



City of Horseshoe Bay

1 Community Drive, Horseshoe Bay, TX 78657

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FOR IMMEDIATE RELEASE

Horseshoe Bay Earns Prominent Scenic City Certification

Horseshoe Bay, Texas – October 5, 2023 – The City was presented with Scenic City Certification on Thursday, October 5, in Dallas, at an event with the Texas Municipal League's Annual Conference. One hundred eighty-eight city officials and business leaders from across the state were on hand to recognize Horseshoe Bay among 23 cities to earn certification for the 2023-2028 designated award period.

"Scenic City Certification shines a light on Horseshoe Bay's strong commitment to high-quality municipal standards, scenic conservation, and public spaces," said Mayor Cynthia Clinesmith.

The Scenic City Certification Program and its program partners are a Scenic Texas, Inc. project. Texas cities access this diagnostic program to objectively review existing municipal infrastructure ordinances related to public scenic ordinances and public spaces. The evaluation compares the applicant city's standards to the unique Scenic City model devised by the partnership organizations. Assessment is points-based, with every applicant city receiving a detailed, scored evaluation. Official certification can be earned by the cities that score in the upper range and meet stringent scenic streetscape standards.

"We take great pride in our city, and we're proud to win the Scenic City of the Year designation," said City Manager Jeff Koska.

Horseshoe Bay is the second city to receive the distinguished and highest Scenic City honor awards as Scenic City of the Year at Scenic Texas 2023 Scenic City Annual Award Reception. In addition, they are the first Texas city ever to have earned Scenic City certification four times, having first been certified in 2010, upgraded in 2015 and 2017, and again in 2023, earning Platinum Certification in 2023. Horseshoe Bay's assessment noted the city allows no billboards, and its infrastructure plan requires all power lines be buried underground. Points were also awarded because Horseshoe Bay works to protect the night skies for present and future generations through its International Dark Sky Association membership.



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"The Mayor, City Council, and City Staff work very hard with community support; Horseshoe Bay has a unique ability to adopt and enforce a robust framework for environmental conservation, growth management, and a clear identity as one of the most scenic cities in the Texas Hill Country," said Development Services Director Sally McFeron.

"This recognition is intended to support cities with a long-range vision and high-quality municipal standards, and we hope it incentivizes other Texas cities to follow Horseshoe Bay's example," said Brenda Dees, executive director of Scenic Texas. "Our goal is to help Texas cities improve the quality of life for all cities while sowing the seeds for Texas preservation and scenic conservation.

Scenic Texas Scenic Texas is a 501 (c)3 non-profit organization. The mission of Scenic Texas is to preserve and enhance the scenic conservation and environment of Texas through the promotion of enhanced design standards for public projects, city landscaping, sign control, and picturesque municipal development.

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PHOTO IDs

From left to right

Council Member Jeff Jones

Mayor Cynthia Cline Smith

Mayor Pro Tem Elsie Thurman

Council Member Dwight King

City Manager Jeff Koska



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PROUD TO BE
A Certified *Scenic* City