



WHO WE ARE:

**TANYA KVETON,
DIRECTOR OF
COMMUNICATIONS
AND COMMUNITY
ENGAGEMENT**

**KAYLEE MANVILLE,
COMMUNICATIONS
AND EVENTS
MANAGER**



What is Discover Downtown Rosenberg



WHERE ARE WE GOING AND HOW DID WE GET HERE?

- **Discover Downtown Program was created in 2021 when City Council approved a necessary rebranding.**
- **The program was moved under the City's Communications Department.**
- **The Communications Department also oversees: Communications, Community Engagement, Event Production, the Historic District, Tourism & the Arts, Rosenberg Civic Center, Volunteer Program and the Recreation program.**

DISCOVER DOWNTOWN ROSENBERG

The Program is responsible for serving as a partner and providing a City liaison to the 100+ Downtown Rosenberg Merchants to foster continued success and vitality in the district. We manage the oversight of the historic downtown and are responsible for all special event production, marketing and tourism efforts, and physical improvements throughout our Historic Downtown District.





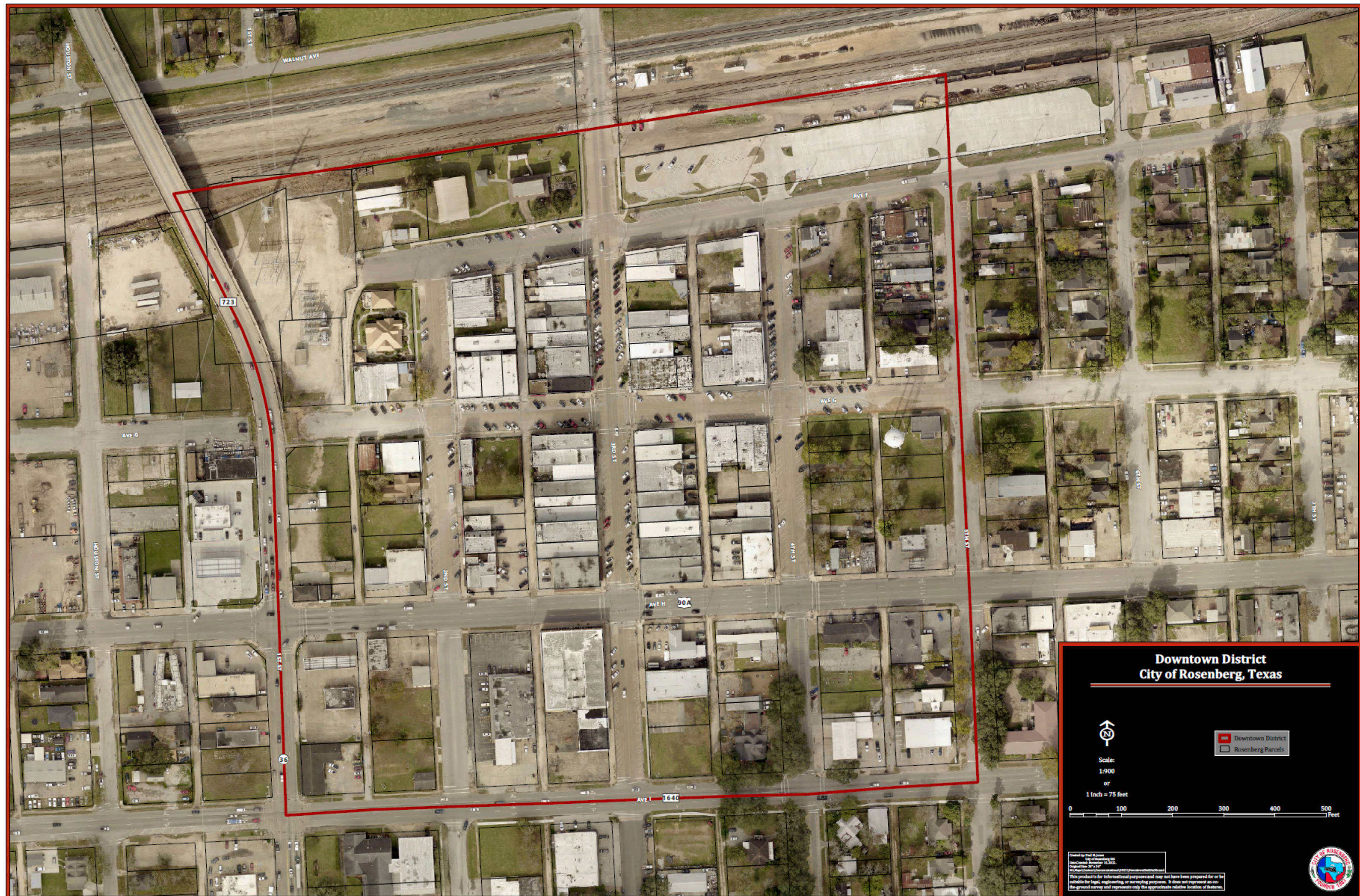
Spend the day or the weekend exploring Historic Downtown Rosenberg while enjoying one-of-a-kind shops, eclectic finds, unique antiques and fabulous fares in historic buildings from the 1880s. Historic Downtown is also home to a vast selection of picturesque murals throughout downtown making it the perfect spot for your next family photo or selfie!

**Over 100 Merchants on
Avenues**

**F, G, H & I and
2nd, 3rd, 4th & 5th
Streets**

**2100 Ave G
Rosenberg, TX 77471**

- **Antiques**
- **Arts**
- **Bakery**
- **Barbers/Hair Salons**
- **Clothing Boutiques**
- **Community Theatre**
- **Fishing & Outdoor Supplies**
- **Furniture & Home Decor**
- **Jewelry & Jewelers**
- **Museums**
- **Restaurants**
- **Spa Services**
- **Specialty Stores**
- **Wine Room and more!**



How do we stay in touch with merchants?

Emails/Phone Calls

We stay in close contact with our downtown merchants by sending emails on a regular basis to discuss upcoming events and plans from the city. We also talk with merchants often via phone calls.

Texting App

This is an app we use to send out reminders regarding meetings or events coming up to our downtown merchants- another way to communicate besides email.

Visiting Stores

We frequently stop by for in-person visits to touch base with each downtown merchant.



HOW DO WE MARKET DOWNTOWN?

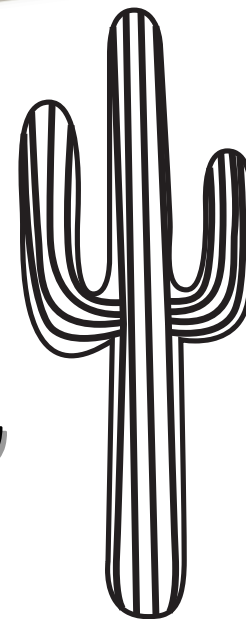
- **Social Media Pages & COR Website**
 - Facebook: [@DiscoverDowntownRosenberg](#)
 - Instagram: [discoverdowntownrosenberg](#)
 - Website: rosenbergtx.gov/discoverdowntownrosenberg
- **Monthly e-Newsletters**
- **Brochures in Texas Travel Centers (11)**
- **Ad campaigns through Social Media, Billboards (4), Magazines, and upcoming event cards**
- **Nixle Alerts**
- **Hosting a variety of events**
- **HGAC and Texas Downtown Memberships**



TEXAS TRAVEL CENTERS



**BROCHURES ARE LOCATED IN 11
TEXAS TRAVEL CENTERS PROMOTING
HISTORIC DOWNTOWN ROSENBERG**



Spend the day or the weekend exploring **Historic Downtown Rosenberg** while enjoying one of a kind shops, eclectic finds, unique antiques and fabulous fares in buildings restored to their original grandeur.

Historic Downtown is also home to a burgeoning arts scene and boasts a vast selection of picturesque murals throughout downtown making it the perfect spot for your next family photo or selfie.



EST. 1883
**DISCOVER
DOWNTOWN**
ROSENBERG, TEXAS

HISTORIC DOWNTOWN ROSENBERG

Located just 30 minutes outside of Houston, Texas, sits the charming Rosenberg, Texas, full of history dating back to 1883. Originally a railroad town, named after the Gulf, Colorado and Santa Fe Railway president, Henry Rosenberg, the city offers a unique experience for its residents and visitors.

Whether you're interested in cultural arts, shopping, dining or history, there is so much to do in Rosenberg's Historic Downtown.

Visitors can browse a collection of:

- Antiques
- Arts
- Bakeries, Restaurants & Wine Rooms
- Barbers, Hair Salons & Spa Services
- Clothing Boutiques
- Community Theatre
- Fishing & Outdoor Supplies
- Furniture & Home Decor
- Jewelry & Jewelers
- Museums
- Specialty Stores & more!



Historic Downtown is home to the 1910 Vogelsang Building, a Texas Historic Landmark and to Another Time Soda Fountain, winner of a Texas Downtown Association Restoration Award, and the Cole Theatre which will undergo a renovation to help restore it to its original Art Deco glamour!

Historic Downtown Rosenberg is the first and only state-designated Cultural District in Fort Bend County, and home to a burgeoning cultural arts scene led by the Rosenberg Arts Alliance. A collaboration of business owners, artists, and community leaders have converged to help make Rosenberg the center of arts activities for Fort Bend County and beyond.



MERCHANT WEBSITE PAGE

DOWNTOWN MERCHANTS

ANTIQUES

CLOTHING BOUTIQUES

CULTURAL ARTS

FURNITURE & HOME DECOR

JEWELRY STORES

MUSEUMS

RESTAURANTS

SALON & SPA SERVICES

SERVICES

SPECIALTY GOODS

VENUES

Restaurants



2-M's Malt N Burger Mart
2014 Avenue H
832-535-4933



Ana's Confections
808 3rd St
979-533-0651



Another Time Soda Fountain & Café
800 3rd St.
281-232-2999

Antiques



Antiques Around the Corner
816 3rd St.
281-232-8470



The Barn Door
934 3rd St.
832-945-2593



Calla Lilies
923 3rd St.
281-238-4190



D & S Antiques Collectibles
923 3rd St.
281-238-4190



Jay & Barb's
924 3rd St.
832-363-1646



Once Again
801 3rd St.
281-232-3955





MONTHLY E-NEWS

- Sent on the 1st Friday of each month
- Showcases what the stores have happening for the month
- Over 1,000 subscribers



FACEBOOK ADS



#Rdowntown

**Explore
Downtown
Rosenberg**

A proud community full of rich history located 30 minutes from downtown Houston! There are many exciting things to see and do during your visit including area parks, local lodging providers, attractions and events, and shopping and dining resources!

@DISCOVERDOWNTOWNROSENBERG
ROSENBERGTX.GOV/DISCOVERDOWNTOWNROSENBERG



BLACK COWBOY MUSEUM →



FORTBEND ART CENTER

find a piece of your

Heart

IN HISTORIC DOWNTOWN ROSENBERG



BILLBOARDS



BOOGEYMAN BASH
Friday, Oct. 31 | 5-8 P.M.
Historic Downtown Rosenberg

DISCOVER DOWNTOWN ROSENBERG TEXAS

DISCOVER DOWNTOWN ROSENBERG
FALL FEST
SATURDAY, NOV. 8 | 2-6 P.M.
HISTORIC DOWNTOWN ROSENBERG

DISCOVER DOWNTOWN ROSENBERG TEXAS

MAGAZINES & EVENT BANNERS AT LOCAL FAIR



SANDWICH BOARD SIGNS



Event Cards

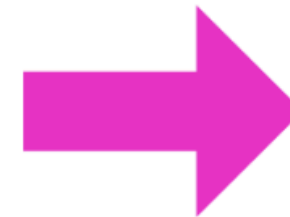


upcoming EVENTS

LEARN MORE HERE:

@DISCOVERDOWNTOWNROSENBERG

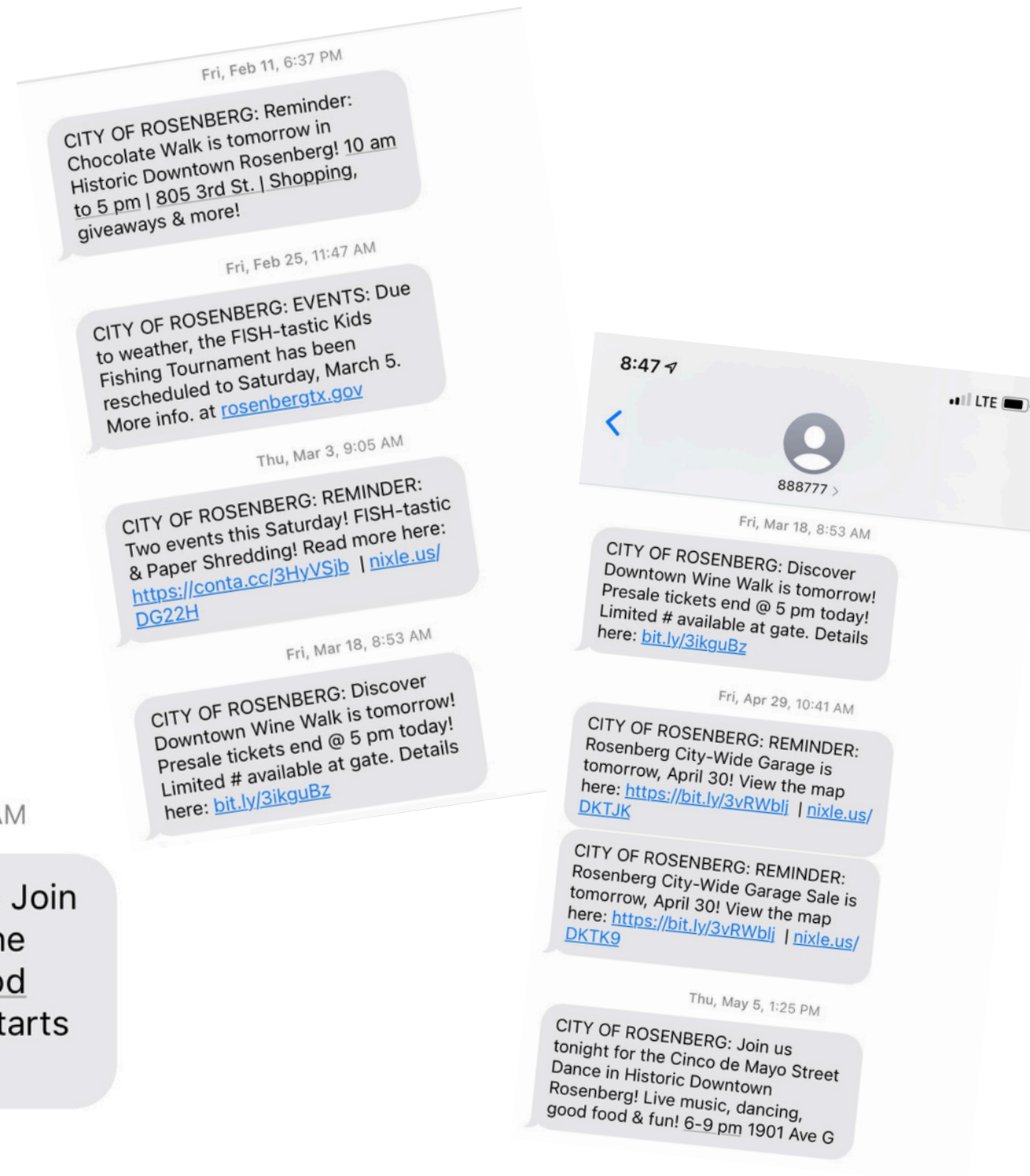
SCAN
HERE



Nixle Alerts

Thu, Jun 16, 8:56 AM

CITY OF ROSENBERG: EVENTS: Join us tonight for our 1st movie in the park! Encanto | 936 2nd St | Food trucks open @ 7:30pm; movie starts 10 mins after dark!



**Text
REVENTS
TO
888777**

STAYING CONNECTED WITH THE CITY IS NOW
AS EASY AS TEXTING A KEYWORD TO "888777"

Connect with Discover Downtown Rosenberg!



Sign up to Stay in Touch!

Be the first to know what's happening in #Rdowntown! Join our email list to find out what's happening in Historic Downtown Rosenberg!

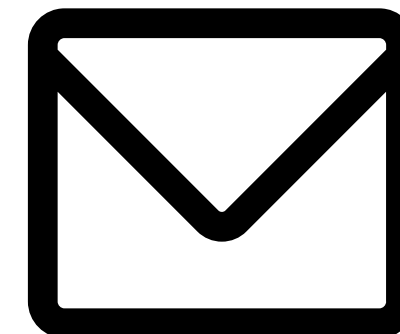
* Email

Sign Up

By submitting this form, you are consenting to receive marketing emails from: City of Rosenberg, 2110 4th Street, Rosenberg, TX 77471, US, <http://www.rosenbergtx.gov>
You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email.
[Emails are serviced by Constant Contact](#)

FIND OUT WHAT'S HAPPENING IN
HISTORIC DOWNTOWN ROSENBERG
BY JOINING OUR E-NEWSLETTER!

ROSENBERGTX.GOV/ALERTS



Downtown PLAN & IMPROVEMENTS

RECENT IMPROVEMENTS:

- Water Tower Square
- Repainting the Water Tower
- New Giant Chair
- New 1883 sign
- Stage
- Sidewalks
- Decorative Lighting at the square & 3rd St.
- New murals on 5th St.
- Street Signs
- Permanent Bistro Lighting
- Restriping
- New Pet Waste Station
- New Banners
- Annual Holiday Backdrops
- New Christmas Tree



Downtown

WATER TOWER PROJECT

- **Repainting the Water Tower**
- **Adding the Downtown Rosenberg Logo**
- **Up-lighting to change throughout the seasons**



Downtown

PLAN & IMPROVEMENTS



DOWNTOWN FUTURE GOALS:

- Expand Decorative Lighting
- Additional Murals
- Continued development of Water Tower Square
- Improved Signage
- Ambient Music
- Additional Parking
- Add Seating
- New trash cans
- Historical Markers or Plaques
- Landscape Parking Lot
- Expand bistro lighting down side streets
- Planter replacement or additions

Welcome

EST. 1883

HISTORIC
DOWNTOWN
ROSENBERG



EST. 1883
**DISCOVER
DOWNTOWN
ROSENBERG
TEXAS**

CITY OF ROSENBERG
WATER PLANT NO. 1
2100 AVE G

ROSENBERG TX





WATER TOWER SQUARE

Water Tower Square located at 2100 Ave G in Historic Downtown Rosenberg, has quickly become a beloved community gathering space and a vibrant hub in the heart of our downtown district. Once an eye sore, and vacant lot for decades, the greenspace is now a lively focal point for residents and visitors, hosting live music, community events, selfie stations, public art and more. In 2021, the City of Rosenberg's Communications Department took over management of Historic Downtown Rosenberg and began exploring ways to revitalize the area with a focus on placemaking. Upon discovering the city already owned the lot, the department took action, and began transforming the space in 2022. The lot was officially named Water Tower Square due to being located under the City's water tower. Today, the square features a stage, permanent light towers, turf, decorative sidewalks, a message board, and a striking metal art sign. The water tower is currently being repainted.









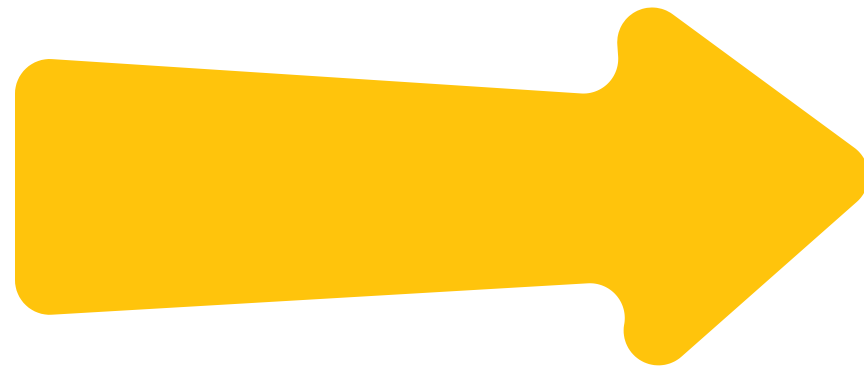
Seasonal BACKDROPS



Downtown Events

We host 16 yearly events. Several of them are hosted in Historic Downtown Rosenberg:

- **Wine and Beer Walk**
- **Cinco De Mayo**
- **Tire Recycling**
- **Boogeyman Bash**
- **Fall Fest**
- **Hometown Holiday Festival**





VOGELSANG FIRE





The Vogelsang Building

Constructed in 1910

**IF YOU ATTENDED THE
H-GAC MEETING IN
APRIL 2023, YOU WERE
INSIDE THE HISTORIC
VOGELSANG BUILDING.**

- **Aug. 11, 2025**
- **First Day of School**
- **6 Merchants Displaced:**
 - **BR Vino**
 - **CAST Theatrical Company**
 - **Creative Learning Society**
 - **Flowers by Tiffany**
 - **Ol' General Store**
 - **Ol' Railroad Cafe**
- **Staff jumped in to help & shared several resources: Texas Downtown, Texas Historical Commission, Small Business Administration, Local Small Business Development Center, H-GAC, and has been in the process of helping relocate merchants.**









**TURN YOUR FROWN,
UPSIDE DOWN!**

**TIME FOR A
POP QUIZ!**

DO YOU KNOW WHERE
THIS IS LOCATED?

**HINT: TEXAS DOWNTOWN
CONFERENCE WILL BE HOSTED
HERE IN NOVEMBER.**

