

Community Heritage Development Committee

January 30, 2024



TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

Holiday Inn Austin Town Lake
20 N-IH 35
Austin, TX 78701
January 30, 2024
11:00 a.m.

(or upon adjournment of the 10:15 a.m. Communications/Finance & Govt. Relations committee meeting, whichever occurs later)

This meeting of the THC Community Heritage Development Committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.

1. **Call to Order** — *Committee Chairman Peterson*
 - A. Committee member introductions
 - B. Establish quorum
 - C. Recognize and/or excuse absences
2. **Consider approval of the October 26, 2023 committee meeting minutes** — *Committee Chairman Peterson*
3. **Consider approval of the application ranking and funding recommendations for the FY 2024 Certified Local Government Grants** (item 10.2) — *Committee Chairman Peterson*
4. **Community Heritage Development Division update and committee discussion** — *Patterson*
 - A. Update on Real Places Conferences
 - B. Update on the Texas Main Street Program activities including staffing, and DowntownTX.org
 - C. Update on heritage tourism activities including Texas Heritage Trails Program
 - D. Update on the Certified Local Government activities including grants, training, and prospective CLGs
 - E. Update on the Texas Treasures Business Award
5. **Adjournment**

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Esther Brinkley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

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MINUTES COMMUNITY HERITAGE DEVELOPMENT COMMITTEE

The National Museum of the Pacific War
Admiral Nimitz Historic Ballroom
340 E. Main Street
Fredericksburg, TX 78624
October 26, 2023
2:00 p.m.

Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6100.

1. Call to Order

The meeting of the Texas Historical Commission's Community Heritage Development Committee was called to order by Committee Chair Pete Peterson at 2:02 p.m.

A. Committee member introductions

Chair Peterson welcomed everyone. Members in attendance, in addition to the Chair, included Commissioners Donna Bahorich, Monica Zárate Burdette, Garrett Donnelly, Renee Dutia, and Lilia Garcia.

B. Establish quorum

Chair Peterson noted a quorum was present.

C. Recognize and/or excuse absences

Commissioner Fritz Duda was excused.

2. Consider approval of the July 20, 2023 committee meeting minutes—*Committee Chair Peterson*

Commissioner Bahorich moved, Commissioner Donnelly seconded, and the committee voted unanimously to approve the July 20, 2023, Community Heritage Development Committee meeting minutes.

3. Consider approval of Certified Local Government grant awards for training (item 11.2)—*Committee Chair Peterson*

Division director Patterson explained that in July, the Commission approved a plan to reallocate \$20,300 in unexpended CLG grant funds for Commission Assistance and Mentoring Program (CAMP) training by the National Alliance of Preservations Commissions (NAPC). An additional \$801 has since been relinquished by a grantee and will be applied to the training, bringing the total to \$21,101. The agency solicited applications to host CAMP training with six applications received and scored. Staff recommends that

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CAMP trainings be hosted by the cities of Fort Worth and New Braunfels. No matching funds will be required of the host cities, and the Friends of the Texas Historical Commission will act as the fiscal agent.

Chair Peterson moved, Commissioner Dutia seconded, and the committee voted unanimously to send forward to the commission and recommend approval of CLG grants for training in the amount of \$12,101 to the City of Fort Worth, and \$9,000 to the City of New Braunfels, while waiving the match requirements.

4. **Community Heritage Development Division update and committee discussion—*Division Director Patterson***

Mr. Patterson updated the committee on the division's activities. The status of several communities in the Texas Main Street Program (TMSP) was provided to the commissioners. The update included citations of communities in probationary status; utilizing a leave of absence; those with manager vacancies; and those having recently filled manager positions. In answer to committee questions, Patterson explained that the communities discussed in this update are aware of their status and described that probationary status includes a customized roadmap for each community to get back on a successful path. TMSP staff are also currently working with communities to identify discrepancies with the Main Street boundary maps on file. The Texas Associate Network presented to the commission in April is currently still in development and will tentatively launch in the springtime. The team is working through the procurement process for a new DowntownTX maintenance and support vendor.

A small run of *The Texas Heritage Travel Guide* was recently reprinted to be available for Texas State Fair attendees with only a redesigned cover. The guide will undergo another reprint this year after more significant revisions and updates. The *Chisholm Trail Travel Guide* has been reprinted and is arriving from the printer. The Historic Overnights project is proceeding, working with the communities of Llano and Mason. A Museum on Main Street initiative orientation workshop was held in August for the seven participating communities. The winter statewide meeting of the Texas Heritage Trails Program will be held January 24-25, in Austin.

The Certified Local Government Program solicited applications for NAPC Forum travel stipends. The recommended awards will be on the agenda for approval at the January 2024 commission meeting.

Mr. Patterson distributed a recent list of Texas Treasure Business Award recipients to the committee.

Patterson reported that the Real Places Conference will be April 3-5, 2024, in Austin, and the registration website will go live soon. More than 80 sessions were proposed for this year's conference, and anticipated keynote speakers include Douglass Brinkley, Sarah Miller, Brian Luallen, Sina Bahram, and Jhonny Langer.

5. **Adjournment**

The meeting was adjourned at 2:35 p.m.

Quarterly Report

Community Heritage Development (CHD) Division
October–December 2023

WORK IN COMMUNITIES

The communities participating in CHD’s programs rely heavily on our staff expertise and guidance, which often is delivered onsite. In October and November, staff provided measurable assistance to all 10 trail regions and 44 communities. Assistance, or in some cases multiple incidences of assistance, was provided to **Amarillo, Bandera, Brenham, Buffalo Gap, Celina, Clarksville, Clifton, Conroe, Corpus Christi, Cotulla, Cuero, Dallas, Del Rio, Denison, Freeport, Gonzales, Granbury, Granger, Greenville, Hamilton, Killeen, Livingston, Mansfield, Mercedes, Mesquite, Mineola, Mount Vernon, Nacogdoches, New Braunfels, Palestine, Paris, Rockport, San Antonio, San Augustine (City and County), San Elizario, San Marcos, Stephenville, Tarrant County, Temple, Texarkana, Uvalde, Vernon, and Waco.**

Division staff presented to the following organizations or events: Coastal Bend Tourism Council, Texas Independence Trail Texian Rally, Texas State University, Texas Travel Alliance Travel Summit, and Tom Lea Institute’s Tom Lea Trail launch.

HERITAGE TOURISM: MUSEUM ON MAIN STREET

This quarter, Heritage Tourism staff facilitated the first of its training initiatives for Museum on Main Street host communities and partners. Utilizing pre-recorded content produced by the History Program Division’s Museum Services team, CHD staff led our host sites through four Exhibition Training webinars during which we expanded upon the museum-focused curriculum to apply more broadly to heritage tourism interpretation and experience development. Staff also recently completed the first round of one-on-one project-planning consultations with each community. During these consultations, teams worked with project leads and their main community

partners to further refine their project goals, establish evaluation metrics, identify target audiences using consumer research data for audience analysis, and to begin brainstorming related programming. In the spring, the team will begin conducting in-person Visitor Experience Workshops and On-Site Tourism Assessments in each host community.

CONSUMER DATA SNAPSHOT

Data from the consumer research dashboard shows the following heritage tourism statistics for the first quarter of FY 24 (September 1–November 25):

- 5,957,636 total trips were taken to heritage sites and attractions for a total of 8,027,477 visitor days spent in Texas, which is an average of 1.3 days per trip.
- Heritage traveler demographics:
 - Caucasian (71 percent)
 - Hispanic (22 percent)
 - Black (4 percent)
 - Asian (3 percent)
 - 40 percent have a bachelor’s degree
 - 34 percent are between the ages of 45-64
 - 38 percent have an income in excess of \$100,000
 - 45 percent have 3–5 people in the household

Notable visitor statistics of the period:

- State Historic Sites:
 - National Museum of the Pacific War was the most-visited site.
 - The primary origin markets for all state historic sites were the Houston and Dallas-Fort Worth metropolitan areas.
 - Nearly one-third of all state historic sites visitors earn \$100–\$150 thousand.
- Main Street Districts:
 - Waco was the most-visited Main Street district.
 - Day trips were most prevalent, but 10.5 percent of visitors stayed in Texas Main

Street districts for two days (typically over a long weekend).

- Heritage Trail Regions:
 - The most-visited region was the Texas Hill Country Trail Region at 1,370,058 visitors.
 - In the Texas Lakes Trail Region, visitors from households consisting of 3–5 members and 1–2 members were almost equal (44.8 percent and 44.4 percent respectively).
 - The Texas Mountain Trail Region’s average length of stay was 2.3 days, the longest of any of the regions.
 - Hispanic visitors were the top ethnic group visiting the Texas Pecos Trail Region, at 56.4 percent.

TEXAS TIME TRAVEL TRAFFIC

During the first quarter of the fiscal year, 100,401 users visited TexasTimeTravel.com. This represents an almost 8 percent increase over the previous quarter. Female users held a majority over males at 54.6 percent, and the top age groups (35–44 and 45–54) represented a combined 37 percent of the user base. The smallest number of users, at 14 percent, was in the 65-plus age group category. The two most-popular blog posts from the period covered the topics of haunted heritage and the Quanah Parker Trail. As in previous quarters, roughly one-third of users access the website using a mobile device. Website visitors used our integrated translation service 938 times and downloaded a digital version of the *Texas Heritage Travel Guide* 670 times.

HERITAGE TRAVEL PUBLICATIONS

The effort to revise and restock the agency’s heritage travel publications has continued. The agency has on hand a small supply of *Texas Heritage Travel Guide* reprints. A new cover has been introduced, but additional changes and updates will come later this year.

The *Chisholm Trail* travel guide, with modest updates and improvements, has been reprinted with 75,000 copies. The product is available and distributed through various networks to traveler and museum locations.

REAL PLACES 2024 CONFERENCE

Conference planning continues for the 8th annual Real Places Preserving Historic Texas Conference to

be hosted by the Friends of the Texas Historical Commission, the THC, and in partnership with Phoenix I Restoration and Construction, LLC, on April 3–5, 2024. The Renaissance Austin Hotel in the Arboretum will be the primary venue.

Through this quarter, total sponsorships have been secured in the amount of \$119,000 and continue to grow with interest from various companies and organizations. The Friends also secured a major sponsorship grant from the City of Austin, included in those totals.

A record slate of 12 pre-conference workshops and tours are available covering a wide range of technical and organizational sessions. Topics include cemeteries, masonry, storytelling, podcasts, local preservation empowerment, fundraising, disaster planning, and tax credits. Conference partner Phoenix I and the Texas State Preservation Board are teaming up to offer a Capitol tour focused on the roof replacement project, with rare access to the upper levels of the dome.

Five keynote speakers have been confirmed with another 85 public speakers for breakout and workshop sessions. Headline speakers include Brian Luallen, CEO of Fair Park First; Sarah Miller of the Florida Public Archeology Network; Historian and author Douglas Brinkley of Rice University; Leader in accessibility technology, Sina Barham; and decorative arts conservator Jhonny Langer. All breakouts and keynotes will be livestreamed for virtual participants.

The [conference website](#) features details and offers the various options available to attendees, including single day, full conference, and virtual options. Marketing efforts have influenced strong registration throughout the quarter, with registration through late December currently including more than 350 attendees several months before the event. The target audience is 800-1,000 participants.

COMMISSION REPORT

TEXAS TREASURE BUSINESS AWARD PROGRAM

FEBRUARY 2024
MALLORY LAUREL
SPECIAL PROJECTS COORDINATOR

TEXAS
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REAL PLACES TELLING REAL STORIES



Members of the Standard Hat Works staff pictured in The Waco Times-Herald in 1945.

RECENT AWARDEES

Business Name

City

Clarence Lewis & Son Mortuary	Conroe
Fischbeck Welding, Inc	New Braunfels
Main Printing	Cameron
McDonald Trading Post	Plainview
Nancy's Art Style	Snyder
The Original Ninfa's	Houston
American Bank, N.A.	Waco
Lake Air Pool Supply, LLC	Waco
DuPuy Oxygen & Supply, Inc	Waco
Standard Hat Works	Waco
Azbell Electronics	Waco
Haught Air Conditioning, Inc	Waco
DuBois Furniture	Waco
North Waco Tropical Fish	Waco
Cornelius Nursery	Houston
Walker County Title Company	Huntsville
Walker County Hardware	Huntsville
Huntsville Abstract & Title Company	Huntsville

BUSINESS SPOTLIGHTS*

McDonald Trading Post, est. 1936

After his farming operation in Floyd County fell victim to the Depression, John McDonald put his education to use, traveling across a 200-mile radius to hold auctions. McDonald, who had attended auctioneers school in Kansas City, eventually began buying railroad salvage in Amarillo, which is in part why the nearly 16 acres of warehouses and storage yards boasted such eclectic merchandise. At one point, you could find anything from gas masks and explosion-proof telephones to jet aircraft engines. Regarding the ladder, McDonald's son, David, claims "the Indianapolis Speedway wanted [the engine] so they could mount it on a trailer to dry off the track after it rains."



Photo: Founders John McDonald (left) and son Pete McDonald in front of McDonald Trading Post in 1940.

Nancy's Art Style, est. 1968

"Now, at age 89, we asked Nancy to describe how hairstyles and clientele have changed over the 55 years she has been in the business. Having 3 hairdressers currently, she once employed 17 hairdressers, a receptionist, a shampoo girl and two female barbers. She spent many years perfecting pin curls, finger waves, and wet sets with clippies and rollers. Several of her life long customers have had a standing appointment for years and a few come every day. Nancy told us she has missed maybe 2 days in 55 years and has employed 137 hairdressers she can remember and probably 100 she can't."

Grand Opening

**SUNDAY AFTERNOON
2 P.M.-5 P.M.—OCT. 20**

FREE DOOR PRIZES
JUST REGISTER. NO PURCHASE NECESSARY
1st PRIZE—\$20.00 PERMANENT
2nd PRIZE—\$17.50 BLEACH
3rd PRIZE—\$10.00 SET DEEYA COSMETICS

NANCY GRIMMETT—New Owner and Manager

NANCY GRIMMETT
KATHY HENDERSON
Beautician
BETTY HILDRETH
Beautician

We cordially invite you to come out and visit with us during our big grand opening.

We would appreciate serving you with all your beauty needs...
LATEST TRENDS AND FASHIONS IN HAIR STYLING!

Photo: Nancy's Art Style in the Snyder Daily News in 1968.

Azbell Electronics, est. 1945

Billy Azbell, a former employee of Montgomery Ward, founded his company at the close of World War II, in September 1945. In its early days, the business provided TV and radio repair, and sold broadcast TV cameras and analog vacuum tube devices. Almost fifty years later, Azbell Electronics pioneered Mobile Video Audio Display System (MVADS) technology for the US Army. In fact, several Azbell staff have been on long term deployments with US Army units for training and operations in Iran, Korea, Bahrain, Afghanistan, the NTC, and other CONUS and OCONUS sites in support of mobile and fixed command post systems built under contract.

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**AND
RADIO
Service**

DON'T WAIT to have your present set converted to UHF! When KANG-TV goes on the air there will be a rush so why not play it smart and have it done now! It's quick and inexpensive, so don't miss a minute of wonderful reception! We also service all makes of TV sets and install antennas!

RADIO CENTER
1813 Speight Phone 4-0571

Photo: Azbell Electronics went from selling television sets (above, Waco Tribune-Herald in 1953) to developing combat-ready audio-video systems.

*All quotations and narrative above were sourced from the awardee's responses to questions in the award nomination form.

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Item 10.2
Texas Historical Commission
Quarterly Meeting
January 30-31, 2024

Consider Approval of the Application Ranking and Funding Recommendations for the FY 2024 Certified Local Government Grants

Background:

The THC annually assists local historic preservation programs of Certified Local Governments (CLGs) through the administration of subgrants funded by the National Park Service Historic Preservation Fund (HPF) allocation to the agency. The THC must set at least ten percent (10%) of this annual figure aside for distribution to the CLGs. In FY 2023, the agency received \$197,066 to allocate as subgrants and a similar appropriation for FY 2024 is anticipated. These funds are contingent upon a resolution of the federal budget and notification from the National Park Service.

In addition to the regular CLG grant round, one additional call for applications was announced: travel stipends to attend the National Alliance of Preservation Commission's FORUM 2024 Conference.

Travel Stipends

Staff notified all Texas CLGs in October 2023 that stipends were available for travel expenses and lodging to attend FORUM 2024 in West Palm Beach, Florida, from July 31–August 4, 2024. All CLGs in good standing were eligible to apply. Completed applications were evaluated by program staff using scoring criteria that prioritized applicants who had not received a CLG travel stipend in the past two years. Thirteen CLGs applied, requesting stipends for 37 attendees including both local CLG staff and commissioners. Attached is the application ranking and projected number of attendees to be funded contingent on the final amount of federal funding received. Staff anticipates funding 25 attendees for a total of \$30,412.

The travel stipends allow recipients to obtain preservation-specific training that results in a widespread benefit for communities around the state. FORUM is the *only* national conference specifically for local preservation commission members and staff. It offers CLGs an opportunity to learn from expert speakers comprised of commissioners, staff, and professionals from across the country who share information and best practices from preservation's front lines. Travel stipend grants will be implemented on a reimbursement basis after the event with appropriate documentation required. Registration and attendance at FORUM 2024 are a requirement of the stipend; however, formal match requirements are waived.

Regular FY24 Grant Round

Eligible CLG grant projects include the development of historic resources surveys, National Register of Historic Places nominations, preservation plans, and educational programming, as well as development/brick and mortar projects. Special consideration is given to projects and programs that directly support the goals of the Texas Statewide Preservation Plan.

Fourteen CLGs applied for these grants. An interdisciplinary staff committee evaluated the grant requests against established criteria, considering previous grant distribution, viability of the proposed

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projects, and benefit to the local government's preservation program. The attachment details the results of this evaluation, as well as anticipated funding levels.

Additional Information:

Through authority previously granted by the Commission, the Executive Director is permitted to redirect any FY 2024 grant funds from one recipient to another in the event a grant award is fully or partially forfeited, unexpended, or relinquished during the FY 2024 grant period. The purpose of this authority is to ensure that the maximum amounts of funds are utilized by Texas communities rather than being returned unexpended to the federal agency.

Upon acceptance of the ranking and funding selection process, staff will fund viable projects, in ranked order, as outlined in the attached chart. Funds may not be available to fund all the recommended projects. If the HPF allocation is greater than expected, staff will allocate the additional funds toward more FORUM 2024 travel stipends from among those already requested.

Recommended motion (Committee):

Move that the committee send forward to the Commission and recommend approval of the ranking and funding as presented for the Fiscal Year 2024 Certified Local Government grants and travel stipends based on the availability of federal funds. Funds will be committed in the ranked order as they become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds. The Commission waives the match requirement for travel stipends.

Recommended motion (Commission):

Move approval of the ranking and funding as presented for the Fiscal Year 2024 Certified Local Government grants and travel stipends based on the availability of federal funds. Funds will be committed in the ranked order as they become available. Individual recommended funding amounts may be adjusted as necessary to ensure efficient use of the available funds. The Commission waives the match requirement for travel stipends.

TEXAS HISTORICAL COMMISSION

Item 10.2
Texas Historical Commission
Quarterly Meeting
January 30-31, 2024

**Certified Local Government Program
Fiscal Year 2024 CLG Grant Applications**

Applicant	Project Description	Score	Grant Request	Anticipated Funding
Galveston	African American Heritage Survey	85.00	\$ 20,000	\$ 20,000
Travis County	San Bernard National Register District Nomination (Austin)	82.50	\$ 15,000	\$ 15,000
Fort Worth	City of Fort Worth Historic Resources Survey Update (Phase VII)	80.88	\$ 36,770	\$ 36,770
Historic Waxahachie	Historic Resources Survey of Waxahachie (Zone 2)	79.63	\$ 25,000	\$ 25,000
Travis County	African American Freedom Colony and Settlement Survey of East Travis County & Surrounding Counties	77.13	\$ 25,000	\$ 25,000
Houston	Lyons Avenue National Register Historic District Nomination	71.38	\$ 15,000	\$ 15,000
Burnet County	Stringtown Cemetery Preservation Project	71.25	\$ 4,325	\$ 4,325
Hays County	Hays County Historic Resources Survey Plan	71.13	\$ 30,000	\$ 30,000
Comal County	National Register Nomination for the Dittlinger Family Residential Historic District (New Braunfels)	69.29	\$ 8,500	\$ 8,500
Denton County	Denton County Historic Resources Survey (Zone 1)	63.50	\$ 60,000	-
Tarrant County	Historic Resources Survey of Unincorporated Tarrant County	63.39	\$ 50,000	-
Denison	Denison Historic District Historic Resources Survey and National Register Update	61.46	\$ 12,000	-
McAllen	Historic Trolley Tours	61.13	\$ 5,000	-
Keep Blanco Beautiful	Blanco Streetscape Project	45.93	\$ 20,600	-
Totals			\$327,195	\$179,595

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**Certified Local Government Program
FORUM 2024 Travel Stipend Applications**

Applicant	Final Score	Requested Attendees	Requested Funding	Anticipated Attendees	Anticipated Funding
Houston	42	4	\$ 4,480.00	2	\$ 2,420.00
Weatherford	40	2	\$ 3,000.00	2	\$ 2,614.00
Fredericksburg	38	3	\$ 3,681.84	2	\$ 2,479.56
Round Rock	38	2	\$ 2,626.00	2	\$ 2,626.00
Seguin	37	4	\$ 4,616.00	2	\$ 2,368.00
Denton	36	4	\$ 4,105.00	2	\$ 2,323.00
Socorro	36	3	\$ 4,247.92	2	\$ 2,865.28
Galveston	28	3	\$ 3,273.00	2	\$ 2,182.00
Paris	28	3	\$ 2,885.70	2	\$ 2,328.70
Rio Grande City	28	1	\$ 1,255.00	1	\$ 1,239.00
New Braunfels	27	3	\$ 3,264.00	2	\$ 2,176.00
Plano	27	5	\$ 6,000.00	2	\$ 2,400.00
Denton County	22	4	<u>\$ 4,780.00</u>	<u>2</u>	<u>\$ 2,390.00</u>
Totals		37	\$43,734.46	25	\$30,411.54

Should more funds than anticipated become available for grants, additional travel stipend awards will be made following the descending order of scores.

Hispanic Texans: Journey From Empire to Democracy
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0	1	0									
Newspaper												
Monitor Mailroom												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	51	16	9	19								
Subtotal	51	17	9	19	0	0	0	0	0	0	0	0

Box Requests (90 per box)	2	5	1	1								
Total	231	467	99	109	0	0	0	0	0	0	0	0

Brochure launched on April 29, 2015

public 5.4.15

Media and Legislators



Texas Hispano-Viaje Desde El Imperio Hasta La Democracia
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests	0	0	0									
Newspaper												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	14	6	1	4								
Subtotal	14	6	1	4	0	0	0	0	0	0	0	0

205

Box Requests (90 per box)	0	1	0	1								
Total	14	96	1	94	0	0	0	0	0	0	0	0

205

Brochure launched in September 2015



Texas Chisholm Trail
FY2024 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2023	2023	2023	2023	2024	2024	2024	2024	2024	2024	2024	2024
Calls & Written Requests			0									
Certified Folder												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site			7	101								
Subtotal	0	0	7	101	0	0	0	0	0	0	0	0

Box Requests (180 per box)			4									
Total	0	0	727	101	0	0	0	0	0	0	0	0

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17



Texas Heritage Trails Program: Regional and Thematic Brochures

TRAIL REGION BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>Texas Heritage Travel Guide</i>	500,000	(12/9/14)	50,000	(8/10/15)	35,000	(9/24/21)	N/A	N/A	N/A	N/A	585,000	300,751.44	63,605.25	73,510.92	N/A	N/A	\$437,868	Out of Stock
<i>Texas Forts Trail Region</i>	250,000	(9/30/98)	250,000	(10/01)	100,000	(07/06)	500,000	(4/10)	N/A	N/A	1,100,000	\$69,889	\$55,280	\$24,491	\$75,984	N/A	\$225,644	Out of Stock
<i>Texas Independence Trail Region</i>	300,000	(9/00)	350,000	(1/31/02)	450,000	(1/31/05)	N/A	N/A	N/A	N/A	1,100,000	\$69,768	\$57,395	N/A	N/A	N/A	\$127,163	Out of Stock
<i>Texas Forest Trail Region</i>	400,000	(4/02)	250,000	(6/2005)	250,000	(05/11)	N/A	N/A	N/A	N/A	900,000	\$68,000	\$49,565	\$88,372	N/A	N/A	\$205,937	Out of Stock
<i>Texas Lakes Trail Region</i>	450,000	(10/03)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$85,966	N/A	N/A	N/A	N/A	\$85,966	Out of Stock
<i>Texas Brazos Trail Region</i>	450,000	(8/04)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$82,481	N/A	N/A	N/A	N/A	\$82,481	Out of Stock
<i>Texas Plains Trail Region</i>	450,000	(3/06)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	450,000	\$84,647	N/A	N/A	N/A	N/A	\$84,647	Out of Stock
<i>Texas Mountain Trail Region</i>	550,000	(2/07)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$92,431	N/A	N/A	N/A	N/A	\$92,431	Out of Stock
<i>Texas Tropical Trail Region</i>	500,000	(1/08)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	500,000	\$90,000	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Pecos Trail Region</i>	550,000	(5/09)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$91,375	N/A	N/A	N/A	N/A	\$90,000	Out of Stock
<i>Texas Hill Country Trail Region</i>	550,000	(4/10)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	550,000	\$83,480	N/A	N/A	N/A	N/A	\$83,480	Out of Stock
Total	4,950,000		900,000		835,000		500,000		0		7,185,000	\$1,118,788	\$225,845	\$186,374	\$75,984	\$0	\$1,605,617	0

THEMATIC BROCHURE	INITIAL PRINTING QUANTITY	DATE	REPRINT (1) QUANTITY	DATE	REPRINT (2) QUANTITY	DATE	REPRINT (3) QUANTITY	DATE	REPRINT (4) QUANTITY	DATE	YTD QUANTITY	INITIAL PRINTING COST	REPRINT (1) COSTS	REPRINT (2) COSTS	REPRINT (3) COSTS	REPRINT (4) COSTS	TO DATE COST	NUMBER LEFT
<i>African Americans in Texas</i>	150,000	3.1.99	125,000	8.1.99	200,000	11.10.10	200,000	5.11.11	200,000	10.12.16	875,000	\$59,757	\$53,526	\$83,541	\$83,256	\$128,057	\$408,137	Out of Stock
<i>Hispanic Texans: Journey From Empire to Democracy-English</i>	350,000	4.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	350,000	\$267,767	N/A	N/A	N/A	N/A	\$267,767	30,240
<i>Texas Hispano: Spanish</i>	109,310	8.1.15	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	109,310	\$110,574	N/A	N/A	N/A	N/A	\$110,574	7,650
<i>Texas in the Civil War</i>	200,000	5.1.99	125,000	12.1.10	450,000	1.3.10	N/A	N/A	N/A	N/A	775,000	\$35,471	\$122,955	N/A	N/A	N/A	\$158,426	Out of Stock
<i>The Great War WWI</i>	125,000	10.24.17									125,000	\$41,186					\$41,186	Out of Stock
<i>Chisholm Trail</i>	550,000	7.2.02	250,000	6.1.17	75,000	11.6.2023	N/A	N/A	N/A	N/A	800,000	\$88,574	\$58,420	\$34,854	N/A	N/A	\$146,994	72,900
<i>Texas In WWII</i>	200,000	8.5.05	N/A		N/A		N/A	N/A	N/A	N/A	200,000	\$42,970	N/A	N/A	N/A	N/A	\$42,970	Out of Stock
Total	1,684,310		500,000		725,000		200,000		200,000		3,234,310	\$646,299	\$234,901	\$118,395	\$83,256	\$128,057	\$1,176,054	110,790