

A PUBLICATION OF VISIT THE WOODLANDS

# PATHWAYS



## NEW IN TOWN

OddFellows  
Ice Cream Co.

## Q&A

With Visit  
The Woodlands  
Chairman  
Linda Nelson

## HOW IT BEGAN

Market Street

SPRING 2025 | Vol 4 – Issue 1

VISIT The Woodlands





Visit The Woodlands Board of Directors and Officers (from left to right): President Nick Wolda, Cameron Klepac, Jennifer Gohagan, Chairman Linda Nelson, Brad Bailey, Vice Chairman Richard Franks, Kim Lowe, Secretary/Treasurer Jenny Taylor, Monique Sharp

# Welcome to Pathways

As winter draws to a close, the excitement of the spring season is just around the corner. The change in season brings new energy to The Woodlands with lush green landscapes, blooming flowers and trees, scenic walking trails, and the perfect weather for outdoor activities.

The Woodlands Waterway Arts Festival has been crowned the number one fine arts festival in Texas and number six in the nation. Market Street, The Woodlands's premiere destination for fine dining and outdoor shopping, recently celebrated its twentieth anniversary, and the General Manager, Jenny Taylor, is eager to

share how the Town Center has evolved — and how it has given back to the community. We are also proud to welcome Linda Nelson, the new Chairman for Visit The Woodlands, as she offers insight on the Memorial Hermann IRONMAN Texas.

Whether you wish to stroll along a serene pathway, enjoy a family outing in the park, or discover unique shopping, dining, and entertainment options, springtime is the best time to embrace the charm of The Woodlands.

Learn more about Visit The Woodlands at: [visitthewoodlands.com/about](https://www.visitthewoodlands.com/about).

## VISIT THE WOODLANDS STAFF MEMBERS

Nick Wolda, President  
Elizabeth Eddins, Executive Director  
Ashley White, Director of Marketing  
Josie Lewis, Director of Sales  
Ashley Fenner, Senior Sales Specialist  
Ryan Greenwood, Senior Sales Specialist

Amber Parsley, Tourism Specialist  
Julie Quin, Servicing Specialist  
Andrea Day, Creative Media Coordinator  
Brooklyn Newell, Social Media Coordinator  
Rachael Varner, Content Coordinator  
Carla Twidell, Administrative Admin

# Why The Woodlands

## Amrina

“The Woodlands was the perfect place to introduce Amrina’s unique culinary vision. The sense of community and love for diverse food and vibrant flavors align with our mission to provide an unforgettable dining experience for our guests.”

**Jassi Bindra**  
Chef



Chef Jassi Bindra | Located: Waterway Square



Steven Stout | FASAE, CAE

## Texas Society of Association Executives (TSAE)

“We were excited to host the TSAE Annual Conference in such a welcoming and dynamic location that offered a perfect blend of nature and sophistication.”

**Steven Stout**  
Executive Director

## Xalisko Cocina

“It took a year and a half to find a location for my restaurant. Somebody told me, ‘when you find the right place, you’re going to know because you’re going to feel it.’ I stepped into The Woodlands, and I knew.”

**Beatriz Martines**  
Chef



Chef Beatriz Martines | Located: The Woodlands Mall



# How it Began Market Street

9595 Six Pines Dr.  
The Woodlands, TX 77380

From coffee dates to graduations, The Woodlands welcomes visitors to celebrate any and every occasion at Market Street. Today, this shopping and lifestyle center is a thriving cornerstone of the community. Twenty years ago, this concept was as risky as it was new. People were so used to indoor shopping malls, but Terry Montesi had a vision and the means to bring a new concept to life in The Woodlands.

Mr. Montesi, founder and CEO of Trademark Property Company, imagined a walkable “downtown” that would elevate The Woodlands from both a business and community perspective. With local grocer H-E-B as its first tenant and a thriving Town Center, Market Street was sure to attract attention. Adding a few restaurants, clothing outlets,

bookstores, a park and even dedicated office spaces gave everyone a reason to take a closer look.

Mr. Montesi and his company partnered with Town Center Improvement District (now The Woodlands Township) to help create dynamic and attractive public spaces and parking.

It did not take long for this new concept to gain traction, and it grew steadily over the next ten years. Then, The Woodlands’s residential population exploded. This influx drastically changed the retail landscape, increasing the overall demand for businesses — and for Market Street businesses in particular. People liked what their Town Center had to offer, and they wanted more of it.



TS&AE attendees at Bosscat Kitchen & Libations



Market Street's Central Park

Jenny Taylor joined Market Street in its early days (2005) and was promoted to General Manager in 2015. Alongside various committees, she has overseen the acquisition of HYATT Centric, Tiffany & Co., Bosscat Kitchen & Libations and more. She also spearheaded the park renovation in 2018 and has kicked off countless events to bring people together. Market Street’s Live on the Lawn invites talented young artists from the Sarah Kelly Music School to perform on Market Street’s lawn every Friday night. Cars & Coffee for a Cause partners with The Woodlands Car Club on the first Sunday of every month to raise money for local charities. Both have become beloved traditions of The Woodlands community.

Market Street has grown and evolved significantly since its inception, but the finish line is constantly moving forward. New contracts can take up to a decade to put into writing, so Mrs. Taylor and her team are always listening to consumers, predicting

which retailers and events will perform well here, and making those dreams a reality. Major plans are already in the works for 2025 and 2026.

In the coming months, guests can look forward to events highlighting the Houston Rodeo, Spring Break, Easter, Mother’s Day and more. For more information, visit [visitthewoodlands.com](https://www.visitthewoodlands.com) or see the concierge desk at Market Street.



Market Street General Manager, Jenny Taylor



# New in Town

## OddFellows Ice Cream Co.

1900 Lake Woodlands Dr., Suite 350  
The Woodlands, Texas 77380

Known for limited-time flavors like butterscotch salty pretzel and hibiscus cherry chip, OddFellows's ever-changing menu is bound to surprise and delight — though the classics are not to be overlooked! Enjoy another scoop of your favorite or dare to be adventurous at this small-batch, made-from-scratch ice cream parlor.



## Paris Baguette Bakery Café

2501 Research Forest Dr.  
The Woodlands, TX 77381

This French-inspired bakery is known for its sweet and savory creations. From chocolate-drizzled croissants to berry-topped pastries to artisan cakes that look and taste like a decadent cup of cappuccino, Paris Baguette can satisfy any sweet tooth. Craving a heartier meal? The sourdough turkey melts and pepperoni pizzettes are sure to please.



## Original ChopShop

10720 Kuykendahl Rd., Suite D  
The Woodlands, TX 77381

Equipped with only quality ingredients, Original ChopShop aspires to be a neighborhood eatery that welcomes guests to "Fuel Their Well-Being." Menu highlights include breakfast wraps, club sandwiches, protein bowls, chopped salads and fresh juices. In an effort to serve nutritious meals made for "Every/Body," many of these feel-good foods can be customized to accommodate vegetarian, vegan and other dietary needs.



## Mimi Garden Dumpling & Bao

8021 Research Forest Dr., Suite A  
The Woodlands, TX 77382

Inspired by traditional Chinese cuisine, Mimi Garden masterfully blends time-honored recipes with modern flavors. Hot and sour soup, chicken dumplings, curry beef fried rice and sauteed baby bok choy are just a taste of what they have to offer. Pair their brown sugar sticky rice cake with a jasmine milk tea for an ideal finish.



## Mango

1201 Lake Woodlands Dr., Suite 1188  
The Woodlands, TX 77380

Founded in Spain in 1984, Mango has established a worldwide presence and a bond of trust with its customers. This fashion powerhouse is an entrepreneur at heart, providing chic, sustainable clothing for men, women and children of any body type. Whether you desire a professional blazer or a cozy cardigan, Mango's sophisticated style can elevate any wardrobe.



## BOSS

1201 Lake Woodlands Dr., Suite 200  
The Woodlands 77380

BOSS Menswear has reached icon status for its tailoring but offers more than the perfect suit. The collections also feature casual and athleisure pieces, presenting a complete wardrobe for fast-paced, modern lifestyles. Tailoring and sportswear are brought together in a look that is ready for whatever the day may hold.



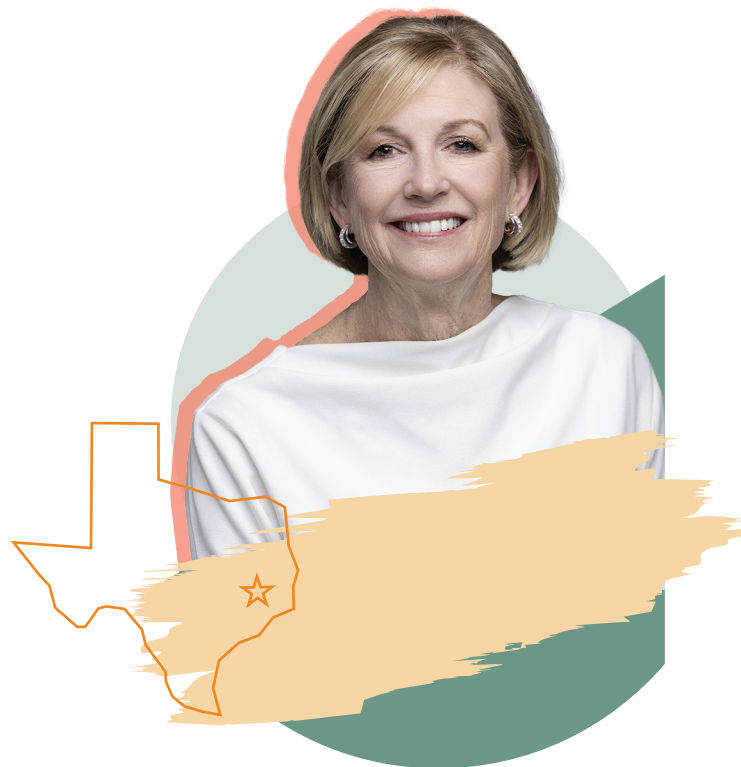


## with Linda

Chairman of Visit The Woodlands, Director of Business Development and Marketing for Memorial Hermann The Woodlands Medical Center

Linda Nelson knew The Woodlands would be her family's forever home when they moved from Houston in 1992. Since then, she has wholeheartedly dedicated herself to her community, taking on pivotal roles with Leadership Montgomery County, The Woodlands Township, March of Dimes, and The Woodlands and Conroe Chambers of Commerce, among others. Her passion shines through her work overseeing Memorial Hermann's Canopy Cancer Survivorship Center.

Linda Nelson brings a decade of experience working alongside Visit The Woodlands and her employer, Memorial Hermann The Woodlands Medical Center, for numerous events such as Memorial Hermann IRONMAN Texas and the Chevron LPGA. As Chairman of Visit The Woodlands, she is committed to building on existing initiatives while cherishing and preserving everything that makes The Woodlands her beloved home.



### **Q. Why did you initially become involved with Visit The Woodlands?**

**A.** My position on The Woodlands Township Board of Directors allowed me to take on the role as Vice Chairman of Visit The Woodlands for the past two years. My role with Memorial Hermann over the past 28 years as Director of Business Development & Community / Physicians Relations has allowed me to collaborate with Visit The Woodlands on many community events, such as Red, Hot & Blue, the Lighting of the Doves, the Fourth of July Parade, and especially the Memorial Hermann IRONMAN Texas, which provides a significant economic boost to our community. It is a perfect match.

### **Q. What are some of the most impactful projects you worked on as Vice Chairman?**

**A.** We increased The Woodlands's hotel occupancy by seventeen percent, which is absolutely amazing, ending this past year with a hotel occupancy tax of \$10.3 million. This is the first time in our history that we have exceeded \$10 million. Other initiatives included rebranding Visit The Woodlands, wrapping The Woodlands Express busses with messaging about The Woodlands, hosting hundreds of event planners and welcoming the Texas Society of Association Executives (TSAE), a group of more than 540 association professionals who plan conferences in Texas.

### **Q. How do you hope to build on this impact as Chairman?**

**A.** I am pleased to share an exciting Visit The Woodlands initiative for the coming year that encourages our local businesses and residents to invite their member organizations to host conferences and events right here in The Woodlands. With so much to offer, we have the opportunity to welcome local, state and national organizations in our own backyard. We proudly call it The Naturals campaign. Tourism brings our residents' property taxes down through the collection of sales, hotel and mixed-use taxes, which make up nearly 60 percent of The Township's budget.

### **Q. What is your favorite part of Memorial Hermann IRONMAN Texas?**

**A.** My favorite part occurs around 11:30 at night, watching athletes who have been out on the course for

sixteen and a half hours. They only have thirty more minutes to make it across the finish line so that they can be called an IRONMAN. The excitement of the community lining the streets is just incredible. We also have "Hippie Hollow," which is made up of mostly past IRONMAN finishers. They understand better than anyone that the athletes need a little extra passion, energy and excitement to give them that extra push — and that is an iconic part of IRONMAN Texas.

### **Q. Anything else you would like to share?**

**A.** During my campaign for The Woodlands Township, I emphasized that relationships are everything. We would not be able to host the outstanding events we bring to The Woodlands without the incredible collaboration among all entities, including healthcare providers, business leaders, elected officials and others who contribute resources to make these events happen for our community.



Linda Nelson with her family | Proud Souls art bench



*On The Horizon*

## Spring Break Suggestions from the Visit The Woodlands Team



### EMBRACE THE GREAT OUTDOORS

on a hike through the George Mitchell Nature Preserve.

**SEIZE THE DAY** by conquering an aerial obstacle course at Texas TreeVentures.

**COOL OFF** with a relaxing kayak or paddleboard trip down The Woodlands Waterway.

### DESIGN YOUR OWN

scavenger hunt to visit all 32 art benches scattered throughout The Woodlands.

**PLAN A DAY TRIP** with friends at Market Street's outstanding restaurants and luxury retailers.

**TREAT YOURSELF** like royalty at one of our lavish spas for full-service hair care, facials and massages.

**NEED A BREAK** from all the excitement? Book a hotel in The Woodlands for a rejuvenating "staycation."

## Upcoming Events

### April 11 - 13: The Woodlands Waterway Arts Festival

Named the number one fine arts festival in Texas and number six in the nation, The Woodlands Waterway Arts Festival features work by nearly 200 artists. Celebrate the festival's 20<sup>th</sup> anniversary by shopping for fine art, enjoying live music and supporting local schools.

### April 19: Memorial Hermann IRONKIDS

IRONKIDS offers young athletes the opportunity to feel the excitement of competition while enjoying the outdoors and promoting healthy living.

### April 24 - 27: The Chevron Championship

The Chevron Championship is one of five major championships on the Ladies Professional Golf Association Tour. Held at The Club at Carlton Woods in The Woodlands, the event features several of the world's most talented women athletes competing in the Tour's first Major of the season.

### April 26: Memorial Hermann IRONMAN Texas

This pulse-pounding triathlon leads athletes along a 2.4-mile swim, 112-mile bike ride and 26.2-mile run throughout The Woodlands, drawing competitors and spectators from around the world. Whether you cheer them on through the "Hippie Hollow" no-walking zone or snap a picture as they cross the finish line, this all-day outdoor event is sure to leave you breathless.

### April 30 - May 4: Insuperity Invitational

Hosted annually on The Woodlands Country Club Tournament Course, the Insuperity Invitational brings together the world's best golfers ages 50 and older. Spectators are welcome to enjoy this stop of the PGA Tour, including a special "Greats of Golf" competition on May 3.

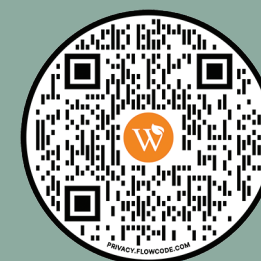
### March 4 - 23: Houston Livestock Show & Rodeo

Headed to the Houston Rodeo? Saddle up and hop aboard The Woodlands Express for an effortless round-trip ride. Buy tickets online here: [www.visitthewoodlands.com/rodeo](http://www.visitthewoodlands.com/rodeo).

## Pavilion Season



Enjoy an exhilarating night of live music at The Cynthia Woods Mitchell Pavilion, one of the top-ranked outdoor amphitheaters in the world. Artists coming this spring include Billy Idol, Joan Jett & The Blackhearts, MercyMe, Khruangbin and more. Grab a front-row seat or kick back on the lawn for an unforgettable experience. Be sure to keep an eye out for Concert Week, which usually happens in early May.



SCAN FOR MORE  
UPCOMING EVENTS



# VISIT The Woodlands

The Woodlands Convention and Visitors Bureau  
2801 Technology Forest Blvd.  
The Woodlands, TX 77381

Just a *step outside*



Visit The Woodlands Team (from left to right): Ryan Greenwood, Brooklyn Newell, Andrea Day, Amber Parsley, Ashley Fenner, Ashley White, Elizabeth Eddins, Nick Wolda, Josie Lewis, Rachael Varner, Carla Twidell, Julie Quinn



SCAN TO  
READ THE  
FULL STORIES

FOLLOW US: @VISITTHEWOODLANDS  
TAG US: #SOWOODLANDS

VISITTHEWOODLANDS.COM



Pathways is a publication of The Woodlands Convention and Visitors Bureau (dba: Visit The Woodlands), the official destination management organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Visit The Woodlands is a 501(c)(6) organization that serves as a reliable and credible source for The Woodlands tourism industry. Its mission is to establish The Woodlands, Texas, as a beautiful, lively, and welcoming destination recognized regionally, nationally, and internationally for first-class business, convention, and leisure travel.