create Transformational Strategies
- Establish Work Plan for 2021 - 2022

Work Towards Long-Term Planning

- The Design committee needs to help plan for the future by outlining a Master Plan for revitalizing Downtown Caldwell.
- The Promotions committee needs a strong committee that can help create an online website for Downtown Caldwell, where businesses can use the tool as a promotions and market strategy.
- The organization committee needs a group of leaders who can help organize meetings, outreach and engagement with the community and work with volunteers, and businesses.
- The Economic Vitality committee is the group that will encourage investment and highlight opportunities for potential improvements and economic impacts.
- The Friends of Caldwell Main Street will need help organizing events that will help sustain commerce and promote community shop local campaigns.
- Youth Ambassador Program to engage the youth in the community by creating a Downtown that they want to visit and be a part of for the future.

Overview of Committees

Economic Vitality Committee



Economic vitality means finding a new purpose for Main Street's enterprises. By helping existing downtown businesses expand and recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and sharpen the competitiveness of business enterprises.

"Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town." – Ed McMahon

Friends of Caldwell Main Street (501c3 – Nonprofit)

The Friends of Caldwell Main Street is the non-profit organization of the Main Street Program. This is the fundraising, marketing, and advertising piece of the program. Events the Friends of Caldwell Main Street Board and volunteers from the Main Street Advisory Board committees work collaboratively to plan events for the Main Street Program. The promotions committee works closely with the Friends of Caldwell Main Street Board.

Downtown Caldwell Youth Ambassador

Part of the 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.

Vision & Mission

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.

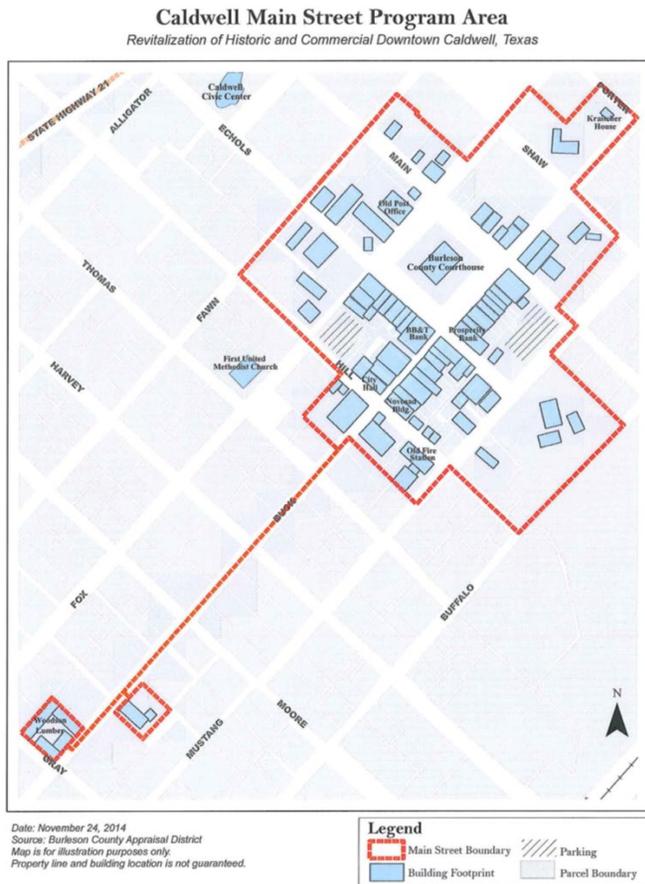
Mission

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 Restructuring. 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.

Core 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 a vision for what it 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.

Caldwell Main Street Program Area



Overview of Committees

Organization Committee



Organization Committee means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the district can be eased by using the commonsense formula of a volunteer-driven program and an organizational structure of board and committees.

Promotion Committee



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

Design Committee



Design means getting Main Street into top physical shape. Capitalizing on its best assets- such as historic buildings and 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.



Organization Committee

Purpose

- Promote program to stakeholders and the community.
- Manage Board, Volunteers and Businesses.
- Raise money for activities and administration.

Internal Tasks

- Draft a committee work plan.
- Put together a media resource list.
- Develop a fund-raising strategy with the Friends of Caldwell Main Street.

External Tasks

- Implement Outreach and Engagement Plan.
- Create a web site for the program.
- Produce a revitalization program brochure.
- Develop fund-raising materials.
- Hold semi-annual fund and annual fund drive.
- Hold an annual meeting and produce an annual report.

This is not a complete list of tasks, and these will change depending on the direction of the advisory board and city council.



Promotion Committee

Purpose

- Develop a marketing strategy.
- Enhance district's image.
- Provide assistance at retail events.
- Develop special events.

Internal Tasks

- Draft a committee work plan.
- Analyze existing promotional calendar and events.
- Develop a promotional strategy, based on market analysis.
- Develop an advertising strategy.

External Tasks

- Produce a printed calendar of Main Street events.
- Produce a business directory.
- Develop an image-enhanced ad campaign for the district.
- Develop a holiday promotions and decorations.
- Develop retail tie-ins to existing events; add fresh promotion/ads, new activities

This is not a complete list of tasks, and these will change depending on the direction of the advisory board and city council.



Design Committee

Purpose

- Provide design education and technical assistance.
- Develop financial assistance and incentives.
- Plan public improvements.
- Provide design regulation and review.

Internal Tasks

- Draft a committee work plan.
- Conduct a building inventory, and evaluation.
- Review codes and ordinances.
- Inventory and evaluate technical and financial resources available for design improvements.

External Tasks

- Conduct merchant/building owner visits in conjunction with program director.
- Hold a “Clean-Up Day”.
- Conduct a Master Plan for Downtown Caldwell.
- Provide Improvement incentives, such as grants, loans, discounts and technical design services.
- Produce a design incentives brochure.
- Identify and solicit a minimum of four solid commitments to rehabilitate buildings.

This is not a complete list of tasks, and these will change depending on the direction of the advisory board and city council.



Economic Vitality Committee

Purpose

- Collect data about district businesses and markets.
- Develop business retention, expansion, and recruitment strategies.
- Develop property.
- Create incentives for business/property development.

Internal Tasks

- Draft a committee work plan.
- Collect existing data, such as market studies, master plans, and current incentives.
- Conduct a business survey.
- Keep a Main Street progress chart of rehabs, jobs, new businesses, investments, tax revenue, etc.
- Create a revitalization district base map.
- Help Design Committee develop financial incentives for building rehab projects.
- Develop financial/technical assistance for business owners.

External Tasks

- Create an orientation kit for new business owners.
- Hold workshops for business owners on such topics as customer service, floor planning, and business plans.
- Conduct a preliminary market analysis.
- Develop business incentives.

This is not a complete list of tasks, and these will change depending on the direction of the advisory board and city council.