TEXAS HISTORICAL COMMISSION

AGENDA
COMMUNICATIONS COMMITTEE
Videoconference Meeting
February 2, 2021
12:30 p.m.

Pursuant to the Governor's March 16, 2020 suspension of certain provisions of the Texas Open Meetings Act due to the Coronavirus (COVID-19), the February 2, 2021 meeting of the Communications Committee will be held by videoconference as authorized under Texas Government Code **section** 551.127. Zoom meeting access link (registration required): http://bit.ly/feb2021committees only access via telephone at 1-346-248-7799; Webinar ID: 918 0036 1390
Agenda and meeting materials will be available at www.thc.texas.gov/teleconferences after January 27, 2021. The members may discuss and/or take action on any of the items listed in the agenda.

1. Call to Order —*Committee Chairman Gravelle*

   A. Committee member introductions
   B. Establish quorum
   C. Recognize and/or excuse absences

2. Consider approval of the Communications Committee meeting minutes – *Chairman Gravelle*

   A. Minutes for June 16, 2020
   B. Minutes for October 27, 2020

3. Communications Division update and committee discussion — *Chris Florance*

   A. Engagement
   B. Branding
   C. Digital Media

4. 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 Brickley at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made

MINUTES

TEXAS HISTORICAL COMMISSION

MINUTES
COMMUNICATIONS COMMITTEE
Teleconference Meeting
June 16, 2020
2:30 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.

Commissioners in attendance: Rene Dutia, Garrett Donnelly, Wallace Jefferson, Jim Bruseth, Earl Broussard, Monica Burdett, Catherine McKnight and David Gravelle.

1. Call to Order
The meeting was called to order by Chairman David Gravelle at 2:30 p.m. He announced the meeting had been posted to the Texas Register, was being held in conformance with the Texas Open Meetings Act, Texas Government Code, Chapter 551 and that notice had been properly posted with the Secretary of State's Office as required.

A. Committee member introductions
Chairman Gravelle called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum
Chairman Gravelle reported that a quorum was present and declared the meeting open.

C. Recognize and/or excuse absences
No absences.

2. Minutes
The committee approved the May 11, 2020 Communications Committee meeting minutes.
Commissioner Donnelly made the motion and was seconded by Commissioner Broussard.

3. Communications Division update and committee discussion-Chris Florance
Florance introduced Isabel Ray the new Engagement Coordinator for the Communications Division, formerly of Texas State University, where she served as Assistant Director for Digital Communications, and the Museum of the Costal Bend.

Florance highlighted the ongoing success of the webinars and credited Emily Herman for the success. He mentioned upcoming webinars for Eisenhower Birthplace, Sam Rayburn, and San Felipe de Austin State Historic Sites with an increase in participates of over 100 registrants for each webinar.

Florance noted that Tour Texas contributed to the growth of the agency email list, which increased to 147,881 emails as of June 4, 2020.

Gravelle expressed his amazement in the increase of emails to the database.

Commissioner Broussard asked if a demographic survey is possible with the lists.

Florance mentioned the Historic Sites are utilizing iPads for the Point of Sale Register and discussed the new GovDelivery provider.

Florance reported that new text-to-subscribe signs were delivered to each of the sites. Text-to-subscribe signs will be utilized at each of the sites instead of touch screen to capture emails from the sites.

Florance discussed plans for a new statewide newsletter that will reach students and teachers.

Florance also mentioned a hoped-for return-to-travel initiative. He mentioned the increase of travel via short road trips, RV and camper popularity, and return of drive in theaters.

Gravelle and Bruseth mentioned RV sales and camp reservations are up.

Bruseth recommended that the Texas Time Travel needs to be improved in order to reach road trip travelers. He suggested one app that would include locations for museum, markers, historical sites, and more.

Florance reported that the branded email signature initiative is complete and new signage in the works for new state historic sites. San Jacinto has installed new sites.

Gravelle asked Chris to schedule a telephone call and to include Commissioner Bruseth to discuss PR for the James Coryell identification story.

4. Adjournment: 3:17 p.m., on the motion of Chairman Gravelle and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

MINUTES
COMMUNICATIONS COMMITTEE
Teleconference Meeting
October 27, 2020
11:40 a.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 512.463.6255.

Commissioners in attendance: Rene Dutia, Garrett Donnelly, Jim Bruseth, and David Gravelle.

1. Call to Order
The meeting was called to order by Chairman David Gravelle at 11:40 a.m. He announced the meeting had been posted to the Texas Register, was being held in conformance with the Texas Open Meetings Act, Texas Government Code, Chapter 551 and that notice had been properly posted with the Secretary of State's Office as required.

A. Committee member introductions
Chairman Gravelle called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum
Chairman Gravelle reported no quorum was present and asked Chris Florance to report on activities for the last three months.

C. Recognize and/or excuse absences
Earl Broussard, Wallace Jefferson, and Catherine McKnight were absent.

2. Minutes
The committee approved the June 16, 2020, and the October 27, 2020, Communications Committee meeting minutes.

3. Communications Division update and committee discussion-Chris Florance

Florance presented an update on the social media growth strategies used by Communications to educate and entertain audiences during quarantine, including homeschoolers, travelers, and teleworkers. Agency and sites Facebook followers increased to 188,000. There was an increase of 21% for subscribers to the historic sites' YouTube accounts, as well as an increase in visits to most of the historic sites' websites.

Florance reported that the last email newsletter blast resulted in 500 orders of the Texas Heritage Travel Guide in hours. The newsletter also included an archeology video resulting in 2,000 clicks in one week.

Florance discussed hoped-for translation efforts for FY21/22 benefitting events, announcements and news releases for the sites. This will require fluent subject matter experts for TV appearances, publications and events at the sites to handle Spanish-language media requests. He hopes the agency has more opportunities for these efforts in 2021.

Gravelle expressed it was a priority to get a translator in Spanish.

Florance mentioned the possibility that the Chisholm Trail brochure could be translated into Spanish for digital download.

Gravelle asked about the demographics on the database; Florance noted efforts to survey newsletter recipients to gather demographic information.

Florance mentioned that a WWII webinar survey was used to capture what the attendees thought about the survey. All attendees for the webinar were generated from the email blast of the newsletter.

Dutia asked about tagging the email ID to get more information on the profile to reach other audiences. She praised the staff for a job well done.

Florance mentioned the partnership with Texas Parks and Wildlife and the distribution of the *Christmas in the Parks* publication. Last year 19,000 copies were distributed to all the state parks and historic sites. In 2020, 16,000 copies will be distributed due to the pandemic.

Florance reported that the branded email signature initiative is complete and new wayfinding signage installed at the Goodnight Ranch, San Jacinto, and other sites.

Florance mentioned that digital documents will be updated with the new branding as part of an ongoing effort.

Florance also mentioned the partnership with TravelTexas.com. They will highlight our day trip blog posts and drive traffic to TexasTimeTravel.com.

Florance reiterated the success of the Texas in WWII Leadership webinar and the response to the survey.

Florance commended *Medallion* staff Andy Rhodes, Judy Jensen, and Patrick Hughey for the success of the last issue of *The Medallion*. The publication has changed in the last three years and grown to 17,000 subscribers. He is impressed with the editorial design, great covers, and interesting topics.

Gravelle asked Donnelly to discuss the traffic to the state historical marker website page and traffic to the ATLAS.

Gravelle and Bruseth mentioned the Atlas was designed for research and not for travelers. They both agree it should be updated.

4. Adjournment: 12:26 p.m., on the motion of Chairman Gravelle and without objection, the Communications Committee meeting was adjourned.

TEXAS HISTORICAL COMMISSION

Quarterly Report

Communications Division
October–December 2020

SOCIAL MEDIA

This quarter, social media supported four main topics: Texas Archeology Month in October, Native American Heritage Month in November, and museum stores and Real Places 2021 in December. We also promoted the Preservation Scholars program for the 2021 application period.

Throughout November, we worked with THC tribal liaison Marie Archambeault to develop posts that accurately reflected the living cultures of today's tribes with Texas connections. A challenge when creating this content is finding photos of present-day Native American culture that the THC has permission to post. Marie and tribal representatives provided photos and reviewed drafts to ensure responsible storytelling. We published seven Native American stories on Facebook and Instagram and 15 on Twitter. We also supported Archambeault on a webinar about NAGPRA and working with tribes on consultations.

Some top-performing posts this quarter were about the Caddo grass house (75,000 organic reach on Facebook); the history of H-E-B (100,000 organic reach on Facebook); Elizabeth Crockett's burial site at Acton (180,000 organic reach on Facebook); New Sweden Evangelical Lutheran Church (42,000 reach on Instagram); and the birthday of Bill Pickett (46,000 impressions on Twitter).

WEBSITES

The agency website, thc.texas.gov, saw about a 10 percent increase in unique visits from this quarter last year (about 253,000 to 278,000). Texas Time Travel saw an increase of about 32 percent from the previous quarter a year before (16,800 to 22,200). Among the most-visited sections of the agency site are State Historical Markers and State Historic Sites pages (with the Washington-on-the-Brazos and San Jacinto pages being the most visited).

During this period, new educational content (Path to Plate) was created and added to the Caddo Mounds section of the website. Online retail was created for nine state historic sites, including product galleries and order forms for each site. Other changes to the website this period included additions to the Learning Resources section, updates to the Curatorial Facility Certification section, and additions to the Certified Local Government section.

In late November, we soft launched the Real Places 2021 website, which we began promoting on December 1. We also began building the Attendee Hub site, which is the integrated platform where registrants will view the online conference.

VIDEOS

We created a short promotional video walkthrough showing the Trail of Lights at Kreische Brewery and Monument Hill state historic sites in La Grange, as well as a short video slideshow promoting the *Texas Heritage Travel Guide*. Communications staff also supported Archeology Division staff on 20 video lectures produced during Texas Archeology Month, continued to support video efforts by the state historic sites during the pandemic, and began planning several short videos for Real Places 2021.

HISTORIC SITES

As our state historic sites are open under health and safety guidelines for all staff and visitors, we have continued to prioritize the promotion of these guidelines. The Historic Sites Division's online educational outreach materials are promoted through the agency's digital marketing channels.

Since January 2020, educational posts on social media have reached 40 million people. Nearly 400 educational videos have been published and viewed over 2.3 million times. Sites have hosted over 15 educational webinars promoting unique Texas history, including San Jacinto Battleground, San Felipe de

Austin, Casa Navarro, and Eisenhower Birthplace. These webinars have had over 2,100 attendees so far.

Communications staff coordinated with the Historic Sites Division to promote retail operations at historic sites' museum stores. Small Business Saturday, Museum Store Sunday, and Cyber Monday—as well as a 20 percent discount at select stores—were all promoted on agency channels. An online order form was developed for participating sites to take orders.

Through strategic partnerships with Travel Texas, TxDOT, and TourTexas.com, as well as from webinar attendees, new subscribers on the GovDelivery network, and collection of emails at the historic sites, Communications has collected over 161,000 email addresses to promote upcoming initiatives and events at our state historic sites.

MEDIA RELATIONS

This quarter, we distributed press releases on several agency matters, including:

- James Coryell's grave discovery
- Mineral Wells, Bogota, and Route 66 (Wheeler County segments) historic districts listed in the National Register of Historic Places
- Three Texas communities awarded Covid-19 relief grants
- Stephenville joins Main Street Program
- "Give the Gift of Texas" retail campaign and discount
- Real Places 2021 registration opens (statewide and national push)

During this period, the media relations coordinator collaborated with the Heritage Tourism Program and the *Houston Chronicle* to distribute nearly 40,000 copies of the *Texas Heritage Travel Guide* to subscribers. The guide accompanied the *Chronicle's* 175th anniversary of Texas statehood special edition that was distributed on December 13.

In our weekly Texas Time Travel segment on Dallas' *Radio Caravan*, we highlighted different places and topics, including the Holocaust and Human Rights Museum, Sixth Floor Museum at Dealey Plaza, Frontiers of Flight Museum, National Museum of the Pacific War's virtual programing, "Give the Gift of Texas" retail campaign, Real Places 2021, Preservation Scholars, and events at Sam Rayburn House and Eisenhower Birthplace state historic sites. At the beginning of December, we distributed the first monthly media report to Commissioners. It contained media mentions of the THC throughout November.

EMAIL OUTREACH

Our latest monthly agency e-newsletter, the December edition, went to 157,920 subscribers, and 37,156 subscribers received the quarterly Heritage Traveler e-newsletter. The most-clicked links included information about the Undertold Marker application period, Real Places 2021, and the National Trust for Historic Preservation's African American Cultural Heritage Action Fund.

We began Real Places 2021 email outreach in early December with announcements that registration was open. That was followed by targeted emails highlighting specific sessions for various program audiences, including six listservs and many segmented lists within our GovDelivery email distribution system. We also developed a marketing package (sample language and graphics for emails and social media), which was shared with our partners, speakers, professors, and related state and national organizations asking them to share with their audiences. Before the early-bird deadline (January 1), we did another round of emails reminding people only a few more days remained to save on registration.

We also launched a new e-newsletter for the Archeology Division during Texas Archeology Month and distributed one again in November to 2,006 subscribers to promote a webinar.

PRINT PROJECTS

Print projects included the fall 2020 edition of *The Medallion*, which focused on the Texas Historic Courthouse Preservation Program and historic tax credits. The winter edition is currently in the works.

We completed the FY 2019–20 Biennial Report, and are currently working on the biennial legislative publications, *Courthouse Cornerstones* and *Historic Heights*.

TEXAS HISTORICAL COMMISSION

Online Order Form Retail Pilot
Communications Outreach White Paper
Q4 2020

Goal: Promote a customized online order form and individual museum store products on the THC website.

Executive Summary:

- Developed Marketing Outreach Guide and Social Media Post Templates for five State Historic Sites, sent on 11/25
- Promoted Small Business Saturday, Museum Store Sunday, and Cyber Monday on THC social media channels, sent links to SHS to share, posted on 11/27, 11/28, 11/29, and 11/30
- Sent eblast to large State Historic Sites list promoting Cyber Monday promotion on 11/30

Analytics:

- **Facebook:** 31,558 people reached, 1,360 post engagements
- **Instagram:** 47,838 reached, 2,235 engagements
- **Twitter:** 2,354 reached, 55 engagements
- **GovDelivery:** 164,023 email recipients, 19,665 unique opens, 3,576 unique clicks
- **THC Website:** 2,216 page views to museum store pages
- **Online Order Form:** 25 order form submissions in Q4

Lessons Learned

- Marketing individual items with unique links will allow us to track purchases on future ecommerce platform
- Email marketing saw increases in order forms filled out

Travel Guide Distribution Campaign
Q4 2020 Campaign Analysis

Executive Summary

The Texas Department of Transportation provides storage and bulk fulfillment services for the THC as part of a Memorandum of Understanding agreement with state agency tourism partners. But they will be downsizing to a smaller warehouse next year and asked that we reduce our inventory with them. The statewide *Texas Heritage Travel Guide* is physically our largest guide and is the largest remaining quantity, so we decided to concentrate our initial efforts on distributing that guide first since it is taking up the most space in TxDOT's warehouse.

Campaign Goals

- Reduce the stock of the *Texas Heritage Travel Guide*
- Raise awareness of all our heritage travel guides and our heritage tourism program
- Drive traffic to THC website
- Drive engagement for THC social media

Promotional Channels

- Website
  - A custom landing page and order form was developed for people to order just the *Texas Heritage Travel Guide*. A pop-up ad on the homepage promoted the guide, encouraging visitors to click through and order a free copy. (The existing webpage that has all our travel guides for order has remained during this time, so some orders continued to come organically to that page through the THC and Texas Time Travel websites.)
- Social Media
  - Paid ad and organic post on Facebook and Instagram
  - Twitter
- Email
  - E-newsletters
  - Listservs
  - Other THC email lists
- Partners
  - *Authentic Texas*
  - Parker County Historical Commission
  - Texas Travel Alliance
  - Texas Parks and Wildlife Department
- Paid Distribution with Other Publications as Shrink-Wrapped Insert
  - Gathered quotes from numerous magazines and newspapers about including the guide as a shrink-wrapped insert with the publication distribution

Campaign Phase 1: Promotion of Individual Orders of Guides

We started by mostly focusing on promoting the guide to individuals, who we reached through these channels:

- THC monthly e-newsletter and Texas Heritage Traveler e-newsletter
- Social media

    - Pilot Ad—From October 15-23, we ran a pilot ad for $100 geographically targeting the Houston area. It was done as a trial to see how it performed and whether to run it statewide. It reached 9,519 people on Facebook and Instagram, but the conversion rate was very low.
    - Because of the low conversion rate, we did a different post later that was statewide and organic only (not paid). This video slideshow post reached 6,353 people and had 414 engagements on Facebook, reached 20,352 people and had 1,336 engagements on Instagram, and had 2,419 impressions and 67 engagements on Twitter.
- Ads on the Authentic Texas website
- Social media posts by the Parker County Historical Commission and a few shares of our posts by other partners

PHASE I RESULTS: 2,292 page views and 1,912 orders of guides

Campaign Phase 2: Promotion of Bulk Orders (Boxes) of Guides to Partners

The other big push, which happened more or less simultaneously with the phase 1 push to individuals, was a promotion to partner organizations that have visitors centers, asking them to order boxes of the guides. That moved the needle a lot more because there are 60 guides per box.

- Email
    - We worked with the Community Heritage Development Division's Heritage Tourism Program on emails to a number of partners:
        - Texas Travel Alliance membership
        - Texas Parks and Wildlife Department—we offered our guides for their parks, and offered to reciprocate by distributing their Texas State Parks guide at our state historic sites.
    - We worked with various THC program staff on emails to their constituents with visitors centers, including the Museum Services Program list, Heritage Tourism listserv, Main Street listserv, CHC Outreach listserv, and CLG listserv.
    - We emailed our state historic sites twice, asking them to distribute guides at their visitors centers.

PHASE 2 RESULTS: 148 box orders, which equates to 8,880 guides, or 2.7 pallets gone from the warehouse.

Campaign Phase 3: *Houston Chronicle* Distribution

After gathering and evaluating quotes from numerous magazines and newspapers about including the guide as a shrink-wrapped insert with the publication distribution, the Heritage Tourism Program decided to partner with the *Houston Chronicle*.

- On Dec. 13, the *Chronicle* distributed 39,976 guides to Houston-area households with a special edition of the newspaper commemorating the 175th anniversary of Texas statehood.
- We spent $4,840 on this.

PHASE 3 RESULTS: 39,976 guides distributed equates to 12 pallets and 7 boxes gone from the warehouse.

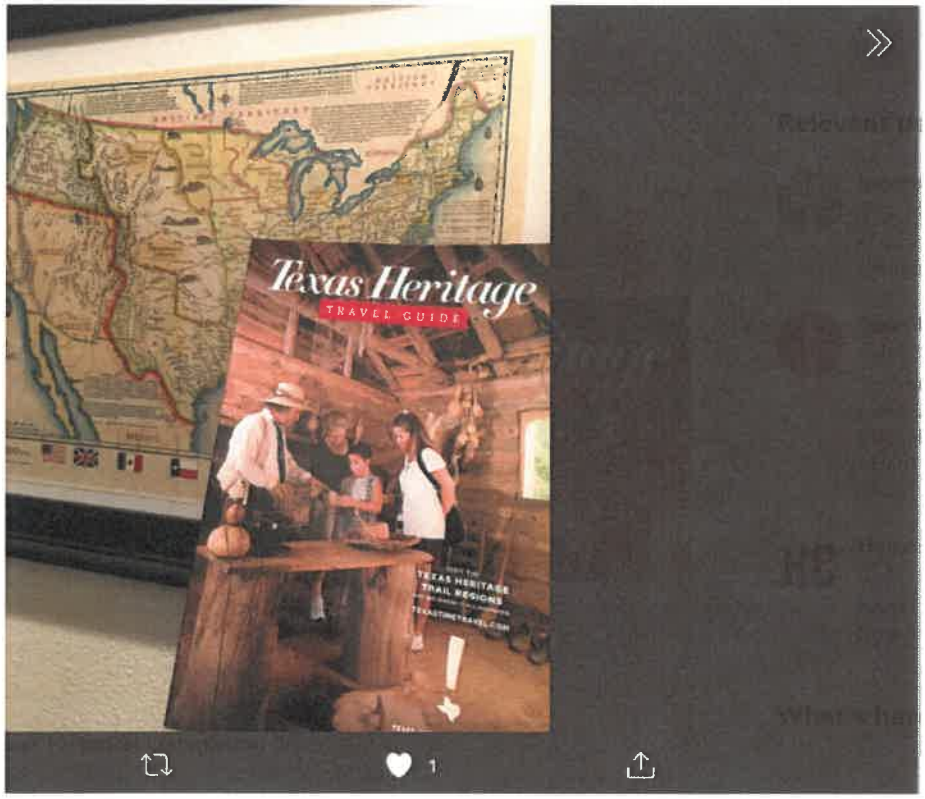
Total Guides Distributed, October–December 2020: 910 boxes or 54,600 guides.

Lessons Learned

- Promoting the bulk orders and paying for the shrink-wrapped distributions are the most effective methods of moving large quantities of guides.
- We can generate hundreds of individual orders quickly through mass emails, but fulfillment becomes a major staffing issue. We normally have one staff member who fulfills individual orders, and the amount that was generated during the campaign was overwhelming for one person. We cannot sustain that amount of individual orders over the long run unless we find another avenue for fulfillment.
- TxDOT has extended our deadline for reducing our stock of travel guides in their warehouse through December 31, 2021. To meet that deadline, we will need to determine a strategic, year-long campaign primarily focused on bulk orders and distributions.

Public Response to *Houston Chronicle* Distribution

We saw two enthusiastic posts on social media (Twitter and Facebook) by people who received the travel guide in the *Houston Chronicle* distribution:



Jaime González Santana
23h

Chron had this supplement from the Texas Historical Commission. Well done all!

6 1 Comment

Like Share

Becky Murray Martinez
I loved it!
Like · 17h 1

Texas Historical Commission
Digital Media Outreach Quarterly Report – Q4 2020

Executive Summary

- **Total Social Media Followers:** 288,582
- **Total eNewsletter Subscribers:** 175,325
- **Total Reach on Social Media (Agency Accounts):** 5,465,426
- **Total Engagements (likes, comments, shares, etc.):** 220,265

Social Media Followers, Agency Accounts

- **Facebook:** 76,540 (2.6% increase)
- **Instagram:** 43,000 (6.7% increase)
- **Twitter:** 14,300 (4.4% increase)
- **YouTube:** 14,600 (8.9% increase)
- **LinkedIn:** 2,951 (5.6% increase)

Social Media Followers Including Historic Sites

- **Facebook:** 191,908 (1.7% increase)
- **Instagram:** 56,625 (7.8% increase)
- **Twitter:** 21,397 (2.6% increase)
- **YouTube:** 15,326 (9.1% increase)
- **LinkedIn:** 3,326 (5.6% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 4.8%; **LinkedIn:** 5.7%; **YouTube:** 5.6%; **Instagram:** 4.8%; **Twitter:** 1.9%

Online Video

- **Total Video Views in Q4**
  - YouTube: 602,654
  - Facebook: 6,554
- **Top YouTube Videos (by number of views in Q4)**
  - Speaking Texas German: 405,454 (3,922,889 total views)
  - Spanish Settlement of Texas: 21,183 (75,644 total views)
  - Texas History – 1836 Goliad Massacre: 18,807 (188,757 total views)

eNewsletters

- **Total Subscribers:** 175,325 (0.2% decrease)
- **Top Email Topic Subscriptions**
  - THC State Historic Sites Offers and Promotions: 160,497
  - THC newsletter: 155,238
  - Heritage Traveler enewsletter: 36,996
  - State Historical Marker Program Updates: 16,132
  - History Museum Outreach and Education: 14,580
- **Total Unique Email Opens:** 285,115 (13.6% open rate)
- **Overall Engagement Rate:** 41%
- **Unique Link Clicks:** 46,276
  - Order a free Texas Heritage Travel Guide: 1,223 unique clicks
  - Unearthing the Old 300, San Felipe (TAM): 1,204 unique clicks
  - Friends October newsletter (full story): 1,136 unique clicks

Agency Blog

- **Total Blog Views in Q4:** 14,945 (50% decrease over Q3)
- **Top Blog Posts:**
  - Descendants of Austin's Old 300: 1,758 views
  - Found an Artifact on the Beach?: 910 views
  - Texas Tradition of Cattle Ranching: 493 views

Top Social Media Posts

- **Facebook**
  - Elizabeth Patton, Acton SHS: 196,241 impressions, 9,530 engagements (4.6%)
  - HEB history OTD: 124,105 impressions, 7,231 engagements (5.8%)
  - Pecos River High Bridge: 108,239 impressions, 4,631 engagements (4.3%)
- **Twitter**
  - Bill Pickett born OTD: 46,978 impressions, 2,406 engagements (5.1%)
  - Port Arthur Christmas scene: 36,914 impressions, 2,073 engagements (5.6%)
  - Pearl Harbor and Doris Miller: 24,287 impressions, 1,390 engagements (5.7%)
- **Instagram**
  - HEB history OTD: 45,312 impressions, 3,907 engagements (8.6%)
  - New Sweden church: 44,063 impressions, 2,033 engagements (4.6%)
  - Driskill Hotel OTD: 39,488 impressions, 2,000 engagements (5.1%)
- **LinkedIn**
  - Main Street HartBeat Grants: 2,523 impressions, 30 engagements (1.19%)
  - Fredonia Hotel and tax credits: 1,253 impressions, 86 engagements (6.86%)
  - Pearl Harbor and Doris Miller: 1,700 impressions, 101 engagements (5.94%)

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
  - Trail of Lights promo (Kreische Brewery & Monument Hill), 56,336 reach, 5,636 engagements
  - Pearl Harbor Day (National Museum of the Pacific War), 21,517 reach, 1,748 engagements
  - Christmas video (Fort McKavett), 5,460 reach, 1,275 engagements
  - José Antonio Navarro (San Jacinto Battleground), 8,343 reach, 1,175 engagements
  - Cold front views (Barrington Plantation), 5,242 reach, 881 engagements
- **SHS videos on Facebook:**
  - Historic sites shared 125 videos in Q4 with a total reach of 84,619 and 36,896 total views
  - Most viewed videos:
    - Christmas at Fort McKavett, 3,523 views
    - Veterans Day (National Museum of the Pacific War), 3,047 views
    - Virtual cemetery tour (Sam Rayburn House), 1,468 views

Historic Site Educational Webinars

- 8 webinars hosted by historic sites in Q4
- 820 total registrations
- 504 live attendees (61.4% attendance rate)

Most Attended Webinars

- William B. Travis, Citizen of Texas (San Felipe de Austin): 244 registrations, 156 live attendees (64% attendance rate)
- It Happened in San Felipe: An Interview with Judge Ken Wise (San Felipe de Austin): 136 registrations, 87 live attendees (64% attendance rate)
- History at Night: Documenting the Come and Take It Cannon with Dr. Gregg Dimmick (San Felipe de Austin): 110 registrations, 83 live attendees (75% attendance rate)

Account Performance Report - Feb 2020 to Dec 2020

GOVDELIVERY

Texas Historical Commission

Key Metrics

Summary of key metrics indicating account performance, growth, and engagement.

175K **Change in Subscribers** more details
Net change in subscribers to your account

436K **Change in Subscriptions** more details
Net change in subscriptions to your topics

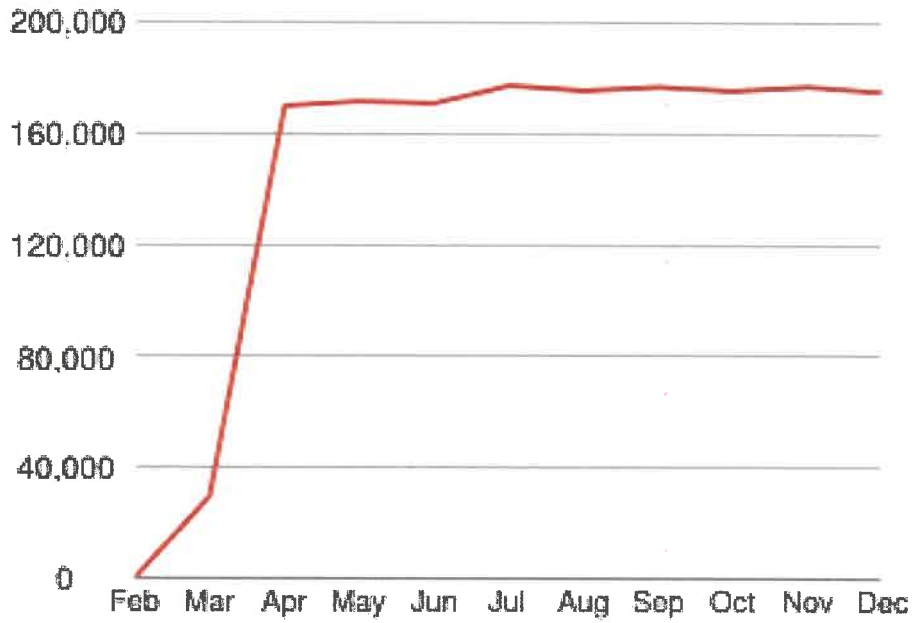
2.5 **Subscriptions Per Subscriber** more details
Average number of topic subscriptions that each subscriber has as of 12/2020

41.9% **Engagement Rate** more details
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 12/2020

1.21M **Impressions**
Total number of bulletin opens and link clicks

240.6% **Network Impact** more details
Percentage growth in subscribers as a result of using the GovDelivery Network

Total Subscribers



Account Performance Report - Feb 2020 to Dec 2020

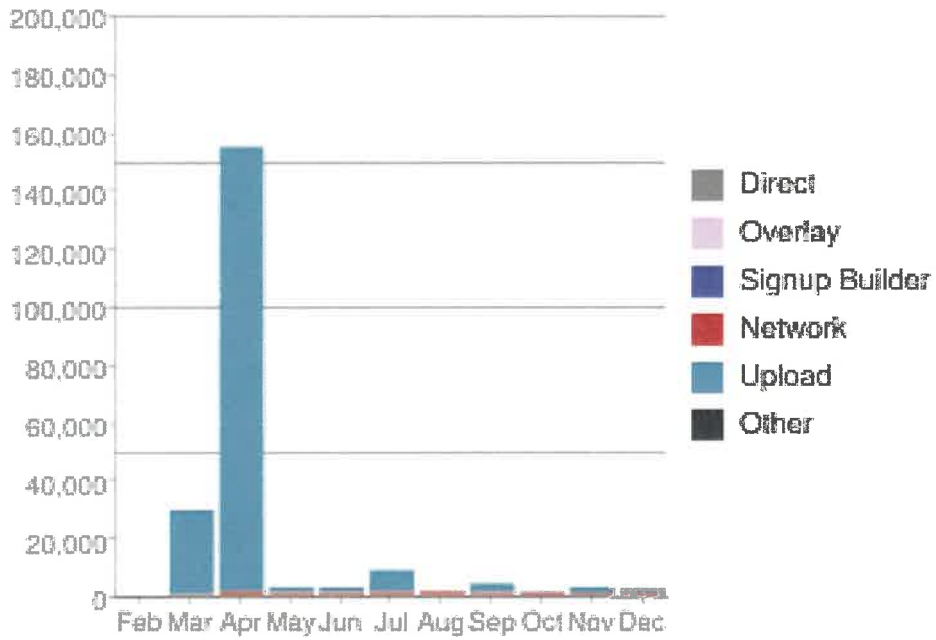
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Subscribers

Source of New Subscribers



Subscriber Profiles

Direct	367
Overlay	3,163
Signup Builder	36
Network	8,579
Upload	200,102
Other	0
Deleted	36,922
Change in Total Subscribers	+175,325
Total subscribers as of 12/2020	175,325

Account Performance Report - Feb 2020 to Dec 2020

GOVDELIVERY

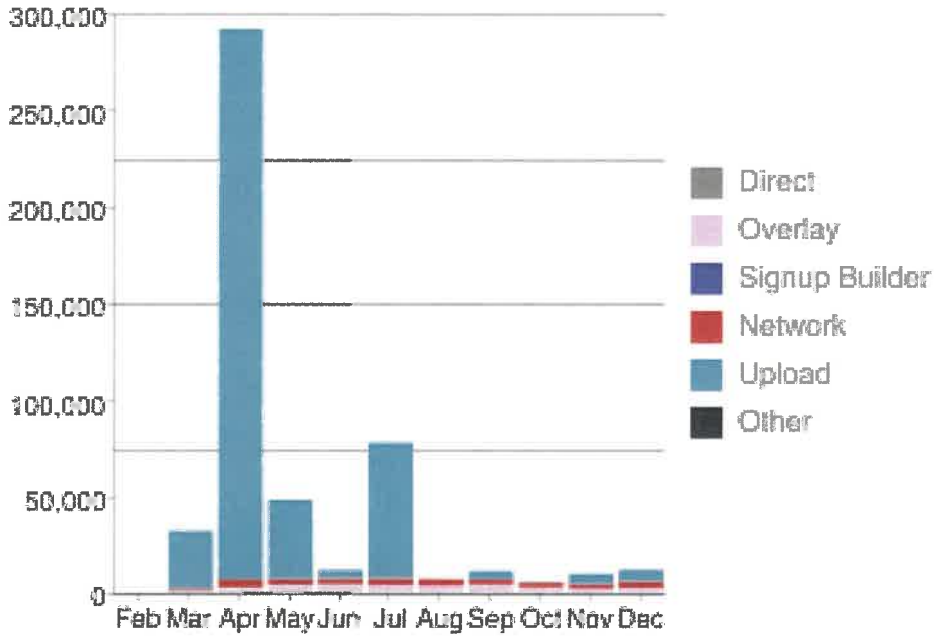
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Subscriptions

Source of New Subscriptions



Subscriptions

Direct	3,255
Overlay	29,504
Signup Builder	84
Network	29,050
Upload	448,543
Other	0
Deleted	74,014
Change in Total Subscriptions	+436,422
Total subscriptions as of 12/2020	436,422

Account Performance Report - Feb 2020 to Dec 2020

GOVDELIVERY

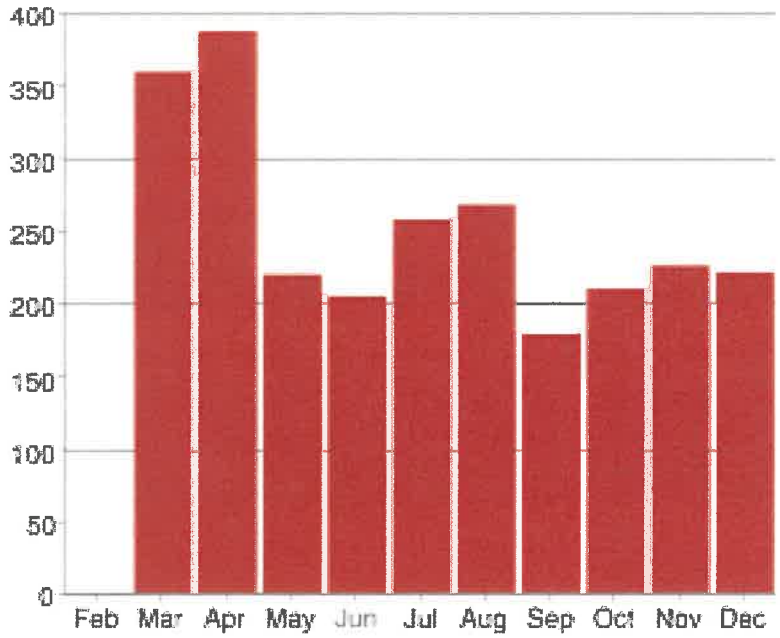
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Network impact

New Network Subscribers as Percentage of Direct



Top Contributors to Your Account

Agency	Subscribers to Your Account	Current
Texas Workforce Commission	2,386	✓
Office of the Governor Texas	876	✓
Texas Department of Family and Protective Services	752	✓
Teacher Retirement System of Texas	623	✓
Texas Education Agency	529	✓
City of Fort Worth, Texas	460	✓
Texas Health and Human Services Commission	443	✓
Nueces County, Texas	359	✓
Texas Parks and Wildlife Department	324	✓
Texas Real Estate Commission	314	✓

Increase in New Subscribers using GovDelivery Network past 11 months:

240.58%

Account Performance Report - Feb 2020 to Dec 2020

GOVDELIVERY

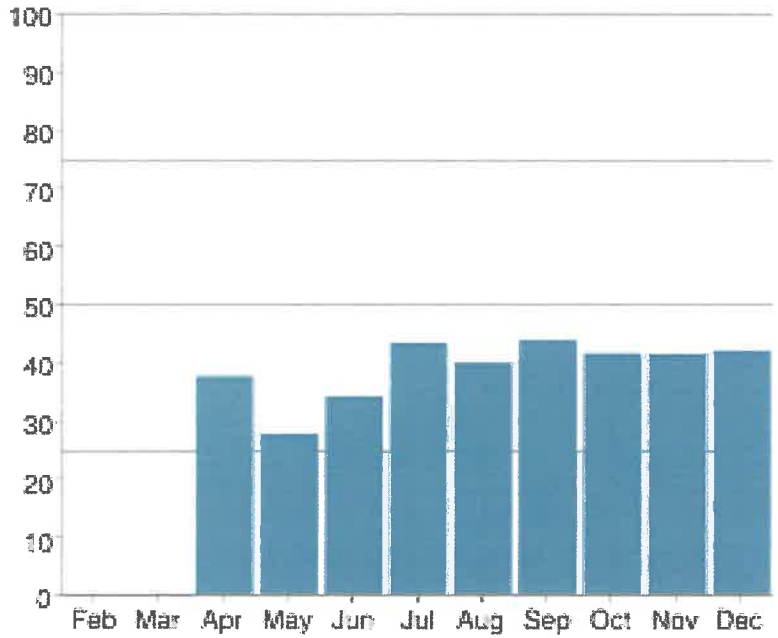
Texas Historical Commission

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Engagement

Month



Engagement by Month

Month	Unique Recipients	Engagement Rate*
Dec 2020	177,504	41.86%
Nov 2020	178,485	41.32%
Oct 2020	176,916	41.43%
Sep 2020	178,013	43.70%
Aug 2020	159,677	39.82%
Jul 2020	159,879	43.18%
Jun 2020	158,229	33.94%
May 2020	155,682	27.55%
Apr 2020	28,882	37.45%
Mar 2020	no bulletins sent	
Feb 2020	no bulletins sent	

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Topic activity

Popular Topics among Subscribers

Topic Name	Net Change in Subscriptions
THC State Historic Sites Offers and Promotions	160,497
THC eNewsletter	155,238
Heritage Traveler eNewsletter	36,996
State Historical Marker Program Updates	16,132
History Museum Outreach and Education	14,580
Historic Cemetery Preservation Announcements	5,634
Deduplicated .edu emails for Real Places 2021 (12/28/20)	4,223
THC State Historic Sites Updates	3,108
Washington-on-the-Brazos Development Workshop	3,075
Eisenhower Birthplace	2,866

Topics with the Most Bulletins Sent

Topic Name	Bulletins Sent
History Museum Outreach and Education	49
THC eNewsletter	21
Upcoming Events	16
Casa Navarro	16
San Felipe de Austin	14
San Jacinto Battleground	12
THC State Historic Sites Offers and Promotions	11
Washington-on-the-Brazos	9
THC State Historic Sites Updates	9
Sam Rayburn House	8

Account Performance Report - Feb 2020 to Dec 2020

Texas Historical Commission

Efficiency

Explore which online channels you are leveraging to maximize the impact of your communication efforts.

Delivery channels

Messages Sent

Email	117
SMS	19
Facebook	0
Twitter	0

Recipients

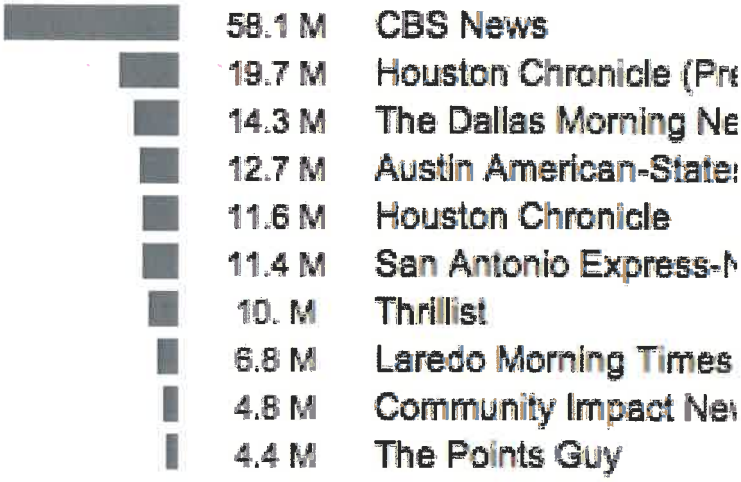
Email	4,039,744
SMS	251
Shared Bulletin Page Views	6,670

Improve Your Performance

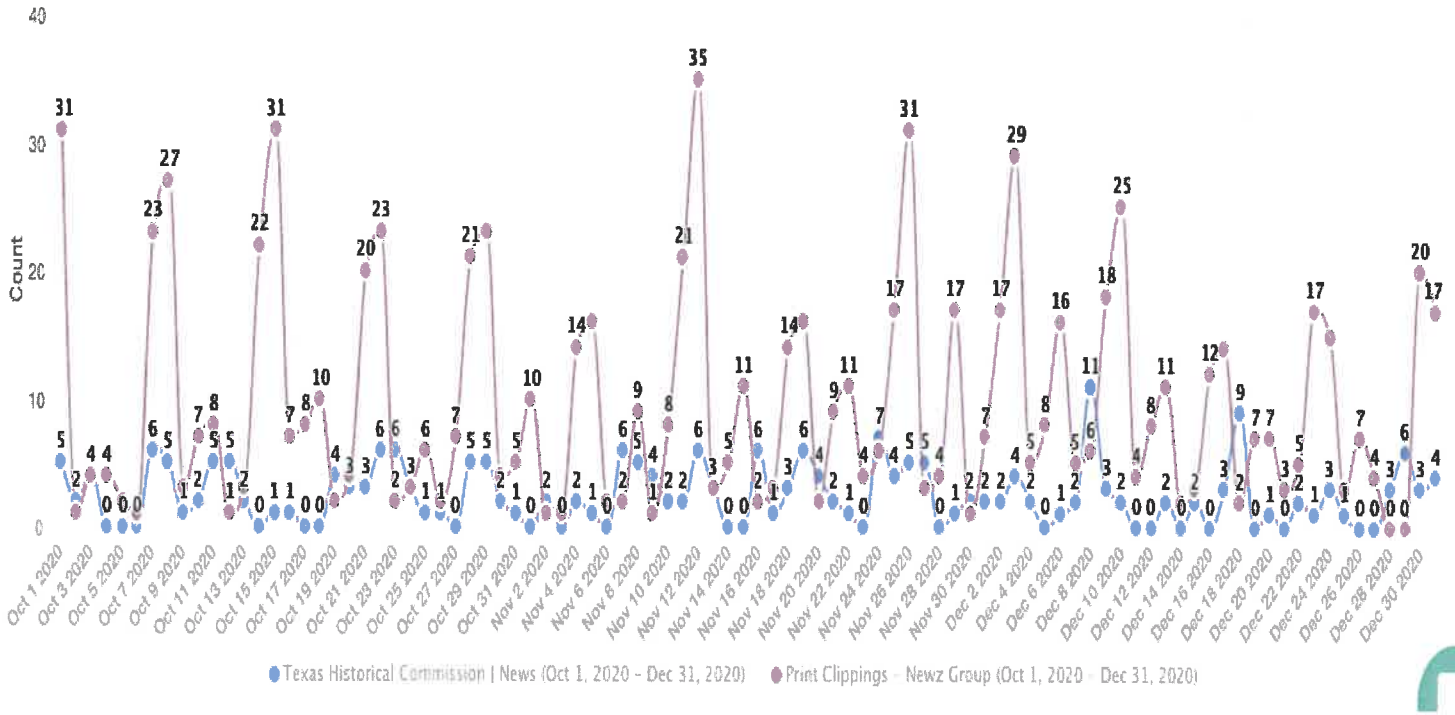
by using the tips in our Granicus Best Practices Guide

Texas Historical Commission | News

Top 10 Publications by Reach



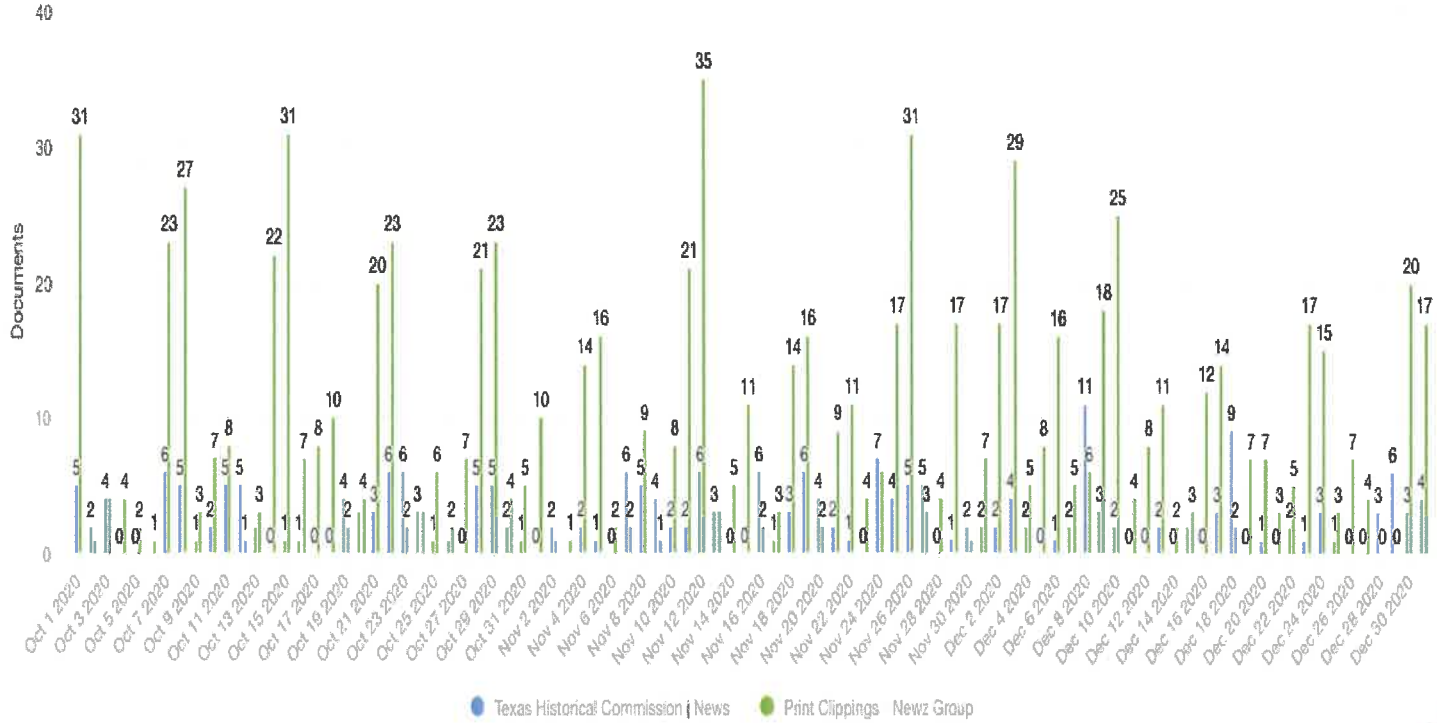
Oct 1, 2020 Dec 31, 2020



Texas Historical Commission | News

Top 10 Publications by Volume

Oct 1, 2020 - Dec 31, 2020



TEXAS HISTORICAL COMMISSION

October Print

Publications: 131
Clips: 315
Column Inches: 18,928
Advertising Equivalent ($): 965,510.79
Readership: 5,270,005

November Print

Publications: 131
Clips: 280
Column Inches: 16,989
Advertising Equivalent ($): 1,457,662.48
Readership: 6,347,887

December Print

Publications: 144
Clips: 300
Column Inches: 19,626
Advertising Equivalent ($): 1,290,136.76
Readership: 5,202,403

October Digital

Exposure: 84 mentions
Advertising Equivalent ($): 257,752
Reach: 27,854,934

November Digital

Exposure: 124 mentions
Advertising Equivalent ($): 880,057
Reach: 95,141,268

December Digital

Exposure: 79 mentions
Advertising Equivalent ($): 1,016,404
Reach: 109,881,526

Analytics http://www.texastimetravel.com www.texastimetravel.com

Go to report

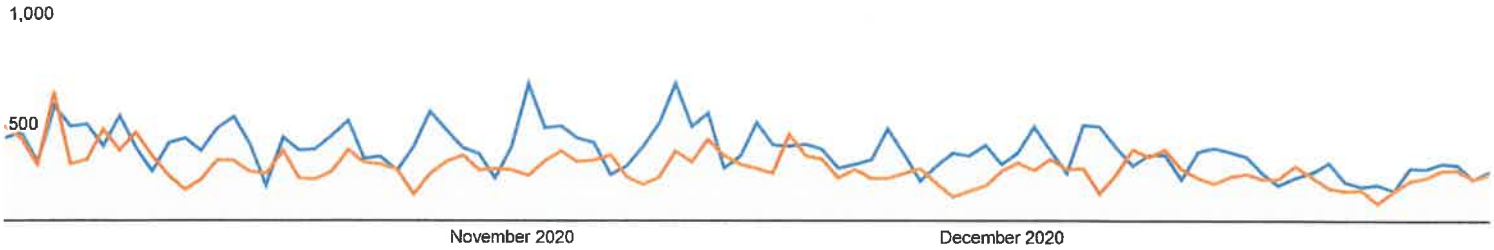
Overview

All Users
+0.00% Pageviews

Oct 1, 2020 - Dec 31, 2020
Compare to: Oct 1, 2019 - Dec 31, 2019

Overview

Oct 1, 2020 - Dec 31, 2020: Pageviews
Oct 1, 2019 - Dec 31, 2019: Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
34.18%	31.84%	0.05%	1.63%	-0.94%
29,592 vs 22,054	23,849 vs 18,090	00:03:08 vs 00:03:08	70.11% vs 68.98%	68.62% vs 69.27%

	Page Title	Pageviews	% Pageviews
1.	Texas Time Travel | Participant in the Texas Historical Commission's Texas Heritage Trails Program		
	Oct 1, 2020 - Dec 31, 2020	2,919	9.86%
	Oct 1, 2019 - Dec 31, 2019	2,272	10.30%
	% Change	28.48%	-4.25%
2.	National Monuments and Landmarks | Texas Time Travel		
	Oct 1, 2020 - Dec 31, 2020	2,066	6.98%
	Oct 1, 2019 - Dec 31, 2019	1,111	5.04%
	% Change	85.96%	38.59%
3.	A Brief History of Texas' German Heritage | Texas Time Travel		
	Oct 1, 2020 - Dec 31, 2020	1,666	5.63%
	Oct 1, 2019 - Dec 31, 2019	871	3.95%
	% Change	91.27%	42.55%
4.	Hispanic Heritage | Texas Time Travel		
	Oct 1, 2020 - Dec 31, 2020	1,364	4.61%
	Oct 1, 2019 - Dec 31, 2019	922	4.18%
	% Change	47.94%	10.25%
5.	Historic Forts and Presidios | Texas Time Travel		
	Oct 1, 2020 - Dec 31, 2020	1,100	3.72%
	Oct 1, 2019 - Dec 31, 2019	695	3.15%
	% Change	58.27%	17.96%
6.	Explore by Region | Texas Time Travel		

Oct 1, 2020 - Dec 31, 2020	1,019	3.44%
Oct 1, 2019 - Dec 31, 2019	545	2.47%
% Change	86.97%	39.34%
8. African American Heritage | Texas Time Travel		
Oct 1, 2020 - Dec 31, 2020	811	2.74%
Oct 1, 2019 - Dec 31, 2019	748	3.39%
% Change	8.42%	-19.20%
9. Historic Hotels and Lodging | Texas Time Travel		
Oct 1, 2020 - Dec 31, 2020	787	2.66%
Oct 1, 2019 - Dec 31, 2019	489	2.22%
% Change	60.94%	19.94%
10. Guides & Apps | Texas Time Travel		
Oct 1, 2020 - Dec 31, 2020	636	2.15%
Oct 1, 2019 - Dec 31, 2019	781	3.54%
% Change	-18.57%	-39.31%

© 2021 Google

Analytics http://www.thc.texas.gov www.thc.texas.gov

Go to report

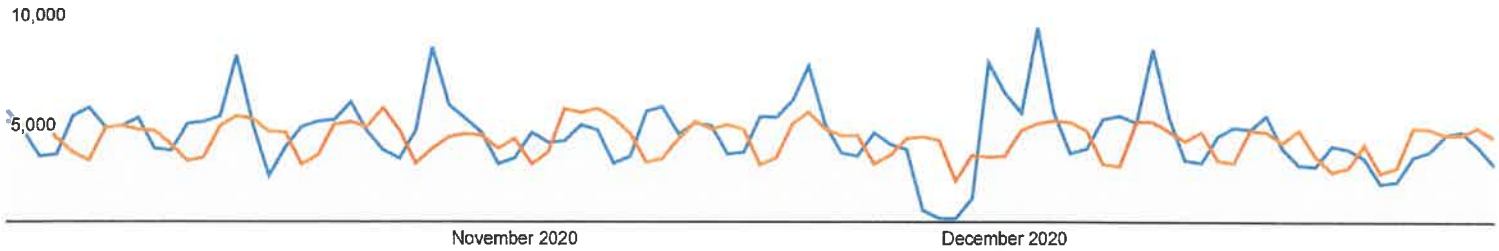
Iverview

All Users
+0.00% Pageviews

Oct 1, 2020 - Dec 31, 2020
Compare to: Oct 1, 2019 - Dec 31, 2019

Overview

Oct 1, 2020 - Dec 31, 2020: Pageviews
Oct 1, 2019 - Dec 31, 2019: Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
6.25%	7.95%	-1.12%	-5.35%	-3.37%
367,264 vs 345,656	302,015 vs 279,772	00:02:09 vs 00:02:11	58.63% vs 61.95%	50.29% vs 52.04%

	Page Title	Pageviews	% Pageviews
1.	THC.Texas.Gov - Texas Historical Commission		
	Oct 1, 2020 - Dec 31, 2020	25,219	6.87%
	Oct 1, 2019 - Dec 31, 2019	23,423	6.78%
	% Change	7.67%	1.33%
2.	Search Results | THC.Texas.gov - Texas Historical Commission		
	Oct 1, 2020 - Dec 31, 2020	13,600	3.70%
	Oct 1, 2019 - Dec 31, 2019	11,938	3.45%
	% Change	13.92%	7.22%
3.	State Historical Markers | THC.Texas.gov - Texas Historical Commission | Texas Historical Markers | THC Markers | Historical Markers in Texas		
	Oct 1, 2020 - Dec 31, 2020	12,086	3.29%
	Oct 1, 2019 - Dec 31, 2019	9,154	2.65%
	% Change	32.03%	24.26%
4.	Washington-on-the-Brazos State Historic Site | THC.Texas.gov - Texas Historical Commission		
	Oct 1, 2020 - Dec 31, 2020	10,770	2.93%
	Oct 1, 2019 - Dec 31, 2019	11,604	3.36%
	% Change	-7.19%	-12.65%
5.	Job Opportunities | THC.Texas.gov - Texas Historical Commission | Texas Historical Commission job openings | THC jobs		
	Oct 1, 2020 - Dec 31, 2020	10,061	2.74%
	Oct 1, 2019 - Dec 31, 2019	10,837	3.14%
	% Change	-7.16%	-12.62%
6.	THC State Historic Sites | THC.Texas.gov - Texas Historical Commission		

Oct 1, 2020 - Dec 31, 2020	7,469	2.03%
Oct 1, 2019 - Dec 31, 2019	10,931	3.16%
% Change	-31.67%	-35.69%

8. Caddo Mounds State Historic Site | Alto, Texas| Caddo Hasinai Indians | Texas Historical Commission

Oct 1, 2020 - Dec 31, 2020	5,706	1.55%
Oct 1, 2019 - Dec 31, 2019	3,440	1.00%
% Change	65.87%	56.11%

9. Order Now: Texas Heritage Travel Guide | THC.Texas.gov - Texas Historical Commission

Oct 1, 2020 - Dec 31, 2020	5,340	1.45%
Oct 1, 2019 - Dec 31, 2019	0	0.00%
% Change	100.00%	100.00%

10. Trail of Lights | THC.Texas.gov - Texas Historical Commission

Oct 1, 2020 - Dec 31, 2020	5,299	1.44%
Oct 1, 2019 - Dec 31, 2019	6	0.00%
% Change	88,216.67%	83,020.55%

© 2021 Google

African Americans in Texas: A Lasting Legacy

FY2021 Booklet Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	20	1	0	5								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TTIA Insert												
Web Site	53	25	13	10								
Subtotal:	73	26	13	15	0	0	0	0	0	0	0	0

Box Requests (60 per box)	14	6	4	5								
Total:	**913**	**386**	**253**	**315**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

*Booklet launched December 2010

#Revised AA delivered 10.12.16

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Bankhead Highway

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	15	3	13								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Trav. Guide												
Web Site	155	159	84	221								
Subtotal	155	174	87	234	0	0	0	0	0	0	0	0

Box Requests (500 per box)	1	1	1	1								
Total	**655**	**674**	**587**	**734**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

start date for distribution 7.1.14
12.3.15 to State School

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Chisholm Trail

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	1	0	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	68	98	29	27								
Subtotal	68	99	29	29	0	0	0	0	0	0	0	0

Box Requests (200 per box)	4	2	1	6									
Total	**868**	**499**	**229**	**1,229**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	2,825

Reprint 6.1.2017
Received Boxes at warehouse 6.28.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Forts Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	2	0	11								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	76	49	36	19								
Subtotal:	76	51	36	30	0	0	0	0	0	0	0	0

Box Requests (200 per box)	2	3	4	6								
Total:	**476**	**651**	**836**	**1,230**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Heritage Travel Guide

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	14	3	15								
Newpaper Insert				39,976								
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas			971	102								
TTIA Insert												
TX State Trav. Guide												
Web Site	155	224	501	248								
Subtotal	155	238	1,475	40341	0	0	0	0	0	0	0	0

Box Requests (60 per box)	20	37	179	32								
Total	**1,355**	**2,458**	**12,215**	**42,261**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Brochure launched in December 2014

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hill Country Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	1	2								
Direct Mail												
Legislative Requests												
Public Relations												
Texas Approach												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	80	58	39	62								
Subtotal:	80	59	40	64	0	0	0	0	0	0	0	0

Box Requests (200 per box)	1	5	0	1								
Total:	**280**	**1,059**	**40**	**264**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

*Brochure launched April 2010

TEXAS HISTORICAL COMMISSION

Hispanic Texans: Journey From Empire to Democracy

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	10	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	63	26	13	11								
Subtotal	63	27	23	13	0	0	0	0	0	0	0	0

Box Requests (90 per box)	4	4	0	10								
Total	**423**	**387**	**23**	**913**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Brochure launched on April 29, 2015 public 5.4.15

Media and Legislators

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

Texas Mountain Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav.Guide												
Web Site	64	37	28	71								
Subtotal:	64	38	28	73	0	0	0	0	0	0	0	0

Box Requests (200 per box)	1	2	0	0								
Total:	**264**	**438**	**28**	**73**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Pecos Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	61	36	22	19								
Subtotal:	61	37	22	21	0	0	0	0	0	0	0	0

Box Requests (375 per box)	2	1	6	1								
Total:	**811**	**412**	**2,272**	**396**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Tropical Trail Region

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	0	1	0	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	53	38	24	20								
Subtotal:	53	39	24	22	0	0	0	0	0	0	0	0

Box Requests (200 per box)	1	2	0	1								
Total:	**253**	**439**	**24**	**222**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Texas Hispano-Viaje Desde El Imperio Hasta La Democracia

FY2021 Brochure Distribution

	September	October	November	December	January	February	March	April	May	June	July	August
	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021	2021
Calls & Written Requests	0	1	0	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
Tour Texas												
TTIA Insert												
TX State Trav. Guide												
Web Site	37	8	4	7								
Subtotal	37	9	4	9	0	0	0	0	0	0	0	0

Box Requests (90 per box)	1	1	0	10								
Total	**127**	**99**	**4**	**909**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Brochure launched in September 2015

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

The Great War-WWI

FY2021 Brochure Distribution

	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
Calls & Written Requests	50	1	1	2								
Direct Mail												
Legislative Requests												
Public Relations												
Southern Living												
Texas Highways												
Texas Monthly												
TourTexas												
TTIA Insert												
TX State Travel Guide												
Web Site	56	40	21	17								
Subtotal	106	41	22	19	0	0	0	0	0	0	0	0

Box Requests (160 per box)	1	2	1	7								
Total	**266**	**361**	**182**	**1,139**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Arrived 10.24.17 @ warehouse.
Start distribution after Veterans Day 11.11.17

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

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
Texas Heritage Travel Guide	500,000	(12/9/14)	50,000	(8/10/15)	N/A	N/A	N/A	N/A	N/A	N/A	500,000	300,751.44	63,605.25	N/A	N/A	N/A	N/A	207,480
Texas Forts Trail Region	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	126,200
Texas Independence Trail Region	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
Texas Forest Trail Region	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
Texas Lakes Trail Region	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
Texas Brazos Trail Region	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
Texas Plains Trail Region	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
Texas Mountain Trail Region	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
Texas Tropical Trail Region	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	144,200
Texas Pecos Trail Region	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	178,875
Texas Hill Country Trail Region	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	147,400
Total	**4,950,000**		**900,000**		**800,000**		**500,000**		**0**		**7,100,000**	**$1,118,788**	**$225,845**	**$112,863**	**$75,984**	**$0**	**$1,167,749**	**804,155**

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
African Americans in Texas	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	50,700
Hispanic Texans: Journey From Empire to Democracy-English	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	199,260
Texas Hispano: ***Spanish***	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	69,480
Texas in the Civil War	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
The Great War WWI	125,000	10.24.17									125,000	$41,186					$41,186	56,960
Chisholm Trail	550,000	7.2.02	250,000	6.1.17	N/A		N/A	N/A	N/A	N/A	800,000	$88,574	$58,420	N/A	N/A	N/A	$146,994	127,600
Texas In WWII	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**		**650,000**		**200,000**		**200,000**		**3,234,310**	**$646,299**	**$234,901**	**$83,541**	**$83,256**	**$128,057**	**$1,176,054**	**504,000**

Heritage Tourism Brochure Summary