

Some random thoughts as we are now immersed in the Holiday Season...

What a great Christmas parade this year! The entries this year were the best yet. More lights, more music and more beautiful kids. I can't begin to tell you what a magical moment it is when we are standing on the stage overlooking central park, the lights come on, the band starts playing Christmas carols, and everybody oohs and aahs, and starts strolling through a lighted wonderland. It's a priceless small-town moment right out of a Frank Capra movie.

I don't think there have ever been as many people in downtown Seguin (Excluding the various parades) as there were during the Sip N Stroll this year. I hope the merchants benefitted from this great event, since everyone seemed so joyful and appreciative of the hot chocolate and various attractions. I sure hope they did some serious shopping as well. Our downtown merchants work very hard to make shopping in Seguin a unique, small-town experience, so please go downtown and support them.

Speaking of small-town... Maybe not so small in the near future. For the past few months, we have been talking about how there will be nearly 5,000 new single-family homes built in Seguin within the next 5 years or so. Well, push that up to nearly 7,000! Developers from around the country are discovering that Seguin is the place to be. If you figure 3 new residents per household, that's over 20,000 people! It won't be long before Seguin is over 50,000 population.

With all that population growth, comes good things, and not-so-good things.

Some good things first. We have a very unique historic central city that will only improve as more people have grown to love the "small town" ambiance, historic architecture and traditional neighborhoods that we offer. Those parts of Seguin will remain, and will be enhanced due to the growing population and tax base. You can see that happening now.

The national retailers will also be coming. Hardly a day goes by without someone asking me about this or that national retailer, and when it will be coming. A combination of issues having to do with population density and e-commerce have slowed this down for us.

Before a large retailer will commit to a huge investment in a brick-and-mortar building, they have to be sure the area has the population base to support it. We will soon have that population base, and the retailers will come.

Everybody asks me about New Quest. That combination of population density and e-commerce I mentioned above is the reason this development on I-10 has been so slow in coming. The e-commerce boom began just as the development was started. By necessity, retailers have adjusted their strategies as to how to best serve their customers. While brick-and-mortar stores will never go away totally, there will be fewer of them. What they actually do build has to have a population base they can count on, and we will soon have that population base.

Now one of the not-so-good things that will come - traffic. Get used to it. We can build any number of loops, by-passes and thoroughfares, and they will all fill up quickly. Our long-range planning has many of these already configured, but right now they are just lines on paper (or a computer screen).

Planning, engineering and building roads is probably one of the slowest government processes around. The legal aspects of land acquisition alone are tedious and difficult. Then by the time you get around to building it, it is already obsolete. We will do our best to keep up.

All signs are pointing towards a growing, prosperous future for our beloved little town. There will be hiccups and missteps, and increased traffic along the way, but that future looks very bright.

Marty and I wish you all a very Merry Christmas, and a happy and prosperous New Year!

Gosh I love this town!

