

AGENDA
HISTORIC LANDMARK COMMISSION CITY OF MANSFIELD, TEXAS COUNCIL CONFERENCE ROOM THURSDAY, JULY 11, 2019, 5:30 PM

- 1. CALL TO ORDER**
- 2. APPROVAL OF LAST MEETING MINUTES**
- 3. OTHER AGENDA ITEMS:**
 - A. Appointment of a Preservation Month Coordination Sub-Committee
 - B. Consideration of the Vision and Annual Preservation Goals for 2019 - 2020
 - C. Discussion on content for the 2018-2019 Annual Report
- 4. COMMISSION ANNOUNCEMENTS**
- 5. STAFF ANNOUNCEMENTS**
- 6. ADJOURNMENT OF MEETING**

I certify that the above agenda was posted on the bulletin board next to the main entrance of City Hall on July 3, 2019, in accordance with Chapter 551 of the Texas Government Code.

Delia Jones, Secretary

- This building is wheelchair accessible. Disabled parking spaces are available. Request for sign interpreter services must be made 48 hours ahead of meeting to make arrangements. Call 817 473-0211 or TDD 1-800-RELAY TX, 1-800-735-2989.

**HISTORIC LANDMARK COMMISSION
CITY OF MANSFIELD**

June 13, 2019

Chairman Smith called the meeting to order at 5:30 p.m. in the Council Chambers of City Hall, 1200 East Broad Street, with the meeting being open to the public and notice of said meeting, giving date, place, and subject thereof, having been posted as prescribed by Chapter 551, Texas Government Code.

Present:

Robert Smith	Chairman
David Littlefield	Vice-Chairman
Houston Mitchell	Commissioner
Lynda Pressley	Commissioner
Mark Walker	Commissioner
Ginny Graygor	Commissioner

Absent:

Justin Gilmore	Commissioner
Arnaldo Rivera	Commissioner
Rick Weintraub	Commissioner

Staff:

Art Wright	Planner
Delia Jones	Secretary

Approval of Last Meeting Minutes

Chairman Smith called for approval of the minutes of the May 9, 2019 meeting. Commissioner Mitchell made a motion to approve the minutes as presented. Commissioner Graygor seconded the motion which carried by a vote of 6 to 0.

Other Agenda Items

HLC#19-004: Consideration of a Historic Mansfield Preservation Grant for the Gaulden-Baskin House located at 301 W. Broad Street

Chairman Smith called for a motion to consider HLC#19-004. Vice-Chairman Littlefield made a motion to consider the Preservation Grant for the home located at 301 W. Broad Street. Commissioner Pressley seconded the motion.

Mr. Wright stated the following homes that were considered:

- 309 Elm Street – The owner was not interested in being a landmark.
- 302 W. Broad Street – The owner was interested but needed to speak with family members.
- 202 W. Oak Street – The house didn't need much work.
- 301 W. Broad Street – The owner expressed interest and was chosen as the grant recipient. At this time, some repairs are being made by the ARBORS (structural and painting), but the house needed several window replacements that the ARBORS could not do.

Mr. Wright stated that grant funds will be used to replace the existing windows with as many historically correct wooden windows as possible this fund year and next fund year complete the project and a recommendation is needed from HLC to ask Council to approve the preservation agreement so the funds can be used. He added that the owners of 301 W. Broad Street are willing to apply for a historic landmark designation as a condition of the grant.

After discussion, Vice-Chairman Littlefield recommended proceeding as presented. Commissioner Walker seconded the recommendation which carried unanimously.

Consideration of an Application for Hotel/Motel Tax Funding for the Historic Mansfield Preservation Grant Program

Chairman Smith stated that Mansfield has lost many homes throughout the years for various reasons and it's time to request funds to assist in preserving more of these homes. Mr. Wright suggested requesting \$15,000 total which would be \$10,000 for windows and the remainder for structural issues.

Vice-Chairman Littlefield recommended proceeding as presented. Commissioner Graygor seconded the recommendation which carried unanimously.

Appointment of a Preservation Month Coordination Sub-Committee

Mr. Wright stated that May was national Preservation Month, and although it was too late to celebrate this year, 2020 will mark the 130th anniversary of the City's incorporation which would be a good opportunity to celebrate Preservation Month. He also stated that he needs two people for the Sub-Committee

After discussion, Chairman Smith recommended Commissioner Walker and Commissioner Weintraub. Commissioner Mitchell seconded the recommendation which carried unanimously.

Consideration of a Date and Method of Ceremony for the Official Recognition of Historic Properties

Mr. Wright reported that notices had been sent to the owners of 12 historic properties informing them that they were eligible for official recognition by the Commission. Mr. Wright stated that some of the property owners had contacted him about the program. Mr. Wright requested that the Commission consider a date, venue and format for the recognition ceremony.

After discussion, Chairman Smith recommended Saturday, November 9, 2019, with the Historic Museum being their first choice and the Farr Best Theater being their second choice. Mr. Wright stated that the Commission should invite the Mayor, City Council, Mansfield Historic Society and Volunteer Coordinator Priscilla Sanchez.

Commission Announcements

None

Staff Comments

Mr. Wright asked the Commissioners that for the July 11, 2019 meeting to begin thinking about the Annual Preservation Goals and Annual Report. He stated that they are both due in September and the July meeting would be a good opportunity to start working on them.

Adjournment

With no further business, Chairman Smith adjourned the meeting at 6:25 p.m.

Robert A. Smith, Chairman

ATTEST:

Delia Jones, Secretary

HISTORIC LANDMARK COMMISSION COMMUNICATION

Agenda Date: July 11, 2019

Subject: Consideration of the Vision and Annual Preservation Goals for 2019 - 2020

COMMENTS AND CONSIDERATIONS

On July 24, 2018, the Commission approved a vision and preservation goals for the fiscal year from October 1, 2018, to September 30, 2019. The goals included items the Commission would like to accomplish. The 2018/19 adopted vision and annual preservation goals are as follows:

- Vision: “The Mansfield Historic Landmark Commission will work to preserve the past to promote the future.”
- The annual preservation goals:
 - 1) Identify and prioritize Mansfield’s historic resources.
 - a) Identify high priority or endangered historic resources for preservation.
 - b) Work with the Tarrant County Historic Preservation Commission on updating the Historic Resources Survey as part of a county-wide effort.
 - 2) Develop incentives for historic preservation in conjunction with the City Council.
 - a) Formulate a proposal for incentives such as tax abatements, low-interest loans, and grants to promote the restoration, rehabilitation and reuse of historic resources and discourage the demolition of these resources.
 - b) Hold a joint work session with the City Council to present the historic preservation incentive program and discuss funding mechanisms for the program.
 - 3) Promote the work of the Mansfield Historic Landmark Commission.
 - a) Produce an annual report of the Commission’s activities to educate the public on the Commission’s role and the need for historic preservation.

The next fiscal year begins October 1, 2019 and ends September 30, 2020. In preparation of the next year, the Commission may wish to continue with the existing vision and goals, or make additions or changes to them. The vision and goals may be adopted by a formal vote of the Commission.

Examples of goals and work plans guidelines have been included for the Commission’s reference.

Attachments:

Madison Goals

Round Rock Goals

San Marcos Goals

Preservation Work Plan guidelines

CITY OF MADISON
HISTORIC PRESERVATION PLAN
Goals and Objectives + Strategies
10-2-18

Goal – overarching statement of intent to guide preservation-based decisions.

Objective – more specific statement to guide preservation decisions and activities.

Strategy – an action to address the objective.

Red = existing strategies
Blue = proposed strategies
Green = additional suggestions

Please Note: Items shown (in parenthesis with an asterisk*) are revised from the last draft and will be removed.

Goal 1 Promote historic preservation in Madison.		
Objective 1a. Promote cultural tourism and civic pride by sharing Madison’s unique culture and character (through an inclusive process*)		
	Strategy	Comments
1	Walking tour brochures	The brochures are popular and the city provides them at no cost. The brochures are informative, but graphics and layout are dated.
2	Landmarks plaques	Landmarks plaques are fabricated and installed on designated landmarks per HPO 41.07(8).
3	“Experiential Tourist Development” program	Planning staff is working with Greater Madison Convention and Visitors Bureau
4	History Club monthly meeting – building topics (could be at different locations)	
5	Tourism marketing	
6	Public ceremony for new landmark designations / NRHP	
Objective 1b. Celebrate social history along with buildings, places, and cultural landscapes		
	Strategy	Comments
7	Walking tour brochures	See comment in line 1
8	Landmarks plaques	See comment in line 2
9	Van tours	
10	Story sharing events	
11	Radio talk shows, pod casts, YouTube (different languages)	
12	Booth at local events	

Objective 1c. Share stories of places that have been lost while also looking forward.		
	Strategy	Comments
13	Exhibit of lost buildings and significant structures	
14	Story sharing events	
15	Madison Past Facebook page – people can post or share with other Facebook groups	
Objective 1d. Promote best practices in historic preservation within city-owned buildings and places.		
	Strategy	Comments
16	Staff involvement	Planning Division staff are generally knowledgeable about the importance of preserving historic resources. Education of other agency staff is needed.
17	Annual Report of public investment in historic properties	
18	List of all city-owned historic properties (update annually) and Management Plans for historically important city-owned historic resource to ensure appropriate uses, rehabilitation, and maintenance	

Goal 2 Preserve places that represent architecture, events, and people important to Madison's history.		
Objective 2a. Represent the history of Madison's diversity		
	Strategy	Comments
19	Cross-cultural roundtables	
20	Story sharing events	
21	Study which types of resources/building types/groups are underrepresented to inform prioritization for programs and designation	
Objective 2b. Ensure good stewardship of historic buildings, districts, and places		
	Strategy	Comments
22	Spring Letter	Annual reminder letters to historic resource property owners about responsibilities.
23	Historic Preservation Ordinance –SubChapters 41E and 41F	The HPO specifies the maintenance obligation of property owners.
24	Minimum Maintenance code for rental and owner occupied property	Madison General Ordinances has a Minimum Housing Code that specifies treatment of all buildings.
25	Letter to owners of properties identified as eligible for designation in new surveys (coordinated with meeting)	Currently this is coordinated with CLG funded projects related to NRHP historic district nominations.
26	DIY Workshop	
27	Move buildings instead of demolition (program?)	
28	Update Historic Contexts (with new topics)	
29	Historic Preservation Easement – place historic preservation easements on landmark-eligible properties city sells; Promote donations or purchase of Historic Preservation Easements (existing?)	
30	Building Protection Policy – Requirements to protect historic resources from vibration/other effects of nearby street work, utility work, construction and demolition	
31	Eligible for Designation Policy – Continue to identify resources eligible for designation; Update Architectural & Historical surveys of the entire City. Create strategy to updating again in the future	

Objective 2c. Protect historic buildings that are deteriorated or threatened by demolition		
	Strategy	Comments
32	Historic Preservation Ordinance protects historic resources – Section 41.15	The HPO specifies a Demolition by Neglect provision.
33	Top 10 Historic Buildings to Preserve – early warning, experiencing demolition by neglect, vacancy, etc.	
34	Demolition Permit Documentation – strengthen and define documentation/photograph requirements for buildings to be demolished	
35	Disaster Response Plan for Historic Resources – pre-disaster mitigation, recruiting historic preservation professionals to assist post-disaster, fast-track design review, grant applications	
36	Natural Disaster Damage Assistance program – historic resources for prevention & relief. Coordinate with AIA Wisconsin.	
Objective 2d. Promote (adaptive*) reuse of historic structures (with incentives and programs*).		
	Strategy	Comments
37	Consider adaptive reuse as affordable housing	
38	Mixed-use development to provide financially feasible projects	

Goal 3 Promote historic preservation as part of economic development.		
Objective 3a. Promote sustainable economic growth by balancing new development and preservation		
	Strategy	Comments
39	Database of properties that are eligible for historic tax credits	
40	List of vacant lots permitted for development, consistent with Downtown Plan	
Objective 3b. Identify incentives and financial resources and allocate funding for historic preservation projects (combined b and c*)		
	Strategy	Comments
41	Façade Improvement Grant Program (city)	Program established to support and encourage small business to reinvest in commercial districts with matching grants to restore or improve facades/storefronts. Preservation planner is on staff team.
42	Tax Increment Financing (city)	TIF is a governmental finance Strategy used to provide funds to construct public infrastructure, promote development opportunities and expand the future tax base. The proposed development should be consistent with and reinforce all City plans.
43	State and Federal Historic Tax Credit (state)	Property owners of contributing properties listed on the National and State Registers are eligible to participate in the HTC program.
44	Acquiring Certified Local Government Grants to prepare National Register nominations (city/state)	City of Madison is a CLG and has applied for and received grants to prepare NRHP historic district nominations
45	Grants for condition assessments, Historic Structures Reports, and professional services of qualified historic properties. (city)	
46	Sale/Purchase of Development Rights Policy (program) that funds historic preservation (city)	
47	Revolving Loan Program for restoration/preservation/property acquisition. (city)	
48	Historic Preservation Materials Voucher Program – work with local building supply businesses (city/other)	
49	Sources of Available Funding provided on City website	

50	Energy efficiency loans or grants for historic properties	
Objective 3c. Measure neighborhood benefits from historic preservation		
	Strategy	Comments
51	Before and after assessments of historic preservation projects. Establish base.	
52	Annual Report highlighting neighborhood benefits	
53	Impact Study of Historic Property Investments – effects of the state and federal Historic Tax Credit in Madison	
54	Neighborhood Impact Study – document investment surrounding historic projects	
55	Real Estate Study: Change in Value – historic districts and historic properties in comparison to similar neighborhoods	
Objective 3d. Grow Cultural Tourism		
	Strategy	Comments
56	Tourism marketing of historic attractions in the City	
57	Wayfinding to historic attractions/areas	

Goal 4 Coordinate municipal policies to protect historic resources.		
Objective 4a. Coordinate efforts and regulations among city plans, policies, ordinances, and departments		
	Strategy	Comments
58	Adopted City plans and special area plans support historic preservation.	These plans include Comprehensive Plan, Downtown Plan, Cultural Plan, Sustainability Plan, Economic Development Plan, Numerous neighborhood plans, etc.
59	Staff involved with other agencies and in other programs.	Involvement includes Living History Project, Public art, RESJI, Neighborhood grants, Façade Improvement Grant Program, Special projects as needed, etc.
60	Historic Preservation Ordinance	Demolition standards, Variance options, revisions Phase 1 completed, revisions Phase 2 underway, COA enforcement by Building Inspection (vigorous enforcement of the HPO)
61	Other codes have provisions for historic resources:	Signage, encroachment fees, solar and wind energy systems, development adjacent to landmarks, Approval of demolition (MGO 28.185), land divisions, etc.
62	Matrix highlighting list of City regulations noted above (available online)	
63	Flexible Zoning Incentive for Historic Preservation	
Objective 4b. Facilitate and coordinate preservation efforts with other governmental and community entities		
	Strategy	Comments
64	Mayor's Design Awards have preservation category	
65	Staff is included in development inquiry meetings	See comments in lines 16 and 59
66	MATC and technical university collaboration	
67	Historic Preservation Opportunities Checklist – city departments use when reviewing projects, criteria needs to be developed	
68	Habitat for Humanity Rehab Program	
69	Collaborate with other historic preservation commissions, historical societies, and related groups to explore & promote common interests, mutual benefits, and share historical data and research (commissions in nearby municipalities, WAHPC, etc.)	

Objective 4c. Integrate historic preservation and environmental sustainability policies		
	Strategy	Comments
70	Historic preservation issues are provided in Sustainability Plan	
71	Encourage salvage and reuse of materials from buildings being demolished	
72	Building reuse is listed as a sustainable strategy	
Objective 4d. Provide clear and predictable City processes		
	Strategy	Comments
73	Staff is included in development inquiry meetings	See comments in lines 16 and 59
74	Process outlined and all pertinent information on Website (including applications)	
75	Separate guidelines/standards for review of properties not built within the period of significance in historic districts	
76	Expedited/Simplified Review for Tax Credit Projects	
Objective 4e. Enforce and enhance existing preservation programs		
	Strategy	Comments
77	Study Historic Preservation staffing needs to ensure responsive input	
78	Staff assistance for applicants (development review, certificate of appropriateness, landmark nomination, NRHP nomination, building permit process)	
79	Ensure the Landmarks Commission continues to be filled by diverse and knowledgeable members	
80	Follow-Up Process for Landmark Certificate of Appropriateness projects	
81	Annual Report of COA approvals	
82	Continue to locally designate new landmarks and historic districts	
83	Continue to list eligible properties and districts in NRHP	
84	Staff/administrative approval for specific alteration, repair, and maintenance projects that clearly meet standards for review	
85	Revise and update Historic Preservation Plan every 5 years	

86	Training Program for Historic Preservation staff and Commission members	
87	Fines for Non-Compliance	
88	Enforcement Training for city inspectors	
89	Simplify/Revise applications and forms	
90	Boundary Study of existing Historic Districts related to NRHP districts	
91	Investigate Local Designation for all existing NRHP properties and districts	
92	NRHP Criteria and Priority Evaluation for local landmark designation	
93	Identify & nominate properties as National Historic Landmarks	
94	Require all surveys (including non-CLG funded) meet Wisconsin Survey Manual requirements and results vetted by the WHS	

Goal 5 Engage the community in determining ongoing historic preservation priorities.		
Objective 5a. Solicit ideas and stories about historic preservation from the public through a variety of methods and techniques		
	Strategy	Comments
95	Living History Project at Madison Public Library	
96	Mobile Public Art Projects – solicit ideas and include as part of art project	
97	Booth at community events	
Objective b. Ensure an actively inclusive engagement process		
	Strategy	Comments
98	Neighborhood /Trusted Advocate Ambassadors program	
99	Social media calls for engagement	

Goal 6 Educate the public about Madison’s history and the value and benefits of historic preservation.		
Objective 6a. Educate visitors and residents of all ages about Madison’s history		
	Strategy	Comments
100	Walking tour brochures	See comment in line 1
101	“Experiential Tourism Development Program”	See comment in line 3
102	Website	
103	Landmark plaques	See comment in line 2
104	Baseline research on historic resources	
105	Living History Project at Madison Public Library	
106	Book Festival	
107	DIY Workshop	
108	Radio talk shows, pod casts, Youtube (could be in different languages)	
109	Websites & online articles (benefits of preservation) – post to Madison HP website	
110	Booth at community events	
111	Online calendar of history-related events	
112	Develop and maintain an online instructional sheet to explain the correct methods to record information concerning historic properties and an online form for that info	
113	Digitize & Website for City’s historical collection, including Landmark applications, NRHP nominations, etc.	
114	Resurvey designated properties every 10 years to keep information up-to-date	
Objective 6b. Support the public and property owners by informing them about historic preservation benefits, techniques, efforts, and requirements		
	Strategy	Comments
115	Technical page on HP website (funding, examples, resources, new technologies or materials, archives, list of HP properties)	
116	Real estate professional training	
117	List of historic preservation architects, contractors, and consultants	
118	Architect and contractor training – standards for review, IEBC 2015 Chapter 12, Secretary of Interior Standards	
119	Develop property owner handbook	

120	Partner with higher education institutes and professional organizations for design assistance (i.e. UWM Historic Preservation Institute, AIA)	
121	Technical page on HP website (funding, examples, resources, new technologies or materials, archives, list of HP properties)	
Objective 6c. Recognize and publicize successful preservation projects		
	Strategy	Comments
122	Mayor's Design Awards have preservation category	
123	Alternate Parade of Homes	
124	Online page of projects to show variety of scales	
125	Honor property owners for careful stewardship of historic properties	
126	Annual State of Historic Preservation address during National Historic Preservation Month in May	
127	"Rehabarama" event (Dayton OH) to catalyze investment in low to moderate income neighborhoods	
128	Tour of Homes highlighting preservation and rehab	
129	Real Estate open house events in historic neighborhoods / districts	
Objective 6d. Share stories of historic and community places that have been lost or are under-recognized		
	Strategy	Comments
130	Living History Project at Madison Public Library	
131	Online catalog, map, or Facebook page	

EXPLANATION OF EXISTING STRATEGIES

Annual Report

The Planning Division collects data and compiles an annual report on the work of the Landmarks Commission and efforts of preservation staff. This report notes the number of Certificates of Appropriateness approved or denied by the Commission, administrative approvals by staff, landmark designations, CLG grants awarded or completed, etc.

Baseline research on historic resources

Surveys and property records for historic resources have been compiled in paper form and the files were digitized in 2016. These files could be easily used for other projects. Currently the digital files are accessed every day and 2-4 times a week, the files are downloaded and sent to a property owner via email.

Certified Local Government Grants

The City of Madison is a Certified Local Government (CLG) and is able to apply for Wisconsin Historic Preservation Fund Subgrants from the federal Historic Preservation Fund allocation to the state to be used for eligible CLG activities. The Planning Division has applied for and received numerous grants for preparing National Register nominations. Once listed on the National Register, the property owner is eligible to use the historic tax credit program.

Façade Improvement Grant Program

The City of Madison offers a Façade Improvement Grant Program which was established to support and encourage small business to reinvest in the downtown and neighborhood business districts. The program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts. The objective of the Program is to enhance the visual appearance and economic viability of the downtown and smaller neighborhood commercial areas. The program includes commercial landmarks outside of target areas. The Preservation Planner is included on the program staff team which reviews proposals.

<https://www.cityofmadison.com/dpced/economicdevelopment/facade-improvement-grant-program/417/>

Historic Preservation Ordinance

The Landmarks Ordinance was renamed the Historic Preservation Ordinance (HPO) in 2015 during the first phase of ordinance revisions. The Ordinance guides the Landmarks Commission on standards for review in historic districts and on landmark sites. The Ordinance also defines the policy and purpose of the historic preservation program in the City.

Landmarks plaques

The Landmarks Commission is charged by Ordinance with recognizing designated landmarks with a custom landmark plaque. 41.07(8) describes the process as follows:

The plaque shall be placed so that it is easily visible to passing pedestrians. In the case of a landmark structure, the plaque shall include the accepted name of the landmark, the date of its construction, and other information that the Landmarks Commission considers appropriate. In the case of a landmark that is not a structure, the plaque shall include the common name of the landmark and other information that the Commission considers appropriate. If the Commission determines that because the landmark is ecologically or

culturally sensitive a plaque would be inappropriate, no plaque is required. No person may remove or modify a plaque without approval of the Preservation Planner. All designated landmarks have had plaques fabricated; however, some property owners will not allow the plaque to be mounted on the building and a location in the right-of-way is not possible.

Planning Website

The Planning Division website has recently been updated to follow the City of Madison website format. Some features were not updated and there have been many requests by the public to reinstate those features (landmarks information page with nomination forms). There is potential to develop interesting content.

Spring Letter

The Planning Division mails an annual reminder letter to historic resource property owners (local landmarks and historic districts) about the approval process and their responsibilities as owners of designated landmarks or properties in local historic districts. When the properties are also listed in the National register, the letter is customized to include this information and links to information about the tax credit program.

Staff involvement

Planning Division staff are generally knowledgeable about the importance of preserving historic resources and approval processes that are needed. Education of other agency staff is needed.

Tax Incremental Financing

Tax Incremental Financing (TIF) is a governmental finance Strategy that the City of Madison uses to provide funds to construct public infrastructure, promote development opportunities, and expand the future tax base. TIF assistance in Madison is only used when the proposed development would not occur "but for" City assistance. The proposed development should be consistent with and reinforce all City plans and lead to the consolidation and redevelopment of underutilized properties.

Walking tour brochures

In the 1990s, preservation staff worked with other organizations to compile and print walking tour brochures related to certain historic areas. The brochures include a map showing the tour path and information about sites along the tour path. The brochures are popular and the city offers them for free. Generally, the brochures are very informative, but the graphics and layout are dated. Some are out of print and can be found as pdf files by Googling, but they are currently not available on the City website.



Last Updated: October 2018
By: Joelle Jordan

ROUND ROCK HISTORIC PRESERVATION COMMISSION 2018-2019 GOALS

Mission Statement: To Preserve, Protect, and Promote the City of Round Rock's Historical Resources through Preservation, Public Education, Heritage Tourism and Community Partnerships.

Goals:

- **Preservation** – Continue efforts to increase the number of historic designations within the community and maintain a close watch over the integrity of Historic Overlay properties.

Priority Items:

- For tax exemption applications:
 - Send a postcard reminder before application deadline.
 - Additional follow-up with applicants will be necessary in order to discontinue practice of two-week grace period before Council for properties that have not completed work or resolved inspection issues.
- Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
 - Provide input on downtown parklets,
 - Provide input on the water tower project.
- Now that relocation has been completed (October 2018), commence restoration phase of Stagecoach Relocation project.
 - Conduct a visioning exercise to determine future use.
 - Fund planning and review plans as necessary for restoration.
- Develop Preservation Plan
 - To be included in 2030 Comprehensive Plan, for adoption in 2020.
- Explore options for proactively addressing non-compliance with Certificate of Appropriateness process.
 - Assign HPC case manager to observe the progress of large projects.
- Championing Preservation
 - Have each Historic Preservation Commissioner pick one project to champion this year.

Preservation Goals Continued

Considerations:

- Consideration should be given to survey older and historic properties every 5-10 years, including properties that are now eligible because they are greater than 50 years old.
 - Mid-century (1943-1975) have not yet been inventoried.
 - Survey and document properties that may have historical significance when they are being annexed into the City.
 - Request that the City update the HPC when there are plans to purchase any property that is designated historic or is over 50 years old.
- Consider additional conversation with policy-makers concerning changes and neighborhood preservation in the Flat.
- Consider applying to become a Preserve America community.
- Consider creating an event during Black History Month in February that involves oral histories.

Regularly Occurring/On-going Items:

- Regularly review progress on administratively issued Certificates of Appropriateness.
- Amend Preservation Ordinance, as needed. Round Rock Development Code adopted in 2018.
- Continue to administer the Partial Tax Exemption Program for historic properties.
- Provide input to staff concerning Downtown Master Plan implementation for preservation-related items, as appropriate.
- Explore opportunities for Commissioner preservation education. Attend other communities' HPC meetings.
- Assess whether there are additional properties in the City that should receive a local historic designation.
- Use information from historic properties database to create building history summaries accessible as PDFs in TrakIT.
- Promote federal and state tax credit programs for potentially eligible large projects.

- **Public Education** – Increase public awareness of historic preservation and the history of Round Rock.

Priority Items:

- Secure funds for interpretive signage for the Stagecoach Inn (to be placed upon completion of the Bathing Beach Park/In addition to relocation markers). Locate relocation marker at original Stagecoach site upon completion of 620 Road Realignment Project.
- Complete installations of markers for building marker program.
- Develop a plan to move the Anti-Slaveholding Union Baptist Cemetery marker from its current location to the cemetery site. Consider documentation program for older cemeteries.
- Solicit volunteers to transcribe oral interviews on cassette currently housed at the Round Rock Library.
- Host a lunch and learn at the Williamson Museum with other community partners.

Considerations:

- Conduct public outreach to owners and tenants of properties with Historic Overlay Zoning regarding responsibilities of owning a historic property. Consider partnering with Neighborhood Services to hold a historic property owners conference.
- Consider creating local historic preservation awards to recognize preservation-related projects/supporters utilizing similar categories as Texas Historical Commission awards. Consider doing this in conjunction with National Preservation Month in May.
- Develop a publicity program for the Stagecoach relocation, including but not limited to outreach to local schools and creating a documentary film on the relocation of the Stagecoach. Examine whether can involve Art Institute students in the film project.
- Explore opportunities to promote historic people and events downtown, potentially utilizing new parklet space.
- Create a Commission-led program to coordinate with schools. Students could complete essays on family history (“Your History is Round Rock History”).
- Consider a project to create a time capsule.
- Consider creating a tour program for Downtown and Old Town led by Commissioners/Docents.
- Consider creating opportunities to speak at City and community organization meetings.
- Consider adding Commissioner Communication by HPC members, as requested by HPC members for inclusion on meeting agendas.

Public Education Goals Continued

Regularly Occurring/On-going Items:

- Coordinate with City's communications staff on preservation-related topics.
 - Increase interaction with the public by:
 - Updating the City's Historic Preservation website.
 - Utilizing social media for preservation education purposes.
 - Creating videos where appropriate on relevant preservation project topics.
 - Award Local Legends each year. Utilize a selection committee to solicit and review award nominations.
 - Distribute "Preservation Minutes" series DVDs.
 - Organize events to celebrate Preservation Month in May. Host an event at 405 E. Main to show partnership between HPC and property owner during Preservation Month. Include Citizen Communication on monthly HPC agendas.
-
- **Heritage Tourism – Work with the Chamber of Commerce and the Convention and Visitors Bureau to improve tourism through historic preservation.**

Priority Items:

- Participate in the Round Rock Chalk Walk event.
- Meet with the CVB to discuss possible partnerships.

Considerations:

- Investigate creating contacts with tour companies to increase their presence in Round Rock for preservation-related activities.

Regularly Occurring/On-going Items:

- Stay informed of progress of downtown public improvement projects and Chisholm Trail area improvements.
- Provide brochures for certain special events and for tourism purposes.

- **Community Partnerships** – Establish partnerships with business and community organizations supporting preservation efforts. Strengthen ties with state and county historical commissions.

Priority Items:

- Appoint Local Legend Selection Committee early in the year for an annual term so the committee has time to do outreach. Set parameters for the committee's duties at the time of committee selection. Consider appointing a larger committee and including a member of the HPC on the committee. HPC to discuss outreach process prior to first Committee meeting.
- Commissioners consider joining other groups to form partnerships.

Considerations:

- Create partnerships to encourage donations of historic photographs and collect archival material for research and to conduct scanning project. Consider creating a regular time at the library staff by students for scanning photos and documents.
- Examine possibilities of partnering with other non-profits and downtown groups to achieve preservation-related goals.
- Create a wish list of potential student projects.
- Investigate ways to partner with local schools and the University of Texas student historic preservation association.
- Determine ways to support a grant for preservation of Round Rock's history.
- Support the City's application to the Texas Commission on the Arts to create a cultural district.
- Partner with the Arts Council to create a preservation month art contest.
- Explore ways to utilize BACA center members for historical information and photos.
- Examine ways to partner with the Round Rock Cemetery Association.
- Create a partnership with the Round Rock Library so that can promote local history (through room naming, etc.) in the new facility.
- Consider creating junior volunteer groups, coordinating with city history clubs, and promoting community service credits with youth.



Last Updated: October 2018
By: Joelle Jordan

Community Partnerships Goals Continued

Regularly Occurring/On-going Items:

- Support and coordinate with the Williamson Museum on the Chisholm Trail.
- Support and coordinate with the Williamson County Historical Commission.
- Continue to grow relationship between non-profit "Round Rock Preservation (RRP)" and the City's historic preservation program.
 - Volunteer at RRP events
 - Ensure a member of the HPC is represented on the RRP board.
 - Support Stagecoach restoration fundraising efforts.
- Appoint an annual Local Legend Selection Committee as a means of partnering with citizens. Utilize the selection committee to solicit and review award nominations. Appoint selection committee for an annual term so the committee to allow time for outreach. Set parameters for the committee's duties at the time of committee selection.



Historic Preservation Commission's

ANNUAL REPORT

2016-2017





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2016 YEAR IN REVIEW

COMMISSION REVIEW

Downtown COAs

The Commission reviewed 29 Certificate of Appropriateness (COA) requests in 2016. The majority of the requests were located within the Downtown District. Sign requests made up the bulk of the COAs in Downtown as multiple new businesses moved in and set up shop.

Residential COAs

The Commission also reviewed multiple requests for COAs brought to them by a single property owner in the Hopkins Street District due to the fact that the property owner is working towards rehabilitating the structure.

Projects

The Commission also directed Planning and Development Services Staff to facilitate a Visioning Workshop in order to set a few goals for the coming year.



VISIONING WORKSHOP

On March 7, 2017, the City of San Marcos' Historic Preservation Commission came together to hold a Visioning Workshop. The workshop was facilitated by the City of San Marcos' Planning and Development Services Department with assistance from the Texas Historical Commission's Certified Local Government (CLG) Program.

The agenda for the half-day workshop was as follows:

- Introductions
 - Joint presentation from City of San Marcos Staff and Texas Historical Commission CLG Staff
- Goal Setting
- Lunch and Wrap Up



Successful historic preservation programs have the support of city leadership and can enhance civic pride and ownership.



02

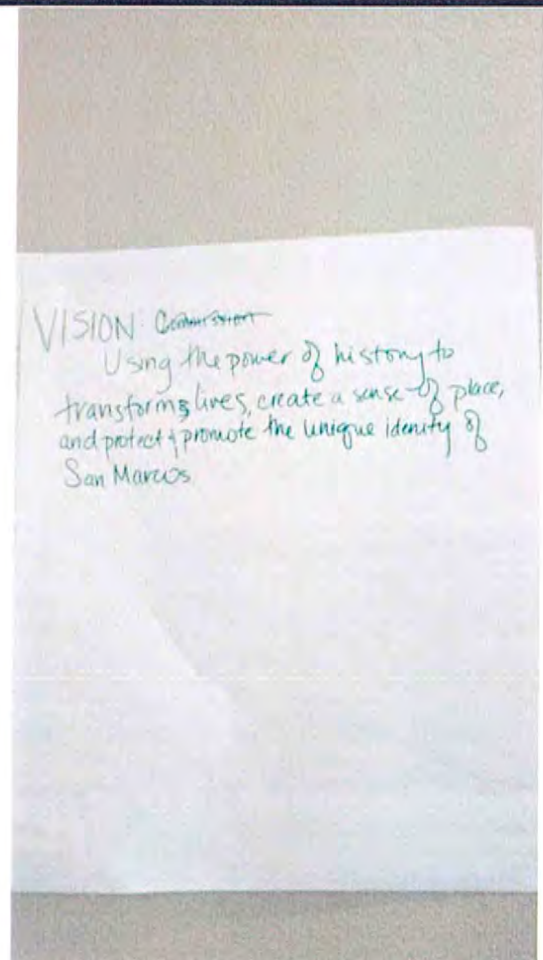
VISION

PREVIOUS POLICY STATEMENT

In 2006, the last time the Commission set their goals and objectives, the following policy statement was adopted:

"The City of San Marcos City Council and the San Marcos Historic Preservation Commission in conjunction with the Main Street Project, the Chamber of Commerce, Tourist Development Council, Heritage Association, Downtown Association and other civic organizations shall be committed to the protection of historic resources located in San Marcos for the cultural enjoyment of all citizens now and in the future."

While much of the statement remains true, the Commission felt it necessary to give new life to the policy statement. After a lengthy discussion with City and CLG Staff, a new vision statement for 2017 was adopted.



VISION 2017

Using the power of history to transform lives, create a sense of place, and protect and promote the unique identity of San Marcos.

San Marcos is fortunate to have many neighborhoods that are rich in historic value as well as citizens committed to retaining that heritage. The vision set by the Historic Preservation Commission will ensure that the City's unique character will continue to be what draws people to live here.

03

GOALS

SWOT ANALYSIS

To assist in the development of goals for the Commission, a SWOT Analysis was conducted.

Strengths

The Commission determined that the community's biggest strengths are:

- City of San Marcos Planning Staff is engaged.
- The designation process is fairly straight forward in the Land Development Code.
- The City has adopted and is using Design Guidelines.
- The City has a strong Historic Preservation Commission with the desire to accomplish higher level goals.

Weaknesses

The Commission believe that the community's weaknesses in historic preservation are:

- There has not been a designation of a district or landmark in the past 10 years.
- The existing resource surveys are at least 20 years old, if not older.
- There is no demolition delay regulation in the Code which would allow buildings that meet certain historic criteria to be reviewed prior to demolition.
- There is a lack of City staff resources devoted to historic preservation.
- There has been a lack of sophistication in the past.



03

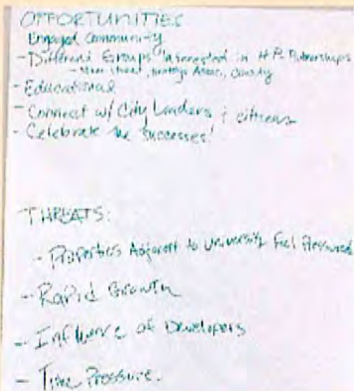
GOALS

SWOT ANALYSIS (CONTINUED)

Opportunities

The Commission found that there are many opportunities in the community for historic preservation:

- The City has a very engaged community.
- There are many different groups who are interested in historic preservation such as Main Street, the Heritage Association of San Marcos, and the Hays County Historical Commission.
- Education! Education! Education!
- Connecting with City leaders and citizens
- Celebrating the successes of the Commission



OPPORTUNITIES:
- Engaged Community
- Different Groups interested in H.P. Relationships
- Main Street, Heritage Assoc, County
- Educational
- Connect w/ City Leaders & citizens
- Celebrate the successes!

THREATS:
- Properties Adjacent to University feel Pressured
- Rapid Growth
- Influence of Developers
- Time Pressure.

Threats

The Commission perceives the following as the biggest threats to historic preservation:

- Properties adjacent to the University feel pressured.
- Rapid growth
- Influence of developers
- Time pressure

GOALS & OBJECTIVES 2017

Goal 1: Identify and Prioritize Historic Resources.

Objective 1: Update existing resource surveys.

Objective 2: Adopt a survey plan.

Goal 2: Expand Protection of Historic Resources.

Objective 1: Fill in gaps in existing districts.

Objective 2: Implement recommendations from
survey plan.

Goal 3: Promote Historic Preservation through Outreach and Education.

Objective 1: Coordinate with other local historic
organizations and host an event.

Successful
historic
preservation
programs can
enhance the
quality of life.



04

2017-2018

Goal 1: Identify and Prioritize Historic Resources.

Objective 1: Update existing resource surveys.

In order to accomplish the Commission's top goal of 2017, a phased citywide Comprehensive Resource Survey should be conducted. Currently, multiple resource surveys exist. Having an updated and consolidated survey will allow the Commission to identify any areas that could benefit from inclusion into a district or listing as a local landmark. There is money in the current Planning and Development Services budget to do this.

Goal 1: Identify and Prioritize Historic Resources

Objective 2: Adopt a survey plan.

A survey plan will ensure a clear, consistent, and fair approach in how districts are delineated and how landmarks are identified. City Staff will work either with a consultant or with the Texas Historical Commission CLG Staff to draft a survey plan.

Goal 2: Expand Protection of Historic Resources

Objective 1: Fill in gaps in existing districts.

The Commission has begun the steps necessary to fulfill their second goal of expanding protection of historic resources. The expansion of the Lindsey-Rogers and Hopkins Street Historic Districts is currently in process.

Goal 2: Expand Protection of Historic Resources

Objective 2: Implement recommendations from survey plan.

Recommendations from the survey plan could include prioritizing survey phases according to factors affecting historic resources in the City and establishing a schedule for regular updates to the plan. By implementing the recommendations from the plan, historic preservation efforts become more proactive and predictable leading to the increase in effectiveness of future surveys.

Goal 3: Promote Historic Preservation through Outreach and Education.

Objective 1: Coordinate with other local historic organizations and host an event.

This will require partnering with other local historic organizations such as, but not limited to, Main Street, the Hays County Historical Commission, and the Heritage Association. May is National Preservation Month and would be an appropriate time to work together to host an event.

Additional Recommendations

In addition, Staff recommends to hold a Goal setting workshop annually. This will allow the Commission the chance to review and amend goals as necessary. Staff recommends holding this workshop in March as new Commissioners are generally appointed in February.

Letter from the Historic Preservation Commission

For over 30 years, the San Marcos Historic Preservation Commission has worked to protect and preserve the historical resources of our community, and to promote the unique culture and heritage of San Marcos. Our Commission also has the specific purpose of holding public hearings and granting Certificates of Appropriateness for hundreds of properties across seven identified historic districts, including Historic Downtown San Marcos surrounding the Hays County Courthouse.

We believe that there are two key goals for our Commission to strive for over the next year. The first is the expansion of the Lindsey-Rogers and Hopkins Street Historic Districts to include historically significant properties between Burleson and West Hopkins. The Commission believes this is the first step in a comprehensive review of properties neighboring our already-established historic districts, to ensure a clear, consistent, and fair approach in how our city historic districts are delineated. Members of the Commission have received comments from the public to the effect that the current maps of historic districts (dated July 2008) appears disjointed, inconsistent, and "gerrymandered". We believe that a comprehensive review and expansion of our historic districts is an important step in preserving historic properties for the future, ensuring consistent application of our design standards and City code, and in maintaining a high level of trust and confidence in city government.

Our second key goal is a new Historic Resource Survey. As the previous survey will be twenty years old in 2017, the Commission believes now is the best time to start work on a new survey of historic properties in San Marcos. As the data and resources the Commission relies upon become increasingly out of date, the Commission's ability to properly assess and review historic properties will become more and more challenging. In addition, a new Historic Resource Survey will assist in the proper expansion of our historic districts mentioned previously.

Because of the rapid growth of San Marcos, the Commission believes that the steps we as a community take over the next few years will play a vital role in determining how well we can preserve, protect, and promote the rich and diverse historic and cultural heritage of San Marcos. To carry out our shared goals and objectives for the next year, we are asking for the Historic Preservation Commission to be assigned a full-time member of City staff, for the resources necessary to conduct a new Historic Resource Survey, and for any other support that can be provided to meet and exceed our goals for the next year. We look forward to working together to protect and preserve the history of San Marcos.

Sincerely,
The City of San Marcos Historic Preservation Commission



Planning and Development Services

Preservation Commission Work Plans | HPC Training | Wisconsin Historical Society

Guide or Instruction

Chapter 5: Preservation Commission Operations, Page 2 of 6

Once each year, a preservation commission should formulate a plan of action for the next year. This plan should reflect the preservation interests and goals of the community and consider available resources.

It is a good idea for a commission to prepare two work plans — one that addresses short-term goals, and another for long-term objectives. All work plans should identify a timeline and assign responsibility for each work item.

Creating a Work Plan

A commission work plan should be kept brief and simple with specifically stated end goals. The objectives of a newly formed commissions often include the following:

- Inform and educate the public about the commission and its role, historic preservation issues and concerns, and the benefits of historic preservation to the community. This can be accomplished through promotional materials such as brochures, or Powerpoint presentations, public workshops, or other activities.
- Educate commission members about preservation topics and issues, such as identifying threats to historic properties, evaluating properties for historic significance, and creating incentive programs for rehabilitation.
- Initiate surveys of the community to identify significant historic properties and potential districts.
- Determine the criteria and procedures to be used for designation of a local landmark and a historic district, and set priorities for designation.
- Create design guidelines.
- Develop an awards program to recognize and honor local historic preservation efforts.
- Prepare a budget and identify requests for funding.

Example of an Annual Commission Work Plan

Here is an example of a preservation commission's annual work plan:

1. Adopt the preservation plan as the city's official historic preservation policy, and incorporate appropriate recommendations into the city's comprehensive plan.
2. Provide copies of the preservation plan to city departments, commissions, and county and regional planning agencies, accompanied by a notice that it represents the city's official historic preservation policy.
3. Provide copies of the plan for distribution to the general public, including the public library, historical society, and other entities, accompanied by a notice that it represents the city's official historic preservation policy.
4. Identify locations where materials and brochures, such as a walking tour of the historic town square, can be made available to the public, including downtown businesses and the public library.
5. Amend the preservation ordinance to better facilitate the nomination of local landmarks, historic districts, and neighborhood preservation districts.
6. Send a letter of introduction to owners of properties listed in the recommendations section of the plan for National Register and State Register listings, including any survey forms on their property, information about relevant programs, and materials on financial incentives, as may be applicable; distribute a similar packet of information to local realtors and owners of listed properties.
7. Distribute copies of all completed architectural/historic survey forms to the present property owners of those documented properties.
8. Pursue National Register and State Register listings for properties that have owner support.
9. Create a neighborhoods committee, with liaisons from each of the city's neighborhoods, to work with the commission to develop some educational actions.
10. Initiate the development of a historic preservation resource section in the public library that includes information on the commission, the designation process, copies of all historic resource surveys, technical

preservation resources, and other preservation-related materials.

- Preservation Commission Meetings and Bylaws
- Preservation Commission Record Keeping

HISTORIC LANDMARK COMMISSION COMMUNICATION

Agenda Date: July 11, 2019

Subject: Discussion on Annual Report

COMMENTS AND CONSIDERATIONS

One of the annual preservation goals for last year was to promote the work of the Commission by producing a report of preservation activities to educate the public on the Commission's role and the need for historic preservation.

In preparation of the end of the year, Staff will be preparing a draft report for the Commission's approval. Staff is seeking guidance from the Commission on the format and content of the report.

Examples of other preservation reports are attached for the Commission's reference.

Attachments:

Arlington Report

Austin Report

Houston Report

Plano Report

Texas Forest Trail Report

LANDMARK PRESERVATION COMMISSION

2018 ANNUAL REPORT TO CITY COUNCIL

MARCH 2019



Clockwise from top left: Marrow Bone Spring | Sign from Candlelite Inn, 1202 E. Division Street | Toll booth from the Turnpike, now Interstate 30 (ca. 1956) | Interurban Wait Station, reconstructed on the Fielder House property, 1616 W. Abram Street | Gated Entrance to Arlington Baptist College - once Top O'Hill Terrace | Vandergriff Buick sign (date unknown) | Sandstone chimney on the Jopling/Melear cabin located in Knapp Heritage Park, 201 W. Front Street | Arlington Downs grandstand (date unknown).

CERTIFICATES OF DEMOLITION

The Arlington Unified Development Code requires LPC review of demolition and relocation permit applications for all structures at least 50 years of age, whose age is unknown, or those with historical designations. Office of Strategic Initiatives staff provide historic review and property history as well as exterior photos for the Commission's review.

All of the properties listed in the table were reviewed by the Commission at a public hearing. Date of construction is listed according to Tarrant Appraisal District records. The 2007 Historic Resources

Survey is used by City staff and the Commissioners to determine if the property is an historically-contributing structure to Arlington.

The 14 applications received in 2018 were all released by the Commission and are listed in the table below. The number of applications increased significantly in 2018 - there were 8 permits reviewed in 2017, and 10 permits in 2016.

Address	Const. Date	Appl. Date	Contributing
1118 Gibbons Road	1960	1-11-2018	LOW
7201 Silo Road	2000	1-11-2018	
7301 Silo Road	ca. 1910	1-11-2018	HIGH
5311 Waterview Drive	1950	4-11-2018	
1312 Woodbrook Street	1965	7-12-2018	
1301 Willowbrook Street	1965	7-12-2018	
924 Milby Road	1940	7-12-2018	LOW
6715 Calendar Road	1967	7-12-2018	
513 Circle Drive	1955	9-13-2018	
1123 Altman Drive	1958	10-11-2018	
1212 Roosevelt Street	1951	11-8-2018	
4905 W. Mayfield Road	1965	11-8-2018	
1104 S. Mesquite (Relocation)	1948	12-13-2018	
502 Houston Street (Relocation)	1958	12-13-2018	

DANGEROUS/SUBSTANDARD STRUCTURES

Address	LPC Date
1408 Carswell Terrace	1-11-2018
2017 Skylark Drive	2-8-2018
609 West Inwood Drive	3-8-2018
905 Aleta Street	3-8-2018
2130 Miriam Lane	6-14-2018
1506 Mitchell Street	7-12-2018
731 Highland Drive	7-12-2018
1845 Ida Street	8-9-2018
1010 Milby Road	9-13-2018
1123 Altman Drive	10-11-2018
519 Bowen Road	11-8-2018
1430 S. West Street	11-8-2018
905 Gaye Lane	12-13-2018

The Dangerous and Substandard Structures (DSS) team of the Code Compliance division investigates dangerous buildings, the conditions of which endanger the life, health, property, or safety of the public. On occasion the Commission must review the cases being worked by the DSS team due to the potential demolition of the structure.

The properties listed here were reviewed and released to the City of Arlington for appropriate action. DSS team officers provided case information related to review of dangerous structures.

The Commission turned over 13 properties listed in the table to the left for appropriate action by the DSS team. This number was higher than previous years - there were 9 cases reviewed in 2017, and 17 cases in 2016.

CERTIFIED LOCAL GOVERNMENT REPORTING

As a member of the Certified Local Government program, annual reports must be provided to the Texas Historical Commission and National Park Service. Reporting was completed to both organizations in January 2019.

2019 LANDMARK PRESERVATION COMMISSION WORK PLAN

The Landmark Preservation Commission Work Plan serves as a guide to the Landmark Preservation Commission for the work they accomplish each year. In general, the Landmark Preservation Commission has wide-ranging goals and objectives based on the goals of the City Council and the adopted 2010 Historic Preservation Plan for the City of Arlington. While many of these Goals and Objectives can take many years to achieve the Action Table for each goal highlights the specific work of the Landmark Preservation Commission throughout 2019.

1. Local Marker Program
 - Market and Implement the Program
 - Assist in preparing local marker application nominations for additional High Priority properties as Arlington landmarks
2. Outreach
 - Increase awareness of Arlington landmark preservation efforts with local, state, and national preservation organizations
 - Update LPC Pages on the City website
 - Continue to promote Arlington history on City social media pages
3. Incentives
 - Propose an Incentive Program for consideration by the Council
4. Landmark Preservation (LP) Overlay
 - Evaluate existing overlay and study opportunities for including additional properties, buildings, and sites for increased preservation
 - Explore how LP Overlay properties can coordinate with potential incentives
 - Recommend changes/updates to LP Overlay to Planning and Zoning Commission
5. Tourism
 - Study possibility of walking tour of local landmarks, including a smartphone application
 - Create and market an interactive map of all local marker sites to add to the City website and other appropriate online networks
6. Training & Networking
 - Seek opportunities for training related to preservation
 - Ensure all commissioners have current ethics and open meetings training
 - Attend Other Historic Group Meetings, and Network with Other Historic Interest Groups
 - Explore hosting a Texas Historic Commission training event
7. Commission Membership
 - Actively recruit LPC members when necessary
 - Improve communications with the City to assist the LPC in effectively fulfilling its role
8. Staff Support
 - Keep Commissioners informed about community preservation events and initiatives, especially the 100th Anniversary of Meadowbrook Park celebration.
 - Continue staff functions, including:
 1. Assist with case reports for demolition permits that are referred to the Commission by PDS
 2. Review applicable zoning cases for their potential effect on historic properties and inform the Commission
 3. Prepare annual CLG and other grant applications on behalf of the Commission
 4. Coordinate training opportunities for the Commission and staff including THC-approved events
 5. Network and coordinate with the private sector, the community, and other City departments on preservation issues and efforts
 6. Coordinate with the Arlington CVB in promoting preservation and heritage tourism in Arlington

A MESSAGE FROM THE CHAIR

The Landmark Preservation Commission is pleased to present our 2018 annual report to the Mayor and City Council. Our nine dedicated Commissioners worked diligently to preserve our city's historic landmarks and educate our citizens about the significance of these sites.

Arlington historic resources continue to decline in number every year. Our city will continue to grow and develop. Our goals to preserve and share our history with visitors and residents of our community may sustain our past identity and sense of place, as we move to the future. Hopefully, the Commissioner's efforts will continue to keep our city's historic soul alive for future generations.

This report will highlight the Commission's efforts to mark Arlington's history. We are continuing to expand our efforts, at the request of City Council, to aid in the education of citizens and visitors of the historic sites in the city. This past year our citizens have shown us quality examples of the value of preservation and adaptive reuse.

It has been a privilege and honor to serve as Chairperson for LPC and thank you for giving our Commissioners the opportunity to serve Arlington by helping to oversee and preserve our historic resources and history.

LANDMARK PRESERVATION COMMISSION

Michelle Canton, Chair

IN THE NEWS

The following historical news features were published in 2018:

- "DAR Lucretia Council Cochran Chapter Honors WWI Veterans in Arlington" (MyArlingtonTX News 11/13)
- "Honoring Our Past: Arlington Heritage Memorial Grounds" (MyArlingtonTX News 10/30)
- "Remembering One of Arlington's Great Women: City Marshall Carrie Rogers" (MyArlingtonTX News 11/9)

The LPC also began a partnership with the Office of Communication to launch a monthly historical series called "A Look Back", authored by Commissioner Owen "OK" Carter. 2018 articles included:

- "Crash of Engine 642 Marks First Rail Disaster for Arlington" (8/15)
- "North Arlington Used to be a Neighborhood with Real Bite" (9/5)
- "From 'Vandergriff's Folly' to 'Miracle Lake'" (10/4)
- "Col. William A. Bowen's Namesake Street Runs Through Three Cities" (12/7)

2018 LANDMARK PRESERVATION COMMISSIONERS

Place 1	LeJuene Montgomery (appointed July 2016) Kristina Rumans (appointed November 2018)
Place 2	Lisa Allen (reappointed August 2018)
Place 3	Geoff Scheid (appointed September 2017)
Place 4	Dorothy Rencurrel (reappointed July 2017)
Place 5	Geraldine Mills (reappointed July 2017)
Place 6	Barbara Reber (reappointed August 2018)
Place 7	Cheryl Donaldson (reappointed August 2016) Owen "OK" Carter (appointed July 2018)
Place 8	Michelle Canton, Chair (reappointed July 2017)
Place 9	Valerie Galloway (reappointed July 2017)

CITY STAFF LIAISONS

Senior Planner Sarah Stubblefield, AICP continued to serve as staff support and Historic Preservation Officer in 2018.

Cindy Harding, Administrative Assistant replaced Estela Bush as the secretary to the Commission.





Annual Internal Review

This report covers the time period of 7/1/2016 to 6/30/2017

Historic Landmark Commission

The Board/Commission mission statement (per the City Code) is:

Pursuant to Section 2-1-147(B) of the Code of the City of Austin, the Historic Landmark Commission:

1. Shall prepare and periodically revise an inventory of the structures and areas that may be eligible for designation as historic landmarks.
 2. Shall prepare, review, and propose amendments to the Historic Landmark Preservation Plan.
 3. Shall review requests to establish or remove a historic designation and make recommendations on the requests to the Land Use Commission, as determined in accordance with Section 25-1-46 of the Code of the City of Austin.
 4. Shall provide information and counseling to owners of structures that are designated as historic structures.
 5. May initiate zoning or rezoning of property to establish or remove a historic designation.
 6. May recommend amendments to the Code of the City of Austin relating to historic preservation.
 7. May recommend that the City acquire property if the Commission finds that acquisition by the City is the only means by which to preserve the property.
 8. May advise the Council on matters relating to historic preservation.
 9. For an object that is not permanently affixed to land, may recommend that Council confer special historic designation, and
 10. Shall perform other duties as prescribed by the Code of the City of Austin or other ordinance.
-
1. **Describe the board's actions supporting their mission during the previous calendar year. Address all elements of the board's mission statement as provided in the relevant sections of the City Code.**

1. The Commission references several surveys in their evaluation of historical significance for properties subject to applications for demolition permits, relocation permits, and building permits within National Register and locally-designated historic districts. The surveys used by the Commission include the East Austin Survey (1980), the Comprehensive Cultural Resources Survey (1984), the Clarksville Survey, the 11th and 12th Street East Austin Survey, the Chestnut Neighborhood Survey, and others. Other sources of information for the Commission include lists of contributing (and non-contributing) properties within the City's 15 National Register Historic Districts and 3 locally-designated historic districts.

The biggest accomplishment of this fiscal year was the completion of a comprehensive multi-volume survey and contextual report of East Austin, prepared by a private consultant to the city. The East Austin Historic Structures Survey provides an invaluable tool for identifying and evaluating properties in East Austin for individual landmark designation and the creation of historic districts. The survey also provides a context study of East Austin, in and of itself, as well as its relationship to the entire city, to further aid evaluation and interpretation of historic resources. The consultants provided recommendations for individual designations as historic landmarks and to the National Register of Historic Places, as well as identifying potential historic districts, with maps, context statements, and information on which structures are recommended as contributing to the character of the historic district. The survey has sparked interest and efforts in East Austin to nominate historic districts, and has been used by the City Historic Preservation Office and the Historic Landmark Commission in evaluating applications for building, demolition, and relocation permits. The City Historic Preservation Office will use the survey to reach out to neighborhood residents to encourage designation of individual structures and neighborhoods that tell the story of East Austin, as well as the unified history of the city.

2. The City's Preservation Plan dates from 1981, and is part of the City's Imagine Austin plan, which will incorporate historic preservation elements into the comprehensive plan for the city. City staff and the Commission has been active in the CodeNext process for revising the City's Land Development Code, and the Commission will participate in the proposed Code changes relating to historic preservation.

3. Each month, the Commission reviews applications for historic zoning as part of its regular business at public meetings. In 2016-17, the Commission reviewed nineteen (19) applications for historic zoning. Twelve (12) of those applications were brought to the Commission by the property owner, including three (3) that had originally stemmed from applications for demolition permits, but were converted to voluntary applications for historic zoning instead. The three houses that had owner "conversions" are all in East Austin, and include the home of noted civil rights activists Spencer and Ora Lee Nobles on E. 8th Street. The Commission recommended eleven (11) of the applications owner-initiated applications for historic zoning, and denied one (1). The Commission also reviewed two nominations for local historic districts: Aldridge Place and Ebony Acres. The Commission recommended the Aldridge Place Historic District application; the Ebony Acres application was withdrawn by the proponents. The remainder of the cases seven (7) were initiated by the Commission in response to applications for demolition; none of these were ultimately recommended for historic zoning.



The Spencer and Ora Lee Nobles House, 2008 E 8th Street, originally came to the Commission's attention with an application for demolition. Recognizing the historical significance of the house, the owners then withdrew their demolition application and opted for historic zoning, which was recommended by the Commission in May, 2017. Ora Lee Nobles was very active in the civil rights movement in Austin, and later forged a neighborhood coalition to protect the Blackshear neighborhood and its African-American history.



Aldridge Place, a historic neighborhood north of the University of Texas campus, was designated as a local historic district by the City Council in March, 2017. Aldridge Place contains an eclectic mix of architectural styles, and a rich history. The historic district nomination had overwhelming support from neighborhood residents.

4. The Commission's Certificate of Appropriateness Review Committee is made up of 3 Commission members, representing a wide range of knowledge in terms of architecture and architectural history. The Committee meets monthly (two weeks prior to the full Commission meeting), and provides a preliminary review of applications for Certificates of Appropriateness for designated historic landmarks and for properties within locally-designated historic districts. The Committee will also review applications for building permits in National Register Historic Districts upon request. The Committee reviews an average of six (6) applications each month in an informal setting where the applicant presents the proposal to the Committee members, who then work closely with the applicant to ensure a successful proposal at the full Commission. The Committee has been extremely helpful and effective in guiding applicants towards approval of their applications for a Certificate of Appropriateness in accordance with the Secretary of the Interior's Standards for Historic Preservation as well as the design standards established for locally-designated historic districts.

5. As part of its regular monthly public meetings, the Commission reviews application for the demolition or relocation of potentially historic properties, and may initiate a historic zoning case to gather more information about the history of a property before deciding to recommend the case for historic zoning to the Planning Commission and the City Council. In 2016-17, the

Commission initiated a historic zoning case on seven (7) applications for demolition of a potentially historic structure. None of these cases were ultimately recommended for historic zoning by the Commission.



The ca. 1890 Cherico-Franzetti-Arriaga House, at 1403 E. 6th Street, failed to get the requisite number of votes by the Commission to recommend it for landmark designation. Although still standing at the time of this writing, a demolition permit has been released for this house, the home of two Italian-American immigrant families who operated a neighborhood grocery store next door.

6. The Commission works closely with City staff to identify and process amendments to City Code sections dealing with historic preservation issues.
7. The Commission did not have occasion to recommend that the City acquire property to preserve a property in 2016-17.
8. The Commission recommended historic zoning for eleven (11) properties in 2016-17.
9. The Commission did not have occasion to recommend historic zoning for an object not specifically affixed to land in 2016-17.
10. The Commission did not have occasion to perform other duties as prescribed by Code or ordinance, other than the activities described above.

2. Determine if the board's actions throughout the year comply with the mission statement.

Every action of the Historic Landmark Commission has complied with the mission statement and applicable City Code sections relating to the Commission and historic preservation in 2016-17.

3. List the board's goals and objectives for the new calendar year.

(Make sure the goals and objectives fall within the mission statement of the board/commission.)

In addition to continuing the regular work described above, the Commission intends to evaluate the city's historic district sign ordinance, and improve the effectiveness of historic preservation efforts in Austin, especially in the creation of locally-designated historic districts.

The National Association of Preservation Commissions held a full-day CAMP training for the Commission on June 16, 2017. The Commission is pursuing the recommendations delivered during the training to improve its effectiveness and efficiency.



(img/tower_commiss.jpg)

2017 Tower Commission (left to right): P&D Assistant Director Michael Kramer, Antonio Salinas, Rob Todd- Chair, John R. Melcher, and Christy B. Smidt.

Historic Preservation



(img/Historic-Landmark_pic-1.jpg)

LEFT: Landmark-1932 Albans Road



(img/Historic-Landmark_pic-2.jpg)

RIGHT: Protected Landmark-9 Shadow Lawn Street

Houston's history is kept alive through its historical structures and neighborhoods. The Planning & Development Department and the Houston Archaeological and Historical Commission (<https://www.houstontx.gov/planning/Commissions/HAHC.html>) (HAHC) are stewards to Houston's historical heritage through the City's Historic Preservation Office, which governs the City's 22 historic districts, 290 landmarks, and 150 protected

landmarks. Any new construction, demolition, or alterations to structures in historic districts and historic landmarks requires a Certificate of Appropriateness (COA). Statistics on the approval rates of COAs over the last five years are shown below.



(img/COA-Applications-Approvals.jpg)

COA Applications & Approvals

Certificates of Appropriateness

2017 Approval Rates

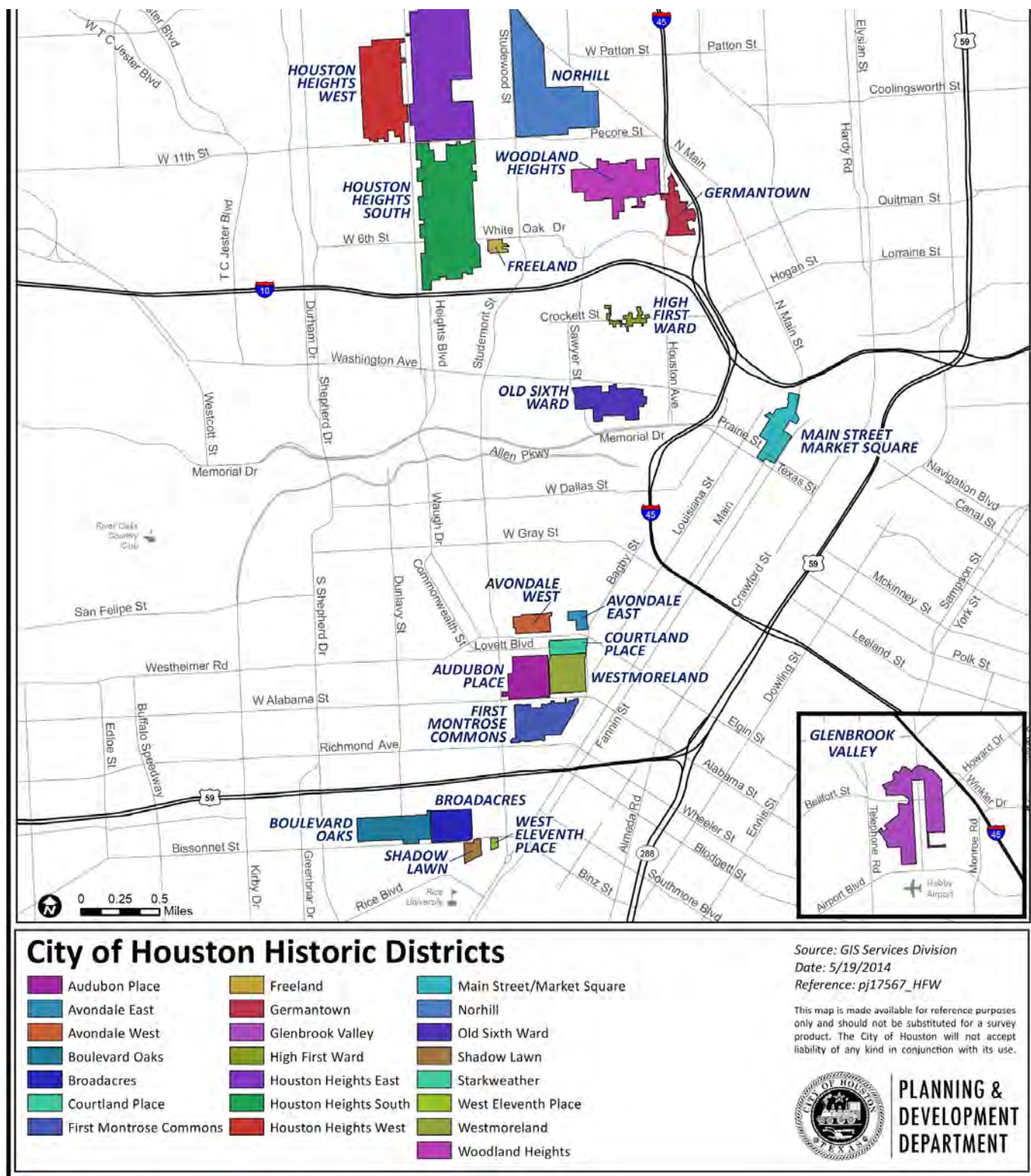
- 94% of all COAs Ultimately Approved
- 41% Administratively Approved

Certificates of Appropriateness/Landmark Applications

2017 Staff Review

- 379 Certificates of Appropriateness reviewed, 58% administratively approved
- 5 Landmark Applications
- 1 Protected Historic Landmark Application





(img/Historic-Districts.jpg)

Historic Districts

Heights Historic Districts Design Guidelines





(img/historic_banner-1.jpg)

The City of Houston currently has 22 historic districts, and its Historic Preservation Ordinance is written broadly to apply to all of them. The HAHC directed Historic Preservation staff to develop design guidelines for the three Houston Heights historic districts. The design guidelines will be district-specific and provide predictability for applicants wanting to alter or construct structures within these districts. Since 2010, the City's Historic Preservation ordinance has required the Planning & Development Department to develop design guidelines for new historic districts. This project is the first to create design guidelines for existing historic districts.

In 2017, design guidelines consultants Winter and Company completed a survey of property owners in the Phase I historic districts (Houston Heights East, West, and South; Norhill; Woodland Heights; and Freeland) and presented their results and recommendations. That data was used to create a draft of the Houston Heights Historic Districts Design Guidelines (<https://www.houstontx.gov/planning/HistoricPres/Design-Guidelines-Heights.html>) that was published in June and revised in August. Following public comment periods after the release of both versions, the Department brought recommendations for additional revisions to HAHC in October. The Commission made additional changes and approved the Design Guidelines in December 2017. Throughout the year, the P&D continued to meet and work with neighborhood representatives in the other districts to keep the project moving there, as well as with the Old Sixth Ward Protected Historic District, which will be updating its existing design guidelines. The first set of design guidelines, for the Houston Heights Historic Districts, will go to City Council in 2018. Below are brief highlights of this effort:

- The Heights Historic Districts Design Guidelines project started in October of 2015.
- Historic Preservation staff led 10 community workshops and presented at 17 other community meetings.
- More than 450 people attended meetings and/or provided comments to the Houston Heights Historic District Design Guidelines.

HAHC Historic Highlights





(img/Hist_downtown-Post-Office.jpg)

LEFT: Downtown Post Office



(img/Hist_Houston-Post-Bldg.jpg)

RIGHT: Houston Post Building

- Recommended two properties be placed on the National Register of Historic Places (Downtown Post Office and Houston Post Building)
- Amended the Old Sixth Ward Historic District Design Guidelines (eliminate administrative approvals, July 2017)
- P&D Staff led a tour of the Houston Heights Historic Districts (December 2017), with the HAHC and Historic Preservation Appeals Board, of previously reviewed projects to assess the final results.



(img/Historic-Tour.jpg)

Houston Heights Historic Districts Tour

2017 Houston Archaeological and Historical Commission





(img/historic_comm_2017.jpg)

2017 Houston Archaeological and Historical Commission, top row (left to right): John Cosgrove, Stephen McNeil, Charles Stava, and Ben Koush. Bottom row (left to right): Emily Ardoin-Vice Chair, Ann Collum, Edie Archer, Minnette Boesel-Chair, Sue Lovell, and P&D Deputy Director Margaret Wallace Brown.

Historic Preservation Appeals Board

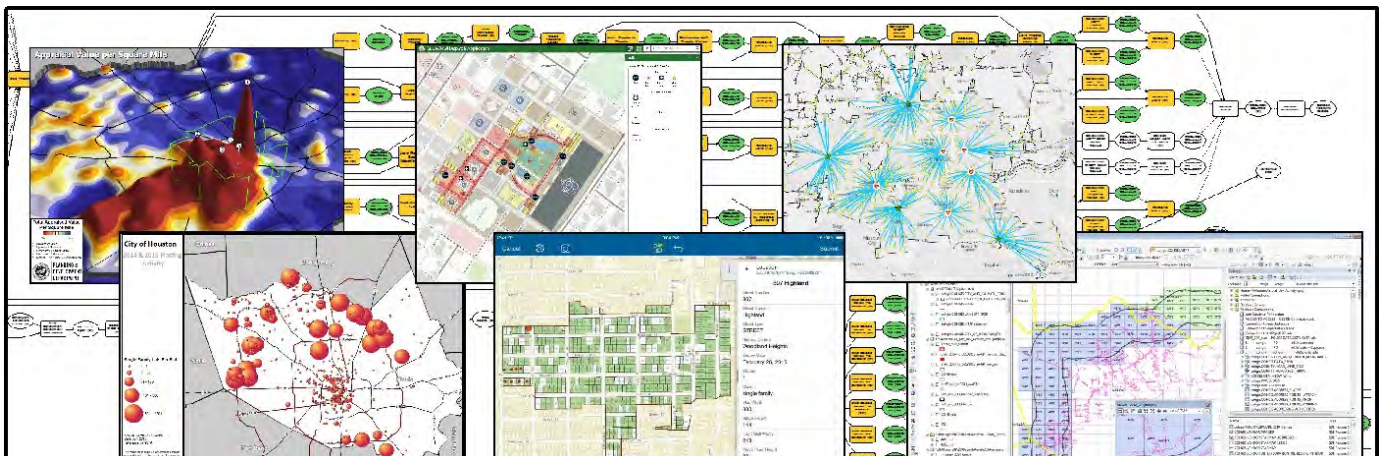
The Historic Preservation Appeals Board (<https://www.houstontx.gov/planning/Commissions/HPAB.html>) is a 5-member board that considers appeals of decisions of the Houston Archaeological and Historical Commission (HAHC). The board meets on an as-needed basis. The board upheld the HAHC decision on two appeals in 2017.



(img/HPAB_2017.jpg)

2017 Historic Preservation Appeals Board (left to right): Fernando L. Brave, Betty Trapp Chapman, Margaret, J. D. Bartell-Chair, Dr. Carol A Lewis, and Tanya Debose.

GIS Services

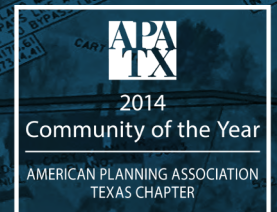


CITY OF PLANO PLANNING DEPARTMENT ANNUAL REPORT

2019



Planning Department
1520 K Avenue, Suite 250 Plano, Texas 75074



Heritage Preservation

Plano's cultural heritage and historic character provide a distinctive environment for residents and business owners with two heritage districts and 34 individually designated heritage resources.

Certificate of Appropriateness (CA) Applications

Certificates of Appropriateness (CAs) are issued to project applicants after the review of development proposals involving historic buildings to ensure proposed improvements are consistent with heritage guidelines and protect the historic integrity of the structure.

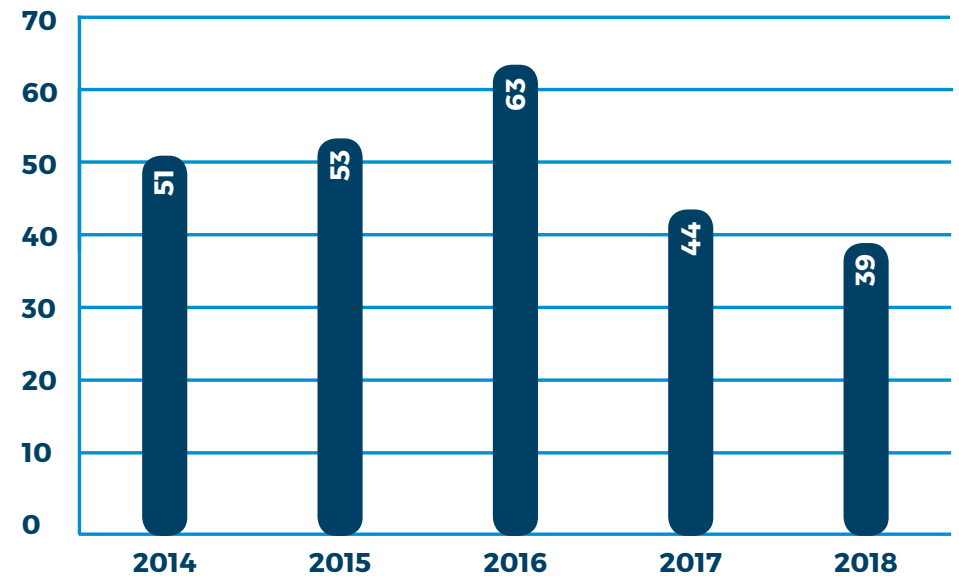
2018 Key Accomplishments

1. **Preservation Plano 150:** An update to the Heritage Preservation Plan, including a new list of properties eligible for historic designation.
2. **Heritage Preservation Ordinance:** A major update added protections for contributing structures and clarified heritage application procedures.
3. **Downtown & Haggard Park Surveys:** Maps were added to the district ordinances to show the updated classification and location of all contributing, compatible, and non-contributing structures.
4. **Saigling House (902 E 16th St):** Listed on the National Register of Historic Places and approved as an Individually Designated Heritage Resource.



Members of the Heritage Commission and Planning staff attended the National Alliance of Preservation Commissions FORUM Conference in Des Moines, Iowa in July 2018.

Certificate of Appropriateness (CA) Applications Received
2014-2018 calendar years



Data source: City of Plano

Certificate of Appropriateness Figures



CAs ISSUED
IN 2018



CAs APPROVED
AT STAFF LEVEL



CAs APPROVED
BY STAFF IN A
DAY OR LESS

Heritage Preservation Grants

The Heritage Commission provides recommendations to City Council as part of the Heritage Preservation Grant Program, which is funded by hotel/motel taxes. The grant program is offered to local nonprofit organizations that support heritage preservation and heritage tourism in Plano. Listed to the right are the total funds allocated as part of the Heritage Preservation Grant Program and the recipients of these funds. Since 2004, over \$10.4 million has been allocated to organizations promoting heritage programming and tourism in the City of Plano.

\$800k

GRANT FUNDS
AWARDED FOR
FY2018-2019

\$10.4M

GRANT FUNDS
AWARDED SINCE
2004

\$57k

MUNICIPAL TAX
EXEMPTIONS
AWARDED FOR 2018

YEAR	FUNDING ALLOCATED	RECIPIENTS
FY 2018-19	\$800,000	<ul style="list-style-type: none"> Heritage Farmstead Museum - \$470,964 Plano Conservancy - \$249,329 Texas Pool Foundation - \$62,250 North Texas Masonic Museum and Library - \$17,457
FY 2017-18	\$755,045	<ul style="list-style-type: none"> Heritage Farmstead Museum - \$490,000 Plano Conservancy - \$265,045
FY 2016-17	\$798,847	<ul style="list-style-type: none"> Heritage Farmstead Museum - \$466,720 Plano Conservancy - \$263,783 Plano Art Association \$68,344
FY 2015-16	\$782,358	<ul style="list-style-type: none"> Heritage Farmstead Museum - \$496,500 Plano Conservancy - \$250,358 North Texas Masonic Museum and Library - \$35,500
FY 2014-15	\$779,250	<ul style="list-style-type: none"> Heritage Farmstead Museum - \$536,500 Plano Conservancy - \$220,000 North Texas Masonic Museum and Library - \$22,750

Data source: City of Plano

Heritage Preservation Tax Exemptions

YEAR	ESTIMATED CITY TAX EXEMPTION FOR ELIGIBLE PROPERTIES
2018	\$57,140
2017	\$56,248
2016	\$40,993
2015	\$36,892
2014	\$37,288

Data source: City of Plano

The Heritage Commission provides recommendations to City Council as part of the Heritage Preservation Tax Exemption Program, which provides tax relief to encourage preservation and maintenance of historic structures. Listed to the left is the estimated total municipal tax exemption that is granted to participating contributing, compatible, and individually designated heritage resources in Plano each year. Plano ISD and Collin College also participate in the Heritage Preservation Tax Exemption Program.

TEXAS FOREST TRAIL REGION

Annual Report 2016-2017

Welcome to the Forest Region of East Texas

THE PLACE WHERE TEXAS BEGINS!

The Texas Forest Trail Region is a 35-county area of East Texas where legendary trails & towns pre-dating the Lone Star State are nestled among towering pines & refreshing lakes, proving that our history & culture come naturally.

Bird, hike, kayak, or camp in our national forests, state parks, & abundant rivers. Explore Texas history from the pre-historic Caddo Indians, to the Texas revolution, to the boom of oil, railroad, & timber industries at our museums & historic sites.

Luxurious bed & breakfasts, historic downtown shops, friendly folks, & restaurants serving uniquely Texas cuisine await to welcome you to the right side of Texas. For more information about what to see & do while you're in the area visit our web site: www.texasforesttrail.com.

WHO WE ARE

The Texas Forest Trail Region was designated by the State in 2001 as an official "Heritage Region" of Texas. It is one of 10 regions in Texas which comprise the award-winning Heritage Trails Program developed by the Texas Historical Commission.

WHAT WE DO

The Texas Forest Trail Region supports communities, historic sites and attractions in East Texas, encourages economic development through heritage tourism, education, marketing, and historic preservation initiatives.

WHO WE SERVE

The Texas Forest Trail Region (501c3 nonprofit) serves communities in and travelers to a thirty-five county region in East Texas. Our office is located in Nacogdoches in the historic Gladys Hampton Building, City Hall.

MISSION AND VISION STATEMENT

The Texas Forest Trail Region is a network of partners working together to foster regional economic development by promoting heritage tourism and the preservation of cultural and historic resources.

2016-2017 ANNUAL REPORT

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10 EDUCATION & NETWORKING

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13 SOCIAL MEDIA

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2016-17 DIRECTORS

- CAROLYN TEAGUE, President
Mount Vernon Main Street
Franklin County
- MELISSA SANFORD, Past-President
Nacogdoches County
- RACHEL GALAN, Pres-Elect
Caddo Mounds State Historic Site
Cherokee County
- HOLLI CONLEY, Secretary
Visit Tyler CVB, Smith County
- SHERRY MORGAN, Parliamentarian
Conroe CVB, Montgomery County
- MEGAN BURO
Sam Houston Memorial Museum
Walker County
- ELIZABETH EDDINS
Beaumont CVB, Jefferson County
The Woodlands, Montgomery County
- ROBERT JOHNSON
Gladewater EDC & Chamber, Gregg County
- RYAN POLK
Kilgore Chamber of Commerce
Gregg & Rusk Counties
- SARAH WELLS
Clifton Steamboat Museum
Jefferson County
- BREEZY LAKE-WOLFE
Lakeview Methodist Conference Center
Anderson County

MESSAGE FROM THE PRESIDENT

It has been an honor to serve as president of the Texas Forest Trail Region Board of Director as the board works to spread the stories and rich history of East Texas.

With the continuing concern over funding front and center in our minds, and with our Executive Director Marty Price steering the ship, an intensive advocacy initiative for legislative funding became our primary focus for much of the year. Marty spent countless hours working with the other Trails, providing legislative letters, and rallying the troops. I am proud to say we were successful and now have funding secured for the future!

Unsure of what the future would hold for us, we focused our scope of work on providing mission driven products and services and worked hard to develop our regional partnerships. We produced beautiful guides for road trips, increased our brand visibility, and developed our partner toolkits.

As we move forward to the next year, we are prepared to keep our organization sustainable and successful. We have hired a Special Project Coordinator to help manage external TFTR communication, develop our Partner Program, and oversee communication activities through social media, e-newsletters, and our website.

We thank you for your support in our endeavors and hope that you will join us as we continue to help preserve Texas' history for future generation of Texans and travelers.



Carolyn Teague
Carolyn Teague
Board Chair – 2016-2017

OUR TEAM

The Forest Region Board of Directors is composed of volunteers representing the North, Central, and South areas of our 35-county region of East Texas. Each representative is selected for their leadership in tourism, preservation, marketing, education or legislative affairs.

The purpose of the board is to set policy for the region, manage the legal obligations of the organization, maintain ownership and accountability in development and performance of the regional work plan, hire, evaluate, support, and appropriately compensate the director, and recruit qualified new members to improve quality of organization.

Board members commit to a three-year term with an optional second term. Partners interested in joining the Texas Forest Region board may request an application from the director.



2016-2017 EXECUTIVE SUMMARY

Blazing new trails: 2017 was a successful and historic year! Whether it was talking tourism and trains in Mineola, sifting through layers of history in Lindale or marking and measuring a new trail at Caddo Mounds, the Forest Region worked hard to protect, preserve, and promote our cherished East Texas heritage.

Not our first rodeo: Our greatest challenge of this year (maybe the last 15 yrs) was also our greatest triumph. The Trails's last battle with the Texas legislature left us battered and bruised, but more experienced. This year, when we saddled-up to fight again, we harnessed the tools we built and tracks we laid in 2015 to develop a successful grass roots movement to save the Heritage Trails Program.

Taking some bull by the horns: During the 85th Legislative Session, we rallied our partners, stakeholders, and board members (and harrassed our friends & family) to call, email, and snail mail their legislators in support of our historic program. Even as threats of a special sessions loomed and stand-offs at the Capitol became commonplace our supporters stood their ground in true Texas-style.

Ye-haw! In the final hours of the regular session, the Legislature passed a budget that included \$1.5 million to support the Heritage Trails for the next two years. We did it! We made it into the Texas Historical Commission's budget for 2018-19! Let me underscore the importance of this victory: For the first time in our nearly 50-year history, the State allocated specific funds for the Heritage Trails Program.

Cowgirl up: Truth be told, 2017 was a terribly hard year for me and my sister Trail EDs. At times, lobbyists, liasons, and capitol insiders told us there was no hope – to give up and prepare for defeat. And, in those darkest days, your messages of support sustained my faith and fueled my fight. So thank you, Partners, from the bottom of my heart for hearing my call - and answering with an ETX battle cry!

Make hay while the sun shines: We recognize our good fortune and have wasted no time in expanding our leadership and partner services. That said, we are thrilled to announce, longtime friend of the Trail and Pineywoods guru, Dana Goolsby of MyETX, has officially accepted the position of Special Projects Coordinator.

Seeds of change: On behalf of the Forest Trail Board of Directors, I would like to extend our sincerest thanks to the industry leaders that champion our cause - the Texas Association of Convention & Visitor Bureaus, the Texas Downtown Association, Preservation Texas, and the Texas Travel Industry Association.

On fertile ground: Our achievements would not have been possible without the continued support of our board, partner members, and our beloved parent organization, the Texas Historical Commission. This year was proof, together we can do anything. Thank you all for making 2017 memorable and rewarding.

Marty Prince
Marty Prince
Executive Director



HELLO FROM OUR NEW SPECIAL PROJECTS COORDINATOR

Howdy Partners!

While some of you might recognize me from My East Texas or Texas Highways Magazine, I am excited to say that I am officially a member of the Texas Forest Trail Region's team! I've long-since been an admirer, partner and friend of the Forest Trail, so when the opportunity presented itself to support the organization in closer proximity I did not hesitate. Having personally benefitted from Forest Trail resources, I am a firm believer in the work I'll be doing, and I am eager to hit the trail as your Special Projects Coordinator.

As a sixth generation Texan, a lifelong lover of Texas history and folklore, and an entrepreneur, I am wholly equipped to help the Forest Trail reach new heights. I have 15 years of combined professional experience in the small business and non-profit sectors. I have experience in marketing and advertising, special events coordination, writing, photography, social media, web development, volunteer recruitment, research, and advocacy. I've worked in newspaper, radio, and theatre, and my photography and writing have been published online, in multiple newspapers, books and magazines, with my most recent work appearing in Texas Highways Magazine. But most importantly, I love East Texas.

I am excited to hit the trail running! I will be assessing the Partner Program products, services, benefits, and resources in order to further develop the program and better meet partner needs. Soon thereafter, I will be reaching out to partners in order to get better acquainted with each of you, and working to provide support to your organizations. Each of our partners will play an important role in the continued development of the Partner program, and I am eager to begin collaborating with each of you to bring your East Texas destinations to the forefront of travelers' minds and travel plans.

Dana Goolsby
Dana Goolsby
Special Projects Coordinator



2017 SCOPE OF WORK SUMMARY

This Scope of Work (SOW) has been developed to address the current needs of the Texas Forest Trail Region (TFTR). Strategies have been developed across all three sectors to address our organization's primary challenge – the loss of legislative support and the decrease in THC funding.

OPERATIONAL APPROACH:

TFTR will “move forward with less THC funding than in past years” by:

- 1. Providing Mission Driven Products & Services
- 2. Developing Regional Partnerships
- 3. Securing Statewide & Regional Financial Support
- 4. Reducing Nonessential Expenditures
- 5. Utilizing Reserve Funds

FISCAL GOALS AND TIMELINE: FY17-FY19

Sustainability is an ongoing priority for the Forest Region. Over the past two years we have consistently reduced expenses and increased revenue. The Forest Region currently generates roughly half of the funds needed to maintain operations.

Our fiscal goal is to become self-sustaining in three years.

- FY17: \$32.3k + \$12-15k
- FY18: \$32.3k + \$27-32k
- FY19: \$32.3k + \$38-42K

STRATEGIC FOCUS

The strategies included in this SOW have been developed across all three sectors to address the (primary) loss of legislative support and the decrease in THC funding. Our Strategies focus on the development of three primary objectives:

- 1. Organizational Communication & Accountability
- 2. Stakeholder Stewardship & Advocacy
- 3. Mission Driven Products & Services



SCOPE OF WORK PLANNING

The purpose of the Annual Planning Meeting is to recognize the organization's successes of the previous fiscal year, welcome new board members to the team, and collaborate on new programming for the upcoming year.

The FY17 retreat was held in Jefferson in July 2016. The FY18 planning session was held at Caddo Mounds State Historic Site in July of 2017.

Directors reviewed the guiding principles of the Forest Trail Region, evaluated the previous year's scope of work, discussed regional challenges and set goals in the areas of sustainability, education, partnerships and marketing.

Attendees included tourism, economic development, education, and historic preservation professionals. Participants represented Beaumont, Caddo Mounds State Historic Site, Conroe, Huntsville, Mount Vernon, Nacogdoches, Palestine, and Tyler.

2016-2017 PARTNERS

TRAILBLAZER \$1,500

Beaumont Convention & Visitors Bureau
Conroe Convention & Visitors Bureau
Gladewater Economic Development Corporation
Huntsville Tourism & Cultural Services
Jacksonville Chamber of Commerce
Longview Chamber of Commerce
Mount Pleasant-Titus County Chamber of Commerce
Nacogdoches Convention & Visitors Bureau
Nacogdoches Main Street & Historic Sites

NAVIGATOR \$1,000

Linden Economic Development Corporation
Palestine Tourism
Shelby County Chamber of Commerce
Visit Tyler, Tyler Convention & Visitors Bureau

EXPLORER \$500

Caddo Mounds State Historic Site
City of Jefferson
City of Magnolia
Crockett Area Chamber of Commerce
Henderson Tourism
Kilgore Area Chamber of Commerce
Lakeview Methodist Conference Center
Mission Dolores State Historic Site
Port Arthur Convention & Visitors Bureau
Texas State Railroad

TRAVELER \$250

Ben J. Rogers Regional Visitors Center
City of Hughes Springs
City of Marshall
Mount Vernon Main Street Alliance
My East Texas
SFASU-School of Human Sciences
Spindletop Gladys City Boomtown Museum

PIONEER \$150

San Augustine Chamber of Commerce
Crockett Historical Commission
Nederland Chamber of Commerce & Tourist Bureau
Northeast Texas Rural Heritage Museum
Perot Theatre
City of Mineola
Fire Museum of Texas
Museum of the Gulf Coast
Nacogdoches County Chamber
Red River County Chamber of Commerce
Sam Houston Statue Museum
San Augustine Main Street
Shankleville Historical Society
Texarkana Museum System
Texarkana Regional Arts & Humanities Council
Texas Forestry Museum
The Fire Museum of Texas
The History Center



OUR PARTNER PROGRAM
THANK YOU, PARTNERS!

Our Partner Membership campaign is the financial backbone of the diverse assortment of programs we provide across the region in the form of education, advertising, and consulting to our communities and as outreach to the traveling public.

OUR PARTNERS WIN: Every dollar you contribute in the form of Partner Membership is stretched and maximized to create a little more breathing room in your budget. Let us do the work AND get the results you want.

THE REGION WINS: Your contribution plants a seed and when many seeds are sown together, we are a mighty region that weathers storms and fair skies together.

Partner memberships are available to individuals and organizations interested in furthering heritage preservation, tourism and economic development in East Texas. Visit our website for more information: www.texasforesttrail.com/membership.

TESTIMONIALS

Conroe is a proud founding member of the Texas Forest Trail Region and have only recently begun to take full advantage of all of the benefits of our “Trail Blazer” Partnership. The one on one social media training alone was well worth the cost of our annual membership. We found immediate success with all of the tips and tools we acquired during that session and that success has given us the confidence to step outside of our comfort zone and grow our social media presence and better our brand.

-- Sherry Chaney Morgan, Tourism Coordinator, Marketing - Conroe CVB

The Forest Trail is an essential resource in our tourism development and regional networking. Being a member of the TFTR has made it possible to reach a market previously unavailable to us. All this plus great workshops! We love the Texas Forest Trail Region!"

-- Carolyn Teague, Main Street Manager - Main Street Mount Vernon

Being a part of the Texas Forest Region gives small rural Texas communities with limited funds an opportunity to be part of larger economic development and marketing initiatives that will bring tourists into our area. It helps to get the word out at a fraction of the cost.

-- George Fite, City Manager - City of Hughes Springs

Tyler loves partnering with the Forest Region. It really is the best way to combine all of our marketing efforts to get the biggest bang for our buck. When one of us wins, we all win! "

-- Holli Conley, Assistant Vice President, Marketing - Visit Tyler

NET INCOME
\$15,189
(Income - Expenses)

NET BALANCE
\$203,456
(income + assets - expenses)

IN-KIND GIFTS
\$57,780

2017 FINANCIALS

TOTAL ASSETS	\$192,631
+ Banking at Beginning of Period	\$144,616
+ Fixed Assets	\$3,528
+ Other Current Assets	\$44,487
TOTAL INCOME	\$102,436
Grant Funds	\$32,500
Project Funds	\$102,436
+ Partner Contributions	\$24,576
+ Co-op Advertising Projects	\$28,070
+ Workshops & Education Services	\$17,290
<i>*In FY18, we begin a new billing cycle (July 1, 2017 – June 31, 2018) \$18k earned from July-Aug 2017 will be applied to FY 18 Income.</i>	
TOTAL EXPENSES	\$87,247
+ Salaries, Benefits & Payroll	\$62,137
+ Accounting & Contracted Services	\$9,359
+ Advertising & Promotions	\$5,642
+ Banking, Insurance, Phone, Equipment	\$5,176
+ Travel & Training Tools	\$4,212
+ Postage, Printing, And Supplies	\$721



ETX

regional
tourism
matters

ASK ME WHY?

OUR SERVICES

WHAT WE DO FOR EAST TEXAS

The Texas Forest Trail Region is a network of Partners working together to foster regional economic development by promoting heritage tourism and the preservation of cultural and historic resources.

PRESERVATION & ADVOCACY

We advocate for legislation that benefits historic preservation and heritage tourism. Specifically, we generate awareness of critical issues through the creation of print collateral, on-line petitions, letter/email and through social media campaigns, public testimony and regional presentations.

EDUCATION & NETWORKING

We provide our Partners and communities with in-person & online networking and educational opportunities, including heritage tourism & marketing workshops, essential training tools and resources and valuable one-on-one industry consulting.

RESOURCES & RESEARCH

The Forest Trail puts our Partners and their communities in touch with state resources and regional tourism advocates through our statewide Heritage Trail network of industry professionals. Our extensive statewide relationships & industry assets expand the reach of our Partners' budgets.

MARKETING & ADVERTISING

We promote East Texas communities and events through advertising campaigns, event brochures, contests, tradeshow appearances, and featured press & blog articles. Our statewide marketing increases visitation to cultural and historic sites and brings needed dollars to rural Texas communities.

ONLINE PROMOTIONS

We engage online travelers using 7 social media channels. On average, our posts reach 35,000 to 65,000 viewers and 14,000 active users weekly bringing state & national attention to historic sites, preservation initiatives and regional attractions across East Texas.



TEXAS FOREST TRAIL REGION

We've been welcoming travelers to Texas long before it was even a state. In fact, we named it! Our native settlers the Caddo, blazed the trail over 2,500 years before greeting the first Spanish explorers as "Tejas" meaning friends. From Oklahoma-Arkansas border to the Gulf of Mexico, East Texas is the place for your next adventure. We've got the oldest cities and the tallest trees; 15 state parks, 4 national and 5 state forests, the first US national preserve, the largest cypress grove in the world, the earliest boomtowns, and the Texas State Railroad.

What We Do—
We bring tax dollars and travelers to every county in East Texas, and provide communities with the tools, training, and professional support they need to preserve their history and successfully market their tourism sites & attractions.

Return on Investment—
In FY 2016, the State of Texas Invested \$38,306 in the Forest Region. The amount was not enough to pay a full-time staff member to serve our 35-county region, however, we leveraged the capital to generate \$66,383 in revenue and \$85,760 in-kind donations. The summary of deliverables below offers a glimpse of our 2016 activities, but does not reflect our complete scope of work.

Forest Trail Region Deliverables FY 2016	
Operations	Education & Regional Support
1 Full-time Employee (insurance & benefits)	2,372 Volunteer Hours developing Economic Development in East Texas
all Organizational Overhead (accounting, taxes, phone, internet, postage)	19 Communities Visited
4 Regional Board Meetings (12 person volunteer board)	13 Regional Presentations
4 Reports (3 quarterly reports, 1 annual report)	4 Regional Workshops
\$69,226 Cash Match (generated through programs & services)	3 Student Scholarships to attend State Tourism Training
\$85,760 In-kind Donations	9 Multigenerational Riverways (created by 60 SFASU Student Advocates)
Marketing & Advertising	
\$801,000 Brochure Fulfillment - economic impact estimate (dinnerware.org)	
3 Regional Event Brochures Designed (Fall/Winter, Spring/Summer)	
87,146 Regional Heritage Brochures Distributed	
13,962 Regional Brochure Views	

Texas got a heckuva lot for \$38,306.
The State of Texas pays \$68,383 for 1 employee (Texas 5600-00000)

HOUSE DISTRICTS
1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 16, 18, 19, 21, 22, 57

Direct Spending: \$461 million+
Tax Revenue: \$42.9 million+

SERVING 35 COUNTIES

- ANGELINA
- ANDERSON
- BOWIE
- CAMP
- CARROLL
- CHEROKEE
- GREGG
- FRANKLIN
- HARDY
- HARRIS
- HENDERSON
- HOUSTON
- JASPER
- JEFFERSON
- MARIETTA
- MONTGOMERY
- MORRIS
- NACOGDOCHES
- NEWTON
- ORANGE
- PANOLA
- POPLAR
- RED RIVER

ADVOCACY & PRESERVATION

THE FOREST REGION INITIATIVES:

For the past 2 years, we operated on less than half our annual budget - roughly \$35,000 a year. During that time, we continued to serve our 35-county region, visiting 39 communities, giving 36+ regional workshops & presentations, distributing 176K+ regional brochures, creating over 4,000+ social media posts about East Texas, and so much more.

But, when the 85th Legislative Session, steam-rolled in to Austin, we rolled-up our sleeves and got ready to fight for the funds. In FY17, the Forest Region made the following advocacy contributions to "Save the Texas Heritage Trails."

PROMOTIONAL MATERIALS

- Developed online & print advocacy materials for all 9 Regions
- Designed campaign graphics, banners & social media posts
- Developed online Letter Campaign
- Developed, monitored & edited www.txheritagetrails.org

LETTER CAMPAIGN

- Created 41 Letter Templates (automatically varies per user)
- Secured 338+ Letter Writers (53% from the Forest Region)
- Generated 3,785 Letters Written to the Committee

ADVOCACY WEBSITE SUMMARY (March 1- May 31)

- 1,105 Sessions
- 804 Unique Users
- 2,688 Page Views
- 75% New Visitors

PRESERVE HERITAGE TOURISM in TEXAS

10.5% of all Travel to Texas is Heritage Related*

GENERATES 12.5% ALL TRAVEL SPENDING

\$8.58 billion TRAVEL SPENDING

***Travel to Historic & Cultural Sites**

FOR EVERY \$1 TEXAS SPENDS

TEXAS TOURISM RETURNS \$7.70 STATE TAX REVENUE

1.9x spend more

Heritage Travelers are Valuable they stay all night, stay a little longer... & spend more. 1.9x the avg traveler.

TX TOURISM REVENUE \$6.2 billion in local & state taxes

+SUPPORTS+ 1.1 million Texan jobs \$23.7 billion earnings

HERITAGE TOURISM PRESERVES HISTORY CREATES JOBS STIMULATES GROWTH REVITALIZES COMMUNITIES ATTRACTS TOURISTS MAKES MONEY MAKES SENSE

ADVOCACY & PRESERVATION

PARTNER INITIATIVES

In addition to our ongoing legislative advocacy, the Forest Region is a proud supporter of the Texas Historical Commission's historic sites and preservation programs.

In 2017, many of our partners were selected as beneficiaries of the THC's heritage tourism initiatives such as, the Texas Treasures Business Awards, Historic Bankhead Highway development, Town Square Initiative, Time Travel Mobile Tours, and the Texas Preservation Trust Fund.

Many thanks to the THC and our friends and Partners in Anderson, Cass, Franklin, Gregg, Harrison, Nacogdoches, Rusk, San Augustine, Smith and Wood Counties for allowing us the opportunity to support preservation in East Texas.

For more information on the Texas Historical Commission projects and programs visit:

www.thc.state.tx.us/preserve/projects-and-programs.

Texas Heritage Trails

ADVOCACY & PROJECTS WEBSITE
UPDATED MARCH 23, 2017

Home Advocacy Letter Campaign Trails Impact State Fair About Contact

SAVE OUR TEXAS HERITAGE TRAILS

Please take a moment to send two letters: One to your legislator and one to the Budget Committees.

LETTER TO BUDGET COMMITTEES LETTER TO YOUR LEGISLATOR

Don't worry, pre-written letters are provided. ...

Just "click" one of the buttons above.

WANT MORE INFO FIRST: [Click here for sample letters, stats & advocacy tools.](#)

Texas Heritage Trails

ADVOCACY & PROJECTS WEBSITE
UPDATED MARCH 23, 2017

Home Advocacy Letter Campaign Trails Impact State Fair About Contact

MAKE A STAND FOR TEXAS
Support State Funding for the Texas Heritage Trails
The Ask: \$2.5 Billion for 2017-2019

HOW TO HELP
Call and Write Texas Legislators
Priority #1: House/Senate Budget Committees
Priority #2: Your District Legislators

Don't know what to say?
We've got you covered! Check out our advocacy tools for legislator addresses, sample letters, talking points, graphics, and more...

Find out more! Download information about each region

FAST FACTS ABOUT THE HERITAGE TRAILS!

- It is the only statewide resource for heritage travelers - who spend \$8.5 billion annually in Texas.
- Provides training & marketing to all 254 Texas counties - average impact of \$71 million annually.
- Leverages local resources. In support of Texas Heritage Trails.

ADVOCACY TOOLS

- EMAIL NOW
- FIND LEGISLATORS
- LEGISLATOR INFO
- SAMPLE LETTERS
- TALKING POINTS
- PHONE SCRIPT
- GRAPHICS
- ENDORSEMENTS

5
Student
Scholarships

13+
Presentations
& Trainings

300+
Attendees



EDUCATION HIGHLIGHTS

- OCT 18 – MOUNT PLEASANT
Forest Trail Region Lunch & Learn
- NOV 1 – NACOGDOCHES
Visual Storytelling and Photography
- NOV 29 – STEPHEN F. AUSTIN STATE UNIVERSITY
Department of History, Heritage Tourism
- DEC 5 – STEPHEN F. AUSTIN STATE UNIVERSITY
Hospitality Administration, Destination Tourism
- DEC 8 – THC HISTORIC SITES - MARSHALL
Social Media for Museums
- JAN 4 – CADDO MOUNDS STATE HISTORIC SITE
Social Media Advertising Intensive
- MAR 3 – STEPHEN F. AUSTIN STATE UNIVERSITY
Hospitality Administration, Destination Tourism
- APR 20 – MINEOLA
Heritage Tourism, Wayfinding & Interpretation
- MAY 22 – GLADEWATER
Tourism, Marketing & Reporting Intensive

EDUCATION & NETWORKING: STUDENT SCHOLARSHIPS

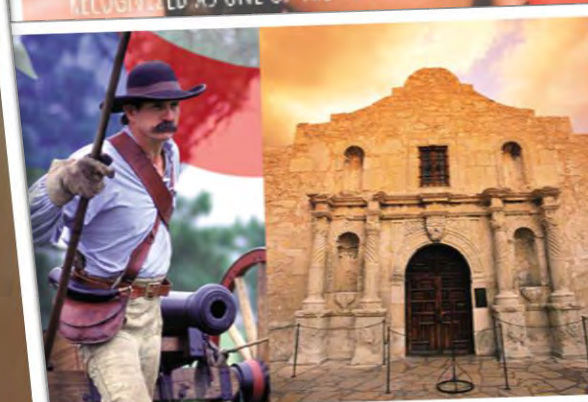
As an organization committed to the prosperity of East Texas, we believe it is our responsibility to invest in the future leaders of Texas Tourism.

In FY 2017, the Forest Region provided five Hospitality Administration students from Stephen F. Austin State University scholarships to attend the Texas Tourism Association's (TTIA) Annual Summit in Houston.

WORKSHOPS & PRESENTATIONS

Forest Trail Region presentations and toolkit workshops are designed to assist partner members in bringing timely, targeted educational programming to their local community. The format enables the host community to work with the Forest Trail to select dates, locations and relevant content that will best serve their local audience.

The Forest Region delivered over a dozen educational presentations, Toolkit Workshops, and industry trainings in FY17, including those listed in the Education Highlights.



SERVICES FOR PARTNERS & TRAVELERS EDUCATION & CONSULTING SERVICES

THANK YOU, PARTNERS!

In 2017, partners requesting individual or community education, consulting or research assistance included: Athens, Beaumont, Caddo Mounds SHS, Conroe, Gladewater, the East Texas Cultural Alliance, Huntsville, Jefferson, Kilgore, Lakeview Methodist Conference Center, Lindale, Marshall, Mineola, Mission Delores SHS, Mount Vernon, Nacogdoches, Palestine, Port Arthur, San Augustine, Starr Home SHS, SFASU, the Texas State Railroad, and Tyler. Additionally, the Forest Trail provided research, graphic design, web, and copywriting assistance to the Texas Forts, Lakes, Hill Country, Independence, Mountain, Tropical, Plains, and Pecos Trail Regions.

SERVICES RENDERED:

Advertising Plans, Board Development, Contest Assistance, Facebook Support, Facebook Advertising, Graphic Design, Historic Site Assessments, Social Media Tutorials, Logo Design, Publication Design, Photography and Photo Editing, Social Media Reporting, Custom Research, and Travel and Tourism Statistics interpretation and development.

ADVERTISING DEVELOPMENT:

The Forest Region developed partner advertising campaigns for the following publications:

- Dallas Drive Guide
- Louisiana Traveler
- Texas Travel Guide
- Faith Magazine
- Ride Texas
- Texas Monthly
- Livit magazine
- Texas Events Calendar
- Texas Highways
- Texas Town & City





MARKETING & ADVERTISING: TRAVEL GUIDES

Our Regional Heritage Brochure and twice-annual Seasonal Events Brochures are distributed online and in 70+ locations across the state, delivering professionally designed coverage of our regional attractions and heritage sites. Download a digital brochure or request a print copy: texasforesttrail.com/request-guide

TEXAS HERITAGE TRAVEL GUIDE

The comprehensive statewide guide features all 10 Heritage Regions and highlights historic destinations that tell the real stories of Texas. From beautifully restored courthouses to historic frontier forts, the guide offers 167 pages of visitor information, images, and maps. Over 60,000 were distributed in the first few months.

ADDITIONAL STATEWIDE GUIDES

Forest Region communities are also highlighted in the THC's Statewide Travel Guides: African Americans in Texas, Bankhead Highway, and Hispanic Texas. Download a digital brochure or request a print copy: www.thc.state.tx.us/explore.

- 54,205 Regional Heritage Travel Guides
- 30,000 Regional Road Trip Guides
- 208,896 Statewide Thematic Travel Guides

\$237k*Estimated Economic Impact of Regional Brochure Request Fulfillment
\$500k*Estimated Economic Impact of Statewide Brochure Request Fulfillment

TRAVEL SHOWS

In 2017, the Forest Region joined our sister Trails in sponsoring booths to promote our regions at the State Fair of Texas, the McAllen Travel Show, and the Texas Travel Fair in Amarillo.

STATE FAIR

The Texas State Fair is one of our Partners' favorite marketing opportunities of the year. Over the three weeks of the fair, more than 800,000 people pass through the Food and Fiber Pavilion. In 2017, our region contributed 90+ hours of representation and promotional support by Forest Trail staff & volunteers. Participating Partners: Beaumont, the Clifton Steamboat Museum, Conroe, the Fire Museum of Texas, Henderson, Huntsville, Jefferson, Kilgore, Linden, Longview, Magnolia, Marshall, Mount Pleasant, Nacogdoches Chamber, Nacogdoches CVB, Palestine, the Purple Hull Pea Festival, San Augustine & Tyler.

Forest Region State Fair Contributions

90+ Executive Director service hours

- Developed online promotional materials
- Designed & continuously updated txheritageregions.org
- Created & monitored online tools for user submissions:
 - Electronic form for exhibit materials reservations
 - Electronic form for Destination Days reservations
 - Volunteer reservations through sign-up genius
- Created & Updated all FAQ, online information & maps
- Fielded statewide email/phone questions & changes for 9 wks

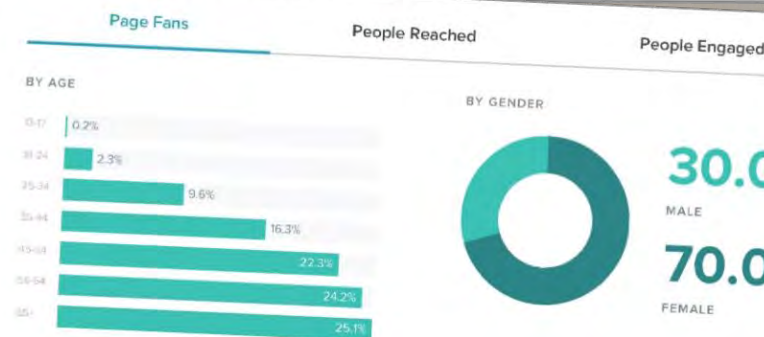
Stop by and see us!

- Texasforesttrail.com
- facebook.com/texasforesttrail
- flickr.com/groups/txforesttrail
- youtube.com/EastTexasForestTrail
- pinterest.com/txforesttrail
- instagram.com/etxtraveler
- twitter.com/etxtraveler
- tumblr.com/etxtraveler

	FACEBOOK	TWITTER	INSTAGRAM
Authentic Growth Metrics:			
Total Fans	48,349	▲ 31.5%	
New Facebook Fans	8,996	▲ 39.2%	
New Twitter Followers	562	▲ 13.4%	
New Instagram Followers	1,860	▲ 20.3%	
Total Fans Gained	11,418	▲ 31.5%	

Total followers increased by
▲ 31.5%
 in FY 2017

Top Countries	Top Cities
United States 31,650	Houston, TX 1,928
Mexico 79	Dallas, TX 1,357
Canada 54	San Antonio, TX 876
Brazil 49	Nacogdoches, TX 638
United Kingdom 43	Fort Worth, TX 570
Germany 39	Austin, TX 522
Philippines 35	Lufkin, TX 384
France 32	Longview, TX 379
Italy 30	Tyler, TX 377
India 28	Palestine, TX 282
Australia 21	Conroe, TX 239
Netherlands 17	Arlington, TX 234
Nigeria 16	Corpus Christi, TX 200



7,689,799
Impressions

310,467
Engagements

35,358
Link Clicks

MARKETING & ADVERTISING:

SOCIAL MEDIA

The Forest Trail currently uses 7 social media platforms to drive state & national attention to historic sites, preservation initiatives and regional attractions across East Texas.

We develop and share engaging content (video and photography) focused on East Texas culture, history and experiences, as well as content that features timely events, festivals, music, attractions, our Partners and more.

On average, our content reaches nearly 150k people a week and engages 6,000-14,000 active fans.

SOCIAL MEDIA SUMMARY

2.3K Social Media Posts
310.5K Engagements (Likes, Comments, Shares)
\$ 2.1M Earned Media Advertising
7K-14K Weekly Engaged Social Media Users
147.8K Social Media Users Reached Weekly



WEBSITE

Our online promotions inspire travel planning and participation among consumers, directly impacting the East Texas economy and our tourism Partners.

Texasforesttrail.com serves, on average, 3,700 monthly web & mobile visitors with up-to-date information about our region. Our calendar and community & site information showcase East Texas events and out-of-the-ordinary historic treasures.

WEB TRAFFIC

68K Visits
65.5K Sessions
57K Visitors
101K Pageviews



FY17 CALENDAR HIGHLIGHTS

- Sept 20:** Q1 Board Meeting, Steamboat Museum -- Beaumont
- Oct 18:** Speaker, Heritage Trails Program -- Mount Pleasant
- Oct 9-12:** Participant, TTIA Summit -- Houston
- Nov 1:** Speaker, Photography Workshop - Nacogdoches
- Nov 29:** Speaker, SFASU: Dept. of History - Nacogdoches
- Nov 30:** Partner Consultation, Port Arthur: Social Media -- Online/Phone
- Dec 5:** Speaker, SFASU: Hospitality Administration - Nacogdoches
- Dec 8:** Speaker, Social Media Workshop, THC Historic Sites -- Marshall
- Dec 14:** Partner Consultation, Kilgore: Advertising & Marketing -- Online/Phone
- Dec 15:** Site Visit, Caddo Mounds SHS -- Alto
- Dec 16:** Partner Services, Beaumont: Marketing Assistance -- Online/Phone
- Jan 4:** Trainer, Caddo Mounds: Social Media Intensive -- Online/Phone
- Jan 4, 17:** Design Services, ETX Cultural Alliance -- Nacogdoches
- Jan 10:** Partner Services, Beaumont: Marketing Assistance -- Online/Phone
- Jan 10,16-19:** Partner Consultation, Lindale: Advertising -- Online/Phone
- Jan 11-12:** Participant, THC Statewide Meeting -- Round Rock
- Jan 20:** Partner Consultation, Nacogdoches CVB -- Nacogdoches
- Jan 23-25:** Participant, TACVB Mid-Winter -- Waco
- Jan 31:** Q2 Board Meeting & Social Media Mini Workshop -- Tyler
- Feb 1, 21, 28:** Partner Consultation, Lindale: Marketing -- Online/Phone
- Feb 7:** Partner Services, Port Arthur: Reporting -- Online/Phone
- Feb 7:** Partner Consultation, Kilgore: Presentation Support -- Online/Phone
- Feb 15, 23, 28:** Partner Consultation, Jefferson: Marketing, HOT -- Online/Phone
- Feb 16, 24:** Training, Mount Vernon: Social Media -- Online/Phone
- Mar 2, 30:** Site Visit & Heritage Tourism Community Assessment -- Lindale
- Mar 3:** Speaker, SFASU Destination Tourism Marketing -- Nacogdoches
- Mar 28:** Partner Consultation, Nacogdoches CVB -- Nacogdoches
- Mar 30:** Partner Services, Brand Development -- Mount Vernon
- Apr 3, 4, 19:** Partner Consultation, Brand Development -- Mount Vernon
- Apr 7, 17, 28:** Partner Consultations, Lindale -- Online/Phone
- Apr 20:** Speaker, Tourism, Wayfinding, Interpretation Workshop -- Mineola
- Apr 21:** Q3 Board Meeting & Heritage Tourism Training -- Palestine
- Apr 28:** Partner Consultation, Texas State Railroad: Marketing -- Online/Phone
- May 16:** Partner/Community Visit, Texas State RR & Visit Palestine -- Palestine
- May 22:** Trainer, Gladewater: Marketing/Reporting Intensive -- Online/Phone
- Jul 31:** Q4 Board & Planning Meeting -- Caddo Mounds SHS -- Alto
- July 17:** Partner Services, Gladewater: Survey Development -- Online/Phone
- July 18-19:** Partner Consultation, Nacogdoches CVB -- Nacogdoches
- Aug 15-17:** Participant, TACVB Summit -- Fort Worth

*NOTE: "Calendar Highlights" does not represent the total activities of the Texas Forest Trail Region.

Remembering our friend, Pam Phelps...

For nearly 20 years, Pam Phelps was a tireless regional advocate. From Road trips and planning retreats, to late night laughs and legislative sessions, Pam was always there with a friendly smile, a helping hand, and a listening ear. Pam had a can-do spirit. She was a founding member of the Texas Forest Trail Region, an Emeritus Board member, and a limitless source of support. Pam's passion, leadership and love for the Piney Woods will be dearly missed, but her legacy will live on through the countless lives and communities she impacted.

