



County/Community Marketing Program, 2016–17

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updated June 2016 (new features for 2015-17 highlighted)

As your region-wide promotional and advisory partner in 52 counties of the Texas Plains and Panhandle, the Texas Plains Trail Region staff and volunteers can help stretch your marketing, programming, and training dollars for your benefit—and that of your visitors. We know your resources and staff are limited. But we're here to let people know about the authentic stories and authentic places of the Lone Star State, as a way to help preserve our heritage and make our communities attractive places to visit, live, and work. We believe in you!

And although the Texas Heritage Trails are partially supported statewide by the Texas Historical Commission, state financial support currently covers less than half of our modest operating expenses. We are able to help our counties in direct proportion to your annual monetary contribution. Please note and budget your county's contribution (assigned to funding tiers by 2010 population) to continue our work on your behalf this year.

Your contribution covers the following promotions and programs:

| Promotion | Reach | Estimated annual value |
|---|--|---|
| Promotion via statewide Texas Heritage Travel Guide booklet, distributed at 12 Texas Travel Information Centers statewide, displayed at state museums and historic sites, mailed to individual travelers on request, and made available for immediate download worldwide | >60,000 copies annually | \$5,000 |
| Texas Plains Trail Region calendar of events (new project for FY17) | 50,000 | \$2,000 |
| Annual Texas Plains Trail Visitors' Guide, co-produced with West Texas TravelHost Magazine | | Content, design, administration, distribution \$5,000 |
| FREE tourism literature distribution at Palo Duro Canyon State Park Visitor Center, with more than 70,000 visitors annually (inside #1 state park in America, with > 305,000 visitors annually) | >70,000 impressions x 160 literature slots | \$2,500 |
| Print and online advertising in channels such as West Texas TravelHost, Texas Musical program, <i>Authentic Texas</i> magazine, and various community guides | >10,000 impressions | Media \$8,000 Administration & design \$2,500 |
| Annual travel and trade show exhibitions, with booth staffing and literature distribution: Texas Travel Industry Association Travel Fair, Amarillo Business Connection, Lubbock Business Expo, Texas Travel Rally, Texas Plains Trail Tourism & Preservation Roundup NOTE State Fair of Texas distribution will incur \$250 one-time cost for FY17 | Ranges from 1,000 for trade shows to millions for State Fair of Texas | Booth rental, decorating, and staff value exceed \$10,000 |
| Social media marketing: Your event, community, and site postings, images, and regular updates on the Texas Plains Trails website, regional social media (including 7M Facebook followers, Twitter, Flickr, blog, and more); monthly newsletter of events, news, photos, 2.5M subscribers | @7,800 Facebook followers 3,400+ newsletter subscribers | Design, content editing, administration, hosting \$2,500 |
| TexasTimeTravel.com statewide heritage tourism website, travel planner, and event calendar, discoverable worldwide (2,100+ content pages devoted exclusively to Texas Plains Trail cities, sites, events, info) | Hundreds of thousands of visits annually | Design, content editing, administration, hosting \$5,000 |
| Authentic Texas magazine, launched in spring 2016: editorial coverage and advertising opportunities in the state's only heritage tourism magazine, with free distribution statewide | 30,000 distribution statewide | \$5,000 in editorial & events alone |

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| Texas Plains Trail promotional video available on YouTube and via partner links and social media | Launched May 2016 | \$5,000 |
| Texas Plains Trail Region highway map (to be updated FY17 pending budget) | 50,000 | \$2,000 |
| Texas Plains Trail branded door signage for partners | | \$25 |
| Texas Plains Trail branded promotional merchandise distributed at regional meetings and events, and civic group presentations: 52-County Texas Fifty-Two-Step Deck of Cards; auto sunshades; luggage tags; trailer hitches; keychains; travel journals; pens | | \$100 |
| Early bird discounts on annual Tourism & Preservation Round-up exhibitor space and registration | | \$5 per participant |
| Free, or low-cost, informational and training presentations (including Texas AgriLife's Texas Friendly Hospitality Training) to civic groups, schools, and organizations | | \$250 |
| Libraries (more than 10,000 images) of high-quality, high-resolution photographs of your communities, stored online and available for immediate search, download, and use, at no extra charge | | \$5,000 |
| Share Our County photo archive of images by photographer Rick Vanderpool | | \$5,000 |
| Other resources available to partners <ul style="list-style-type: none"> • Memberships in Texas Travel Industry Association, Preservation Texas, Panhandle Tourism Marketing Council, and other professional groups, to share news and benefits • Extensive networking with regional and state tourism groups • Access to statewide and community tourism impact statistics • Representation in tourism and preservation advocacy efforts • Resource for grant opportunities and grant-writing training, including TPTR's own Partnership Mini-Grants • Community assistance in workshops, festival planning, board training, organization presentations • Tourism literature critique • Media representation in regional newspapers, radio, and television • Assistance with educational programs for school districts, service learning projects, and 4-H Extension, and other youth programming • Use of TPTR logo on your website and marketing communications • Participation in our bi-monthly board meetings held in the region | | \$500 |
| Coming in FY17, pending successful grant funding: Texas Plains Trail Rack Card/Literature Distribution <i>for every county</i> . Keep your fingers crossed for an additional \$2,500 per county value! | | |
| TOTAL ESTIMATED IMPRESSIONS / TOTAL ESTIMATED VALUE | Millions | >\$64,000 |

In addition, it is our dedicated group of volunteers who conceive of, plan, and implement such imaginative programs as the Quanah Parker Trail (www.QuanahParkerTrail.com), our Hunt for History on Amarillo's Route 66, our 2010 52-County Stamp Cancel, and our 2015–16 Texas Fifty-Two-Step Tour, which draw visitors and favorable publicity to our counties and communities now and in the future.

We welcome your contribution—and your questions, at 806.747.1997, or e-mail info@TexasPlainsTrail.com.

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