



RECOMMENDATION RESOLUTION
Convention and Visitor Bureau Advisory Board
Recommendation Number: (2024-XXRR)

A recommendation Resolution of the Convention and Visitor Bureau to the San Marcos City Council to support a proposal to officially name seven downtown alleys within the downtown business district.

WHEREAS in 2023, San Marcos City Council requested staff to consider officially naming alleys in our downtown area to reflect television or film productions filmed in San Marcos; and

WHEREAS most of alleys located in downtown San Marcos have not had any publicly identifiable names during the entirety of their history; and

WHEREAS alleys can serve several important functions that are critical to the operations of businesses, the mobility of vehicles and cyclists, or as public space for pedestrians; and

WHEREAS San Marcos has the distinct honor of being designated by the State of Texas as a Film Friendly and Music Friendly Community; and

WHEREAS film and television series have filmed in and around iconic San Marcos sites, including downtown buildings, streets, and alleys; and

WHEREAS the City of San Marcos is proud to have served as a location for over 100 productions including commercial, television, and film projects such as Piranha, The Getaway, American Crime, Friday Night Lights, The Newton Gang, True Women, The Ringer, Boyhood, Everybody Wants Some, The Faculty, Courage Under Fire, and 1923; and

WHEREAS the Alleys Without Names task force reviewed an extensive list of television and film productions of which two have iconic scenes filmed in the downtown area; and

WHEREAS San Marcos' strong arts, culture and history has influenced 'unofficial' names of alleys which will now be officially designated;

NOW, THEREFORE, BE IT RESOLVED that the Convention and Visitor Bureau Board encourages the San Marcos City Council to support a proposal to officially name five downtown alleys unofficially known as "Jack's Alley", "Feltner Alley North", "Feltner Alley South", "Old Telephone Alley", and "Imagine Alley"; naming one "The Getaway Alley" in honor of the iconic movie scene shots near the alley; naming one in celebration of our music scene "Music Alley"; leaving seven alleys unnamed; and creating a naming convention to provide an identity to the remaining alleys for purposes of both wayfinding and placemaking.

Date of Approval: Wednesday, September 18, 2024

Record of the vote: 8-0 in favor

Attest: 