



Downtown Investment

Seguin City Council

May 16, 2023

Recent Investments & Data

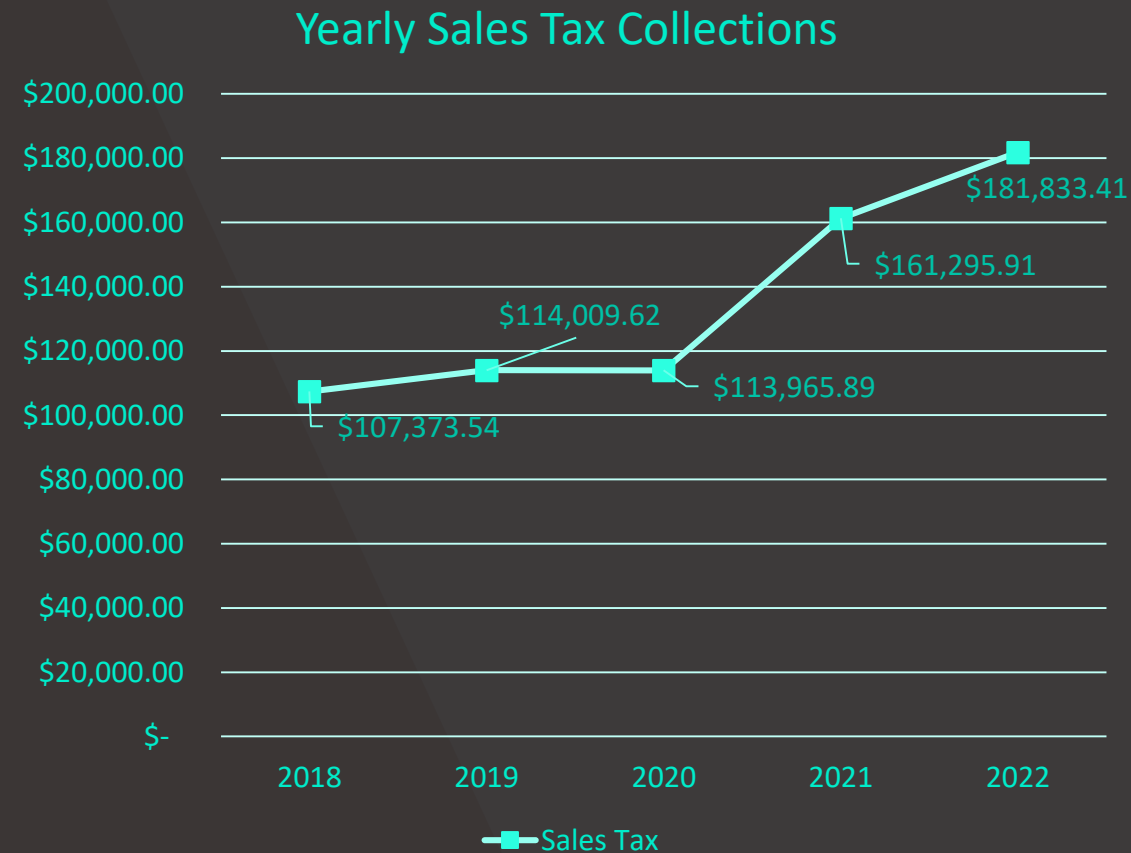
In 2022, almost \$7 million was reinvested into downtown Seguin. This is the second largest yearly reinvestment figure for downtown Seguin. Since 2015, almost \$35 million has been reinvested in downtown Seguin.

Over 15 new businesses opened in downtown Seguin during 2022. 17 buildings were sold, 36 rehab projects were completed, and 5 public projects were completed.

Additionally, the Main Street Program recorded 269 volunteer hours in 2022.



Sales Tax Collections and Property Values



- Sales tax collections by downtown merchants have increased by 70% from 2018.
- In addition to increased collections of sales tax, downtown properties values are increasing leading to more property tax revenue.
- The average appraised value per square foot in downtown Seguin increased by 44% from 2018.

Pecantown Books & Brews

The new café and bookstore opened in May of 2022. The conversion of the residential structure into a commercial property included the addition of ADA pathways, an ADA restroom, a commercial kitchen, and landscaping. The bookstore is the only independently owned bookstore in the region. The Main Street Advisory Board recognized Pecantown with its highest honor naming them the 2022 Downtowner of the Year.





Seguin Art League

The League purchased 104 South Austin in 2014. After years of fundraising and rolling up their own sleeves to perform much of the manual labor, the gallery opened in May of 2022. The space allows members to sell their artwork, for the league to host classes, and to gather for special events.



NE Corner of Austin and Court

After going into bankruptcy, the future for the former Starcke Sleep Shop was uncertain. In early 2022, the building was purchased and over the year, the new owner found three new tenants. Mas Knifehaus, Seguin Botanical, and One and Only Tattoo all opened during 2022.

The Mercantile @ Southern Good

The owner of Southern Good made the investment into opening another boutique and expanding the products offered in downtown Seguin.

With the expansion, men's clothing is now available in downtown Seguin.



Businesses Becoming Property Owners

Seguin Main Street celebrates when a business purchases the building they were leasing. This develops local wealth for our mom-and-pop businesses.

Burnt Bean Company, Traveling Gypsy, and Seguin Bar & Billiards all purchased their buildings in 2022.



Investors Find Value in Downtown Properties

Multiple properties were purchased by investors. These investors are local families who see value in downtown Seguin. Some of the properties purchased included

- 314 North Austin
- 107 North Austin
- 106 & 108 North Austin
- 200 East Court



Building Saved

After being struck by lightning in 2021, the future of the Mosheim Mansion was uncertain. Thankfully, the building was purchased and is being saved. The first priority was sealing the property with a new roof.



BIG Program is a BIG Deal!

The addition of the Business Improvement Grant has been a driving force for downtown businesses and property owners to make investments in their properties. This includes upgrades to HVAC systems, ADA improvements, and more.

The façade grant has been a successful grant program for downtown seeing three dollars of private money invested for every public dollar. The façade grant can go to any exterior improvements including painting, ADA access, roofing, window repair, and more.