



SEGUIN TEXAS

MAIN STREET

Annual Report

Prepared By :

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Our Vision

Downtown Seguin strives to be a pedestrian-friendly, attractive, safe, and desirable center for business, leisure, and entertainment, incorporating and celebrating the unique history, architecture, and ethnicity of the community.



Our Mission

The Seguin Destination Management department is dedicated to enriching our community by vibrantly promoting Seguin as a premier visitor destination, fostering a thriving historic downtown and Main Street through strategic business development and engaging events, and cultivating a dynamic arts and culture scene that enhances both resident and visitor experiences.

Highlights

NEW PUBLIC RESTROOMS

The biggest news of the year for our team was the arrival of the new Central Park Public Restrooms. Since their installation, we have seen an uptick in the amount of time visitors are spending downtown.

20th ANNUAL PECAN FEST

In 2025, we celebrated our 20th Annual Pecan Fest. To commemorate this occasion, staff added a Kids Zone, numerous food trucks, and additional entertainment. This year saw our largest Pecan Fest attendance ever.

NOLTE PROJECT PROGRESS

Staff and the appointed committee selected a developer and continued work towards the revitalization of the Nolte Building.

STAFF CHANGES

2025 saw a change in leadership, a new Downtown Coordinator and Assistant Director, as well as the addition of a part-time Visitor Center Admin to the Main Street Team.

AUSTIN STREET CLOSURE

For the first time ever, Main Street staff worked with Public Works, Police, Fire, and Emergency Management to close Austin Street during the Sip n' Stroll event. This improved safety for pedestrians and took the event to the next level.



Financial Vitality & Investment

The Seguin Main Street Program remains on solid financial footing through a robust partnership with the City and growing private-sector support.

CAPITAL PROJECTS

\$85,000

DOWNTOWN RESTROOMS

\$374,000

FUNDRAISING &
EVENTS

\$21,409

PRIVATE INVESTMENT

\$295,000

2025 saw great achievements for Seguin Main Street. On top of our operating budget, we granted \$35,000 to downtown businesses for Facade Grants and had \$85,000 worth of Capital Project funds for downtown improvements.



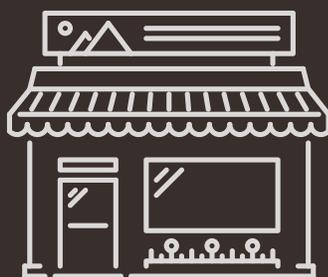
2025 Events

- Moonlight & Roses - April 4, 2025
 - Attendance: 130
- Earth Day - April 26, 2025
 - # of Vendors: 119
 - Attendance: 5,382
- Summer Concert Series - Sundays in June
 - Total Attendance: 4,633
- Biggest Small-Town 4th of July Parade - July 4, 2025
 - # of Entries: 174
 - Attendance: 11,622
- Pecan Fest - October 25, 2025
 - # of Vendors: 179
 - Attendance: 6,942
- Sip n' Stroll - December 5, 2025
 - # of Vendors and Chocolatiers: 49
 - Attendance: 10,803



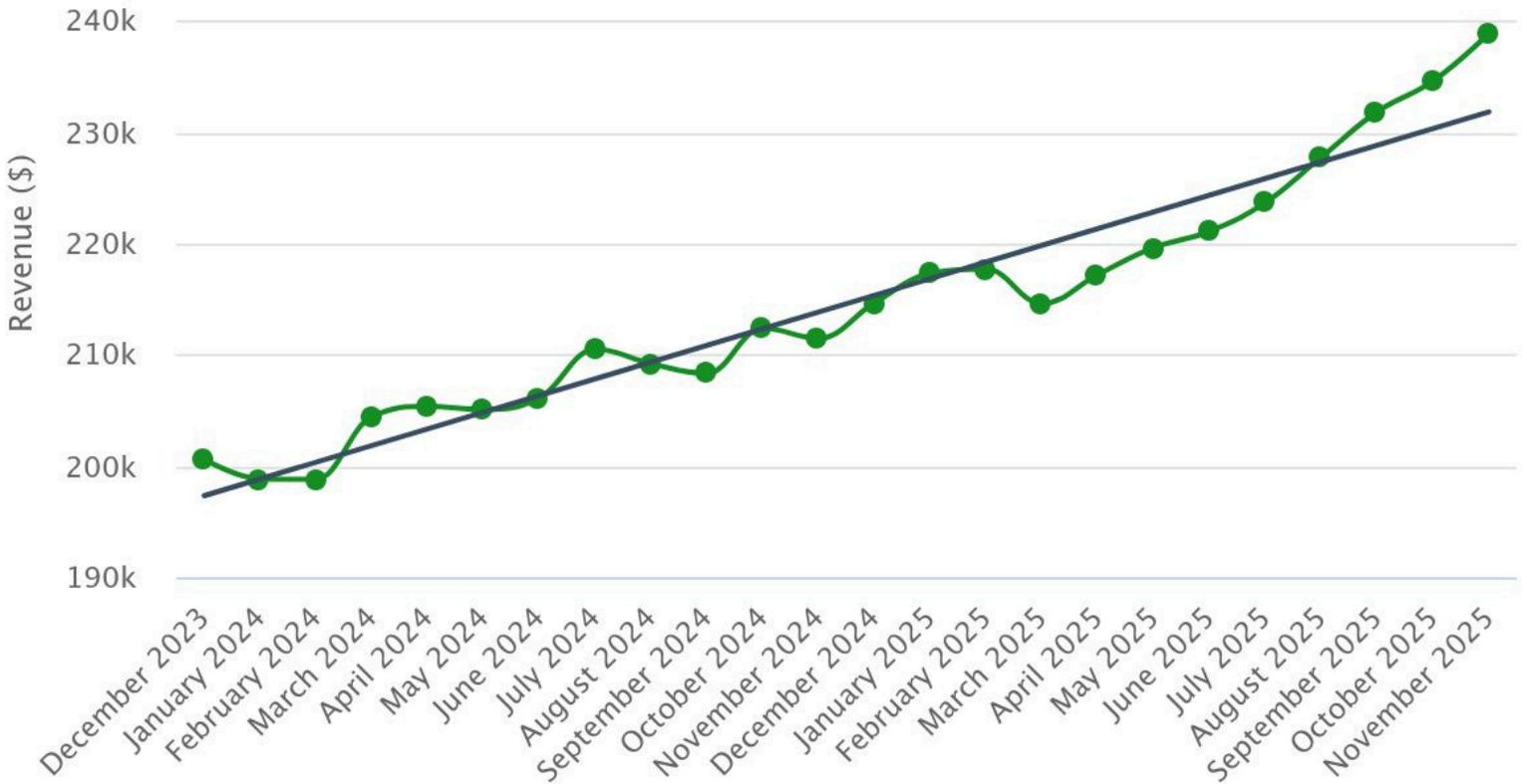
New Businesses

Sotelo & Company Salon and Spa
Southern Traditions
The 1908 Raw Bar & Kitchen
The Wayside Seguin
Central Park Cafe
Varsity Vault
Some Place Amazing



The Downtown Momentum

The economic health of Downtown Seguin is showing a strong and consistent upward trend. The City's continued investment in Downtown Seguin and the Main Street Program is translating into tangible, taxable economic activity for the community.



ANNUALIZED SALES TAX COLLECTIONS

December 2023: \$200,592

November 2025: \$238,872

Total Growth: +19.08%

Downtown Stats

OUT-OF-MARKET VISITORS

70.3K

+34.7% YOY

VOLUNTEER
HOURS

812

1,948,939
social media views

263 MIN

Average Time Spent in Market

260
EVENTS

around downtown

50+
CENTRAL PARK
EVENTS

** This data was collected with the help of Placer.ai, staff records, and social media tracking.



It's real.

2025 YEAR IN REVIEW

Resilience and Record Growth

My first year as Director was defined by one word: resilience. Despite leadership transitions, 2025 delivered some very significant wins, proving that the heart of Seguin is stronger than ever.

The Big Wins:

- Economic Surge: Downtown sales tax collections grew 19.08% over two years, peaking at \$238,872 in November 2025.
- Major Milestones: We cleared the developer selection phase for The Nolte Project and completed new public restrooms in Central Park to improve the visitor experience.
- Community Connection: Our digital reach exploded to 2 million+ views, and we added a second Spanish-speaking staff member to better serve our diverse community.
- Local Support: Programs like "Bacon, Eggs, & Business" and the Small Business Resource Fair continue to arm our entrepreneurs with the tools to thrive.

Looking Ahead to 2026: Our focus shifts to strengthening our Advisory Board leadership, securing funding for further district accessibility, and reevaluating events to maximize revenue for beautification.

None of this happens without our City Council, volunteers, and business owners. We've built a powerhouse foundation, and I'm ready to see what we achieve together next.

Stay Real, Seguin,

Blaire Friar, Seguin Main Street Director



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