

CITY OF SEGUIN

RESOLUTION NO. _____

STATE OF TEXAS

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEGUIN, TEXAS,
ADOPTING THE TOURISM MASTER PLAN.**

WHEREAS, the City Council of the City of Seguin, Texas is committed to fostering economic development, enhancing the local quality of life, and promoting Seguin as a premier destination for visitors; and

WHEREAS, it is recognized that a strategic approach to tourism – including the promotion of local food, culture, historic assets, and family-oriented events – is essential to the continued growth of the community; and

WHEREAS, the City of Seguin seeks to provide a comprehensive roadmap for tourism development, marketing, and infrastructure to better serve residents and visitors alike; and

WHEREAS, the City Council previously authorized the development of a formal Tourism Master Plan to identify key priorities, such as the designation of a Cultural District and the enhancement of tourism-related facilities; and

WHEREAS, the proposed Tourism Master Plan was developed through a process involving stakeholder engagement, community input, and coordination with city leadership and the relevant advisory boards.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Seguin, Texas:

SECTION 1. The City Council of the City of Seguin, Texas hereby formally adopts the Tourism Master Plan as the official guide for tourism-related initiatives, marketing strategies, and capital improvements within the City.

SECTION 2. The Director of Destination Seguin is authorized to begin the implementation of the goals and objectives set forth in the Plan.

SECTION 2. This resolution shall become effective immediately upon its passage.

PASSED AND APPROVED, this ____ day of June, 2026.

Donna Dodgen, Mayor

ATTEST:

Kristin Mueller, City Secretary