

**City of San Marcos - Candidate for Mayor**  
**Juan Miguel Arredondo**

**Please describe your experience, areas of expertise and leadership style and how you feel they make/will make you an effective Mayor in San Marcos.**

As a proud product of San Marcos public schools and Texas State University, I am deeply rooted in this vibrant community. Representing both lifelong residents and a new generation eager to stay and contribute to a more prosperous San Marcos, my experience as a native San Marcan and member of the San Marcos CISD Board of Trustees has provided me with a comprehensive understanding of our city's diverse needs. My passions for education, housing, and economic development are critical to fostering the growth and well-being of our city. My leadership style is both collaborative and community-focused, with a strong emphasis on transparency, inclusiveness, and active listening. I believe in engaging with diverse stakeholders to create innovative and effective solutions that benefit all residents. As mayor, I will draw on these strengths, fully committed to preserving San Marcos's unique character while guiding sustainable growth that will ensure a bright future for our entire community.

**What do you see as the biggest challenges our local businesses face? What can you do as Mayor to help overcome them?**

Local businesses in San Marcos face challenges like rising operational costs, competition from larger chains, and navigating complex regulations. As mayor, I am committed to addressing these concerns by advocating for streamlined regulations, reducing unnecessary bureaucratic hurdles, and enhancing access to capital through local grant and loan programs. To ensure that I hear directly from those affected, I will establish a regular business roundtable with the Chamber of Commerce to listen to the challenges and opportunities our business community experiences daily. It's critical for us to encourage local residents to spend their dollars within our community while also working to attract visitors to San Marcos to boost our local economy. Supporting initiatives that promote local shopping and dining, while fostering strong partnerships between businesses and the city, will be central to my approach. By addressing these issues collaboratively, we can help local businesses not only survive but thrive in our growing community.

**How will you balance citywide discussions and bridge the gap between private citizens and the business community when they are at odds on issues that impact the business/economic environment or other vital issues that affect San Marcos?**

Balancing citywide discussions requires a steadfast commitment to transparency and active communication. When private citizens and the business community are at odds, it's essential to create forums where all voices can be heard. As mayor, I will facilitate town halls, focus groups, and workshops to encourage open dialogue and foster understanding between stakeholders. I am committed to finding common ground and seeking win-win solutions that respect both the economic vitality of our businesses and the quality of life for our residents. Moreover, I understand that progress sometimes requires making tough decisions, and I am prepared to cast difficult votes to keep our city moving forward. My goal is to build trust and ensure that

decisions are made with input from all affected parties, ultimately benefiting the entire community.

**What can the City do to encourage existing business growth and new business attraction?**

To encourage existing business growth and attract new investments, the City of San Marcos must focus on key areas: streamlining the permitting process to reduce bureaucratic delays, offering incentives for businesses that create well-paying jobs, and investing in infrastructure that supports commercial development. As an active mayor, I will work diligently to bring investments to San Marcos that not only support our established legacy businesses but also ensure that these investments positively impact both our longtime residents and those who have recently moved to our community. Promoting San Marcos as a vibrant, business-friendly city with a strong quality of life is crucial for attracting entrepreneurs and established companies alike. By leveraging partnerships with local educational institutions like Texas State University, we can build a thriving economic ecosystem that benefits everyone. My priority will be creating a supportive environment for innovation and entrepreneurship that drives sustainable growth for all residents.

**If elected what will you do to further/strengthen the relationship between the City of San Marcos and Texas State University?**

The relationship between the City of San Marcos and Texas State University is vital to our community's growth and development. If elected as mayor, I will work to strengthen this relationship by fostering collaboration on joint initiatives, such as workforce development programs, internships, and community service projects that benefit both students and residents. Additionally, I will actively support Texas State and San Marcos High School athletics and fine arts, encouraging locals and visitors to attend events, spend money at local businesses, and stay overnight in our hotels, thereby increasing hotel occupancy tax revenue. While promoting these events, I will work intentionally to ensure that the increased traffic from visitors does not negatively impact our permanent residents. By carefully planning and managing traffic flow, we can minimize disruptions to daily life. I will also advocate for policies that support the university's growth while ensuring that the needs of the broader community are met.

**What improvements do you believe are needed for adequate transportation infrastructure in San Marcos?**

San Marcos needs a comprehensive approach to transportation infrastructure that addresses both current and future needs. Key improvements include expanding and modernizing public transportation options, ensuring our community is safer for pedestrians and individuals without cars, and addressing traffic congestion through better road design and traffic management systems. As mayor, I will lean into technology and ride-sharing programs to help our residents get from point A to point B faster and more efficiently. Additionally, I will actively seek out funds at the state and federal levels to support larger transportation and road projects, ensuring we

have the resources necessary for significant improvements. Planning for future growth by integrating sustainable and environmentally friendly transportation solutions will also be crucial. By focusing on these priorities, we can create a more connected, accessible, and efficient transportation system that benefits all San Marcos residents while supporting our city's growth and development.

**A major issue facing the region is housing availability, lack of workforce housing, and housing affordability and diversity. If elected what actions would you take to create more housing choices in San Marcos?**

If elected, I will prioritize adopting and implementing the Strategic Housing Action Plan, developed by the Workforce Housing Task Force with extensive community input. This plan offers a clear strategy to tackle housing challenges in San Marcos. My approach also includes expanding affordable housing through partnerships with developers and non-profits, implementing smart zoning reforms to encourage mixed-use and higher-density developments, and promoting infill projects that respect and enhance existing neighborhoods. It's crucial to protect neighborhoods from displacement while also providing incentives for workforce housing. By adopting this plan and fostering a diverse range of housing types, we can address the needs of all income levels. My goal is to create an inclusive, sustainable housing market that balances growth with the preservation of our community's character, ensuring that all San Marcos residents have access to quality, affordable housing.

**If you received a \$1 million grant to use for the city any way you wanted, what would you do with it and why?**

If awarded a \$1 million grant, I would allocate \$500,000 to housing stabilization initiatives and split the remaining \$500,000 equally between two key initiatives: supporting micro-businesses and legacy businesses in San Marcos. Housing stabilization is crucial for addressing both evictions and housing affordability. The \$500,000 would fund programs aimed at preventing evictions and ensuring that families, students, and workers have access to stable, affordable housing. The remaining \$500,000 would be divided, with \$250,000 allocated to create a micro-business loan program and \$250,000 dedicated to supporting legacy businesses that have been pillars of our community. This approach would provide financial support to both new and established entrepreneurs, fostering economic growth, job creation, and preserving the unique character of San Marcos. By focusing on housing stabilization and supporting diverse business initiatives, we would address critical needs and build a more inclusive and prosperous future for all San Marcos residents.

**Please review the San Marcos Chamber's "Government Relations & Advocacy Guiding Principles" document. Do you agree with all of these statements? Please describe below any statements you do not agree with.**

After reviewing the San Marcos Chamber's "Government Relations & Advocacy Guiding Principles" document, I find that I am in agreement with the majority of the statements. However,

I would emphasize the need for a stronger focus on sustainability and environmental responsibility in our economic development efforts. While growth is important, it must be balanced with the preservation of our natural resources and the long-term well-being of our community. I believe that sustainable practices can be integrated into our economic strategies without compromising the vitality of our local businesses, ultimately leading to a healthier and more prosperous San Marcos.

**You may use this opportunity to provide any additional information you would like members of the San Marcos Area Chamber of Commerce to know.**

As a candidate for Mayor, I am deeply committed to the future of San Marcos. A quick Google search will reveal some colorful facts about my life, however I'm proud to be in recovery. I've lived a lot in my short life, and the challenges I've overcome have taught me resilience and the ability to lead during difficult times, including natural disasters. As a lifelong resident and experienced elected official, I have a proven track record of advocating for our community. My priorities include ensuring that San Marcos becomes an affordable and inclusive place to live, supporting our local businesses, and preserving the character and natural beauty of our city. I am dedicated to serving the people of San Marcos with integrity, transparency, and a deep commitment to our shared values. I'm prepared to guide our city through whatever challenges arise and look forward to building a brighter future for our community.