

CITY OF SEGUIN**TO:** City Council**FROM:** Blaire Friar, Director of Main Street & Destination Seguin**DATE:** January 6, 2026**SUBJECT:** 2026 Downtown Street Closures and Sale of Alcohol**It's real.****Historical Background**

Annually 50+ events are held in Central Park each year. Many of these events include street closures that require Council approval.

Listed below are the 2026 events involving street closures and alcohol sales (if applicable) in downtown Seguin. Street closures include the 100-300 Block S. River, 100-200 Block E. Donegan, and 100-200 Block E. Nolte Streets, unless otherwise indicated. The time includes set up and tear down for the event.

Action Requested

Staff is requesting approval of both the street closures and alcohol sales.

Procurement Methodology

No procurement required.

Funding Source

No funding required.

Staff Recommendation

Staff recommends approval of the street closures and alcohol sales.

Attachments

2026 Downtown Events

Event	Sponsoring Organization	Date	Time & Street Closure Location	Alcohol Sales
2 nd Sunday by YRAM	Yellow Rose Artisan Market	January 11, 2026	8:00 am – 6:00 pm	
Visionary Endeavors Market	Triple Elevation	January 17, 2026	8:00 am – 6:00 pm (possibly every 3 rd Saturday)	
YRAM	Yellow Rose Artisan Market	January 24, 2026	8:00 am – 6:00 pm	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	February 8, 2026	8:00 am – 6:00 pm	
YRAM	Yellow Rose Artisan Market	February 28, 2026	8:00 am – 6:00 pm	
Toast to Texas	Daughters of the Republic of Texas	March 7, 2026	10:30 am – 3:30 pm	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	March 8, 2026	8:00 am – 6:00 pm	
YRAM	Yellow Rose Artisan Market	March 28, 2026	8:00 am – 6:00 pm	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	April 12, 2026	8:00 am – 6:00 pm	
19 th Annual Earth Day	Main Street & Destination Seguin	April 25, 2026	6:00 am – 5:00 pm, River Street – Court to Washington, Nolte Street – Austin to Crockett, Donegan Street – Austin to Milam	Alcohol sales during event
Race to Raise	Guadalupe Regional Medical Center	April 25, 2026	6:00 am – 1:00 pm, 100 - 200 block West Donegan	
Cinco de Mayo Pachanga	LULAC	May 1 - 2, 2026	6:00 am May 1 st – 6:00 am May 3 rd River Street – Court to Washington, Nolte Street – Austin to Crockett, Donegan Street – Austin to Crockett	Alcohol sales during event
2 nd Sunday by YRAM	Yellow Rose Artisan Market	May 10, 2026	8:00 am – 6:00 pm	
Third Thursday, Margarita Madness	Downtown Business Alliance	May 21, 2026	4:00 – 8:00 pm	Alcohol served
YRAM	Yellow Rose Artisan Market	May 23, 2026	8:00 am – 6:00 pm	

2 nd Sunday by YRAM	Yellow Rose Artisan Market	June 14, 2026	8:00 am – 6:00 pm	
Fiestas Juan Seguin	Hispanic Chamber of Commerce	June TBD, 2026	TBD	Alcohol sales during event
YRAM	Yellow Rose Artisan Market	June 27, 2026	8:00 am – 6:00 pm	
Fourth of July Flag Raising Ceremony, Parade Staging, and Parade	City of Seguin	July 4, 2026	6:00 am until the conclusion of the parade; Streets include the 100 Blocks, east and west of the following: Weinert, Cedar, Humphreys, Krezdorn; E. Koepsel, 100 Block School Street, E. College Street from Austin to King Street, River Street between College and Cedar, Milam Street around Mary B. Erskine School.	
Freedom Fiesta	KWED	July TBD, 2026	6:00 am July TBD - 6:00 am on July TBD Possible Austin Street; Court to Nolte	Alcohol sales during event
YRAM	Yellow Rose Artisan Market	July 25, 2026	8:00 am – 6:00 pm	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	August 9, 2026	8:00 am – 6:00 pm	
YRAM	Yellow Rose Artisan Market	August 22, 2026	8:00 am – 6:00 pm	

2 nd Sunday by YRAM	Yellow Rose Artisan Market	September 13, 2026	8:00 am – 6:00 pm	
Fiesta Patrias	Hispanic Chamber of Commerce	September TBD, 2026	TBD	Alcohol sales during event
YRAM	Yellow Rose Artisan Market	September 26, 2026	8:00 am – 6:00 pm	
Bike Night	Seguin Brewing	October 2, 2026	11:00 am–11:00 pm W. Gonzales – Austin to Travis; N. Camp – Court to Mountain	Alcohol sales during event inside Seguin Brewing only
Guadalupe County Fair Parade	Guadalupe County Fair Association	October 9, 2026	6:00 am until conclusion of parade, College/Austin; College/River; Austin/Ireland; Austin/Mountain; Donegan/Austin; Nolte/Austin; Washington/Austin; Shelby/Austin; E. Klein/Austin; W. Klein/Austin; Pecan/Austin; David/Austin; and Live Oak/Austin	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	October 11, 2026	8:00 am – 6:00 pm	
Fall Festival	Guadalupe County	October 17, 2026	Austin Street - Court to Nolte, River Street – Court to Washington, Nolte Street – Austin to Crockett, Donegan Street – Austin to Crockett	Alcohol sales during event
21 st Annual Pecan Fest	Seguin Main Street/CVB, Magnolia Hotel, Conservation Society, Seguin Art League, The Heritage Museum	October 24, 2026	6:00 am- 10:00 pm streets listed above, Austin Street - Court to Nolte, River Street – Court to Washington, Nolte Street – Austin to Crockett, Donegan Street – Austin to Milam, 200 Blk Live Oak and W. Gonzales Street	Alcohol sales during event

Day of The Dead	Hispanic Chamber of Commerce	November 1, 2026	TBD	
Art and Wine Walk	Seguin Arts Commission	November 14, 2026	4:00 – 8:00 pm	Alcohol sales during event
2 nd Sunday by YRAM	Yellow Rose Artisan Market	November 8, 2026	8:00 am – 6:00 pm	
Veterans Day Parade	DAV	November 11, 2026	10:00 am	
YRAM	Yellow Rose Artisan Market	November 28, 2026	8:00 am – 6:00 pm	
Holiday Stroll Parade	Parks and Recreation Department	December 3, 2026	4:00 pm until the conclusion of parade and lighting in Central Park. Streets listed above, River/College; College/Austin; East & West Elm/Austin, Ireland/Austin, Mosheim/Austin, Walnut/Austin, Mountain/Austin, and Gonzales/Austin; Nolte/Camp; W. Washington/Austin Streets	
16 th Annual Sip-n-Stroll	Main Street Program/CVB/ Downtown Business Alliance	December 4, 2026	5:00 – 9:00 pm, in additional to the streets listed above, Austin Street - Gonzales to Nolte, River Street – Court to Washington, Nolte Street – Austin to Crockett, Donegan Street – Austin to Crockett and W. Gonzales Streets	
13 th Annual North Pole Stroll	Downtown Business Alliance	December 5, 2026	6:00 am – 4:00 pm	
2 nd Sunday by YRAM	Yellow Rose Artisan Market	December 13, 2026	8:00 am – 6:00 pm	
Crossroads Church Candlelight Service	Crossroads Church	December 24, 2026	5:00 – 10:00 pm 100 Block of East Donegan	
YRAM	Yellow Rose Artisan Market	December 26, 2026	8:00 am – 6:00 pm	