

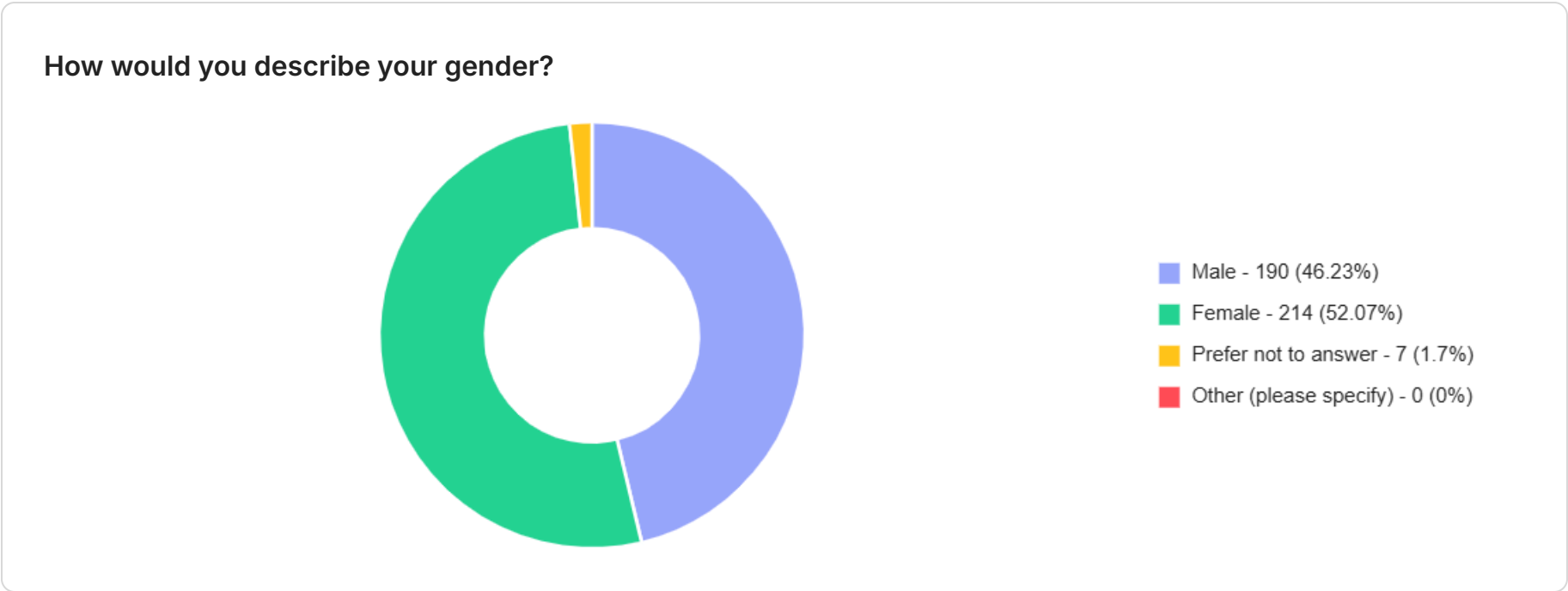
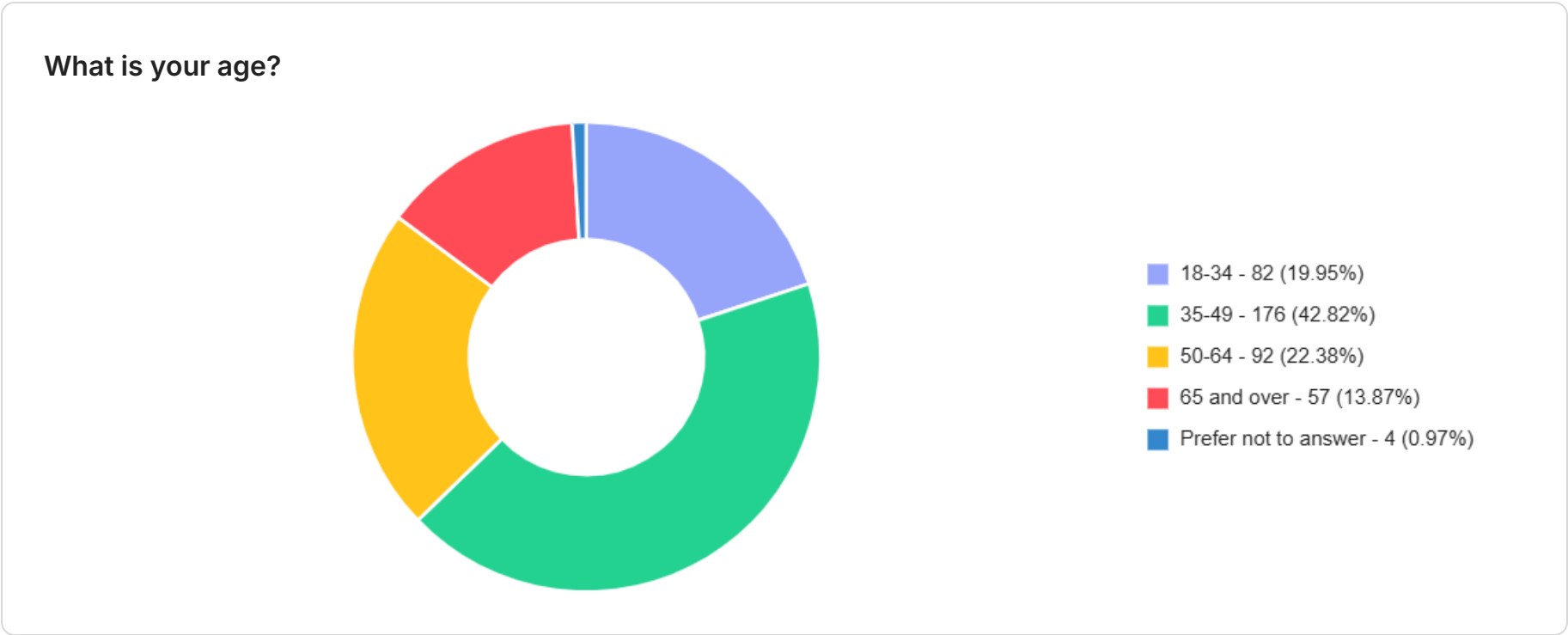
Results Report

City of Sugar Land - Five-Year Strategic Tourism Plan and Sports
Tourism Plan - Community Feedback Survey

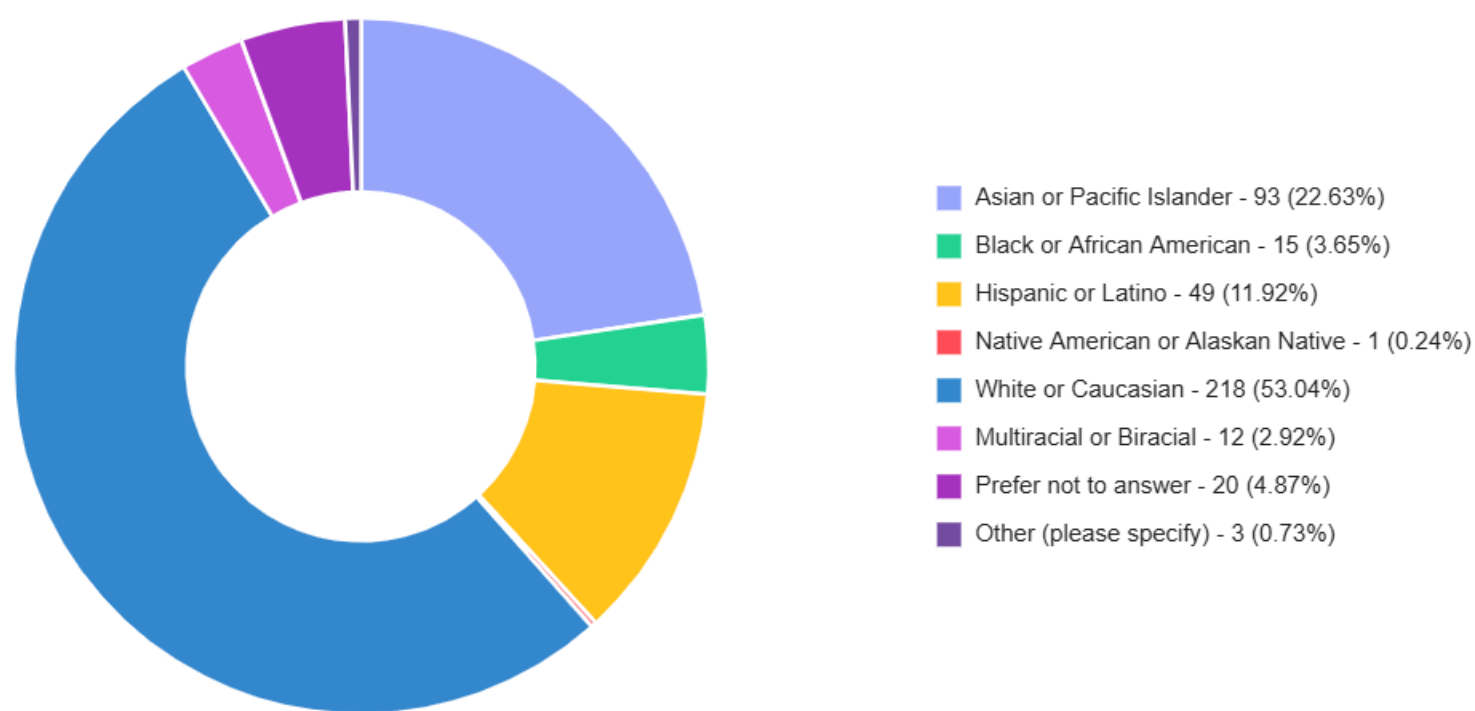
Total
submissions:
541

Date range: **Sep 05, 2025-Nov 08, 2025**

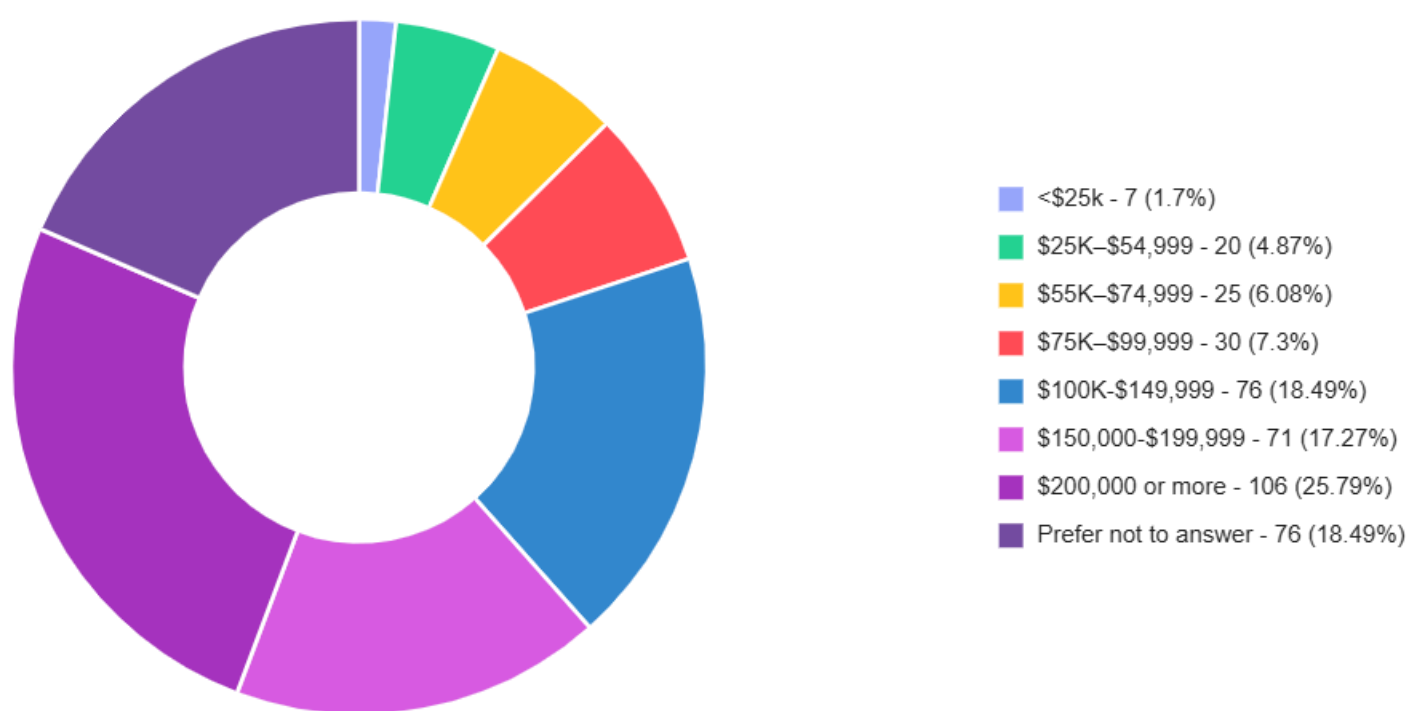
Total responses: **15306**



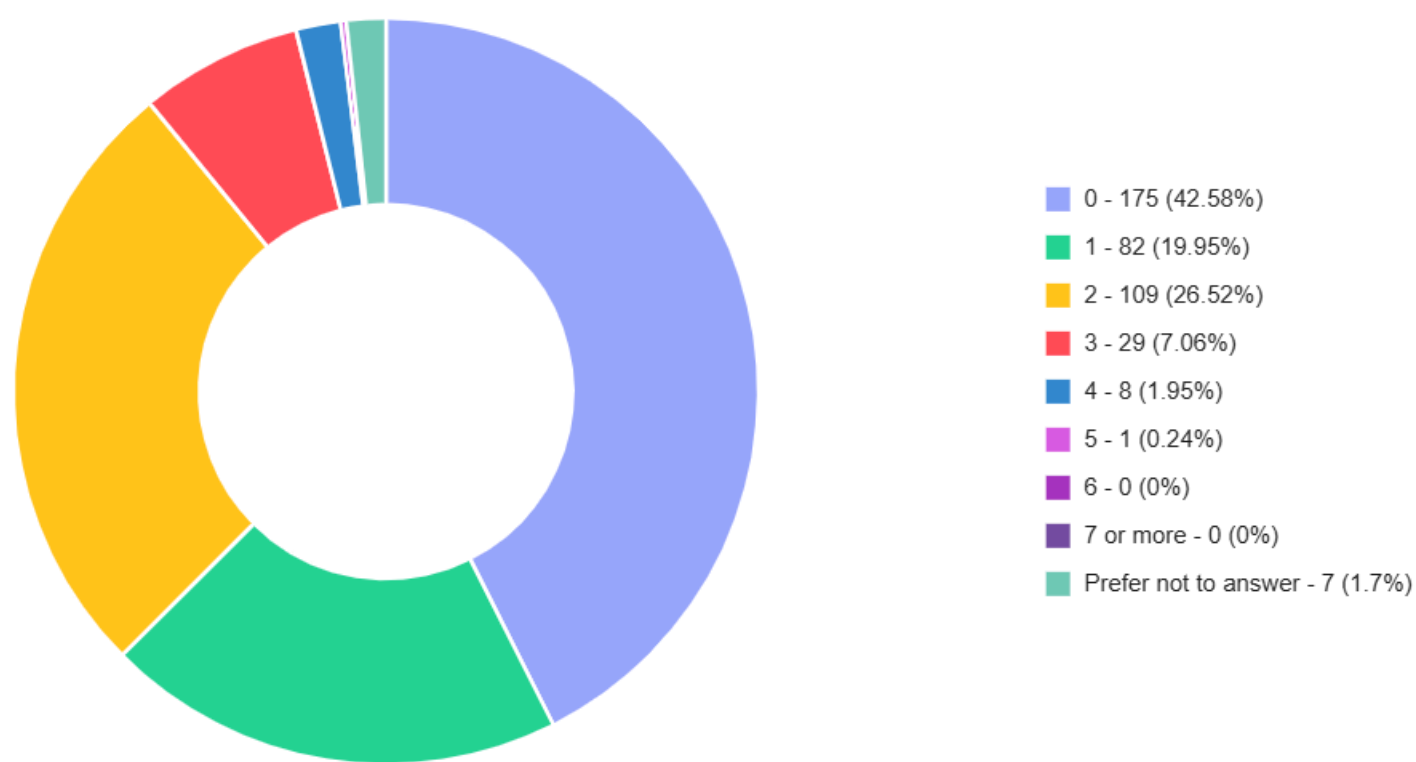
Which of the following would best describe you?



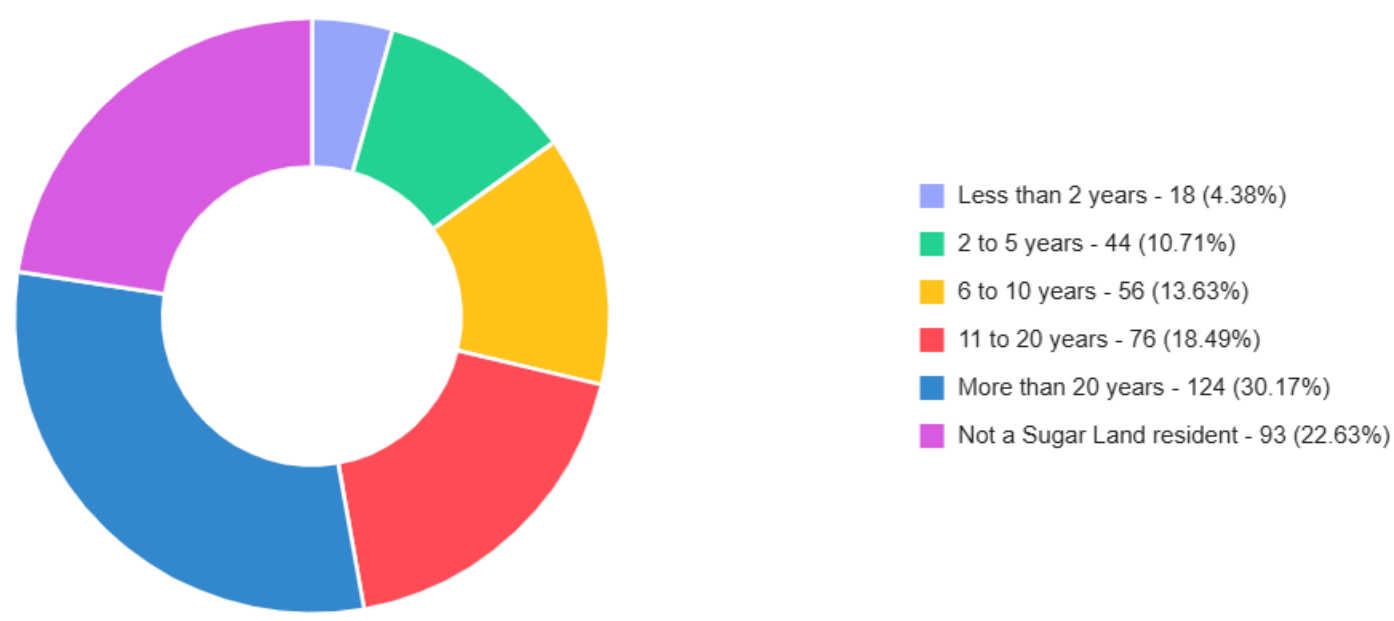
What is your annual household income?



Number of Children 18 and under in your household?



How long have you been a Sugar Land resident?



What is the zip code in which you reside?

Topic Analysis



Analysis of responses will not be performed.

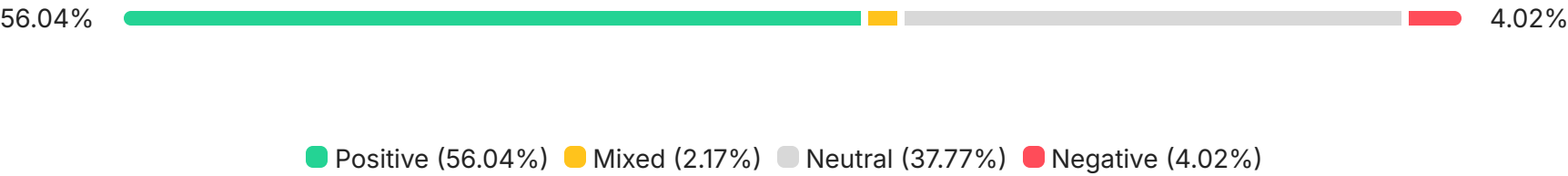
Top Keywords

#	Word/Phrase	Responses	Mentions
1	77479	164	164
2	77478	78	78
3	77498	43	43
4	77459	27	27
5	77469	16	16
6	77471	6	6
7	77477	6	6
8	77494	5	5
9	77406	5	5
10	77407	5	5

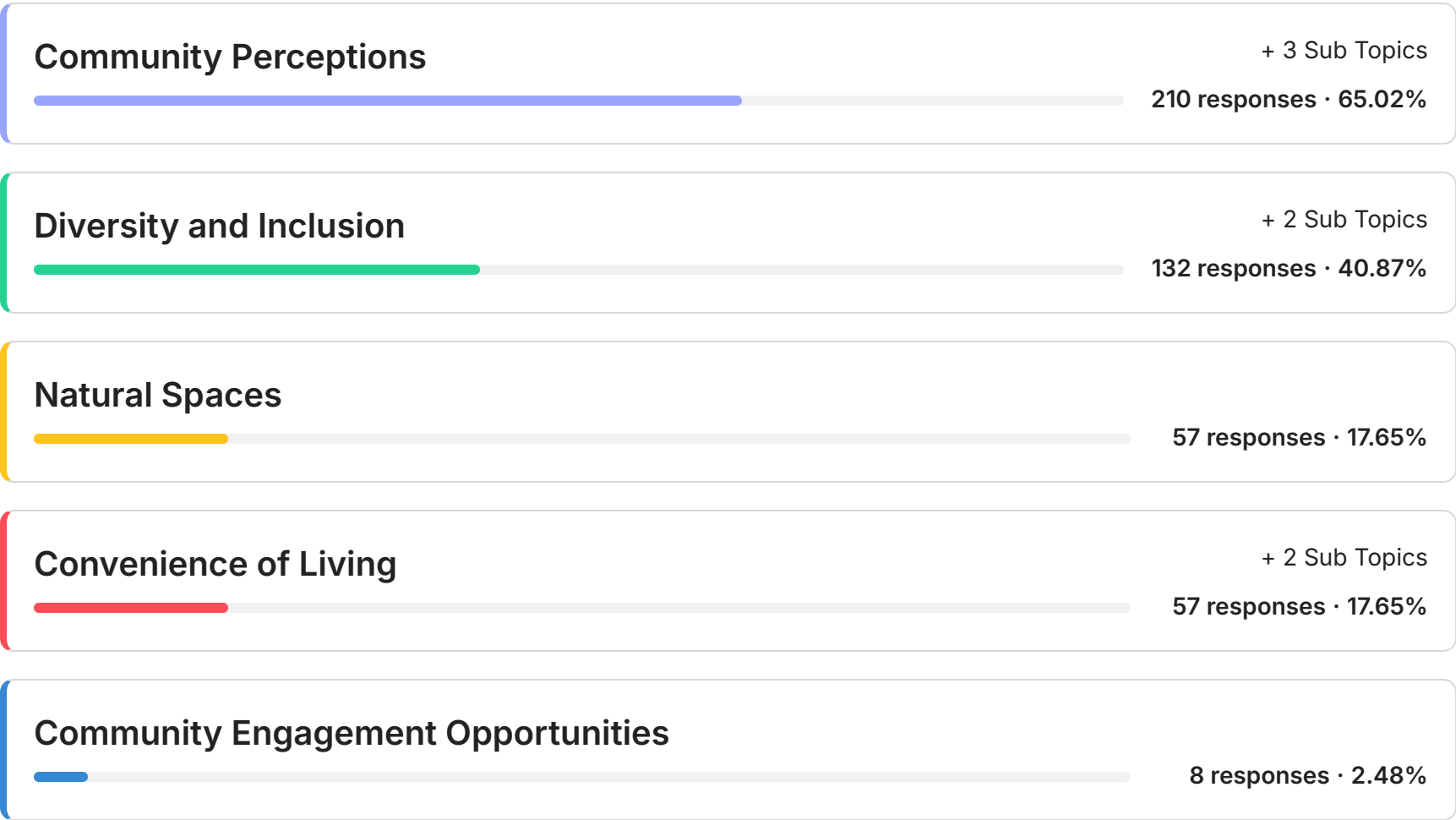
Filters applied reduced participants from 411 to 411 (100%) · 411 of them responded to this question (100%)

What are the first three words that come to mind when you think of Sugar Land? (Type three different words that first come to mind).

Sentiment Analysis



Topic Analysis · Run on: November 8, 2025



Filters applied reduced participants from 411 to 411 (100%) · 323 of them responded to this question (79%)

Organized Open-Ended Survey Responses

1. Safety, Community, & Family Focus

- "Family, commercial, diversity"
- "Diverse, bubble, growing"
- "Family, diversity, opportunity"
- "Suburban, safe, pretty"
- "Sweet, parks, safe"

"Beautiful, convenient, safe"

"Diverse, Calm, Beautiful"

"Family schools big house"

"Food, family, happy"

"Beautiful clean city"

"Great place to live"

"Safe, shopping, eating"

"Family green asian"

"Convenience, well-maintained, security"

"Faith, family, cleanliness"

"Suburbs, big-box chains, family"

"Family"

"Safe, beautiful, comfortable"

"Diversity, cleanliness, safety"

"Community safe diverse"

"Sugar, Suburbs, Diversity"

"Diverse, safe, attractive"

"Diverse, family, neat"

"Diversity, suburbs, community"

"Safe, diverse and accessible"

"Safe, family, diverse"

"family, friendly, community"

"family, hometown, safe"

"Welcoming, small-town feel, entertaining"

"Family, diversity, home"

"home"

"Diverse, family oriented, and safe."

"safe, diverse, vibrant"

"community, safe, fun"

"Historic, family, home"

"Diverse, educated"

"Home Small city"

"Diverse, family-oriented, & inclusive"

"Bubble, home, diverse"

"Friendly, easy, diverse"

"Diversity, friendly, safe"

"Diverse Safe Civic"

"Family, Recreation, Safety"

"Diverse, peaceful, pleasant."

"Diverse, quiet, safe"
"Home, family, multicultural"
"Family, Fun, future"
"Family, suburbs, baseball"
"community, safety, organization"
"Family friendly, safe"
"Safe, family friendly, home"
"Safe Clean Active"
"safe, quiet, enjoyable"
"Nice safe neighborhood"
"School, community, family"
"Peaceful, fun, friendly"
"Diverse, clean, safe"
"laid back, family-friendly, multi-cultural"
"Diverse, family, clean"
"Supportive, safe, generous"
"Safety Family Convenience"
"Safe home growing"
"Convenience, organized, Multicultural"
"Safe, convenient, family friendly"
"Diverse, family friendly, safe"
"Beautiful Clean Safe"
"Community, family-friendly, suburban"
"Safe, quiet, diverse"
"Friendly, quiet, clean"
"Suburban; family-friendly; diverse"
"sweet, safe, diverse"
"Diverse, safe, friendly"
"Modern, intentional, diverse"
"Community, safe, accessible"
"Safe clean beautiful"
"clean, safe, diverse"
"safe friendly orderly"
"Diversity, history, clean"
"Safe, friendly robust"
"homely, convenient and accessible to amenities, friendly"
"Nice clean safe"
"Safe, Family-oriented, convenience"
"Beautiful, safe, family oriented"

"Imperial suburb neighborly"
"Family safety clean"
"FAMILY ORIENTED, GROWING, SAFE"
"peaceful, clean, complete"
"Diverse, friendly, parks"
"Suburban America, Middle class & good schools/neighborhoods."
"clean, new and safe"
"Friendly clean safe"
"Safety clean school"
"Safe, clean, family"
"family-oriented, friendly, neighborly"
"Special, well-managed, diverse"
"Family friendly, safe, community"
"Home, family, work"
"Community, diversity, inclusion"
"Safe, clean, fun"
"Home Busy Safe"
"Clean safe family"
"Safe, family, convenient"
"family, diverse, safe"
"friendly, good eats...."
"Safe Diverse Community"
"Family, Community, Diversity"
"Sugar, Family, Houston"
"Family, diversity, fun"
"Friendly, safe, security"
"Home, diverse, safe"
"Suburban Safe Community"
"Family, Faith, Fun"
"Clean, diverse, affluent"
"Diverse, quiet, safe"
"charming, family friendly, small town"
"Best city ever"
"Family Friendly Environment"
"Diverse, convenient, comfortable"
"family, friendly, luxury"
"Home, safe, diverse"
"Diverse, family friendly, convenient"
"Safe, walkable, community"

"family, fun, culture"
"Safety, Variety, Planned"
"safe diverse community base"
"Relax, friendly, lakes"
"nice area for living"
"Clean, safe, family"
"Trees, beauty, community"
"clean family-friendly safe"
"Family, clean, safe"
"safe, accessible, diverse"
"safe, community, diversity"
"family, central, green"
"Clean, Beautiful, Safe"
"Diverse, Expanding, Food"
"Safe, free, diverse"
"Diverse, Quality, Safe"
"Community, safe, beautiful"
"Friendly home"
"Suburban, Safe, Diverse"
"Sweet, clean, safe"
"Great schools, beautiful old trees, higher end services"
"Home, progressive, parks"
"Safe, diverse, welcoming"
"Diverse, calm, family"
"diverse safe comfortable"
"Sweet family parks"
"Community, Care, Lovely"
"Welcoming, friendly, prosperous"

2. Outdoors, Parks, Trails, & Outdoor Sports

"Nice, green, walkable"
"Greenery, parks, food"
"Mountain biking, fence, closed trails."
"Safe, vibrant, greenery"
"Trails, parks, baseball"
"Food, shopping, parks"
"Outdoors Adventure Safe"
"Mountain Bike Trails."
"Bike trail"
"Trees trails bicycles"

"Trails, pump track"
"Peace, quiet and scenic"
"Biking, food, community"
"Relaxed, safe, outdoors"
"mountain biking"
"Diversity, Parks, Food"
"Mountain bike paradise"
"Fitness friendly parks"
"mountain bike trails"
"Outdoors family fun"
"Great Softball venue"
"Love the environment"
"MTB, food, people"
"Nature, adventure, community"
"Trails, homes, schools"
"More bike stuff!!!"
"Softball"
"Parks, trails, home"
"Trees Downtown Clean"
"Bike pumptrack outdoor"
"Suburb mountainbike fun"
"Outdoor, trails, diverse"
"Beautiful, parks, traffic"
"Parks, trails, festival"
"Neighborhoods, schools, parks"
"Diverse, nice, biking"
"Diversity, parks, clean"
"Trails, homes, space"
"Trees"

3. Local Identity, Landmarks, & Amenities

"Space cowboys,smart financial center visit"
"Baseball, imperial, sugar"
"Baseball, events, restaurants"
"outdoor events"
"Great and cheap homes, great jobs, imperial soccer club"
"Bars, restaurants, safe"
"Affluent, India centric, good schools"
"Safe convenient trains"
"Nice, shopping, restaurants"

"Bougie clean suburbia"
"sweet, quiet, shopping"
"Clean, modern, nice"
"Imperial suburb neighborly"
"Rich, homogeneous architecture, safe"
"Bubble, commercialized, hometown"
"Restaurants, EZ Access, & Close By"
"Parks, diversity"
"comfortable, access, doctors"
"Concert, family friendly and safe"
"Old Town, Old School"
"Quality of Life"
"Community social swim"
"History, Vision, Priorities"
"Sugar Factory, Parks and Town Center/Mall"
"Mall, Food, Stores"
"Asian influence, imperial, pecan trees"
"Sugar, Baseball, Mall"
"convenient, food, people"
"Good food, safe neighborhoods, Sugar Factory"
"Convenient, friendly, sugar"
"Good water, oak trees, Sugar Land town square"
"Not Harris County (yet!)"
"Family-Friendly, Quiet, Houston-adjacent"
"Sweet, suburb, safe"
"Suburbs, schools, home"
"Concerts"
"Whole Foods, 59, parking"

4. Urban Planning, Traffic, & Growth Concerns

"Suburban, crowded, traffic"
"Construction"
"Diverse, trees, outdated"
"Safe Clean Expensive"
"Clean trees designed roads"
"Urban, traffic, pleasant"
"Clean. Suburban. Managed."
"Convenient location"
"Friendly, busy, sugar"
"Clean, Congestion, Pricey"

"Outdated, family-oriented, service-oriented"
"City that doesn't plan for its residents properly"
"Outside spacious clean"
"Too much traffic"
"Neighborhood, traffic, work"
"Clean safe expensive"
"Suburb, trees, traffic"
"clean , hot, friendly"
"Clean exciting moving"
"Quiet, upscale, beautiful"
"Busy, open, different"
"Diverse, Safe, Rich"
"Pretty, Destination, Home"
"Expensive, congested, crowded"
"Green, suburban, expensive"
"Busy, non walkable, suburban"
"Too diverse unfortunately"
"Needs a refresh"
"Safe growing crowded"
"Peaceful, busy, upscale"
"Food, Expensive, Nice"
"Fun, Busy, Entertaining"
"Diversity, Growing, Aging population"
"Pretty, desirable, future"
"diverse, river, construction"
"Growth, Busy, Quiet"
"Upscale; good schools"
"High expectations, losing ground, trying to hard"
"Congested, sweet and home"
"manicured, complacent, traffic"
"Traffic, taxes, expensive"
"Construction, Kids, Festive"
"Suburban, Diversity, Upper Middle Income"
"Pretty, safe, zoning"
"Diversity, wellness, suburb"
"Bland Diverse Wealthy"

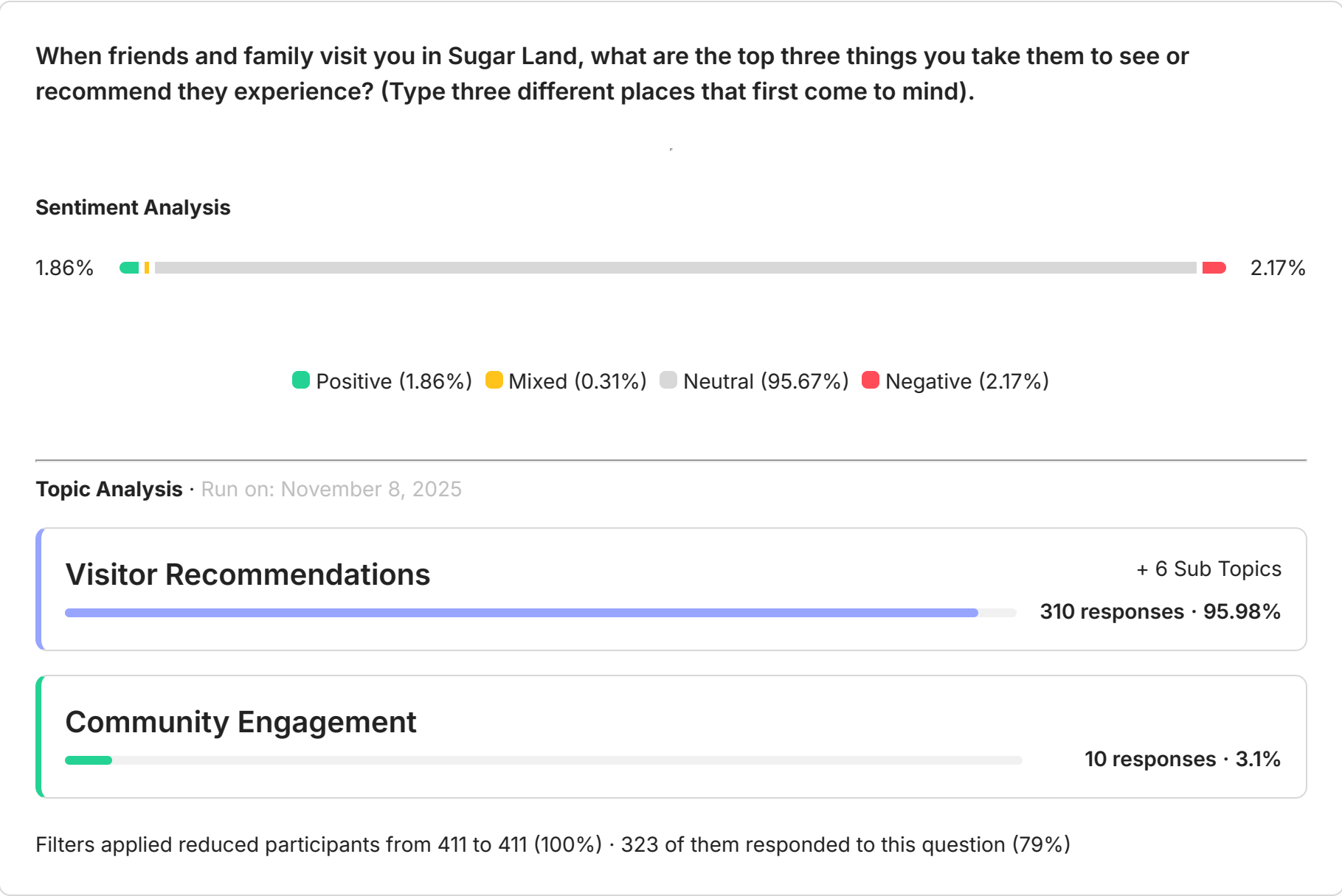
5. Critical, Neutral, & Short Descriptive Responses

"Suburbs, Asian, safe"
"Uniform, suburban, southwest"

"Boring, multicultural, affluent"
"Recreation Food Clean"
"Small clean organized"
"Older, safe, walkable"
"Suburbs New Clean"
"Well rounded, pretty, diverse"
"Basic, underwhelming, standard"
"Suburbs, Elite, Prestige"
"Suburbs; old; quiet"
"affluent, safe, boring"
"Diverse, wealthy, educated"
"Suburb, relaxed, luxury"
"Boring, safe, small"
"Home, sweet, nice"
"asian people, flat terrain, hot"
"Suburbs, food, baseball"
"pretty awesome"
"Suburb mountainbike fun"
"Diversity"
"small town, boring, pretty"
"Safe, boring, clean"
"Suburb, family, quiet"
"Family, hot, flat"
"Boring, aging, pretty"
"old-fashioned, conservative, stodgy"
"Good"
"nice town"
"Rich, homogeneous architecture, safe"
"clean, beige, diverse"
"affluent family suburban"
"Pretty quiet sterile"
"charming, family friendly, small town"
"Elite, Diverse, Convenient"
"passion, developed, friendly"
"Safe, Quiet, boring"
"Suburbia Asian diverse"
"nice, quiet, affluent"
"Home calm quiet"
"lifestyle comfortable enjoyable"

"Family-friendly, boring, quiet"

"Concet"



Organized Open-Ended Survey Responses

1. Primary Landmarks, Venues, & Entertainment Hubs

- "Town Square, Space Cowboys, walking trails"
- "Sugar Land Town Square, Concert, Constellation Field"
- "Smart Financial Centre; Town Square; Go Ape Adventures/Brazos Park"
- "Sugar Land Town Square, Museum of Natural Science or Modern Art, NASA"
- "Town Square, Concert at Smart Financial, Game at Constellation Field"
- "Constellation Field, Sugar Land Town Center, Oyster Creek Park"
- "Space Cowboys, Smart Center, First Colony Mall"
- "Space Cowboys, Town Square, Flying Saucer"
- "Space Cowboys, town center, neighborhood events"
- "Smart Financial Centre, Constellation Field, Oyster Creek Park"
- "Town Square Plaza, Talyard Brewery, First Colony Mall"
- "Sugar Land Town Center, Smart Financial, First Colony Mall"
- "Town Center, Space Cowboys, Brazos River Park"

"Town Square, Constellation Field, Smart Financial Centre"
"Selfie Statue, Oyster Creek Park, Constellation Field"
"SLHF Museum, Space Cowboys, Smart Financial Center event"
"Town Center, Space Cowboys, Talyards"
"Constellation/Smart Financial, The food scene, Town Square"
"Constellation Field, Town Square, Smart Financial"
"Smart Financial Centre, Town Square, First Colony Mall"
"HMNSSL, SL Airport, Smart Financial Centre"

2. Dining, Breweries, & Social Spots

"Taylor's Brewery, Sugar Land Town Square, Costco"
"Talyard Brewery, Seafood City, Sugar Land Town Square"
"Talyard Brewery, Big Ben Tavern, Town Center"
"Soliz, Japaneiro's, Pho Ben"
"Town Center, Arabic coffee, and ethnic restaurants"
"Talyard Brewery, Velvet Taco, Town Square"
"Constellation Field, Talyard, TX Biergarten"
"Sugar Land Town Center, Talyard Brewery, restaurants"
"Talyard, Day 6 Coffee, Cullinan Park"
"Asian Food, Talyards, Town Square"
"Town Square, BBQ, Brazos Bend State Park"
"Temple, Bar-B-Q, Tex-Mex"
"Restore Hyper Wellness, Talyard, First Colony Mall"
"Town Square, Toasted Yolk Cafe - Sugar Land, Constellation Field"
"Town Center, FC Mall, La Madeleine"
"Little Woodrow's, Jupiter's, Seafood City"
"Talyard Brewery, Space Cowboys, Parks"
"Live Oak Grill, Parks, The Mall"
"Daiso, Bookstore, Miniso"
"FCCSA Aquatic Center, Sweet Pot Restaurant, Town Center"
"Town Square, Live Oak Grill, Cullinan Park"
"Historic Char House site, Talyard, Space Cowboys, Children's Museum"

3. Parks, Trails, & Outdoor Recreation

"Cullinan Park, Space Cowboys, SL Memorial Park"
"Memorial Park, mountain bike trails, tower loop"
"Brazos Park, Pappasito's, Pump Track"
"Mountain biking, baseball game, concerts"
"Brazos River Park, First Colony Mall, Smart Financial"
"Constellation Field, Children's Discovery Center, & Sugar Land Memorial Park"
"Skeeters stadium, Memorial or Oyster Creek Park, Go Ape zip line"

"Memorial Park, NASA, Brazos Bend Park"

"Mountain bike trails, Fort Bend Christian Academy, Imperial Sugar building"

"The mountain bike trails in Brazos River Park"

"Memorial Park, Town Square, Brazos Bend State Park"

"Pump track, Tower Run, Soliz"

"Ride Trails, Play Pickleball, restaurant"

"Mountain Bike Trails, Dining, Breweries"

"Mountain Bike Trails, Town Center, Imperial Wine"

"Mountain biking at Brazos River Park"

"Sugar Land Memorial Park, First Colony, & Chuy's"

"Brazos River Park, Town Center, Talyard"

"Biking trails, First Colony Mall, walking trails"

"Pump track, MTB trails, Space Cowboys"

"Sugar Land Memorial Park, bike trails, pump track"

"Lost Creek Park, Town Square, a restaurant"

"Oyster Creek Park, Los Gallitos, Memorial Park"

"Town Square, Pawm Springs Dog Park, restaurants"

"Brazos River Park, LaCenterra, Museum District"

"Forest path, swimming pool, tennis court"

"Cullinan Park, Sugar Land Town Center, Smart Financial Center"

4. Shopping & Family Amenities

"Children's Discovery Center, Talyards, Space Cowboys game"

"Trader Joe's, kids play area, Town Center"

"Library, Children's Museum, Town Center"

"First Colony Mall, Asian grocery stores, restaurants"

"Jusgo shopping complex, Sugar Land Town Square, Oyster Creek Park"

"Sugar Factory, Restaurants, Parks"

"Fort Bend Discovery Center, Talyard, and Cullinan Park"

"Children's Museum, HMNS, Town Center"

"Town Square, Farmer's Market, Space Cowboys game"

"Sugar Land Gymnastics, Town Square, Constellation Field"

"Sugar Land Town Square, Udipi restaurant, University Library"

"Fort Bend Children's Discovery Center, restaurants, and parks"

5. Regional / Out-of-City Excursions

"I take them to Houston or NASA"

"NASA, Galveston, butterfly museum"

"Good barbecue, Houston Art Museums, walking and running trails"

"Houston, Galveston, Town Square"

"Space Center Houston, Galleria, Museum of Fine Arts"

"Galveston, zoo, science museum"

6. Critical / Neutral Feedback

"My first thought is never Sugar Land unless there is a specific show at Smart Financial."

"No one wants to come to Texas."

"Other than a couple of restaurants, nothing outstanding comes to mind."

"That isn't applicable."

"I don't recommend people come to the Houston area. There's no reason to spend time and money to come here."

"Restaurants. Nothing else."

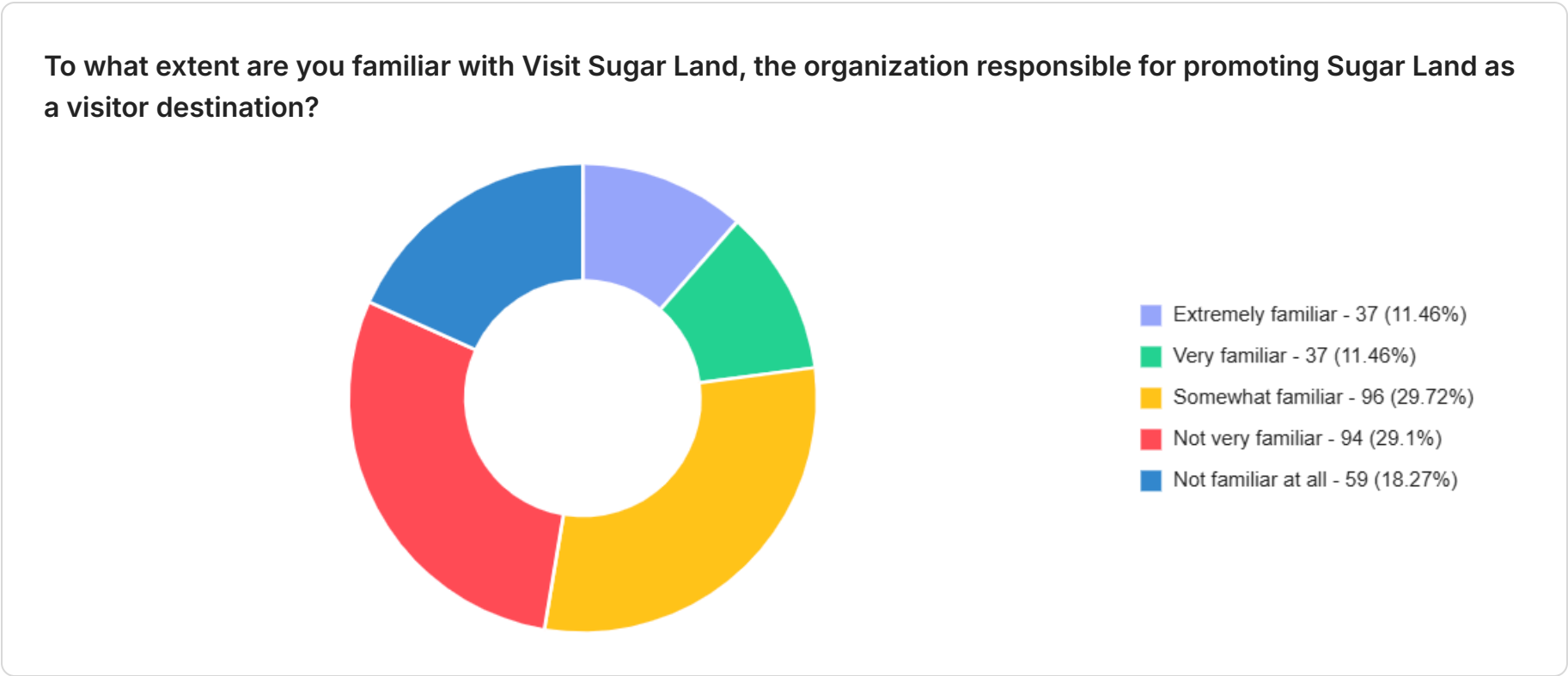
"Nothing here. Sugar Land is too restrictive to have good quality places besides parks."

"Does not apply."

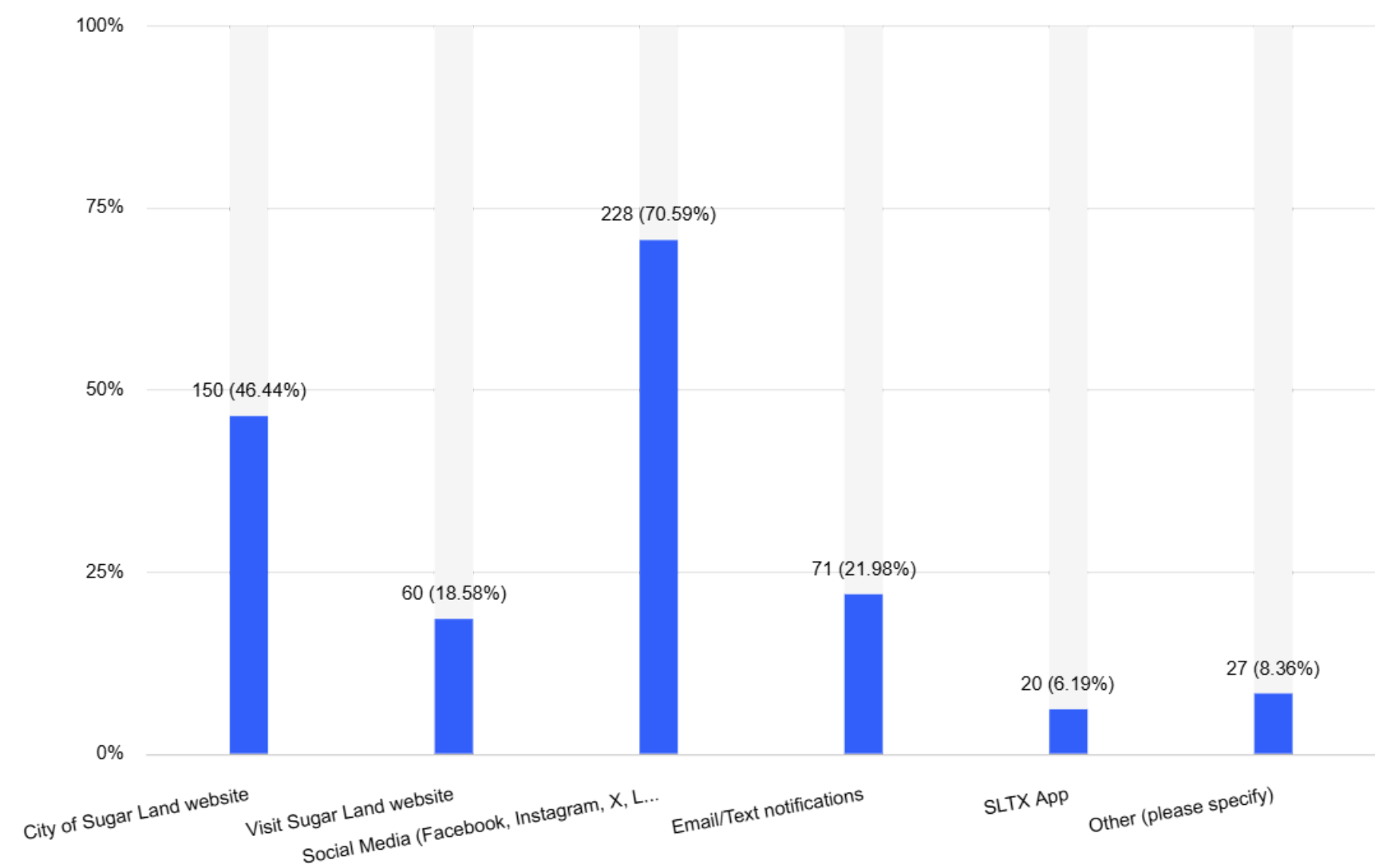
"Nothing particular."

"I do not take them to see anything. We go into Houston."

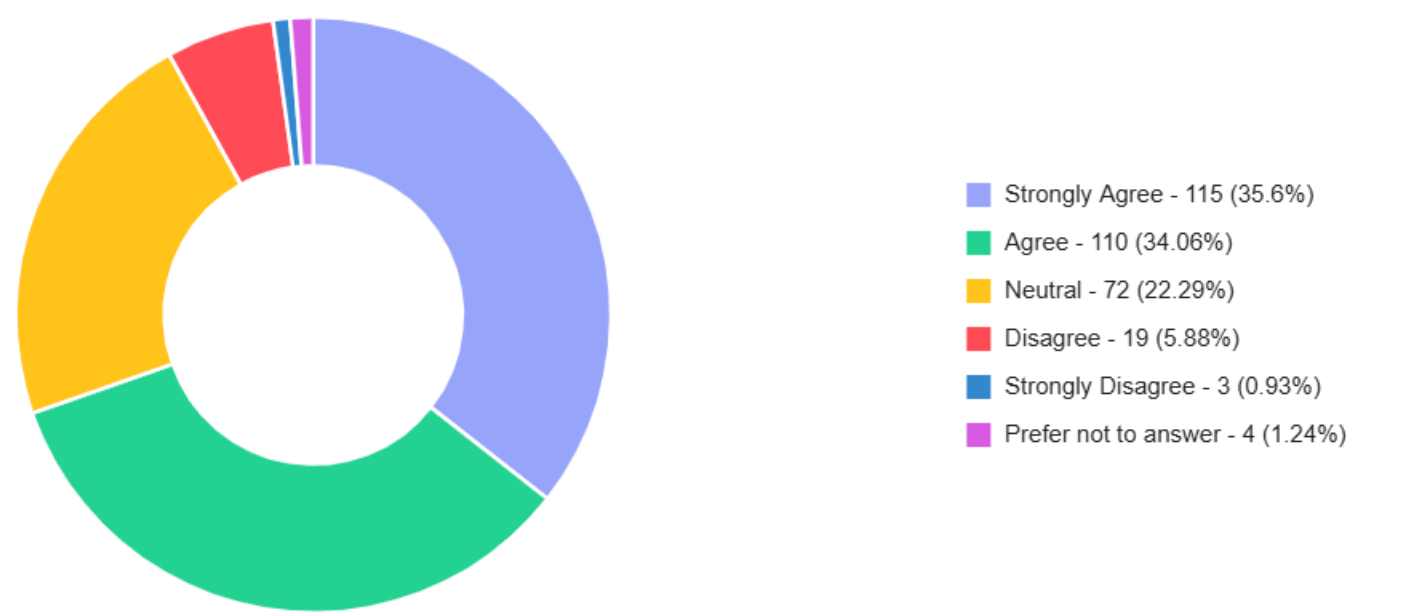
"Memorial Park maybe? There is not much to do here."



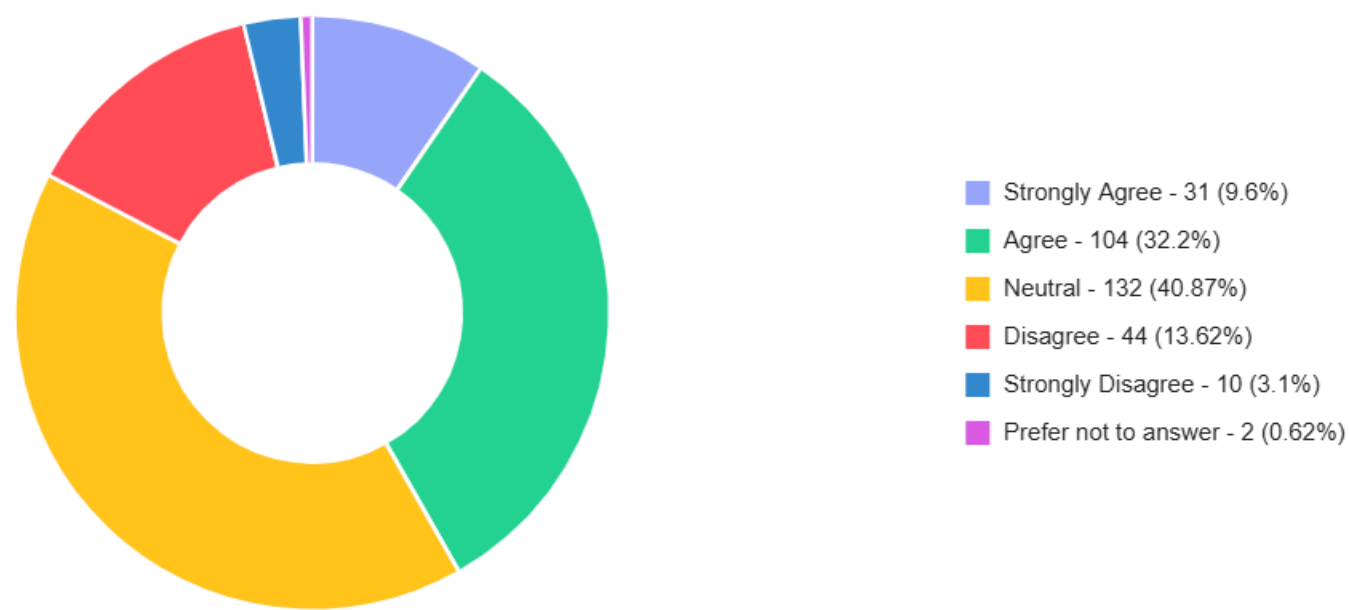
What resources do you use to stay engaged with the City of Sugar Land?



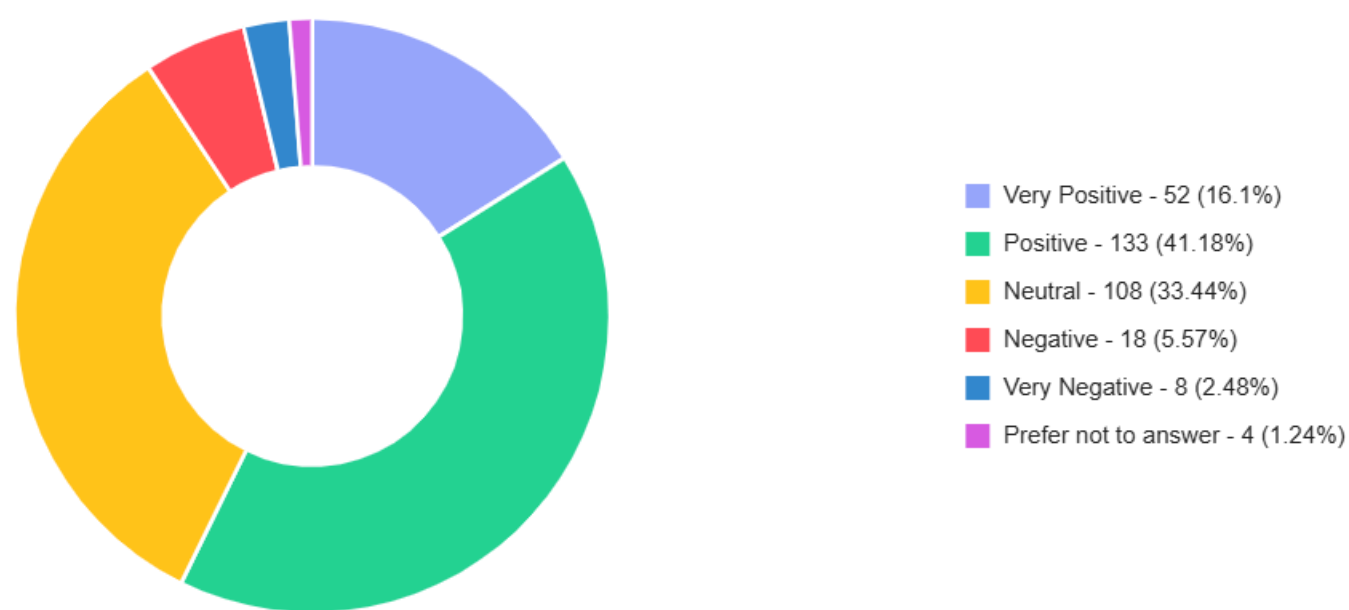
Do you agree or disagree with this statement? "The money spent by visitors helps local businesses thrive, beyond what residents spend."



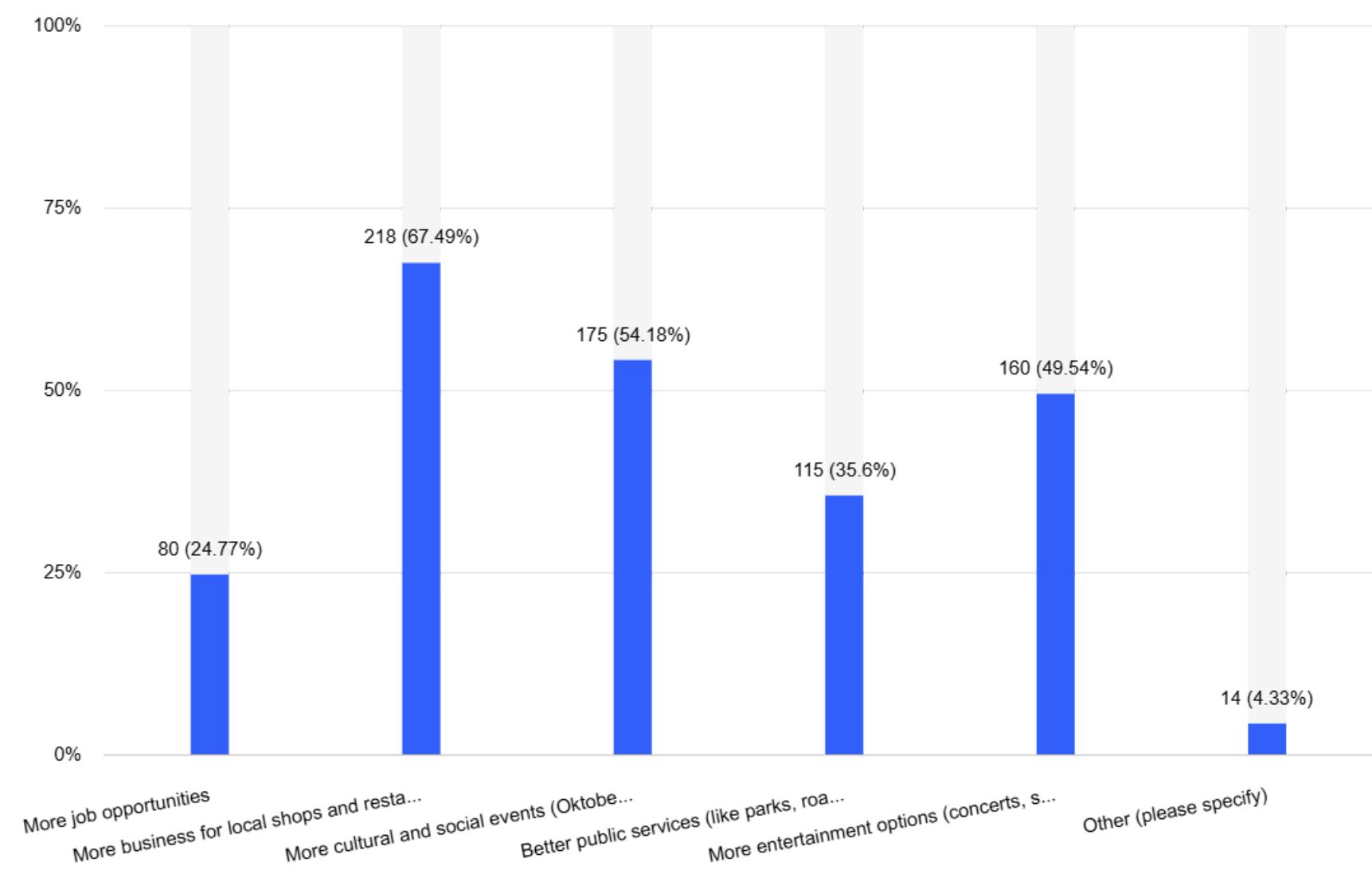
Do you agree or disagree with this statement? "The local government is doing a good job balancing the growth of tourism with the needs of residents and businesses in Sugar Land."



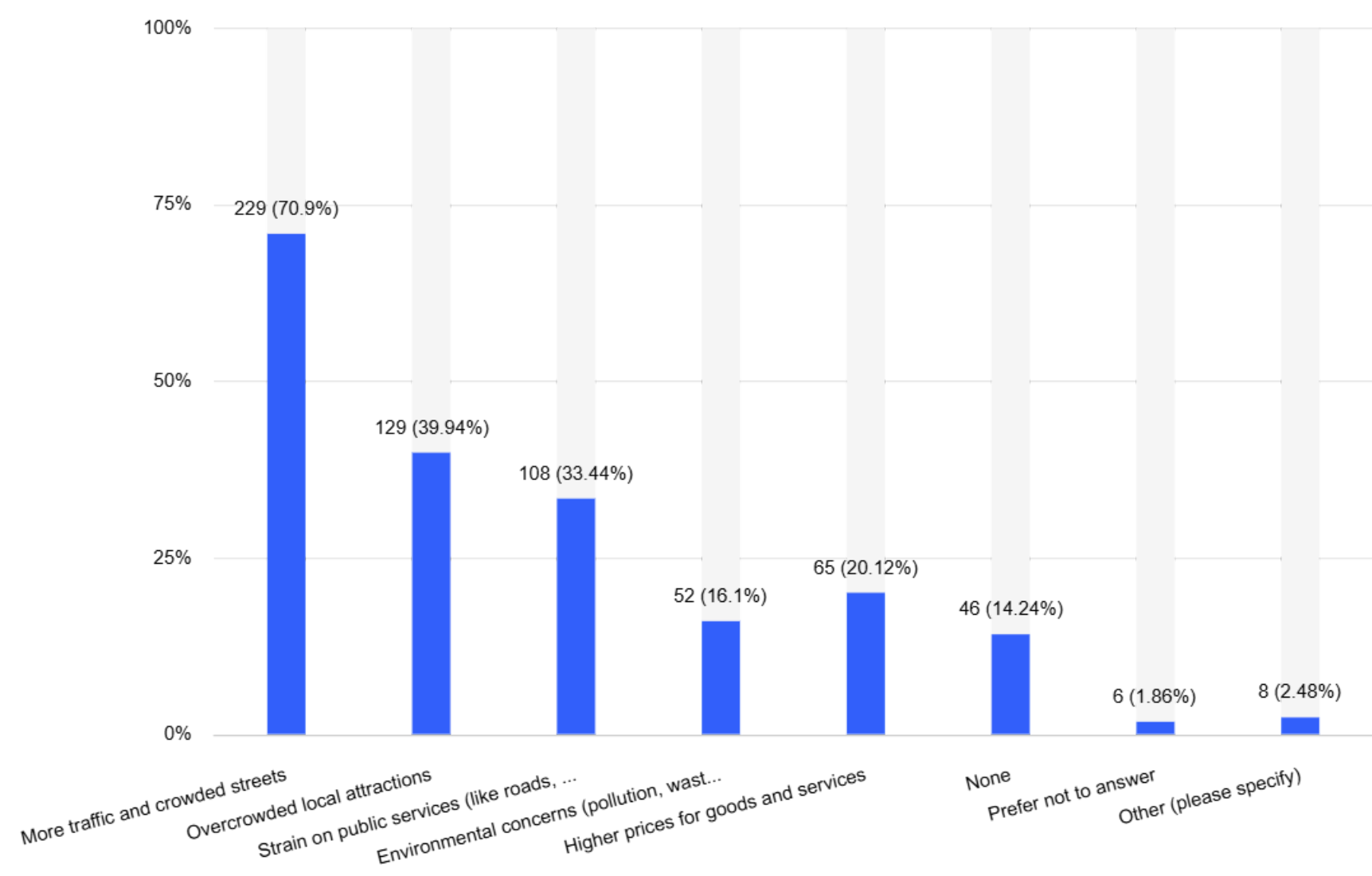
How would you rate the overall impact of tourism on the quality of life in Sugar Land (how it affects things like jobs, local businesses, and public services)?



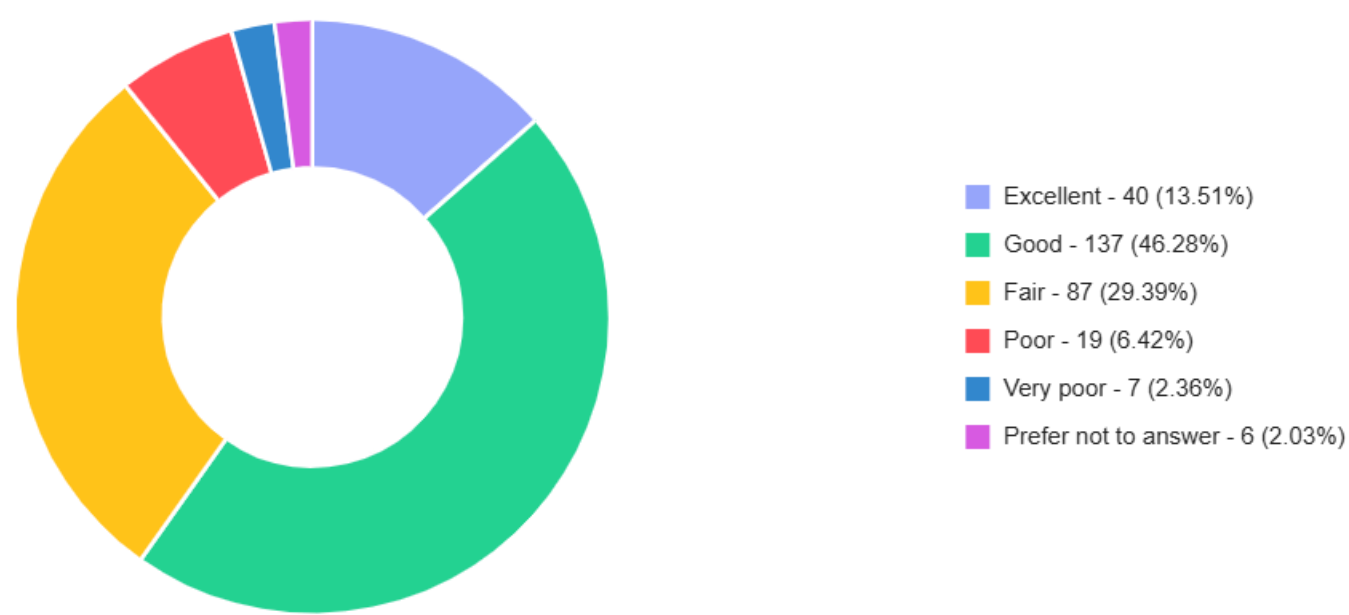
What are the main benefits you think tourism brings to Sugar Land?



What challenges do you think tourism brings to Sugar Land?



How would you rate the current attractions and activities in Sugar Land for visitors (things like sports facilities, meeting/event facilities, or local businesses)?

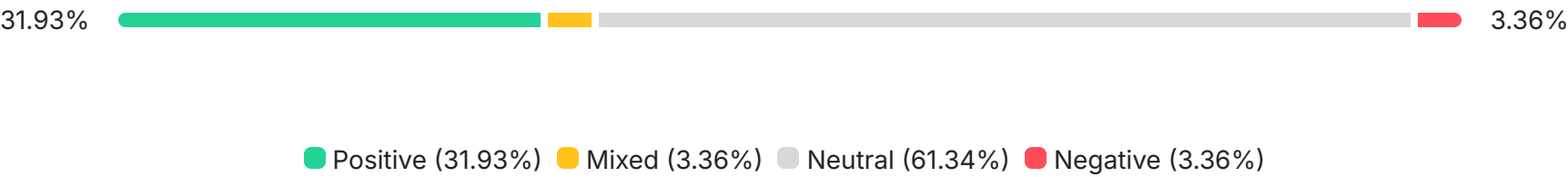


Are there any experiences or activities you think Sugar Land should develop or improve?

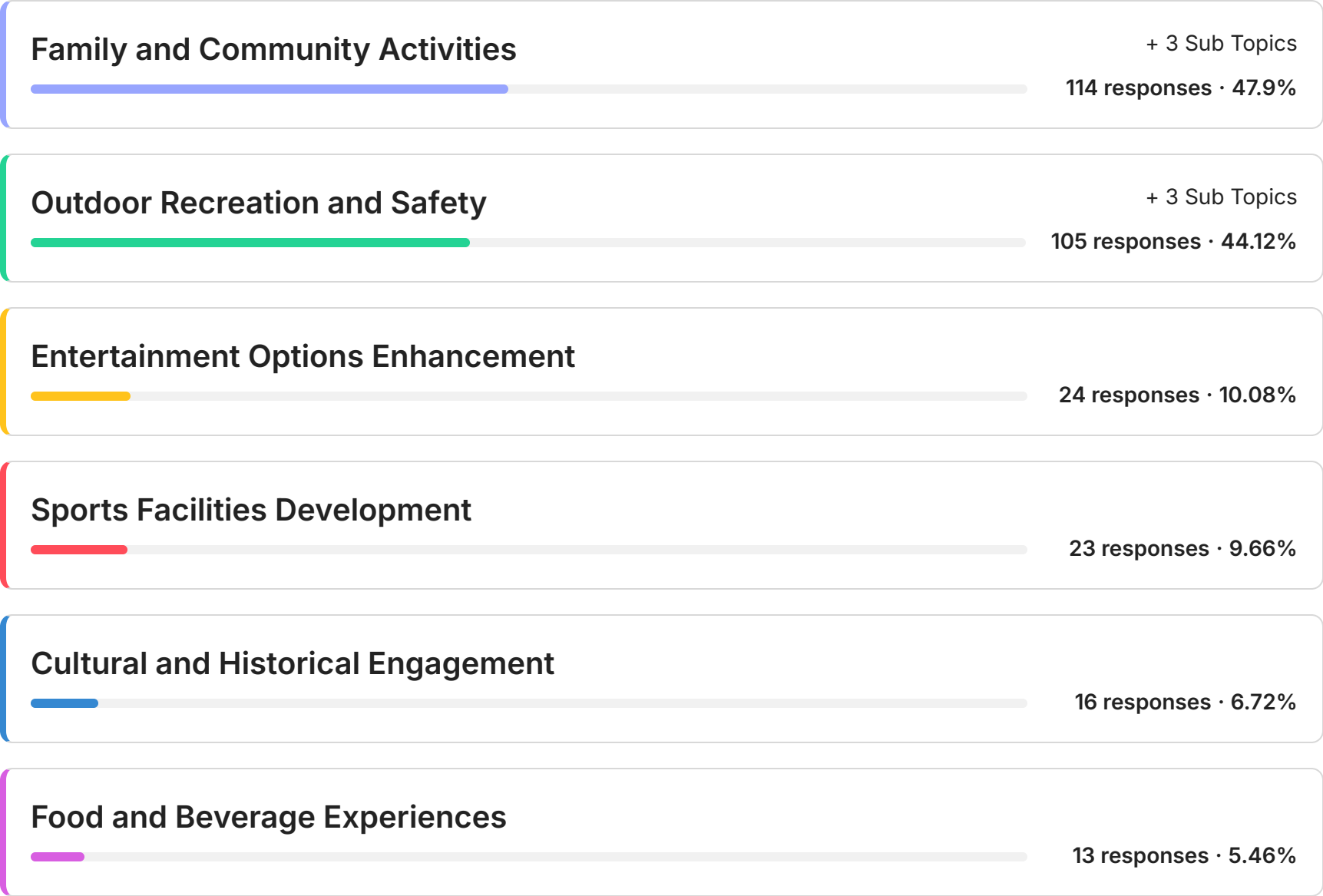


If yes, please tell us which types of experiences or activities you'd like to see developed or improved.

Sentiment Analysis



Topic Analysis · Run on: November 8, 2025



Filters applied reduced participants from 411 to 411 (100%) · 238 of them responded to this question (58%)

Organized Open-Ended Survey Responses

1. Parks, Outdoor Recreation, & Sports Facilities

"Better parks and water feature opportunities. More padded playgrounds instead of mulched."

"More attractive parks (like Levy Park, Evelyn's Park, Memorial) that are kid and adult friendly. Restaurants, and a resort/staycation style hotel."

"Parks and Rec needs more development and focus. The city should strive to make a more outdoors-oriented society."

"Lost Creek Park needs artificial turf."

"A large public water park would be great!"

"More public parks like SL Memorial Park. More public sports spaces (tennis, pickleball, basketball, etc.)."

"A skating rink for families; birthday venues for kids; better local restaurants."

"More shaded recreational pools and pickleball courts."

"More outdoor pickleball courts, more local restaurants (not chains), better concerts at Smart Financial, more live music."

"More aquatic facilities and swim space/natatorium for community and event revenue."

"More tennis courts for tournaments/socials and dedicated courts at Sugar Land City Park."

"Indoor tennis courts and a new mega-modern playground/recreational pool."

"Move the City Park skatepark next to the pump track in Brazos River Park."

"Memorial Park desperately needs a dirt jumps/skills park area with drops, skinnies, and a rock garden. A skate park would be killer as well."

"Bouldering gym, indoor rock climbing, and more mixed-use activity centers."

2. Biking, Mountain Bike Trails, & Pedestrian Infrastructure

"Mountain Bike Trails! Improve our mountain bike trails and develop a skills park (look at Bentonville, AR)."

"Continuous bike routes, continuous sidewalks, crosswalk enforcement, and a public running track with a soft surface."

"Re-open and grant access to the trails behind Sartartia Middle School and LID 7 that were fenced off."

"Sugar Land has a VERY large cycling community; trails and street infrastructure significantly promote this and bring in revenue."

"Increase and continue the mountain bike trail network and bicycle/pedestrian access via greenbelts connecting parks and attractions."

"A bigger pump track with more courses, dirt jumps for all skill levels, and pump track leagues."

"Work with FBMBA to expand, improve, and maintain mountain bike trails."

"Wider paths with divisions for cyclists and walkers."

"Bring a velodrome to build on cycling park assets."

"Develop biking trails in New Territory, add a biking skills park, and establish a bistro at Brazos River Park."

3. Historic Preservation, Culture, & Destination Development

"Develop the old Sugar Factory / Historic Char House property into a mixed-use destination (similar to The Pearl in San Antonio)."

"The Sugar Land Heritage Museum should be expanded to include all history of the area from Indigenous People to the present."

"Cultural festivals, outdoor music shows, and bringing back a version of the Grand Wine & Food Affair."

"Live theater similar to Long Beach Community Playhouse (not exclusively children's theater)."

"Reinstate the Sugar Land Food and Wine Festival."

"Provide options for pop-up, Instagram-friendly, or immersive experience museums."

"Historical Sugar Land experience and interactive Imperial Sugar museum."

4. Dining, Entertainment, & Nightlife

"WE NEED UPSCALE RESTAURANTS, PLEASE."

"Indoor/outdoor farmer's market, year-round dog park/family entertainment (like Bar-K), food hall, and local restaurants/shops."

"Family-oriented experiences (mini-golf, go-karts, outdoor activities, etc.)."

"Better/more restaurants and family activity centers like Top Golf, Puttshack, or Taroko Sports."

"Allow businesses to create a more sophisticated late-night atmosphere for adults. Bring back NYE in Town Center."

"Clubs for younger people, wineries, microbreweries, and patio coffee shops that stay open later."

"More food/entertainment around Smart Financial Center and increased foot traffic around Town Square."

"Select better entertainment for the Smart Financial Center tailored to local demographics."

"A RoundOne or entertainment district near Smart Financial Center with karaoke rooms and adult/family activities."

5. Urban Planning, Walkability, & Accessibility

"Walkability/transport between parks, attractions, restaurants, and shopping."

"Close the streets in Town Center on weekends to make it pedestrian-only and allow restaurant street seating."

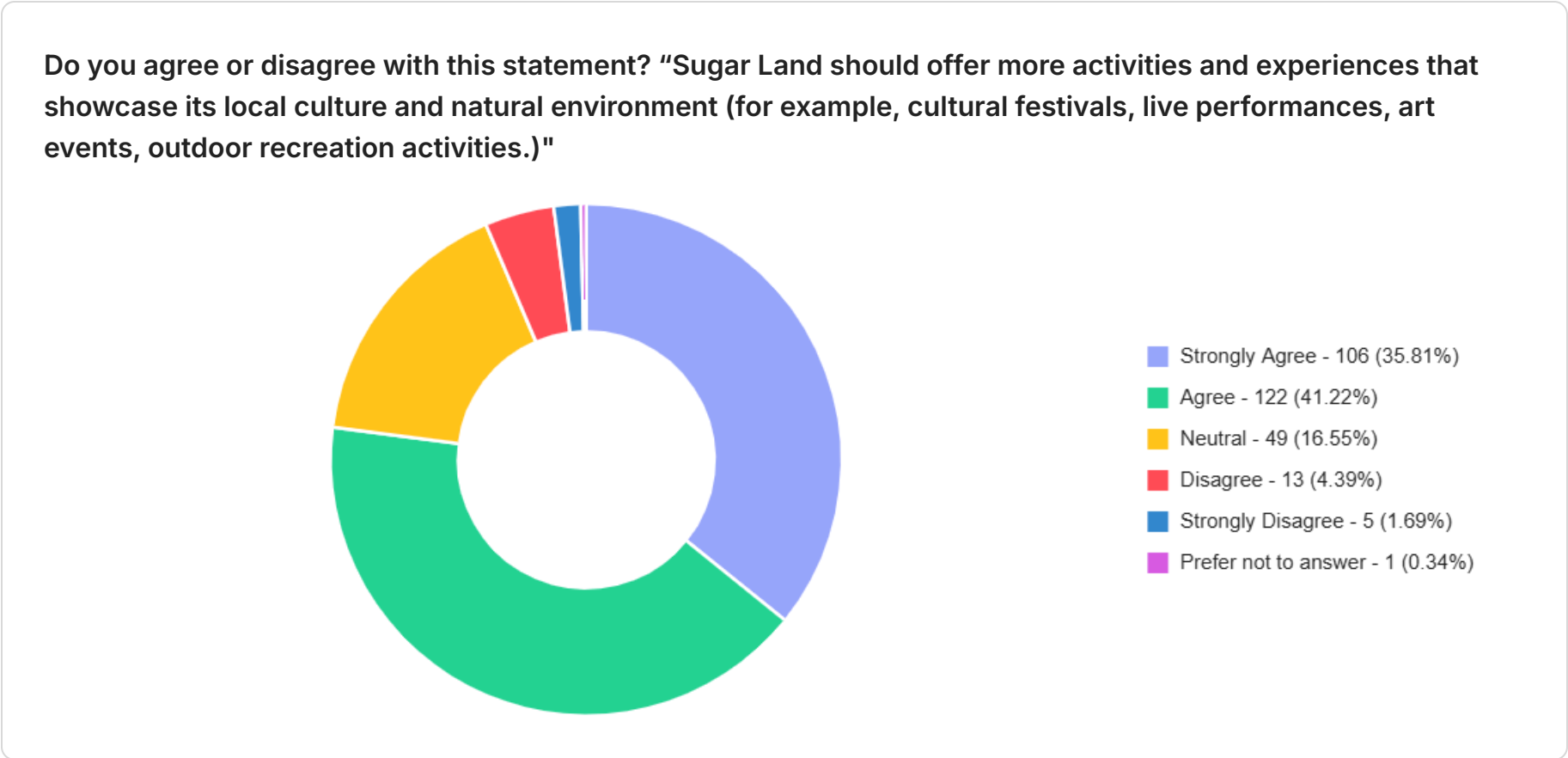
"Public transit options, better walkability, density, and third spaces where money doesn't need to be spent."

"Convention hotel next to Smart Financial Centre to bring in visitors and revenue."

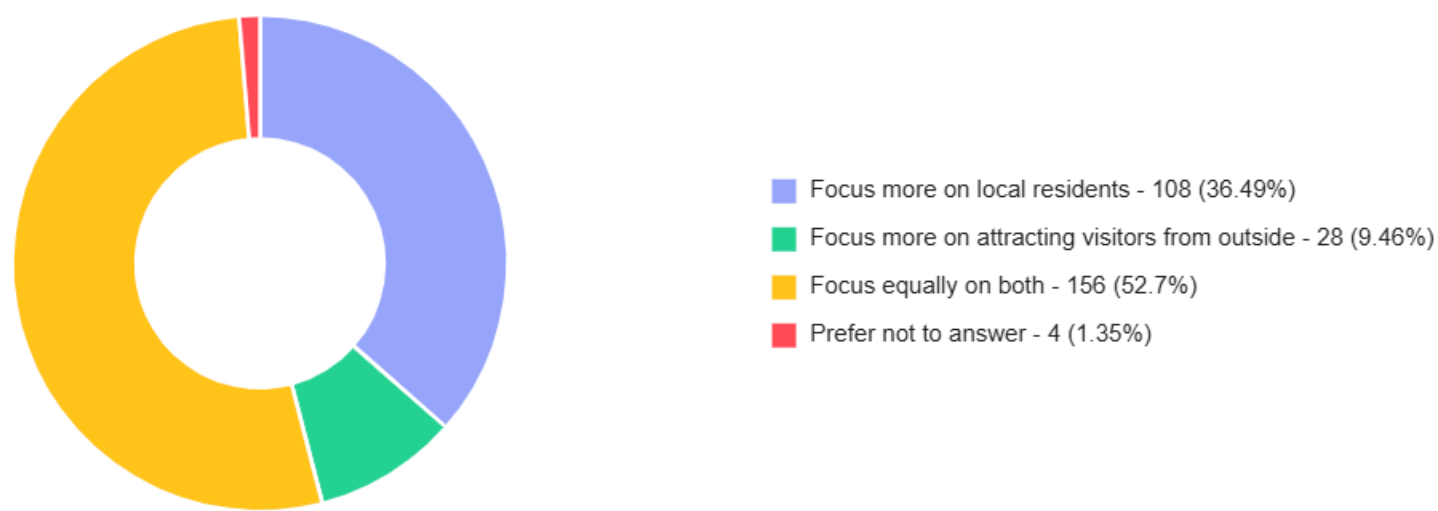
"Address traffic flow on Highway 6 and traffic management for major concerts/events."

"Improve transit and connectivity (e.g., waymos, shuttles, or skyliners connecting major hubs)."

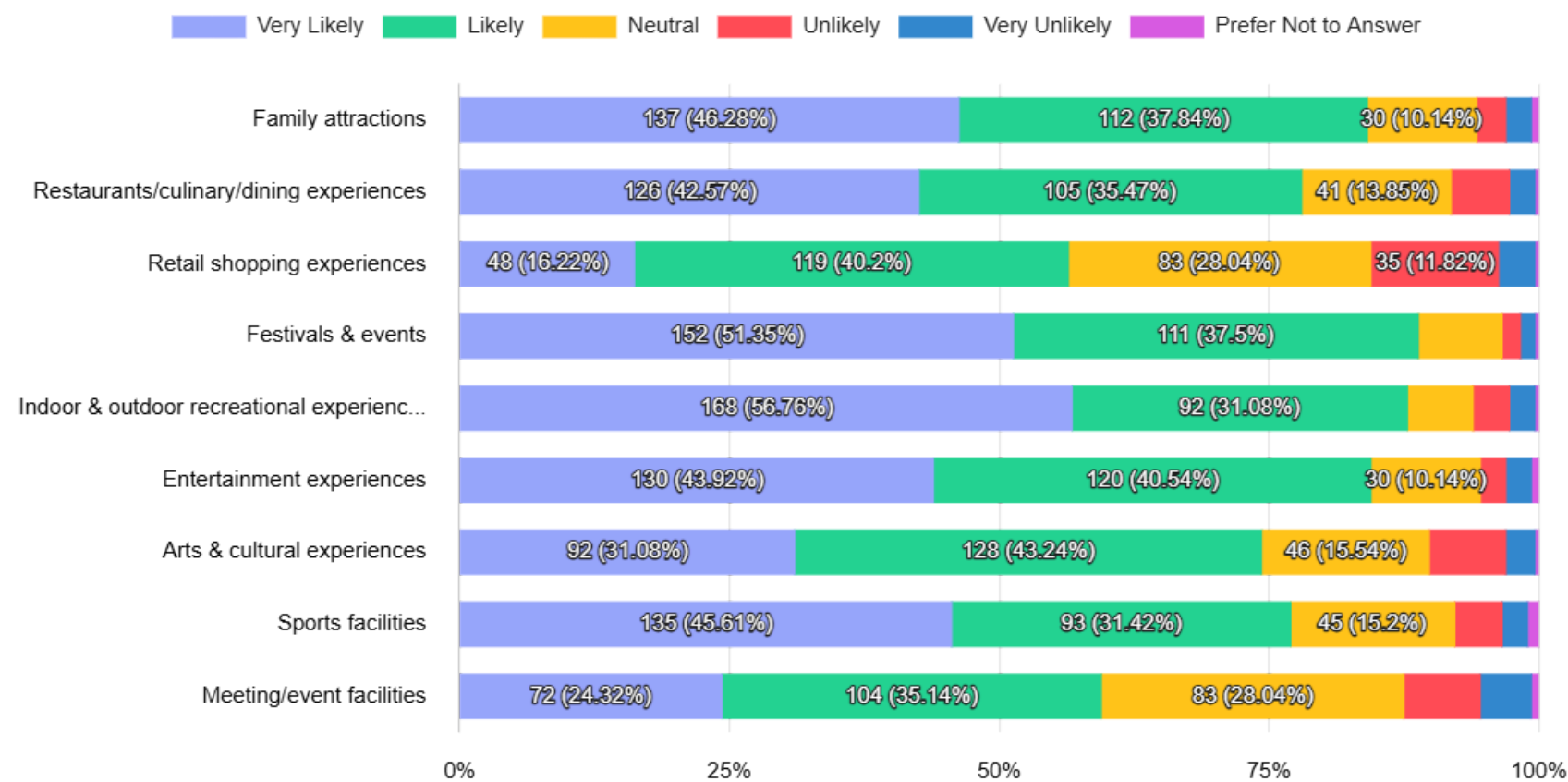
"City pool needs stairs inside the pool for accessibility (ladders are difficult for elderly and disabled residents)."



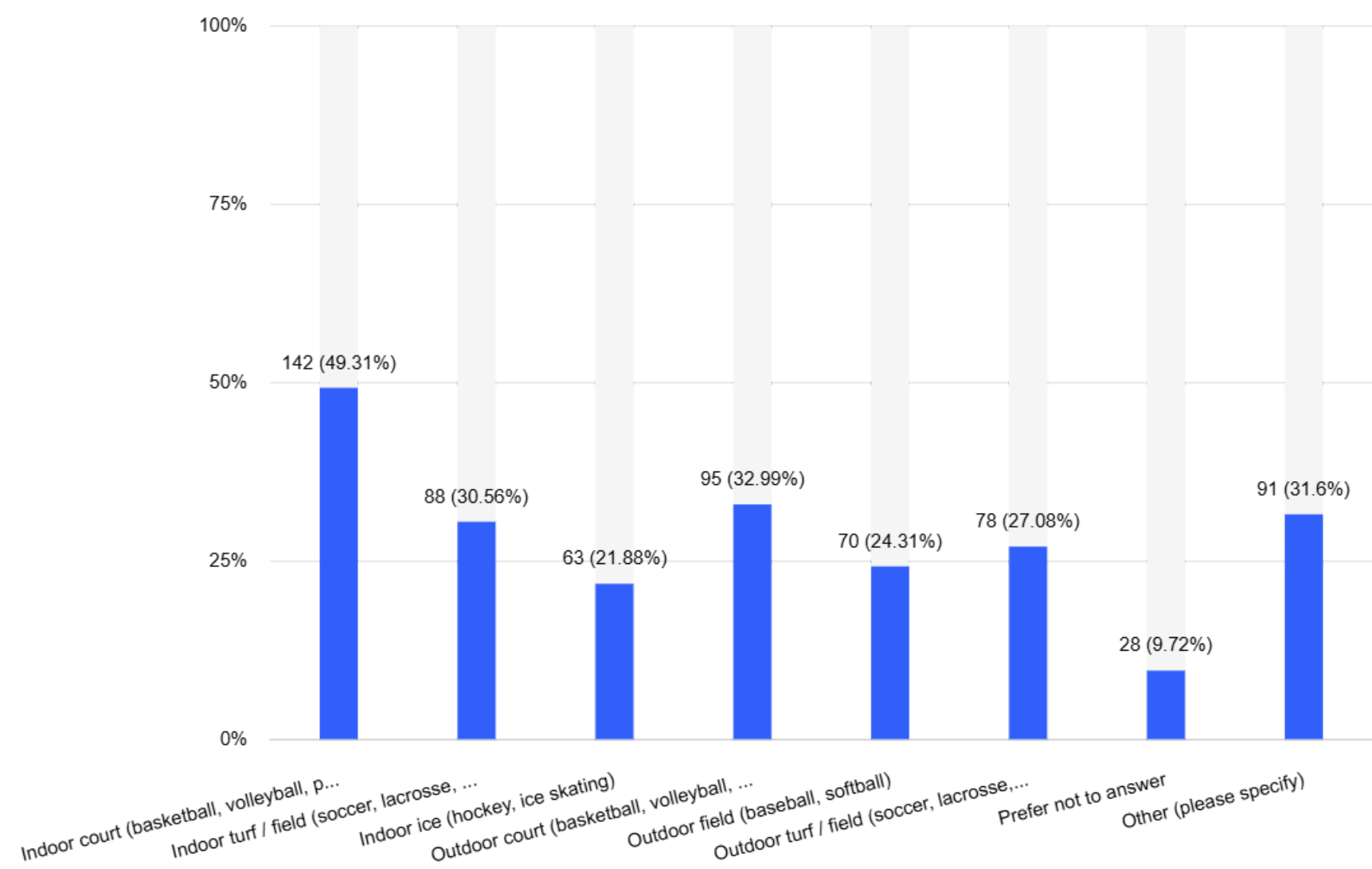
In your opinion, should efforts to attract tourists to Sugar Land focus more on encouraging local residents to explore their own city or on bringing in people from outside?



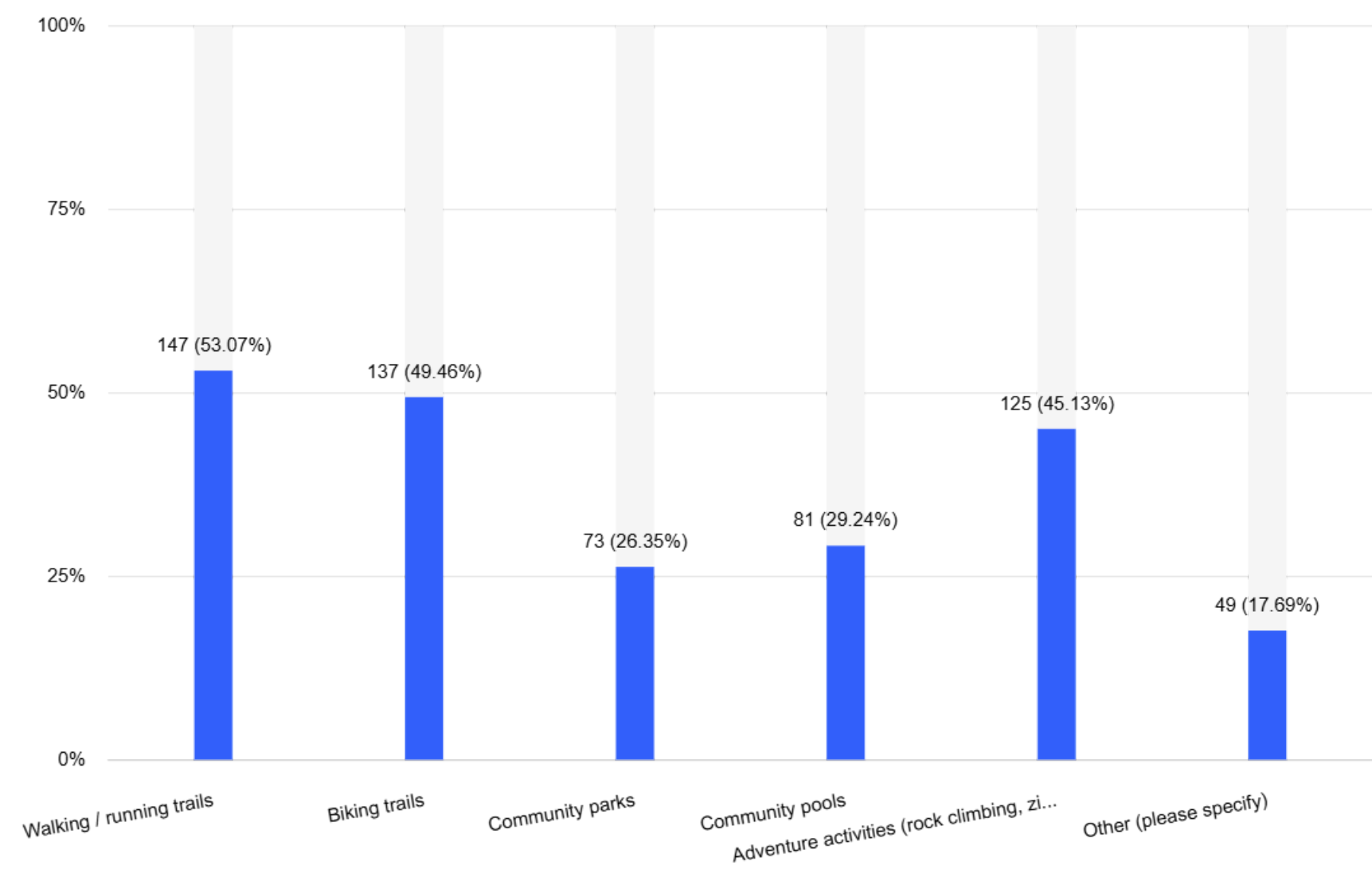
How likely is each of the following to attract tourists to Sugar Land?



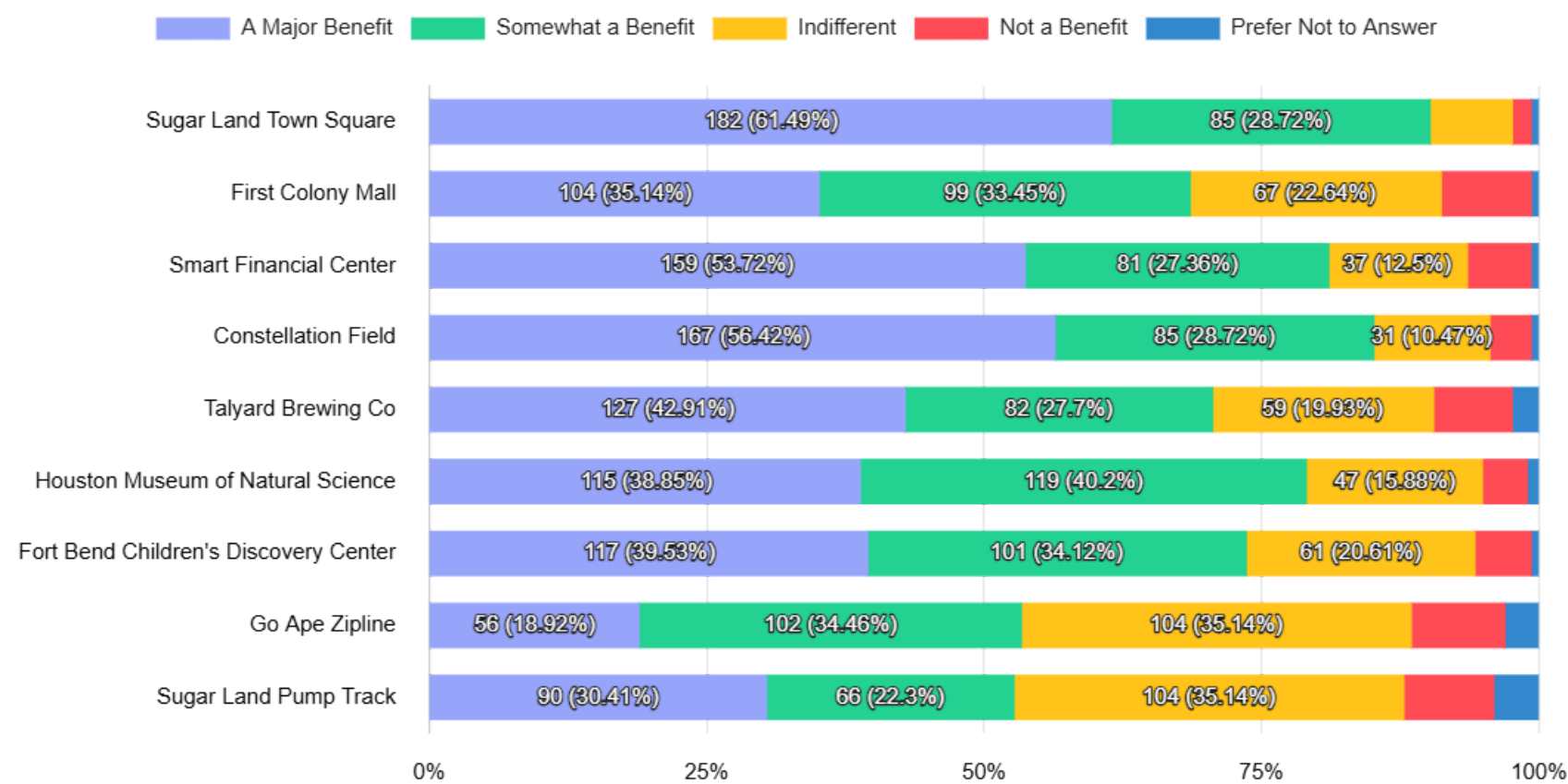
What sports facility needs exist in Sugar Land? (Select all that apply).



What recreational activities are lacking and desired in Sugar Land? (Select all that apply).

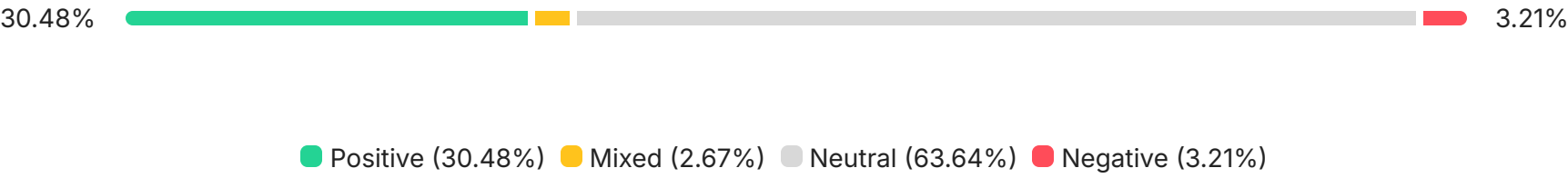


What is your view on the following destinations/venues in the area for you or your family?

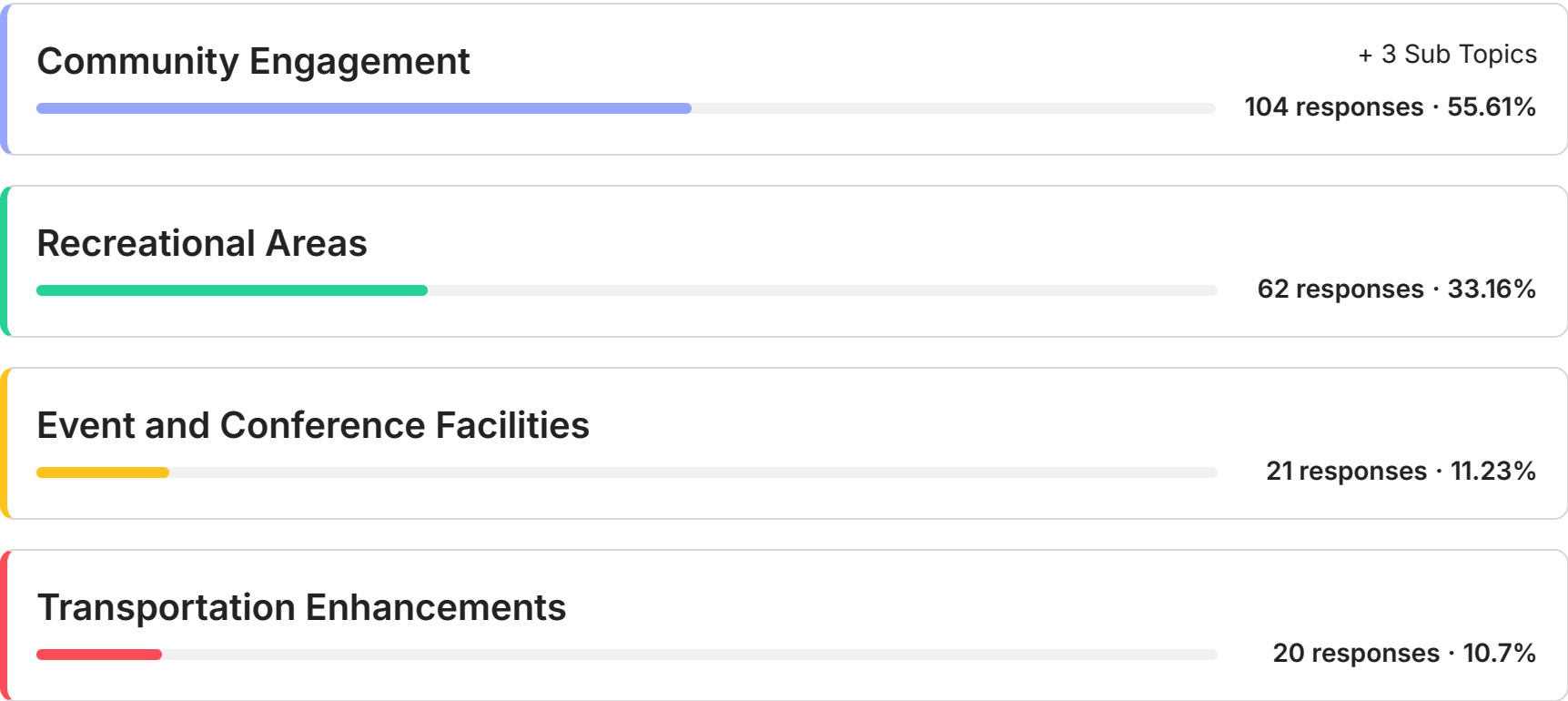


What non-sports assets or amenities do you think are needed in Sugar Land that would be valuable to residents but also draw in visitors?

Sentiment Analysis



Topic Analysis · Run on: November 8, 2025



Filters applied reduced participants from 411 to 411 (100%) · 187 of them responded to this question (45%)

Organized Open-Ended Survey Responses

1. Redevelopment & Major Destination Projects

Imperial Sugar Factory / Char House

"Developing the old Sugar Factory into a mixed use destination/development. (Think The Pearl in San Antonio)"

"Expand the Sugar Land Heritage Museum. Make the entire Historic Imperial Sugar Char House a Heritage Park. It should include multimedia presentations and displays showing the entire history of this area, from the earliest Indigenous People all the way to the present. It should include all of the history, slavery, Jim Crow, etc. Sugar Land is now wonderfully diverse, but it hasn't always been that way. There could be a plot of Sugar Cane grown so people can see what it looks like, and sugar cane products could be sold."

"Sugar Land needs a signature tourism district combining heritage, culture, and nature — for example, redevelopment of the Char House and Imperial area with museums, rooftop cafés, eco-trails along Oyster Creek, and cultural festivals that

celebrate Sugar Land's identity."

"Imperial Sugar Mill - This should be developed similar to The Pearl in San Antonio. This is at the heart of the city's history, gave the city its name. Why? What does it mean to our city? It should be preserved and developed to include a historical museum, shops, restaurants, an amphitheater, the Char House should be turned into a boutique hotel like at The Pearl, etc. Oyster Creek should become the next Riverwalk!"

"Fix the sugar factory!!!!!!!! This has been going on Tooooo long !"

"Food Truck Park in the empty lot in Hwy 90 across from the Sugar Factory/in front of SL Softball league."

Mixed-Use & Experiential Retail

"Mixed-used buildings with play areas for kids that could increase the walkability of residents."

"Another walking retail area. Look at the Domain Austin"

"more mixed-use activity centers that blend entertainment, dining, and shopping with residential and commercial spaces would create vibrant, year-round hubs."

"Experiential retail."

"I think we need more experiential retail. More things like Talyard, more things that young people can do but also older people can do. Talyard is a great example of what we need more of. The community needs that third space that isn't home or work. The parks we have are great as well."

"Town center is a great asset that could be expanded (into the mall space?) to include more cultural and outdoor space and experiences, similar to Discovery Green in Houston."

"I've been hoping Sugar Land would have an upscale shopping center for years and it hasn't happened yet. I think the City Centre/Highland Village/Rice Village areas are all very impressive and Sugar Land needs something like that. Sugar Land Town Square is very nice but I think we need better shops to really attract people to that area. I think First Colony Mall could really use some updates too. When I compare it to Memorial City Mall, the Galleria, and even Baybrook Mall - those malls have much better stores and spaces."

2. Walkability, Mobility & Infrastructure

Pedestrian & Bike Connectivity

"Small cafes in quaint locations near residential for coffee and desserts, not full meals, so folks can stop, recharge, take-out, walk to meet up with neighbors (maximum 20 people capacity). All we have are large restaurants or Starbucks for IT hook-up option that require a car and a parking lot. SL will never be pedestrian friendly if a car is required to get there, even with leveled parking (ugh)."

"Better infrastructure to walk and bike. The city is too focused on cars."

"More walkable infrastructure"

"More walking and cycling trails"

"Tracks, hills, trails"

"More walkable sidewalks. More non car options to get around."

"Better walking and biking trails, ideally along Ditch H"

"Walking and biking trails that are connected"

"I would like to see bike lanes and spaces for people who bike. That way we wouldn't interrupt those on foot."

"Public transport, bike paths that lead between places - eg get from memorial park to HMNSL so can get around the city"

"Walking trails"

"more pathways for pedestrians"

"There needs to be a better focus on mobility, whether from bikes, e-bikes, walking, etc. As it is, one can do those things within their neighborhood or subdivisions, but connecting between them is usually non-existent, aside from some work done on University."

Transit & Shuttles

"Tour bus, day and night, small truck for rights around main places with stops in key points"

"Public transport/rail from Houston to SL and connecting to IAH"

"A bus/trolley service that hits all of the major attractions in Sugar Land. When I'm on vacation, or even on a day trip, my favorite thing is not having to drive from one destination to another."

"Transportation and parking"

"Better public transport"

"Shuttle services between venues."

"We need a train to Houston to bring people to Sugar Land and to service commuters. In addition, local transit options (ie trolleys, gondolas or monorail) would allow visitors to travel around the city and limit pressure on roads and parking infrastructure."

"The gondola is a tourist attraction by itself (given that nobody else in the area would have it) and yet is most helpful for the residents of Sugar Land in terms of providing an easy way to get to the city's most significant areas/attractions, more likely enabling people coming in from out of town more opportunity to explore the city and keeping residents in town vs travelling to Houston."

"public transit from Houston to Sugar Land and public transit connecting various plazas on Hwy 6."

Focus on Residents vs. Tourism Concerns

"I'm not concerned with drawing in visitors. I think the city of Sugar Land should concentrate on its residents."

"Nothing, I do not want more traffic, longer wait times, and higher taxes."

"No visitors - there's too much traffic as it is."

"None; I'm concerned about traffic with newly constructed tourist attractions. We can introduce nicer restaurants, or shopping experiences with the space we already have. There are lots of empty store fronts already and I don't understand why. We already have tons of traffic while they are widening the roads on Alt90. Traffic to residential areas is a major concern with increased tourism."

"Smart Financial needs a parking garage, and the reclaimed land can be used for restaurants and such, allowing people to get food before/after shows."

"Public restrooms that are open 24 hours a day."

"Public lighting, safety"

3. Dining & Local Business Support

Local & Non-Chain Dining

"Restaurants such as Goode Co. Seafood, Goode Co. BBQ, Niko Niko's, Local Foods, etc."

"We have great farms in neighboring cities in FBC that would be great to showcase their products in an indoor/outdoor Farmer's Market like in Kansas City. Local breweries and non-alcoholic options like coffee shops. An incentive to draw in local restaurant owners would be great. Sugar Land is currently viewed as home of the big-box stores and chains."

"High end restaurants"

"Unique and nice dining experiences, unique boutique shopping, other natural spaces like Cullinan park."

"More fine dining restaurants"

"Better restaurants, trendy bars, trendy restaurants and activities like Putt Shack or Top Golf or Taroko Sports"

"more breweries"

"More restaurants and stores rather than more gyms taking up big space."

"Better quality restaurants in the sugar land. We always go to city for good quality food. Better store at the mall or will become light Sharpstown."

"more focus on small , local, or independent businesses and away from franchises. Also niche upscale dining options similar to the houston food scene"

"High end dining"

"Non chain food hall, outdoor entertainment, festivals"

"Family dining with walkable activities and shops - without big chains!"

"High-end and unique restaurants that are NOT chains"

"More historical venues and more diverse food options."

Coffee Shops, Nightlife & Social Gathering Spots

"More chill coffee spots like Day 6 where people can work for a couple hours"

"A safe dedicated street for nightlife while also bringing in more nightlife for young adults."

"More restaurants and stores"

"More walkable areas with live music and restaurants. Town center is okay but it could be better"

"Another venue similar to Talyard Brewing would be nice as well as an art museum."

"More places like the Talyard."

"Another place like Talyard Brewing, Chicken N Pickle would be nice, a speakeasy, food hall with alcohol options which could also be a ghost kitchen accelerator where small businesses can try out concepts, Kalahari"

"Water front third spaces like Becks Prime (example area behind TJ Maxx), co-working friendly spaces with free wi-fi"

"Fill Town Square with more active businesses"

"Adults interactive date night places"

Food Trucks & Farmers Markets

"Food truck park that offers food options and places for families to easily play and eat."

"Higher quality farmers market"

"food trucks"

"Additional outdoor event and music spaces. Food truck alleys!"

"Open area concert location and food truck park."

"Food Truck Rendezvous Weekend at the Park (rotational by park); St Patrick's Day parade; St Joseph's Day parade; Local Trail Ride ending in a park with BBQ Cookoff."

"A central market or Sur La Table--- place with fresh food and opportunities to learn to cook"

"Events in different areas of the city and moving the farmers market"

4. Outdoor Spaces, Nature & Weather Adaptation

Shade & Hot-Weather Amenities

"Indoor activity options during summer."

"Shaded outdoor attractions"

"Indoor space to hold public events during the hot months instead of golfing then in the Sugar Land Town Center."

"Places that have shade!"

"Covered or indoor play spaces for hot times. Splash pads or upgraded community pool;"

"family oriented events. The festivals are fun but SO HOT. It would nice for a big covered facility with fans or similar"

"Shade trees for Crown Park. Outdoor concerts at the different parks like Oyster Creek, Crown Park with seating under a pavilion."

"Shaded areas to enjoy, walk, socialize without having to spend money – i.e. community parks with live music and food cart, etc. Historic tours."

Parks, Trails & Water Attractions

"Nature Parks, trails, preserved or restored natural areas"

"Large open space with lake view for people coming to relax and picnic"

"Parks and green space"

"Continue to develop the parks"

"Outdoor activities on a lake"

"Outdoor picnic areas."

"Arboretum/nature center with extensive hiking trails. Bike park"

"Not sure. Brazos River Park is my favorite and most used asset in the city and we should continue to invest in that park."

"Water Park"

"A water park/beach would be great for the summer time. I've seen a lot start to open up in other areas."

"Waterpark"

"a really cool water park/wade pool or natural pool"

"Outdoor Swimming Pools for the Community"

"A nice community pool with slides, splash park, etc - see Plano Parks & Rec's Jack Carter Pool, or The Texas Pool (private pool in Plano), or The Lakeway Swim Center in Lakeway, TX."

"Canoeing"

"Potentially expand the number of canoe/kayak launch points along the brazos."

"Boating or water activities"

"more public parks"

"More parks"

"parks, hiking, walking trails. October fest with low cost beer and german food"

"outdoorsy activities like camp grounds with cabins, trails, nature activities"

Botanical Gardens & Special Parks

"An arboretum or garden showcasing the natural fauna to help beautify the homes and businesses in our neighborhoods instead of the same basic plants and to educate people on the environment and conservation. A bigger gathering place than just town square for events."

"I'm a photographer so outdoor parks are important to me and my line of work. I do a lot of family photos all year and it's hard to keep finding outdoor spaces that are pretty enough for those timeless family photos. I would love to see something like a Sugar Land Botanical Garden. I know in other areas of Houston we have Hermann Park plus the McGovern Centennial Gardens are beautiful and can be an event/wedding space. It would be great if Sugar Land had a

pretty garden for residents to walk through and use for photos and events. Even something similar to Levy Park or Evelyn's Park would be so nice."

"A wellness loop garden walk, botanical garden; innovation hub;"

"community garden with events like at Enchanted Forest or Hana and Arthur Ginzburg Nature Discovery Center."

5. Culture, Arts & History

Public Art & Heritage

"visiting art/craft collections that change; outdoor sculptures to beautify (large, unusual sculptures that reflect the history and the area, i.e. a sugar cane maze garden, sculpture of sugar canes, native birds and/or plants - something unique. Several deer statues in Riverstone that are located on University Blvd. are nice - not trying so hard to be noticed but more natural)"

"More development into our historical districts, and museums."

"Public art trail, local botanical garden, splash pads, food trucks, community theater programs and performances"

"interactive art exhibit like the color factory"

"More art"

"MUSIC OR ART"

"Pop up traveling immersive museums."

"When I visited Santa Fe, New Mexico their city was so different, the Adobe style houses, the decor of the Comanche and Apache tribes in the restaurants and hotels was just so fascinating and unique. It had an identity of its own. Even when I visited Colorado Springs, CO, the mountains in the background, and a lot of artwork in the local places there had mountain related themes... I feel like we don't really have an identity... I want us to have sort of a theme."

"Visual representation of the historical content of the city's beginnings!"

"Immersive art, elevated playground / activities at our parks, water features, music"

Museums, Live Music & Theater

"art museum might be nice."

"Museum"

"Performing arts"

"Museums"

"The city should support the Art Museum Texas on Sugar Land Town Square. It's a gem but I've never seen any support by the City"

"Satellite MFAH location, Free parking rather than the rip-off fees at Smart and the ballfield"

"Outdoor theater. Affordable concerts."

"Amphitheater for cultural programs like musical, theater, social events"

"Outdoor Concert venue"

"Outdoor entertainment venue kind of like Miller Outdoor Theatre."

"Outdoor stages in our park for events"

"Outdoor Concert Venue"

"outdoor music venue similar to Cynthia Woods Mitchell Pavilion"

"Regional live theater. Not designed for children. Put on maybe six shows per year. Professional and non-professional actors. Limited seating of maybe 200 to 225 people. Plays written by local and national artists."

"Theater"

"Language, arts schools"

"Concerts"

"Outdoor music festivals/concerts are great like what is done at parks in Europe. A food tour to showcase all of our wonderful and diverse cuisine"

"Cultural events"

"Food, Art, Cultural Festivals"

"The cool food court; an outdoor theater with plays"

"Art gallery / museum Botanical garden"

6. Youth, Teen & Community Recreation

Family & Teen Entertainment

"More family centered experiences. Things that are public and not private to residential neighborhoods"

"More Teen friendly options"

"Things that are similar in nature to top golf."

"Indoor activities such as indoor batting cages, race tracks for kids Mini golf"

"Entertainment complex. Pool bowling etc"

"rc car track and basher place"

"Escape room"

"Birthday venue for older kids: similar to Dave and busters or Activate"

"Indoor skate park"

"Billiards"

"modern arcades, more activities for teens, more sitting tables in town square for people to hang out. More murals or art around."

"More entertainment that can be done with young adults. Things like RoundOne, arcades not claw machines, cafes, karaoke, things of that nature. I naturally go along with friends to Houston for nighttime fun or karaoke. It would be nice to stay local rather than drive into congested Houston!"

"Entertainment options that teenagers and young adults could participate in"

"Indoor mini golf"

"Outdoor mini golf"

"Roller skating rink"

"Venue for plays/musicals, higher end restaurants/retail, top golf/dave and busters type venues"

"Indoor activities to do with friends or family"

"More places like Talyards and town center where kids can run around and play while still getting great food and good atmosphere. Some upscale, safe, easy parking and family friendly spaces. There's no MAIN park that is open with a restaurant and field to play in. City Center and Canyon Ranch have a great setup. Whats lacking in Town Center is some key nicer upscale stores, better eating choices (and more of them), and mostly the walkability. The roads that cut through make it hard to let kids run around or go to eateries and then come and play. Adults have to supervise at all times. Closing the streets that cut through (after the Marriott perhaps) on Friday and Saturday nights would be nice for families"

Sports, Community Centers & Inclusivity

"Tennis"

"Soccer"

"Turf on soccer fields like NT is building."

"More mountain bike trails and a skills park."

"Mountain bike trails"

"Only sports amenities are necessary"

"Activities for neurodivergent communities"

"Workshops i.e. writing, cooking, sewing, woodshop, etc."

"Larger senior center, present one is too crowded. Maybe allow visitors in for small fee"

"Indoor play space for children that doesn't cost money to enter"

"Indoor events, Science and historical attractions."

"Convention center. Fly into the airport, stay at a hotel, eat at a restaurant, stay at a hotel, use the sugar land transportation cars to get around...people would not need to go into Houston for anything."

"Convention center that can host things like Anime Matsuri and Comicpalooza"

"Indoor convention center"

"Resort style conference/hotel. High tech focused business development"

"Convention center with conference rooms and meeting space."

"A staycation, resort and conference style hotel, better fields/parks for hosting tournaments, with easy coffee or lunch options for families."

"More unique offerings like the pump track and a significantly improved skate park don't necessary bring in people from outside the area, but are great for the people in and nearby sugar land."

"community workshop where people can use a space/tools to do things like sewing/fine art/woodwork/leatherworking/etc, something like the Houston Center for Contemporary Craft, library of things see HPL & Brunswick Maine, community centers where people can rent rooms for different kinds of events/workshops with different sizes"

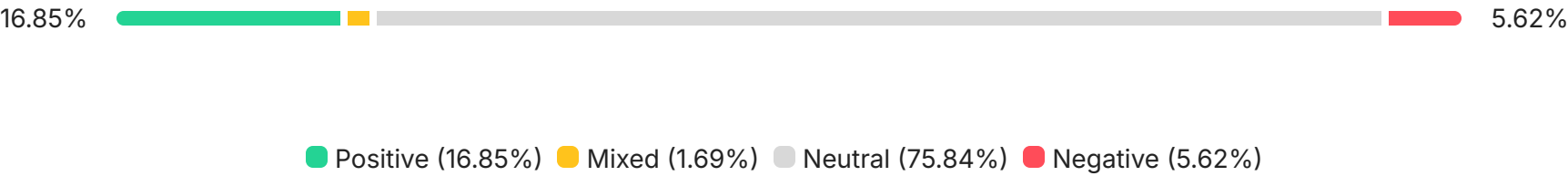
"Indoor tennis courts"

"More pet friendly events. Events geared toward area teenagers"

"More dog parks. Pawm Springs is great, but we could use another and upgrade some features there (what happened to the agility course?)"

What types of signature event(s) should Sugar Land consider hosting or attracting to enhance its appeal to both visitors and residents?

Sentiment Analysis



Topic Analysis · Run on: November 8, 2025

Signature Events

+ 5 Sub Topics

144 responses · 80.9%

Filters applied reduced participants from 411 to 411 (100%) · 178 of them responded to this question (43%)

Organized Open-Ended Survey Responses

1. Cultural, Holiday & Heritage Festivals

Sugar Land Heritage & Local History:

- "Sugar Land should host annual signature festivals that celebrate our city’s unique identity — such as a 'Sugar Heritage Festival' at the Char House district, international food and music festivals, waterfront light shows along Oyster Creek, and eco-cultural events connecting nature, history, and community."
- "A 'sweet' event to showcase Sugarland's history of... well, sugar."
- "Sugar Cane Festival;"
- "National Real Sugar Day in October that would be perfect for a city wide celebration."
- "Arts & Crafts festivals, historical sugar-mill-themed and SF Austin’s 'First Colony' history events to promote the history of our founding. A museum could also be built to commemorate and honor the slaves who labored to build our community, city and state."
- "Historic Tours (i.e. Sugar Land 95 exhibit)"
- "Maybe make a prison/sugar factory museum to showcase how, who, and why this city started and grew to what it is now."
- "Great American Holiday Bake-off sponsored by Imperial Sugar ;-)"
- "A yearly parade with events from history dressed in traditional costumes. Additionally celebrate individuals of outstanding deeds through the past year from the city in the parade."
- Multicultural & Diversity Celebrations:
- "Celebrating festivals to bring diverse groups together"
- "We’re one of the most diverse cities in Texas. I think a variety of events is attractive to people all across Houston."

"More cultural events, Día de los Muertos, Indian heritage, Chinese New Year"

"Do we do anything for Lunar New Year? That would be a hit for our area."

"Asian night market"

"Multicultural festivals; more silly stuff like those towns who have pretend cat mayor races or places that have silly festivals and cultural events that come to define the comradery of their neighborhoods."

"ONE YEAR FESTIVAL TO CELEBRATE ALL CULTURES"

"FREE events, I love the culture-focused events hosted in Town Square that highlight our diversity..."

"Leverage the diversity of Sugar Land and the Houston area to offer opportunities for cultural groups to organize festivals in conjunction with the city."

Holidays, Parades & Seasonal Events:

"Holiday centered entertainment"

"Oktoberfest, spring and summer events"

"Family holiday events like Halloween corn maze, and hay rides. Christmas market with Xmas light displays, food booths, and craft booths."

"New Years Eve sugar cube drop!"

"I used to love going to SLNYE with the annual light show. Consider bringing something like that back and add a drone show."

"New Years Eve in Sugar Land Town Center -- ticketed and include SLTS, FCM and Market at Town Center. Shut down the perimeter so it's all walking inside the event."

"The free July 4th celebration at the Crown Festival Park and the New Year's Eve celebration at Town Center were well-attended and very fun."

"Pumpkin patch, Air Balloon festival, Rodeo pop up events, HLSR trail rides"

"More parades"

2. Music, Arts, Performing Arts & Entertainment

Concerts & Music Festivals:

"Live music with local artists, lean into the culture."

"Spring outdoor concert series. Austin has done this for decades with huge success. Promotes local talent, foods venues, etc."

"Continue on with jazz fest."

"I would love to see outdoor concerts similar to Cynthia Woods Mitchell Pavilion. That would get residents outdoors and attract people from other places."

"Rock & country music Festivals"

"Latin music festival, country inspired wine / port / beer tasting and educational festivals-events"

"Music festival (with the types of bands at ACL-electronic, kpop, rock/pop, etc.!)"

"Utilize Brazos river park better for outdoor concerts and festivals."

Fine & Performing Arts:

"Indoor events - art and small business exhibits like Sawyer Yards in the Heights."

"More classical music venues, opera, and ballet."

"Plays, musicals, theatre events, cinema arts festivals, REELabilities films & arts festival, plant conventions"

"Culture exhibits that change and are immersive"

"Fashion show fundraisers, gala events/fundraisers, antique shows and auctions for a cause"

Pop Culture & Specialty Shows:

"Comic-con, card shows, car shows"

"A variety of pop and nerd culture, not just events that attract or are catered towards families and the elderly. There are young people here too! :)"

"Anime events, not run by those who run Anime Matsuri."

"Saturday morning car and coffee events"

3. Food, Culinary & Farmers Markets

Food & Beverage Festivals:

"Food festivals, more kids festivals, food truck weekends"

"A version of the grand wine and food affair / The Food & Wine Festival which used to be a collaboration with the U of H Culinary School"

"Taste of Sugar Land - showcase different restaurants local and ethnic cuisine"

"A 'Restaurant Week' in Sugar Land would be great."

"Inviting Michelin Star restaurants from other cities to build second or third locations in Sugar Land..."

"Culinary experiences, cooking events, wine or beer festivals"

Farmers Markets:

"Expand the farmers market to create something like the Pike Place Market in Seattle. Promote non-chain business and artisans so the uniqueness is a draw."

"Farmers market in town center with more vendors."

"Consider adding large farmers market to Sugar Land town Square on weekends"

4. Sports, Racing & Outdoor Recreation

Biking, Extreme Sports & Action Sports:

"The pump track world qualifier is a great start. If you put in dirt jumps you could host events like best trick competitions, whip off, etc."

"More mountain bike events, skatepark events, and dirt jams at the brand new Sugar Land dirt jumps"

"Bike racing events, UCI/BMX races, road bike event similar to Tour de Houston"

"X Games, Red Bull events, Nitro Circus"

"If you make an indoor/outdoor skate park you could host an x-games/olympic games tournament"

Athletic Tournaments & Races:

"Organized events that leverage our parks e.g trail runs, biking and cater to first-timers"

"Spartan Race, Marathons, Triathlons, Park Run, rowing competitions"

"UCI games, USA cycling events like junior nationals"

"Partnering with USA Sports to bring national level sporting events, i.e. Swimming, Baseball, Rugby, Volleyball."

"Building Cricket fields and hosting matches would fill a niche and fill the hotels."

"Major Tennis Tournaments, Major Pickleball Tournaments, Champions Golf Tour event"

Pro & Youth Sports Teams:

"Bring another lower level pro-sport team into the city (my preference would be Ice Hockey) - there would need to be a facility to support this as SLICE is not built for this..."

"More hockey. I know UH plays some games there at the ice rink. Advertise this better. Hockey is sorely missing in Houston area."

"Travel Baseball Destination, Select Baseball Tournaments, Youth Sport hub or destination"

"Savannah Bananas, JJ Watt baseball game"

5. Venues, Infrastructure & Business Conventions

Convention & Hospitality Infrastructure:

"Convention hotel would allow outsiders to come in - bringing new things and new spenders."

"Hosting outdoor conventions, business conventions"

"Sugar Land should create signature waterfront and rooftop experiences at the Char House — including dining under the stars, heritage and music festivals, and evening boat parades on Oyster Creek."

"TED Talks, lectures, book tours"

"Promote lecture series at UH or Smart Financial, lean into more modern events such as drone races, e-sports"

6. Resident Concerns & Alternate Views

Opposition to Growth / Traffic Concerns:

"None, the city cannot handle the current traffic issues of its residents"

"Nothing, I do not want more traffic, longer wait times, and higher taxes."

"NOT the World Cup. Not a fan of that type of expenditure. Certainly hoping we get our money back on that."

Neutral / Prefers Private Management:

"I think we do enough of this."

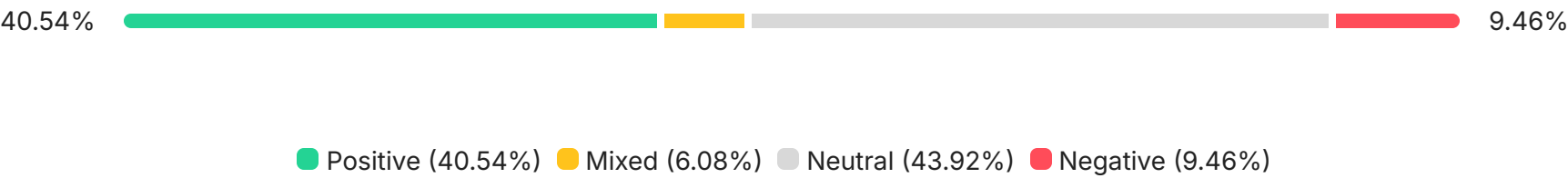
"None, leave this to private companies or organizations"

"I don't attend a lot of events, so I don't really care."

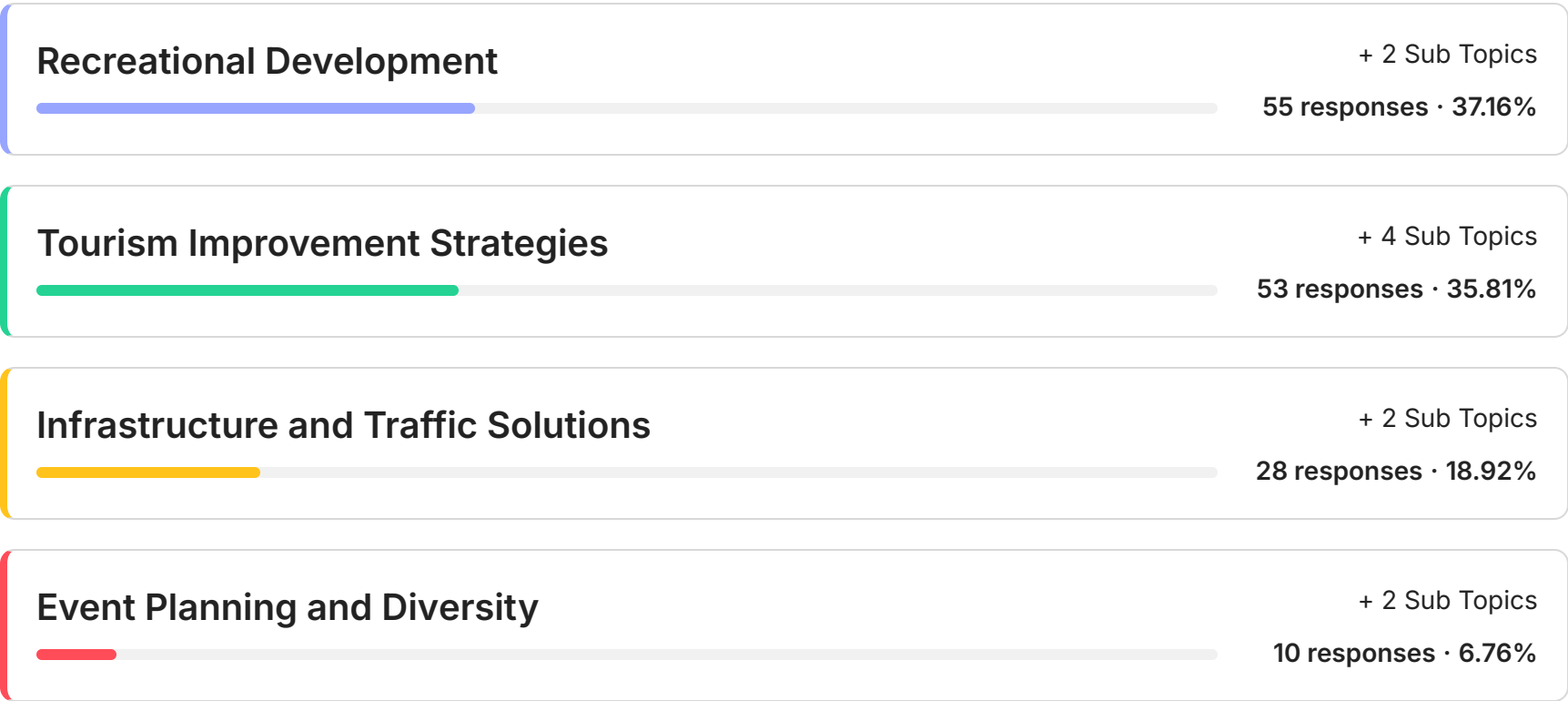
"It should just worry about its residents"

Do you have any additional thoughts on how Sugar Land can improve its tourism strategy to better benefit residents and businesses?

Sentiment Analysis



Topic Analysis · Run on: November 8, 2025



Filters applied reduced participants from 411 to 411 (100%) · 148 of them responded to this question (36%)

Organized Open-Ended Survey Responses

1. Resident Focus vs. Tourism & Growth Concerns

Prioritizing Residents Over Tourists:

- "I think focusing on current residents and ways to serve those families is more beneficial than driving outside traffic and travel."
- "Nothing. I don't want more tourists. Keep our city safe and quiet. That's the only requirement of a bedroom community. Don't lose sight of that."
- "Focus on enhancing resident experiences more than tourists."
- "It should improve for residents not tourists. We don't need more traffic and congestion of tourists in the area"
- "Take care of local residents first - fix sidewalks! Changes in demographics - aging population, more affordable senior housing, affordable housing for first time buyers to bring in younger population."

Concerns Over Traffic, Congestion & Taxes:

"Nothing, I do not want more traffic, longer wait times, and higher taxes."

"Just keep traffic issues in mind when planning events as this can have a very negative effect on local residents who live nearby."

"We don't attend most city events because of the traffic/parking issue - nothing is close to our homes."

"Fix traffic on 6 so people aren't so frustrated traveling here."

"No. We're full."

2. Identity, Heritage & Brand Strategy

Defining Sugar Land's Unique Brand:

"Sugar Land needs to create an identity for itself that presents an image of charm and authenticity, as opposed to the kind of bland suburban niceness that it's currently known for."

"We need something unique, not a copycat approach, to define our brand. We will always be a family-oriented, SF housing suburb of Houston. So, we need to make our SF housing trend-setting."

"We need to have some sort of a theme or like an identity unique to us, where people from other places say 'I want to experience that', and they come and visit us. Maybe we can do something related to sugar?"

"Continue the 'Sweetest City in Texas' ad campaign as is the best way to talk about our city with people who don't live here."

"Focus on its small-town feel, family friendliness, cultural diversity, safety."

Imperial Sugar Mill & Heritage Preservation:

"Develop the S. Mill area and keep the historical flavor."

"Sugar Land can elevate tourism by revitalizing the Imperial and Char House area into a walkable heritage and cultural district... Transform the Char House into a landmark destination with rooftop restaurants for stargazing, live music, and heritage exhibits."

"Again, long term investment into the old Sugar Factory into a mixed use development."

"See my comment above re the Imperial Sugar Mill development. That is our potential gold mine! ... We could also establish an annual 'Sugar Harvest Festival' or a 'Cotton Harvest Festival'..."

"The current sugar land history museum has a lot of potential. Expand on what makes us unique - history."

3. Biking, Parks & Active Recreation

Mountain Biking, Pump Track & Extreme Sports:

"Offering more options next to the pumptrack. The MTB trails are good, but due to the constant rain there needs to be more options that aren't dirt. A skate park, paved jump line, or MOST IMPORTANTLY LIGHTS THAT TURN ON FOR THE PUMP TRACK would be greatly beneficial."

"Allow the local mountain bike community to work on trails by finally putting up a gate at the stupid fence behind sartaria middle school."

"Lean into MTB/BMX culture. These folks travel and patronize local businesses."

"Re-access all lost Multi use trails that LID 7 fenced off and continue to expand the Mountain Bike Trails. See Bentonville Arkansas as an example of how it has improved their tourism and local enjoyment"

"Enhance the bike area near the pump track, dirt jumps, skill park, skateboard park."

"Build more extreme sports venues... More bike related tourism strategies."

"If you can make sugar land like a Bentonville it would benefit everyone."

Trail Networks, Green Space & Connectivity:

"Bike trail that connects all parks in Sugar Land."

"Multi use hike/bike paths... Lots of parks with biking & hiking trails, expand into wooded areas, expand paved walking areas."

"Interconnect the bike paths.. lots of plans little action on this."

"Ditch H is a great place to add more walking and bike trails."

"The sugar land memorial park definitely needs more trees for shade. There is hardly anywhere to escape the sun at the park."

"Investment in non-vehicular access to parks and shopping such as a footpath across the Brazos river at highway 59."

Sports & Recreational Facilities:

"I am dying for a bouldering / rock climbing gym to be built here so I don't have to drive 45 minutes to one."

"Help build a Natatorium for the community... Being as close to so many pools and the gulf coast we should have better facilities to teach people how to swim."

"MORE TENNIS COURTS... make more tennis courts at sugar land city park and improve pool facilities at city park."

"Surf pool... rc car tracks and bash places."

4. Walkability, Urban Design & Infrastructure

Walkability & Pedestrian-Friendly Hubs:

"Make Sugar Land more walkable / bikeable, more public transit, more shade + infrastructure to protect people from heat (especially during summer months)."

"Sugar Land should lean into that and develop more pedestrian friendly mixed use hubs and then connect them together... Area around lake point, town square, first colony, town center, UH-sugar land, smart financial, and the imperial char house could all be more transit and pedestrian friendly..."

"Re-develop existing plazas to be more dense, have less area dedicated to parking. More shared spaces in plazas with art by the community."

"More walkability areas with entertainments and shopping and amazing dining experience."

Transit, Shuttles & Parking Solutions:

"Sugar land lacks sidewalks and public transportation."

"A fun tram system or a shuttle system to transport patrons between town square, the mall, and the nearby plaza."

"Absolutely need public transport from major airports and access to/from Houston... Park and ride options in partnership with Houston to minimize traffic to our area."

"Invest in parking garages so we can better utilize our space. Too much land is wasted on parking lots."

"Be bold... things like the gondola and bringing in waymos for microtransit are unique enough in and of themselves that they bring people in while at the same time improving transportation options for the residents."

Land Use Concerns (Hospitals vs. Entertainment):

"Stop filling it with hospitals. Refocus the construction for more entertainment, and less hospitals. There are way too many, and the limited space to build is being wasted on that."

"Improve the area around smart financial for people to want to hang out before or after concerts. Not a big hospital."

5. Commercial Development, Dining & Retail

Family-Friendly & Upscale Dining / Entertainment:

"Better restaurants, market better towards the family demographic by having more kid friendly spaces - indoor and outdoor, add an adult and kid friendly food truck park that has a green space and playground."

"More family activity centers and restaurants. More trendy Restaurants maybe a place with roof top bars... Trendy bars, Instagram worthy places... cute Bubble tea spots, all in walkable, pedestrian friendly places..."

"More places like Talyards and town center where kids can run around and play while still getting great food and good atmosphere."

"We need more unique places, not chains. The restaurant choices are not that great in Sugar Land... some innovative, fun, higher end places would be good."

"Have a place to play billiards. More outdoor stuff like Little Woodrows."

Retail & Local Business Support:

"Offer small businesses an incentive to help them thrive and set them up for success."

"Revitalize the shopping centers with incentives for independent locally owned businesses."

"I would love to see an outlet mall somewhere nearby... upscale boutique hotel open here... A few stores I wish we had - Abercrombie, Lego, Anthropologie, Crate & Barrel."

"Keep rent down on commercial sites, get town square fully occupied by restaurants... more upscale clothing stores."

"Better and more farmers market vendors!" / "Shop local incentive program!"

6. Events, Tourism Strategy & Communications

Events, Culture & Nightlife:

"The events at town square, while they are great, feel a little too small time... It always feels geared toward elementary age children. Even parents feel bored attending."

"A large-scale signature event. Jazz fest is great, but would love to see a new concept..."

"More activities at Brazos Park... Outdoor Theater by seasons... More theatre options, art museums, botanical garden."

"I learned recently that Sugar Land will be an official host city for the 2026 World Cup, and am excited about this opportunity!"

Tourism Strategy & Business Travel:

"Bringing in regular tourism through events, but also through weekly conference and business travel may give our entertainment scene what it needs to stay alive and busy during the slow week..."

"Focusing on bringing people to town during the week is the best win/win for residents."

"I visited Epic Central Park in Grand Prairie, Texas. It was a tourist magnet. I think we should look into having something similar here."

"Convince the HOA's to end their total bans on Short Term Rentals. Regulate not prohibit."

Marketing, Promotion & Resident Communication:

"More City maps everywhere, one local and great Magazine showing weekly entertainments updates."

"I miss getting a calendar in the mail. I felt more informed. I don't always remember to go to the website."

"More awesome emails from sugar land with bright and joyful graphics about events."

"Digital and print advertising in Community Impact, Houston Chronicle, Texas Monthly... Better marketing to Residents what we have."