



Agenda Item Report

Legislative Board: Main Street Advisory Board
Date:
Contact: Garret Hope
Agenda Item ID / Number: 2026-159- / F.2

ITEM TITLE: Deliberation and possible action regarding the branding for the 2026 Spring Sip N Stroll.

1. EXECUTIVE SUMMARY

Each year, the Main Street Program typically hosts two Sip N Stroll events to promote Downtown Buda businesses. The Main Street Advisory Board selected the theme of "Downtown Disco" as the theme. Community Relations and Destination Services has brought several design concepts for the board to review.

2. BACKGROUND/HISTORY

Main Street Advisory Board approved the "Downtown Disco" theme at their January 14, 2026 meeting.

3. ANALYSIS

Marketing staff for the Community Relations and Destination Services Department designed several font styles/design options for the Main Street Advisory Board to choose from when it comes to the Downtown Disco theme. Four options have been created.

4. FINANCIAL IMPACT

Not applicable.

5. STRATEGIC PLAN/GOALS

HISTORIC AND VIBRANT DOWNTOWN

6. STRATEGIC PLAN OBJECTIVES

Cultural events and activities

7. PROS AND CONS

Not applicable.

8. ALTERNATIVES

Not applicable.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Attachments:

[Sip n Stroll Spring 2026_Logo Option 1.png](#)
[Sip n Stroll Spring 2026_Logo Option 2.png](#)
[Sip n Stroll Spring 2026_Logo Option 3.png](#)
[Sip n Stroll Spring 2026_Logo Option 4.png](#)