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CONTACT: Amy McWhorter, Downtown Development Coordinator
550 Landa Street
New Braunfels, TX 78130
830.221.4057
amcwhorter@nbtexas.org

Downtown Social Wins Best Commercial Interior Award from the Texas Downtown Association

New Braunfels, Texas – Downtown Social, a downtown entertainment venue in New Braunfels, was named winner of the Best Commercial Interior category for a community with a population over 50,000 by the Texas Downtown Association (TDA). The TDA sponsors the annual awards program that recognizes outstanding projects, places, and people from across the state.

“The Best Commercial Interior category recognizes excellence in merchandising, customer orientation, and/or business functionality in an office or retail setting,” said Amy McWhorter, Downtown Development Coordinator. “Judges enjoyed the design and felt it was modern and fun. They also felt the business concept was a great one for downtown since it offered so many options for visitors.”

One hundred and fifteen entries were submitted in twelve different categories from communities across the state. Judges reviewed entries online and then met in person to make their final selection of award finalists and winners. The panel included: Kent Collins, Centro Development; P.A. Geddie, *County Line Magazine*; Lois Rodriguez, *Texas Highways*; and Evan Thompson, Preservation Texas.

Winners were announced on November 8th at the President’s Awards Gala held in conjunction with the 2017 Texas Downtown Conference in McKinney.

The TDA was established in 1985 to connect and serve communities that are committed to downtown vitality. The membership organization is an independent, statewide nonprofit that represents cities and towns of all sizes, economic development corporations, chambers of commerce, local organizations, small businesses, and individuals.

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