

### 2017 Marketing Kit

# **BY THE NUMBERS**

LGBT audiences have higher incomes and greater educational attainment than the population at large. They dine out more, are brand-loyal, and are influential retail trendsetters

 Same-sex households shop more than the average US household in important retail channels, including electronics, pet stores, online retailers, health food, and warehouse club stores.
Gay men and lesbians travel more than their mainstream counterparts, both domestically and internationally

 In 2013, nearly two-thirds of gay and bisexual men and lesbian and bisexual women purchased tickets for

performing-arts events · San Antonio has the largest percentage of gay and lesbian families with children.

 Thirty-four percent of same-sex couples in SA are raising children under 18.

 LGBT consumers are heavily influenced by targeted advertising and community support and outreach.

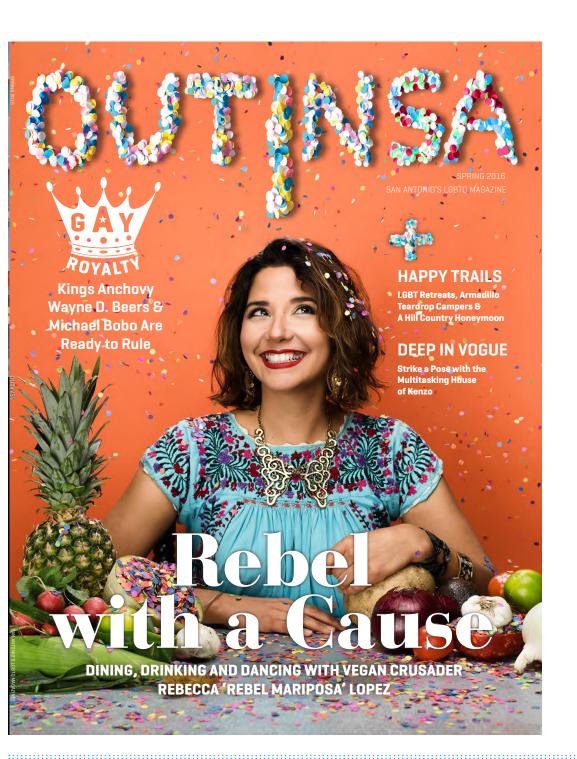
 LGBT individuals are mobile and technology leaders
Nearly half of all gay and bisexual men and lesbian and bisexual women contribute to

bisexual women contribute to a charity or nonprofit at least annually

· Single 39.5%

- Dating 14.25%
- · Partnered 36%
- · Married 8%
- Master's/JD 21%
- College graduate 29%
- Some college 27%

 76% of LGBT individuals have annual household incomes above the national average of \$40,000
30 % of LGBT individuals have an annual income above \$100,000



Data Sources: Williams Institute, 2013 San Antonio Pride Center Report, The Urban Institute, GlenGariff Group 2013 GLBT Texas Issues Survey, U.S. Census Bureau, Washington D.C. Urban Institute, CMI 7th LGBT Community Survey

# **AT A GLANCE**

**Out In SA** is the only lifestyle magazine in San Antonio designed for LGBT and Allies, consumers who are enjoying a new era of acceptance, social mobility and economic growth. Our core reader is 22-60 years old, professional or pursuing higher education, partnered up or actively looking, busy building a full life of friendship, (alternative) family and social engagement. Out in SA readers are socially active and engaged in their communities.

Through advertising, networking mixers, social media, grassroots and events, we help create a buzz around your business. All campaigns include a combination of print, digital and social to maximize your reach and relevance. It is our goal to provide unparalleled service, inspire creativity and become a true business partner.

#### **OUT IN SA MAGAZINE**

- · 20,000 full-color, full-bleed glossy magazines distributed late December, March, June and September
- · 250-plus locations in Bexar County
- · Full community business and resource directory
- · 2017 Publish Dates February, May, August, November

#### **DIGITAL FOOTPRINT**

#### OUTINSA.COM

- · Weekly posts and commentary on web and mobile sites
- $\cdot$  Customized events listings  $\cdot$  LGBTQ Directory listings
- All ads on OutinSA.com rotate throughout the site, giving you ongoing exposure between publication dates.
- ·LGBTQA Online Directory [listing included with ad]

#### AUDIENCE EXTENSION DIGITAL CAMPAIGNS:

We will keep your message going strong all year with a strategic digital campaign that reaches your demographic based on demographic, geographic, or content targeting on a network of websites. Ads are served to an audience based on who YOU want to target. Below are a few examples of how we can strategically target your consumer...

LGBTQA audience · Military · Age · Gender · Buying habits ·Geography and more...

• All 4x campaigns will include the targeted digital campaign, in addition to your digital campaign on OutinSA.com

#### SOCIAL MEDIA

#### 🕑 @OutInSA 🧿 OutInSA

OutInSAmagazine S #OutInSA #safamous

#### **EMAIL**

• Monthly Out In SA e-newsletters combine print and digital content with promotions and digital advertising.



#### **OUT IN SA EVENTS**

#### · Out In the City Monthly Mixers

Mix and mingle with the Out In SA crowd — from contributors and advertisers to readers and community partners.

#### · United We Brunch

Out In SA and the San Antonio Current team up for an event combining brunch fare, mimosas and craft brews from SA's top eateries.

#### THE OUT IN SA PROMO TEAM

- · Grassroots promotion · Onsite event support
- · Social media promotion · Create and load photo galleries

#### **CREATIVE SERVICES**

- · Logo creation · Event programs · Postcards · Posters
- · Banners and signage



**CHILI QUEE** 

#### Sweet and Sour Meets Darkness and Light in the Work of Artist and Entrepreneur Ana Fernandez DAN R. GODDARD

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UMA IS, SUBJURIU Wila a BFK from the Chicago Art Institute and an MFA from the University of California at Los Angeles, Corpus Christi-born ar Ana Fernandez could have settled into a secure academic career. She taught at San Antonio College after returning to her adopted homeovon in 2009, but then an entrepreneurial arge kickel in and ads decided to open a fod trutck, the Institute of Calif.

"T ve always been enterprising." Fernandez told Out in SA in her home studio on the near East Sile. "In elementary school, Lused to all gum for an aick appice. I voud dram geitures of Mickey found on L in middle school, L started a zim called Boomeris that J. Good, Tacching, L Hought, night have made me too confortable. I like the idea of being my own boos and having my own business, so a food track second natural."



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operates the treak only two days a week, smally from 1 to B and Saurdays at Linux Erichi Abdi Cenere on Broadray and Saudays at 0. Exhandlel Park in Northwest San Antonio. She spench two days a week on per pand he's hird two employees. Bayas from Chamy Cay Linuis have been maned Hest Baya" in the city by KMOL 2014 and by be's an Antonio Carnet in 2015 and 2016. During the summer, the wait for our of the site of the city by KMOL 2014 and by the San Antonio Carnet in 2015 and 2016. During the summer, the wait for our of the site of the site of the site of the same been maned heat on the site of the site of the same tree to same the same site of the site of the same site of the same site of the same site of the site of the same site of the same sequence of the same site of the same site of the same heat of the same site of the same site of the same sequence of the same site of the same site of the same sequence of the same site of the same site of the same sequence of the same site of the same site of the same sequence of the same site of the same site of the same sequence of the same site same site of the same site of the same spectrum site of the same site to show on the outside. These states have a same starts to show on the outside. These states have a same site heat starts on the same site of the same site heat of the character and treve als to a same start states and the same starts to show on the outside. These states have a same show the same show and the same site of states and same starts to show on the same site of states and same starts to show on the same site of states and same starts to show on the same site of states and same starts to show on the same site of states and same states to show on the same site of states and same states to show on the same site of states and begin states to show on the same site of same states and begin states and same states to show on the same site states and same states and begin states and same states to show on the same states and same states and begin states and



"I admire the way light can be a character in the paintings of Vermeer," Fernandez said. "I like the interplay of light and dark. I like history and learning the stories about people and places. But in grad school, everyone thought painting was boring." Always interested in art, she received encouragement from her

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The does close, the lights go out, the music starts pumping and an assembled crowel start to move and awart to the least. No, is is not Saturday might on the Main Steric, it's jost a styrical index cycling class left by Works Stakara at Joyffed cycle studio. Thanks to in-bibly a start of the start of the start of the start list. To watch hum in action, it's hard to believe that this 32-year-oid cyclist and marranton runner was ever a couch potatos. But is as high school student at South San Antonio Independent School District, Sakarar was overseight and muder-motivated, eating at McDanald's up to three times a week (sometimes twice a day). "Supersite" was a singler word in the sociability:

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Ma





#### WORTH WAITING FOR Anticipating the Arrival of Canopy on the River Walk

One of the conntry's most permicious design scourges is the mid-size hotel. These cockie-cutter insults to architecture line the interstates, popolying up with special vengence around outler malls and intersections. They encircle cities such as San Antonio with all of the could-be-amywhere welcome of a spect trap. Red Roof Inn, Holiday Inn, Best Western ... you know who you are.

RON BECHTOL

"I couldn't run a qua "I couldn't run a quarter mile without stopping," admits Salazar, who finally topped out at almost 200 pounds on his 5'9" frame. "I was in band, but other than that I was completely inactive."

other than that I was completely interview. After being accepted to Teas ASM, Salaure enabled that ASM, Salaure enabled that the thin the opportunity to opport of the coset, came on the closet and started that the opportunity of the closet and started that the closet of the I was an upfall risk at times built to change his body— and his is for And todys, when he isn's working with the landscape exclusioners. Substart is the Models & Weinheimer, Salazar is the Models & Weinheimer, Salazar is the Models and Weinheimer, Salazar is the planning to see Sol of negativities in Models when we not no do the same. Partition the Weinks in Models

#### Putting the Wheels in Motion

When the devided to take charge of his life and his health, Salazar hit the ground running—linerally. If exit out his belowed Big Maes, started jogging around the block and dropped 00 pounds in just four months. As a result, he developed hypoglycemia and became lactose intolerant — a condition he still suffers from today.

became lactons intolerant — a control in the sufficient of the second model of the sufficient of the second of the second second second second second beauty way.<sup>2</sup> The confesses. I had been overweight for so long. I just disht' think that being too skinny could be unhealthy.<sup>2</sup> After that rocky start, Salazar spinned a gym in College Station, began weight training and added more provide, vegetables and healthy foods to his diet. By the time be graduated from AAM in 2006, Salazar weight of in at a healthier 150 points. Mark the next few years building his career and his endurance. He began compose building starting with 5 and 10K runs

and moving up to half and full marathons. But after a few years he grew bored with running and started looking for more motivation. In 2010, he found it in the form of the MS 150, a bike ride from Houston

#### Finding His Joy

Spend just five minutes with Salazar and it's clear why he has such a devoted following: He's the real deal. There's no ego here — just authenticity and a gemuine desire to help people be the best versions of themselves. He puts his own spin on every class, tweaking spin on every class, tweaking the standard JoyRide drills and formats to keep it fresh

and formats to keep it fresh and challenging. And then there's those playlists. For this devoted Britney Spears fan, the music is as much a part of the class as the drills. And he never uses the same playlist twice. "People tell me they love my class for the music and that means a lot to me," Salazar savs. says. He spends hours combing

the Internet to find just the

the Internet to find just the right beats and mixes designed to get people moving, and carefully crafts his playkists to complement the JoyRide choreography. "Music is a driving force in exercise," he explains. "It motivates, inspires, and pushes you. Rather than background noise, it becomes an essential part of the workout." Rather than background noise, is becomes an essential part of the workout." Salazar expects 100 percent from his riders, but more percent from hismelf. In other works, this isn't the gay to go to for a low-immed to nother works, this isn't the gay to go to for a low-immed workout. "I can only push my riders as hard as 1 push my riders as hard as 1 push the rider at 00 seconds on the biase rf1 couldn't do it. I should be able

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violated the river's smallght ordinance, there would have been came for concern regarding the height, but 'we passed without any variance.'' reports Hill. As for uncompromising, contemporary design (the renderings released to the media do make some aspects look mere promisent than they will likely be upon contemporary soundoent stretch of the varievay will see welcome activity, part of which will be accounted for by the long-in-coming opening to the river of The Expanyie's basement. Back at street level, unlike with the Drury Plaza Hord that resulted from a coversion of the Alamo Bank Building and gives limite to the street, there should be more desirable activity as well. Hill and compare also over the historice Witte Building flanking the channel that, in the late 1920s, was cut to divert flood waters



from the river bend. That huilding will be restored by Douglas Architects, according to Shearer. Renderings show halconies on the two river faces. And Hill has been in contact with the Mexian family that owns the intervening properties. They have sengaged Overland Partners to do a nine-story combination residential/terial project that should likely happen simultaneously with the botel." It is a set estimate. Cet ready for a mess — and know that it will be a set in the story of the story of the story of the botel propertient avenue by Hill is the versential neutrinovality) important avenue by Hill is the versential neutrinovality. Work should take place "in the next couple of months with a short closure in mid-March," he says. During which time, staff will also be retrained, and menus will be "improved — slightly" to conform a more chef-driven, "farm-to-axis" approach. Look for a reopening sometime in April. As for other new projects, here's nothing carrently in the works according to Schearer, but "we're always looking." Will be watching, scener in the knowledge that a mediocer Loopland hourd withing the sine in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd withing scener in the knowledge that a mediocer Loopland hourd with scene scenes the knowledge that a mediocer Loopland hourd with scenes and the scene

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# FITNESS + BEAUTY

to do that and more." This "all-in" artitude is as the beam where some of his riders are, and he understands her beam where some of his riders are, and he understands her hard it can be to make major lifestyle changes. By giving his all every time he gets in the saddil, he hopes to make acch and every rider feel like anything is possible. They have to how for impartants, Subzer takes lightly. "It's a performance," he says with a gin." Deeple pay good to make sare 1 am giving them the best workson they can get them to help hem grow angl-change and feel good about them to help hem to be help when the me hem to be help then to help hem to be help them."

themselves along the way," he adds. "I want them to be glad they came."

LIVING



# There: I've been wanting to get that off my chest for a while. But my inry taurum does play into the announcement of yet another Walk, no less. At a projected 197 room, the Canopy by Hillion will be smaller than recent. Grand Hyst-scale additions to the reversed waters, and it will be anything but cookie-cutter. Many of you may know Chris Hill as last year's King Anchovy — number 50 in a long line of distinguished bearers of the crown. But you may not how that, in addition to being the developer that foreight The Expire Tarven back to life. Hill is also an architect, Here, runging and while the water back in addition to being the developer that readition of respect for the environment and for those who came before him. As an accomplished architect, he has a rare ability on appreciate the bistorical, technical and aschetic meeds of the structures, as well as the vulnerable landscape that envirols the first structure and they change the structure, converted to a dude ranch in the early 20th and restored by Hill in the late 12bit (he would likely chain dust the restoration is stull gaing on). These days, especially for larger and more commercial posjects, Hill profers to gandle scale, houring of Lade [Fach Architects to the the design and production work. As the developer of Camopy, new category of smaller scale, hub will be vertained by the conservation of scale scale and the scale structure, converted to stage their new venture at the corner of 12aG Commerce and basic for houring rearch, built we developer of Camopy, new category of smaller scale, hub will be retained, baser of design their new venture at the corner of 12aG Commerce and baser (left Francois Macder of Crumptes sone held forth here), dust from the constructure on site. Manket and Bakery (left Francois Macder of Bruncture What, Says Sharer. The hottom floor will be lowered to allow ADA access off of the rise came allows the lead will be retained, last of partice and historic circum will be retained, last of part; the adgenent Stillean Bask/AUC attr

found it in the form of the MS for, a blic reform Housson to Autim that raises funds for the National Multiple Sciences was able at the time (and table). Sciences are as well of running and I wanted and the fill of running and I wanted in we challenge: "says Salacia NE stored because I was the of druming and I wanted in we challenge: "says Salacia NE stored because I was been been been been been been about helping orders." The part of his training for the LD male, we dreet on the store the store of the stores when the store we direction. The beame certified to tases in and around Honston. Todal service thereafter of the stores hartened back to San Antonion in 2015, Salazar took is the store. Henden Salazar Salar and saver.



#### **GIN VS. VODKA** The Martini Challenge

RON BECHTOL // PHOTOS BY BRYAN RINDFUSS

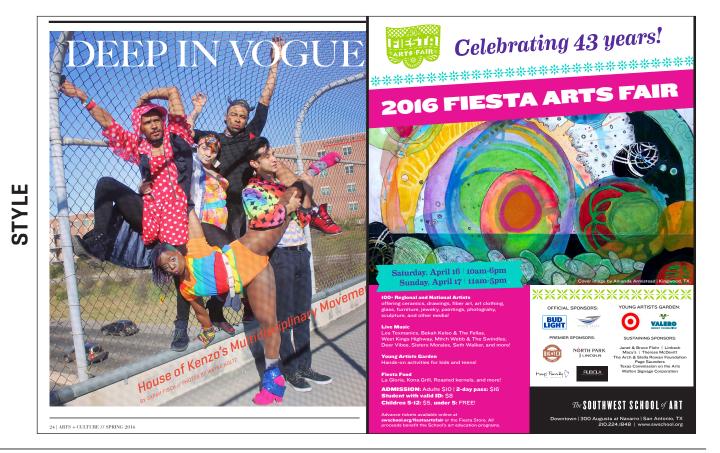
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ry of the martini is long, glorious, and, il historians date the drink to an early

The history of the martini is long, glorions, and, well, muddled. Some cockual historians date the drak to an early classic, O and the state of the state of the state of the state of the production only to be revived in the current cockual remainsance) and orange curces on a further sweetere. (Vermouth wava't widely available in this country until later.) Others claim the Marinez, which used marachicub legues. There's talk to an invest of the 20th century. A state of the state of the the state invest of the 20th century. A state of the state of the state work of the 20th century. A state of the state of the state work of the 20th century. A state of the state of the state invest of the 20th century. A state of the state of the state work of the 20th century. A state of the state of the state work of the state of the state of the state of the state of the version of the count is used eases. During Pollubian, according to cocking gart Dable Degraff, the gin was so had that "very though magnitable was able of the state of the state of the state of the the Man characteres. Calls for  $10^{-1}$  or,  $10^{-1}$  for  $10^{-1}$  f

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**MUSIC + NIGHTLIFE** 

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#### OUT AT SEA Gay & Lesbian Cruises Pull Out All the Stops KELSEY VALADEZ

Where are all the non-gendered LGBTQ emisses? Lost at sea? A recent web search returned mostly mak-only and female-only reality in fact, most LGBTQ emission that depart from the U.S. are nume-specific. "Olivia is the biggest as far as lessina emisses of the search of the lost of San Francisco's Castro District. Wyle a company in the heart of San Francisco's Castro District. Wyle states that while many of the emission are gender-specific, many lessions go on the predominantly male emisses. "We've hooked conder specific aside, the emisses we found — all departing between full 2016 and early 2017 — have plenty to offer, from any Hallowers matrix and Roadway-style enternament to spa treatments and surf simulators.

#### BGL Cruising Ship: Carnival Sunshine Cruise: 19th Annual Black Gay and Lesbian Cruise Dates: Oct. 28-Nov. 5, 2016

The Black Gord 20 (1996) given a grant of the second secon

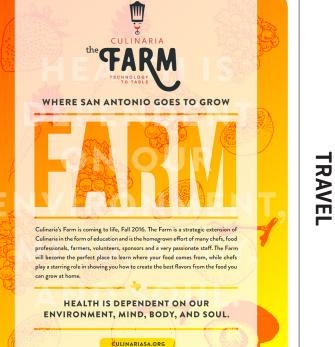
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#### Atlantis Ship: Holland America Line Westerdam Cruise: San Diego to Mexico Halloween All-Gay Cruise Dates: Oct. 29-Nov. 5, 2016

Dates: Uct. 27-Nov. 5, 2010 This Hallowes crucies is specific to gay men. — 1,800 of them to be exact. Allantis celebrates its 25th anniversary with dancing, brunches, outdoor decks and a stop at a gay-friendly black. A press time, this year's entertainment was still mannouncel, but past entries have included Juina Marcal and Jennifer Hubos. — Mot mention they queres and calaxet performers. The deck might as well be nighteduct blank hemelevs, one of they're transformed with lasers, DS and duncing. And, of course, there are Halloween festivities by day and night. The our departs from San Diego and hub Cablo San Laros, Puerto Vallara and Mazatlán before returning to California.

Gayribbean Cruises Ship: Carnival Breeze Cruise: Gayribbean Halloween Cruise Dates: Oct. 30-Nov. 6, 2016

This Gayribbean adventure departs from Galveston and tour Montego Bay, Grand Cayman and Cozumel. While beach time in the ports is a guaranteed highlight, the Carnival Breeze's stacked amenities and entertainment options— including bars, lounges, pools, hot tubs, a miniature golf course, a casino with





#### **BRANCHING OUT** Chef Heather Nañez Heads Up New Bohanan's Venture Peggy's on the Green RON BECHTOL

NON BECHUL Laris step door of using the term promissions ([T] get flack anyway), but it is undeniable that clock can be peripatetic, normalic, quinoir at the vay least — maxing from place to place and kitchen in kichen in order to seratch an tick, gain experience, gains paydock, ... or to escape an indeniable boss. All periodic value is the new least the series of the series

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# FOOD

## **WHERE TO FIND US** GET **OUTINSA** AT YOUR BUSINESS: DISTRIBUTION@OUTINSA.COM

Out In SA can be found at more than 250 locations in San Antonio and Bexar County, including retail stores, restaurants, hotels, and college campuses.

#### **Pick-up locations include:**

18/8 Salon 1800 Broadway Apts 2015 Place 414 Bar 5 POints Local Adam & Eve Adult Mega Plex Alamo Business Council Alamo City Harley Davidson Alamo Draft House Alamo Eat Street All American Barber Shop Aloft Hotel Anne Marie's Carriage House anniegogglyn Art Institute of San Antonio ArtPace AT&T Bus Stop Aveda Institute Azuca B & D Icehouse Babio' Dance Club Bakery Lorraine Bakery Lorraine Barbaro Barnes & Noble Festival Becker Animal Hospital & Pet Resort Bedoy's Bakery Big Brass Bamboo **Biq Hops Growler** [Austin St] Biga on the Banks **Bihl Haus Arts** Bike City Bike World Bite Restaurant Bjorns Bliss Blue Box Blue Star Art Gallery Blue Star Brewing

BMW of San Antonio Bolners Bombay Bicycle Club Bond 007 Botika Bravi Home and Remodeling Brigid Brindles Briscoe Brook Hollow Library Brooklynite Cadillac Lofts Cake Art Can Plant Entrance Candlight Coffee House Capparelli's Restaurant Central Library Charlott's Antiques & Clocks Children's Shelter Chipotle Mexican Grill Chisholm Hall Cindie's Cinnabar Art & Custom Jewelry City Base Cinema Clean Plate Closet Conniseur Сора Coppenhagan COSA - Metro Health Counseling Connections of San Antonio Cowabunga CPS Culinaria Deco Pizzeria Demo's Greek Food Demo's Greek Food Diesel Barbershop

DoubleTree by Hilton Hotel San Antonio Downtown Filan Hotel Resort and Spa El Tropicano **Riverwalk Hotel** energy x Espana Bar de Tapas Esperanza Center Essence/Pegasus Club Eva's Escape Evergreen Garden Everlasting Elopements Fairview Coffee FatBoy Burgers Feast Fifth Ave. Apartments Finck Cigar Co. **Five Points Local** Forbrich and Associates Fox & Hound Francis Boaside Frank Hot Dogs Freebirds World Burrito Freetail Brewing Co. Friendly Spot (VIP) Fruteria Fujiya Gay Pride Boxes Gayribbean Cruises George's Keep GLI Distributing Go Baby Go Godai Sushi Gold's Gvm Good Sports Granary Green Dog Kennels Green Vegetarian GS 1221 Guadalupe Cultural Arts Center Guillermo's Deli Guitar Center Halcyon San Antonio Half Price Books Hearthstone Bakery Heeling Sole Barefoot Massage Herwick's Hills & Dales Hookah Harum Hotel Emma Hotel Emma,

Kimpton at the Pearl Hotel Havana Hotel Valencia Hustler Hollywood **ICON Entertainment** Institute for Women's Health James Lawnmower John T. Floore Country Store Joseph E Coffee Juice Central Kathleen Sommers Keller williams Leaacv La Gloria La Mansion La Tuna Landa Library Larder @ Hotel Emma Laugh Out Loud Comedy Club Liberty Bar Local Coffee - all locations Luce Lucy's Doggy Day Care and Spa Luther's Café Lux Salon Magnolia Pancake Haus Main St Pizza Majestic Box Office Male Medical MBS Fitness McNay Art Museum Mosaic MPB Photobooth NAO New Heights Dental Nichols Law Firm North Park Subaru Northeast Bingo Nurse Practitioner Associates **Nak & Salt** Official San Antonio Visitor Information Center Olmos Park n Wash Olmos Perk Coffee Bar On Main Off Main One Lucky Duck Our Lady of the Lake University Paesanos Paesanos Quarry Palo Alto Library

Panera Bread naramour Pat O'Brian PC Outlet Pearl Office/ Farmers Market Pegasus Club Pharm Table Piatti Pia Liaours Pinot's Palette Piranha Killer Press Coffee Pride Center Quarry Nails Ramos & Del Cueto Ranger Creek Remix Hair Studio **Republic National** Distributors Revamp **Revolucion Coffee River City Credit** Union **Rolling Oaks** Country Club Rosa Marie Gonzalez Law Office Rosario's Rosario's North Rosella Coffee Co. Ruth's Chris SA Country Saloon SA Museum of Art SA Zoo San Angel Folk Art San Antonio Aids Foundation San Antonio Central Librarv San Antonio College-Loftin Student Center san antonio grooming academy San Antonio Marriott Rivercenter San Antonio Marriott Riverwalk San Pedro Library Sculpt Away Shenanygans Silver Dollar Club Sip Coffee Southwest School of Art Spanky's Club House Sparky's Pub Spec's Liquors Specs Sprouts

Sprouts Farmers Market St. Phillip's College Starfish Stay Golden Social Club Stella Public House Suburban Spaces TBA TEX A&M Library Thai Spice The Block The Bonham Exchange The Can Plant The Children's Shelter The Lion & Rose Pub The Luxury The Mix The Plavhouse The Saint Club The Ticket The Twig Book Shop The Whitley Law Firm, P.C. Tobin Center for the Performing Arts Tobin Lofts Tong's Thai Tost Bistro Total Wine Toxic Salon Tre Enoteca Trinity University TwelveTwentyOne Lofts Twiq Bookstore Twin Liauors Twin Sisters Two Bros. BBO Market Tycoon Flats Urth Juice UTHSC UTSA Monterrey UTSA U Center/N Food Court W D Deli Whitley Law Firm Whole Foods Market WOAI TV Station Wonderlust Iron Woodlawn Theater YeYa's Antiques and Oddities Zedrick's