

# Program Report



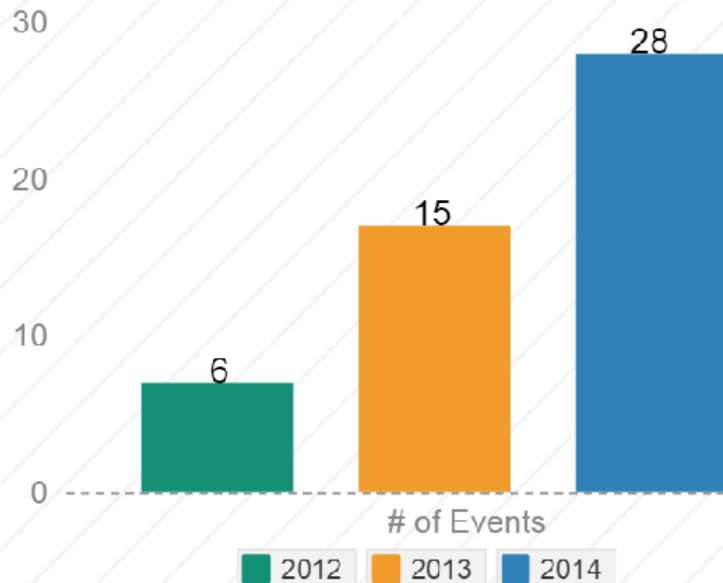
# A Look Back at 2014

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## Annual Report

# DOWNTOWN EVENTS

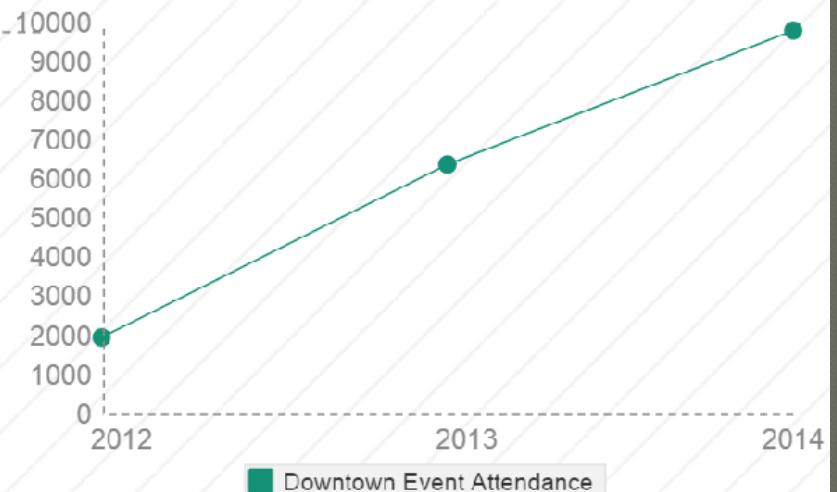


## INCREASE IN PROGRAMMING

The new Main Street events were designed to drive visitors, awareness and sales tax to downtown.

## THE NUMBERS

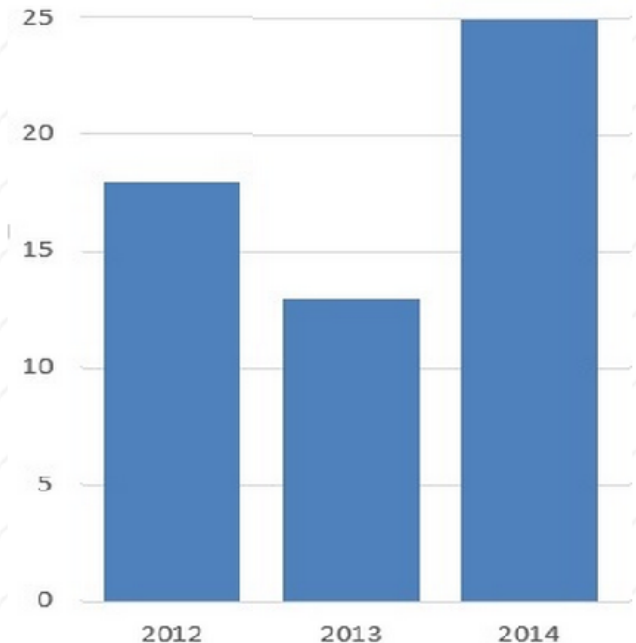
An increase in attendance to downtown events has been good not only for business, but also community pride. Attendance to events increased almost 500% since 2012!



# NEW BUSINESS REPORT

**Blazing Heart** Yoga  
Hungry Gamer  
People's Postal  
CVS  
Cardinal Frames  
Insurance Agency of SM  
Labor Max Staffing  
SalonThairapy  
Blue Moon Optical  
Print This  
Root Cellar Bakery  
TMT Solutions

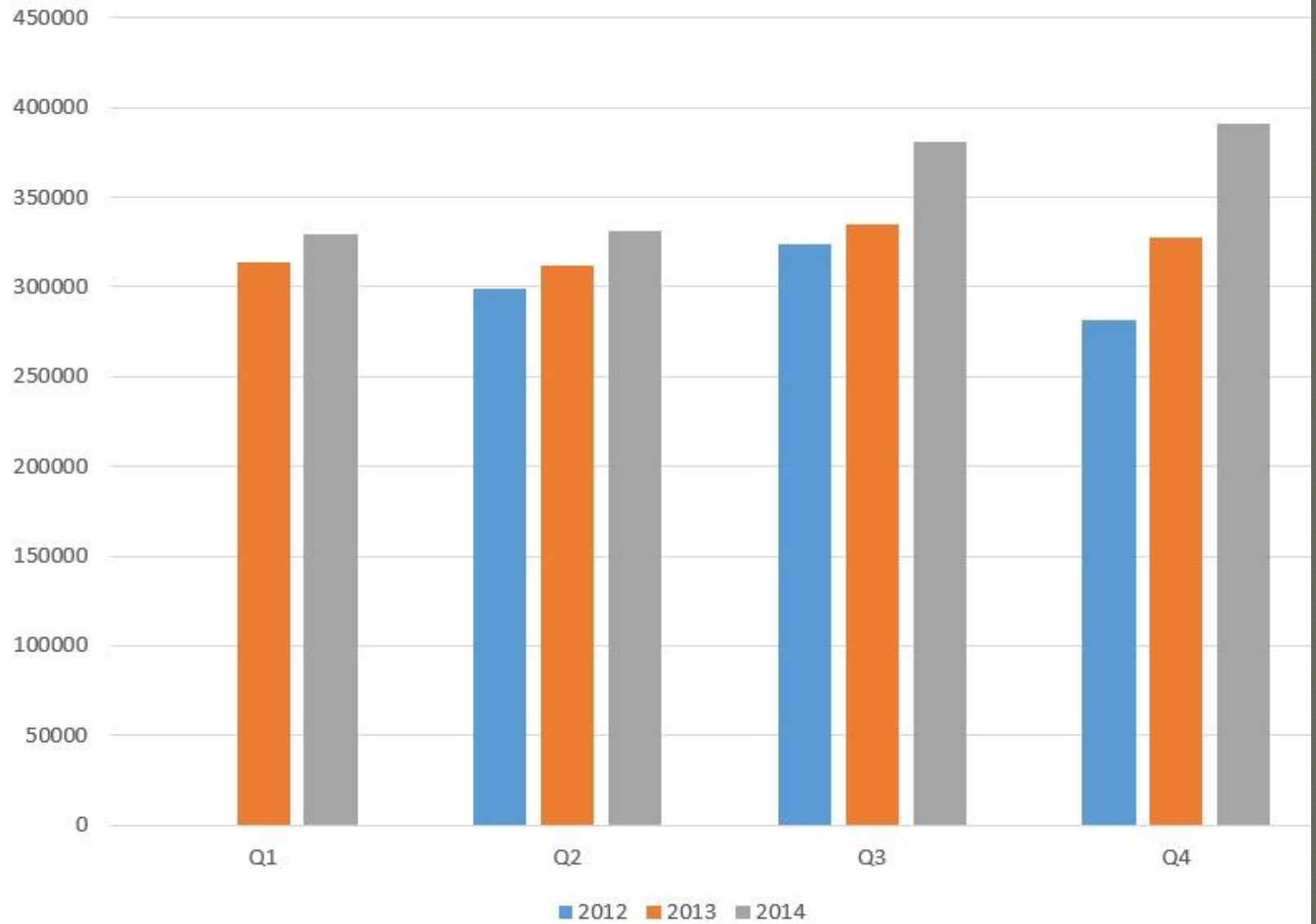
Medspring Urgent Care  
Space Lab  
Satin Richie's Salon  
State Farm  
Redbud Roasters  
Hookah House  
Huber and Co Real Estate  
Upscale Resale  
Potbelllys  
First Class Dance  
Leo Square  
Stonewall Warehouse



Downtown welcomed 25 businesses in 2014  
that resulted in a net gain of 91 jobs.

New businesses represented nearly every type of business category  
from retail to dining to professional services and nightlife.

## Downtown Sales Tax





2015



Creating a  
Remarkable  
Downtown

# 4 COMMITTEES

## PROMOTION



## ORGANIZATION



## DESIGN



## ECONOMIC RESTRUCTURING





# Promotion Work Plan Items



- 
**Kelly Stone** Vagabond! I love that David keeps me stocked with sweaters that make me look like an eccentric author in town. Maybe one day, I'll be an author. Until then, I'm comfy and cozy!  
 Like · Reply · 🍷 3 · March 26 at 7:19pm
- 
**Olivia Segura** Snap Happy Photo Booth at out of the blue salon  
 Like · Reply · 🍷 2 · March 26 at 7:44pm
- 
**Dana Tipps** It's impossible to pick one, but I can narrow it down to my top five! Out of the Blue Salon & Skin, Paper Bear, Classic Tattoo, the Root Cellar, AND Red Bud Roasters!!!!  
 Like · Reply · 🍷 2 · March 26 at 7:14pm
- 
**Elizabeth Castaneda** Favorite restaurant: The Root Cellar Café. Favorite Store: Paper Bear. Favorite Wine: Ed's Smooth Red  
 Like · Reply · 🍷 1 · March 26 at 9:34pm
- 
**Jennifer Romero** Paperbear!!!!  
 Like · Reply · 🍷 1 · March 26 at 6:23pm
- 
**Christina Quinones** The root cellar café.  
 Like · Reply · 🍷 1 · March 26 at 12:10pm
- 
**Falon Beckham** Retro Exchange for sure!!!  
 Like · Reply · 🍷 1 · March 26 at 8:08pm
- 
**Kelli Stapp** Out of the Blue!!  
 Like · Reply · 🍷 1 · March 26 at 6:44pm
- 
**Christal Casey-Moore** Fav wine: sangria from Root Cellar!  
 Like · Reply · March 28 at 12:40pm
- 
**Linda Marie** I'm new to town (from Houston) & don't know the establishments yet! My birthday is April 11th & this is what I asked to do. I wanna get to know my new super groovy community. My favorite wine is a really tough call, what I can say is I really like Cabernet. Blackstone or Barefoot is most likely to be found in my home.. Oh, pick me please!!!  
 Like · Reply · March 26 at 8:23pm



# Organization Work Plan Items



## *Texas Main Street Manager Summer Training 2015* *"Look Good. Feel Good. Do Good."*

[Home](#)[Lodging](#)[Things To Do](#)[Contact](#)

### There are plenty of places to stay in beautiful San Marcos!

Below are some options where we have reserved blocks specifically for the Texas Main Street Program Summer Training. If you would like to stay elsewhere, please click the link below to view some other options!

[Tour San Marcos](#)

# Design Work Plan Items





# Economic Restructuring Work Plan Items

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# New Main Street location 317 N. LBJ Dr.



EVENT  
S



TRAINING



# Planning underway for fiscal year 2016

- Engagement on Downtown Issues
- Holiday Placemaking and Programming
- Update to Work Plan

# Recognition and Awards



San Marcos wins bid to host  
statewide Main Street  
Manager Training  
August 4-7, 2015

San Marcos Main Street  
Program recognized as a  
Nationally Accredited  
Main Street program



# Questions

