

CITY OF SEGUIN**TO:** City Council**FROM:** Blaire Friar, Main Street & Destination Seguin Director**DATE:** May 5, 2026**SUBJECT:** Support for Walnut Springs Cultural Arts District
Application to the Texas Commission on the Arts**It's real.****Historical Background**

The purpose of this memorandum is to request City Council support for the Walnut Springs Cultural Arts District application to the Texas Commission on the Arts for official Cultural District designation. The Texas Commission on the Arts requires “a resolution or letter of endorsement from City government” as part of the application materials. The agency also states that evaluators will consider only the materials identified in the application checklist, making this item a required part of a complete application.

The proposed Walnut Springs Cultural Arts District reflects many of Seguin’s existing strengths, including its historic downtown, Walnut Springs corridor, arts and cultural organizations, heritage resources, public spaces, educational institutions, performances, festivals, and creative businesses. State designation would provide formal recognition of these assets as part of a unified cultural district and would support broader efforts to connect arts, heritage, tourism, and economic development in Seguin. The Texas Commission on the Arts describes cultural districts as special zones that harness cultural resources to stimulate economic development and community vitality, and notes that such districts can become focal points for generating businesses, attracting tourists, stimulating cultural development, and fostering civic pride.

For the City of Seguin, this designation would support several important public goals. It would strengthen Seguin’s visibility as a destination for arts, heritage, and cultural tourism; reinforce the identity of downtown and the Walnut Springs area as a connected cultural place; and support long-term quality of life, downtown vitality, and community pride. The Texas Commission on the Arts also identifies cultural districts as tools for attracting artists and cultural enterprises, encouraging business and job development, establishing tourism destinations, preserving and reusing historic buildings, and fostering local cultural development.

A formal resolution of support would also benefit local arts and cultural organizations by demonstrating that the City recognizes their work as part of a shared district vision. State guidance emphasizes that successful districts are typically already defined in terms of leadership, geographic boundaries, branding, and current assets. A City resolution helps demonstrate that Seguin has the civic support and organizational commitment necessary for long-term district success. TCA also identifies community support, strategic partnerships, accessible events and venues, clear signage, a user-

friendly website, marketing and promotion, and strong amenities as common success factors for cultural districts.

Approval of a City Council resolution would satisfy a required application item and send a clear message that the City of Seguin supports arts, heritage, tourism, and community development as part of its long-term vision. While the Texas Commission on the Arts allows either a resolution or a letter of endorsement from city government, a resolution is the stronger option because it reflects formal action by the governing body.

Action Requested

Approve a resolution of support for the Walnut Springs Cultural Arts District application to the Texas Commission on the Arts.

Procurement Methodology

This is a resolution only and requires no procurement.

Funding Source

The Walnut Springs Cultural Arts District will fall under the oversight and budget of the Seguin Commission on the Arts.

Staff Recommendation

Staff recommends approval.

Attachments

Resolution
Walnut Springs Cultural Arts District Map