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BOERNE'S HILL COUNTRY MILE BRINGS HOME CITY SPIRIT AWARD

During the 2019 Texas Municipal League (TML) Annual Conference and Exhibition in San Antonio, the City of Boerne received a 2019 Municipal Excellence Award in the “City Spirit for Cities under 25,000 in Population” category. The award recognized the City for its Hill Country Mile marketing initiative.

The historic section of Boerne’s Main Street was branded the “Hill Country Mile” as part of an initiative to foster economic growth and sustainability, tourism, preserve historical and cultural identity, and promote quality of life.

Today, the Hill Country Mile is home to on-trend boutiques, fine and casual dining, craft breweries, unique luxury hotels and art galleries. cafes, shops, galleries, and offices. Underpinning the success of the corridor are public spaces that host programs and events such as Art Al Fresco, the Texas Corvette Show, Key to the Hills Rod Run, Movies in the Park, Boerne Book and Arts Festival, and the Hill Country’s premier holiday celebration, experience, titled Dickens on Main.

On hand at the Conference to accept the award were City Manager Ron Bowman and Convention and Visitors Bureau Director Larry Woods. “The Hill Country Mile has become a household name in the Texas hill country and we are extremely proud of this public-private partnership,” said Bowman.

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TML's Municipal Excellence Awards recognize and encourage the achievements of Texas cities in meeting the challenge of municipal governance. Innovative problem-solving, excellence in management, increasing citizen participation, and reaching toward higher service levels are all daily occurrences in Texas cities, and they deserve recognition.

The 2019 TML Annual Conference and Exhibition was held at the Henry B. Gonzalez Convention Center in San Antonio on October 9-11 and attracted more than 3,000 city officials, who learned ways to govern more effectively, discussed critical issues, and shared best practices and solutions.

TML is a voluntary association of 1,161 Texas cities. Guided by its purpose statement—Empowering Texas cities to serve their cities—the League provides support and services to city governments. The City of Boerne is an active member of TML.

For further information about TML and the awards program, contact Rachael Pitts at 512-231-7400 or rpitts@tml.org.

For additional information about the Hill Country Mile in Boerne, please contact Paul Barwick at 830-248-1601.