

Downtown Seguin & Tourism Updates

Four Rivers Association of Realtors

October 19, 2021



Seguin Main Street Turns 40

- Incremental Changes
- Preservation-Based Economic Development
- Sense of Place
- Celebrations and Gatherings
- Teamwork
- Mom and Pop Shops



#4: Burnt Bean BBQ

Seguin

Burnt Bean Co.



Meats, sides and the Big Red tres leches at Burnt Bean Company Barbecue in Seguin on August 12, 2021; The line out the door at Burnt Bean Company Barbecue in Seguin on August 12, 2021; The banana cream pie at Burnt Bean Company Barbecue in Seguin on August 12, 2021.

PHOTOGRAPHS BY MACKENZIE SMITH KELLEY

NO

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We were standing well back in line for a late lunch at Burnt Bean when one of the owners stepped outside to deliver bad news: “Folks, I’m afraid we’re going to run out of brisket in about ten people.” His warning proved correct. We thanked him for his courtesy and vowed to return, considerably earlier, the next day. That’s typical of the thoughtful service you get at this sterling

OPENED: 2020

PITMASTER: David Kirkland, 47; Ernest Servantes, 43

METHOD: Post oak; offset smoker

PRO TIP: Visit on Sunday mornings, when you can order tacos, barbacoa,

Upcoming Events

- Pecan Fest – October 30
- Small Business Saturday – November 27
- Holiday Stroll – December 2 – 5
 - Holiday Stroll Lighted Parade – December 2
 - Sip 'n Stroll – December 3
 - North Pole Stroll – December 4
 - Yule Fest – December 5
- Corvettes on the Square – January 15
- Third Thursday – Every month



Sidewalk and Infrastructure Construction

- Downtown Seguin is now over 185 years old which means there are areas with aging and underperforming infrastructure.
- The City of Seguin is in the process of infrastructure and sidewalk improvements in the 100 block of West Gonzales, 200 block of East Court, and the 100 block of South Camp.
- One of the ultimate goals for Main Street is creating a pedestrian friendly environment and Main Street has been successful with grant funding through the Texas Capital Fund to construct thousands of linear feet of sidewalks in downtown.





Downtown Master Plan

- Creating a community vision for downtown Seguin with an implementation plan and possible catalytic projects.
- This will be Seguin's first downtown master plan.
- Be on the look out for community surveys and community meetings.



Squirrel Trail - Seguin's Newest Public Art Project

- Similar to the sheep in San Angelo, boots in Wimberly, and the horses in Amarillo, Seguin is launching a squirrel trail.
- Businesses and individuals sponsor the squirrel and contract with an artist to design and paint the squirrel.

Recent and Future Openings

- Immortal Orchid – 115 West Court Street
- Caliza Fresca – 111 West Court
- Second Story Dance Studio – 106 West Donegan
- The Lofts and Seguin Travel – 106 East Court
- Mosheim Mansion – 409 North Austin
- The Rise Co-Working – 204 South Austin
- 100 East Court (First National Bank)
- MJC Gallery – 104 North Austin
- Seguin Art League – 104 South Austin
- Pecantown Books and Brews – 212 South Camp
- Southern Good and the Mercantile @ Southern Good
- Gypsy Scoops – 110 South Austin
- Montana Martial Arts – 212 East Court
- Primitive Design – 1421 North Austin

Investment Opportunities

The largest available property in downtown Seguin currently is the former Starcke Sleep Shop. The building has been platted into three individual buildings with the first floors almost completely tenant ready.

The listing agent is Bob Reese – (210) 415-6825.

Current listing price is \$725,000.

For more information on downtown properties, visit www.downtowntx.org.



Incentive Programs

The City of Seguin recognizes the importance of preserving our unique historic character and the high costs of maintaining and rehabilitating the historic properties, so the City of Seguin has approved a variety of incentives to assist with the revitalization of downtown.

- Building Permit Fee Waiver
- Protect-It Grants
- FIX-IT Façade Grants
- Tax Abatements/Chapter 380 Agreements
- Small Business Trainings
- Free Design Assistance
- Marketing and Promotions
- State and Federal Incentives

Visitor App



Seguin Merchandise

Need shirts, koozies and other goodies to welcome your buyers to Seguin, check out the Seguin merchandise for sale at the Visitor Center and gift cards to downtown merchants and restaurants.





Promoting Seguin

- Tourists and visitors are on their “first date” with Seguin. A visitor can easily turn into a future Seguin resident.
- Tourism staff travel across the state to promote Seguin for family vacations, board retreats, reunions, sporting tournaments, conferences, and special events.
- Work with our partners and attractions on advertising campaigns including print, digital, video, and social.
- Create marketing collateral like visitor guides and brochures.

Questions



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