



FROM: City of Victoria Communications Office
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Longhorn Steakhouse coming to Victoria

Longhorn Steakhouse is planning to open a new location in Victoria near Red Lobster.

Construction is expected to begin in April.

The new steakhouse was selected by [Hull Property Group](#), the developer that owns the Victoria Mall and the nearby restaurant pad sites.

“Recruiting new businesses and encouraging development is an important part of growing Victoria’s economy,” said Economic Development Director Danielle Williams. “Providing residents with local dining options helps to keep local money local and creates new sources of tax revenue, which can help fund Victoria’s projects and promote economic health.”

Although the City does not choose which retailers and restaurants come to Victoria, the City plays an active role in recruitment by partnering with developers and by marketing Victoria to businesses through its Economic Development department, its management of the [Victoria Main Street Program](#) and its partnership with retail recruitment firm [The Retail Coach](#).

The recruitment of Longhorn Steakhouse was made possible by a Chapter 380 sales tax rebate agreement between the City and Hull Property Group. This agreement also played a key role in Hull’s recruitment of Murdoch’s Ranch & Home Supply, which was announced in October 2022 and will open this fall in the former Sears space at the Victoria Mall.

Other restaurants that have opened in Victoria recently include:

- Blume & Flour, 206 N. Liberty St.
- LaVaca BBQ, 2001 N. Navarro St.
- The five quick-service restaurants on Navarro Street: Arby’s, Burger King, Dunkin’ Donuts, McAllister’s Deli and Taco Bueno

For more information about grants and incentives that are available for large and small businesses, visit www.victoriatx.gov/mainstreet.

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