



City of San Marcos

City Council Work Session

August 4, 2026



Presentation

Item 1

Follow up on City Council direction regarding advertising of the San Marcos River, and provide direction to the City Manager.

Council Discussions



- **February 10, 2017 – Visioning Workshop: *Environment & River***
Diversify the advertising focus to non-river activities and attractions.
- **February 21, 2017 – Staff Presentation: *San Marcos River Parks Overcrowding and Capacity issues*** Limit river activity advertising.
- **January 7, 2020 – Staff Update: *CVB Advertising and Marketing***
Move forward with advertising attractions that bring visitors to San Marcos other than the River, i.e. Outlet malls, cultural events, and natural areas/trails.

Council Discussions



- **June 16, 2020 – Staff update: *Summer Marketing Efforts*** (COVID)
To Package river activities with other outdoor activities to attract multi-day visitation.
- **January 16, 2024 – Staff Presentation: *Proposed Single-Use Container Ban*** The Communication Plan promotion provided an opportunity to educate the public and visitors about river protection.
- **May 20, 2025 – Staff Presentation: *Present preparations for Riverfront Parks Summer Season 2025*** Communication plan change of Reuse at the River.

River Rules and Education



VisitSanMarcos.com - Things To Do

- [San Marcos River](#)
 - River Rules
 - River Recreation
 - Single Use Beverage Ban - [Love Our River Parks](#)
 - Riverfront Parks
 - Parking
 - Frequently Asked Questions
 - Rio Vista Park Entry Pass – Buy Your Pass Here
 - City Park Paid Parking Lot

City Partner Departments



- Communications
- Marshal
- Parks and Recreation
 - Rio Vista Park Managed Access
 - Rio Vista Park Entry Pass (As of July 26, 2026)
 - Resident Passes: 1,134
 - Wristbands Picked Up: 148
 - Rio Vista Day Passes Sold: 13,049

River Stewardship Examples



– VisitSanMarcos.com - San Marcos River Blogs

- [San Marcos River Tips](#)
- [What to Expect on the San Marcos River](#)
- [Paddling the San Marcos River](#)
- [Under, Over, Through: The Complete San Marcos River Experience](#)

River Stewardship Examples



- July 2018 [San Marcos Park Rules](#)
- March 2024 [Love Our River Parks](#)
- May 2025 Accidents are Still Litter. Do Better. [That's Hot, Dog](#)
- May 2025 Accidents are Still Litter. Do Better. [Not Cool\(er\)](#)
- May 2025 Accidents are Still Litter. Do Better. [Nice Shoes](#)
- July 2026 River Guardians [Long-form](#)
- July 2026 River Guardians [Short-form](#)

Next steps

- Questions?
- Council Direction

