DOWNTOWN, TX: Connecting Investors with Opportunities

REAL PLACES 2018
Emily Koller, Texas Historical Commission and Sarah O'Brien, Bastrop Main Street Program
Loopnet meets a historic guidebook for your downtown.
About the Town Square Initiative
What we do.

• Feasibility studies
• Downtown (mini) master plans
• Tools that influence the market exposure of historic properties
• Best practices for topics that are universally challenging in downtowns
Infill Feasibility Study
921 Main Street, Bastrop, TX
How we think about... vacant buildings
I’m empty inside.
$222,000
Lost rents, property taxes, utilities, supplies, services and salaries

Adapted from Getting Results: The Economic Impact of Main Street Iowa, 1986-2012, 2012 report by Place Economics
1340

1st Floor Vacant Buildings
Main Street Cities

Based on a 2014 TSI survey of 87 Main Street Cities in Texas
17% 1st Floor Vacancy Rate
Main Street Cities

Based on a 2014 TSI survey of 87 Main Street Cities in Texas
$297,480,000
Cost of Vacancies per Year
Main Street Cities

Based on a 2014 TSI survey of 87 Main Street Cities in Texas
74% 2nd Floor Vacancy Rate
Main Street Cities

Based on a 2014 TSI survey of 87 Main Street Cities in Texas
help!
Find people who add value to downtown vs. extract value from buildings.
Love at first site.
2014
Lightbulb moment

2015
Pilot 4 cities selected

2016
Round 1 12-15 Main Street cities

2017
Round 2 15 Main Street cities

2018

- Phase 3 Development
- Branding/marketing
- National MS Conference Session

2018
Public launch during Preservation Month

- Round 1 12-15 Main Street cities
- Round 2 15 Main Street cities
- Round 3
- Launch

- Continue adding cities

Initial funding secured

Phase 1 & 2 development
Local Implementation
Imagine the Possibilities Tours
Launch Analytics: May 1-31, 2017

2,568 Unique Users
5:49 minutes = avg. session length
1,093 Return Users

12:02 minutes = avg. session length for return users

30% of users during May from major metro areas including Dallas, Austin, Houston.
Bastrop Analytics: Traffic Channels
October 1-31, 2017

Organic Search: 39% (8:54)
Referral: 33% (6:54)
Direct: 26% (5:00)
Social: 2% (1:39)
Bastrop Analytics: User Location
October 1-31, 2017

1. Bastrop
2. Austin
3. Houston
4. San Marcos
5. Portland, OR
## Bastrop Analytics: Content Drill-Down
### October 1-31, 2017

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Success Story: Linden, TX
Downtown buildings on display in Linden

Imagine the possibilities tour

By: Heather Wright
Posted: May 18, 2017 05:47 PM CDT
Updated: May 18, 2017 05:50 PM CDT

LINDEN, TEXAS - Folks in Linden plan to light up downtown Friday evening for an event they hope will lure entrepreneurs.

The tour, called “Imagine the Possibilities,” will showcase available downtown properties.

It’s part of the state-wide effort to breathe new life into downtown areas across Texas. The Texas Historical Commission recently launched DowntownTX.org, a software application designed to revolutionize how downtown programs connect potential investors to development opportunities in Texas’ historic downtown areas.

Main Street Linden officials say twelve to fifteen properties will be on display there. Linden residents already have an idea of what they’d like to support in their town.

Main Street Linden Manager Allie Anderson said, “Everyone wants a coffee shop. People are talking about microbreweries, pub and grills, wine stores … a lot of retail more focused on locally made or locally sourced goods.”

The tours will be held Friday night from 5pm until 8pm in downtown Linden.
LINDEN MAIN STREET POP-UP WEEK ENDS WITH A NEW SHOP

Photo by Ben Woods - Linden Main Street Manager Allie Anderson on left and Faith Works Studio owner Renee Murphy proudly holding the lease paperwork for her new location at 124 S. Main St.
What’s Next?
In Bastrop...
Finish Phase 3 development.
Continue to have success with local implementation.
Build the brand.

FIND YOUR PLACE IN HISTORIC DOWNTOWN, TX

I'm looking for a building to buy in historic downtown Texas

Photo credit
Continue to add cities.
How to join.

Available to all Main Street and Certified Local Government communities.

1. Complete the “New City Request Form” and submit to TSI staff.
2. Consult with TSI on data available, project partners and long-term maintenance.
3. Coordinate with TSI staff on completing the Import Spreadsheet.
4. Complete training and host an optional demonstration.
5. Finish the required data entry for your site to go live.
6. Launch your site.
Questions?

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