The San Marcos River, always a refreshing 72 degrees, can be enjoyed year 'round. Grab a tube for a relaxing float or rent a kayak, stand up paddle, or snorkel for an unforgettable SMTXperience. Rather stay on dry land? Home to more than 2,100 acres of scenic natural area, there are plenty of trails to choose from for adventurers of all skill levels. Find a full list at visitsanmarcos.com.

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**PARKS & NATURAL AREAS**
Bring your bike, binoculars, or man's best friend to explore scenic parks right in the heart of town. See map in center fold for locations. 
(512) 393-5930 • keepalidonit.org

**GLASS-BOTTOM BOAT & SPRING LAKE TOURS**
See hundreds of springs form the headwaters of the San Marcos River on a historic Glass-Bottom Boat ride. Paddle out on a guided tour of Spring Lake to marvel at underwater marine plants and animals.
- GLASS-BOTTOM BOAT TOURS
- GUIDED PADDLING TOUR
(512) 245-7570
explorespringlake.org

**WONDER WORLD CAVE & ADVENTURE PARK**
Go deep underground in an earthquake-formed cave. Be amazed by the topsy-turvy world of the Anti-Gravity House then take the Mystery Mountain train ride to feed the deer.
(512) 392-6711
wonderworldpark.com

**SKYDIVE SPACELAND SAN MARCOS**
Arguably the best view of San Marcos is the one from more than 13,000 feet above. The number one skydiving center in Central Texas, this is an unforgettable thrill you have to experience for yourself. Tandem jumps are available year 'round.
(512) 488-2214
sanmarcos.skydivespaceland.com

**PUTT PUB**
18-hole miniature golf course with two full bars, indoor and outdoor seating, tasty food truck, and yard games. 21+ after 8pm
(512) 222-9838 • puttpub.com

**ARMADILLO BOULDERS**
This indoor bouldering facility has 5,000 sq ft of climbing terrain, adjustable kilter board, and dedicated kids room. 
(512) 667-7452
armadilloboulders.com

**LONGHORN RACING ACADEMY**
Get behind the wheel of exotic supercars - on a real racetrack! No pace car. No speed limits. Instructors coach drivers 18+ and offer ride alongs for 12+.
(512) 983-4976
longhomracingacademy.com

**FLYING ARMADILLO DISC GOLF**
Family friendly 18-hole par 2 gold mini course and an 18-hole 6000' big course. Fun for players of all skill levels seven days a week. Night golf by appointment.
(737) 266-3990 • fadgc.com

**CANOE, KAYAK & SUP OUTFITTERS**
- GET UP AND GO KAYAKING
  Illuminated night paddling in clear kayaks.
  (512) 348-6793 • getupandgokayaking.com/locations/san-marcos

- OLYMPIC OUTDOOR CENTER
  Provides year-round paddling instruction and equipment rentals.
  (512) 203-0093 • kayakinstruction.org

- PADDLE SMTX
  Clear kayak night tours and rentals.
  (512) 400-6259 • paddlesmtx.com

- SPENCER CANOES
  Trip lengths to accommodate beginner or intermediate skill levels.
  (512) 357-6259

- SUP SMTX
  Year-round stand-up paddle rentals with access to the private dock.
  (512) 648-9592 • supsmtx.com

- TEXAS CANOE & KAYAK
  Canoe and kayak rentals, lessons, kids camp, and a variety of tours.
  (512) 749-2350 • texascanoekayak.com

**TUBING OUTFITTERS**
- DON'S FISH CAMP
  Offers tube rentals, music coolers, and anything needed to float.
  (512) 357-1285 • donsfishcamp.com

- LIONS CLUB TUBE RENTAL
  Family friendly short float. All tube rentals include a shuttle ride.
  (512) 396-5466 • tubesanmarcos.com

- TEXAS STATE TUBES
  Tube rental or bring your own. Park, float, then shuttle ride back.
  (512) 638-7165 • texasstatetubes.com
Art and culture are entwined in the spirit of San Marcos. From larger than life mermaid statues to mini murals hiding in plain sight, you can’t help but be delighted and charmed by the eclectic local art scene. And, don’t forget to stop by one of the several art galleries to take home a unique piece of San Marcos with you!

Find a full list at smtxarts.com.

ART PARK
An outdoor sculpture garden located on the grounds of the San Marcos Activity Center. New sculptures are added regularly.

LBJ / MLK CROSSROADS MEMORIAL SCULPTURE
This memorial is a visible monument honoring the historic efforts of President Lyndon Baines Johnson and Dr. Martin Luther King, Jr. in forging Civil Rights legislation. LBJ Dr. at MLK Dr.

OUTDOOR MURALS
Outdoor murals are located on public and private buildings in alleys, parks, neighborhoods, and Downtown. New murals-large and small- are added regularly so you never know where one will show up next!

PERFORMING ARTS CENTER AT TEXAS STATE UNIVERSITY
The center features a 400-seat theatre, a 300-seat recital hall, rehearsal space, staging areas, and classrooms. The center hosts a variety of performances from recitals to state-of-the-art theater, and operas. (512) 245-6500 txstatepresents.com

MERMAID MARCH
San Marcos is home to ten 7-foot-tall mermaids installed in different locations throughout the city. The Mermaid March uses the rich history, culture, and wildlife of San Marcos painted by regional artists onto the different mermaid forms.

GALLERIES

EYE OF THE DOG ART CENTER
A unique gathering place on the edge of the Texas Hill Country specializing in clay sculpture, ceramics, wheel throwing, and collage. (512) 558-1723 • eyeofthedogartcenter.com

GALLERIES AT TEXAS STATE UNIVERSITY
These galleries show the work of prominent artists with established exhibition records, working in a wide range of media and styles. (512) 245-2647 • txstgalleries.org

PRICE CENTER
A gathering place for stimulating cultural, social, and intellectual encounters with rotating art exhibits, dance, and theatre shows. (512) 392-2900 • price-center.org

SAN MARCOS ART CENTER
A hub of art for the entire community, this gallery space features art of all media types and fine crafts with rotating featured artists. (737) 213-4003 • sanmarcosartcenter.com

SILO GLASS GALLERY & STUDIO
Silo Glass is kiln formed art glass. Tour the largest purpose built, warm glass studio in Central Texas, and shop the gallery for gifts. (512) 444-6494 • siloglass.com

WALKER'S GALLERY
A large, professionally curated gallery that lives in the hallways of the San Marcos Activity Center. Displays change regularly. (512) 393-5930 walkersgallery.org
San Marcos’ hip personality is deeply seated in a rich historic culture. Visit a 1943 vintage wooden hangar and get up close to rare working WWII planes. Get a glimpse into the life of U.S. President Lyndon Baines Johnson’s formative years as a student at what is now Texas State University. Find a full list at visitsanmarcos.com.

**CALABOOSE AFRICAN AMERICAN MUSEUM**
Letters, books, photographs, and antique artifacts cover all aspects of African American life in early Texas, as visitors chart a rarely-told history of heroism in the Calaboose African American Museum. (512) 393-8421 calaboosemuseum.org

**CENTRO CULTURAL HISPANO DE SAN MARCOS**
Centro’s programs and educational curriculum include the areas of visual art, theater, dance, literature, music, multimedia, and the culinary arts. Exhibits are free and open to the public. (512) 878-0640 sanmarcoscentro.org

**CHARLES S. COCK HOUSE**
Charles S. Cock House, built in 1867, is a modest, vernacular Greek Revival structure and the oldest remaining residential building in San Marcos. heritagesanmarcos.org

**COMMEMORATIVE AIR FORCE MUSEUM**
Located in a 1943 vintage wooden hangar, the CenTex Wing preserves a collection of combat aircraft flown by Allies during World War II. Get up close to the actual lead aircraft on the D-Day invasion, the C-47 That’s All, Brother along with many others. (512) 398-1943 centraltexaswing.org

**HAYS COUNTY COURTHOUSE MUSEUM**
The restored 1909 Hays County Courthouse is nestled in the center of the Downtown square. Historic exhibits are housed on the first floor. (512) 393-2277 hayshistoricalcommission.com

**HAYS COUNTY VETERANS MEMORIAL**
The Hays County Veterans Memorial offers a chance to remember and honor our local heroes. Hopkins St. and Riverside Dr. (512) 393-8400

**HAYES COUNTY MUSEUM OF SAN MARCOS**
The museum preserves the legacy of U.S. President Lyndon Baines Johnson by focusing on his formative years as a college student and schoolteacher. LBJ attended, what is now, Texas State University where he honed his political skills and developed a strong commitment to education and civil rights. (512) 353-3300 lbjmuseum.com

**MERRIMAN CABIN**
The historic Merriman Cabin was built in 1846 by Dr. Eli T. Merriman (1815-1867), a Yale graduate and 1838 Texas settler. Merriman was one of three San Marcos town site owners and first physician. heritagesanmarcos.org

**THE WITTLIFF COLLECTIONS**
A dynamic archival, exhibition, programming, and research environment designed to further the cultural legacy of the region’s music, literary and photographic arts. Literary papers and artifacts including the major archives of Cormac McCarthy, Sam Shepard, John Graves, Fox’s King of the Hill, and the CBS’ Lonesome Dove. (512) 245-2313 thewittliffcollections.txst.edu

**VERAMENDI PLAZA**
One of the most scenic, historic, and popular parks in San Marcos, Juan Veramendi Plaza, is known for its iconic gazebo, the Charles S. Cock House, the Merriman Cabin, the Dr. Gwen K. Smith Fountain, and the tree-lined pathway to the Riverwalk. 400 E. Hopkins St. heritagesanmarcos.org
Trendy boutiques, eclectic markets and unusual resale stores can be found around our charming Downtown Square and in shopping plazas throughout the area. If you want to shop big, San Marcos is one of the largest outlet shopping centers in the United States, with 240 luxury designer and name brands spread over 1.2 million square feet of shopping heaven. Find out more at visitsanmarcos.com.

**TWO P’S & CALLI’S**
A sassy, trendy fashion boutique that caters to women of all ages and sizes with a desire for style! Find clothing, shoes, jewelry, and accessories that range from casual to special occasion. (512) 392-8967
twopsandcallis.com

**D A U G H T E R  O F  T H E  W I L D**
A carefully curated collection of products ranging from plants, succulents, handmade jewelry, unique paper products, home goods, vintage clothing, antiques, and more. daughterofthewild.com

**C I G A R  V A U L T**
A local, friendly cigar lounge where those 21+ are welcome to enjoy a fine cigar or fill their pipe with a choice of more than 50 wonderful pipe tobacco blends (512) 392-2403

**H A Y S  C O U N T Y  O U T F I T T E R S**
Shop the season’s latest outdoor apparel at Hays County Outfitters. Get ready for your next adventure with best in gear and the latest in leisure and outdoor wear. (512) 749-1514
hayscooutfitters.com

**B A R E F O O T  S A N  M A R C O S**
San Marcos and Texas State University apparel that is cool and uniquely designed. Shop for hats, t-shirts, and more. (512) 392-3986 barefootcampusoutfitter.com

**S U N D A N C E  R E C O R D  L A G O O N**
A downtown record store that features new and used vinyl records, posters, incense, music memorabilia, and more. (512) 392-7085 sundancerecordlagoon.com

**O L D  S O U L  E X C H A N G E**
A pop-up clothing shop offering hand-picked vintage, retro, and bohemian apparel, and accessories. @oldsoulexchangesmtx

**E V E R Y D A Y  Z E N  G I F T S**
Body, fragrances, meditation supplies, crystals, jewelry, apparel and so much more. (512) 720-9066 • shopeverydayzen.com

**V A G A B O N D**
This resale store boasts merchandise that refuses to go quietly into the night. The go-to store for some rad threads. (512) 554-1891

**K N D ’ S**
A downtown boutique and resale stocked with the latest fashion, accessories, and jewelry. (512) 557-5058

**H E R B S  &  O D D I T I E S**
Offering a variety of herbs, teas, candles, and tarot readings along with other items (512) 392-0129 • herbsandoddities.com

**S A N  M A R C O S  O U T L E T S**
**S A N  M A R C O S  P R E M I U M  O U T L E T S**
This spectacular shopping mecca is one of the top visited tourist attractions in Texas with luxury and brand-name outlet stores. (512) 396-2200 • sanmarcospremiumoutlets.com

**T A N G E R**
For millions of bargain hunters, brand name shopping doesn’t get any bigger or better than Tanger in San Marcos. (512) 396-7446 • tanger.com/sanmarcos

**D O U G L A S  S M I T H  S O A P  C O M P A N Y**
Shop an assortment of plant-based, handcrafted soap and shave products using ingredients that include honey, lavender, aloe and jasmine (615) 522-8761 douglassmithsoap.com

**B A R E F O O T  S A N  M A R C O S**
San Marcos and Texas State University apparel that is cool and uniquely designed. Shop for hats, t-shirts, and more. (512) 392-3986 barefootcampusoutfitter.com

**S A N  M A R C O S  O U T L E T S**
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**Find a full list and directions at visitsanmarcos.com.**

### ATTRACTIONS
1. Calaboose African-American Museum (inset)
2. Centro Cultural Hispano de San Marcos (inset)
3. Charles S. Cock House
4. Dr. Eli T. Merriman Cabin (inset)
5. Commemorative Air Force Museum
6. Glass-Bottom Boat Tours
7. Hays County Courthouse Museum (inset)
8. Hays County Veterans Memorial (inset)
9. LBJ Museum of San Marcos (inset)
10. Lions Club Tube Rental (inset)
11. San Marcos Art Park (inset)
12. San Marcos Premium Outlets
13. Skydive Spaceland San Marcos
14. Tanger
15. Wimberley Glassworks
16. The Wittliff Collections–TXST Alkek Library
17. Wonder World Park

### PARKS / NATURAL AREAS
Many Natural Areas have ADA trails available
1. 5-Mile Dam Blanco River Park
2. Blanco Shoals
3. Children's Park / Playscape (inset)
4. City Park (inset)
5. Crook Park (inset)
6. Dog Park
7. Purgatory Creek Greenspace (lower)
8. Purgatory Creek Greenspace (upper)
9. Ringtail Ridge Greenspace
10. Rio Vista Park & Pool (inset)
11. San Marcos Plaza Park (inset)
12. Spring Lake Preserve
13. Stokes Park

- Tourist Information Center
- Downtown Parking
- Airport
- Nature Trail
- Railroad Tracks
The local culinary scene is as diverse as your choice of adventure. The infusion of cultures and lifestyles in San Marcos bring a surprising range of flavors to the table. From home-cooked treats and comfort food, to international cuisine and lunch on the go, you’ll find just what your belly is looking for. Find a full list at visitsanmarcos.com/restaurants.

**PALMER’S RESTAURANT**
Truly inspired Hill Country cuisine is on the menu. Pecan-crusted chicken, garlic confit rib eye, and lemon caper salmon are just a few of the savory selections at Palmer’s Restaurant, Bar & Courtyard. Sip a fresh, hand-squeezed margarita or a signature drink in the courtyard. (512) 353-3500 palmerstexas.com

**ROOT CELLAR CAFE**
The chef-inspired simple elegance of fresh, local fare at the Root Cellar Café is a great way to experience locally sourced tastes. Try tasty house specialties like bourbon pecan chicken or roasted vegan cauliflower steak. (512) 392-5158 rootcellarcafe.com

**IVAR’S RIVER PUB**
Known for its riverside location and Mexican martinis, Ivar’s River Pub features all-American comfort food and barbecue. (512) 878-0303 riverpubtx.com

**THE TAPROOM**
Whether dining on an award winning burger or delicious bone-in wings, you will be sure to find just the right beer to accompany your meal. Tap Room offers 36 beers on tap from Texas and around the world. (512) 392-9824 taproomsanmarcos.com

**BLUE DAHLIA**
A European bistro serving beautifully simple, healthy food. Delicious breakfast and lunch feature breads, salads, sandwiches, and cheeses. Fresh organic, local ingredients used when available. (512) 667-9539 bluedahliaabistro.com

**WOK & ROLL**
This Chinese restaurant is known for its modern interpretation of classic dishes and its insistence on only using high quality, fresh ingredients. (512) 216-6247 wokandrollsm.com

**CODY’S BISTRO**
A lively restaurant with a speakeasy vibe. Enjoy a cozy atmosphere, great music and a fresh full menu with specialty cocktails, wine, and beer. (512) 393-2867 codyssmtx.com

**GRINS RESTAURANT**
Great food for three decades. Burgers, chicken-fried steak, margaritas on the deck, and more. (512) 392-4746 grinsrestaurant.com

**HERBERT’S TACO HUT**
Just around the block from the river, enjoy some of the best tacos you’ll ever find. The salsa is perfectly blended spices and packs just the right amount of heat. In fact you can even buy a jar to take home. (512) 392-2993 herbertstacohtusanmarcos.com

**INDUSTRY**
Centered around the in-house Texas Live Oak smoker, the menu offers smoked specialties, healthy bowls and salads, chef crafted veggies and plates, draft cocktails, and local beers. (512) 392-8686 smtx.industrytx.com

**PHO TRAN88**
Featuring a variety of Vietnamese cuisine ranging from a wide variety of Pho, Bahn Mi sandwiches, and other staples such as stir-fried noodles. (512) 216-6599 photran88.com

**HAYS COUNTY BAR-B-QUE**
Staying true to the Texas tradition, briskets, made-in-house sausage, and tasty ribs are all cooking on 100% wood-burning pits. (512) 392-6000 hayscobbq.com
BLACK'S BBQ
The Black family has been actively serving the barbecue community for more than three generations, originally making a name for themselves in Lockhart. (512) 878-0795 blacksbbq.com/locations/sanmarcos

JORGE’S MEXICAN RESTAURANT
A great restaurant for large groups, expect authentic Mexican flavors in everything from the agua frescas to the homemade tortillas. (512) 216-6891

CAFE ON THE SQUARE
Offering traditional American dishes, this is the perfect place to sit back, relax, and enjoy the atmosphere of the Downtown Square. (512) 396-9999

JO’S CAFE
A small quiet coffee café downtown great for a breakfast or lunch stop and a latte to go. (512) 878-8448

VALENTINO’S
Locally owned and operated pizzeria with old school style, fresh food, and cold beer. (512) 967-1100 valentinosbar.com

PITA SHOP
Down-to-earth pita stop dishing up casual Mediterranean eats in a laid-back atmosphere. The place to go for gyros, shawarma, falafel, grape leaves, and hummus. (512) 216-6051 thepitashopsmtx.com

HOKKAIDO RAMEN AND SUSHI BAR
Serving authentic Japanese ramen and appetizers as well as a sushi bar. Also include a variety of boba tea, beer, wine, and sake bar. (512) 210-8099 hokkaidoramen.life

UMAMI SUSHI
An Asian fusion restaurant serving authentic Japanese entrees, sushi, and Korean dishes. You’ll love the bento box or a spicy poke bowl. (512) 667-7903 umamiumami.com

ITALIAN GARDEN
Enjoy the comfort of homemade dishes and the decadence of imported pastas. You are welcome to bring your own beer or wine to dinner. (512) 392-8730 italiangardensmtx.com

There is nothing better after a day exploring than a craft beer and live music. Thankfully, there is no shortage of local breweries or live music in the area. The San Marcos music scene is as quirky as the little city itself. From big two-story concert hall to career launching honky-tonks, find live music every night of the week that hits just the right note. Find a full list at listensanmarcos.com.

THE MARC
In a historic downtown building, this live-music nightclub boasts state-of-the-art stage production. The two-story venue is host to large 1,000 audience shows in an intimate setting. (512) 757-5443 themarcsm.com

JACKS ROADHOUSE
An iconic roadhouse that features live music, full service bar, and covered outdoor seating. (512) 214-8511

RILEY’S TAVERN
This is Texas’ first after prohibition tavern. Come play pool, shuffleboard, and horseshoes, kick back in the beer garden, and listen to live music. (512) 392-3132 rileystavern.com

CHEATHAM STREET WAREHOUSE
In a creaky old warehouse along the railroad tracks, there are few music venues that have as much musical reverence and historical charm as Cheatham Street Warehouse. Its legendary stage has launched the careers of George Strait, Stevie Ray Vaughn, Randy Rogers, Terri Hendrix, and more. (512) 353-3777 cheathamstreet.com

THE PORCH
Wide, open air doors facing the Square and offering a specialty beer selection, fully stocked bar, and live music. (512) 392-9824 taproomsanmarcos.com/theporch
ZELICK’S
An open-air icehouse downtown with full bar, draft beer, food truck, and live music most weekends.
(512) 757-8787
zelickssmtx.com

TANTRA
A warm atmosphere for all walks of life. Scratch-made food, specialty coffee, and craft beer. Live music and local beats.
tantrasanmarcos.com

ZELICK’S
The club not only serves as a live music space with elevated bar food but is also Martindale’s first mixed beverage venue since 1882.
duettstx.com

WILDFIRE
This downtown club hosts a variety of events from the hottest DJs to karaoke to live music.
(512) 681-8713
wildfiresmtx.com

MARTINDALE RIVER CAFE
Good friends and good times in magical, mystical, Martindale with live music, beer, wine, coffee, and good food.
(512) 357-4277
martindalerivercafe.com

THE DAVENPORT
Live music, delicious food, innovative and creative libations, and lots of atmospheric outdoor seating - you’re always in for a good time!
(512) 754-9253
thedavenportlounge.com /san-marcos

BREWERIES
MIDDLETON BREWING
A Texas Hill Country craft brewery making American, Belgian, and British style beer plus seasonal and limited releases of barrel aged ales.
(512) 847-3435 • middletonbrewingtx.com

ROUGHHOUSE BREWING
A small, family-owned and operated craft brewery serving refreshing, farmhouse-style beer. Relax inside the rustic brewery barn or in the oak-surrounded outdoor seating area.
(512) 667-7000 • roughhousebrewing.com

SEAN PATRICK’S IRISH PUB & TEXAS GRUB
A tasty brew pub that offers in-house beers and seltzers that pair wonderfully with their sandwiches, burgers, or traditional Irish grub.
(512) 392-7310 • seanpatrickstx.com

TEXAS BREW ON TAP
THE GROWLING
Get your Texas beer fix! More than 27 Texas breweries are represented on the tap wall from all five regions of the state.
(512) 216-6044

TAPROOM
Check out the huge tap wall where the 36 beers on tap are from Texas and around the world.
(512) 392-9824 • taproomsanmarcos.com

WINE
PATIO DOLCETTO
Not a winery, but this wine bar is relaxed yet classy with an amazing variety of quality wine. Small-plate food pairings and high-end craft beer and cocktails are also available.
(512) 366-3605 • patiodorletto.com

WINEAUX
Tasting room in downtown where you can try before you buy the bottle of wine. Available for events and private group gatherings.
(512) 805-8226 • txwineaux.com

WAKE THE DEAD
Funky Tim Burton-esque house with more than 55 imported and domestic beers, wine, smoothies, breakfast, lunch, treats, art exhibits, live music, a beautiful courtyard, entertainment...and of course, coffee!
(512) 754-9253
wakethedeadcoffeehouse.squarespace.com/

HAPPY COW
This Texas Hill Country oasis is the perfect place to grab a picnic table, kick back, and enjoy a good burger, cold beer, and great music. Live music is played on the large outdoor stage.
(512) 667-7510
happycowhuntetx.com
There’s always something exciting happening in San Marcos, Texas! Art markets, sporting events, festivals, live music, performances, and so much more - check out our event calendar to plan your next adventure. Find a full list at visitsanmarcos.com/events.

ALL YEAR

FARMERS MARKET - EVERY SATURDAY
Set up on the Downtown Square, the San Marcos Farmers Market is a source of fresh produce, plants, homegrown and homemade products, and local art and crafts weekly.

ART SQUARED ART MARKET - SECOND SATURDAY (MAR-DEC)
This monthly event on the Downtown Square is a juried arts and fine crafts market that brings the best local artists together in one place. You’ll find great art of all kinds, live music, free kid’s arts and crafts booth, live art demonstrations, and more.

BIRDING HIKE - FIRST SATURDAY
From water fowl to woodpeckers and hawks to songbirds - you never know which feathered friends will be spotted. Monthly guided hikes cycle through various greenspaces, preserves, and riverside parks.

SPRING

MUSIC ON THE SQUARE - EVERY FRIDAY IN MAY
Enjoy this free, family-friendly concert series in Downtown San Marcos. All bands feature artists who got their start in San Marcos, Texas. This is an outdoor, picnic-style event.

DIRT DAUBER FESTIVAL
Partake in a wonderful celebration of all things clay with this free event. Shop 40+ artist booths, watch clay art demonstrations, enjoy refreshments, a kids’ clay play table, and live music.

SUMMER

SUMMER IN THE PARK CONCERTS - THURSDAYS
Pack a lawn chair or blanket and some refreshments and come on over to Plaza Park! This event is a San Marcos favorite with different bands of various genres playing Thursday nights all summer.

MAKE MUSIC DAY
Music makers of all types and genres are invited to the Downtown Square to collaborate and make music together. Events are hosted at multiple venues all day.

FALL

MERMAID PROMENADE & FAIRE
Mermaids take over San Marcos during the annual Mermaid Capital of Texas Fest! With mermaid-themed activities taking place throughout the city, the primary events include the Mermaid Parade and the Downtown Faire.

SACRED SPRINGS POWWOW
This is an annual celebration of Native American culture that has been part of the San Marcos area for thousands of years. Native dancers from across Texas gather at the Spring Lake dressed in beautiful, hand-crafted regalia. Watch the dancers, participate in intertribal dances and enjoy booths that offer authentic Native American arts and food.

LOST RIVER FILM FEST
Enjoy a multi-day festival of indie-cinema that combines cutting-edge films with memorable events like live music, burlesque, and uniquely San Marcos parties.

WINTER

SIGHTS & SOUNDS OF CHRISTMAS
Enjoy six full evenings of holiday cheer. Highlights include carnival rides, arts and crafts, pictures with Santa, local school performances, live nativity scene, a food court, and tons of beautiful lights!

EDDIE DURHAM JAZZ CELEBRATION & HILL COUNTRY JAZZ FESTIVAL
From big bands and combos to individual instrumentalists, this event features some of the best performers west of the Mississippi River. A special portion of the festival is a celebration of Eddie Durham, Texas jazz legend and San Marcos native, a renowned guitarist pioneering the use of electric guitar in jazz music.

SAN MARCOS HALF MARATHON
These 10K and 5K courses are designed to test your endurance with a variety of challenging hills and flat stretches. And of course, finishers earn bragging rights for completing the oldest half in Texas.

TEXAS WATER SAFARI
Considered the “World’s Toughest Canoe Race,” this 260-mile long canoe and kayak race starts at Spring Lake in San Marcos and ends on the Texas coastline. Cheer the teams on at our riverside parks.
One of the most vibrant parts of San Marcos is the Downtown Square, where you can explore many dining options and enjoy a leisurely brunch, dine at charming bistro, or get some outrageous burgers. Shop local at stylish boutiques or quirky shops, either way, you’ll find something you can’t find anywhere else. Experience arts and culture hidden in cracks and alleys. Giant murals begging to be included in your photos. And, of course, seven-foot-tall mermaids. Because in San Marcos, the good times never end. Find more to do at downtownSMTX.com.