



NEWS RELEASE

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Starbucks announces plans for Seguin location

A second New Year's Celebration is in order for Seguin coffee lovers. Starbucks is coming to Seguin.

Seguin Economic Development Corporation announced today that Starbucks has entered into an agreement to occupy a building to be constructed at the Seguin Park East development at State Highway 123 and Interstate 10.

"Seguin has been making great strides in attracting national retailers to the community, but having our own Starbucks here had eluded us," said Terry Trevino, Director of Economic Development for City of Seguin. "With this announcement, it is clear that Seguin has arrived. It is a fitting New Year's gift for all of us."

The announcement comes after extensive communication and recruitment efforts by SEDC staff and city officials. "National corporations don't locate in communities only because the residents want them. And believe me, we have wanted to have a Starbucks in Seguin for a long time," Trevino continued. "Companies like Starbucks open in locations where they know they will be successful and where the traffic counts and population will support a store. That day is here now. Large, nationally known companies like Starbucks and Marriott believe in Seguin."

Starbucks will occupy the free-standing store on the north side of Interstate 10, just south of the TownePlace by Marriott hotel, which is now under construction, and next door to the existing Chili's location. The site is perfectly suited to attract east- and west-bound traffic between San Antonio and Houston, as well as the key north/south traffic on State Highway 123. Seguin also stands to benefit by retaining sales tax revenue lost from out-of-town Starbucks runs.

In addition to being universally known for good coffee and other beverages, Starbucks also is known as a generous employer with benefits packages that can include health insurance, 401k, discounted stock purchase, adoption assistance and more. Employees, known as "partners" in the Starbucks organization, become eligible for benefits when they work 20 or more hours per week. Starbucks locations typically employ approximately 20 partners per store.

Starbucks provided a possible exterior elevation of the store, which will be approximately 1,850 square feet in size and include a drive-thru lane and outdoor seating space, at a cost of about \$500,000. Construction is expected to begin in February 2014, with an expected completion date of July 2014.



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