



TEXAS DOWNTOWN PROGRAM

DOWNTOWN ASSESSMENTS (THREE OPTIONS):

1

The purpose of a downtown assessment is to bring Texas Downtown (TXD) staff and/or professional team members to your downtown, talk about challenges and opportunities, tour the district, meet and talk with downtown stakeholders, and provide a final report with recommendations.

A downtown assessment is not meant to replace the board strategic plan or master plan process. It is intended to help TXD member communities kick-start their downtown programs and get an outside professional perspective, or for existing downtown programs that are seeking guidance from a group of downtown professionals.

MULTI-DAY DOWNTOWN ASSESSMENT

- ★ (8-10) hour on-site assessment
- ★ Pre-visit community research including review of information provided by member community
- ★ Online stakeholder survey
- ★ (1.5) hour virtual stakeholder meeting in advance of visit OR in-person downtown stakeholder meeting during visit
- ★ Ability to visit downtown during evening hours to assess district after hours
- ★ (3-5) hour final report preparation
- ★ Final report provided in digital format with recommendations for the different stages of revitalization (short term and long-term)

Total fee: \$3,500 - \$4,000 plus travel expenses of TXD staff and professional team members
*Average travel expenses range from \$1,000-\$1,750

DOWNTOWN ASSESSMENT BY TXD STAFF AND PROFESSIONAL TEAM

- ★ (6-8) hour on-site assessment
- ★ Pre-visit community research including review of information provided by member community
- ★ Online stakeholder survey
- ★ (1.5) hour virtual stakeholder (downtown business/property owners, etc.) meeting in advance of visit OR in-person downtown stakeholder meeting during visit
- ★ (3-5) hour final report preparation
- ★ Final report provided in digital format with recommendations for the different stages of revitalization (short term and long-term)

Total fee: \$2,500.00 plus travel expenses of TXD staff and professional team members *Average travel expenses range from \$750-\$1,500

Because TXD sometimes includes consultants (organizational development, marketing, planning, design, etc.), this is an excellent way for communities to meet potential member service providers and determine if they are a good fit for future needs.

DOWNTOWN ASSESSMENT BY TXD STAFF

- ★ (4-6) hour on-site assessment
- ★ Pre-visit community research including review of information provided by member community
- ★ (2-4) page final report preparation
- ★ Final bullet-point report provided in digital format

Total fee: \$1,500 plus TXD staff travel expenses
*Average travel expenses range from \$500 - \$1000

A two to four-page bullet-point report is provided by TXD staff with top recommendations along with contact references to other TXD members and communities for any suggested downtown programs or projects



FULL-DAY BOARD STRATEGIC PLANNING

2

- ★ Pre-meeting review and discussion about organizational challenges and opportunities
- ★ Review of committee structure; recommendations for change as needed
- ★ SWOT assessment
- ★ Goal setting
- ★ Work plan development by committee members
- ★ Review of objectives identified by committee members
- ★ Draft provided to board for completion
- ★ Final plan provided in digital form

Total fee: \$1,750 plus TXD staff travel expenses *Average travel expenses range from \$750-\$1,250

HALF-DAY ANNUAL BOARD TRAINING

3

- ★ (3-4) hours
- ★ Overview of city/non-profit board structure
- ★ Review of city/non-profit mission and vision statements
- ★ Review of board member vs. downtown manager responsibilities
- ★ Review of current board work plan and accomplishments
- ★ Discussion about board goals and objectives
- ★ No written report

Total fee: \$1,000.00 plus TXD staff travel expenses *Average travel expenses range from \$350 - \$750



DOWNTOWN STAKEHOLDERS' SESSION

4

- ★ (3-4) hours
- ★ Pre-meeting review and discussion about organizational challenges and opportunities
- ★ Customize needs to be addressed at in-person stakeholders' session
- ★ No written report

Total fee: \$750 plus TXD staff travel expenses *Average travel expenses range from \$350 - \$950

SPEAKING ENGAGEMENTS

5

- ★ (1-2) hours
- ★ TXD staff or TXD Board Members can speak on a variety of topics related to downtown development and revitalization including the list below

Downtown organization and program development
Downtown and economic development
Small business support
Marketing and promoting your downtown

Total Fee: \$500.00 plus TXD staff travel expenses *Average travel expenses range from \$350 - \$750

TXD members may request a \$250 waiver to reduce to a \$250.00 fee

**Texas
DOWNTOWN**

(Program services only available to TXD members, except #5 Speaking Engagements)