

# Strategic Tourism Plan Fiscal Year 2017



=====*It's like a*=====  
**WHOLE OTHER COUNTRY**  
=====

Office of the Governor  
Economic Development and Tourism



**Developed under the Memorandum of Understanding**



OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM

The five state entities' Fiscal Year 2017 (FY '17) Strategic Tourism Plan developed under the legislatively mandated Memorandum of Understanding (MOU) (Attachment A) defines the roles, budgets, goals, measures, research, and the combined and individual tourism activities. Participating entities include: Office of the Governor, Economic Development & Tourism (EDT); Texas Commission on the Arts (TCA); Texas Historical Commission (THC); Texas Parks and Wildlife Department (TPWD); and Texas Department of Transportation (TxDOT).

The development of the FY '17 Strategic Tourism Plan is based upon the accomplishments and successes of the FY '16 plan and the projected activities proposed for FY '17. The efforts, both collaboratively and individually, of the tourism MOU agencies in FY '16 generated new tourism marketing initiatives and new ways for the travel consumer to experience the Texas travel product.

Section IV of this document contains information on the accomplishments of the FY '16 Strategic Tourism Plan. Additionally, for further detail on each agency's accomplishments in FY '16 see the individual agency plans located in Section IV.

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# I. INTRODUCTION

Tourism has long been recognized as an important economic development tool, generating revenue and jobs for the Texas economy. Tourism in Texas is a \$69 billion industry, with visitor spending in the state directly supporting 648,000 jobs in 2015.

The State of Texas provides funding to state entities to support and facilitate the growth of the state's tourism industry. These entities conduct a variety of tourism related activities that fall into four distinctly different, yet complementary, functions that are essential for achieving an effective statewide tourism effort: marketing, product development, program development and customer service. The MOU Tourism Chart (Attachment C) provides an overview of each entity's tourism functions.

As stated in Section III of the MOU (Attachment A), on June 1 of each year TCA, THC, TPWD and TxDOT provides EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

These priorities in addition to the EDT marketing plan assist in formulating the Strategic Tourism Plan for FY '17.

The plan will identify priorities that must include the following:

- Resources, activities and materials related to the promotion of tourism proposed to be provided by the entity;
- Marketing, product development, and program development activities;
- The entities proposed marketing budgets for the upcoming fiscal year for tourism activities;
- Measurable goals and objectives of the entity related to promotion of tourism; and
- Any proposed marketing, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, to be completed no later than September 1 of each year. The plan will:

- Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.
- Establish goals, objectives and performance measures, including the measurements of the return on investment made by a MOU partner or EDT, for the tourism-related efforts of all state entities.

The Executive Director of EDT and the Executive Directors of the other MOU entities will designate a primary entity representative to meet as often as necessary, but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Executive Director of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the partners. To that end, it is agreed that, when appropriate, other state

entities comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other entities include, but are not limited to: Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; and the Texas State Preservation Board.

## II. MARKETING TEXAS TOURISM

While several other state entities conduct a variety of tourism-related activities, tourism marketing is primarily performed by only five entities. In December 2003, these entities formalized a Memorandum of Understanding (MOU) to improve coordination of statewide tourism marketing efforts. As a result of the MOU, a joint strategic tourism plan is produced, which provides the most efficient and effective expenditure of funds while establishing goals and objectives and the development of a joint measure of return on investment.

Collectively, the five MOU entities were appropriated approximately \$50,917,388 to conduct tourism-related marketing activities in FY '17. The overall goal of the state's tourism effort is to generate travel to and within Texas. Consequently, these entities conduct two simultaneous efforts directed at distinctly different target markets: out-of-state and in-state travelers.

The major vehicle used to market out-of-state tourism is the award winning advertising campaign *Texas. It's Like A Whole Other Country*<sup>®</sup>. The FY '17 advertising campaign will continue to raise awareness of the state as a premier travel destination, change consumer perceptions, and ultimately increase tourism to the state by enhancing our image as a tourist destination and by generating consumer inquiries for Texas tourism information. EDT is the only state entity that primarily focuses its tourism marketing efforts outside the state with the specific goal to increase non-Texan travelers to Texas. Texas Tourism will also continue marketing and promotional efforts in the meetings and convention markets to assist in bringing non-Texan travelers to Texas for meetings, conventions, conferences and exhibitions. Concurrent with EDT's out-of-state tourism marketing campaign, THC, TPWD, TCA, and TxDOT each conduct marketing activities within the state, focusing on stimulating tourism within Texas by Texans.

THC's marketing campaign highlights Texas' historical tourism attractions through public relations, social media, and distribution of guides at consumer travel shows and events. Major emphasis will be placed upon sustaining the Texas Heritage Trails Program, along with the ongoing operations of 21 state historic sites. THC continues to promote their brand and integrate the "real places telling real stories" message into the Texas marketing efforts. The agency continues to encourage heritage tourism within Texas by distributing printed and downloadable travel guides for each of the ten heritage trail regions, linking to other state agency tourism sites, and having an increased presence in online platforms.

TPWD markets nature tourism, including visitation to state parks and other nature tourism sites, while creating a greater appreciation of Texas' natural and historical resources. TPWD leverages its in-house communication vehicles and implements statewide media relations and integrated marketing efforts, utilizing media partnerships, online and print advertising, consumer events, email marketing, radio series, social media and a state park mobile application. Promotional vehicles unique to TPWD are the Texas Parks & Wildlife magazine, Texas Parks & Wildlife TV Show and its website, which reaches an estimated 1 million users each month and promotes approximately 10,000 events a year.

TxDOT conducts a broad-based tourism marketing effort to stimulate travel to and within the state using various tools such as the state's official travel magazine *Texas Highways*. Other major TxDOT tourism activities are producing and distributing the state's travel literature, which includes the Texas State

Travel Guide and Texas Official Travel Map, providing highway conditions through DriveTexas™, and operating the Texas Travel Information Centers.

Cultural tourism is promoted through TCA via investments in art activities that enhance, support and promote Texas tourism. The agency also continues to officially designate Cultural Districts. In addition, the Arts Respond Cultural District Project program provides significant funding to projects that use the arts to significantly attract visitors to designated Cultural Districts to diversify local economies and generate revenue. TCA supports a diverse and innovative arts community in Texas and will participate in marketing and public relations activities related to the promotion of arts tourism.

# TOURISM MARKETING FUNCTIONS BUDGET

Entity	Primary Target Market	Tourism Functions	FY '17 Marketing (estimate)	Funding Sources
EDT	Out-of-State domestic and international markets (non-Texans)	Promotion of the state's travel products and destinations through consumer advertising, marketing activities, public relations, and the consumer website, <a href="http://TravelTexas.com">TravelTexas.com</a> .	\$42,500,000	Fund 5003 (State Hotel Occupancy Tax)
TCA	In-State (Texans)	Promotion of arts and cultural tourism opportunities by providing grants to arts and cultural organizations for product development and marketing.	\$574,940	Fund 1
THC	In-State (Texans)	Promotion of state historic sites and heritage attractions through media relations, promotional displays, brochures, advertising, events, consumer shows and websites <a href="http://thc.state.tx.us/explore-texas">thc.state.tx.us/explore-texas</a> <a href="http://www.TexasTimeTravel.com">www.TexasTimeTravel.com</a> .	\$605,000	Sporting Good Sales Tax revenue State General Revenue
TPWD	In-State (Texans)	Promotion of state parks, state historic sites and nature tourism through broadcast and print media, advertising, brochures, media relations and partnerships, events, marketing and promotions, consumer and trade shows, email marketing, social media, and <a href="http://tpwd.texas.gov">tpwd.texas.gov</a> and <a href="http://texasstateparks.org">texasstateparks.org</a> websites.	\$686,998	Account 009 (game, fish and water safety), Account 064 (state parks), Sponsorships, Grants, Donations and Revenue-Generating Dollars
TxDOT	In-State (Texans)	Promotion of safe and pleasurable travel through publishing a variety of travel publications, primarily the Texas State Travel Guide, Texas Accommodations Guide, Texas Official Travel Map, Texas Events Calendar, Texas Highways magazine, miscellaneous brochures, consumer trade shows and <a href="http://texashighways.com">texashighways.com</a> .	\$6,540,450 (\$5,650,000 offset revenue and \$890,450 net cost)	Fund 6 (State Highway Fund) Revenue-generation programs.
<b>TOTAL</b>			\$50,907,388	

### III. RETURN ON INVESTMENT

As required in the MOU agreement, the five partner entities track their return on investment (ROI) in a process directed by EDT. An in-state ROI is calculated to measure advertising effectiveness of marketing efforts in the state, and an out-of-state ROI is calculated to evaluate EDT advertising efforts outside of Texas.

The Tourism ROI is a mathematical calculation that takes into account taxes generated from advertising and marketing influenced travel dollars spent divided by marketing dollars invested. Under this plan, each entity has provided EDT with an approved budget amount that is allocated to marketing activities in Texas. The amount has been added to a percentage of the EDT national budget for domestic tourism promotion based on the share of Texas households in the United States; this total will satisfy the dollar investment section.

The ROI process involves a survey completed by a contracted research vendor. The survey provides, among other things, an estimate of Texans whose travel decisions were influenced by marketing efforts executed, funded, and/or coordinated by the MOU partners. The incremental increase in travel and spending by households aware of tourism marketing efforts is determined, along with the resulting state tax dollars generated.

The latest annual estimates show that in-state advertising by the MOU agencies generated \$27.1 million in tax revenue for an ROI of \$5.92 for every \$1 invested (represents results through August 2016). This figure is affected by level of ad awareness, incremental travel, and average visitor spending per trip.

### IV. FISCAL YEAR 2016 MOU ACCOMPLISHED HIGHLIGHTS

In FY '16, the MOU partners' accomplishments minimized duplication while achieving many coordinated priorities spanning across multiple program areas. Highlights of these accomplishments are below with detailed lists of accomplishments presented in each agency's action plan (Section VII).

- For FY '16 the five MOU agencies set a priority to continue online collaborative efforts and assess additional opportunities to further enhance collaboration through online media.
- EDT and TxDOT generated an estimated 584,000 travel leads that are made available to travel partners via the Texas Travel Leads System.
- TxDOT delivered a 2016 digital edition of the *Texas State Travel Guide* for upload to [TravelTexas.com](http://TravelTexas.com).
- TCA, TPWD, TxDOT, THC, and EDT maintain active links to all MOU partner websites.
- TCA, TPWD, TxDOT, THC, and EDT participated jointly in promotional campaign activities to encourage travel in Texas during Texas Travel and Tourism Week.
- TxDOT managed the Travel Leads System database, containing contact information for the *Texas State Travel Guide* requestors generated by EDT advertising and marketing. The system is jointly owned by EDT and TxDOT.

- TxDOT published the 2016 *Texas State Travel Guide* and worked with EDT on uploads of content to the EDT consumer tourism website - [TravelTexas.com](http://TravelTexas.com).
- TxDOT published the spring, summer, winter, and fall issues of the *Texas Highways Events Calendar* and provided calendar content access to EDT through a web-based database for upload to [TravelTexas.com](http://TravelTexas.com). A new web-based database is now in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to [TravelTexas.com](http://TravelTexas.com) and [TexasHighways.com](http://TexasHighways.com).
- EDT successfully supported partner initiatives in out-of-state markets by promoting and marketing nature-based, heritage, and cultural tourism opportunities through a number of methods. These include the print, digital, editorial, and television advertising, social media channels, and marketing trade shows and familiarization trips.

#### **Program Support and Development:**

MOU agencies continued to provide appropriate program support for other agencies throughout FY '16.

- THC continued to work with TxDOT regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.
- EDT and other state agencies worked with THC in the assessment of applications for the Main Street Program.
- THC continued to work with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways.
- EDT led three community Tourism Assessments in coordination with TxDOT, TPWD, TCA and THC to support tourism development in Texas communities. These assessments included Goldthwaite, Rockdale, and Sabine county.
- THC continued to work with TxDOT to identify, designate, interpret, and market Texas historic roads and highways such as the Bankhead Highway and Meridian Highway and promote the development of heritage tourism along these routes.
- THC collaborated with TCA on preservation and heritage tourism aspects of their Cultural Districts Program. An EDT representative served on panels to assess applications to the Cultural District Project grant program.
- THC coordinated with TPWD to include select TPWD managed state historic sites within a new THC visitor kiosk that is designed to cross promote historic attractions statewide with common historical themes and stories.

#### **Publication and Print Material Distribution:**

MOU agencies worked jointly on the development, fulfillment, and distribution of travel literature and marketing materials state wide.

- TxDOT published the 2016 *Texas State Travel Guide* and sent 2016 guide content to EDT in fall 2015 for upload to [TravelTexas.com](http://TravelTexas.com).
- TxDOT delivered a 2016 digital edition of the *Texas State Travel Guide* for upload to

[TravelTexas.com](http://TravelTexas.com).

- EDT, THC, TxDOT, and TPWD distributed MOU agency materials to target audiences at trade and consumer shows.
- TxDOT distributed each MOU agency's tourism marketing materials at the Texas Travel information Centers as appropriate and requested.
- TxDOT coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information – which assists with determining strategic use of advertising dollars – and reports to show the effectiveness of data-entry vendors.

**Trade and Consumer Show Collaboration:**

Throughout FY '16 MOU agencies worked together to market the Texas travel product and participated in domestic and internationally located trade and consumer shows.

- TxDOT hosted the 61st Annual Texas Travel Counselors Conference (TTCC) in San Marcos, with participation of TPWD, THC, and EDT.
- TPWD, TxDOT, TCA, THC, and EDT attended the Texas Travel Industry Association (TTIA) Unity Dinner held in Austin, TX on February 23, 2016. Industry partners from across the state were updated on marketing and promotional activities and opportunities.
- EDT updated Co-operative opportunities for the Texas travel industry, and updated industry partners across the state on marketing activities and opportunities at Texas Travel Industry Association's Annual Travel Summit in San Antonio, TX.
- TxDOT, EDT and TPWD tracked consumer travel show participation to encourage greater collaborations where possible.

See Attachment B for a full list of consumer shows participated in by the MOU agencies in FY '16.

**Research Collaboration:**

- MOU partners continued to share data collected by respective agencies
- EDT directed the measurement of a combined ROI of advertising efforts in the state by the MOU agencies.

## V. FISCAL YEAR 2017 MARKET OVERVIEW & STRATEGY

The most recent domestic travel data, from Calendar Year 2015, showed that Texas remains one of the most visited states with an estimated 256 million visitors to Texas destinations.

Travel research has shown that consumers make their travel plans based upon what activities they want to experience while on vacation. As a result of this research, in FY '17, the MOU entities will continue to pursue an overall activity-based marketing strategy that focuses on promoting vacation activities and experiences that Texas has to offer to both out-of-state and in-state travelers.

EDT's *Texas. It's Like a Whole Other Country*® campaign will continue to be the primary vehicle to market Texas as a premier tourism destination outside Texas. Each entity will use the following slogans where appropriate:

Agency	Slogan (s)/Images
EDT	"Texas. It's Like A Whole Other Country"®
TCA	"Investing in a Creative Texas"
THC	"Real Places Telling the Real Stories" "Visit the Texas Heritage Trail Regions and see where it all happened"
TPWD	"Life's Better Outside"® "Building a Brighter Future for Texas State Parks"
TxDOT	"Texas. It's Like A Whole Other Country"® <i>Texas Highways</i> <i>Drive Texas™</i> <i>True Texas™</i> <i>True Texan™</i>

### Objectives:

- Produce strong cost-effective levels of response, promote positive changes in perception, and create increased travel and revenue for the State of Texas via tourism advertising, public relations and travel trade relations.
- Build and maintain awareness of the vacation opportunities in the State of Texas to target audiences.
- Recognize other niche markets that offer important benefits of visitation to and within Texas.
- Promote and market Texas as a premier meetings and convention destination.
- Increase awareness of the benefits of Texas as a winter destination.
- Ensure the state is "Tourism Ready."

### Tactics:

Coordinate comprehensive marketing efforts consisting of:

- Implement multimedia advertising (consumer magazines, national cable TV, radio, newspapers and internet) targeting prospects with the highest propensity of travel to and within Texas.

- Expand upon social media platforms for all MOU agencies in order to more strategically and cost-effectively market Texas.
- Conduct media and trade familiarization tours, promotions, missions, and educational seminars; and participate in trade and consumer shows.
- Produce and work in coordination to distribute high quality travel literature including the *Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways* magazine, *Texas Highways Events Calendar*; *Texas Parks & Wildlife* magazine, the *Texas Heritage Travel Guide* and other thematic heritage tourism brochures, the *Texas State Park Guide*, various recreational and state park brochures, and various travel trade publications.
- Maintain a comprehensive website presence through [TravelTexas.com](http://TravelTexas.com) and other MOU partner websites, with links connecting these partner sites. Incorporate social media into all agency websites.
- Provide communities, partners and tourism-related businesses with tools and opportunities to build, enhance and market their tourism products through workshops, assessments and cooperative opportunities.
- Maintain travel industry websites that provide travel research, marketing and promotional information, and media and travel trade leads for travel industry partners.
- Increase the number of email subscribers to MOU agencies' e-newsletters and email blasts to enable cost-effective marketing to travelers.

## **VI. FISCAL YEAR 2017 HIGHLIGHTS OF PLANNED MARKETING ACTIVITIES**

### **In-State**

In FY '17 MOU partners will conduct marketing and promotional efforts targeted within Texas. Their diverse marketing and promotional activities are intended to encourage Texans to travel and experience the multitude of historical, cultural, and nature-based tourism opportunities available throughout the state.

- The TCA, THC, TPWD and TxDOT Action Plans are located at [travel.texas.gov](http://travel.texas.gov) and provide detailed descriptions of each individual agency's planned marketing activities for FY '17.
- The full research and tourism development activities conducted by EDT and a full listing of reports available for Texas communities and tourism-related activities are also located on this website.
- EDT activities aimed at influencing and promoting travel to Texas include advertising efforts seen nationally through media like television, social media, and print which reach and influence Texans to travel in Texas.
- EDT will continue to partner with TCA, THC, TxDOT, and TPWD in the development and promotion of historic and heritage tourism, cultural tourism and the arts, and nature-based

tourism.

- EDT will partner with THC and TxDOT in order to promote and support the upcoming 150<sup>th</sup> anniversary of the Chisholm Trail. The agencies will collaborate to strategically market upcoming events and activities surrounding the celebration.
- A digital image database will be made available for utilization by all MOU partners. This effort's aim is stimulate further cross-promotion between agencies and increased ease of sharing between MOU partners, as well as other relevant entities.
- In addition to marketing information, the plans of TCA, THC, TxDOT, and TPWD include information on tourism product development, program development and customer service activities for the upcoming fiscal year. These activities are not considered to be marketing, but they are a vital component of Texas' tourism industry. Product/program development and customer service ensure travelers to Texas experience high-quality destinations and activities in a hospitable atmosphere.

### **Out-of-State**

Texas Tourism launched a new advertising campaign in January 2016 and will continue to build upon its strengths and successes in FY '17 targeting out-of-state travelers.

Texas Tourism will continue a public relations and trade relations campaign targeting the domestic and international leisure traveler, and provide co-op opportunities for the Texas travel industry partners to expand their efforts domestically and internationally, while continuing co-op marketing opportunities for Texas Travel Industry partners in the meetings and convention market and marketing activities related to attracting more domestic and international flight service to the state.

The Texas Tourism FY '17 marketing plan is located at [travel.texas.gov](http://travel.texas.gov).

### **Goals for Fiscal Year 2017**

These additional items were identified as ongoing priorities:

- Increase travel to and within Texas destinations and attractions contributing to the economic development of communities and the state.
- Share information on tourism publications produced and planned by each entity, including online versions of existing publications to most effectively reach travelers and inform them of travel opportunities across the state.
- Share information on consumer shows by each agency along with an estimate of attendees and materials distributed to monitor success of participation and identify opportunities for further marketing efforts at consumer shows.
- Share information on website analytics to improve website effectiveness and other internet marketing initiatives.
  - Identify additional joint cooperative advertising and marketing and/or public relations opportunities.
- Further content sharing, especially in the social and internet platforms.

- Assess fulfillment activities in an effort to continually improve effectiveness.
- Coordinate state tourism development, marketing and customer service in quarterly meetings of the Texas State Agency Tourism Council (TSATC).
- Consider opportunities and cost effectiveness related to additional joint research projects and return on investment.
- Participate in planned EDT community assessments as requested.
- Coordinate promotional efforts, i.e. distribution of each entity's marketing materials at state managed facilities, consumer and travel trade shows, reciprocal links to each other's websites, etc.
- Coordinate efforts and presentations to travel industry partners on programs and opportunities during Texas Tourism Week, Texas Travel Industry Association (TTIA) Unity Dinner, TTIA Texas Travel Summit, and other travel industry or community opportunities that arise.

This Strategic Tourism Plan is an on-going process. As shifts in travel trends and new opportunities become available, the strategy will be updated each year to reflect industry changes. Over the next year, cooperation of the MOU partners will continue to provide a unified approach to Texas' tourism marketing strategy.

Communication and regular meetings take place with the MOU partners to continually support each other and remove duplication of efforts. Each year the MOU Strategic Plan evolves to better provide services to travelers in addition to justifying the state funds received and expended to promote tourism to and within Texas.

## **VII. INDIVIDUAL AGENCY PLANS**

The EDT marketing plan for FY '17 is posted at: [travel.texas.gov](http://travel.texas.gov).

The FY '17 plans of action for TCA, THC, TPWD and TxDOT are included below and will be posted individually on the [travel.texas.gov](http://travel.texas.gov) website.



## **Fiscal Year 2017 PLAN OF ACTION Tourism Memorandum of Understanding**

On June 1 of each year, the Texas Department of Transportation (TxDOT), Texas Parks and Wildlife (TPWD), Texas Historical Commission (THC), and Texas Commission on the Arts (TCA) provide the Office of the Governor, Economic Development and Tourism (EDT) with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. These five agencies work together under a Memorandum of Understanding (MOU) to promote Texas tourism.

### **A. Summary of Resources, Activities and Materials related to the promotion of tourism**

1. TCA's budget appropriation for FY '16 and FY '17 increased funding for Cultural Tourism grants.
2. New funds in TCA's budget appropriation for FY '16 and FY '17 allowed TCA to offer a new grant program for designated Cultural District marketing, infrastructure, and events. The competitive Arts Respond Cultural District Project grant program is open to nonprofit arts organizations and local governmental arts agencies in designated Cultural Districts. For FY '16, the twenty top-scoring applications received a total of \$1,497,175 through this program. For FY '17, TCA expects to grant \$2,832,825 through this program as it expands.
3. TCA received an appropriation for Arts and Cultural Grants. \$670,000 of those funds will be invested in art activities that enhance, support and promote Texas tourism throughout the state, through grant programs other than the Arts Respond Cultural District Project grants. Additionally, TCA will continue to officially designate Cultural Districts on behalf of the state.
4. TCA's resources will focus on the development and support of arts and cultural institutions and programming throughout the state of Texas. TCA invests resources into tourism product development resulting in high-quality arts and cultural tourism destinations.
5. This Plan of Action outlines the activities and programs TCA has planned at this time.

## **B. Texas Commission on the Arts Plan of Action**

### **1. Marketing Priorities**

a) TCA will participate in marketing and public relations activities related to the promotion of arts tourism as allowed by budget resources. The agency's Director of Communications coordinates TCA's tourism efforts.

### **2. Product Development Priorities**

a) Grants— TCA's Arts Create and Arts Respond grant categories invest funds in projects that exemplify cultural tourism including major art festivals, exhibitions, and other types of artistic programming that attract audience members from another county or community. Additionally, the new Arts Respond Cultural District Project program will provide significant funding to projects that use the arts to diversify local economies, generate revenue, and attract visitors and investment to designated Cultural Districts. Complete information on grant eligibility and the application process for each program is available online at [arts.texas.gov](http://arts.texas.gov) under the Grant Guidelines link.

b) Diplomacy and Protocol — TCA will provide support to the executive and legislative branches of Texas state government related to diplomacy and protocol activities. This may include providing works by Texas artists for presentation to foreign dignitaries or arranging for performing artists to participate in appropriate activities including trade missions and tourism promotion campaigns.

c) Professional Development Tools— TCA continues to maintain the *Tools for Results Tool Kit* as a way to assist nonprofit organizations in their work, including tourism development and promotional activities. In March 2015, TCA launched a free bi-monthly series of professional development webinars to provide expanded resources to the field. The well-received webinars are recorded and available at [vimeo.com/txartspd](http://vimeo.com/txartspd). In FY '17, instead of holding a large general conference, TCA plans to convene a series of small gatherings of the field to discuss specific topics, including Cultural Districts.

### **3. Program Development Priorities**

a) TCA staff will promote cultural tourism at conferences, workshops, and seminars throughout the year.

b) TCA staff will encourage arts organizations to develop relationships with their local Chambers of Commerce and Convention and Visitors Bureaus to ensure their offerings are included in local tourism development efforts. Additionally, TCA will direct arts constituents to utilize state resources available through the other MOU partners. Improved use of the Texas Events Calendar and the TravelTexas website will be emphasized.

c) Cultural District Designation – TCA is the state agency responsible for officially designating Cultural Districts on behalf of the state. TCA will educate communities about the process for applying for official Cultural District designation and provide assistance at every stage of the process. TCA has produced a series of recorded webinars outlining the Cultural District process which are available for free on the TCA website.

d) TCA will work with eligible entities in Cultural Districts to familiarize them with the guidelines and intent of the Arts Respond Cultural District Project grants and provide assistance at every stage of the process.

**4. Customer Service Priorities**

TCA plays an indirect role in customer service to the public. The agency does not have oversight of any physical venues or resources. TCA provides funding and other types of assistance to organizations who in turn interface with the public and are involved in the direct administration of customer service activities. TCA prioritizes prompt, courteous, and informative customer service for inquiries regarding all TCA grants, programs, and resources.

**C. Proposed Budget for TCA Tourism Activities**

	General Revenue
Marketing (via grants)	\$574,940
Product Development	\$2,927,885
Program Development	\$0.00
TOTAL:	\$3,502,825

**D. Measurable Goals and Objectives of the Agency Related to the Promotion of Tourism**

- The Texas Commission on the Arts has a performance measure related to the promotion of tourism. The measure determines the percentage of grant dollars awarded that promote cultural tourism.

**E. Proposed Marketing Message, Materials or Slogans**

- *Investing in a Creative Texas* – this is the agency tag line.

**F. Fiscal Year 2016 Key Accomplished Highlights.**

- In FY '16, TCA invested grants in arts organizations that provided more than 689 cultural tourism events or attractions in Texas.
- TCA participated in Texas Travel Week by promoting the designation through social media.

- As the state agency with authority to officially designate Cultural Districts on behalf of Texas, TCA approved two new cultural districts, bringing a total of 28 cultural districts throughout the state. The newly approved cultural districts are:
  - Wimberley Valley Cultural District
  - Zona Cultural (San Antonio)
- TCA worked with a national arts organization, Dance USA, holding its national conference in Austin, Texas during FY '16. The conference brings hundreds of out-of-state visitors to Texas and features the work of Texas-based dance companies and organizations.
- TCA staff participated in meetings of the Texas State Agency Tourism Council (TSATC) and provided agency updates to other participating agencies. TCA staff used the meetings as a forum to learn about possible partnership opportunities with TSATC members and to learn about other State resources that might be appropriate for arts organizations.
- TCA continued its support for the MOU joint return on investment (ROI) research project.
- TCA maintains links to all MOU partner websites and routinely distributes information on their programs at meetings and workshops. Additionally, TCA featured the Texas Historical Commission's Texas Historic Preservation Tax Credit Program in the Professional Development Webinar Series, expecting it to be of particular interest to organizations in Texas Cultural Districts.
- TCA staff members served on tourism assessment teams let by EDT in three Texas communities, Goldthwaite, Rockdale, and Sabine county in FY '16.
- TCA provided informational resources at the Texas Travel Industry Association Summit.
- TCA follows MOU partners on social media platforms and, when their posts contain content that can be overlapped with arts and culture interests, shares the posts.

**Additional TCA Information:**

Designation of primary agency representatives by the Executive Director of EDT and Executive Director of the other agencies, will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion.

Primary designee: Anina Moore, TCA Director of Communications

The Executive Director of EDT and Executive Directors of the four participating state agencies will be briefed at least once a year during a joint meeting.

## TEXAS HISTORICAL COMMISSION

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### Fiscal Year 2017 Plan of Action

## Tourism Memorandum of Understanding

On June 1 of each year, Texas Department of Transportation, Texas Parks and Wildlife, Texas Commission on the Arts and Texas Historical Commission provide Office of the Governor, Economic Development and Tourism with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. The plan identifies priorities of the Texas Historical Commission related to the promotion of tourism including marketing, product development, program development, budget, and measurable goals and objectives.

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The following is the Plan of Action for the agency's proposed tourism activities for FY '17.

### **A. Resources, activities and materials related to the promotion of tourism proposed to be provided by the agency**

For nearly two decades, the Texas Heritage Trails Program of the THC has supported the development and promotion of heritage tourism statewide through the participation of dedicated non-profit heritage trail regions. The agency and regional organizations work with local and statewide partners to encourage travelers to visit the real places telling the real stories of Texas history. The program assists the preservation and development of authentic experiences and places for heritage tourists in order to provide economic benefits for the state's citizens and communities, both urban and rural. Regional initiatives in conjunction with statewide marketing, printed and digital travel guides and tours, ten regional websites, and [TexasTimeTravel.com](http://TexasTimeTravel.com) are designed to provide visitors information about the places to experience the state's history and culture.

The 84<sup>th</sup> Legislature did not fund the agency's exceptional item that would have specifically provided continued funding for the Texas Heritage Trails Program and the THC's heritage tourism development and promotion activities for FY '16 and FY '17. The State Historic Sites managed by the THC are not impacted by these funding reductions.

The agency and partners continue to explore funding options that will allow limited heritage tourism operations. Through a partnership with the Office of the Governor, Economic Development and Tourism, the THC along with the active Texas Heritage Trail Regions will continue to promote and develop heritage tourism in FY '17 at the reduced levels similar to FY '16.

Meanwhile, tourism promotion at the Texas Historical Commission will remain significantly curtailed. Limited funding from general revenues, sporting goods sales tax revenues, and an Office of the Governor partnership will be utilized to maintain existing state investments in promotional operations

and materials. The major emphasis will continue to be sustaining of the Texas Heritage Trails Program in a limited format without traditional paid advertising or major new expenditures along with the ongoing operations of 21 state historic sites.

Significantly, the independent non-profit organization that represented the Brazos Trail Region, including Bryan, College Station, Killeen, Temple, Waco and surrounding areas, ceased to function and disbanded in FY '16 resulting from the elimination of the primary public funding source. Due to some geographic overlap of the trails, Williamson County is able to be served by the Hill Country Trail Region, Bosque County by the Lakes Trail Region, and Bastrop County is now served by the Independence Trail Region. The other counties and communities that comprise the region are no longer actively represented by or receiving services from a regional organization. The THC through [teaxastimetravel.com](http://teaxastimetravel.com) and associated outlets, continues to promote heritage tourism opportunities within the Brazos Trail Region. The nine remaining non-profit regions will continue to operate at reduced levels in FY '17. The THC hopes to reestablish a Brazos Trail organization once stable funding has been secured.

## **B. Heritage tourism marketing, product development, and program development activities**

### **1. Marketing**

- The agency will continue statewide distribution of the *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions.
- Continue distribution of cultural heritage travel guides *Hispanic Texans: Journey from Empire to Democracy* along with its Spanish language companion version and *African Americans in Texas: A Lasting Legacy* as funding permits and stocks are available.
- Continue to distribute the existing stock of individual region travel guides through direct mail, online requests, the regional network, and TxDOT Travel Information Centers as funding permits and stocks are available.
- Encourage regional partner attendance at FY '17 travel trade and consumer shows. The agency is providing a portion of the costs for the 2016 Texas State Fair participation while the non-profit regions are covering the remainder of the funding necessary for the show participation which takes place in FY '17.
- The Texas Travel Industry Association (TTIA) is in the process of transferring management and operations of the annual Travel Fair for travel counselors to the Texas Heritage Trail Regions. The parties view this as a potential, modest revenue source for the participating regions with strategic advantages for the entities. This transition, still being negotiated, is anticipated be implemented in FY '17 through agreement between TTIA and the participating regional organizations.
- THC will provide materials and publications for Office of the Governor, Economic Development and Tourism Division to be available at travel shows. THC will provide staff when requested to assist the Office of the Governor, Economic Development and Tourism with promotional events, as well as other MOU agencies.
- Provide hosting, technical support, content and minimal technology upgrades for [teaxastimetravel.com](http://teaxastimetravel.com), the 10 Texas Heritage Trail Region websites, and the mobile friendly versions of all 11 websites as existing funding permits.

- Maintain Texas Time Travel Tours, a mobile tour platform for travelers' use with varied statewide travel themes. Tours are available via [texastimetravel.toursphere.com/](http://texastimetravel.toursphere.com/) and as native applications for iOS and Android.
- Continue to enhance the 21 THC Historic Sites' web presence and the "Explore Texas" portion of the agency website.
  - Utilize the website: [texashistoricsites.com](http://texashistoricsites.com) which redirects to the state historic sites page on the THC website, where visitors can access THC-managed state historic sites.
- National and Texas Travel & Tourism Week – coordinate with Tourism MOU partners and the Texas Travel Industry Association.
  - Provide information for media outlets regarding the observance of Tourism Week.
  - Offer a Free Sites Day featuring free admission to the agency operated sites in conjunction with Texas Travel & Tourism Week.
- Continue promoting the Texas Heritage Trail Regions, heritage tourism and state historic sites through use of press releases and travel articles as opportunities arise. THC will provide press releases several times a year to promote traveling within the state to enjoy special heritage celebrations, i.e., Texas Independence; summer vacations at historic venues; fall festivals and events; holiday tours and events. THC will continue to emphasize heritage travel opportunities in each quarterly issue of the *Medallion* publication.
- Continue to promote individual state historic site events with flyers, ads and media advisories.
- Utilize social media including blogs, Facebook, YouTube, Instagram, and Twitter to promote heritage travel in Texas reaching over 20,000 followers of the agency's channels.
- Continue travel promotion efforts to celebrate the 35<sup>th</sup> Anniversary of the Texas Main Street Program with social media generated contests encouraging travel to historic downtowns including Denison and Seguin in FY '17.

## 2. Product Development

- Provide one-on-one technical assistance to historic attractions across the state to improve the visitor experience at attractions and sites is likely to be limited to providing heritage tourism expertise to the Office of the Governor, Economic Development & Tourism for their tourism assessment visits.
- Maintain existing digital tools for the traveler to assist in trip planning, enhance visitor experiences, and increase heritage tourism.
  - Maintain Texas Time Travel Tours, a mobile tour platform for travelers' use with seven varied statewide travel themes.
  - Introduce four new additional thematic tours to Texas Time Travel Tours
  - Maintain interactive kiosks at the THC Historic Sites designed to thematically connect each site with the relevant Texas Heritage Trail Region and other third-party visitor-ready historic sites both locally and statewide to entice future travel.
  - Maintain the content for travelers on [texastimetravel.com](http://texastimetravel.com) and the ten regional sites.
- Utilize the mobile tour development to provide the research and materials necessary for a future German Texans cultural travel guide as a print companion to the existing African American and

Hispanic Texan guides. The agency will seek funding, public and private, for the production of this guide.

- Continue to implement capital improvement and interpretive projects at the 21 state historic sites to improve the visitor experience.
- Fully integrate Mission Delores in San Augustine, accepted from the city in 2016, as the 21<sup>st</sup> State Historic Site managed by the Commission.
- Continue distributing the digital edition of the *Heritage Tourism Guidebook* designed to assist local communities in developing heritage tourism as an economic development and preservation tool.
- Continue to work with the National Park Service towards the inclusion of the Chisholm and Western Cattle Trails as national historic trails.
- Assist local partners in preparations for the 150<sup>th</sup> Anniversary of the Chisholm Trail as funding allows. Assist in coordinating the Texas efforts with those in Oklahoma, and Kansas.
- Assist local partners in preparations for the 2017 centennial of the US entry into World War I, including tools for highlighting visitation to heritage sites in Texas related to the war.
- Continue working with the National Park Service on the development of the national historic trail, El Camino Real de los Tejas.
  - Continue working with the El Camino Real de los Tejas National Historic Trail Association and their partners to support the further development of the trail.
  - Continue to provide technical assistance to the association in their efforts to manage, investigate, interpret, and open the significant Lobanillo Swales site in Sabine County to the visiting public.
  - Help facilitate the acquisition of signage for communities located on the trail, including coordination where necessary with TxDOT.
  - Facilitate the nomination of resources along the trail to the National Register of Historic Places.
- Continue working with TxDOT on the Historic Highways Program to identify, designate, interpret and market Texas historic roads and highways. Facilitate community implementation of the cooperative Historic Texas Highways *Signage Management Plan*.

### **3. Program Development**

- Through the Texas Heritage Trails Program, facilitate networking among tourism and preservation communities to maximize tourism resources, particularly in rural areas. Operations for the program are anticipated to continue at minimal maintenance levels for some or all of FY '17.
- Continue to utilize the HT listserv to promote Texas tourism and to educate Texans regarding tourism and historic preservation with approximately 800 subscribers. Appropriate information is also sent to four additional listservs at the agency.
- Continue active participation in the tourism industry through partnerships with Texas State Agency Tourism Council (TSATC) and Texas Travel Industry Association (TTIA). Senior staff of the agency chairs the TSATC and serves as an ex-officio member of the TTIA Board of Directors.

- Continue working with the National Park Service in the development of the El Camino Real de los Tejas National Historic Trail. This involves tourism partners in communities along this national historic trail.
- Continue to offer preservation and heritage tourism assistance to the Texas Commission on the Arts for their Cultural Districts Program.
- Conclude work with TxDOT regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.
- Continue cooperating with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways. Specific ongoing work with TxDOT to mark the Bankhead Highway and Meridian Highway as Texas Historic Highways will continue.

**C. The agency’s proposed budget for the upcoming fiscal year for tourism activities**

THC Direct Tourism Budget for FY ‘17

Heritage Tourism Program	State Funds	Total
Marketing	\$32,500	\$32,500
Product Dev.	\$110,000	\$110,000
Program Dev.	\$292,500	\$292,500
	<b>\$435,000</b>	<b>\$435,000</b>
Historic Sites	Sporting Goods Tax Revenue	
Marketing	\$170,000	\$170,000
<b>TOTAL</b>		<b>\$605,000</b>

**D. Measurable goals and objectives of the agency related to promotion of tourism**

- Number of unique visitors to [texasimetravel.com](http://texasimetravel.com) and the ten region sites.
- Number of visits, unique visitors, page views, and associated metrics for users of Time Travel Tours
- Number of promotional materials distributed, printed and downloaded.
- Visitation at the agency’s 21 state historic sites.
- Amount of local, regional, and private cash or in-kind contributions to the ten heritage region organizations.
- Volunteer hours contributed to the work of the ten heritage regions.

**E. Any proposed marketing message, materials, slogan or other communication to be**

**used by the agency in its tourism-related efforts.**

- Continue to implement the THTP's "Visit the Texas Heritage Trail Regions and see where it all happened" as utilized on existing websites, mobile applications and printed products.
- Continue to utilize Texas Time Travel and its associated branding for consumer oriented heritage tourism materials.
- Continue to utilize "real places telling the real stories" of Texas in marketing efforts.

**F. Fiscal Year 2016 MOU Accomplished Highlights (See: Combined 2016 Texas State Strategic Tourism Plan)**

- Participated in consumer travel shows and events such as Texas Travel Counselors Conference Travel Show, State Fair of Texas, and McAllen International Travel Show.
- Created and distributed THC's *The Medallion* with quarterly highlights on heritage tourism destinations.
- Conducted media relations activities including statewide distribution of media alerts, TV and radio interviews for activities that included other MOU agencies such as Texas Travel and Tourism Week events.
- THC promoted and hosted the annual free admission day at all state historic sites as part of Texas Travel and Tourism Week.
- THC representative chaired the Texas State Agency Tourism Council.
- Provided heritage tourism expertise to site assessments of three communities at the request of Office of the Governor, Economic Development and Tourism.
- THC completed work with TxDOT on the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.

**G. Individual Agency Accomplishments**

- The Texas Heritage Trails Program continued to leverage 18 years of work with non-profit regional organizations contributing to statewide heritage tourism development and promotion. Regional executive directors, board chairs and THC staff participated in biannual statewide meetings to facilitate communication amongst the regions and THC, ensure cooperation and provide training opportunities.
- Hosted Texas First Lady Cecilia Abbott at a meeting of the nine operating Texas Heritage Trail Regions.

- Created and hosted Real Places 2016, a heritage travel conference designed to connect new constituents and communities with the Texas Heritage Trail Regions to improve the development of heritage tourism opportunities and their subsequent economic impact.
- Continued enhancements for [texastimetravel.com](http://texastimetravel.com) and the 10 Texas Heritage Trails Region websites with dynamic, engaging and interactive content. Maintained versions of all 11 sites optimized for mobile. These sites had more than 330,000 unique users and about 385,000 sessions.
- The combined social media pages of the nine active Texas Heritage Trail Regions achieved 62,000 followers.
- Distributed approximately 150,000 total printed guides to travelers for the THTP regions with individual regional guides remaining in print.
- Continued distribution of the 72- page *African Americans in Texas: A Lasting Legacy* and integrated guide information into [texastimetravel.com](http://texastimetravel.com). Approximately 45,000 printed versions of the guide were distributed to travelers in FY '16 before going out of print. A reprint of the guide was in development at the conclusion of the fiscal year.
- Continued distribution of a 100 – page *Hispanic Texans: Journey from Empire to Democracy* travel guide in both English and Spanish. Approximately 21,000 copies of the English language and 14,000 of the Spanish language version were distributed to travelers in FY '16.
- Continued distribution of *Texas Heritage Travel Guide* covering all ten Texas Heritage Trail Regions. An estimated 52,000 copies of the guide were distributed to travelers in FY '16.
- Hosted and maintained the free *Texas Time Travel Tours* app available for iOS and Android operating systems as well as a web-based application. The travel app includes seven statewide thematic tours that complement other agency tourism and research initiatives, including the cooperative historic highway work with TxDOT. Began the development of four additional thematic tours for launch in 2017. The tours reached approximately 10,000 users via the web and were in use as native applications on an additional 1,000 mobile devices during FY '16.
- By distributing select videos produced for the *Texas Time Travel Tours* on social media networks; these heritage travel oriented videos were viewed more than 300,000 times.
- Maintained interactive kiosks at 18 of the 21 THC Historic Sites designed to thematically connect each site with the relevant Texas Heritage Trail Region and other third-party visitor-ready historic sites both locally and statewide to entice future travel.
- Completed the survey the historic resources of the Meridian Highway and prepared the results for public distribution.
- Coordinated with the National Park Service, Texas Department of Transportation, individual counties, and the El Camino Real de los Tejas National Historic Trail Association for the placement of directional signage along the Texas section of the trail per the federal management plan.

- Continued to support the efforts of five communities to develop and launch new local heritage tourism products and traveler experiences related to the Bankhead Highway and Hispanic Heritage. Worked with a new participant, Arlington, to leverage their historical connection with the Bankhead Highway for new products and experiences.
- Successfully managed 21 state historic sites and undertaking major capital improvement projects in FY '16 at the agency operated state historic sites.
  - Opened expanded visitor center at Fort Lancaster along with new and greatly improved interpretive exhibits.
  - Completed a substantial preservation project at Fulton Mansion to insure the building's long term preservation and interpretation.
  - Completed a substantial preservation project at Landmark Inn and reopened the site to day and overnight guests.
  - New or expanded visitors' centers were in design or construction phases along with new exhibits during FY '16 for Varner Hogg Plantation, Levi Jordan Plantation, and San Felipe.
  - Accepted the site of Mission Delores in San Augustine as a new State Historic Site.
- In FY '15, more than a 300,000 people visited the agency's state historic sites.
  - At time of plan development, FY '16 attendance was projected to exceed FY '15.

## **H. Awards/Recognitions**

- *Texas Monthly* in 2016 recognized Texas Time Travel Tours as one of their top apps for a Texas road trip.
- Preservation Texas recognized the Sam Bell Maxey House State Historic Site with a 2016 Conservation Merit Award.
- Preservation Texas recognized the Magoffin Home State Historic Site with a 2014 Historic Restoration Award.
- *True West* magazine named [texasimetravel.com](http://texasimetravel.com) Best Promotion of a Historic Place in their 2013 Best of the West awards.
- The San Antonio Conservation Society named THC's Casa Navarro Historic Site as a 2012 Preservation Award winner for the completed restoration.
- The Texas Heritage Trails Program was nationally recognized with the Preserve America Presidential Award by President George W. Bush in 2005.

### **Additional THC information for Strategic Plan**

Mark Wolfe, executive director of Texas Historical Commission

Bradford Patterson, Director of Community Heritage Development, is the primary designee.



# Texas Department of Transportation Travel Information Division Plan of Action Fiscal Year 2017

TxDOT's mission is to deliver a safe, reliable, and integrated transportation system that enables the movement of people and goods. The mission will be achieved by meeting the department's goals and objectives, which were revised in 2016. The goals and objectives include delivering the right projects, focusing on the customer, fostering stewardship, optimizing system performance, preserving our assets, and promoting safety. TxDOT's efforts in tourism enhance economic opportunities and improve the quality of life in Texas by stimulating travel to and within the state and by providing customers with valuable Texas travel and highway condition information. The information from the Texas Travel Information Centers and printed materials assist the public with their travel and transportation needs. These products and services focus on the customer, assist the public with the use of the transportation system, help reduce congestion, enhance safety, and expand economic opportunity.

Other TxDOT programs—Don't mess with Texas<sup>®</sup>, Adopt-a-Highway, Adopt-an-Airport, and Drive Clean Texas—contribute to the state's overall appeal for travelers, tourists, and businesses. For 30 years, the Don't mess with Texas<sup>®</sup>, Adopt-a-Highway, and Adopt-an-Airport programs have worked to prevent and remove litter, respectively, and, for 15 years, Drive Clean Texas has worked to improve air quality. These programs keep Texas a beautiful state to travel within for both residents and visitors.

The following plan identifies TxDOT's tourism priorities and activities for FY '17.

## **A. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY**

The Travel Information Division's mission is to support and promote safe and enjoyable travel to and within Texas and to provide professional information, products, and services for the general public and the department. Essential activities will include continued production of the state's official travel magazine, *Texas Highways*; promotion of *Texas Highways* through web and social media platforms; the management of the Texas Travel Leads Database; the production and distribution of the state's travel literature; and the operation of DriveTexas<sup>™</sup> highway conditions information program and the Texas Travel Information Centers.

Travel-related activities will be funded by the State Highway Fund and revenue-generation programs. Federal dollars are not used in the department's travel/tourism programs, the operation of DriveTexas highway conditions information program, and the Texas Travel Information Centers.

## **B. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES**

### **Marketing**

**Marketing Definition:** A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

**TxDOT publications and marketing activities:** *Texas Highways* magazine: This monthly magazine was designated the "Official Travel Magazine of Texas" by the Legislature in April 1975. The primary goal of the magazine is to encourage recreational travel to and within the State of Texas. During FY '17, *Texas*

*Highways* magazine will continue to engage readers with the Texas Top 40 destination. Readers are currently voting for their favorite Main Street destinations. This campaign will culminate with a main street special issue in January 2017. Social media efforts will continue to focus on engaging readers and further building reader involvement and interaction with the publication and website. As of April 2016, *Texas Highways* magazine has a distribution of 195,956.

Twelve issues of *Texas Highways* will be published and the magazine's 2017 editorial calendar will include the True Texas issue in September; the Readers Texas Top 40 Main Street issue in January; Big Bend in February; a wildflower issue in April; a summer travel planner in May; and a coastal special in June.

*Texas Highways Extra!*: A companion e-newsletter that is distributed at no additional charge to *Texas Highways* readers and other subscribers twice each month, *Texas Highways Extra!* is distributed on or before the 15th of each month to promote upcoming events, and on or before the last day of each month to highlight the current issue's features. Additional coverage may include travel spotlights, surveys of readers' travel plans and favorite destinations, readership discounts, and links to the *Texas Highways Events Calendar*, the *Texas Highways* website, and travel partners. Special editions of *Texas Highways Extra!* may feature special events, news alerts, and readership opportunities. The distribution is over 100,000 as of May 2016.

*Texas State Travel Guide*: This guide summarizes publicly accessible sites of scenic, historical, cultural, and recreational interest in communities throughout Texas. The guide is keyed to the travel map, providing basic information and directions for traveling anywhere in Texas. A digital version of the *Texas State Travel Guide* is uploaded to the [www.TravelTexas.com](http://www.TravelTexas.com) website. In addition to the attraction information, the guide also contains information about Texas state parks, lakes, state and national forests, events, hunting and fishing, and Texas Travel Information Centers. The *Texas State Travel Guide* serves as the state's primary fulfillment publication, and it is an important travel counseling reference for the Texas Travel Information Centers.

During FY '17, a projected 900,000 copies of the *Texas State Travel Guide* are expected to be printed.

*Texas Official Travel Map*: The map is produced and updated internally within TxDOT by the Travel Information Division through detailed and collaborative information from all TxDOT divisions. In addition to showing interstate, US, and state highways, the map includes state and national parks, city inset maps, cruise terminals, and Texas Travel Information Centers. The *Texas State Travel Guide* and *Texas Public Campgrounds* publications refer to the map grids. The map is included in the state's standard fulfillment package and is one of the primary information tools the Texas Travel Information Centers use for travel counseling. During FY '17, a projected 1 million copies of the map will be printed.

*Texas Highways Events Calendar*: The calendar is a quarterly publication featuring more than 1,000 listings of fairs, festivals, concerts, plays, exhibits, events, and cultural celebrations across the state. The printed publication is distributed primarily through the Texas Travel Information Centers. In addition to the publication, the listings are featured in *Texas Highways magazine*; on *Texas Highways' website*, [www.texashighways.com](http://www.texashighways.com); and on EDT's website, [www.traveltexas.com](http://www.traveltexas.com).

During FY '17, quarterly printings (spring, summer, winter, and fall) are planned, in addition to providing the information for upload to the websites. A web-based database is in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to [www.TexasHighways.com](http://www.TexasHighways.com) and [www.TravelTexas.com](http://www.TravelTexas.com).

*Texas Public Campgrounds*: This publication lists and provides details about 388 campgrounds operated by federal, state, and local government entities. The publication is distributed primarily through the

Texas Travel Information Centers and is one of the tools for travel counseling. It is uploaded to [www.TravelTex.com](http://www.TravelTex.com) to provide camping information for every listed city that has camping accommodations. This publication will be updated and reprinted in FY '17 if demand exceeds the current available issues.

*Texas, A Quick Look:* This publication provides a brief history of Texas, with extensive illustration. It is a broad overview of Texas including historic facts and details about the flags that have flown over the state. Teachers and children use this publication when completing school assignments about Texas. This publication will be updated and reprinted in FY '17.

*Texas Wildflowers Guide:* This brochure on Texas wildflowers features 56 wildflower images to help with identification, plus information on Texas eco-regions, wildflower drives, wildflower-related events, and native plant centers. It will be updated and reprinted in FY '17 if demand exceeds the current available issues.

*A Texas Music Destination Guide:* This publication will help travelers plan their own road trips to explore the state's music venues, live music events, and monuments/museums. This publication will be printed in FY '17.

*Social Media: Texas Highways* continues to reach out to both new and previous audiences through Facebook, Twitter, YouTube, Instagram and Pinterest. These outlets help extend the *Texas Highways* message (what's in this issue, what we do, where we have been, and how we can help readers discover Texas) while giving social media followers a place to participate in interactive content. As of April 2016, there are over 221,000 Facebook followers; 21,000 Twitter followers; 7,600 Instagram followers and 3,000 Pinterest followers. To date, there have been 104,916 YouTube views.

*Texas Highways* shares postings about magazine features and special issues and the Travel Services Section communicates information about DriveTexas and the Travel Information Centers with TxDOT's Media Relations, so that the information can be shared on the agency's Facebook page and on Twitter. Those messages also are submitted for inclusion in EDT's Monthly Social Media Calendar for cross promotion through the MOU agencies' social media channels.

**Texas Travel Information Centers:** Will hold events and open houses at the 12 Texas Travel Information Centers throughout 2017 to celebrate TxDOT's 100th anniversary.

**Texas Tourism Week:** TxDOT, through its Texas Travel Information Centers, social media outlets, and [www.TexasHighways.com](http://www.TexasHighways.com), will continue to work with the MOU agencies, the Texas Travel Industry Association and other related tourism partners in the promotion of Texas Travel and Tourism week.

**EDT Travel Trade and Consumer Shows:** TxDOT will provide travel publications to EDT for shows in FY '17 as requested.

## **Product Development**

**Product Development Definition:** A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

TxDOT operates 12 Texas Travel Information Centers at strategic locations around the state that provide free information to travelers regarding tourism destinations and events.

TxDOT continues to print and distribute *Texas Highways* magazine on a monthly basis to promote tourism destinations and events throughout the state.

TxDOT continues to print and distribute the *Texas State Travel Guide* on an annual basis to promote tourism destinations throughout the state.

TxDOT continues to print and distribute the *Texas Events Calendar* on a quarterly basis to promote events at tourism destinations throughout the state.

### **Program Development**

Program Development Definition: A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.

TxDOT created a Travel Industry Partner Page on [www.TxDOT.gov](http://www.TxDOT.gov) to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. The Marketing Partnerships portion of the site includes Texas Travel Leads, which allows the Texas travel industry to query the contents of the Texas Travel Leads database to identify individuals matching a specific target market. New information is available daily in the Texas Travel Leads database. An estimated 500,000 leads gathered from the current fiscal year's inquiries matching travel industry market-specified criteria will be available for downloading in FY '17 for Texas travel marketing purposes. Each year, Texas Travel Leads will add to the database until there is a three-year history available. Customer assistance is provided by the department upon request.

TxDOT coordinates an annual cooperative training conference, the Texas Travel Counselors Conference, open to travel division staff, AAA Texas travel counselors, and city information center counselors, along with employees from TPWD, THC, EDT, and other tourism professionals. The conference offers educational seminars, area study tours and the opportunity to interact with other industry travel counselors. A travel fair showcases attractions and cities around the state and allows the tourism industry to share vital information with travel counselors.

In addition, TxDOT administers state and national certification through the U.S. Travel Association for Certified Professional Travel Counselors. The certification program consists of training in customer service, Texas attractions, directional information, Texas history and culture, Texas geography, lodging and additional sources of information, traveler safety, and the economic impact of travel and tourism in Texas. The travel counselor becomes certified by passing a comprehensive examination upon completion of all of the study modules. As of May 2016, 83% of Travel Information Center staff either hold state and national certification or are working to become certified.

TxDOT continues to work with THC regarding the oversight of the transportation enhancement funding for the Texas Heritage Trails Program.

TxDOT will continue active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, the Texas State Agency Tourism Council, the Texas Association of Convention and Visitors Bureaus, the Texas Hotel and Lodging Association, the Texas Association of Campground Owners, and other tourism organizations.

Additionally, TxDOT will participate in annual tourism-related conferences, and partner with local tourism entities. TxDOT will assist EDT with tourism assessments as needed.

## **Customer Service**

**Customer Service Definition:** Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their travel stay.

**Texas Travel Information Centers:** TxDOT operates twelve Texas Travel Information Centers in Amarillo, Anthony, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom, Wichita Falls, and the Old General Land Office Building in the State Capitol Complex. The Travel Information Division provides customer service to travelers who stop in the Texas Travel Information Centers. The Travel Information Centers are open 360 days per year. Founded in 1936 to assist visitors traveling to Texas for the Texas Centennial and State Fair in Dallas, the centers celebrate their 80th anniversary in 2016.

The centers provide services nine (9) hours a day from the day after Labor Day through the Thursday before Memorial Day. They provide service ten (10) hours a day from the Friday before Memorial Day to Labor Day. During FY '17, the Travel Information Division will continue to serve customers by operating and maintaining the Texas Travel Information Centers. The projected number of customers is approximately 2 million for FY '17. Revenue-generating programs for the Texas Travel Information Centers were implemented in FY '16.

**Fulfillment:** Travel literature requests are generated through advertising by EDT and are received through Internet requests, reader service cards, coupons, tip-ins, and letter mail. Fulfillment is the mailing of travel literature in response to these requests. During FY '17, the Travel Information Division will continue to mail travel literature to those who request it.

**Texas Travel Leads:** The Texas Travel Leads System is a database cooperatively owned by TxDOT and EDT. Texas Travel Leads receives, processes, and stores names and addresses of the individuals who have requested Texas travel information. Reader service cards; web vendors; calls to the Texas Travel Information Centers; and the state's official tourism website, [www.TravelTexas.com](http://www.TravelTexas.com), collect important travel-related information about individuals. For example, the type of vacation activities they are interested in and which Texas cities or regions they plan to visit.

**DriveTexas:** Provides real-time highway information to assist the traveling public in safely navigating the state. The highway-conditions site, [www.DriveTexas.org](http://www.DriveTexas.org), provides information on accidents, closures, construction, damage, and weather events that might impede travel so that travelers know whether the road is clear and can consider alternate routes. This information is also available by calling 1-800-452-9292 to hear automated highway conditions information updated 24/7, with an option to speak with a travel counselor during Travel Information Center hours of operation.

**Roadcents™:** This web app allows drivers to track vehicle maintenance and motivates drivers to make changes in driving and vehicle maintenance behaviors that will help save money and keep the air clean.

### C. Agency Proposed Budget for Tourism Activities

Fiscal Year 2016	Printing	Fulfillment	Total Cost	Offset Revenue	Net Cost
Texas Highways magazine	\$1,470,000.00	\$1,081,500.00	\$2,551,500.00	(\$4,500,000.00)	(\$1,948,500.00)
Travel Packets (Travel Guide, Travel Map, Events Calendar)	\$1,785,000.00	\$2,203,950.00	\$4,917,383.10	(\$1,150,000.00)	\$2,838,950.00
Total FY '16	\$3,255,000.00	\$3,285,450.00	\$6,540,450.00	(\$5,650,000.00)	\$890,450.00

### D. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

Number of Consumer Travel Literature Requests Fulfilled: The sum of filled requests for travel literature (*Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways Events Calendar* and other travel publications) received from advertisements placed by EDT, directly by TxDOT, and from other sources that forward such requests to TxDOT for fulfillment. These requests are for mailings only and do not include requests for such materials in person, or for bulk quantities of such materials for redistribution. As of April for FY '16, an estimated 262,132 travel literature requests were fulfilled.

Number of Customers Served at Texas Travel Information Centers: The number of visitors served at the 12 Texas Travel Information Centers, on the 1-800 travel information number operated by TxDOT, and calls answered at the Texas Travel Information Centers. This includes all travel information services to Texans and out-of-state visitors and all travel-related phone and mail inquiries. As of May 2016 in FY '16, a total of 1,396,741 customers were served by the Texas Travel Information Centers.

Number of *Texas Highways* Copies Sold: The number of copies distributed to paid subscribers, including subscriber replacement, bill-laters, and all others considered to be paid such as back issues sold from inventory, all those purchased by TxDOT, including magazines distributed to active employees, retired employees, and those from the department-requested complimentary list—digital copies, and newsstand draw. As of April for FY '16, an estimated 1,348,838 copies of *Texas Highways* were sold.

Average Number of Travel Literature Requests: A travel literature request is considered received when it comes into possession of the Travel Information Division or its primary fulfillment vendor. The response is complete when the material is placed with a carrier (U.S. Postal Service, United Parcel Service, or other common carrier) for delivery to the person who requested it. The time between these two events should not exceed 72 hours. The number of valid travel literature requests fulfilled within three days divided by the total number of valid requests submitted during a specified period of time, reported by quarter and full fiscal year. As of April for FY '16, 95.8% of travel literature requests were responded to within three days.

## **E. ANY PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS**

- Texas Highways*. The Travel Magazine of Texas.
- DriveTexas™.
- Texas. It's Like A Whole Other Country.*® The state's official tourism patch and slogan will be used by TxDOT in appropriate travel publications as agreed with EDT and on the TxDOT website.
- True Texas™.
- True Texan™.

## **F. FISCAL YEAR 2016 ACCOMPLISHMENTS**

### **Travel Partner Page**

TxDOT created a Travel Industry Partner Page on [www.TxDOT.gov](http://www.TxDOT.gov) to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. Resources include advertising information, the photo library, marketing partnerships, travel publication order forms, research tools, editorial submission information and interactive database tools for the *Texas State Travel Guide* and *Texas Highways Events Calendar*.

### ***Texas Highways***

Published 12 issues of *Texas Highways* magazine, the "Official Travel Magazine of Texas," and celebrated the Reader's Choice Top 40 Texas Comfort Foods published in the November 2015 issue

*Texas Highways* magazine partnered with the Lady Bird Johnson Wildflower Center in April 2016 for an annual wildflower photo exhibit at the Center.

*Texas Highways* continues to increase its Facebook followers by about 5,600 a week.

TexasHighways.com has more than 2.6 million page views annually.

*Texas Highways* continues to expand the True Texas™ program to increase Texas Highways marketing and revenue. The program celebrates what makes Texas great—The People, The Places, and The Wide-Open Spaces. Products focus on made in Texas items that incorporate Texas-grown or developed materials, such as True Texan T-shirts, pottery, jewelry, and decorative items made by Texas artisans.

### **Texas Travel Information Centers**

Served approximately 2 million visitors, seeking tourism information or highway conditions, at the Texas Travel Information Centers.

For FY '16 to date, hosted or participated in 173 presentations and public events to promote tourism and public safety.

Provided emergency highway closures, conditions, and other emergency information to callers to the DriveTexas Travel Information Line during multiple winter ice and snow events and statewide flooding events throughout FY '16.

Distributed MOU agencies' marketing materials at the Texas Travel Information Centers as appropriate and requested.

Sold attractions tickets through a tablet-based system via a partnership with the Texas Travel Industry Association (TTIA).

### **DriveTexas™**

Continued to market and promote DriveTexas, TxDOT's highway conditions reporting system on [www.TxDOT.gov](http://www.TxDOT.gov) and [www.DriveTexas.org](http://www.DriveTexas.org). For FY '16, there have been almost 3 million visits to [DriveTexas.org](http://DriveTexas.org).

For FY '16 to date, 227,286 calls to the 1-800 number seeking highway condition information were responded to by the Texas Travel Information Centers and the automated system.

Developed an emergency planning website supplemental to [DriveTexas.org](http://DriveTexas.org) where the public can view potential contraflow and evacuation activation along designated evacuation routes.

### ***Texas State Travel Guide***

Published the 2016 *Texas State Travel Guide*, adding more feature information to give the guide a more experiential feel. Routinely updated information in the web-based database for use in the printed Travel Guide and on [www.TravelTexas.com](http://www.TravelTexas.com).

Printed and distributed 900,000 copies of the *Texas State Travel Guide* through fulfillment, consumer shows, and the Texas Travel Information Centers.

Delivered a 2016 digital edition of the *Texas State Travel Guide* for upload to [www.TravelTexas.com](http://www.TravelTexas.com).

Collaborated with TPWD in updating the TPWD information and THC in updating the THC sites information in the 2016 edition of the *Texas State Travel Guide*.

### ***Texas Highways Events Calendar***

Published the spring, summer, winter and fall issues of the *Texas Highways Events Calendar* and constantly updated the calendar's web-based database, making sure the most up-to-date information is available to [www.TravelTexas.com](http://www.TravelTexas.com) for updates.

The *Texas Highways Events Calendar* includes a Calendar at a Glance for all three months in the quarter at the front of the publication and featured events on the opening spread for each month.

### **Other Publications and Programs**

Updated and published *Texas, A Quick Look* publication.

Redesigned the Wildflowers of Texas Brochure, changing it from a brochure that included a wildflower poster to a more travel-related brochure that includes information on driving routes, native plant centers where people can find wildflowers, and events.

Updated, published, and distributed 1 million copies of the *Texas Official Travel Map*.

Continued to work with THC on the oversight of the transportation enhancement funding for the Texas Heritage Trails program.

Continue to provide fulfillment of THC collateral.

Coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information—which is important in determining the best and most effective means to spend advertising dollars—and reports to show the effectiveness of data-entry vendors.

Hosted the 61st Annual Texas Travel Counselors Conference in San Marcos, Texas, April 25-28, 2016.

Participated with MOU partners in making presentations to industry partners across the state, and participated in the Texas Travel Industry Association Summit held in San Antonio September 20-22, 2015, and Unity Dinner held in Austin, Texas, on February 23, 2016.

Championed the impact and benefits of travel and tourism by participating with MOU and tourism partners in celebrating National Travel and Tourism Week, May 1-7, 2016, by holding events and open houses at the 12 Texas Travel Information Centers during Travel and Tourism Week. Promoted Travel and Tourism Week through *Texas Highways* magazine's and TxDOT's social media outlets.

Observed the 30th anniversary of the Don't mess with Texas anti-litter campaign by holding events and open houses at the 12 Texas Travel Information Centers throughout 2016.

Continued to coordinate with other state agencies in the Texas State Agency Tourism Council concerning overall state tourism development, marketing, and customer service needs.

TxDOT participated in two tourism assessments with EDT.

## **G. Awards**

*Texas Highways* magazine received the following recognition at the 35th Annual International Regional Magazine Association Awards in October 2015:

### **GOLD AWARDS:**

- Travel Matters, column
- Scenic Route Photo, August
- Art Direction for Meet our Texas Makers

### **SILVER AWARDS:**

- Desert Awakening, feature story
- A State of Great Migration, article
- Amazing Scapes, photo series
- Lilo Goes West, illustration
- Overall Art Direction
- Fun with Food and Texas Treats, feature
- October Cover Design

### **BRONZE AWARDS:**

- Olive & Well: South Texas' Edible Oil Boom
- Magazine Writer of the Year, Matt Joyce
- The Great Camel Experiment, portrait photo
- Plates, department
- Companion Website

### **AWARD OF MERIT**

- Texas Top 40 Icon, graphic

- Magazine Photographer of the Year, J. Griffis Smith

## **H. TxDOT Travel Information Division Contacts**

Joan Henderson, Director, Travel Information Division

Debbie Follien, Interim-Travel Publications Section Director, Travel Information Division

Rod Fluker, Travel Services Section Director, Travel Information Division

Martha Martin, Special Projects Supervisor, Travel Information Division

Lauren Freriks, State/Federal Relations Rep, State Legislative Affairs



## Texas Parks and Wildlife Department (TPWD)

### 2017 Plan of Action

#### A. Summary of Resources, Activities and Materials related to the promotion of tourism

The primary emphasis of all Texas Parks and Wildlife's tourism-related promotion is to promote nature – based outdoor recreational activity and enhance appreciation of the state's natural and historical resources.

Primary audience is the in-state leisure tourist, specifically those seeking nature and historical/ cultural experiences:

- State park day and overnight visitors
- Heritage tourists
- Hunters
- Anglers
- Boaters and Paddlers
- Birders and Wildlife Viewers
- Outdoor Recreationists

TPWD manages many of the state's tourism destinations, including more than 90 state parks, state natural areas and state historic sites; 51 wildlife management areas; the Texas Freshwater Fisheries Center and Sea Center Texas. TPWD also partners with communities, non-profits and private entities to develop paddling trails and wildlife-viewing trails throughout the state.

TPWD uses a wide range of communications efforts to promote nature tourism, including *Texas Parks & Wildlife* magazine, the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; news releases, media relations, video news reports, marketing efforts, including print advertising, emails, e-newsletters, promotional materials, and partnerships; TPWD Web site ([tpwd.texas.gov](http://tpwd.texas.gov)) and social media platforms. The Department also works closely with other tourism-related state agencies and with the Texas Travel Industry Association (TTIA) to coordinate marketing efforts where possible.

#### B. Fiscal Year 2017 Plan of Action

##### 1. Planned Marketing Activities

- TPWD's main website reaches an estimated 1 million users monthly. New videos and seasonal features are incorporated every month into the main TPWD website. The website also promotes approximately 10,000 events a year.
  - TPWD will also continue to expand and improve Spanish-language resources on its website to engage growing Hispanic populations in Texas.
- The Texas State Parks Official Guide mobile app launched in March 2016 for Apple and Android Devices. The free app has been very successful and continues to grow.
- TPWD's social media channels reach more than 1 million users through Facebook, Instagram, Twitter, Pinterest, Google+, YouTube, Flickr, Snapchat and Periscope. The Department's main Facebook account alone has more than 420,000 fans and the department's YouTube Channel has more than 11.9 million video views. Instagram continues to grow with more than 78,000 subscribers at the beginning of FY '17. Most of the state parks and fishing and wildlife districts also have their own Facebook accounts, with many also on Instagram and Twitter.
- *Texas Parks & Wildlife* magazine –The magazine reaches approximately 500,000 readers in print and digital every issue and nearly 70,000 visitors on the magazine's website every month. The magazine app, which launched in 2015, has been downloaded by thousands of subscribers and is expected to continue slow but steady growth, especially with the addition of an Android compatible version of the app in April 2016. Approximately 115,000 people also receive the monthly *Texas Parks & Wildlife* magazine e-newsletter. The magazine's mission is to inform Texans about conservation issues and encourage nature-based outdoor recreation and travel to state parks and other nature tourism destinations. This year the magazine featured editorial with the theme "The Year of State Parks" which every month focused on a different aspect of enjoying the parks. Approximately 20% of the magazine's editorial content will promote nature-based travel to locations across the state.
- *Texas Parks & Wildlife* TV show – This television series airs on PBS stations in Texas, New Mexico and Oklahoma and has more than 42,000 impressions per week. The show also airs on more than 50 city and university access cable channels with more than 8,000 impressions each week. PBS Online also streams full episodes of the TV show beginning one week after the initial airing. Approximately 12% of the show's stories are aimed at encouraging travel to TPWD sites or nature tourism destinations. These shows are posted on the Department's YouTube Channel.
- *Passport to Texas Radio Show* – This 90-second radio series airs five days a week, 52 weeks a year, on more than 100 radio stations, including public radio, news/talk and country. It has an estimated 1.8 million impressions each week. Approximately 25% of the stories encourage nature tourism.
- *TPWD Email Service*– This important communication vehicle provides regular updates on agency events, programs and products and themed e-newsletters to approximately 439,000 subscribers. The number of subscribers grows each month as more state park visitors, license purchasers and other constituents subscribe to topics of interest to them.
- *Texas State Park Guide*– This comprehensive state park directory is published annually in May. An estimated total of 325,000 copies to be distributed free at state parks, TxDOT travel information centers, visitor centers and chambers of commerce, sporting goods retailers, other Texas businesses and nonprofit organizations and at appropriate promotional events. The guides are also sent to Texans who take the pledge to "Take Care of Texas" through a

partnership with Texas Commission on Environmental Quality (TCEQ). The Office of the Governor- Economic Development and Tourism (EDT) also distributes the guides at travel trade shows and through public relations channels.

- Park Information Materials – Single park rack cards and brochures/flyers on special activities, facilities and seasonal events in parks are distributed at tourist outlets such as CVBs, chambers, TxDOT Travel Information Centers, appropriate external outlets and at select events. Some of these materials are also mailed to people requesting information..
- *Texas State Parks Recreational Vehicle (RV) Brochure*– this comprehensive trifold brochure, featuring a map with RV sites in state parks, was updated and reprinted in 2016 at no cost to the state. An estimated total of 50,000 copies will be distributed free at RV shows, nature tourism festivals and select outreach and promotional events.
- Statewide news releases – Weekly news releases and digest is published online and sent to approximately 3,000 Texas media, including environmental, sports, outdoors and travel writers; to more than 38,000 email subscribers and to more than 500,000 TPWD social media followers.
- Statewide and Local Public Relations – The agency uses on-going public and media relations to promote TPWD sites, programs and events as well as other appropriate Texas natural and historical/cultural destinations and events. TPWD coordinates with the Governor’s Office of Economic Development and Tourism for media relations as needed.
- Statewide Video News Report (VNR) Program – Video stories are provided weekly to approximately 2,700 media outlets including network affiliates and cable television stations and newspapers, radio stations and online media. TPWD VNR’s are usually aired within local TV news broadcasts and news outlet websites. TPWD will produce approximately ten tourism-focused stories in FY ‘17.
- Paid print and online advertising for Texas State Parks will be scheduled in targeted print and online media as funding allows. Paid print media advertisements, will include *Texas Highways* magazine, *Texas Events Guide*, and the *Official Texas State Travel Guide*.
- Print advertising in *Texas Monthly* magazine– Approximately 2 pages of ads in FY ‘17 to promote outdoor recreation, including nature tourism.
- Print advertising will also run in the department’s *Texas Parks & Wildlife* magazine (in-house ads). Approximately 6-10 ads are planned in FY ‘17 to promote visitation to Texas State Parks or other nature tourism destinations or programs.
- *Texas Freshwater Fisheries Center* brochure and the *Sea Center Texas* rack cards are distributed at chambers, consumer shows, retail outlets and Texas Department of Transportation (TxDOT) information centers to increase visitation to these sites.
- *Great Texas Wildlife Trail* maps– Maps for all nine driving *Great Texas Wildlife Trails* are available online and printed copies are available for purchase through the *Great Texas Wildlife Trails* website.
  - All nine *Great Texas Wildlife Trail* maps have been updated and *The Great Texas Wildlife Trails* website has been redesigned and launched. Increased email and social media marketing is planned to drive web traffic and map sales.
- *The Texas Paddling Trails* website is scheduled for redesign in FY ‘17. Email and social media marketing is also planned to promote the relaunched website.

- *Texas Paddling Trails* (TPT) rack card informs Texans and out-of-state visitors about opportunities to paddle on these well-mapped and accessible trails. There are currently 72 paddling trails in the program with 597 miles of trails on a wide variety of rivers, lakes and bays in Texas.
- *Texas Fishing Reports* provide information on weekly fishing conditions year-round to anglers via the TPWD website, in statewide newspapers and by email and by text to subscribers. This weekly report is paid for with federal aid dollars and sponsorship dollars.
- PDF Publications – TPWD offers all tourism-related publications on its web site in PDF form to view or download.
- TPWD attends a variety of travel, RV, boating, outdoor recreational trade and travel shows, including the following shows:
  - *Toyota Texas Fest* (May)
  - *Texas Parks and Wildlife Get Outside Area* at various regional events throughout the year, including State Fair of Texas; Houston Livestock Show and Rodeo; San Antonio Stock Show & Rodeo and Mayfest
  - *Rio Grande Valley Birding Festival* (November)
  - *Whooping Crane Festival* (February)
  - *FeatherFest Birding Festival* (April)
  - Regional RV, outdoor recreation vendor, and destination tourism shows organized by *Texas Recreation Vehicle Association*, *Good Sams*, and others throughout the year
  - Appropriate regional and local special events, festivals, and special interest conferences
  - Select outdoor retailer events
- TPWD provides photos, editorial, video clips, radio stories, and web pages to numerous travel-related publications and websites to promote state parks and other nature tourism destinations and activities.
- TPWD provides printed materials on state parks and other nature tourism opportunities to the Capitol Visitor Center for display and distribution to tourists.
- TPWD will continue to broadcast live feed webcams (using Periscope and Facebook Live feeds) at select parks to highlight seasonal activities and encourage visitation.
- TPWD staff will continue to create 360-degree videos of parks to use on our website; in addition staff will continue to create static 360-degree park photos that are published on Google Maps.
- TPWD will continue to provide, upon request, informational and promotional materials to the Governor’s Office of Tourism and Economic Development shows in FY ‘17.
- TPWD will continue to participate in the EDT’s and TTIA “Tourism Week” publicity efforts in FY ‘17.
- TPWD will continue to participate as regular guests on “The Great Outdoors” radio show aired in the central Texas area to promote state park visitation opportunities.
- Miscellaneous additional marketing efforts as opportunities arise and as staff and budgets permit.

## 2. Planned Product Development

TPWD Sites – The agency maintains and operates 95 state parks, state natural areas and state historic sites (91 currently open to the public), 51 wildlife management areas, and 8 state fish hatcheries (two of which include an aquarium and visitors' center). These sites serve as conservation and visitation sites.

- Texas State Parks estimate approximately 8.2 million visits each year, with these visits primarily by leisure tourists who travel 50 miles or more.
- Texas State Parks plans to invest funding received from the 84<sup>th</sup> legislature in the following redevelopment, renovation or refurbishment of facilities in FY '17:
  - Balmorhea SP – motor court and camp loop restroom renovations
  - Choke Canyon SP– South Shore Unit – Boat ramp repairs
  - Davis Mountain SP– Indian Lodge's Black Bear Restaurant renovations
  - Fort Boggy SP – new cabins, restrooms and trail bridges
  - Fort Parker State Park- boat ramp repairs and barracks refurbishments
  - Garner SP – new restrooms and wastewater treatment plant
  - Inks Lake SP– boat ramp repairs
  - McKinney Falls SP –Smith Visitor Center flood repairs
  - Palo Duro SP- relocate camping loop, new restrooms, meeting room
  - Ray Roberts Lake SP - Isle du Bois Unit - boat ramp repairs
  - Tyler SP - Headquarters building replacement
  - Lake Sheldon SP- new boardwalks and campsites
  - Palo Pinto Mountains SP – park planning design and engineering
- More than 35 million fingerlings per year will be produced at TPWD fish hatcheries to stock and improve fish populations while also helping to sustain fishing as a nature-based tourism activity in Texas. The Toyota ShareLunker program that helps promote bass fisheries in Texas, attracting anglers from in and out of state will continue.
- Two fish hatcheries also have major visitor centers to promote freshwater and saltwater fishing and aquatic education; *Texas Freshwater Fisheries Center* is visited by approximately 53,000 visitors a year and *Sea Center Texas* is visited by more than 61,000 visitors annually.
- *The Great Texas Wildlife Trails* is a network of nine wildlife viewing trails on public and private land that attracts nature tourists to rural communities across Texas. The trails include over 950 places to view wildlife, including public and private land opportunities.
- *The Texas Paddling Trails* is a network of paddling trails across the state, providing boating access to the approximately 1.25 million canoers and 900,000 kayakers in Texas. A total of 72 trails, spanning approximately 600 miles, are now open to the public. TPWD will continue to work with interested community partners to expand this network of trails. TPWD also works with TxDOT on signage and with the Governor's Office to promote these trails to tourists outside of the state.

### 3. Planned Program Development

- State Parks provides educational programming to more than 600,000 individuals, with programs such as:
  - *Texas Outdoor Family* program, which encourages families to camp overnight at a state park, is projected to reach more than 1,200 families in FY '17.
  - *Texas State Park Geocache Challenge* which is expected to reach more than 2,000 families and result in 10,000 new visits to state parks in FY '17.
  - *Junior Ranger* program is a program that allows parents to check out a daypack for their children to help them explore and learn about the park's nature and wildlife. The daypack includes a compass, binoculars, various outdoor gear, nature guides and an outdoor journal.
  - *Buffalo Soldier Heritage and Outreach* program brings the history of these frontier soldiers to life and teaches outdoor skills
  - *Arts in the Park* program, a national program offered at our state parks, encourages people to reconnect with nature through visual and performance art.
  - *Dark Skies* program offers state park visitors the opportunity to learn about stars and constellations from trained interpreters in state parks that are certified by the International Dark Skies Association as having top-ranked stargazing opportunities.
  - *Agents of Discovery*, a smartphone app game which engages children in self-guided educational activities in state parks. It will be introduced in several parks in FY '17 including McKinney Falls State Park, Sheldon Lake State Park and Cedar Hill State Park.
  - Digital photography workshops will be held at select parks and possibly implemented as a statewide offering in FY '17.
- TPWD sites are expected to host approximately 10,000 events and activities in FY '17, including interpretive programs, special events and workshops. Examples of these include First Day Hikes on New Year's Day; San Jacinto Day Festival in April; National Trails Day and National Free Fishing Day in June and a variety of recreational and living history/historical reenactments.
- The Great Texas Wildlife Trails will install highway/road signs for new sites and replace fading or missing signs for existing sites as feasible within budgetary constraints.
- The *Great Texas Birding Classic* is a statewide birdwatching tournament held annually from April 15-May 15. The event has over forty different tournament categories and encourages nature tourism in every region of the state.
- TPWD sells licenses to hunters and anglers in the state of Texas, as well as enforces hunting and fishing regulation and promotes hunter safety through various programs, including hunter and angler education classes. There are currently:
  - Approximately 1.2 million in-state hunters who are licensed by TPWD;
  - Approximately 76,000 non-resident licensed hunters who visit Texas to hunt;
  - Approximately 1.7 million in-state recreational anglers who are licensed by TPWD;
  - Approximately 98,000 out-of-state anglers travel to Texas to fish.

- Boat Licensing and Safety – TPWD provides title and registration to approximately 600,000 Texas boaters and enforces water safety to keep Texas waterways safe for tourists and residents. TPWD also oversees state mandated boater education by providing boater education classes and materials to promote and teach boater safety.
- TPWD Nature Tourism Manager works with landowners and local communities to provide guidance for the development of appropriate nature tourism opportunities on their lands and in their communities, to encourage habitat conservation statewide.
- The State Parks' Customer Service Center has implemented and continues to develop a Group Management Reservations/ Destination planning group. This group management function is intended to facilitate large group usage of a park and of local community attractions.
- TPWD wildlife and urban biologists work with landowners to provide guidance on how they can effectively manage their land and water resources in order to provide outdoor recreational opportunities and practice conservation.
- Texas Parks & Wildlife acts as a partner in hundreds of communities across the state through its grant, assistance and outreach programs.
- Active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, Texas State Agency Tourism Council, Texas Department of Transportation's Travel Division, Texas Association of Convention and Visitors Bureaus, Tourism Advisory Committee, Texas Festivals and Events Association, the Texas Association of Campground Owners, and the Texas Recreational Vehicle Association.

#### 4. **Customer Service**

TPWD provides customer service to the leisure tourist who is participating in nature-based outdoor recreation or historical/cultural sightseeing in Texas.

- On-site customer service is provided to visitors who travel to state parks, state natural areas, state historical sites and state fisheries visitor centers. This includes greeting visitors, answering questions, conducting interpretive activities, leading tours, hosting events and workshops and providing limited local and regional general tourism information.
- State Parks' Customer Service Center provides customer information regarding parks, destinations, fishing and other general outdoor information in Texas. This multipurpose center also provides a variety of TPWD customer services including overnight and group facility reservations for Texas State Parks, sales for the Texas State Parks pass, Off-Highway Vehicle permits, select park retail merchandise and hunting and fishing licenses.
- TPWD's resource staff responds to public inquiries related to hunting, fishing, boating registration and general wildlife questions.
- TPWD's education staff responds to public inquiries related to boating, angler and hunter education.
- TPWD's nature tourism staff responds to inquiries from nature tourist traveling to or within Texas for wildlife viewing opportunities.
- State park site maps and trail maps are provided to state park campers and visitors.

**C. Proposed Budget for Tourism Marketing Activities**

TPWD invests in tourism-related marketing, product development and program development. **Tourism-related marketing activities** will be funded by a combination of sources:

1. **GAME, FISH AND WATER SAFETY** (Account 009)

Sources: Hunting and fishing licenses and stamps, federal funds, boat user, manufacturer and dealer registration and titling fees, fines and penalties, revenue from other activities. Authority: TPW Code 11.033, 43.014, 43.254, 43.305, 43.405, 43.505; Tax Code 160.12118.

Allowable Uses: Fisheries and wildlife management activities, including conservation, resource protection, research, habitat management and acquisition, private lands initiatives, fish hatcheries and enforcement of game and fish laws. Finances administrative costs of boat registration, boat and motor titling, construction and maintenance of boat ramps, issuing licenses, and enforcement of the Texas Water Safety Act. Proceeds credited to the account from the sale of turkey, waterfowl, white-winged dove, freshwater trout and saltwater sport fishing stamps may only be spent for specific purposes as set forth in statute.

2. **STATE PARKS** (Account 064)

Sources: Park entrance and use fees, sporting goods sales tax revenues, revenues derived from park concessions, publications, fines and penalties, a portion of vessel registration and titling fees, and any other source provided by law. Authority: TPW Code 11.035; Tax Code 151.801 and 13.015; 13.017; 13.018; 13.019, 13.0191; 21.111 Tax Code.

Allowable Uses: Acquisition, planning, development, administration, operation, maintenance and improvements of state parks and state historic sites.

**2017 Tourism and Travel Promotion Budget**

	<b>State Funds</b>	<b>Federal Funds</b>	<b>Appropriated Receipts</b>	<b>Offsetting Revenue</b>	<b>Subtotal</b>
Total, Marketing	\$ 704,873	\$ 28,756	\$ 352,200	\$ 398,831	\$ 686,998
<b>Total, Fiscal Year 2017 Tourism and Travel Promotion</b>					<b>\$686,998</b>

<b>Program</b>	<b>Activity</b>	<b>Funding Source</b>	<b>Comments</b>
Texas State Park Guide	Production and distribution of guide	Sponsorships and advertising sales cover all printing, shipping and ad fulfillment costs. Staff time to manage, produce and promote the Guide is accounted for within branches' staff budgets.	Approximately \$100,000 expenses includes estimated shipping to travel information centers, chambers, state parks, outdoor retailers and other Texas businesses and nonprofit organizations

Ad in Outdoor Annual Hunting and Fishing Regulations	Print advertising	Barter agreement with Emmis Publishing on profit-sharing from advertising revenue	1/2 print ad allocated for tourism related marketing in Outdoor Annual (estimated at \$25,000) and (1) full page and (1) 1/2 page in Texas Monthly (estimated at \$24,000).
Great Texas Wildlife Trail Maps	Re-printing of updated and redesigned maps; and festival event fees	Sponsorships and map sales cover all printing and distribution of maps as well as promotion through booth presence at birding events	Panhandle Plains and Prairies and Pineywoods East and West maps (3 maps) printed, postage costs for all purchased maps (including all 9 maps in the set), and booth presence at 3 birding festivals included in FY '16 expenses.
State Park Mobile App	Maintenance of mobile app to increase visitation to parks, etc.	\$5,000 from sponsorship	App is for marketing and for better experience once at the park (trail maps, interpretive information, safety information, etc.)
Fishing Reports	Reports on fishing conditions on lakes and bays throughout the state.	\$8,000 from sponsorship and dollars from federal aid sport fish restoration program.	Distributed to media outlets, by email and text to anglers who subscribe for weekly reports and on our website.
State Parks RV Brochure	Information, map and resources for recreational vehicle travelers in Texas	In-kind printing donation from Good Solutions Group valued at approximately \$7,200	Distributed at RV shows, nature tourism shows and other selected promotional events

**D. Measurable Goals and Objectives**

1. TPWD and other state tourism related agencies will continue to work with the Governor’s Office of Economic Development and Tourism to conduct a random digital survey to help determine the effectiveness of key marketing investments, with the goal of determining the return on investment of state funds. Annual reports are published each September by the Governor’s Office.
2. The *Texas Parks & Wildlife* magazine is a valuable tool to communicate key conservation messages, educate the public about Texas’ natural resources and promote its facilities and services. Measure counts the average total number of *Texas Parks & Wildlife* magazines in circulation per month (including paid and non-paid) during the reporting

period. Measure reflects the number of magazines circulated per month. FY '17 projected target for this measure is 158,000 copies to be circulated monthly.

**E. Proposed Marketing Message, Materials or Slogans**

1. Texas Parks and Wildlife logo
2. *Life's Better Outside*®
3. Building a Brighter Future for Texas State Parks

**F. Fiscal Year 2016 Accomplishments**

1. Completed 45 park Improvement projects to enhance visitors' experiences. Projects include a variety of improvements, including new visitor orientation panels, park entrance signs, trail waysides, visitor center upgrades and nature center improvements.
2. Launched the Texas State Parks Official Guide mobile app in March 2016 and achieved more than 60,000 downloads by the end of the fiscal year.
3. Launched multi-media "Brighter Future for Texas State Parks" campaign to highlight the positive improvements in facilities and programming that will be taking place in state parks as a result of funding received from 84<sup>th</sup> Texas Legislature and the allocation of 94% of sporting goods sales tax to operate and take care of state parks.
4. Grew the number of TPWD email subscribers to more than 500,000 subscribers.
5. Updated and reprinted the *Panhandle Plains, Prairies and Pineywoods West and Prairies and Pineywoods East Wildlife Trail* maps for distribution to visitors interested in wildlife watching.
6. Launched a new website and Facebook page for the *Great Texas Wildlife Trails*.
7. Launched four new Texas Paddling Trails bringing the total number of trails to 72 paddling trails, with a total of 125 access sites.
8. The 20<sup>th</sup> Anniversary of the Great Texas Birding Classic had more than a 40% increase in participation this year with 750 birdwatchers joining 113 teams throughout the state.
9. Created and distributed 14 promotional equipment kits to state park staff at strategic locations around the state to support promotional efforts by field staff. Kits include traditional booth equipment such as tablecloths and acrylic literature displays as well as branded outdoor tents and booth backdrop displays. Kits are designed to be expandable and modifiable to audience and purpose.
10. Created an online Event Marketing Toolkit for state park staff that includes information on how to write engaging and "clickable" events that are descriptive and accurate, photo library resources, flyer templates, social media tips and training, press release guidance, and other information parks can use to promote events more effectively and to a broader audience.

11. Partnered with Texas Tourism to create a Texas State Park awareness campaign in Canada. Efforts included State Park representation at a nature tourism show in Toronto and conducting a familiarization tour of 6 west Texas parks for Canadian Geographic magazine and corresponding magazine sweepstakes.
  
12. Wyler Aerial Tramway served as the location for the closing dinner of the Texas Association of Convention and Visitors Bureaus (TACVB) annual meeting in August. This opportunity showcased the park, and her sister El Paso sites, to a large variety of high profile tourism executives from across the state.

G. **Awards**

The Department entered fewer award contests due to budget constraints, but the Department won: (TO BE UPDATED IN MID-AUGUST AFTER AWARDS ARE ANNOUNCED)

H. **TPWD Tourism Contacts**

1. Josh Havens , Communications Director, primary tourism designee
2. Darcy Bontempo, Marketing Group Director, designated backup
3. Tom Harvey, Deputy Communications Division Director

# **ATTACHMENT A**

## **Memorandum of Understanding**

# Memorandum of Understanding

between

The Office of the Governor, Economic Development and Tourism Division

and

The Texas Department of Transportation, The Texas Parks and Wildlife Department,  
The Texas Commission on the Arts, and The Texas Historical Commission

## **Section I. Parties**

Pursuant to Sections 481.172 (a)(8) and 444.030(b) of the Texas Government Code and House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, this memorandum of understanding is made and entered into by the Office of the Governor, Economic Development and Tourism Division (EDT) with the Texas Department of Transportation (TxDOT), the Texas Parks and Wildlife Department (TPWD), the Texas Commission on the Arts (TCA), and the Texas Historical Commission (THC) to direct the efforts of those agencies in all matters related to tourism.

## **Section II. Recitals**

Whereas, EDT, TxDOT, TPWD, TCA, and THC (collectively the Parties or Partners), are among the state entities with authority to promote and/or provide Texas tourism destinations as well as promote travel and tourism in Texas; and

Whereas, Section 481.022(1) of the Texas Government Code requires EDT to promote the state as a premier tourist destination and Section 481.172 of the Texas Government Code sets forth the responsibilities of EDT in promoting Texas as a tourist destination, and Sections 481.172(a)(8) and 481.172(b) of the Texas Government Code authorize EDT to direct the efforts of the entities in all matters relating to tourism and to strategically direct and redirect each entity's tourism priorities and activities to most effectively meet consumer demands and emerging travel trends, as established by the latest market research, and minimize duplication of efforts and realize cost savings through economies of scale; and

Whereas, Chapter 204 of the Transportation Code authorizes TxDOT to prepare and publish for distribution, in the manner and form TxDOT considers best, documents TxDOT considers necessary to serve the motoring public and road users and also requires TxDOT to maintain and operate travel information centers at principal gateways to this state to provide highway information, travel guidance, and descriptive material designed to assist the traveling public and stimulate travel to and within this state; and

Whereas, Sections 12.006 and 13.017 of the Texas Parks and Wildlife Code authorize TPWD to provide certain information to the public relating to outdoor recreation, state parks, wildlife management areas, and wildlife conservation and Sections 13.002 and 13.101, and 13.102 and Sections 81.401 and 81.405 of the Texas Parks and Wildlife Code authorize TPWD to acquire land, manage natural and cultural resources, and operate state parks and state wildlife management areas for public outdoor recreation; and

Whereas, Section 444.021(a)(1), (a)(2) and (a)(5) of the Texas Government Code directs TCA to foster the development of a receptive climate for the arts that will culturally enrich and benefit state citizens in

their daily lives, to make visits and vacations to the state more appealing to the world, and to provide advice to the Texas Building and Procurement Commission, THC, the Texas State Library, EDT, TxDOT, and other state entities to provide a concentrated state effort in encouraging and developing an appreciation for the arts in the state; and

Whereas, Section 442.005 of the Texas Government Code sets out the duties and responsibilities of THC and authorizes THC to promote the appreciation of historic sites, structures, or objects in the state through a program designed to develop tourism and to promote heritage tourism by assisting persons, including local governments, organizations, and individuals, in the preservation, enhancement, and promotion of heritage and cultural attractions in this state; and

Whereas, Article IX, Section 11.11 of House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, directs the Partners to develop, maintain and adhere to a memorandum of understanding that details the specific travel and tourism objectives and responsibilities of each agency and continues to provide interagency coordination and support to achieve the objectives;

Now, therefore, the parties agree to cooperate in developing and promoting Texas as a premier travel destination in the following subject areas, as follows:

**Section III. Undertakings by Each Party (Taken from the MOU, Dec 2003)**

**A. Plan of Action**

On June 1 of each year, TxDOT, TPWD, TCA, and THC will provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

The plan will identify priorities by the entity that must include the following:

Resources, activities, and materials related to the promotion of tourism proposed to be provided by the entity;

Marketing, product development, and program development activities;

The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;

Measurable goals and objectives of the entity related to promotion of tourism; and

Any proposed marketing message, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

**B. Strategic Tourism Plan**

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, developed not later than September 1 of each year. The plan will include the following:

Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the Partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.

Established goals, objectives and performance measures, including the measurements of the return on investment made by a Partner or EDT, for the tourism-related efforts of all state agencies.

Designation of primary agency representatives by the Chief Operating Officer of EDT and Executive Directors of the other entities, who will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Chief Operating Officer of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The Partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the Partners. To that end, it is agreed upon that, when appropriate, other state agencies comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other agencies include, but are not limited to: Texas A&M University; Office of Music, Film, Television and Multimedia; Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; and the Texas State Preservation Board.

#### **Section IV. Term**

This memorandum of understanding shall be effective upon execution by representatives of the Parties and shall automatically renew each year on the anniversary of the effective date, unless terminated in accordance with the provisions of Section V below.

#### **Section V. Termination**

This memorandum of understanding renews each year on the anniversary of the effective date, unless terminated by entering into a new agreement that supercedes this agreement, or by legislative action. In the event that the functions of EDT or the other entities are altered or abolished by law, rendering portions of this agreement unenforceable, the remaining portions of the agreement shall not in any way be affected or impaired.

#### **Section VI. Amendments and Changes**

Any alteration, addition, or deletion to the terms of this agreement shall be by amendment hereto in writing and executed by all Parties. This memorandum of understanding supercedes the memorandum of understanding among the Parties executed effective November 27, 2000.

#### **Section VII. Compliance with Laws and Budgetary Constraints**

The obligations of the parties in carrying out the provisions of this memorandum of understanding are subject to the statutory authority the Parties, and all other applicable laws and the appropriations available to the Parties to accomplish the purposes set forth herein. This memorandum of understanding does not include the transfer of any personnel from EDT or from one entity to another.

#### **Section VIII. Adoption as Rule**

The Parties shall adopt this Memorandum of Understanding as a rule when required by statute.

# **ATTACHMENT B**

**Fiscal Year 2016 Consumer Shows  
& Events**

**Fiscal Year 2017 Planned  
Publication Database**

**Fiscal Year 2016 Online Tracking**

# **Fiscal Year 2016 Consumer Shows & Events**

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
THC	State Fair of Texas	Dallas	9/25/15	10/18/15	Yes	16,000	2,500,000	\$4,400
THC	Texas Travel Fair	San Marcos	4/25/16	4/26/16	Yes	840	120	\$510
THC	McAllen International Travel Show	McAllen	1/6/16	1/7/16	No	1,200	5,000	\$475
TPWD	State Fair of Texas	Dallas	9/25/15	9/25/15	Yes	2,000	50,000	\$0
TPWD	San Antonio Stock Show & Rodeo	San Antonio	2/27/16	2/28/16	No	5,000	100,000	\$0
TPWD	Houston Livestock Show & Rodeo	Houston	3/5/16	3/6/16	No	10,000	150,000	\$0
TPWD	Mayfest	Ft. Worth	4/30/16	5/1/16	No	2,000	45,000	\$0
TPWD	Toyota Texas Fest/TTBC	Frisco	5/20/16	5/22/16	No	1,000	5,000	\$9,000
TPWD	Fall Kerrville Folk Festival	Kerrville	9/4/2015	9/6/2015	No	150	4500	\$115
TPWD	Texas State Forest Festival	Lufkin	9/16/2015	9/20/2015	No	500	14,000	\$505
TPWD	Dallas RV Show	Dallas	9/17/2015	9/20/2015	No	1,000	11,272	\$0
TPWD	Texas Conference for Woman	Austin	10/15/2015	10/15/2015	No	485	6,500	\$695

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TPWD	South Texas RV Supersale	San Antonio	1/1/2016	1/3/2016	No	1,000	8,000	\$284
TPWD	McAllen International Travel & Wellness Adventure Expo	McAllen	1/6/2016	1/7/2016	No	320	2,500	\$425
TPWD	Louisiana Boat, Sport, and RV	Shreveport	1/15/2016	1/20/2016	No	400	5,000	\$313
TPWD	Houston RV Show	Houston	2/10/2016	2/14/2016	No	2,100	35,000	\$1,720
TPWD	Austin RV Show	Austin	2/18/2016	2/21/2016	No	700	8,015	\$0
TPWD	Toronto Outdoor Travel and Adventure Show	Toronto, Canada	2/18/2016	2/21/2016	Yes	500	27,400	\$2,025
TPWD	Austin Banff Film Festival	Austin	2/28/2016	2/29/2016	No	400	2,000	\$20
TPWD	Texas Home and Garden Show Dallas	Dallas	2/3/2016	2/6/2016	No	700	10,000	\$1,878
TPWD	Llano Earth Art Festival	Llano	3/11/2016	3/13/2016	No	335	5,000	\$258
TPWD	Good Sam's Rally (Samboree)	Waco	4/1/2016	4/2/2016	No	125	500	\$366
TPWD	Dallas Family Expo	Dallas	4/2/2016	4/2/2016	No	375	10,000	\$2,147

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TPWD	San Jacinto Day	LaPorte	4/23/2016	4/23/2016	No	229	10,000	\$27
TPWD	Motorola Retirees Group	Austin	5/10/2016	5/10/2016	No	45	28	\$0
TPWD	Ultimate Women's Expo	Irving	6/4/2016	6/5/2016	No	475	16,212	\$2,705
TPWD	Port O'Connor Festival	Port O'Connor	7/14/2016	7/16/2016	No	500	10,000	\$415
TPWD	Great Outdoors Expo	Midland	7/15/2016	7/17/2016	No	500	10,000	\$475
TPWD	Rio Grande Valley Birding Festival	Harlingen	11/5/15	11/8/15	No	500	4,500	\$100
TPWD	FeatherFest	Galveston	4/14/16	4/16/16	No	300	3,000	\$40
TPWD	Whooping Crane Festival	Port Aransas	2/25/16	2/28/16	No	250	700	\$100

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TxDOT	AQHA Adequan Select World Championship	Amarillo Fairgrounds	9/1/15	9/5/15	No	0	N/A	\$0
TxDOT	WWII 70 <sup>th</sup> Anniversary Reception	Amarillo Air & Space Museum	9/5/15	9/5/15	No	80	N/A	\$0
TxDOT	Amarillo College Travel & Safety Fair	Amarillo College	9/9/15	9/9/15	No	300	N/A	\$0
TxDOT	Alfresco Friday	El Paso Convention Center Plaza	9/18/15	9/18/15	No	100	N/A	\$11.50
TxDOT	National Night Out	Nash, TX	10/6/15	10/6/15	No	300	N/A	\$0
TxDOT	National Night Out	Waskom VFD	10/6/15	10/6/15	No	400	N/A	\$0
TxDOT	National Night Out	TAMIU, Laredo	10/7/15	10/7/15	No	200	250	\$0
TxDOT	MDA Muscle Walk	MPEC, Wichita Falls	10/17/15	10/17/15	No	200	N/A	\$0
TxDOT	Senior Expo	Beaumont Civic Center	10/22/15	10/22/15	No	200	N/A	\$34.50
TxDOT	Just Us Girls	Wadley Hospital, Texarkana	10/22/15	10/22/15	No	140	N/A	\$0
TxDOT	KAUZ Safe Halloween	MPEC, Wichita Falls	10/31/15	10/31/15	No	200	N/A	\$0

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TxDOT	Dia de los Muertos	Plaza San Agustin, Laredo	11/1/15	11/1/15	No	200	300	\$0
TxDOT	Rio Grande Valley Birding Festival	Harlingen Civic Center	11/4/15	11/8/15	No	1,000	2,400	\$0
TxDOT	Shop Local Campaign / Holiday Village	Dean Porter Park, Brownsville	11/23/15	11/23/15	No	30	150	\$0
TxDOT	Farm & Ranch Show	Amarillo Civic Center	12/2/15	12/3/15	No	375	N/A	\$0
TxDOT	Texarkana Christmas Parade	Main Street, Texarkana	12/7/15	12/7/15	No	150	N/A	\$0
TxDOT	McAllen International Travel Show	McAllen Civic Center	1/6/16	1/7/16	Yes	1,300	N/A	\$1,422.29
TxDOT	Texarkana Bridal Fair	Town Square Media	1/15/16	1/15/16	No	500	N/A	\$0
TxDOT	Harlingen Winter Texans Appreciation Day	Harlingen	1/18/16	1/18/16	No	300	1,500	\$0
TxDOT	Winter Texan Expo	McAllen Convention Center	1/19/16	1/20/16	No	800	7,500	\$60
TxDOT	Coastal Bend Travel Show	Port Aransas Convention Center	1/28/16	1/28/16	No	1,000	1,500	\$0
TxDOT	Wichita Falls Gun & Knife Show	MPEC, Wichita Falls	1/30/16	1/30/16	No	275	N/A	\$0
TxDOT	Laredo Birding Festival	Laredo ISD Performing Arts Center	2/3/16	2/3/16	No	200	260	\$0

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
TxDOT	Winter Texans Appreciation Day	Gladys Porter Zoo, Brownsville	2/3/16	2/3/16	No	300	N/A	\$20
TxDOT	Senior Mardi Gras	Beaumont Civic Center	2/4/16	2/4/16	No	350	N/A	\$0
TxDOT	Coastal Expo at Scenic Wetlands	Edinburg Scenic Wetlands	2/12/16	2/13/16	No	600	3,300	\$60
TxDOT	SAFB Travel Expo	Sheppard AFB, Wichita Falls	2/22/16	2/22/16	No	200	N/A	\$15
TxDOT	Wichita Falls Home & Garden Show	MPEC, Wichita Falls	2/27/16	2/27/16	No	325	10,000	\$0
TxDOT	South Texas State Fair	Ford Park, Beaumont	3/28/16	3/29/16	No	400	N/A	\$76
TxDOT	Wichita County Health Fair	Wichita County Health Center, Wichita Falls	4/9/16	4/9/16	No	190	N/A	\$0
TxDOT	LCC Earth Day Event	Laredo Community College	4/23/16	4/23/16	No	350	400	\$0
TxDOT	Earth Day	El Paso Community College	5/2/16	5/2/16	No	116	N/A	\$9
TxDOT	Cinco de Mayo Ojo rojo Celebration	Downtown Laredo	5/5/16	5/5/16	No	200	300	\$0
TxDOT	Alfresco Friday	El Paso Convention Center Plaza	5/6/16	5/6/16	No	150	N/A	\$10
TxDOT	Outdoor Travel Expo	Amarillo Civic Center	7/16/16	7/17/16	No	N/A	N/A	\$0

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
EDT	Holiday World Dublin	Dublin	1/22/16	1/24/16	No	600	30,000	\$1,700.00
EDT	Destinations: The Holiday & Travel Show Manchester	Manchester	1/21/16	1/24/16	No	400	25,000	\$2,000.00
EDT	Destinations: The Holiday & Travel Show Manchester	London	2/4/16	2/7/16	No	400	42,000	\$2,000.00
EDT	CRD – Open House Event	Hamburg	11/7/15	11/8/15	No	500	6,133	\$3,479.04
EDT	Vakantiebeurs	Utrecht/Holland	1/12/16	1/17/16	No	1,000	121,593	\$4,500.00
EDT	ABF Hannover	Hannover	2/3/16	2/7/16	No	300	75,000	\$1,605.00
EDT	New York Times Travel Show	New York City	1/8/16	1/10/16	Yes	4,657	28,442	\$7,400
EDT	Louisville Boat, RV & Sportshow	Louisville	1/27/16	1/31/16	Yes	4,561	35,065	\$7,400
EDT	Chicago RV & Camping Show	Chicago	2/17/16	2/21/16	Yes	4,559	26,010	\$7,400
EDT	Omaha Boat, Sports and Travel Show	Omaha	2/25/16	2/28/16	Yes	4,403	25,000	\$7,400

## Fiscal Year 2016 Consumer Shows & Events

Lead Agency	Name of Consumer Show	Location	Start Date	End Date	MOU Partnership?	Estimated Number of Materials Distributed	Estimated Attendance	Estimated Cost of Attendance
EDT	Los Angeles Adventure Travel Show	Los Angeles	2/27/16	2/28/16	Yes	4,407	34,069	\$7,400
EDT	SITV (Salon International Tourisme Voyages)	Montreal, Quebec, Canada	10/23/16	10/25/16	No	2,122	33,000	\$4,380.55
EDT	Outdoor Adventure & Travel Show – Toronto	Mississauga (Greater Toronto Area), Ontario, Canada	2/19/16	2/21/16	Yes	1,085	25,700	\$2,084.85
EDT	Outdoor Adventure & Travel Show – Calgary	Calgary, Alberta, Canada	3/19/16	3/20/16	No	710	13,800	\$1,785.00
EDT	Ottawa Travel & Vacation Show	Ottawa, Ontario, Canada	4/9/16	4/10/16	No	1,120	17,900	\$1,853.20

# **Fiscal Year 2017 Planned Publication Database**

## Fiscal Year 2017 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TxDOT	Texas Highways Magazine	Monthly	New each month	195,000	Subscribers & Ad Revenue	Consumer and Travel Trade	English	Yes
TxDOT	Texas State Travel Guide	November 2016	Updated	900,000	State Funds & Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Official Travel Map	November 2016	Updated	900,000	State Funds & Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Highways Events Calendar	October 2016, January 2017, April 2017, July 2017	New each quarter	65,000 each quarter	State Funds & Ad Revenue	Consumers, Media and Travel Trade	English	Yes
TxDOT	Texas, A Quick Look	As needed	Updated	50,000	State Funds	Consumers and Educators	English	Yes
TxDOT	Texas Public Campgrounds	As needed	Updated	50,000	State Funds	Consumers	English	Yes
TxDOT	Texas Music Destination Guide	TBD	Updated	50,000	State Funds	Consumers	English	Yes
TPWD	Fall for State Parks Event Guide	9/30/17	Updated	25,000	State Funds	Primarily In-state Tourists	English	yes (until 12/1/16)

## Fiscal Year 2017 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TPWD	Great Texas Wildlife Trails Rack Cards	8/31/17	Updated	50,000	Sponsorship funds	Primarily Nature Tourists, Wildlife Watchers	English	No
TPWD	Texas Parks & Wildlife Magazine	Monthly (10 print issues + 2 digital-only issues)	New	158,000 / issue	TPW Magazine Budget	Texas - Paid Subscribers	English	Yes
TPWD	Texas State Park Guide	5/19/17	Updated	300K min.	Donation dollars and advertising sales	New park visitors, parents, Texans	English (some online content in Spanish)	Yes
TPWD	Texas State Parks Holidays Brochure	11/4/16	Updated	50,000	State Funds	Primarily In-state Tourists	English	Yes
TPWD	Texas State Parks Rack Cards	8/31/17	Updated	385,000	State Funds	Primarily In-state Tourists	English	Yes
EDT	Texas Tour & Meeting Guide 2017	August 2017	Updated	500	State Funds (ad buy)	Consumer and Travel Trade	English	Yes
EDT	2017-2019 Texas Tour Guide (Spanish)	October 2017	Updated	11,000	State Funds	International Travel Trade & Consumers	Spanish	Yes

## Fiscal Year 2017 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
EDT	2017-2019 Texas Tour Guide (German)	October 2017	Updated	8,500	State Funds	International Travel Trade & Consumers	German	Yes
EDT	2017-2019 Texas Tour Guide (Japanese)	October 2017	Updated	4,000	State Funds	International Travel Trade & Consumers	Japanese	Yes
EDT	2017-2019 Texas Tour Guide (Chinese)	October 2017	Updated	4,500	State Funds	International Travel Trade & Consumers	Chinese	Yes
EDT	2017-2019 Texas Tour Guide (French)	October 2017	Updated	4,000	State Funds	International Travel Trade & Consumers	French	Yes
EDT	2017-2019 Texas Tour Guide (Portuguese)	October 2017	Updated	11,000	State Funds	International Travel Trade & Consumers	Portuguese	Yes
THC	The Medallion	Quarterly	New each Quarter	15,000	Federal	Heritage Travelers & Preservation Community	English	Yes
THC	African Americans in Texas: A Lasting Legacy heritage travel guide	Fall 2016	Updated	100,000 est.	State	Heritage Travelers	English	Yes
THC	Chisholm Trail Travel Guide (tentative)	2017	Updated	TBD	State & private	Heritage Travelers	English	Yes
THC	German Texans heritage travel guide (tentative)	2017	New	TBD	State & private	Heritage Travelers	English & potentially German	Yes

# **Fiscal Year 2016 Online Tracking**

Fiscal Year 2016 Online Tracking

**Estimated Number of Users**

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://travel.texas.com">travel.texas.com</a>	108,702	151,421	144,231	131,412	224,195	292,556	410,930	354,635	343,076	271,308	263,315	258,627
TCA	<a href="http://arts.texas.gov">arts.texas.gov</a>	7,748	7,870	6,750	5,224	7,207	6,516	6,708	6,713	6,577	6,380	6,339	6,740
THC	<a href="http://hc.state.tx.us">hc.state.tx.us</a>	27,289	25,508	21,868	21,669	25,176	34,810	41,918	52,050	44,655	37,086	19,531	14,974
THC	Heritage Trails (11 sites total)	28,955	27,547	25,596	23,773	26,380	27,010	37,823	36,614	39,308	34,396	35,562	30,037
THC	Historic Sites (21 sites total)	15,847	17,308	13,944	13,383	114	10,931	13,840	12,441	13,536	12,588	7,644	4,631
TPWD	<a href="http://tpwd.texas.gov">tpwd.texas.gov</a>	1,051,347	958,059	777,389	694,997	791,792	732,232	1,526,379	1,364,652	1,456,309	1,498,533	1,499,009	1,423,569
TxDOT	<a href="http://texashighways.com">texashighways.com</a>	52,652	99,394	76,575	72,926	67,155	75,639	97,147	85,000	72,991	72,104	70,494	70,991
TxDOT	<a href="http://drive.texas.org">drive.texas.org</a>	49,667	507,785	358,967	819,617	110,960	55,278	465,623	394,920	525,322	740,965	91,076	134,645

Sources

- EDT: Google Analytics
- TCA: Google Analytics
- THC: Google Analytics; Histories Sites was incorporated into main THC website in Jan. 2016. Agency traffic after that point reflects the historic sites pages.
- TPWD: Google Analytics
- TxDOT: Google Analytics

**Estimated Number of Publications Ordered**

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://travel.texas.com">travel.texas.com</a>	62,673	54,693	59,881	39,102	8,772	20,364	10,987	17,121	17,562	21,052	86,393	225,678
TCA	<a href="http://arts.texas.gov">arts.texas.gov</a>	-	-	-	-	-	-	-	-	-	-	-	-
THC	<a href="http://hc.state.tx.us">hc.state.tx.us</a>	46,290	42,507	18,277	18,849	31,875	19,845	31,619	21,811	14,870	24,135	21,438	15,075
TPWD	<a href="http://tpwd.texas.gov">tpwd.texas.gov</a>	27,033	27,274	27,770	27,091	27,145	27,617	27,160	27,128	27,090	27,049	27,057	27,000
TxDOT	<a href="http://texashighways.com">texashighways.com</a>	324	365	434	835	746	477	447	479	612	565	492	613
TxDOT	<a href="http://drive.texas.org">drive.texas.org</a>	-	-	-	-	-	-	-	-	-	-	-	-

Sources

- EDT: Google Analytics
- THC: Publications included here are the 10 heritage trail region travel guides, 1 statewide, and 8 thematic.
- TPWD: Our magazine online orders are handled by an outside vendor and the State Park Guide can only be ordered in bulk by tourism and sporting good related entities. The Wildlife Trails maps can be ordered online.

### Estimated Number of PDF Documents Downloaded

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://travel.texas.com">travel.texas.com</a>	1,225	1,227	1,025	880	2,271	2,349	3,026	2,759	2,206	1,957	1,059	1,006
TCA	<a href="http://arts.texas.gov">arts.texas.gov</a>	-	-	-	-	-	-	-	-	-	-	-	-
THC	<a href="http://thc.state.tx.us">thc.state.tx.us</a>	7,162	25,426	7,171	7,435	8,934	17,404	10,690	11,352	9,355	6,570	15,336	44,476
TPWD	<a href="http://tpwd.texas.gov">tpwd.texas.gov</a>	162,857	143,224	113,867	94,326	133,046	137,819	243,699	204,507	203,565	194,164	212,421	205,420
TXDOT	<a href="http://texashighways.com">texashighways.com</a>	13,470	13,386	13,470	13,369	13,334	13,442	13,447	13,445	13,566	13,556	13,556	13,551
TXDOT	<a href="http://drivetexas.org">drivetexas.org</a>	-	-	-	-	-	-	-	-	-	-	-	-

**Sources**

EDT: Google Analytics

THC: AWS/aiis: PDF documents included here are the 10 heritage trail region travel guides; 1 statewide; and 8 thematic.

TPWD: Google Analytics

### Estimated Number of Opt-in Subscribers for Electronic Newsletter or E-mail Blasts

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://travel.texas.com">travel.texas.com</a>	19,768	1,075	809	941	575	1,335	1,662	2,481	1,254	1,901	1,489	1,415
TCA	<a href="http://arts.texas.gov">arts.texas.gov</a>	4,325	4,325	5,161	5,163	5,183	5,183	5,202	5,228	5,261	5,395	5,410	5,436
THC	<a href="http://thc.state.tx.us">thc.state.tx.us</a>	10,219	10,249	10,262	10,714	10,670	11,000	11,099	11,626	11,784	12,183	12,442	12,520
TPWD	<a href="http://tpwd.texas.gov">tpwd.texas.gov</a>	376,498	383,338	390,434	399,320	405,409	408,328	409,846	476,538	491,812	500,959	501,274	505,815
TXDOT	<a href="http://texashighways.com">texashighways.com</a>	99,300	99,929	99,858	100,041	100,499	100,172	99,489	100,080	100,522	100,453	101,263	101,499
TXDOT	<a href="http://drivetexas.org">drivetexas.org</a>	-	-	-	-	-	-	-	-	-	-	-	-

**Sources**

EDT: Google Analytics

TCA: Constant Contact

THC: E-newsletter subscribers

TPWD: Google Analytics

Lead Agency	Website URL	Methodology Notes
EDT	<a href="http://traveltexas.com">traveltexas.com</a>	<b>Unique Visitor Definition:</b> Absolute new users by month. Source: Google Analytics
TCA	<a href="http://arts.texas.gov">arts.texas.gov</a>	<b>Unique Visitor Definition:</b> Absolute new users by month. Source: Google Analytics
THC	<a href="http://thc.state.tx.us">thc.state.tx.us</a>	<b>Unique Visitor Definition:</b> Absolute new users by month. Source: Google Analytics
TPWD	<a href="http://tpwd.texas.gov">tpwd.texas.gov</a>	<b>Unique Visitor Definition:</b> Absolute new users by month. Source: Google Analytics
TPWD	<a href="http://lifesbetteroutside.tpwd.state.tx.us">lifesbetteroutside.tpwd.state.tx.us</a>	<b>Unique Visitor Definition:</b> Absolute new users by month. Source: Google Analytics
TxDOT	<a href="http://texashighways.com">texashighways.com</a>	<b>Unique Visitor Definition:</b> A new user is a host that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this host make several visits during this period, it is counted only once. Source: WebTrends
TxDOT	<a href="http://textreks.com">textreks.com</a>	<b>Unique Visitor Definition:</b> A new user is a host that has made at least 1 hit on 1 page of your web site during the current period shown by the report. If this host make several visits during this period, it is counted only once. Source: WebTrends

# **ATTACHMENT C**

## **Model of Tourism in Texas State Government Chart**

### Product/Program Development

#### **Texas Parks & Wildlife Department (M OU)**

State Parks, state historic sites, wildlife management areas, natural areas, wildlife viewing and paddling trails.

Technical Marketing assistance to landowners and communities to develop nature tourism, Local and Regional Park grants.

#### **Texas Department of Transportation (M OU)**

SAFETEA-LU Development Grants.  
Federal grants for boat ramps and trails.

#### **Texas Historical Commission (M OU)**

Develop historical sites, state historic sites and heritage trail regions.

Texas Trail Heritage Program.

Main Street Program.

Historic site designation.

#### **Texas Commission on the Arts (M OU)**

Grants for festivals, performing arts series and heritage trail regions.

#### **Texas Department of Agriculture (M OU)**

Assist landowners to develop agricultural-based nature tourism development.

#### **Texas General Land Office**

Manage Gulf Coast.

Grants for coastal enhancement.

#### **Texas State Preservation Board**

Operate/maintain State Buildings (Capitol, State History Museum, General Land Office Building)

#### **Texas A&M University**

Extension services for hospitality training, festivals & events management, nature tourism and community tourism strategy development and evaluation.

#### **Office of Music, Film, Television, & Multimedia**

Locations and workforce for Texas film and music

### Marketing

#### 1: In-State to Texans

**Customers:** Texas Travelers, Texas Media, Texas Travel Trade.

**Office of the Governor, Economic Development & Tourism (M OU)**  
Encourage in-state travel through media relations.

#### **Texas Parks & Wildlife Department (M OU)**

Encourage in-state travel to participate in nature or: Heritage related activities through marketing, advertising, print publications, media products, website [twd.texas.gov](http://twd.texas.gov), media relations, promotional events, email marketing and social media.

#### **Texas Department of Transportation (M OU)**

Encourage travel through publications.

#### **Texas Historical Commission (M OU)**

Promote Heritage and historical attractions through brochures, website, public relations, and advertising.

#### 2: Out-of-State to non-Texans

**Customers:** Domestic/International Travelers, Texas Travelers, Domestic/International Media, Texas Media.

#### **Office of the Governor, Economic Development & Tourism (M OU)**

Domestic and international marketing and promotion of Texas Travel products.

Broadcast, print, and internet advertising on the [TravelTexas.com](http://TravelTexas.com) website.

### Customer Service

#### **Texas Parks & Wildlife Department (M OU)**

Hunting/fishing licenses  
Maintain and operate state parks, state historic sites, and wildlife management areas and fisheries visitor centers.

Register/title boats.

Public information and education on fishing, hunting and boating skills, ethics and safety.

Site maps and interpretive brochures.

#### **Texas Department of Transportation (M OU)**

Travel information centers provide road information, travel guidance, trip routing and literature to travelers.

Fulfill customer requests for publications

[DriveTexas.org](http://DriveTexas.org) and 1,800.452.9292 number for road condition information and education through safety awareness events.

#### **Texas Historical Commission (M OU)**

Public education and information on benefits of economic development through historic preservation and tourism.

Sites evaluation and recommendations.

Encourage all sites to participate in hospitality and customer service training and to improve visitor experience.

Maintain and operate twenty (20) state historic sites.

#### **Texas State Preservation Board**

Visitor Services at Capital and General Land Office Building.

#### **Department of Public Safety**

Visitor Safety.

# **ATTACHMENT D**

## **MOU Entity Contacts**



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Texas Department of Transportation

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# **ATTACHMENT E**

## **ADVERTISING AND OTHER VISUALS**

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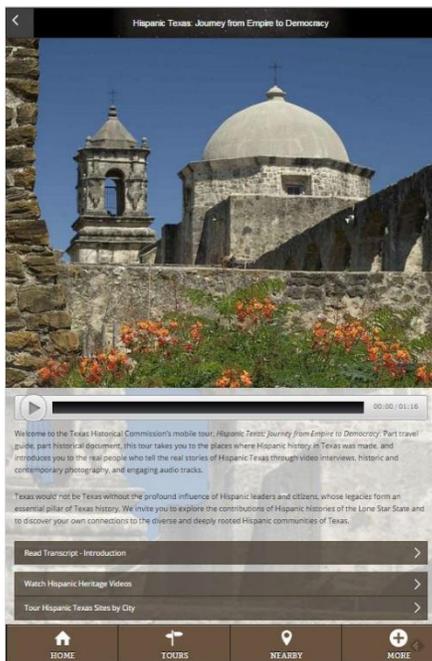
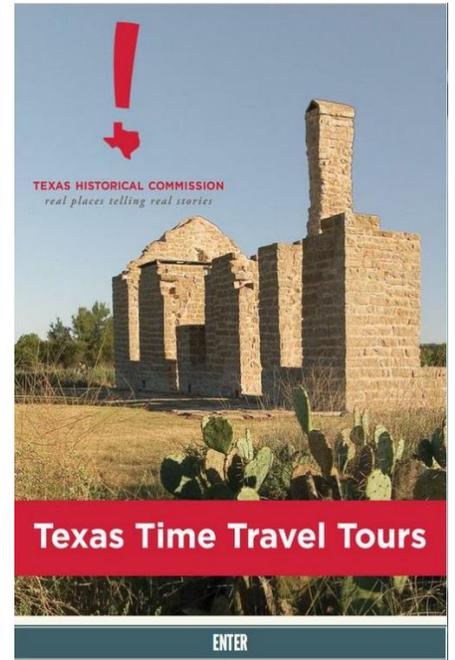
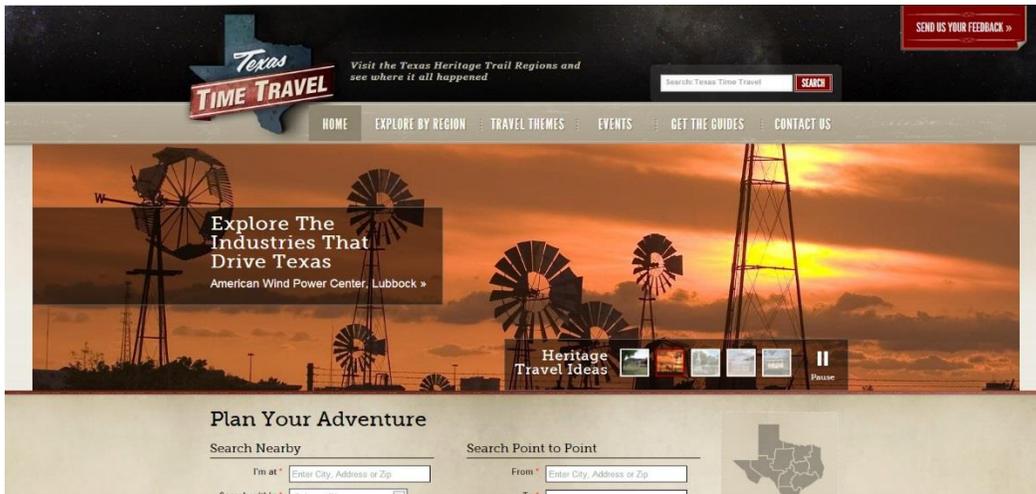
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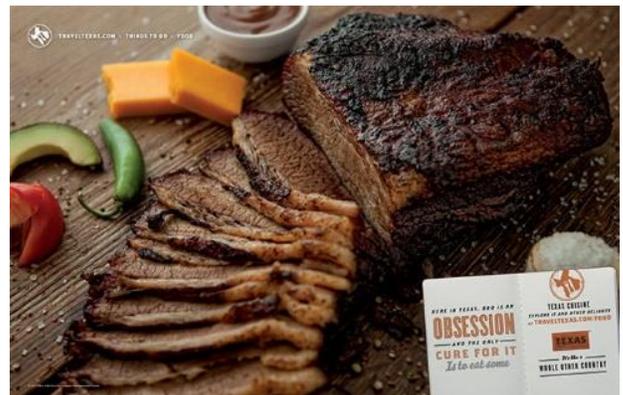
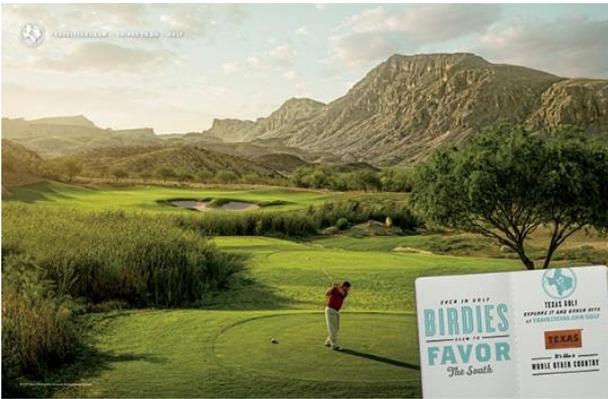
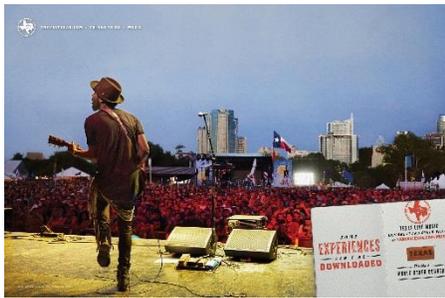
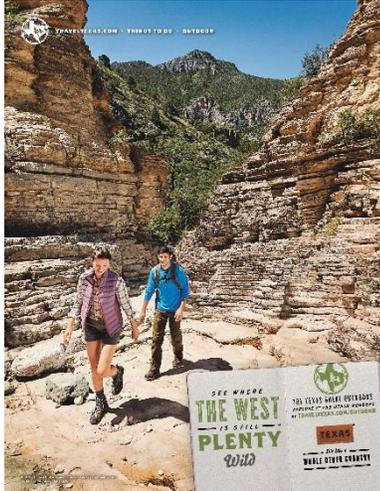
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