Texas State Agency Tourism Partners

GO TEXAN.

Texas Commission on the Arts

TEXAS

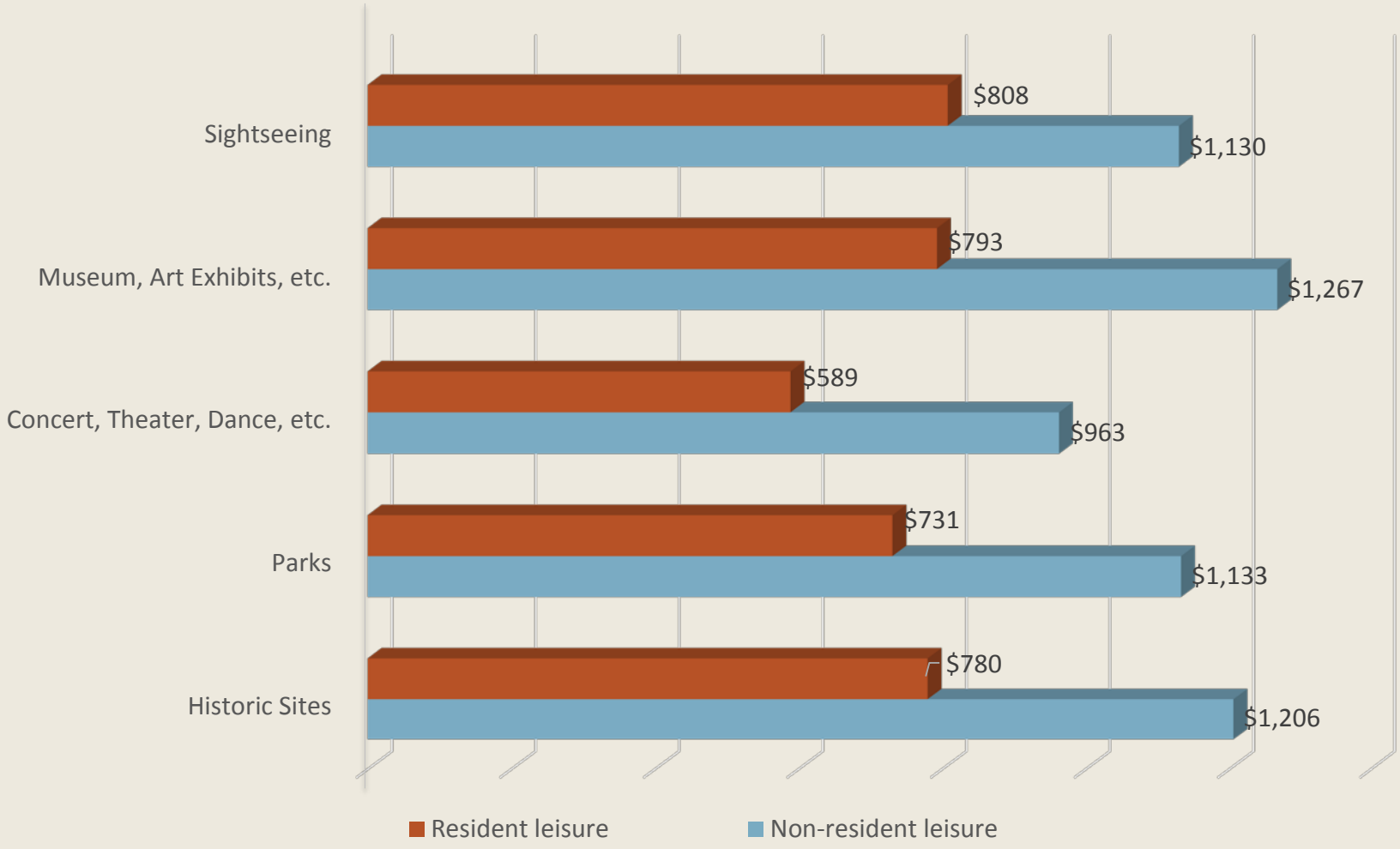
Texas Department of Transportation

TEXAS PARKS & WILDLIFE

TEXAS HISTORICAL COMMISSION
real places telling real stories

Travelers to Texas destinations who visit a historic site, museum, or art exhibit; see a dance, play or concert; visit a historic site; or visit a national or state park all spend more than the general resident and non-resident Texas traveler.

Average Spending Per-Party



Source: D.K. Shifflet & Associates and Texas Tourism. 2010-2012 Travel in Texas.

Texas Office of the Governor Economic Development and Tourism

MISSION

Texas Tourism's mission is to enhance and extend local economic development efforts by marketing Texas as a tourist destination in out-of-state domestic and international markets, generating non-Texan travel to the state thereby creating revenue and jobs.

AGENCY STRUCTURE

- **Advertising** - The "Texas. It's Like A Whole Other Country®" advertising campaign is designed to promote Texas as a premier travel destination through national and international advertising.

- **Public Relations** - works proactively with travel media and the travel trade industry throughout the United States and top international markets to promote and market the Texas leisure travel and meetings market product.

- **Travel Research** - provides and analyzes information about domestic and international travel data and trends. Nationally recognized research contractors conduct all primary travel and tourism research.

PUBLIC RELATIONS MARKETING STRATEGIES

- Organize sales and media missions to key markets
- Conduct high profile consumer, media and travel trade promotions
- Conduct media and travel trade familiarization tours and market Texas at consumer shows
- Utilize emerging media including mobile and social media outlets
- Contract full-time representation or ad-hoc services as necessary within markets
- Provide cost effective co-op marketing opportunities

CO-OP MARKETING OPPORTUNITIES

The Co-op PR/Marketing calendar includes trade shows, sales and media missions available to Texas tourism industry partners. The calendar also includes information on travel industry conferences and other marketing activities. Activities listed in **blue** are cooperative opportunities that you can click on for more details and registration information.

http://www.travel.state.tx.us/PublicRelations/MarketingOpportunities.aspx

CO-OP ADVERTISING OPPORTUNITIES

Participating publications are listed with the circulation, insertion date, scheduled creative, and per partner costs for each placement. Partners may participate individually (one-partner) or as a group (three- or six-partner) and may earn discounts by purchasing multiple insertions. Additional opportunities on TravelTex.com and the Texas Tourism E-Newsletter.

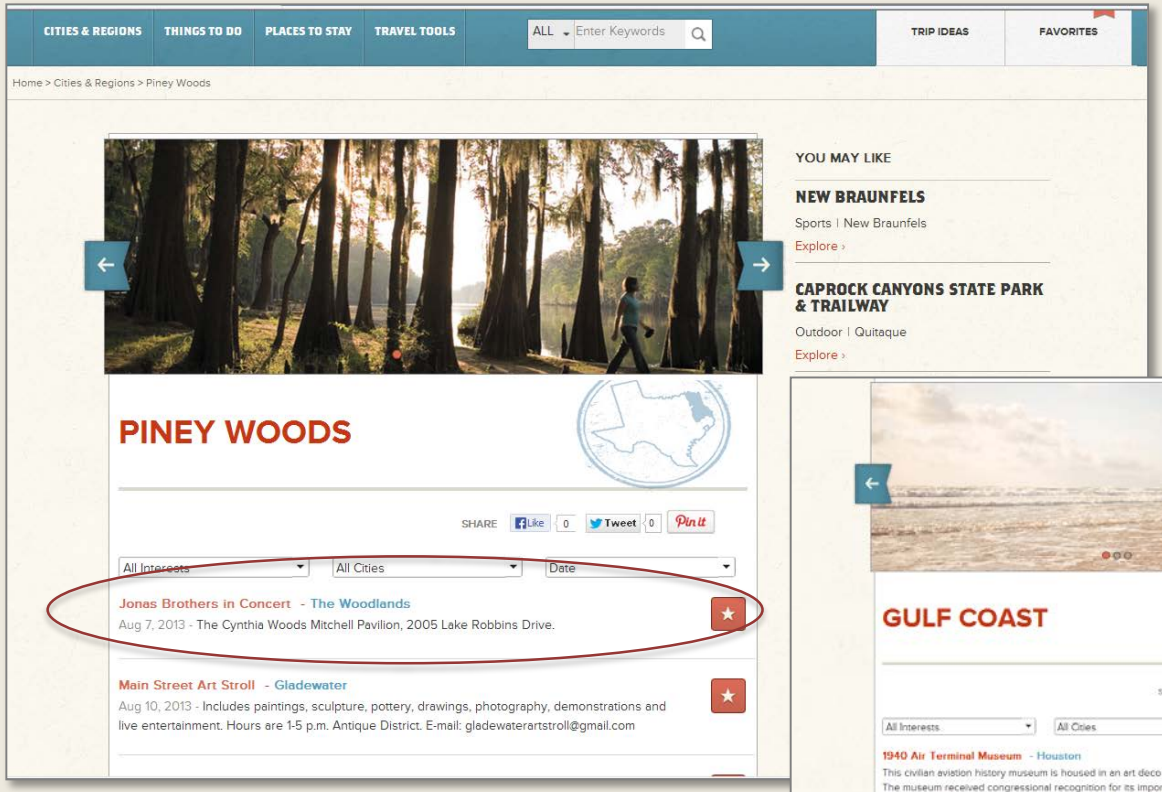
http://www.travel.state.tx.us/Advertising/CoOpAdvertising.aspx

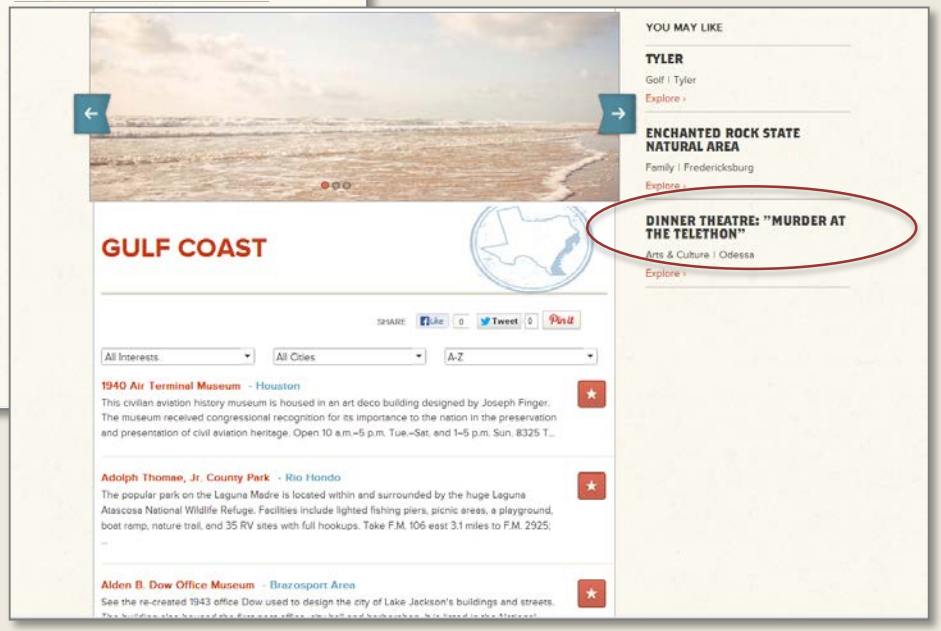
TRAVELTEX.COM

- Improved Trip Planner tool
- RSS Feeds
- Lodging booking engine
- Share feature throughout site to promote social networking
- New Texas Videos
- Link to order the new Texas Travel Guide or download a pdf of the guide
- TravelTex.com is available in 7 languages

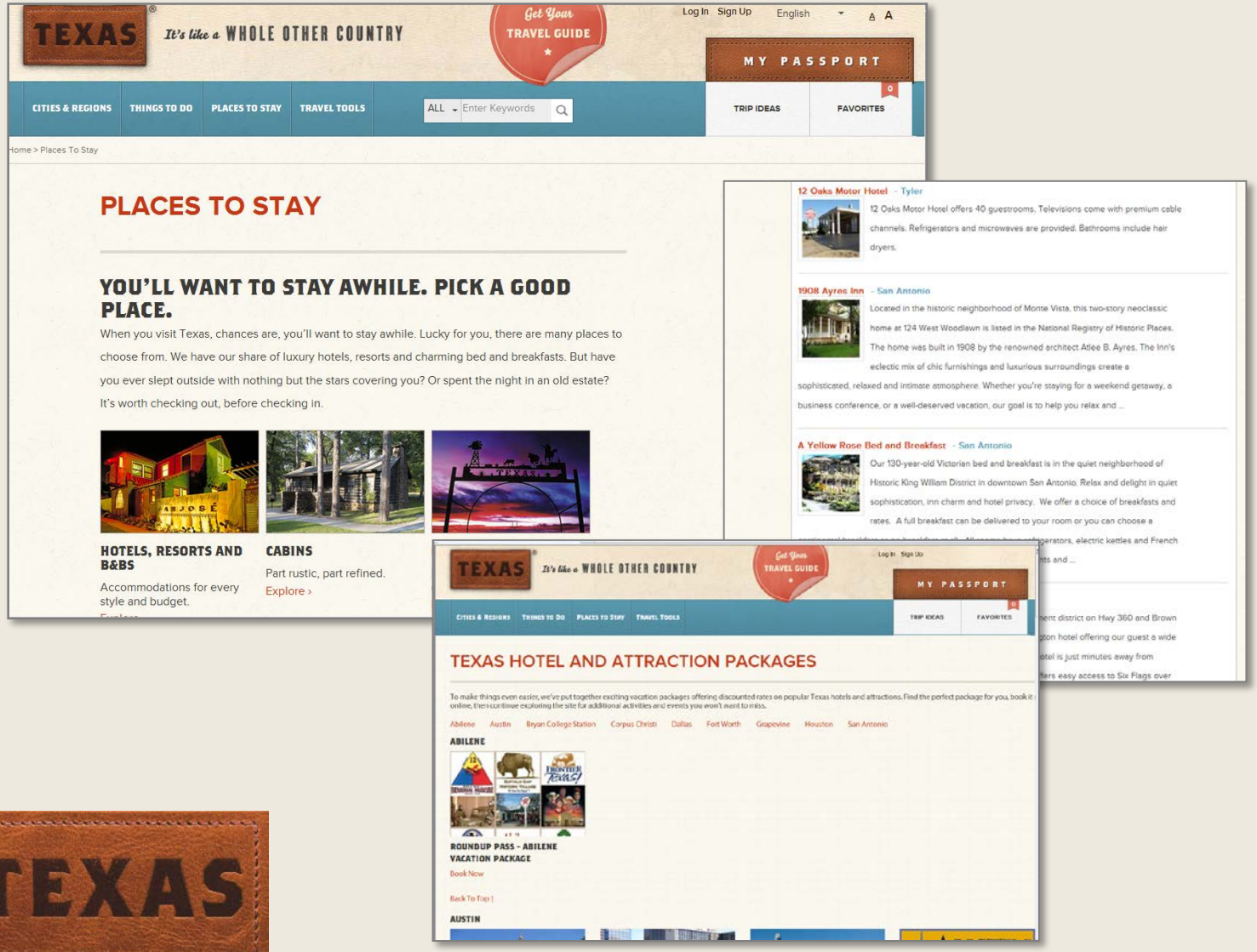
TEXAS

ACTIVITIES AND ATTRACTIONS LISTING





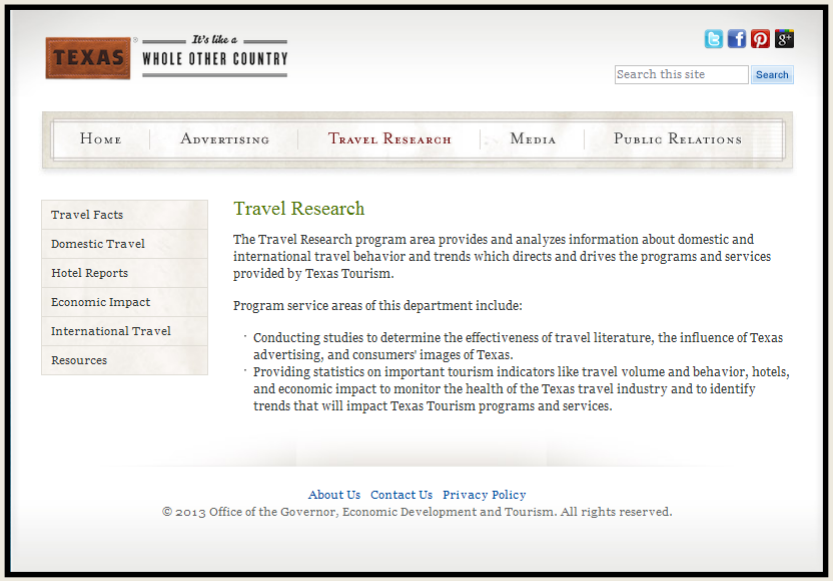
ACCOMMODATIONS AND PACKAGE LISTING



TRAVEL RESEARCH

Available at: Travel.state.tx.us:

- Detailed research reports including:
  - Domestic travel
  - Economic impact
  - Hotel performance
  - International travel
- Interactive custom database with economic impact information



Texas Office of the Governor Economic Development and Tourism

www.travel.state.tx.us

www.traveltex.com

Texas Commission on the Arts

Texas
Commission
on the Arts

Investing in a Creative Texas

MISSION

The mission of the Texas Commission on the Arts is to advance our state economically and culturally by investing in a creative Texas.

Main Functions:

- Invest public funds in the form of grants to cultural, educational, artistic and civic organizations.
- Promote the arts in all disciplines

Texas Commission on the Arts

PROGRAM FOCUSES

- For all arts organizations of any budget size
- Provides project support for arts-based programs
- Applications reviewed and awarded twice a year (Semi-Annual)
- Must align with one of these priority areas:
  - Economic Development
  - Education
  - Health and Human Services
  - Natural Resources and Agriculture
  - Public Safety and Criminal Justice

www.arts.state.tx.us

Texas Commission on the Arts

ARTS RESPOND PROJECTS - EXAMPLES

- Festivals
- Conferences
- Concerts
- Exhibitions
- Performances
- Marketing
- Outreach Programs
- Hands-on Instruction
- Demonstrations
- Lectures

www.arts.state.tx.us

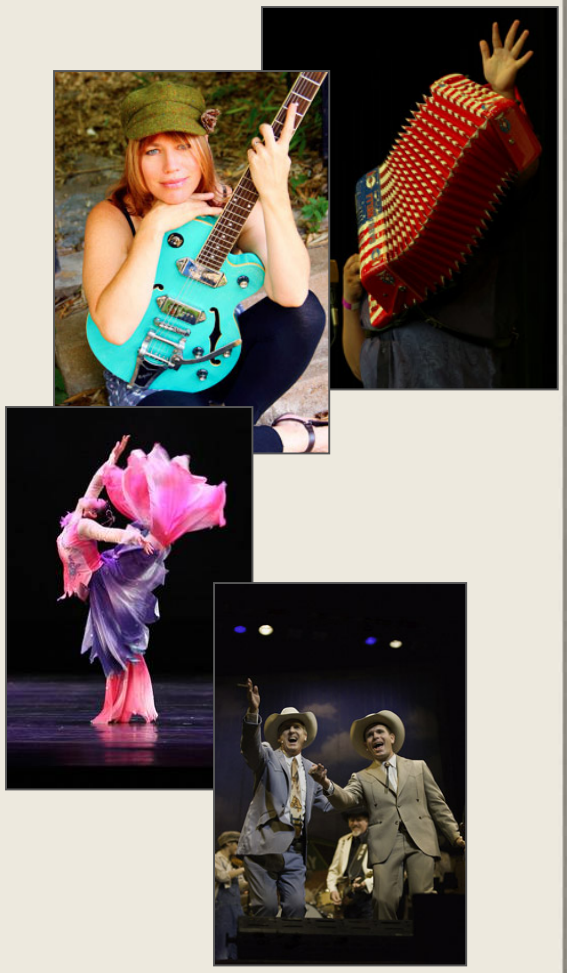
Texas Commission on the Arts

ARTS RESPOND PROJECTS - EXAMPLES

- For Texas nonprofits, schools, colleges, and units of government
- Utilizes the Texas Touring Roster (125 artists):

Dancers	Musicians
Folk Artists	Theaters and Actors
Poets	Visual and Media Artists
Authors	Storytellers

- Provides professional artist fees to hire artists for performances
- Allows TCA to reach rural and underserved areas of the state
- Applications reviewed and awarded quarterly



Texas Commission on the Arts

www.arts.state.tx.us

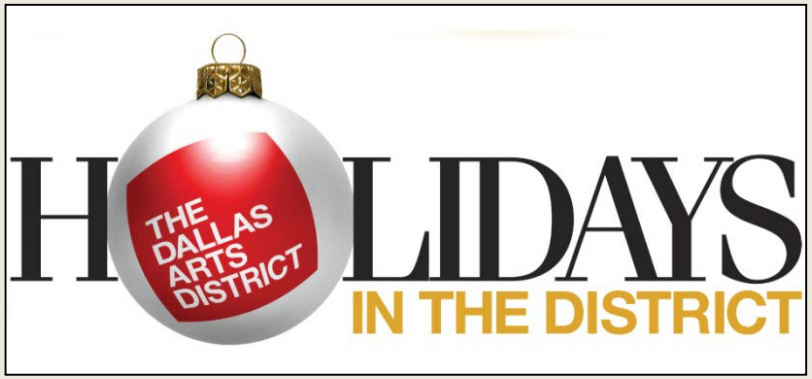
TEXAS TOURING ROSTER – EXAMPLE ARTISTS

- Asleep at the Wheel
- Emanuel Bean (Slam Poet)
- Beto and the Fairlanes
- Biscuit Brothers
- Brave Combo
- Bugs Henderson
- Dallas Black Dance Theatre
- Dallas Children's Theater
- Del Castillo
- Elizabeth Ellis (Master Storyteller)
- Fort Worth Symphony Orchestra
- The Gimbles
- Sara Hickman
- Houston Ballet
- Houston Grand Opera's Opera to Go
- Intergalactic Nemesis
- Lannaya West African Drum and Dance Ensemble
- Le Theatre de Marionette
- Light Crust Doughboys
- Mexico 2000 Ballet Folklorico
- Lucas Miller, the "Singing Zoologist"
- Van Cliburn Piano Finalist
- Carolyn Wonderland
- Texas Folklife "The Big Squeeze" Accordion Contest Film and Performance
- Zachary Scott Theatre Center

Texas Commission on the Arts

CULTURAL DISTRICT DESIGNATION

- For arts organizations, government agencies or community groups that present arts programs
- Organization and collaborating partners file the application to recognize a cultural district
- Primary goal to provide a vehicle for economic growth by promoting visitors and awareness
- Applications are evaluated by experts and scored
- Commission approves cultural districts
- Designation is reviewed after ten years



Texas Commission on the Arts

CULTURAL DISTRICTS

- Abilene Cultural District
- Alpine Cultural District
- African American Cultural Heritage District (Austin)
- Bastrop Cultural District
- Clifton Cultural Arts District
- Dallas Arts District
- Denison Arts and Cultural District
- El Paso Downtown Cultural District
- Fort Worth Cultural District
- Galveston Cultural District
- Georgetown Cultural District
- Houston Midtown Cultural District
- Houston Museum District
- Houston Theater District
- Huntsville Cultural District
- Lubbock Cultural District
- McAllen Cultural District
- Rosenberg Cultural District
- San Angelo Historic City Center Cultural District
- Smithville Cultural District
- King William Cultural Arts District (San Antonio)
- Washington Ave Cultural District (Houston)
- Winnsboro Cultural District

Texas Commission on the Arts

www.arts.state.tx.us

REFERRALS AND RESOURCES

- TCA staff can provide professional expertise in the arts
- Including consulting on your Percent for Art or Art in Public Places initiatives
- TCA Tool-Kit has free resources complete with samples and templates covering:
  - Cultural Tourism
  - Marketing
  - Fundraising & Development
  - Programs & Exhibitions
  - Advocacy
  - Leadership Transitions
  - Nonprofit Basics

Texas Commission on the Arts

Tools for Results

Tool-Kit

www.arts.state.tx.us

Texas Commission on the Arts

Texas Commission on the Arts

www.arts.texas.gov

Texas Historical Commission (THC)

TEXAS HISTORICAL COMMISSION

real places telling real stories

MISSION

Protect and preserve the state's historic and prehistoric resources for the use, education, enjoyment and economic benefit of present and future generations.

www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

PROGRAMS AND SERVICES

The Texas Historical Commission Provides:

- Technical and financial support for the Texas Heritage Trails Regions
- Statewide marketing for the program
- Statewide development of heritage tourism
- Production and distribution of the Heritage Tourism Guidebook

www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

WHY HERITAGE TOURISM MATTERS

Heritage Tourism:

- Creates new jobs, businesses and attractions
- Increases retail sales
- Increases property values
- Generates new tax revenues
- Supports small businesses
- Helps support community amenities
- Enhances pride and builds a stronger community
- Promotes preservation and protection of resources
- Develops underutilized resources

www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

TEXAS HERITAGE TRAILS PROGRAM

- Ten independent non-profit organizations representing the ten trail regions.
- The regional organizations work to develop, promote, and assist heritage tourism activities and sites within their region.

TEXAS FORTS TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS LAKES TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS PECOS TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS FOREST TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS PLAINS TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS MOUNTAIN TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS TROPICAL TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS INDEPENDENCE TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

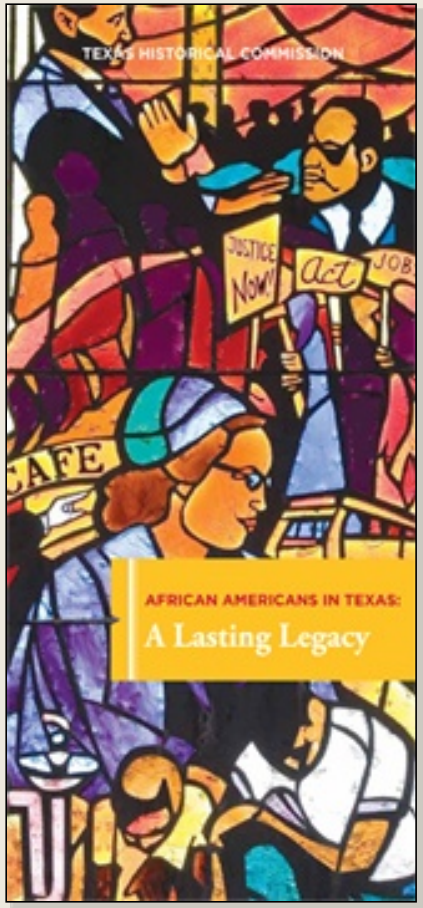
TEXAS BRAZOS TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS HILL COUNTRY TRAIL
TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

TEXAS HISTORICAL COMMISSION
real places telling real stories

TEXAS HERITAGE TRAILS PROGRAM

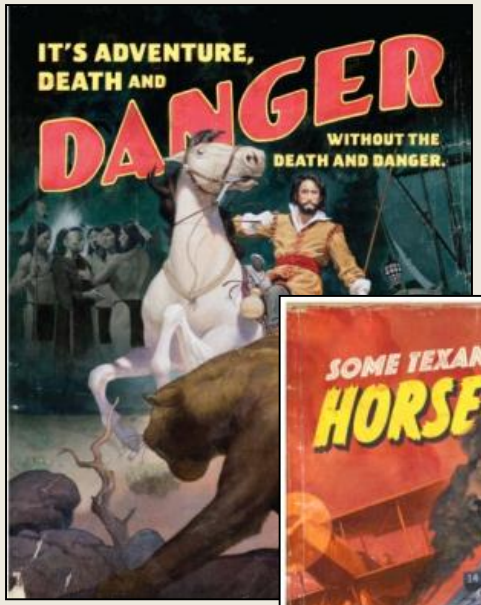
Publish and distribute 40,000 travel guides annually for each of the 10 regions in addition to specialized thematic guides.

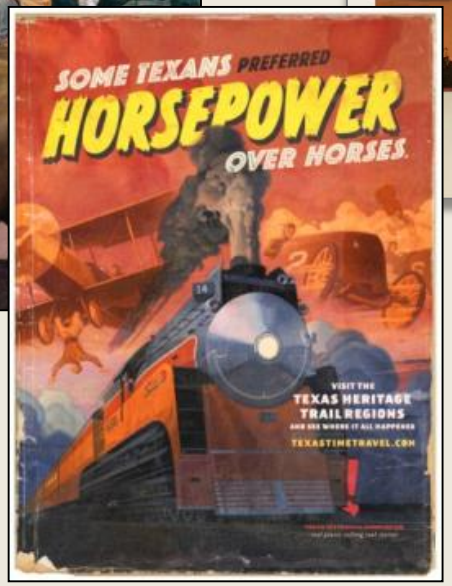


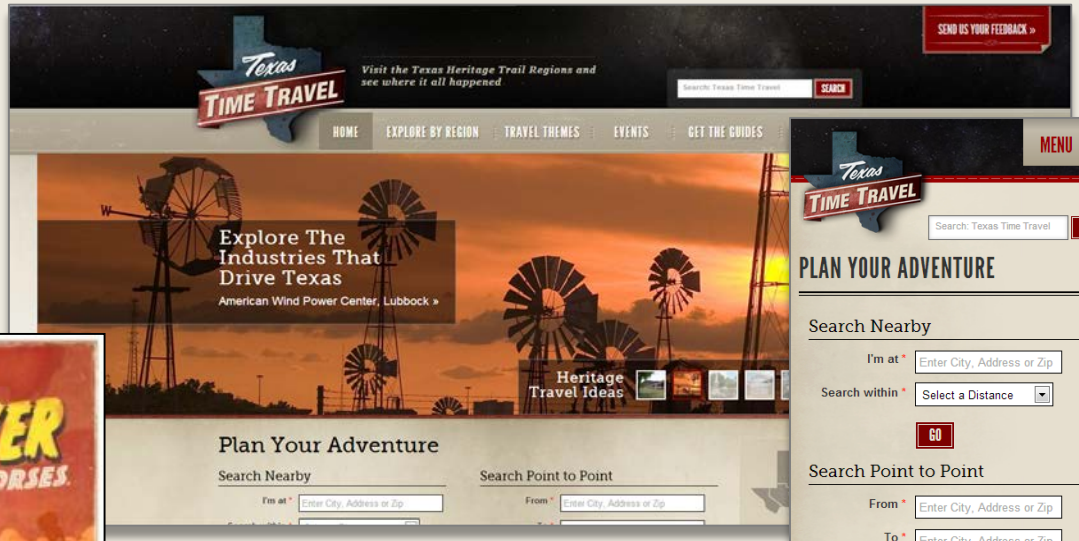
www.thc.state.tx.us

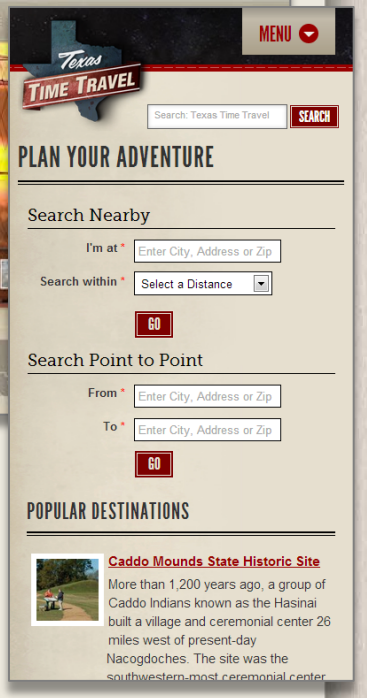
TEXAS HISTORICAL COMMISSION
real places telling real stories

STATEWIDE PRINT AND ONLINE MARKETING CAMPAIGN









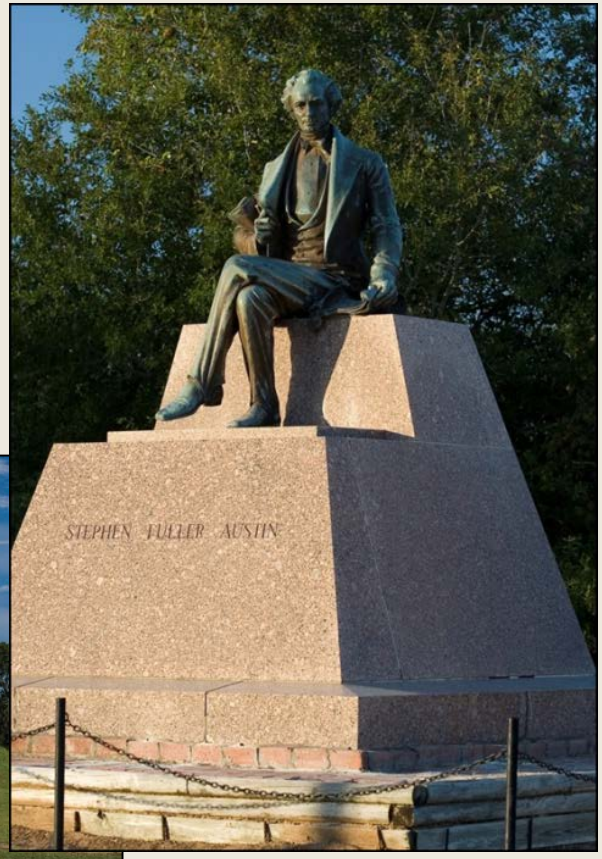
TEXAS HISTORICAL COMMISSION
real places telling real stories

www.TexasTimeTravel.com

OPERATES ARCHAEOLOGICAL SITES

Archaeological sites operated by the Texas Historical Commission:

- Acton, Acton
- Caddo Mounds, Alto
- San Felipe de Austin, San Felipe
- Levi Jordan Plantation, Brazoria



www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

OPERATES MILITARY HISTORY SITES

Military history sites operated by the Texas Historical Commission:

- Confederate Reunion Grounds, Mexia
- National Museum of the Pacific War, Fredericksburg
- Fort Griffin and the Official Texas Longhorn Herd near Albany
- Fort McKavett, near Menard
- Fort Lancaster, near Sheffield
- Sabine Pass Battleground, Sabine Pass
- Fannin Battleground near Goliad

www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

OPERATES HISTORIC RESIDENCES

Historic Houses operated by the Texas Historical Commission:

- Casa Navarro, San Antonio
- Eisenhower Birthplace, Dennison
- Fulton Mansion, Rockport
- Landmark Inn, Castroville
- Magoffin Home, El Paso
- Sam Bell Maxey House, Paris
- Sam Rayburn House, Bonham
- Starr Family Home, Marshall
- Varner-Hogg Plantation, West Columbia

www.thc.state.tx.us

TEXAS HISTORICAL COMMISSION
real places telling real stories

Texas Historical Commission

www.thc.state.tx.us

Texas Parks and Wildlife Department (TPWD)

TPWD PURPOSE

- Manage and conserve the natural and cultural resources of the state
- Promote and provide hunting, fishing and other nature tourism opportunities
- Assist landowners and communities with nature tourism and conservation

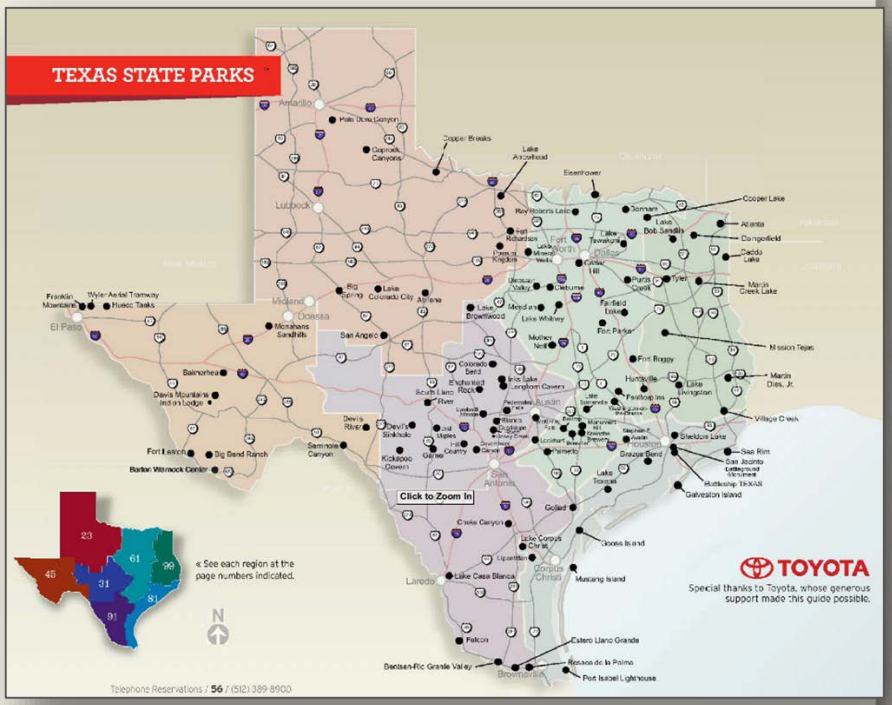
TEXAS PARKS & WILDLIFE

TEXAS STATE PARKS

More than 90 state parks

- Texas state parks attract approximately 7.5 million visits per year and result in a significant economic impact to rural communities

- Provide outdoor recreation opportunities while conserving habitat



TEXAS PARKS & WILDLIFE

NATURE TOURISM

In 2010 6 million people enjoyed some form of wildlife-related recreation in Texas including:

- hunting
- fishing
- wildlife-watching
- boating

www.tpwd.state.tx.us

TEXAS PARKS & WILDLIFE

NATURE TOURISM PROGRAMS

TPWD works with communities and landowners to develop nature tourism programs:

- Great Texas Wildlife Trails
- Texas Paddling Trails
- Great Texas Birding Classic
- Other nature tourism efforts

TEXAS PADDLING TRAIL

THE GREAT TEXAS COASTAL BIRDING TRAIL

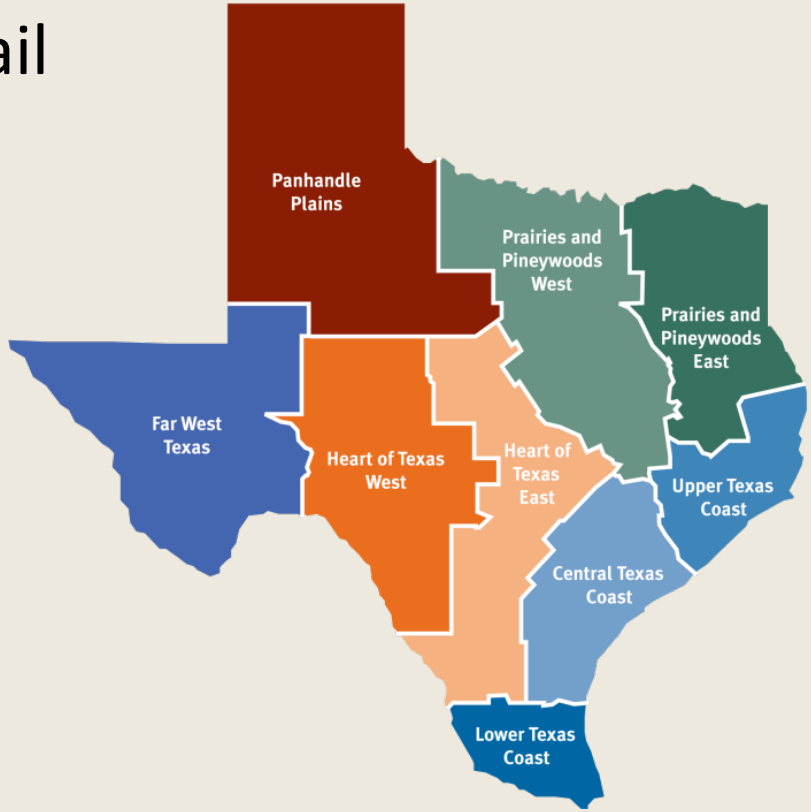
THE GREAT TEXAS BIRDING CLASSIC

TEXAS PARKS & WILDLIFE

www.tpwd.state.tx.us

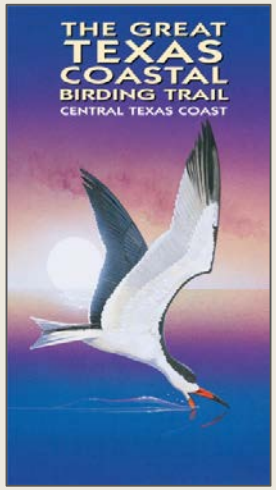
GREAT TEXAS WILDLIFE TRAILS PROGRAM

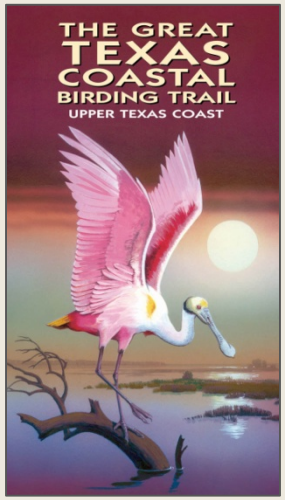
- Nine trails across the state
- Great Texas Coastal Birding Trail
- Heart of Texas Wildlife Trail
- Panhandle Plains Wildlife Trail
- Prairies and Pineywoods
- Wildlife Trail
- Far West Texas Wildlife Trail

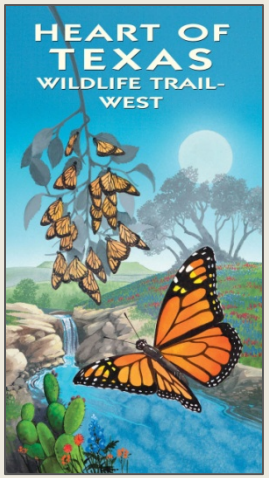


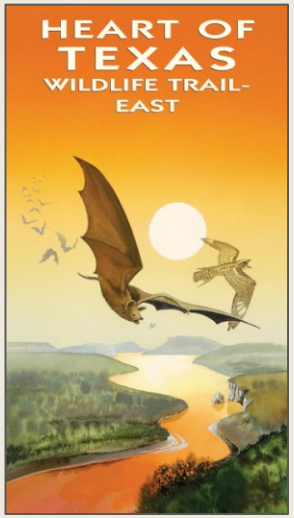
TEXAS PARKS & WILDLIFE

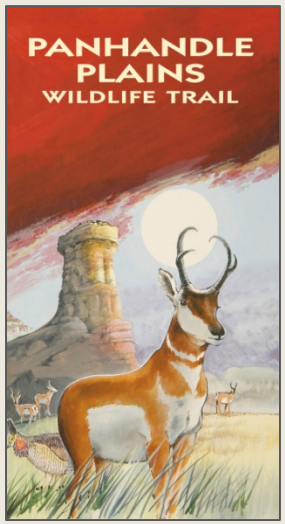
TRAIL Maps











TEXAS
PARKS &
WILDLIFE

PUBLICATIONS

Texas Parks & Wildlife Magazine:

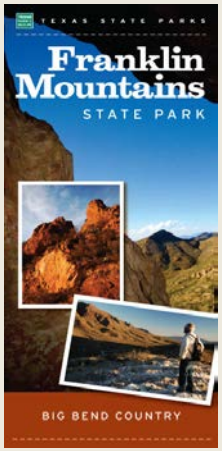
- 154,000 circulation
- Advertising available in print, digital, e-newsletters and on TPWD website

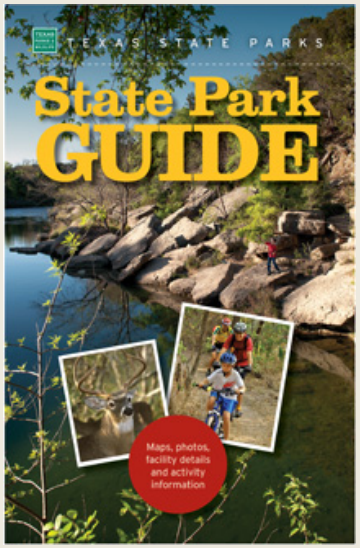
State Park Guide:

- 300,000 copies per year
- Advertising space available
  - added value online ad on State Parks website
- Order free copies online

State Park Rack Cards:

- Distributed at tourism outlets





TEXAS PARKS & WILDLIFE

www.tpwd.texas.gov

GRANT PROGRAMS

Texas Recreation and Parks Account Grant Program (TRPA)- $15 million for the biennium

- Outdoor Recreation Grants
- Indoor Recreation Grants
- Small Community Grants
- Community Outdoor Outreach Grants
- Urban Park Grants Program

- National Recreational Trail Fund Program- $3 million annually
- Boat Ramp Construction - $3 million annually

Program rules related to award ceilings, scoring criteria and application periods are under review at this time.

TEXAS PARKS & WILDLIFE

Texas Parks and Wildlife Department

Texas Parks & Wildlife Website
www.tpwd.texas.gov

Texas State Parks
www.texasstateparks.org

Great Texas Wildlife Trails
www.tpwd.texas.gov/wildlifetrails

Texas Parks & Wildlife Magazine
www.tpwmagazine.com

Texas Department of Transportation (TxDOT)

TRAVEL INFORMATION DIVISION

- Operates Texas Travel Information Centers
- Produces travel publications to stimulate travel to and within the state of Texas
- Reduces litter on Texas roadways
- Improving Air Quality

Texas Department of Transportation

Don't mess with Texas®

Drive Clean Across Texas

Drive TEXAS™ TxDOT Highway Conditions

ADOPT A HIGHWAY

TEXAS™ HIGHWAYS The TRAVEL MAGAZINE of TEXAS

www.txdot.gov/travel

TxDOT TOOLS

Travel Publications:

- *Texas Highways Magazine* (online & print): 200,000 circ per/month.
- *Texas Highway Events Calendar*: Quarterly publication (260,000 per year).
- *Texas State Travel Guide*: 1.2 million printed in 2013
- *Texas Official Travel Map*: 1.4 million printed in FY13
- *Texas Accommodations Guide*: 900,000 distributed in FY13

Travel Information Centers:

12 centers served 2 million visitors in FY13; $82.9 million in economic impact to Texas.

- DriveTexas™: TxDOT highway conditions online interactive map and 800 phone line.

Litter Prevention Programs

- Don't Mess With Texas
- Adopt-A-Highway
- Keep Texas Beautiful (grass roots partnerships)

Improve Air Quality

- Drive Clean Across Texas

Texas Department of Transportation

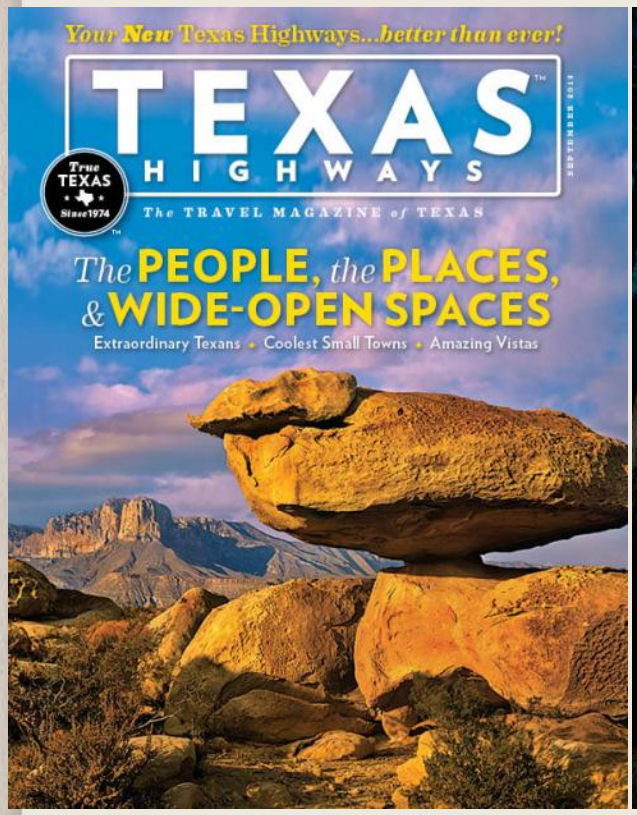
TRAVEL PUBLICATIONS

Texas Department of Transportation

TEXAS™ HIGHWAYS

The TRAVEL MAGAZINE *of* TEXAS

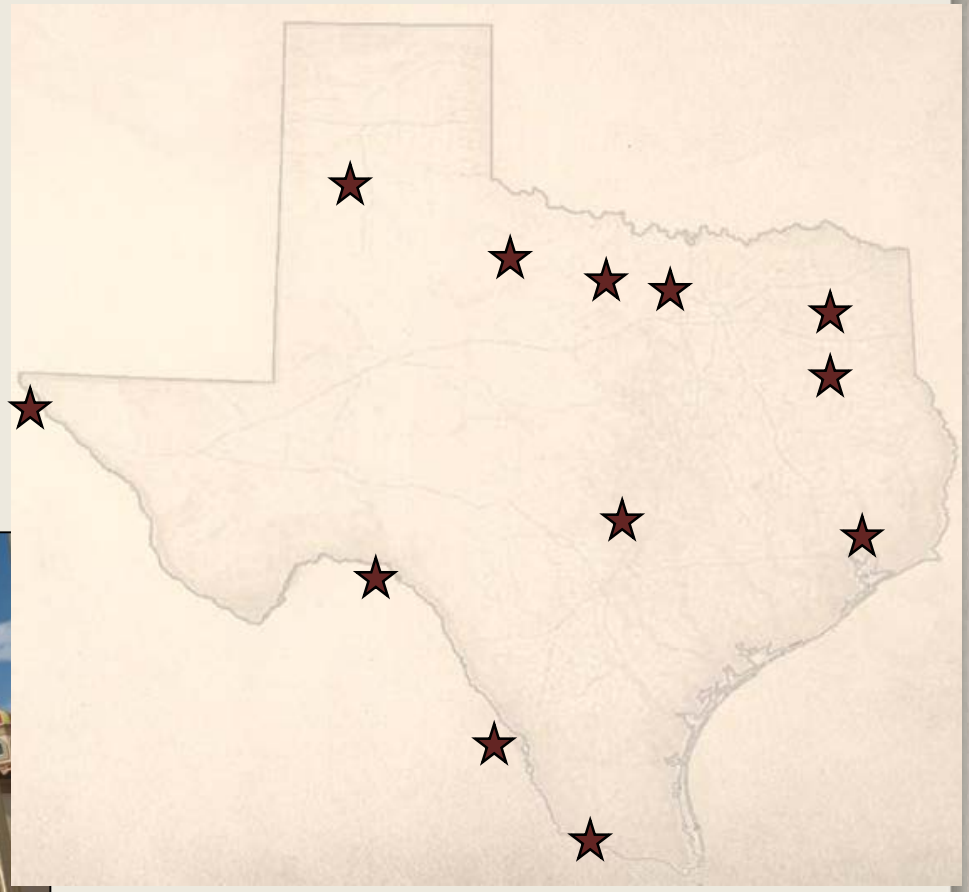
True TEXAS Since 1974 ™



Texas Department of Transportation

TRAVEL INFORMATION CENTERS

Staffed by certified professionals who offer travel counseling services, road condition information, and information on what there is to see and experience in Texas.



Texas Department of Transportation

DRIVETEXAS™

Drive Texas - Windows Internet Explorer

http://www.drivetexas.org/Full/

File Edit View Favorites Tools Help

Favorites | Communications Division | CAP Automatic Reportin...

Drive Texas

TEXAS DEPARTMENT OF TRANSPORTATION

Map Home | Traffic Cameras | Draw Route | Roadway Information | Future Roadway Information | Save Location | Help

Enter A City | Search

Provide Feedback

Drive TEXAS
TxDOT Highway Conditions
1-800-452-9292
Mobile Version

Map Legend

Condition Types
* Click a condition on the map for more information

Current | Future

- Accident
- Closures
- Construction
- Damage
- Flood
- Ice/Snow
- Other
- Contra Flow
- EvacuLane

Traveler Resources

- Safety Rest Areas
- Travel Information Centers
- Traffic Cameras
- Weather Feed
- Bing™ Traffic

Traffic Legend: Slow – Fast

Clayton, Amarillo, Lubbock, Wichita Falls, Fort Worth, Dallas, Abilene, Colorado City, Waco, Austin, Houston, Pasadena, Beaumont, San Antonio, Acuña, Piedras Negras, Laredo, Corpus Christi, Brownsville, Ciudad Juárez, Albuquerque, Santa Fe, Oklahoma City, Memphis, Shreveport, Jackson, New Orleans, Lafayette, Tucson, Phoenix, Nogales, Hermosillo, Chihuahua, Monterrey, Saltillo, Torreón, Ciudad Lerdo, Ciudad Rio Bravo, Monclova, Navojoa, Guaymas, Los Mochis, Ahome, Guasave, Ciudad Obregón, Ciudad Delicias, Hidalgo del Parral, Cuauhtémoc, Villa Ahumada, Big Bend N.P., Henderson, Hualapai I.R., Grand Canyon N.P., Navajo Indian Reservation, Jicarilla Apache I.R., Hopi I.R., Zuni I.R., Peoria, Scottsdale, Chandler, San Carlos I.R., Gila Wilderness, San Luis Rio Colorado, Cabeza Prieta N.W.R., Tohono O'odham I.R., Kofa N.W.R., Poplar Bluff, Osage I.R.

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LITTER PREVENTION

Award-winning ad campaigns

TXDOT PARTNERSHIP OPPORTUNITIES

Program	Contact
Don't Mess With Texas, Adopt-A-Highway	Brenda Flores-Dollar
City Literature Program	LaKena Cooks
Texas Travel Leads	Doug Martin
Photo Library	Anne Cook
Texas Highways Events Calendar	Event Listing: Erin Inks Advertising AJR Media Group
Texas Travel Information Centers (brochure distribution, events)	Bryan Frazier
Texas Highways Online & Print	Editorial: Jill Lawless Advertising: AJR Media Group
Texas State Travel Guide	Listing: Kirsti Harms Advertising: AJR Media Group
Official Travel Map of Texas	Information: Julie Stratton Advertising: AJR Media Group

Texas Department of Transportation

Texas Department of Transportation (TxDOT)

www.txdot.gov/travel

Texas Department of Agriculture-Go Texan Program

MARKETING PROGRAM

- Launched in 1999, GO TEXAN promotes all things Texas – products, culture and communities.

- GO TEXAN logo adds value and credibility to your local businesses.

GO TEXAN MEMBERS INCLUDE

- Farms, Ranches
- Farmers Markets, Nurseries
- Restaurants, Food/Beverage Products
- Retailers and Manufacturers
- Wildlife/Hunting Operations
- Trade Associations
- Communities and Chambers

GO TEXAN.®

BENEFITS OF THE PROGRAM

- Use of widely recognized brand distinguishing your business as Texas made
- Listing on website/mobile app and connections to consumers/retailers who want to find local products
- Opportunities to be featured on Facebook, Twitter, Google+, seen/shared by thousands of Texans
- Discounted rates for advertising and trade shows

GO TEXAN.®

A LOCAL MOVEMENT

- 97% perceive the quality of Texas goods to be *superior* to non- Texas products.
- 81% agree that buying GO TEXAN products is a *reflection of Texas pride.*
- 81% *make and effort* to purchase local Texas products.
- 72% say they would be *influenced to purchase* GO TEXAN products promoted at in-store events.

GO TEXAN.®

COMMUNITIES PROGRAM

- Highlights the beauty and unique character of rural Texas communities
- Promotes tourism in Texas
- Encourages retirement in Texas

GO TEXAN.

COMMUNITIES PROGRAM

- Website presence
- Online event listing
- Statewide promotion through press releases, newsletters, advertisements, commercials, etc.

ECONOMIC DEVELOPMENT OPPORTUNITIES

- Texas Department of Agriculture offers Grants for Marketing- GOTEPP

GO TEXAN.

Texas Department of Agriculture-Go Texan Program

www.texasagriculture.gov
www.gotexan.org