

DALLAS/FORT WORTH AREA TOURISM COUNCIL

701 S. Main Street - Grapevine, TX 76051
(817) 329-2438 - Fax (817) 251-4329

MEETING NOTICE

Media Committee

Tuesday November 10, 1998
9:00 am

Irving CVB
3333 MacArthur Blvd., Suite 200

Tentative Agenda

Introductions and Announcements

1999 Media Tour Schedule

Election of Committee Chair

Review of DFWATC Budget

DALLAS/FORT WORTH AREA TOURISM COUNCIL

701 S. Main Street.
Grapevine, TX 76051

COMMUNIQUE

NOVEMBER 1998

On October 29, The Metroplex Committee met with the DFWATC Executive Committee to review the 1998 regional program and a proposal for the coming year's plan. The analysis of 1998 revealed that Oklahoma City dropped from its number one position to the number two feeder market for the program. Regional counties have become increasingly important. Chicago also appeared in the top 30 feeder markets. Next year's program was projected to spend similar marketing dollars in the region. Council members should note that the plan will include additional program options for the membership as well as Metroplex participants.

The DFWATC Marketing Committee is in the final planning stages for its 1999 program. Sales missions to Austin, Oklahoma City, and Little Rock are being considered. Participation in a Houston Travel Leisure Show in February will be coordinated through the Council, with many participants displaying in separate booths in a section. The Council will also provide booth space for members who wish to share costs and combine efforts. The full schedule of sales activities will be reviewed by the Board of Directors at a retreat December 1 and available to the membership by January.

The Council Media Committee is considering a major change in the tour programs being offered to media next year. Smaller, more frequent, more personalized tours may be offered. The group is calling a special meeting on November 24 to carefully review this option.

Jobs..Jobs..

If you or someone you know is looking for a job in the hospitality industry, two have just come open. Grapevine Mills is seeking an Assistant Marketing Director. Contact Karen Conway-Gelfand at 972/724-4910. In Arlington, the CVB is seeking a part time sales person to sell advertising for the Trolley District; your contacts are Mary German at 817/265-7721 or Stan Wilkes at 817/461-8600.

Membership efforts for the Council have been very successful this fall. The Council has 50 new members for the year and more coming in. A special thanks to Carmen Tidwell for her work developing membership along with advertising for the guide. The Council Board of Directors is also out prospecting. A list of our new members is available through the Council offices.

DFWATC CALENDAR

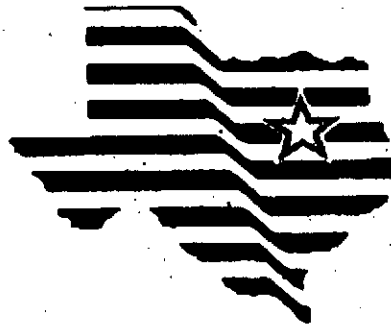
November	
19	Marketing Committee, DFW Airport Offices, East Air Field Drive 9am
24	Media Committee, 3333 MacArthur, Irving CVB, 9am
December	
1	Board Retreat Lone Star Park 8:30 am to 2 PM
11	RFP Review Committee Grapevine CVB, time TBD

Mark your calendar for the Annual Meeting tentatively set for January 29, 1999.

Post-It® Fax Note	7671	Date	# of pages ▶
To	Christine Gassett		
Co./Dept.	Co.		
Phone #	Phone #		
Fax #	940-382-0040		

SPD ✓

CG ✓



Dallas/Fort Worth Area Tourism Council

*Call Margie
& follow-up
on what
this is*

FAX MEMORANDUM

From: DFWATC
701 S. Main Street
Grapevine, TX 76051
Phone 817/329-2438
Fax 817/251-4329

November 24, 1998

To: Associate City Members

Re: Meeting Reminder

With the merger of DFWATC and METROPLEX programs, **associate cities are being offered the opportunity to participate in the Metroplex advertising campaign.** This is a first time opportunity for most of you and for the first time many of the programs will be affordable for communities with limited advertising dollars.

Come learn more about these new marketing opportunities on Wednesday, December 2, at the Arlington Convention and Visitor Bureau, 1905 E Randol Mill Road at 9:30 a.m. Lynda Gearheart of Dally will provide information about the 1999 program and the updated rate structure available to associate cities.

Please Fax or Phone your RSVP to: Fax to metro 817/654-0183 or phone 817/332-5299 by December 1.

SPD ✓

**Dallas/Fort Worth
Area Tourism Council**



*ask someone
about this*

TO: Christine Gossett
Denton Convention & Visitors Bureau
940-382-0040

DATE: November 10, 1998

FROM: Lynda Gearheart
The Texas Metroplex

SUBJECT: '99 Texas Metroplex Participation Opportunities

As many of you may know, The Texas Metroplex program has been active for the past six years and has garnered the support of a wide cross section of the area hospitality, entertainment and tourism community. The participants include area convention and visitors bureaus; corporations such as American Express; attractions like Six Flags, Dallas Cowboys and the Fort Worth Zoo; some events and many hotels. Attached you will find an overview of the program.

As we move toward the '99 program, we strive to be more inclusive of all the cities that make up the greater Metroplex area. We would like to invite you to attend a presentation defining the program's accomplishments, the direction for 1999 and how your city can participate in this joint marketing campaign. Part of the meeting will be devoted to an updated rate structure that should address the question of return on investment.

I hope you will be able to attend. Please fax your confirmation to me at metro 817-654-0183. Should you have any questions prior to the meeting I can be reached at 817-332-5299. I look forward to seeing you.

**The Texas Metroplex
Presentation
Wednesday, December 2, 1998
9:30 a.m.
Arlington Convention & Visitors Bureau
1905 E. Randol Mill Road
Arlington, TX 76011
817-265-7721**

I will be able to attend.

I will not be able to attend.

The Texas Metroplex - A Destination Marketing Program

In 1993, the cities of Dallas, Fort Worth, Arlington, Irving, Grand Prairie and Addison joined forces in a cooperative marketing effort to increase tourism business throughout the entire Dallas/Fort Worth area. In 1994, the second year of the program, the city of Grapevine joined the list of other cities in this historical effort. The joint advertising and public relations campaigns were built around the theme "The Texas Metroplex. One Exciting Place."

Program Components

<u>Television</u>	Television schedule in select outer markets urging viewers to call the 1-800 number to receive their free vacation package. Estimated TRPs - 15,000.
<u>Radio</u>	A year-round radio schedule in select outer markets to support the promotion urging listeners to stop by their local Texaco or Homeland Store and pick up FREE Texas Metroplex Coupon Books. Estimated TRPs - 25,000.
<u>PSI</u>	Regional, four-color free standing newspaper insert. Circulation - Over 1.7 million.
<u>Print</u>	Additional print advertising in TTIA's <i>See Texas First</i> advertorial, <i>Vacation Guide</i> and <i>Reader's Digest</i> . Combined Circulation - Over 7 million.
<u>Direct Mail</u>	A regional direct mail program sent to over 170,000 respondents to prior years' programs.
<u>Fulfillment</u>	A fulfillment program that includes the following elements: a coupon book worth over \$2,000 in savings at participating attractions and hotels, a combination fun map/street map that shows all there is to see and do in the Texas Metroplex, and a Dallas/Fort Worth Area Visitors Guide which includes a Metroplex Calendar of Events. Estimated Circulation - Between 60,000 and 70,000.
<u>1-800 Vanity #</u>	The fulfillment program is supported in all print and broadcast media by a 1-800-METROPLEX phone number. Estimated Volume of Calls - 60,000-70,000.
<u>Point-of-Purchase</u>	Over 1 million circulation through 1,000 Texaco and Homeland Store locations in A, B and C Promotion counties in Texas, Oklahoma, Louisiana and Arkansas.
<u>Public Relations</u>	Executed a comprehensive public relations campaign in major markets that complemented the advertising efforts.
<u>On TV</u>	An in-hotel video averaging 300,000 monthly viewers in the Dallas/Fort Worth area.
<u>Web Site</u>	An expanded web site featuring availability of discount coupons. Hyperlink to all participants' own web sites.
<u>Six Flags Media</u>	The Texas Metroplex 800 number is being tagged on Six Flags outer market TV and radio. Approximately 8,000 TRP's. In addition, The Texas Metroplex is being promoted in a Six Flags FSL. (Represents approximately \$500,000 of media value.)

Markets

Regional markets include:

Abilene/Sweetwater, Ada/Ardmore, Amarillo, Austin, Baton Rouge, Beaumont/Port Arthur, El Paso, Fort Smith, Jonesboro, Lafayette, Lake Charles, Little Rock/Pine Bluff, El Dorado, Payetteville, Lubbock, Midland/Odessa, Oklahoma City, San Angelo, Shreveport/Texarkana, Tulsa, Tyler/Longview/Lufkin/Nacogdoches, Waco/Temple/Bryan/College Station, and Wichita Falls/Lawton

1998 Program Sponsors

Cities: Dallas, Fort Worth, Arlington, Irving, Grapevine and Grand Prairie

Corporate: American Express, Dallas Cowboys, Dallas Stars, Homeland Stores, Lone Star Park at Grand Prairie, Six Flags Over Texas, Six Flags Hurricane Harbor, Texaco and Texas Rangers

December 1, 1998

To: Dallas/Fort Worth Area Tourism Council Executive Committee and Board of Directors

From: Michael Woody, D/FWATC Media Committee Chair

cc: Margie Ranc, D/FWATC Executive Director
Diana Pfaff, 1999 D/FWATC Media Committee Chair
D/FWATC Media Committee

re: 1999 Media Committee Action Plan

The 1998 Dallas/Fort Worth Area Tourism Council Media Committee enjoyed a successful, yet abbreviated year. Three national media tours produced features in publications such as *The Dallas Morning News*, *Physician's MONEY DIGEST* and *Charleston's Free Times*, among others.

The situation that cumulated in the cancellation of two media tours in 1998 will hopefully rectify itself with better communication between the D/FWATC executive director, media committee chair, individual tour chairs and general committee membership. Guidelines have been set and individual roles more defined. These changes are listed below in the 1999 media committee action plan.

I. COMMITTEE CHAIR

Diana Pfaff with the Irving Convention and Visitors Bureau will chair the 1999 media committee.

II. MEETINGS DATES AND TIME

The media committee will meet on the second Tuesday of each month in the boardroom at the Irving Arts Center (3333 N. MacArthur Blvd., Irving). Meeting time will change in 1999 from 9 a.m. to 10 a.m.

III. MINUTES

A committee member will be appointed to take minutes at each meeting. This responsibility will shift each quarter. It is the responsibility of the member taking the minutes to get a draft to the D/FWATC office within three days of the meeting. It is then the responsibility of the D/FWATC office to fax, within a week of the meeting, a copy of the minutes to each member of the media committee.

IV. MEDIA TOURS

A. Budget

Three national media tours have been set for 1999, with the budget per tour not to surpass \$3,000. A more concentrated effort will be made to secure complimentary services, especially in the area of transportation.

An additional \$3,000 will be set aside as a "contingency" of sort. This \$3,000 will be used (a) if any tour goes over budget and (b) to bring in top writers who express an interest in visiting the area but can not make any of the scheduled tours. Committee approval for each writer is mandatory prior to confirming a writer for any tour, whether that tour is scheduled or individualized.

It is the goal of the committee to secure eight to 10 qualified writers per tour. However, each tour can support up to 12 participants.

B. Transportation

Because of late attendee cancellations in years past, it is the desire of the council for each tour attendee to purchase their own air ticket, with reimbursement to come from the council after the completion of the tour. The council will set price guidelines for these air tickets.

It is the desire of the committee to secure a 12-15-passenger shuttle, with a driver, for each tour of average size (eight-10 attendees). Should the tour be comprised of four or less attendees, then other means of transportation, such as vans driven by committee members, can be explored.

C. Responsibilities of Committee and Council

Committee members will chair each tour, with support from the council office. It is the chairs' responsibilities to compile the tour itinerary, monitor the tour budget, and be the primary contact for attending writers before, during and after the tour. One of the tour's chairs or a committee member must serve as bus captain and stay with the tour at all times.

Securing transportation (both air and ground) and accommodations, mailing tour invitations and keeping the tour chairs abreast to all costs is the responsibility of the council.

D. Tour Themes, Dates and Chairs

Corporate Vacations: How to incorporate the family

April 15-19, 1999

Co-Chairs: Glen Rose Convention and Visitors Bureau
 Grapevine Convention and Visitors Bureau
 Irving Convention and Visitors Bureau

This tour, formerly pitched as a "Family Fun" theme, will focus on how to combine a business trip to the Dallas/Fort Worth area with a family vacation. Tour highlights will include stops at the same type of attractions featured on the *Family Fun* tour, to include but not limited to Six Flags Over Texas, Stockyards National Historic District, Movie Studios at Las Colinas, Grapevine Mills, etc. Targeted media will include meeting and convention publications, association publications, and writers specializing in business-to-leisure travel.

Texas with Style

June 24-27, 1999

Co-Chairs: Grand Prairie Convention and Visitors Bureau
Bonneybrook Bread and Breakfast

This tour will take the same basic format as the air-conditioned *Arts, Cultural and Heritage* press tour of previous years. Featured attractions to included Metroplex museums, art performances and more culturally enriched eateries, shopping areas and hotels. Targeted media to include travel writers and publications specializing in the arts, culture and heritage (including Texas heritage as well).

All Things Texan

Sept. 30 – Oct. 3, 1999

Co-Chairs: Arlington Convention and Visitors Bureau
Fort Worth Convention and Visitors Bureau

Since many of the area's top "staple" events occur during the fall, we chose this time frame for an *All Things Texan* tour (similar to last year's cancelled *Truly Texas* tour). Featured events will include (dates pending) the State Fair of Texas, Mesquite Rodeo, Quarterhorse Racing at Lone Star Park in Grand Prairie, Fright Fest at Six Flags Over Texas and Dallas Cowboys football. Tour stops to include, but not limited to, Billy Bob's Texas, Grapevine Wineries, Southfork Ranch, etc.

E. Tour Invitations

An official invitation for press tours will be sent no later than two months prior to the tour. In addition, a more creative twist for tour invitations will be executed. For example, the tour invitation for *Texas with Style* might be printed on a sheet of music, or on a bandana for the *All Things Texan* tour.

F. Media Mail List

Council office will send a list of 1999 media tours, along with a *1999 D/FWATC Visitors Guide*, the first of January to the media mailing list. The purpose of this is two-fold: to announce tours for the entire year to the media, with returns helping to clean up the mailing list. Each member will receive a copy and work as a committee to tier ("a" writers, "b" writers, "c" writers) and customize (by specialty, publication) the list, as well as removing all duplicates.

In addition, membership rosters from Society of American Travel Writers (SATW) and International Food Wine & Travel Writers Association (IFW&TWA) will be merged into the list.

DEC-09-1998 WED 09:39 AM

Left message for Margie 1/24/99

Post-It® Fax Note	7671	Date	# of pages ▶
To	<i>Christine Gossel</i>		
Co./Dept.	Co.		
Phone #	Phone #		
Fax #	<i>940-382-0040</i>		

December 1, 1998

To: D/FWATC Media Committee
 From: Margie Ranc
 cc: D/FWATC Marketing Committee
 re: Recap of 11/24/98 Media Committee Meeting

*Call Margie about this & see if we can get it on all the lists
 \$ Texas with style*

I. 1999 COMMITTEE CHAIR

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III. MINUTES

A committee member will be appointed to take minutes at each meeting. This responsibility will shift each quarter. It is the responsibility of the member taking the minutes to get a draft to the D/FWATC office within three days of the meeting. It is then the responsibility of the D/FWATC office to fax, within a week of the meeting, a copy of the minutes to each member of the media committee. Cheryl Staples, Grand Prairie CVB, will take minutes for the first quarter of 1999.

IV. MEDIA TOURS**A. Budget**

Three national media tours have been set for 1999, with the budget per tour not to surpass \$3,000. A more concentrated effort will be made to secure complimentary services, especially in the area of transportation.

An additional \$3,000 will be set aside as a "contingency" of sort. This \$3,000 will be used (a) if any tour goes over budget and (b) to bring in top writers who express an interest in visiting the area but can not make any of the scheduled tours. Committee approval for each writer is mandatory prior to confirming a writer for any tour, whether that tour is scheduled or individualized.

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B. Transportation

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DALLAS/FORT WORTH AREA TOURISM COUNCIL

Media Committee

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9:00 am

Irving CVB
3333 MacArthur Blvd., Suite 200

Tentative Agenda

Introductions and Announcements

1999 Media Tour Schedule

Election of Committee Chair

Review of DFWATC Budget

DFWATC Media Committee

November 10, 1998

- Grapevine Mills reported an exit survey showed majority of people com from Ft. Worth, a lot from Arlington & Denton for movies
- DFWATC has 50 new members - lots of hotels and associate city members
- Going out for bids to find a publishing company to publish the guide for 2000.
- The 1999 guide should be out by Jan. (mid-month)
- FAMS will not be assessed
-

DALLAS/ FORT WORTH AREA TOURISM COUNCIL

1999 Media Tour Schedule (Tentative)

Spring	April 8-11	Family Fun Tour
Summer	June 24-27	Art/Culture/Heritage Tour
Fall	September 30-October 3	Truly Texas Tour
Fall/Winter	November 11-14	Food /Wine/Shopping Tour

An alternate also being discussed would be holding two tours, one in Spring and one in Fall and, in addition, inviting media prospects to chose among 8 to 10 time periods for an individual tour of the Metroplex. The media committee would develop the individual tour itinerary and an experienced volunteer from the committee would conduct the tour. The advantages to this option would be flexibility, the opportunity to work with the specific interests of the media, and the opportunity to tour more locations in the Metroplex in a shorter time frame.

PROPOSEDDFW Area Tourism Council
1999 Budget

REVENUES	1998 Budget	Proposed 1999	% Change
Membership	\$ 60,000	63,000	5.00%
Guide Advertising Sales	325,500	341,000	4.76%
FAM	4,000	-	-100.00%
Sales Mission	8,400	15,000	78.57%
Annual Meeting	3,600	3,000	-16.67%
Travel Shows	2,400	1,000	-58.33%
Seminars	2,400	1,500	-37.50%
Tourism Week	2,000	3,000	50.00%
Guide Sales	2,000	3,000	50.00%
Interest	1,000	1,500	50.00%
TOTAL REVENUES	\$ 411,300	\$ 432,000	5.03%
EXPENDITURES			
Collateral			
Guide			
Print/Production	\$ 192,000	\$ 198,000.00	3.13%
Publishing	46,650	51,150	9.65%
Distribution	40,000	40,000	0.00%
Fun Map	(20,000) *	(20,000) *	0.00%
Self Guided Tour Match	5,000	7,500	50.00%
Web Site	1,800	2,000	11.11%
Sales			
Mission	9,500	11,000	15.79%
Travel Show	3,000	3,000	0.00%
FAM Tours	8,000	12,000	50.00%
Membership Services			
Annual Meeting	2,800	2,800	0.00%
Tourism Week	2,000	5,000	150.00%
TTIA/Unity Dinner	600	-	-100.00%
Seminar Programs	1,000	2,000	100.00%
Membership Collateral	4,000	4,000	0.00%
Administration			
Salary	48,000	48,000	0.00%
Payroll Tax	5,352	5,352	0.00%
Contract Labor	13,500	10,000	-25.93%
Benefits	2,400	2,400	0.00%
Phone/Fax	3,000	3,000	0.00%
Postage	1,000	1,000	0.00%
Rent/Utility	6,000	6,000	0.00%
Office Supply	2,000	2,000	0.00%
Insurance	2,700	2,000	-25.93%
Dues/Subscript/Registration	1,000	1,000	0.00%
Travel/Meetings	1,000	1,500	50.00%
Contingency	8,998	11,298	25.56%
TOTAL EXPENDITURES	\$ 411,300	\$ 432,000	5.03%
RESERVE	31,240	79,000	

* Paid out of Reserves

Dallas/Fort -- Worth the trip!

By Helen & John Blaker

The Texas Metroplex comprising 27 northern Texas cities, boasts the hottest arts, cultural and heritage-oriented attractions in the Lone Star State.

Fort Worth is cited as "Where the West Begins." It is no longer just cowboy country: Downtown contrasts are rich in history between fanciful tales of the Old West to high rises of glass and steel, plus a modern entertainment district. A virtual renaissance began in the 1980's with major corporation headquarters, theaters, hotels and restaurants, and shopping malls and public parks proliferating.

Would you believe the Dallas/Fort Worth Airport has the most acreage in the country, with each city an even 15 miles apart and Irving midway between? The Chisholm Train began here, and later cattle pens extended nearly a mile, being shipped by train to Kansas packing plants, so Fort Worth became known as the "Richest Little Town in the world."

One can explore the area starting in Denton, a charming small town of 70,000, about a half hour from Ft. Worth, brimming with nostalgia. Historic curator, Bob Montgomery, conducts visitors through its unique 100 year old County Courthouse. The limestone walls have traces of oyster shells indicating how the terrain must have been undersea eons ago. The town's namesake Methodist minister, John Denton is buried on the side lawn.

Denton is abrim with local artists, among them the Long-horn Gallery with its western theme displaying numerous Texan artists' works. The Center for the Visual Arts and Meadows Gallery are also awe inspiring, as are the Square Works, or the Austin Street Gallery.

Take a break for lunch at GIUSEPPE'S RESTAURANT to experience great Italian cuisine at reasonable costs. Then, be sure to tour the CAMPUS THEATRE, a renovated 1940's movie house, now producing live shows from Broadway.

Denton is a popular university town, hosting the UNIVERSITY OF NORTH TEXAS and TEXAS WOMAN'S UNIVERSITY. At the latter one can view the gowns of the First Ladies of Texas, arranged by the local DAR ladies. There is also a fine library of interest to women.

Nearby, stop at the LITTLE CHAPEL IN THE WOODS, where former Pittsburgh Steelers quarterback Terry Bradshaw was married to ice skater Jo Jo Starbuck. Incidentally, the library has a great collection and Women Air Service Pilots exhibit.

In Fort Worth we recommend you stay at the luxurious WOR-



THINGTON HOTEL, located in historic downtown Sundance Square, boasting over 500 guest rooms, it houses four restaurants, 24-hour room service, plus fitness center and indoor pool. It connects to Sundance Square which has thousands of twinkling lights lining red brick streets in the picturesque entertainment and shopping district.

Fort Worth's cultural district is fascinating. The IMAX THEATRE'S giant screen was showing a movie on climbing Mount Everest.

We enjoyed a dandy buffet lunch at the KIMBELL ART MUSEUM, followed by an auto tour through the famed STOCKYARDS NATIONAL HISTORIC DISTRICT, the largest in the country, where they still have live rodeos and western-style shows. Take pictures of the life-size Will Rogers statue in front of the COWTOWN COLISEUM. The Will Rodgers memorial center is the focal point of the Cultural District. The city's most-attended event is held here each year. Over a 17-day period 800,000 visitors attend in Jan/Feb.

During the afternoon we toured the BASS PERFORMANCE HALL, costing \$67 million, with 2056 seats, seeing backstage behind the scenes with staff. That evening we caught the sold-out performance of "RED AND WHITE TUNA," a hilarious farce performed by its creators. Earlier we had enjoyed a gourmet Texas steak dinner at the REATA (meaning rope in Spanish) with a breathtaking view from high up on the 32nd floor. All located in beautiful Sundance Square.

The next day, in Grapevine, Tarrant County's oldest settlement, listed on the National Register of Historic Places, we enjoyed lunch at popular ESPARZA'S feasting on typical Texas goodies. Strolling the Art Walk, one can explore 70 beautifully restored buildings, transformed into unique shops and antique stores. It is said the bank was once held up by desperadoes, Bonnie and Clyde. The GRAPEVINE HERITAGE CENTER is home to artisans who create arts and crafts. Maybe the blacksmith will mold you a tiny heart or horseshoe. Ride the TARANTULA TRAIN, a 1896

steam locomotive, linking Fort Worth with Grapevine's historic district. A DELANEY VINEYARDS wine tasting made a thirst-quenching stop, sampling luscious wine varieties.

In delightful Irving, a tour of their ARTS CENTER is a real treat for the eyes, featuring contemporary and traditional works adequate enough to keep you culturally intrigued for hours.

Not far off is Irving's LAS COLINAS URBAN CENTER, where nine larger-than-life bronze mustangs gallop across a granite screen. You have to see 'em to believe 'em. It took seven years to create this unique art, by African Wildlife Artist Robert Glen. A Photographer's dream!

An elegant dinner and cocktails were especially enjoyed at the FOUR SEASONS RESORT AND CLUB's Wine Room after the opportunity to change in their Spa and observe deluxe suites overlooking the golf course, where the PGA Bryon Nelson classic is held every spring.

The next day we checked out of the WORTHINGTON HOTEL, heading for breakfast at Arlington's COFFEE HAUS, famed for fat waffles topped with fresh fruit, plus freshly brewed flavored coffees.

Be sure to tour the home of the American League Texas Rangers baseball team, Museum and Children's Learning Center. Phillies' Mike Schmidt uniform, hat and glove are among the displays with many other stars. Built in 1994 with real grass and great drainage, in summer is needed to be watered six times daily because it drains so quickly, so is definitely easier on the ballplayers' legs.

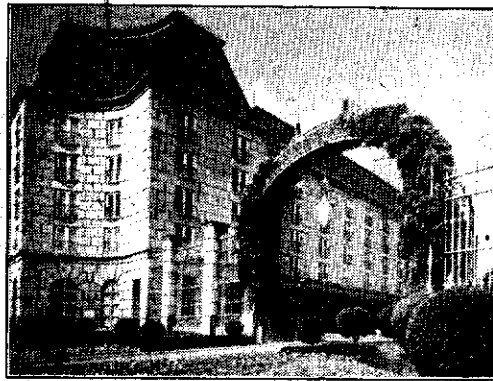
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The 4-Star Hotel Crescent Court in Dallas, Texas

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Continued from Page 15

JOHN BLAKER. You can be sure we took pictures of that!

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PACIFICO AIRPORT VALET SERVICE always provides a welcome home to Philadelphia. The one needs is to call on arriving - (215) 492-0990, and soon your own car is at your terminal, freshly washed (weather permitting) without having to transfer into or out of a van sporting heavy luggage.

PHONY CENTER, to hear the Dallas Symphony conducted by Andrew Litton, beginning with a memorable version of West Side Story. His energetic baton kept us all mesmerized.

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Continued on Page 17

Dallas/Fort Worth--The Trip

By Helen & John Blaker

The Texas Metroplex comprising 27 northern Texas cities, boasts the hottest arts, cultural and heritage oriented attractions in the Lone Star State.

Fort Worth is cited as "Where the West Begins." It is no longer just cowboy country; Downtown contrasts are rich in history between fanciful tales of the Old West to high rises of glass and steel, plus a modern entertainment district. A virtual renaissance began in the 1980's with major corporation headquarters, theaters, hotels and restaurants and shopping malls and public parks proliferating.

Would you believe the Dallas/Fort Worth Airport has the most acreage in the country, with each city an even 15 miles apart and Irving midway between. The Chisholm train began here, and later cattle pens extended nearly a mile, being shipped by train to Kansas packing plants, so Fort Worth became known as the "Richest Little Town in the World."

One can explore the area starting in Denton, a charming small town of 70,000, about a half hour from Ft. Worth, brimming with nostalgia historic curator, Bob Montgomery, conducts visitors through its unique 100 year old County Courthouse. The limestone walls have traces of oyster shells indicating how the terrain must have been undersea eons ago. The town's namesake Methodist minister, John Denton is buried on the side lawn.

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Take a break for lunch at GUISEPPE'S RESTAURANT to experience great Italian cuisine at reasonable costs. Then, be sure to

tour the CAMPUS THEATRE, a renovated 1940's movie house now producing live shows from Broadway.

Denton is a popular university town, hosting the UNIVERSITY OF NORTH TEXAS and TEXAS WOMAN'S UNIVERSITY. At the latter one can view the gowns of the First Ladies of Texas arranged by the local DAR ladies. There is also a fine library of interest to women.

Nearby, stop at the LITTLE CHAPEL IN THE WOODS, where former Pittsburgh Steelers quarterback Terry Bradshaw was married to ice skater Jo Jo Starbuck. Incidentally, the library has a great collection and Women Air Service Pilots exhibit.

In Fort Worth we recommend you stay at the luxurious WORTHINGTON HOTEL, located in historic downtown Sundance Square. Boasting over 500 guestrooms it houses four restaurants, 24-hour room service, plus fitness center and indoor pool. It connects to Sundance Square which has thousands of twinkling lights lining red brick streets in the picturesque entertainment and shopping district.

Fort Worth's cultural district is fascinating. The IMAX THEATRE'S giant screen was showing a movie on climbing Mount Everest. We enjoyed a dandy buffet lunch at the KIMBELL ART MUSEUM, followed by an auto tour through the famed STOCKYARDS NATIONAL HISTORIC DISTRICT, the largest in the country, where they still have live rodeos and western-style shows. Take pictures of the life-size Will Rogers statue in front of the COWTOWN COLLISEUM. The Will Rogers memorial center is the focal point of the Cultural District. The city's most-attended event is held here each year. Over a 17-day period 800,000 visitors attend in Jan/Feb.

During the afternoon we toured the BASS PERFORMANCE HALL, costing 67 million, with 2056 seats, seeing backstage behind the scenes with staff. That evening we caught the sold-out performance of "RED AND WHITE TUNA," a hilarious farce performed by its cre-

ators. Earlier we had enjoyed a gourmet Texas steak dinner at the REATA (meaning rope in Spanish) with a breathtaking view from high up on the 32nd floor! All located in beautiful Sundance Square.

The next day, in Grapevine, Tarrant County's oldest settlement, listed on the National Register of Historic Places, we enjoyed lunch at popular ESPARZA'S feasting on typical Texas goodies. Strolling the Art Walk, one can explore 70 beautifully restored buildings, transformed into unique shops and antique stores. It is said the bank and once held up by desperados, Bonnie and Clyde. The GRAPEVINE HERITAGE CENTER is home to artisans who create arts and crafts. Maybe the blacksmith will mold you a tiny heart or horseshoe. Ride the TARANTULA TRAIN, a 1896 steam locomotive linking Fort Worth with Grapevine's historic district. A DELANEY VINEYARDS wine tasting made a thirst-quenching stop, sampling luscious vintages.

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for the eyes, featuring contemporary and traditional works adequate enough to keep you culturally intrigued for hours.

Not far off is Irving's LA COLINAS URBAN CENTER, where nine larger than life bronze Mustangs gallop across a granite screen. You have to see 'em to believe 'em. It took seven years to create this unique art by African Wildlife Artist Robert Glenn. A Photographer's dream.

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Be sure to tour the home of the American League Texas Rangers

(continued on page 43)



Photo By J. Blaker
Will Rogers memorial in Fort Worth, Texas in front of the Cowtown Coliseum

Dallas Fort Worth

(Continued from Page 42)

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Smals - A Blackman Tradition



Photo By J. Blaker
The Courthouse on the Square, Denton Texas, built in 1897
Still functioning today.

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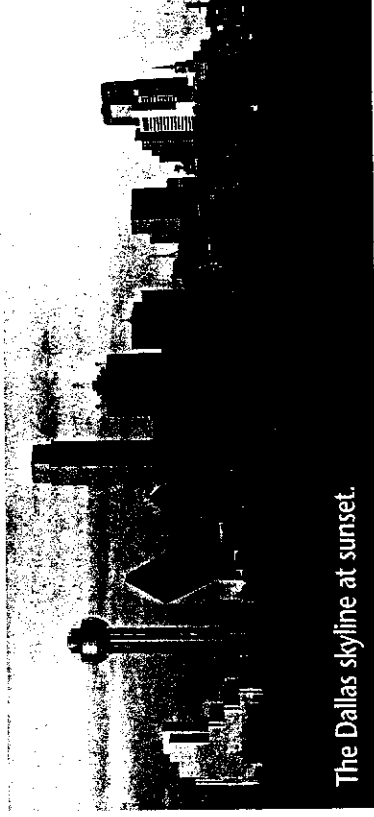
Dallas & Fort Worth: Culture & Cowboys

At Disney World, when our guide asked the crowd, "Where's everyone from?" someone cried, "Texas." The guide shouted back, "Welcome to the United States!" Texans boast that "Texas is a state of mind, like a whole other country, with more thrills than Disneyland, more music than Nashville, more shopping than New York." This is especially apparent in the 27 communities of the Dallas/Fort Worth Metroplex.

Fort Worth has world-class museums, such as its gift from a local newspaper magnate, the Amon Carter (817-738-1933), which houses masterpieces of American art. A similar present from an oil and real estate entrepreneur, the Kimbell Art Museum (817-332-8451) is often called the best small museum in the country. And in the city next door, the Dallas Museum of Art (214-922-1200) thrills its visitors with expansive exhibits that meander through each continent's art from its very beginnings to the present day.

In Irving, just west of Dallas, an impressive Art Center encourages emerging artists with two state-of-the-art performance halls, four art galleries, and 14 performing arts groups.

The Metroplex has two performance halls worth a visit in themselves. The Bass Performance Hall (817-212-4280) in Fort Worth was a present to the city from the Bass brothers, mil-



The Dallas skyline at sunset.

lionaires whose careers began when Uncle Sid Richardson gave each of the four young men a gift of \$2 million. In Dallas, the Morton H. Meyerson Symphony Center (214-670-3600), designed by I. M. Pei, was completed thanks to a \$12 million gift from Ross Perot.

OTHER ATTRACTIONS

Dallas can be a bit formal, and you may have to hunt for the famed Texas charm. On the other hand, just 30 miles away, Fort Worth revels in its "Cow Town" image. Will Rogers once said, "Fort Worth is where the West begins and Dallas where the East peters out."

Says C. Greg Staley, associate director of communications for the Fort Worth Convention & Visitors Bureau: "We didn't knock down our past and build skyscrapers as every other city was doing in the 1970s. We've kept the spirit of the 'Old West' and our pioneer heritage."

Downtown Fort Worth took on a new life when the Worthington Hotel (817-870-1000) opened and the Caravan of Dreams Jazz Club moved into Sundance Square. An AMC multiplex continued a revitalization now completed by the Bass Performance Hall whose walls bear carved 15-ton angels.

Accompanying the Kimbell and the Amon Carter museums in Fort Worth's so-called "cultural center" are the Museum of Science and Natural History (817-732-1631) and the Will Rogers Memorial Center (817-871-8150) with its year-round events.

The Stockyards, now a national historic district, house some of Fort Worth's best-known places: the White Elephant Saloon and the Cattleman's Steak House across the street; Billy Bob's Texas, the world's largest honky-tonk; the Cowboy Coliseum built in 1908 to be the first

Margaret and Eric Anderson, MD, Physician's MONEY DIGEST travel editors, lived in the Lone Star State for 4 years in the 1960s.

indoor rodeo in the United States; the Stockyards Hotel, where Bonnie and Clyde once stayed; and the Tarantula Train drawn by an 1896 steam locomotive that pulls turn-of-the-century Victorian carriages 21 miles north each day to Grapevine's historic district.

Grapevine, with a population of 32,000, is a treasure of the Metroplex. Its Main Street, with 75 restored buildings, is listed on the National



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Register of Historic Places. Willhoite's Restaurant, for example, is located in a former service station, and the jewelry store used to be a bank, which was, in fact, once robbed by Bonnie and Clyde. Esparza's—with Tex-Mex food that "brings 'em in for miles"—was formerly a funeral home.

The Grapevine Historical Museum is set up in the old Cotton Belt Train Depot, where a seven-foot-tall replica of the Night Watchman sits atop the town hall. Volunteer Paul Ernst says the statue recalls an era that lasted until 1950 when, gun in hand, the town's only representative of the law strode the streets "checking the stores were locked, the kids home, and the drunks in jail." The Smith and Wesson .44 pistol used by watchman J. S. Daniel from 1923 to 1941 is on display.

Continued on page 43



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between cities—and are good for 120 days from the date of purchase. Some restrictions apply, so call 888-387-2479 for details.

A CHEAPER CARIBBEAN

For a second year, the Cayman Islands is offering a promotion called "Chillin' 'n Cayman." The package includes discounts of 10% at restaurants, 15% on shopping, 20% on car rentals and water sports, and 25% on island attractions and golf.

St. Maarten is going one better. Its celebration of 350 years of unity (one island, two governments, and 77 nationalities) has a "Double the Value, Double the Fun" package that throws in 2 days of complimentary car rental. Ask a travel agent for details.

CORRECTION

The Royal Scotsman train article in August's Physician's Money Digest gave a typo for the company's telephone number (8). The Great Scottish & Western Railway Company's telephone number for reservations from the United States is 011-41-4131-535-1344.

As mentioned in the article, the company offers a 5-day trial period for its train service. The train departs Waverly Station in London at 11:30 a.m. on Oct. 15 and returns to Waverly Station at 11:30 p.m. on Oct. 19.

FOR MORE INFORMATION

The Great Scottish & Western Railway Company Ltd.

46a Conington Road

Leith, Edinburgh

Scotland

Phone: 011-44-131-535-1344

Fax: 011-44-131-535-1344

Web site: www.royalscotsman.com

E-mail: bookings@royalscotsman.com

The price depends on the rate of exchange. Presently, it's \$4,150 per person in a twin or single cabin. All meals are covered along with excursions, beverages, including alcohol, and all taxes—everything except gratuities.



DALLAS & FORT WORTH Continued from page 44

There's also a lot on display at the home of the Texas Rangers, the Ballpark at Arlington (817-273-5100), including its Legends of the Game Museum and its impressive tributes to Nolan Ryan, its gentleman pitcher.

HOTELS

Great hotels include the Four Seasons Resort and Club in Irving (972-717-0700) and the Rosewood properties in Dallas: the Mansion at Turtle Creek and the more conveniently placed Crescent Court (214-871-3200), our favorite, a few minutes from Symphony Hall.

RESTAURANTS

The choices are legion, from cowboy chic at the Reata, 35 stories above Cow Town, to simple places with great food like Arlington's Coffee Haus. Humpertink's Big Horn Microbrewery boasts, "Our beer is fresher, our prices are better, and our pints are bigger."

In Dallas, consider lunch at the original Dick's Last Resort and dinner at Sambucca in Deep Ellum, Big D's avant garde district.

GETTING OUT OF TOWN

The "Peach Capital of Texas," Weatherford boasts of a gorgeous 1886 courthouse in addition to beautiful Chandor Gardens (817-613-1700) and the J. W. Brown Stagecoach Works (817-

594-8196), where coaches for Wells Fargo and Hollywood are still built.

Nearby Granbury, the first town square in



Texas to be listed in the *National Register of Historic Places*, has become a delight for tourists. The restored 1886 Opera House (817-573-9191) has a full season of live theater (*Steel Magnolias*—November 6-29). Up-scale antique boutiques line the square around which 4 million cars drive each year. "Our past is our future," says Dianne Rawls, whose tea-room/antique shop, The Merry Heart, sits in this prime location.

Tourism is now the main economy in Granbury, a one-time sleepy country town where Elizabeth Crockett, the widow of the Alamo hero from Tennessee, lies buried.

CONVENTION & VISITORS BUREAUS

★ Dallas Convention & Visitors Bureau, 1201 Elm Street, Suite 2000, Dallas, TX 75270, 214-746-6679.

★ Arlington, 800-433-5374; Fort Worth, 800-433-5747; Granbury, 800-950-2212; Grapevine, 800-457-6338; Irving, 800-2-IRVING; Weatherford, 888-594-3801.

FOR YOUR INFORMATION

★ November 7-10, 36,000 members of the American Heart Association will be convening in Dallas. For further information, call the AHA at 214-706-1388.

★ Temperatures in November: High 67° F; Low 46° F. ●

Dallas/Fort...Worth the trip

By Helen & John Blaker
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The Fort Worth Stock Yards, the last one left in the country where cattle was shipped by rail to Kansas.

Photo by J. Blaker

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form, hat and glove are among the displays with many other stars. Built in 1994 with real grass and great drainage, in summer is needed to be watered six times daily because it drains so quickly, so is definitely easier on the ballplayers' legs.

Across the street lunch at *Humperdink Big Microbrewery* with seven samples of beer, and consume samples of Texas Tex-Mex delicacies and seafood trays. *Editor's Note: Next week, the Blaker's column will continue with their fun in Dallas and a side trip to Ennis, (a bit of Czechoslovakia in Texas).*

Jefferson Sleep Center looking for insomniacs

A study to determine if a new medication works in putting patients back to sleep following nighttime awakening, and in avoiding unwanted daytime sedation, is currently underway at Thomas Jefferson University Hospital's Sleep Disorders Center in Philadelphia.

The investigational drug Zaleplon is in the final stage of review by the U.S. Food and Drug Administration. The medication promises to have fewer side effects than existing sleep medications, and researchers believe that it will be much less likely to cause next-day drowsiness and impair next-day performance than available medications, said Sleep Disorders Center Director Karl Doghramji, M.D., associate professor of Psychiatry and Human Behavior, Jefferson Medical College of Thomas Jefferson University. Dr. Doghramji and assistant center director Sharon Schutte, M.D., instructor in Psychiatry and Human Behavior, Jefferson, are co-investigators of the study.

The safety and effectiveness trials have been done. We know that it works well and that it is a safe medication," Dr. Doghramji said. "What we want to find out is, if you take it in the early morning hours, are there any residual effects on your daytime performance."

The effects of Zaleplon last for a short period of time, two to three hours, while currently available sleep drugs last five to eight hours, Dr. Doghramji said. This means the new medication can be taken more than once during the night if sleeping problems persist, he noted.

In addition, because Zaleplon lasts for a shorter period than other medications, it does not produce the side effects other drugs do including next-day grogginess.

"So just think about the potential uses," Jefferson's sleep specialist said. "If you wake up in the middle of the night and take this sleeping pill, you can wake up at 7 a.m. and have no residual effects. You may take it during the night as needed."

Previous studies on the investigational drug also indicated that patients do not build up a tolerance to the medication, Dr. Doghramji said.

Zaleplon, however, can produce minor side effects in some patients including daytime sedation for short periods.

The clinical program will involve nine patients and last approximately eight months to one year. Ideal volunteers for the study will be men and nonpregnant women, age 18 to 65 or older, who have maintenance insomnia, who wake up frequently during the night, but do not have any major medical problems.

Participation is free and voluntary, and volunteers will be required to be screened for other sleeping problems, and to complete a blood test and physical examination performed by Jefferson staff. Volunteers selected for the study will come to the sleep center lab for a total of six nights over the course of three to four weeks.

The Sleep Disorders Center, which is accredited by the American Sleep Disorders Association, is engaged in the diagnosis and treatment of sleep disorders - most commonly, sleep apnea syndromes, insomnia and narcolepsy. Excessive daytime sleepiness, a history of snoring, weight gain or obesity or respiratory pauses observed by others are signs of possible apnea. Patients with these warning signs should be referred for a sleep evaluation. Excessive daytime sleepiness is also a primary symptom of narcolepsy. This can be diagnosed by a sleep laboratory study and is usually treated effectively.

Common sleep treatments include changes of the sleep/wake schedule, medication, relaxation techniques, counseling or the use of special breathing devices.

To see if you are eligible for the clinical program, or to obtain more information about Jefferson's Sleep Disorders Center, please call 215-955-6084 and ask for the sleep study coordinator.

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(215) 477-8800



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LaRosa & DeLuca



DALLAS/FORT WORTH AREA TOURISM COUNCIL

Time to Sign up for The AUSTIN Sales Blitz!

We invite you to join us, September 10-13 1998 for a blitz in Austin
This sales mission will include:

1. Team **sales calls** to travel agents, tour operators and media on Thursday September 10th and the morning of Friday the 11th.
2. A **reception** for Travel Agents, Tour Operators and Media at Thursday September, 5:30 to 7:30pm. (We are currently reviewing options with several restaurants in the warehouse district as locations for the reception.)
3. A **trade show** exhibit at the Austin Fall House and Garden show at the Austin Convention Center. Anticipated attendance is 20,000 people for this event. The council is reserving a 10 x 10-corner booth near the Star Chefs stage. We are also negotiating to pay for a radio remote to broadcast from our booth during the show. Cara Volmar of Grapevine Mills will be arranging a get-away package from the Metroplex that will be included in the newspaper and radio publicity for the trade show.

The House and Garden show hours are:

Friday	September 11	2:00 - 8:00pm
Saturday	" 12	10:am-8 00pm
Sunday	" 13	11:00-6:00pm.

Booth Set up times are available all day Thursday and Friday morning

Hotel Room Reservations

A block of rooms at a flat rate of \$72.00, has been reserved at La Quinta, Austin Capital, 300 E 11th Street. It is listed under Block 907 15301. To reserve call 800 687-6667, reservations must be guaranteed; to call the property directly, dial 512 /476-1166.

Cost for Participation \$350, plus your travel costs.
Mail the \$350 participation fee to: DFWATC Accounting Office 1115
W. Northwest Hwy. Suite F. Grapevine, TX, 76051 **before September 5, 1998**

Sign up Deadline August 14, 1998

Yes, I will be participating in the Austin Blitz { }

Name _____

Organization _____

Phone _____ Fax _____

To sign up for the blitz, fax or mail this registration form to
DFWATC, Fax. 817 251-4329. 701 S. Main Street. Grapevine, TX 76051

Bob Spence is serving as Blitz Chairman. Please contact him at the Arlington CVB 817/ 265-7721 to indicate your interest in:

1. Assisting in organization and set up for the Travel Agent/Tour Operator reception
2. Assisting in organization and set up for the trade show exhibit
3. Organizing and making team calls to travel agency, tour operator and media contacts.

DALLAS/FORT WORTH AREA TOURISM COUNCIL

July 20, 1998

TO: Media Committee

FROM: Michael Woody, Margie Ranc

RE: Media Tours / assessment for Media Tour expenses for 1998

We are now at the halfway point for our budget year and have completed three of the five planned media tours. Last fall during preparations for the 1998 budget the Board of Directors asked that the Media Committee consider assessing local tour participants for a part of the costs incurred for transportation (air and ground transport). *To put this in perspective you will find in the annual budget in the marketing plan that most programs are self-supporting bringing in income to match expense.*

After discussion in November, Media Committee policy concerning costs/finance was outlined as follows:

DFWATC staff will arrange for hotel and transportation for each tour.

Costs for the tour will be paid for by DFWATC within budget limitations decided annually by the DFWATC Board of Directors

Other costs incurred will be prorated among tour organizers and participants at amounts agreed upon by them.

Complimentary services will be sought whenever feasible. All billing is the responsibility of DFWATC staff.

During discussion of the issue there was consensus that assessment for costs would be to cities participating in the tours and would not include attractions or other participants, it was also generally agreed that cities hosting post and pre tours would not be assessed. However, all prorated costs were to be agreed upon by tour participants.

Media Fams were budgeted as follows; \$4000 as an income line item and \$8000 as an expense line item, which in practical terms means that the Council is budgeted to pay \$4000 and assessments will cover the other \$4000. To date our income and expense are listed below, with the exception of a bill from La Quinta for the Family Fun Tour nothing is outstanding.

	Cost	Income
Family Fun Tour	*	\$200
Eco-Nature Tour	\$1566	
Arts/ Culture/Heritage	2347	
<hr/>		
**Total to date	\$3913	\$ 200



**Dallas/Fort Worth Area
Tourism Council**

SPD V
CG

September 18, 1998

To: DFWATC Members

From: Margie Ranc

Re: Self-Guided Tour Brochure Sponsorship Opportunity

The Council is just completing production of a series of four self-guided tour brochures and we are looking for a sponsor to underwrite the printing, a run of 250,000 for all four. Would you be interested in sponsoring the program? As sponsor of the project your organization would have its location (locations) highlighted on the tour maps and a message as part of the map. Sponsorship gives you exclusive exposure to visitors using these very handy tour brochures to lead them around the Metroplex.

The color brochures are either four or five panels focusing on four special interest topics: sports, nature, arts & culture, and a town squares brochure covering historical sites in the area. The four pieces are to be printed simultaneously, a run of 250,000. (62,500 copies of each tour). We have a quote for this printing of @ \$15,000, 6 cents a piece.

The Council will distribute the guides at visitor centers in the Metroplex. (A list of these centers and their annual visitor count is available upon request) In addition, the tours will be included in direct mail programs to tour operators and travel writers and at Texas Visitors Centers in the immediate area.

The Council will pay for all necessary production costs and copy changes in future printings. Both parties will approve the copy and composition of the tour series before printing.

We anticipate being ready for printing in the next month. If you are intrigued by this proposition please call Margie Ranc at 817/329-2438. Color comps, drafts of copy and further information about the program are available for the asking.

701 South Main Street • Grapevine, Texas 76051

Phone (817) 329-2438

Fax (817) 251-4329



FAX

Date: 8/19/98
Number of pages:
(including cover sheet)

TO: Margie Ranc FROM: Christine Gossett
Denton Convention &
Visitor Bureau
PHONE: 940/382-7895
FAX #: 817/251-4329 FAX: 940/382-6287
.....

Margie,

I am a little behind the deadline. Hope it's not too late for news on "What's New in the Metroplex." Here is the information on the UNT Environmental Science Building and Planetarium. The planetarium, nature trail (small scale with bronze wildlife statues), and the exhibits are the "attractions" of the building.

Let me know if you need more information. Thanks.

- Christine Gossett

Page 2 — Environmental science

The interdisciplinary approach

Classes in biology, chemistry, education, geography, history, journalism, philosophy, physics and religion will all be taught inside the building, fitting with the recent push in education to give students interdisciplinary lessons.

"We need to break down the barriers to interdisciplinary learning artificially created by departments and schools and colleges within the university," Dickson said.

The building will also house the Institute of Applied Sciences, which includes nine centers, from the Aquatic Toxicology Laboratory to the Center for Spatial Analysis and Mapping. These centers provide needed services for the Dallas/Fort Worth area and beyond, and also serve to give undergraduate and graduate students excellent hands-on training in environmental science.

The building and its outdoor learning area will be used by students in public schools in the Dallas/Fort Worth Metroplex, in addition to the students at the university.

"The study of environmental science brings with it a mandate to share the lessons we learn about the Earth," Dickson said. "That is why part of our mission is to spread the news about how to save and manage this planet's resources."

The Outdoor Environmental Learning Area

The outdoor area around the EESAT Building is just as much a learning area as the classrooms inside. The building's courtyard has been transformed into an Outdoor Environmental Learning Area (ODELA). Schoolchildren throughout the Metroplex will visit the EESAT building, and spend several hours in ODELA.

The area will include (all artificially made) a nine-foot waterfall that pours into a small pond. Students will be able to put a few drops of water onto a microscope slide, walk over to a pavilion where microscopes are set up, and view the microorganisms that live in the pond water. There will also be a simulated archaeological dig, in which children unearth the bones of a mammoth. A geological "wall of time" will show rock formations through the years. Schoolchildren will be able to look at and touch different types of soils in another display.

Also on the grounds of the EESAT building will be a nature trail, with informational placards on plants and trees native to Texas. The building's grounds were landscaped with mostly native Texas plants and trees, such as the mesquite tree. Along the nature trail are bronze

(more)

Page 3 — Environmental science

life-size sculptures of Texas wildlife, including coyotes, big-eared jackrabbits, armadillos and horned toads. David Iles, an artist in UNT's School of Visual Arts, created these sculptures with the help of several of his students. They researched and examined specimens of each animal before making a model.

Dallas land developer Trammell Crow financed the works and donated a set of the bronzes to UNT.

The Sky Theater

The building is also home to the Sky Theater, UNT's planetarium with state-of-the-art Digistar II technology.

The university has hired a full-time Sky Theater manager. The planetarium will have set hours for shows on weekends, so that adults and children may pay a small fee to see a show on a topic such as astronomy. The Digistar II projection equipment, in addition to 18 slide projectors, two videocassette players, and three special effects projectors, give a state-of-the-art multimedia presentation. One of the shows, for example, allows the planetarium visitor to "travel" through a molecule of DNA, the human genetic code.

Public exhibit

There is also a 3,000 square foot exhibit hall, which will be home to an exhibit about eagles. The "On the Wings of Eagles" exhibit will show how the eagle, the national symbol and the UNT mascot, came back from the brink of extinction in the United States.

Coordinating the schoolchildren's study at the EESAT building are two employees in the Elm Fork Education Center, Rudi Thompson and Steve Spurger. Even though they work full-time inside the EESAT building, Thompson is an employee of the nearby Denton Independent School District, and Spurger works for the Lewisville Independent School District. "Denton schoolchildren of all ages will do hands-on experimenting and study at the EESAT building," Thompson says, adding that Lewisville schools have mandated that all its third graders have some study time at the EESAT building.

(more)

Page 4 — Environmental science

Other school districts' children will visit EESAT as well.

Also housed in the Elm Fork Education Center are two Region 6 employees of the Environmental Protection Agency, whose main responsibility is promoting responsible Earth-friendly practices and attitudes.

Environmentally sound design

The building has three floors of office space, classrooms and laboratories. Wherever possible, its design incorporated environmentally friendly principles. Ceiling fans swirl on the ceiling of the third floor, facilitating airflow throughout the building. Solar water storage panels on the roof heat water for the restrooms throughout the building. EESAT's flooring is soy-based, not petroleum-based, making it a product from a renewable resource.

The overall mission of the EESAT building is to inspire creativity and learning in all who pass through.

"I think it's great that the real water researchers (at UNT's Water Research Field Station) will walk out of their laboratories to see excited schoolchildren looking through a microscope to view drops of pond water," Thompson said. "Perhaps they'll get fresh inspiration from each other."

****UNT****

The University of North Texas, with more than 25,000 students, is the Dallas-Fort Worth region's leading university and one of Texas' "Big Five," the state's largest and most academically challenging. Named one of America's 100 best college buys for two years running, UNT has many nationally ranked programs among its 91 bachelor's, 121 master's and 47 doctoral degree programs.

FAX

Date: 7/27/98

Number of pages: 2
(including cover sheet)

TO: John Mayner

FROM: Christine Gossett
Denton Convention &
Visitor Bureau

PHONE: 972/709-0314

FAX #: 972/780-0893

PHONE: 940/382-7895

FAX: 940/382-0040

.....



MEMORANDUM

TO: John Mayner, Smith Roberts Company

FROM: Christine Gossett, Vice President
Denton Convention & Visitor Bureau

RE: DFWATC Self-Guided Tour Map

DATE: July 27, 1998

Good job on the visitor map you presented in the DFWATC meeting recently. I did make some changes in the museum and downtown sections of the map for Denton. If you need to fax me a proof you may send it to (940) 382-6287. I also have a few places and attractions in Denton that were not mentioned in the map that I hope you will consider adding if there is room and you feel it is appropriate for the purpose of the map. I apologize for not getting this information in sooner, but Margie Ranc suggested I fax it to you just in case.

In the sports section I noticed that the map does not include information about the University of North Texas, which is the fourth largest university in the state. I also wanted to bring it to your attention that we have a nationally recognized gymnastics program at Texas Woman's University. So, I hope you will consider putting some information about these sports programs in the guide if possible. If this is possible for both or just one of the universities, here is the information you can:

"See the action in NCAA Division I sports at the University of North Texas and the exciting NCAA Division II women's intercollegiate athletics at Texas Woman University, home of the 5-Time USA Gymnastics Collegiate National Champions. Ticket information: UNT Athletics - (800) UNT-2866 and TWU Athletics - (940) 898-2378."

There were also a couple of other areas I would like to point out about Denton that you may want to consider for the map. The first is that we have a world-renowned School of Music at UNT and they are finishing a new, state-of-the-art performance hall, which will seat 1,200 people. The opening is in Spring 1999 and it will be a big deal for performing arts and music lovers. The second thing I wanted to suggest is that the map include directions on how to get to each member city. Denton and many other cities covered in the map are not printed on the map and I didn't see any directions printed, or even the main highways that run through each city.

Thank you for your work on the map and thanks for considering my suggestions. Again, the map looks great and I apologize for not getting in on the proofing sooner. If you have any questions you may call me at metro (972) 445-5558.

DFWATC MEDIA FAMILIARIZATION TOUR SCHEDULE 1998

Date	Theme	Tour Leader	CVB/FIRM
April 2-5	Family Fun Media Tour	*Greg Staley	Fort Worth CVB 817/336-8791
April 23-26	Eco-Nature Media Tour	Julie Gladney	McKinney Cof C 972/758-2192
June 25-28	Arts Cultural/Heritage Tour	Diana Pfaff	Irving CVB 972/252-7476
Oct. 14 8 -11 (tentative)	Truly Texas Media Tour	Connie Kredell	Dallas CVB 214/746-6636 Fax # (214) 571-1350

Oct. 22-25 Senior Travel Media Tour TBD
(tentative) 21 Pre-Tour
25-26 Post-Tour ^

*Tour run in co-operation with Texas Travel Division contractor: Carla McClanahan,
Edeleman Public Relations 214/443-7558

Members wishing to participate in these tours or suggest optional itinerary sites should call DFWATC Offices at 817/329-2438 or the individual tour leaders listed above. Please note that these tours are organized primarily to meet the needs and interests of the writers participating. Final decision for each itinerary is at the discretion of the tour leader.

\$25/person (includes unlimited ice cream)
8/23/92

Texas Lil's could do a cook-out for dinner, horseback tour by facility, singing cowboy or could do lunch, evening is better
- if avoid for lunch could still walk around it
- could also do a cowboy breakfast or brunch

The 8th or 9th would be good for them
2 hours minimum, max 4 hours

U,
sci
ser

Look in
the
"western
experience"
part of the
brochure

Page 2 Policies and Procedures

At least three months prior to a scheduled tour, an invitation along with a tentative itinerary, and a DFWATC guide will be mailed to a selected list of prospects.

Final Itineraries, transportation schedules, tickets, and press kits will be supplied to tour participants no less than three weeks prior to the tour .

At the start of each tour, media participants will receive *one* combined press kit containing information particularly relevant to that tour. All others will be mailed to media by members individually on an as needed basis.

Upon a tour's completion, all local participants will receive recognition and a letter of thanks. Media participants will be asked to evaluate the tour by filling out and returning a DFWATC survey.

To: Members of the Media Committee
 From: Margie Ranc
 Re: Family Fun Media Tour/EcoTourism Media Tour

On February 10, 1998 at 9:00 am, at the Irving CVB there will be a meeting of those working on the aforementioned fams. **The next regularly scheduled Media Committee meeting is March 10, 1998 at the Irving CVB. An agenda and meeting reminder will be faxed to you prior to that meeting.**

Family Fun Media Tour Itinerary *Tentative*

Pre- Tour

Wednesday, April, 1998, Ennis

Afternoon: Tour Ennis bluebonnets followed by catered barbecue meal

Thursday, April 2, 1998 Irving/Las Colinas/Grand Prairie

Morning: Arrival/Free time

Afternoon: Box-lunch meal served on Mandalay Canal water taxi

Movie Studio Tour

Texas Stadium (optional)

Evening Lone Star Park Tour and Dinner (still to be confirmed)

Friday, April 3, 1998, Grand Prairie/Dallas Area

Morning: Tour Palace of Wax/Ripley's Believe It or Not/ Breakfast

South Fork Ranch Tour/ Lunch

Afternoon Sixth Floor Library

Dallas Fair Park - free time to explore Aquarium, Museum of

Black History, The Science Place

Evening: Dinner at ~~West End~~ and Mesquite Rodeo

Trail Dust

Saturday, April 4, 1998, Fort Worth/Grapevine

Morning Breakfast at Fort Worth Zoo Museum of Science/History/ Omni Theater,

drop in at Race/Fest downtown (NASCAR event)

Afternoon Lunch at Stockyards

Tarantula Train from Fort Worth to Grapevine

Grapevine Main Street Tour

Grapevine Mills - shopping and dinner (free time to shop)

Evening Grapevine Opry (optional)

Sunday, April 5, 1998 Arlington

Mid-morning Six Flags

Afternoon The Ballpark/Legends Museum Tour and Lunch

Early Evening Depart Dallas/Fort Worth

DALLAS/FORT WORTH AREA TOURISM COUNCIL

Media Committee
Tuesday July 14, 1998
9:00 am

Irving CVB
3333 MacArthur Blvd., Suite 200

Tentative Agenda

Introductions and Announcements

Review of Press Results from the Previous 12 months.

1999 Schedule of Media tours

Review of organization and funding for scheduled fall media tours

Copy review of DFWATC Self Guided Tours

DFWATC Media Committee
July 14, 1998 9AM

↓ Remember to send calendar of events & updates to Margie
Self-Guided Tours - a thematic tour of the
metropolis.

Texas Towns & Squares is one of the themes
and Arts & Culture. The sports theme
includes collegiate sports.

They are getting a corporate sponsor who
will underwrite it and they can put their locations on

- 62,500 printed of each for the first round
- They took a lot of info. from the FAM Tour
itineraries.

- This is a companion piece to the guide.

* UNT sports not included and UNT Planetarium not on
there, or ~~the~~ Lake RR for nature/parks. In the
future see if they can include these + the
UNT Performing Arts Center.

* Changing Truly Texas tour for '98 to Oct. 8-11
1999 FAM Tours (Tentative) Connie at Dallas CUB
is coordinating
this one

Family Fun - April 8-11

Arts/Culture - June 24-27

Truly Texas ~~Sept. 30 - Oct. 3~~ Sept. 30 - Oct. 3

Food, Wine, Shopping ~~Nov. 11-14th~~ November - 11-14th

- Council will be paying for the tickets; it is proposed that
the writer pay for the ticket and we bill them.

DALLAS/FORT WORTH AREA TOURISM COUNCIL

MEETING NOTICE

Media Committee

Tuesday July 14, 1998

9:00 am

Irving CVB
3333 MacArthur Blvd., Suite 200

Tentative Agenda

Introductions and Announcements

Review of Press Results from the Previous 12 months.

Please bring a summary of media coverage for your organization or community as a result of DFWATC tours of the previous 16 months. We will use these results as a guide while scheduling tours for next year

Review of organization and funding for scheduled fall media tours

Copy review of DFWATC Self Guided Tours

*Let info. be given
to make the meeting on 14/98*

ARTS CULTURAL HERITAGE TOUR
TENTATIVE ITINERARY
DENTON

June 25 - 28

(Pre- or Post-Tour)

Noon to 12:30 p.m.
Denton Concerts on the Square

12:30 - 1:30 p.m.
Lunch on the Square

1:30 - 2 :00 p.m.
Tour Denton County Courthouse

2:00 - 2:30 p.m.
Visit Longhorn Gallery and visit historical Evers Hardware Store
OR visit Campus Theater (renovated 1940's movie house)

2:30 p.m. - 3 p.m.
Meadows Gallery in the Center for the Visual Arts

3: 30 p.m. - 4 p.m.
Ladies Gowns Museum at Texas Woman's University (*Daughters of American Republic*)

4:00 p.m. - 4:30 p.m.
Historic Homes Tour

If tour goes into the evening on a writers could have dinner at Giuseppe's, a restaurant on the bottom floor of Magnolia Inn, a B&B within walking distance of the historic downtown square. Following dinner they could attend "Oliver" at the Campus Theater and stay the night in Denton or be taken to their host hotel.

If the tour is on a Sunday afternoon they could have lunch and attend the matinee performance of "Oliver" at the Campus Theater.

We would prefer to have a weekday pre-tour because some of our galleries are closed Sunday-Monday, and the concerts are only held on weekdays.

File
See if we can
send
brochures
along

DALLAS/FORT WORTH AREA TOURISM COUNCIL

Sign up for The Oklahoma Sales Blitz!

We invite you to join us June 18-21, 1998 for a blitz of Oklahoma City.

This sales mission will include:

1. **Team sales calls** to Travel Agents, Tour Operators and Media on Thursday June 18th and Friday the 19th.
2. **A reception** for Travel Agents, Tour Operators and Media at the Marriott, 3222 Northwest Expressway Thursday, June 18th from 5:00 to 7:00pm.
3. **A trade show** exhibit at the Aerospace America Airshow at Will Rogers World Airport. Anticipated attendance is 125,000 people for this Father's Day weekend event. The council is reserving a 10x 20 booth and 12 passes per day to allow for rotation of teams of four to work in the booth.

Aerospace show hours are:

Friday, June 19, 5:00pm-9pm
 Saturday, June 20, 9:am-5 00pm
 Sunday, June 21, 9:00-5:00pm.

The trade exhibition is held in a hanger (not air-conditioned). We will be participating with about 125 exhibitors, to date the only tourism-marketing group among them.

Hotel Room Reservations

A block of rooms at a \$79.00 rate, plus tax, for a single, have been reserved for participants at the Marriot Phone: (405) 842-6633. To reserve a room, call by 6/4/98, after that reservations will be accepted on a space or rate available basis. The Marriott is about a 15-minute drive from the airfield. Rooms may also be reserved at the La Quinta, 800 S. Meridian Avenue, five miles from the airport, (405) 942-0042; king executive rooms are available there for \$75.00.

Cost for Participation

\$350, plus your travel costs.

Mail the \$350 participation fee to: DFWATC Accounting Office 1115 W. Northwest Hwy. Suite F. Grapevine, TX, 76051 **before June 12**

Sign up Deadline

June 5, 1998

Yes, I will be participating in the Oklahoma City Blitz { }

Name _____

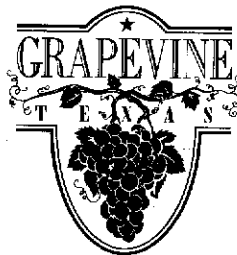
Organization _____

Phone _____ Fax _____

To sign up for the blitz, fax or mail this registration form to DFWATC, Fax. 817 251-4329. 701 S. Main Street. Grapevine, TX 76051

Dean Conwell of the Irving CVB is serving as Blitz Chairman. Please contact him at (972) 252-7476 to indicate your interest in:

1. Assisting in organization and set up for the Travel Agent/Tour Operator reception
2. Assisting in organization and set up for the trade show exhibit
3. Making team calls to Oklahoma City travel agency, tour operator and media contacts.



February 26, 1998

Dear DFWATC Member:

Enclosed is a sample letter for your perusal to add support to the Railroad/Tarantula in seeking Dart Board approval to operate rail lines between and downtown Dallas, Carrollton and Plano.

Tarantula is a major year round attraction in the metroplex annually carrying over 100,000 passengers. This is a great opportunity to expand this attraction and to spread out the economic impact throughout a larger portion of the metroplex.

The attached list shows all of the DART Board members and I will ask that you contact your DART Board representative, expanding on your knowledge of tourism and request they select the Fort Worth & Western/Tarantula as the operator of choice.

If you have any questions, please call me at (817) 410-3185.

Sincerely,

Paul W. McCallum
Executive Director

*Keep for
future
reference*

*This doesn't
really involve us,
but keep in
DFWATC
misc. file*

THE CITY OF GRAPEVINE

CONVENTION & VISITORS BUREAU
(817) 410-3185

One Liberty Park Plaza
(800) 457-6338

Grapevine, Texas 76051-5374
FAX (817) 410-3038

SAMPLE

Dear DART Board Member:

It is my understanding that the Union Pacific is going to accept a bid from Railtex on the switching over DART owned rail lines between Plano, Carrollton and downtown Dallas.

Fort Worth & Western Railroad and their steam passenger train excursion service (Tarantula) also made a bid to Union Pacific. In addition to switching freight, this bid includes operating a passenger excursion service and upgrading the DART owned tracks to allow for such passenger rail service.

According to the terms of the DART-Union Pacific sale contract the DART Board has the right to match any bonafide offer with an operator of their own choosing. I would encourage the DART Board to select the Fort Worth & Western to be their operator of choice over the trackage that is in question. Not only would this boost the amount of DART owned rail that is being utilized for passenger service, but, would also give Dallas County an added tourist attraction through a regularly scheduled passenger train excursion service.

Passenger excursion train service has a real economic benefit to the areas it serves. For example, the economic impact in 1997 to the Grapevine and Fort Worth historic districts was over 3 million dollars in direct spending from 100,000 plus passengers. Given that the trackage that Fort Worth & Western is requesting to service covers a larger area than their existing service, it is reasonable to expect that the economic impact will be greater.

Please deny the Union Pacific's request for Railtex and select the Fort Worth & Western/Tarantula as your operator of choice.

Respectfully,

**DALLAS AREA RAPID TRANSIT
BOARD MEMBERSHIP**

City of Dallas

John De La Garza Jr.
7603 Chevy Chase Ave.
Dallas, TX 75225

Arthur Hollingsworth
9914 Silver Creek Rd.
Dallas, TX 75243

Jesse D. Olivier
8810 Bruton Rd.
Dallas, TX 75217

Billy Ratcliff
6324 Everglade Rd.
Dallas, TX 75227

Maxine T. Reese-
Dallas Area Rapid Transit
PO Box 660163
Dallas, TX 75266-7200

Marcos G. Ronquillo
750 N. St. Paul
Dallas, TX 75201

W. Richard Watkins
719 Valley View Road
Dallas, TX 75137

Derek Wirgau
8311 Deep Green
Dallas, TX 75249

City of Garland

Jerry Russell
9696 Skillman
Dallas, TX 75243

City of Irving

Norma Stanton
500 W. Shady Grove Rd.
Irving, TX 75060

City of Plano

Robert W. Pope
4011 W. Plano Parkway
Plano, TX 75093

Cities of Addison, Highland Park, Richardson, University Park

Raymond D. Noah
100 N. Central, #1205
Richardson, TX 75080

Cities of Carrollton and Irving

William T. Criswell
Dallas Area Rapid Transit
PO Box 660163
Dallas, TX 75266-7200

Cities of Dallas, Plano, Glenn Heights, Cockrell Hill

Philip J. Ritter
8610 Southwestern Blvd.
Cockrell Hill, TX 75206

Cities of Farmers Branch, Garland, Rowlette

Mark Enoch
2200 One Galleria Tower
13355 Noel Rd.
Dallas, TX 75240

Dallas/Fort Worth Area Tourism Council

Sorrell

MEETING REMINDER MEDIA COMMITTEE

March 10, 1998

9:00 a.m.

Irving CVB

3333 MacArthur Blvd., Suite 200

RSVP by Fax to 817/488-1048



*Executive
Committee*

Cities:

Arlington

Dallas

Fort Worth

Grand Prairie

Grapevine

Irving

Associate

Cities:

Addison

Duncanville

Farmers Branch

Glen Rose

Granbury

Greenville

Lewisville

McKinney

Mesquite

Plano

Richardson

Waxahachie

Weatherford

Tentative Agenda

Introductions/Announcements

Richard Atkins of the Southwest Aviation Council will give us a brief, informative overview of the many aviation museums and other area aviation attractions.

Updates on three upcoming fairs

SPECIAL REQUESTS- Please bring or send the Council any new events for the Spring or Summer season that are not listed in the Guide Calendar. We will revise the Calendar and send it to media at the end of March. Also let us hear from you, if you have suggestions for the best way to put our calendar on line.

Yes, I will attend the Media Committee Meeting, March 10, 1998

No I will not be able to attend.

Signature

Christine A. Sorrell

Please let me know what is worked out w/ the schedule for the June Arts/Culture/Heritage Fair Tour

Also, we are not going to be able to

give any brochures for the Amarillo show - it just so happens that everyone is in the process of reprinting, we will for OK City!

Thanks!

1 Liberty Park Plaza
Grapevine, Texas 76051
Tel. 817-416-0527
Fax 817-488-1048

Media Committee
DFWATC Mtg. 5/12/98

I. Look at putting a schedule for the year together and send a schedule out about FAM Tours to the writers in advance.

II. Will be making a self-guided tour brochure annually. This will have hotels on it, etc. and other places. Geared to a special interest.

III. Evaluations of Eco-Tourism FAM Tour

IV. Arts / Culture / Heritage Tour

* Need to get press kits together for this FAM Tour > info. should be relevant to the tour

Do a one page release on our info.

* We will know after May 25 who is coming

V. Senior FAM Tour - looking at hosting it in October > Michael thought we would need to consider the ABA & NTA travel shows as a possible conflict. Truly Texas is also in the Fall.

* Can put some brochures in the OK City Travel Show

DALLAS/FORT WORTH AREA TOURISM COUNCIL

Media Committee
Tuesday, May 12th
9:00 am

Irving CVB
3333 MacArthur Blvd., Suite 200

Tentative Agenda

Introduction/Announcements

Updates upcoming Media tours June and October

DFW Area Tourism Council Eco-Nature Media Trip Evaluation

Rating: 1 = POOR 5 = EXCELLENT

	1	2	3	4	5	
PRE TOUR OF MINERAL WELLS					5	
Thursday						
DALLAS ARBORETUM						
LUNCH	1	2	3	4	5	mainly local interest
DALLAS ZOO	1	2	3	4	5	
McKINNEY - HEARD MUSEUM	1	2	3	4	5	
DINNER	1	2	3	4	5	
ACCOMODATIONS	1	2	3	4	5	
Friday						
BREAKFAST	1	2	3	4	5	
LEWISVILLE ELA	1	2	3	4	5	mainly local interest
FORT WORTH ZOO	1	2	3	4	5	been there/done that too many times
LUNCH	1	2	3	4	5	
FORT WORTH NATURE CENTER	1	2	3	4	5	mainly local interest
FOSSIL RIM	1	2	3	4	5	
DINNER	1	2	3	4	5	great place, great people,
ACCOMODATIONS	1	2	3	4	5	good site by.
Saturday						
BREAKFAST	1	2	3	4	5	
DINOSAUR VALLEY STATE PARK	1	2	3	4	5	
ARLINGTON - RIVER LEGACY PARK	1	2	3	4	5	Living Science Center was 6/6
LUNCH	1	2	3	4	5	whoever made those sand-
IRVING - CAMPION TRAILS	1	2	3	4	5	wiches should be shot
DINNER	1	2	3	4	5	
ACCOMODATIONS	1	2	3	4	5	
Sunday						
BREAKFAST	1	2	3	4	5	
ENNIS - BLUEBONNET TOUR	1	2	3	4	5	
LAKE BARDWELL NATURE AREA <i>P. & not go</i>	1	2	3	4	5	
LUNCH	1	2	3	4	5	
SEAGOVILLE - DISD EEC	1	2	3	4	5	limited use - local interest

1. WHAT ATTRACTIONS DID YOU LIKE THE MOST?

Best World River Legacy PK / Living Science Ctr
Good near Gardens
Heard Museum

2. WERE THERE OTHER AREA NATURE ATTRACTIONS THAT YOU WOULD HAVE LIKED TO VISIT?

Dallas Nature Center

3. ADDITIONAL COMMENTS / SUGGESTIONS:

*Never, ever, after having run a group into the ground all day, let a BTB owner
make them endure a 1-1/2 HOUR tour of every room, picture, & piece of furniture!
15 minutes, okay, but we were TIRED.

USE THE BACK OF THIS SHEET OR ADDITIONAL PAPER FOR FURTHER COMMENTS - WE WANT TO HEAR FROM YOU! PLEASE RETURN SURVEY TO JULIE GLADNEY, McKINNEY CVB, PO Box 621, McKinney, TX 75070. Thank you!

C6

DFW Area Tourism Council Eco-Nature Media Trip Evaluation

Rating: 1 = POOR 5 = EXCELLENT

PRE TOUR OF MINERAL WELLS	1	2	3	4	5
Thursday					
DALLAS ARBORETUM	1	2	3	4	5
LUNCH	1	2	3	4	5
DALLAS ZOO	1	2	3	4	5
McKINNEY - HEARD MUSEUM	1	2	3	4	5
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5
Friday					
BREAKFAST	1	2	3	4	5
LEWISVILLE ELA	1	2	3	4	5
FORT WORTH ZOO	1	2	3	4	5
LUNCH	1	2	3	4	5
FORT WORTH NATURE CENTER	1	2	3	4	5
FOSSIL RIM	1	2	3	4	5
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5
Saturday					
BREAKFAST	1	2	3	4	5
DINOSAUR VALLEY STATE PARK	1	2	3	4	5
ARLINGTON - RIVER LEGACY PARK	1	2	3	4	5
LUNCH	1	2	3	4	5
IRVING - CAMPION TRAILS	1	2	3	4	5
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5
Sunday					
BREAKFAST	1	2	3	4	5
ENNIS - BLUEBONNET TOUR	1	2	3	4	5
LAKE BARDWELL NATURE AREA BAR THIRTY RANCH	1	2	3	4	5
LUNCH	1	2	3	4	5
SEAGOVILLE - DISD EEC	1	2	3	4	5

1. WHAT ATTRACTIONS DID YOU LIKE THE MOST?

FOSSIL RIM, SAFARI CAMP, FT. WORTH ZOO, HEARD MUSEUM

2. WERE THERE OTHER AREA NATURE ATTRACTIONS THAT YOU WOULD HAVE LIKED TO VISIT?

NO

3. ADDITIONAL COMMENTS / SUGGESTIONS:

Ratings reflect appeal to out-of-state visitors. All of our hosts were great! We had a wonderful time! I thought Dinosaur Valley could benefit from a little high-tech packaging to appeal

USE THE BACK OF THIS SHEET OR ADDITIONAL PAPER FOR FURTHER COMMENTS - WE WANT TO HEAR FROM YOU! PLEASE RETURN SURVEY TO JULIE GLADNEY, McKINNEY CVB, PO Box 621, McKinney, TX 75070. Thank you! *clh*

Jan

DFW Area Tourism Council Eco-Nature Media Trip Evaluation

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	1	2	3	4	5
PRE TOUR OF MINERAL WELLS					
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McKINNEY - HEARD MUSEUM	1	2	3	4	5
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5
Friday					
BREAKFAST	1	2	3	4	5
LEWISVILLE ELA	1	2	3	4	5
FORT WORTH ZOO	1	2	3	4	5
LUNCH	1	2	3	4	5 + superb!
FORT WORTH NATURE CENTER	1	2	3	4	5
FOSSIL RIM	1	2	3	4	5 +
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5 + Creative!
Saturday					
BREAKFAST	1	2	3	4	5
DINOSAUR VALLEY STATE PARK	1	2	3	4	5
ARLINGTON - RIVER LEGACY PARK	1	2	3	4	5
LUNCH	1	2	3	4	5
IRVING - CAMPION TRAILS	1	2	3	4	5 equipped bike ride
DINNER	1	2	3	4	5
ACCOMODATIONS	1	2	3	4	5 +
Sunday					
BREAKFAST	1	2	3	4	5
ENNIS - BLUEBONNET TOUR	1	2	3	4	5
LAKE BARDWELL NATURE AREA BAR 30 RANCH	1	2	3	4	5
LUNCH	1	2	3	4	5
SEAGOVILLE - DISD EEC	1	2	3	4	5

1. WHAT ATTRACTIONS DID YOU LIKE THE MOST?

Fossil Rim, Bed & Breakfast, Safari Camp, Ft. Worth Zoo, Dallas Arboretum

2. WERE THERE OTHER AREA NATURE ATTRACTIONS THAT YOU WOULD HAVE LIKED TO VISIT?

No (but as out-of-state visitor, I wasn't aware of others)

3. ADDITIONAL COMMENTS / SUGGESTIONS:

The Archers were wonderful. The van was comfortable. All accommodations were superb! The trip changed my impression of Texas. Everyone was very nice. Can't wait to come back!

USE THE BACK OF THIS SHEET OR ADDITIONAL PAPER FOR FURTHER COMMENTS - WE WANT TO HEAR FROM YOU! PLEASE RETURN SURVEY TO JULIE GLADNEY, McKINNEY CVB, PO Box 621, McKinney, TX 75070. Thank you!

DFW Area Tourism Council Eco-Nature Media Trip Evaluation

Rating: 1 = POOR 5 = EXCELLENT

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PRE TOUR OF MINERAL WELLS					
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ACCOMODATIONS	1	2	3	4	5
Sunday					
BREAKFAST	1	2	3	4	5
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LAKE BARDWELL NATURE AREA	1	2	3	4	5
LUNCH	1	2	3	4	5
SEAGOVILLE - DISD EEC	1	2	3	4	5

1. WHAT ATTRACTIONS DID YOU LIKE THE MOST?

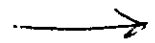
I loved Fossil Rim and the Heard Museum. Also good were Dinosaur Valley, ~~and~~ River Legacy Park, and the zoos, although zoos really require more time.

2. WERE THERE OTHER AREA NATURE ATTRACTIONS THAT YOU WOULD HAVE LIKED TO VISIT?

3. ADDITIONAL COMMENTS / SUGGESTIONS:

Stick with areas that are more tourist-friendly. LELA and the DISD EEC are really more private-use facilities that a tourist would never go to. Including the bluebonnet tour is risky - we saw far more elsewhere.

USE THE BACK OF THIS SHEET OR ADDITIONAL PAPER FOR FURTHER COMMENTS - WE WANT TO HEAR FROM YOU! PLEASE RETURN SURVEY TO JULIE GLADNEY, MCKINNEY CVB, PO Box 621, McKinney, TX 75070. Thank you!



DFWATC

Page 2

DFWATC
SPORTS BROCHURE COPY
5/7/98

Cover**Variety of Sports**Inside, first panel (intro copy)

If you like sports, you've just scored big! Because the Dallas/Fort Worth Metroplex is a sports lover's paradise.

Here, you'll find an enormous variety of exciting, entertaining sporting events. Major league sports. Collegiate athletics. NASCAR racing. Horseracing. Golf, tennis, and rodeo events. Even sports that let you join the action!

In this brochure, you'll find all of the top attractions in the Metroplex — plus many events that are lesser-known. For your convenience, we've grouped these events by category, and included a map you can use as a handy guide for a driving tour of Metroplex sports attractions.

Remember that many sporting events are seasonal, and several last only a few days each year. It's always a good idea to call ahead for ticket information and schedules.

Take a few minutes to look over the D/FW sporting events available to you. Whatever you choose, it's sure to be a winner!

Inside (descriptive copy)Subhead**Professional Sports**Copy

Dallas Burn. Outdoor soccer is a real kick! See Dallas' Major League Soccer team face tough competition from April to September. Cotton Bowl, Dallas, 214/373-8000.

Dallas Cowboys. You've seen them on TV. Now watch America's team in live NFL action from August to December. Or, take a memorable tour of Texas Stadium, which includes a tour of the Cowboys locker room and a walk on the world-famous football field. Texas Stadium, Irving, 972/579-5000.

Dallas Mavericks. If excitement is your goal, then make a fast break for a Mavericks game. You can watch the top names in the NBA play from November to April. Reunion Arena, Dallas, 214/939-2800.

Dallas Sidekicks. Indoor soccer is another great way to have a ball. The Premier Soccer Alliance season runs from June to September (please confirm this), and most games are played on weekends. Reunion Arena, Dallas, 214/653-0200. ↗

DFWATC

Page 3

Dallas Stars. From September to April, the Stars come out in Dallas! If you've never seen an NHL hockey game before, don't miss your chance. Reunion Arena, Dallas, 214/476-8277.

Fort Worth Brahmas. The ice is cold and the action is hot during Western Professional Hockey League games. October to March. Tarrant County Convention Center, Fort Worth, 817/884-2262.

Fort Worth Fire. Watch the puck and the players fly in Central Hockey League action from October to March. Will Rogers Coliseum and Tarrant County Convention Center, Fort Worth, 817/336-1992.

Texas Rangers. The grand game of baseball is played in grand style at the beautiful Ballpark in Arlington — home to the American League's Texas Rangers, who play around 80 games here from April to October. You can also take a Ballpark tour, see the Legends of the Game Baseball Museum, and visit the interactive Children's Learning Center. The Ballpark in Arlington, 817/273-5100.

Subhead

Equestrian Sports

Copy

Las Colinas Equestrian Center. Often called a "country club for horses," English riding and jumping are the sports of choice at this 42-acre center. Numerous horse shows — including the prestigious annual National Grand Prix — are held here. Visitors are welcome to watch these exceptional horses train. 600 West Royal Lane, Las Colinas, 972/869-0600.

Lone Star Park. For fast-paced fun and thrills, horse racing is a sure bet! This seven-story, class 1 racecourse offers thoroughbred racing from April to July, thoroughbred and quarter horse racing from October to November, and off-track simulcast racing year-round. Don't miss the 2-1/2 acre Family Fun Park or the behind-the-scenes barn tour! Belt Line Road between I-30 and Hwy. 183, Grand Prairie, 972/263-RACE.

Will Rogers Equestrian Center. One of the nation's premier equestrian centers, this center plays host to more than two dozen horse shows each year, from the annual Miniature Horse Show to the National Cutting Horse Association Super Stakes. One Amon Carter Square, Fort Worth Cultural District, 817/871-8150.

Subhead

Motor Sports

Copy

Texas Motor Speedway. If you feel the need for speed, race to Texas' largest auto racing track —the site of major NASCAR and Indy Racing League events, including several 300- and 500-mile races. The track also hosts nationally touring musical acts. North of Fort Worth, intersection of I-35W and Hwy. 114, 817/215-8500.

DFWATC

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Southwestern Exposition & Livestock Show Rodeo. The nation's oldest livestock show has been thrilling visitors for more than a century! This blockbuster event — Fort Worth's biggest — runs from mid-January to the first week in February. There's something for everyone — including a carnival midway, livestock judging, plus the nation's top cowboys and cowgirls competing for big prizes. 3301 W. Lancaster, Fort Worth Cultural District, 817/877-2400.

Subhead**Tennis****Copy**

Nuvne Senior Men's Tennis Tournament. For big-name tennis players and big-time excitement, don't miss this tournament. (When is it held?) Four Seasons Resort and Club, 4150 MacArthur Blvd., Irving, 214/742-3896.

Virginia Slims Legends of Tennis. Watch the court proceedings as some of the finest women's players ever serve up excitement. Held in October. Four Seasons Resort and Club, 4150 MacArthur Blvd., Irving, 214/742-3896.

Subhead**Other Sporting Events****Copy**

Fort Worth International Airshow. See incredible displays of aerobatics, stunt flying, wing walking, and parachute team drops, plus displays of all types of military and civilian aircraft. Held annually on a weekend in October. Alliance Airport, Fort Worth, 817/870-1515.

Hoop-It-Up Bonanza. This worldwide, 55-city charity event is a big draw in Dallas as hundreds of 3-man basketball teams take it to the hoop. Also features music, entertainment, and special events. Held in March. Record at Ross in Historic West End District, Dallas, 972-991-1110.

Skate Dallas Figure Skating Competition. (Need more information) April. Dr. Pepper StarCenter, Irving, 214/GO-SKATE.

SpikeFest. The largest amateur, grass-court, three-on-three volleyball tournament in America, with more than 500 teams competing at every level. (When is it held?) Greenhill School Sports Center, 14225 Midway Road at Spring Valley, Dallas, 214/526-8806.

U.S. Fencing Association Tournament. Watch the world's finest compete in bouts of precision swordplay. Plano Centre, 214/969-2919.

DFWATC

Page 6

Subhead**Off the Beaten Path****Copy**

Air Combat. It's your chance to be "top gun!" After a brief ground school orientation and vertigo training, you'll don a G-suit and crash helmet, strap into an actual fighter cockpit, and spend 30 minutes in simulated, high-speed air combat. 921 Six Flags Drive, #117, Arlington. Metro 817/640-1886.

Medieval Times Dinner and Tournament. At this authentic Middle Ages castle, you'll see pageantry, horsemanship, falconry, and a jousting tournament as you dine on a four-course dinner — with your hands! Tuesday through Saturday. 2021 North Stemmons Fwy. (I-35E), 800/229-9900.

Pawnee Bill's Wild West Show. Return to the days of Buffalo Bill with a thrilling show for the whole family! More than 70 animals, expert ropers and riders, trick shooters, a bull-whip artist, even a stagecoach holdup! Every Saturday from late April to September. Cowtown Coliseum, 121 East Exchange in the Fort Worth Stockyards, 817/625-1025.

(call-out)

If you're interested in outdoor recreation like biking, hiking, and sailing, pick up a copy of our D/FW Nature brochure!

04/13/06 05:00 FAX 8727800893

SMITH-ROBERT

03

Arts & Culture Brochure

Art Museums & Sculpture Gardens:

the DMA
Meadows Museum of Art
Trammel Crow Center
the Biblical Arts Center
Arlington Museum of Art
Irving Arts Center
Mesquite Arts Center
the Amon Carter
the Kimbell Art Museum
the Modern Art Museum of Fort Worth
Sam Rayburn Museum
Sid Richardson Collection
Pioneer Plaza
Mustangs at Las Colinas

Galleries:

Kittrell Rifkind Art Glass
Grapevine Art Glass
Beaux Arts Galleries
WASS FOLK ART GALLERY, WAXAHACHIE

Historical/Natural/Cultural Museums:

the Dallas Museum of Natural History
Sixth Floor Museum
The Science Place
African American Museum
the Holocaust Museum
UTA Special Collections
First Ladies of Texas Ball Gown Museum
Antique Sewing Machine Museum
Fort Worth Museum of Science & History
The Stockyards
Cattlemen's Museum
Fire Station #1

Concert Halls, Theater Venues & Entertainment Districts:

the Mort Meyerson Symphony Center
Music Hall and Coca-Cola Starplex at Fair Park
The Majestic Theater
Sons of Hermann Hall
Deep Ellum
West End
Watertower Theatre
Billy Bob's
Casa Manana
Caravan of Dreams
Bass Performance Hall
Jubilee Theater
Landreth Hall at TCU

Dance Troupes:

Aviation Museums:

Cavanaugh Flight Museum
Air Nostalgia
Frontiers of Flight Museum
C. R. Smith Museum
Confederate Air Force
Hangar 10
History of Aviation Collection
Vintage Flying Museum

Shakespeare. Anyone?

Shakespeare Festival of Dallas
Shakespeare in the Park

04/13/95 05:00 FAX 9727500883

SMITH-ROBERT

05

Texas Towns & Squares Brochure

Denton:
Downtown Square w/Denton County Courthouse
Off the Beaten Path:
First Ladies of Texas Ball Gown Museum

Farmers Branch:
Farmers Branch Historical Park
The Gilbert House - the oldest rock structure in Northeast Texas

Grandbury:
Grandbury Town Square
Grandbury Opera House

Grapevine:
Historic Main Street
Grapevine Heritage Center
Tarantula Steam Train
Grapevine Art Glass/Air Nostalgia/Beaux Arts Galleries

Lancaster:
Historic Towne Square

McKinney:
Courthouse Square

Plano:
Historic Downtown Plano
Heritage Farmstead Museum

Richardson:
Owens Spring Creek Farm

Sherman:
Museum of American Victorian Furniture
Grayson County Frontier Village

Waxahatchie:
1. Square/Ellis Co. Courthouse 2ND MOST PHOTOGRAPHIC SITE IN TX, THE ALAMO IS #1
2. CHAUTAUQUA AUDITORIUM, ONLY ORIGINAL CHATAUQUA STILL STANDING IN THE NATION.

Weatherford:
Historic Downtown
3. ~~Weatherford~~ LARGEST CONCENTRATION OF HISTORIC STRUCTURE IN TX,
OVER 2200 HOMES & BUSINESSES

Fairs:
State Fair of Texas, Dallas
Return to Rural America, Carrollton

Oprys:
Johnny High's Country Music Review
Grapevine Opry
Mesquite Opry

04/13/98 05:00 FAX 9727800893

SMITH-ROBERT

@04

Ecotourism and Recreational Brochure (by Category)

Metroplex Lakes & Parks:

Lake Arlington
River Legacy Park and the Living Science Center
White Rock Lake
Lake Ray Hubbard
Trinity Park
Joe Pool Lake/Mountain Creek Lake/Cedar Hill State Park
Lake Grapevine (sailing & windsurfing)
Lake Lewisville & LL Environmental Learning Area
Heard Natural Science Museum & Wildlife Sanctuary
Lake Mineral Wells - Mineral Wells
Palo Pinto Lake - Mineral Wells
Possum Kingdom Lake - Mineral Wells
Lake Mineral Wells State Park

Hiking, Biking & Horseback Riding:

Campion Trails
hike and bike trails at Lake Grapevine
Bluebonnet Trails of Ennis
Horse Back Riding @ Cowtown Corrals
Horseback Riding at Wagon Wheel Ranch
5 Bar K Trails
Lake Mineral Wells State Park

Aquariums, Nature Centers/Preserves and Zoos:

Dallas Aquarium (Fair Park)
Dallas Nature Center
Dallas Zoo
Dallas World Aquarium
Fort Worth Nature Center and Refuge
Fort Worth Zoo
Fossil Rim Wildlife Center
Off the Beaten Path: Bat World - Mineral Wells

Educational Farms and Gardens:

Dallas Arboretum
Dallas Horticulture Center
Samuell Farm
Old City Park
Fort Worth Botanic Gardens
Log Cabin Village
Strain Farmstead - Lancaster?

Festivals/Events:

Dallas Blooms
Mayfest
CANTON FAIR

Hunting Facilities:

Rough Creek Lodge - Stephenville

Vineyards & Wineries:

Delaney Vineyards, La Buena Vida Vineyards, La Bodega & Homestead Winery

Farmers' Markets:

Dallas Farmers Market, Grapevine Farmers Market, Benbrook Farmers Market, Farmers
Branch Farmers Market and Rosedale Farmers Market

4/14/98 DFWATC Media Committee

* Look for the DFWATC calendar in the newsletter

* Look for TDED Partnership Package

Scott
Owens
good contact

> Look at attending seminars on promoting small communities. > April 28 is 1st one.

TMS is having driving programs where you can learn to drive in April, May, September

* National Tourism Week - Hospitality Training

Session at Las Colinas May 4, Monday.

Will have a tabletop trade show. Seminars, events are 1pm - 7pm.

* Invite some hospitality mgmt. professors or deans to come to the event.

^ Dan Emmerich, Johnny Sue Reynolds

Arts / Culture / Heritage Tour -

Little Grapevine will grow on you in a big way

Bobby
Herald
2/15/98

By MARLENE FANTA SHYER
Special to the Herald

Now larger than a grape seed on a map of Texas, little Grapevine, population 30,000, wants to assert itself as a bigger-than-life tourist destination.

With its fortunate location — 20 minutes from Dallas, 20 minutes from Fort Worth and an even shorter hop from the Dallas-Fort Worth Airport — Grapevine boasts 75 restaurants, a convention center and an interesting history. One of the oldest settlements in north Texas, Grapevine was

named after the mustang grape, which once grew abundantly in the area. Now Grapevine is reinstating its past vintage with ambitious new wineries. The award-winning La Buena Vida Winery, opened two years ago in a converted Sunday school building, promises "a real friendly Texas welcome" from its owner, Dr. Bobby Smith, the founder of the Texas wine industry. His is one of four wineries in Grapevine.

The town also boasts the Tarranta, a passenger train, with a steam locomotive that makes daily round-trip excursions from Fort Worth and is the only one of its kind in the country.

The somewhat funky downtown is returning to life with turn-of-the-century buildings, a blacksmith shop and other restorations, antiques shops and the Grapevine Opry, which stages country and western music reviews at the Parake Theater. The area also boasts a fishing, sailing and windsurfing lake with 146 miles of shoreline, three top-rated golf courses, almost 2,000 hotel rooms, and festivals that celebrate not only wine but also food, history and Christmas nostalgia.

Grapevine's Texas character is a throwback, but it's also representative of the surrounding Dallas Metroplex, which was so named 10

years ago and includes Dallas, Fort Worth, Arlington and Irving. The Metroplex has exploded with culture, Western and Eastern style.

Dallas, with its Museum of Art, acoustically perfect I.M. Pei-designed Morton Meyerson Symphony Hall and the famous Sixth Floor Museum memorializing the JFK assassination, makes the Metroplex a rewarding destination.

On the other hand, the highest roller coaster in the world — with a 14-story drop — at the Six Flags Amusement Park, foot-stomping gospel brunches at Dick's Last Resort in downtown Dallas and Tex-Mex dinners at Mi-Cocina's are reminders that where skyscrapers now loom, once there were hitching posts and dirty varnishes.

South Fork, where the TV show "Dallas" was shot, is a testimonial to visitors' interest not only in the real Texas, but in Texas with a fictional spin. "Though filming ended in 1991, the set remains open to the public; there's the patio overlooking the corralled horses, J.R.'s own fancy car with his personal vanity plate, even the master bedroom, through which half a million visitors troop each year. The EWings' life goes on, replayed in 96 countries and 43 languages.

Sundance is the name given to a successful six-block gentrification in Fort Worth, financed by the philanthropic and oil-rich Bass family. The state-of-the-art Worthington Hotel stands like a sentinel over a brick-paved area that sparkles with upscale shops, restaurants, a movie theater and the cozy Sid Richardson Museum, filled with Remingtons and Russells, one of many museums in the

One of the oldest settlements in north Texas, Grapevine was named after the mustang grape.

area.

The Arnon Carter Museum, designed by Philip Johnson, has a view of the Fort Worth skyline; the Kimbell is currently showing Monet, and the Fort Worth Science Museum allows children's hands-on activities, including digging for real fossils in a well-stocked sand pit. The Arlington

Baseball Museum features gilded mitts, heroes' old uniforms and other artifacts; fans will enjoy listening to guides' diamond-studded baseball lore and the children's interactive videos up-

stairs. Other attractions in the Metroplex include a sewing machine museum, the Biblical Arts Center, the Fort Worth Zoo with its botanical and Japanese gardens and the sprawling Four Seasons Hotel, which is so big it looks like its own town. It has two golf courses, exhibition tennis courts, a golf school and the distinction of having had Tiger Woods as a guest.

If it's booked, there are an additional 60,000 hotel rooms in the area, most costing less than its \$200-plus per night.

Three and a half million people visit the Dallas Metroplex annually — and why not? Where but in the Lone Star State can one both listen to a Van Cliburn concert and find such delicacies as cactus salsa and Margarita jelly?

Where else can one find a little town like Grapevine, which is what used to be Texas life was really all about?

For more information, call the Grapevine Convention and Visitors Bureau (800) 457-5338. For Dallas Metroplex Tourist Information, call (800) 247-8464 or [www.Irvingtexas.com](http://www Irvingtexas.com)

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DALLAS/FORT WORTH
AREA TOURISM COUNCIL

COMMUNIQUE

D/FWATC is now in new offices at 701 S. Main Street, Grapevine, Texas 76051. Our phone number is 817/329-2438 and the Fax is 817/251-4329. The Main Street location is in the Heritage Center, across from the Cotton Belt Depot; the offices are to the rear of the Founder's Building. Please stop by when you are in the neighborhood.

Eleven Council members headed for Amarillo on March 19 for D/FWATC's first sales blitz of 1998. During the next three days they collectively contacted 19 travel agencies and made presentations to all the major media outlets in the area. Travel to the Metroplex was promoted in a drive time interview on KGNC radio, and on KMAR-TV Channel 4 during the evening news. A \$1000 Family Fun Get-Away to the Metroplex was the featured promotion of the Amarillo Home and Garden Show where the sales crew manned a booth reaching an estimated 12,000 show attendees over the weekend.

Kudo's to Kay Webb of Palace of Wax and Randy Sisson of the Grand Prairie CVB who served as co-chairs in the organization of this really successful marketing effort.

The first 1998 Calendar of Events Update was mailed to regional media the first week of April. In the future this all-inclusive calendar will be updated monthly and available to media, electronically, upon request. In addition, with this system, we can supply visitors who request information for an upcoming trip with event information relevant just to their visit. We will be

SPRING, 1998

adding your listings as they arrive at our offices; keep those cards and letters coming! We would like to make this calendar the most all-inclusive in the area.

In a joint effort with TDED, the Council Media Committee has organized the first of five planned media tours for 1998. Ten writers have just toured the Metroplex on April 2-5, Tour leader Carla McClanahan of Edelman, TDED's Public Relations Agency, Scott Owings of TDED and Gil Stotler of the Fort Worth CVB were key organizers of the event. Also participating were CVB's from Ennis, Irving, Grand Prairie, Dallas, Grapevine and Arlington. The host hotel for the tour was the new La Quinta Arlington, South. 18 area attractions were part of the four-day tour. The next tour will be April 23-26, when seven participants will see the natural attractions of the area as part of an Eco-Tourism Fam ably organized by Julie Gladney of the McKinney CVB.

DWATC will sponsor a kick off event this year for National Tourism Week. Monday May 4th is the day; The Movie Studios at Las Colinas is the place. Mark your calendar, not only for yourself but for front line employees you would most like to benefit from a Texas Hospitality Training Seminar. This uniform, statewide program, taught by certified instructors, is structured to teach front line employees fundamental skills for satisfying customers and bringing them back. The seminar will be conducted from 1-4pm on May 4th

File

DFWATC EVENTS SPRING & SUMMER 1998

APRIL

Pending Events:

Bear Creek Hunter/Jumper Show, Las Colinas Equestrian Center, Irving, (972) 869-0600.
Mandalay Festival of Arts & Jazz, Williams Square Plaza, Irving, (972) 831-1881.
All Star Multiple Sclerosis Rodeo, Mesquite Rodeo Arena, (214) 373-1400.
Carrollton Festival, Old Downtown Carrollton Square, (972) 446-8090.
Texas Woman's University Homecoming, Denton, (940) 898-2586.
Fry Street Fair, Denton, (940) 383-3486.
Home & Family Show, Fletcher Warren Civic Center, Greenville, (903) 455-1736.
Bluebonnet Trails, Ennis, (972) 878-4748.
Heritage Society Antique Show & Sale, Ennis, (972) 878-4748
ESA Walk/Run, Lakeside Park, Duncanville, (972) 780-5099

Continuing Events:

Masterworks of Photography Exhibits, Amon Carter Museum, Fort Worth, (817) 738-1933.
Renoir's Portraits: Impressions of an Age, Kimbell Museum, Fort Worth, (817) 332-8451.
Flight: Where Adventure Takes Off!, Fort Worth Museum Science & History, (817) 654-1356.
Whales, Fort Worth Museum of Science & History Omni Theater, (817) 654-1356.
Bugs and Butterflies, Fort Worth Zoo, (817) 871-7000.
The Corporate Challenge, North Richland Hills Park and Recreation, (817) 581-5722.

April 1-12	Dallas Blooms , Dallas Arboretum & Botanical Gardens, (214) 327-8263.
April 1-19	Paintings and Petroleum - The Legacy of Sid W. Richardson ", Sid Richardson Collection of Western Art, Fort Worth, (817) 332-6554.
April 1-30	Poignant Peruvian Portraits Exhibit , North Richland Hills, (817) 581-5755,
April 1-30	Ripley's Believe It or Not! 4th Annual Oddest Laugh in Texas Contest , Ripley's Believe It or Not!, Grand Prairie, (972) 263-2391.
April 3	Concert , Palace Theatre, Grapevine, 817-410-3185.
April 3	Music to Lunch By , Heritage Park, Irving, (972) 721-3636.
April 3 - Oct. 3	Mesquite Championship Rodeo , Mesquite Arena, Mesquite, (972) 222-BULL.
April 3-11	"Adventures of Peter Cottontail" , Creative Arts Theatre and School, Arlington, (817) 861-2287.
April 3-4	Junior League Rummage Sale , Plano Centre, (972) 517-6689.
April 3-4	"Blood Brothers" , Theatre Arlington, (817) 275-7661.
April 3-5	First Monday Trade Days , Weatherford, (817) 594-3801.
April 3-26	Rolling in Dough , Granbury Opera House, (817) 573-9191,
April 4	Deuces To A Full House , The Grapevine Opry, (817) 481-8733,
April 4	Rodeo Parade , Downtown Square, Mesquite, (972) 285-0211.
April 4	Fort Worth Zoo Walk/Run , Fort Worth, (817) 871-7019
April 4	Bargain Barn , Arlington Community Center, (817) 465-6661.
April 4	'Apollo Night in Irving' Musical Concert Presented by Black Arts Council , Irving Arts Center, (972) 252-ARTS.
April 4	Sun and Seed Garden Show , Duncanville, (972) 780-5099.
April 4-5	23rd Annual Prairie Dog Chili Cook Off & World Championship of Pickled Quail Egg Eating , Traders Village, Grand Prairie, (972) 647-2331.
April 4-5	NASCAR Winston Cup Race , Texas Motor Speedway, (817) 215-8500.
April 4-5	Pepsi Jazzoo Weekend , Dallas Zoo, (214) 670-5656.
April 4 - May 9	Youth Art Encounters , Arlington Museum of Art, (817) 275-4600.
April 4, 11, 18, 25	Saturday Nature Hikes at River Legacy Parks , Arlington, (817) 860-6752.
April 4, 11, 18, 25	Mesquite Opry , Old Downtown Mesquite, (972) 280-8400.
April 6-10	Holy Week Services , Williams Square Plaza, Irving, (972) 556-0625.

April 25 **6th Annual Recycle Run & Earth Expo**, Grand Prairie, (972) 237-8100.
 April 25 **Bird Walk**, The Heard Natural Science Museum & Wildlife Sanctuary, McKinney, (972) 562-5566.
 April 25 - June 14 **Scarborough Faire Renaissance Festival**, Waxahachie, (972) 938-3247.
 April 25 **Imagination Celebration**, Artist Square, Dallas Arts District, (214) 823-7601.
 April 25 **5th Annual Raise the Roof 5K Run and Pottery Sale**, benefiting Arlington Museum of Art, (817) 275-4600.
 April 25-26 **Spring Home & Garden Show**, Greenville, (903) 455-4220 ext 29.
 April 25-26 **Country Festival**, Traders Village, Grand Prairie, (972) 647-2331.
 April 25-26 **Tempting Treats & Scrumptious Sweets**, Scarborough Faire, Waxahachie, (972) 938-3247.
 April 25-26 **Blue Bonnet Art Festival**, Mineral Wells, (940) 325-2557.
 April 25-26 **Cinco de Mayo Celebration**, Marine Park, Fort Worth, (817) 834-4711.
 April 26 **"Dallas Morning News Weekend Destination Showcase"**, Plano Centre, Plano, (818) 707-3600.
 April 26 **Monster Truck Event**, Texas Stadium, Irving, (972) 438-7676.
 April 30 **Cliburn Concert Series**, TCU/Landreth Auditorium, Fort Worth, (817) 335-9000.
 April 30 - May 3 **Mayfest**, Trinity Park in Cultural District, Fort Worth, (817) 332-1055.

MAY

Pending:

Big D Charity Horse Show, Las Colinas Equestrian Center, Irving, (972) 869-0600.
Canalfest Along the Mandalay Canal, Irving, (972) 556-0625 ext. 117.
Annual Cinco de Mayo Celebration, Fair Park, Dallas, (214) 670-8400.
AVP Dallas Open, Dallas, (800) 432-7470.
The Dallas Symphony's Sights and Sounds of Summer, Flag Pole Hill, (214) 871-4000.
Top of Texas Chili Cook-off, Ennis, (972) 878-4748.
NHRA Lone Star Nationals, Ennis, (972) 878-4748.
32nd Annual National Polka Festival, Ennis, (972) 878-4748.

Continuing Events:

Masterworks of Photography Exhibits, Amon Carter Museum, Fort Worth, (817) 738-1933.
Bugs and Butterflies, Fort Worth Zoo, (817) 871-7050.
Thoroughbred Horse Racing, Lone Star Park at Grand Prairie, (972) 263-7223.
The Corporate Challenge, North Richland Hills Park and Recreation, (817) 581-5722.
 May 1 **Jazz Ensemble Concert**, The Palace Theatre, Grapevine, 817-410-3185.
 May 1-3 **Mayfest**, Trinity Park in Cultural District, Fort Worth, (817) 332-1055.
 May 1-3 **"Hello Dolly"**, Community Theater, Waxahachie, (972) 217-1791.
 May 1-3 **5th Annual May Day Regatta**, Grand Prairie, (817) 640-4200.
 May 1-16 **"Funny Money"**, Theatre Arlington, (817) 275-7661.
 May 1-31 **Moon Over Buffalo**, Granbury Opera House, (817) 572-0881.
 May 1 - June 7 **Youth Art Encounters**, Arlington Museum of Art, (817) 275-4600.
 May 1 - June 15 **Scarborough Faire Renaissance Festival**, Waxahachie, (972) 938-3247.
 May 1 - Sept. 30 **Everest**, Fort Worth Museum of Science & History Omni Theater, (817) 654-1356.
 May 2 **Country Gospel**, The Grapevine Opry, Grapevine, (817) 481-8733.
 May 2 **Cinco de Mayo Celebration**, Grand Prairie, (972) 642-2621.
 May 2 **Cinco de Mayo Parade**, McKinney, (817) 562-4561.
 May 2 **Cinco de Mayo Celebration**, City Park, Lancaster, (972) 227-1112.
 May 2 **11th Annual Cinco de Mayo**, Civic Center Park, Denton, (940) 349-8289.
 May 2 **Blue Grass Festival**, Armstrong Park, Duncanville, (972) 780-5099.
 May 2-3 **Family Magic**, Scarborough Faire, Waxahachie, (972) 938-3247.
 May 2-3 **Cottonwood Art Show**, Cottonwood Park, Richardson, (972) 231-4624.
 May 2, 9, 16, 23, 30 **Saturday Nature Hikes River Legacy Parks**, Arlington, (817) 860-6752.

May 30 **Fabulous Fifties Jukebox**, The Grapevine Opry, Grapevine, (817) 481-8733.
 May 30-31 **Kings Feast**, Scarborough Faire, Waxahachie, (972) 938-3247.
 May 30 - June 15 **Exhibit of Winners from the Irving Art Association's Annual Juried Show**,
 New Talent Gallery, Irving Arts Center, (972) 252-7558.
 May 31 **Portraits of the Wild Art Gallery**, Fort Worth Zoo, Fort Worth, (817) 871-7000.
 May 31 - Aug. 23 **King of the World: A Mughal Manuscript from the Royal Library Windsor
 Castle**, Kimbell Art Museum, Fort Worth, (817) 332-8451.

JUNE

Pending Events:

Indy Car Race, Texas Motor Speedway, (817) 215-8500.
Chisholm Trail Round-Up, Stockyards National Historic District, Fort Worth, (817) 625-7005.
International Summer Music Festival, Hispanic Festival, Morton H. Meyerson, (214) 871-4000.
Shakespeare Festival of Dallas, Samuel Grand Park, Dallas, (214) 559-2778.
Hoop It Up, West End Historic District, Dallas, (972) 991-1110.

Continuing Events:

Ancient Gold and King of the World Exhibits, Kimbell Art Museum, Fort Worth, (817) 332-8451.
Flight: Where Adventure Takes Off!, Fort Worth Museum Science & History, (817) 654-1356.
Everest, Fort Worth Museum of Science & History Omni Theater, (817) 654-1356.
Thoroughbred Horse Racing, Lone Star Park at Grand Prairie, (972) 263-7223.

June 1-14 **Scarborough Faire Renaissance Festival**, Waxahachie, (972) 938-3247.
 June 2, 9, 16, 23, 30 **Summer Music Concert Series**, Vista Ridge Amphitheater, Lewisville, (972) 219-3550.
 June 3 - Aug. 8 **"Boy's Toys"**, Arlington Museum of Art, (817) 275-4600.
 June 4 **Dallas Symphony Orchestra Concert**, Dallas Zoo, Dallas, (214) 670-6826.
 June 4, 11, 18, 25 **Summer Music Fest**, Armstrong Park, Duncanville, (972) 780-5099.
 June 4, 11, 18, 25 **Musicfest Concert**, Heritage Park, Lancaster, (972) 227-1112.
 June 4-27 **"Dancing at Lughnasa"**, Theatre Arlington, (817) 275-7661.
 June 4 - July 5 **Annie**, Granbury Opera House, Granbury, (817) 572-0881.
 June 5 **New Art Six - Gospel**, The Palace Theatre, Grapevine, 817-410-3185
 June 5-7 **Texas Scottish Festival & Highland Games**, Maverick Stadium, UTA, Arlington,
 (817) 654-2293.
 June 5-7 **23rd Annual Antique Auto Swap Meet**, Traders Village, Grand Prairie, (972) 647-2331.
 June 6 **Fabulous Fifties Jukebox**, The Grapevine Opry, Grapevine, (817) 481-8733.
 June 6 **Texas Scottish Ceilidh Festival**, Arlington, (817) 654-2293.
 June 6 **Toad Holler Heritage Festival**, DeSoto, (972) 230-9648.
 June 6-7 **Gingerbread Trail of Homes**, Waxahachie, (972) 937-0681.
 June 6-7 **Romantic Art Affair**, Scarborough Faire, Waxahachie, (972) 938-3247.
 June 6, 13, 20, 27 **Saturday Nature Hikes at River Legacy Parks**, Arlington, (817) 860-6752.
 June 6, 13, 20, 27 **Wild West Activities**, Stockyards National Historic District, Fort Worth, (817) 625-9715.
 June 6 - Sept. 7 **Summer at the Arboretum**, Dallas Arboretum & Botanical Gardens, (214) 327-8263.
 June 12 **Heritage Festival Street Dance**, Downtown Irving, (972) 252-7476.
 June 12, 14 **Fort Worth Opera "La Boheme"**, Nancy Lee & Perry R Bass Performance Hall,
 Sundance Square, Fort Worth, (817) 731-0200.
 June 12-14 **23rd Annual Antique Auto Swap Meet**, Traders Village, Grand Prairie,
 (972) 647-2331.
 June 13 **Seventh Annual Irving Heritage Festival**, Heritage Park, Irving (972) 252-3838.
 June 13 **Second Saturday on the Square**, Historic Town Square, Lancaster, (972) 227-2579.
 June 13 **Dog Days of Summer**, Downtown Square, Denton, (940) 349-8529.
 June 13 **"Dolls Remembered Doll Show"**, Plano Centre, Plano, (214) 437-2835.
 June 13-14 **Our Final Knights**, Scarborough Faire, Waxahachie, (972) 938-3247.
 June 13-14 **Zoo Summer Fun Weekend**, Dallas Zoo, Dallas, (214) 670-6826.
 June 14 **Irving Heritage Festival Historic Home Tour**, Heritage District, Irving,

- July 4
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 July 16 - Aug. 15
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 July 17 - Aug. 1
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 July 20 - Aug. 23
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 July 22 - Oct. 11
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 July 24-26
 July 24 - Aug. 2
 July 25
 July 25-26
 July 25-26
 July 30 - Aug. 1
 July 30 - Aug. 1
 July 31 - Aug. 2
 July 31 - Aug. 2
 July 31 - Aug. 2
- Independence Day Parade & Patriotic Program, Heritage Park, Irving, (972) 721-3636.
 Freedom Fest, Starplex, Fair Park, Dallas, (214) 421-1111.
 Grand Prairie July 4th Celebration, (972) 263-9588.
 Patriotic "Celebration", Carrollton, (972) 466-3080.
 4th of July Celebration, City Park, Lancaster, (972) 227-1112.
 Saturday Nature Hikes at River Legacy Parks, Arlington, (817) 860-6752.
 Wild West Activities, Stockyards National Historic District, Fort Worth, (817) 625-9715.
 Fort Worth Fourth!, downtown Fort Worth/Trinity River, (817) 870-1692.
 July 4 Fireworks Extravaganza, Grapevine, (817) 410-3185, (800) 457-6338.
 4th of July Fireworks Show, Vista Ridge Mall area, Lewisville, (972) 219-3550.
 God and Country, The Grapevine Opry, Grapevine, (817) 481-8733.
 Northeast Family Fourth, TCJC Campus, North Richland Hills, (817) 581-5652.
 Fourth of July Jubilee, Civic Center Park, Denton, (940) 349-8289.
 Kiwanis Fireworks Show, UNT/Fouts Field, Denton, (940) 387-6323.
 4th of July Celebration, Hunt County Fair Grounds, (903) 455-1736.
 Richardson Family Fourth Celebration, Breckinridge Park, Richardson, (972) 680-7943.
 12th Annual Bud Light Night of Fire, Ennis, (972) 878-4748.
 Fourth of July Parade and Fireworks, Duncanville, (972) 780-5099.
 Granbury's Old-Fashioned 4th of July, Granbury, (817) 573-1622.
 Summer Music Concert Series, Vista Ridge Amphitheater, Lewisville, (972) 219-3550.
 Summer Music Fest, Armstrong Park, Duncanville, (972) 780-5099.
 Taste of Dallas, West End Historic District, Dallas, (214) 720-7107.
 Craft Show, Plano Centre, Plano, (903) 786-2883.
 Heritage Guild Antique Clothing Fashion Show & Luncheon, McKinney, (972) 758-2191.
 My Fair Lady, Granbury Opera House, Granbury, (817) 572-0881.
 13th Annual Parker County Peach Festival & Peach Pedal Bike Ride, Weatherford, (817) 594-3801.
 Second Saturday on the Square, Historic Town Square, Lancaster, (972) 227-2579.
 Crape Myrtle Festival and Driving Trail, (972) 937-2390.
 Off the Square Quilt Show, Community House, Lancaster, (972) 218-1101.
 Antique Tractor Show, Traders Village, Grand Prairie, (972) 647-2331.
 "Don't Dress for Dinner", Theatre Arlington, (817) 275-7661.
 Summer Sounds Concert, McKinney, (972) 758-2191.
 "Cactus Flower" Presented by Irving Community Theater, Irving Arts Center, (972) 255-1453.
 Swingin' It Western, The Grapevine Opry, Grapevine, (817) 481-8733.
 Kids Art/Kids Works, New Talent Gallery, Irving Arts Center, (972) 252-7558.
 Dollar Day, Dallas Zoo, (214) 670-5656.
 La Guadalupana, Biblical Arts Center, Dallas, (214) 691-4661.
 Gospel Country Showcase, The Grapevine Opry, Grapevine, (817) 481-8733.
 Arts & Craft Show, Civic Center, (972) 238-4191.
 Mesquite Balloon Festival, Mesquite, (972) 285-0211.
 "There's A Boy in the Girl's Bathroom", The Corner Theater, DeSoto, (972) 680-4466.
 Horizon Saturday, The Grapevine Opry, Grapevine, (817) 481-8733.
 DFW Sci-Fi Show", Plano Centre, Plano, (972) 578-0213.
 7th Annual Tour of Ponds, Lewisville, (972) 219-0955.
 Lions Club Carnival, Lancaster, (972) 227-4349.
 23rd Annual Western Days Celebration, Grand Prairie, (972) 606-6672.
 Ninth Annual Irving Open Tennis Tournament, Four Seasons Resort & Club, (972) 252-7476.
 First Monday Trade Days, Weatherford, (817) 594-3801.
 National Cutting Horse Association's Summer Spectacular, Fort Worth, (817) 244-6188.

Continuing Events:

Design as Art Exhibit, Kimbell Art Museum, Fort Worth, (817) 332-8451.

Everest, Fort Worth Museum of Science & History Omni Theater, (817) 654-1356.

Dallas Cowboys Football, Texas Stadium, Irving, (972) 579-5000.

- Sept. 1 "Return to Rural America", Carrollton, (972) 466-3080.
Sept. 1 **Labor Day Concert**, Carrollton, (972) 466-3080.
Sept. 1-7 **Flight: Where Adventure Takes Off!**, Fort Worth Museum Science & History, (817) 654-1356.
Sept. 1-7 **Summer at the Arboretum**, Dallas Arboretum & Botanical Gardens, (214) 327-
Sept. 1-30 **Salute to Elias Howe, Inventor of the First Practical Sewing Machine**, Antique Sewing Machine Museum, Arlington, (817) 275-0971.
Sept. 3-5 **Labor Day Classic Hunter/Jumper Show**, Las Colinas Equestrian Center, Irving, (972) 869-0600.
Sept. 4-6 **First Monday Trade Days**, Weatherford, (817) 596-3801.
Sept. 4-7 **Marcus Promotions**, Arlington Convention Center, (817) 459-5000.
Sept. 4-7 **Pioneer Days**, Stockyards National Historic District, Fort Worth, (817) 625-9839.
Sept. 4-7 **Senior Stars Labor Day Tournament**, Dr Pepper StarCenter, Irving, (214) GO SKATE.
Sept. 5 **Fabulous Fifties Jukebox**, The Grapevine Opry, Grapevine, (817) 481-8733.
Sept. 5-7 **Grand Opening of Primates of Southeast Asia**, Dallas Zoo, (214) 670-5656.
Sept. 5-7 **Labor Day Holiday Market**, Traders Village, Grand Prairie, (972) 647-2331.
Sept. 5-7 **Jaycee Jubilee**, Central Park, Garland, (972) 276-9366.
Sept. 5 - Oct. 18 **Frances Bagley and Tom Orr: Sculpture and Installations**, Main Gallery, Irving Arts Center, Irving, (972) 252-7558.
Sept. 5, 12, 19, 26 **Saturday Nature Hikes at River Legacy Parks**, Arlington, (817) 860-6752.
Sept. 7 **Jaycee Labor Day Parade**, Garland, (972) 276-9366 or (972) 205-2749.
Sept. 9-13 **The American Sewing Guild**, Arlington Convention Center, (817) 261-7016 or (972) 263-8002.
Sept. 10 **Fall Senior Day**, Dallas Zoo, Dallas, (214) 670-6826.
Sept. 11 **Grandparents Day Antique Auto Show**, Stockyards Station, Fort Worth, (817) 625-9715.
Sept. 11-13 **Grapefest**, Grapevine, (817) 410-3185, (800) 457-6338.
Sept. 11-13 **Back to Grandma's Attic Craft Show**, Plano Centre, Plano, (903) 786-2883.
Sept. 12 **Second Saturday on the Square**, Historic Town Square, Lancaster, (972) 227-2579.
Sept. 12 **Family Fun Fest**, Heard Museum, McKinney, (972) 758-2191.
Sept. 12 **Diez y Seis Art Show**, Heritage Park, Lancaster, (972) 218-1101.
Sept. 12 **13th Annual County Seat Saturday**, Downtown Square, Denton, (940) 349-8529.
Sept. 12 **Great Fountain Plaza Festival**, City Hall Plaza, Richardson, (972) 680-7909.
Sept. 12-13 **Texas Heritage Crafts Festival, Six Flags Over Texas**, Arlington, (817) 640-8900.
Sept. 12 - Oct. 4 **Fabulous Forties Musical Revue**, Granbury Opera House, Granbury, (817) 572-0881.
Sept. 14-20 **2nd Annual Texoma Extravaganza**, Sherman, (903) 893-1184 or (888) 893-1188.
Sept. 14-20 **"Show Boat"**, Music Hall at Fair Park, Dallas, (214) 373-8000.
Sept. 17 **Taste of Arlington**, Arlington Convention Center, (817) 459-5000.
Sept. 17-20 **Oktoberfest**, Addison, (800) ADDISON.
Sept. 18-20 **35th Annual National Championship Indian Pow Wow**, Traders Village, Grand Prairie, (972) 647-2331.
Sept. 19 **Weekend to Wipe Out Cancer's Run for the Children at Oktoberfest**, Addison, (800) ADDISON.
Sept. 19 **16th Annual Red River Valley Arts Festival**, Sherman, (903) 893-1184.
Sept. 19 **11th Annual Grand Prairie Grand Prix Bike Ride**, Lynn Creek Park on top Pool Lake, Grand Prairie, (972) 264-1558.
Sept. 19-20 **Texas heritage Crafts Festival, Six Flags Over Texas**, Arlington, (972) 640-8900.
Sept. 20 **Hood County Commission on Aging Old-Fashioned Fair**, Granbury, (817) 573-5533.
Sept. 21 **National Aerobic Competition**, Grayson County Airport, Sherman, (903) 893-1184.
Sept. 24 **Senior Dollar Day**, Dallas Zoo, (214) 670-5656.
Sept. 25 **Gospel Country Showcase**, The Grapevine Opry, Grapevine, (817) 481-8733.

February 10, 1998

DFWATC Media Committee

Family Fun Tour

- Margie can give a list of the reporters coming to the tour and those who were contacted, but did not reply
- Mostly D, FW, & A participating > are going to Soutfork Ennis Blue Bonnets and Mesquite Rodeo

Eco-Nature Media Tour

- See itinerary
-

Arts, Cultural, Heritage Tour

Fort Worth & Dallas have Friday & Saturday
Denton & Grapevine could possibly split
Thursday, Denton first part of the day
& then on to Grapevine for dinner & tour
in late afternoon.

THE ATTRACTIONS

DALLAS (1-2 hours, m)	Arboretum, lunch
IRVING (1-2 hours)	Campio Trails recreation and wildlife trail
ARLINGTON (2 hours, m)	River Legacy Park and nature trail
FORT WORTH (4 hours)	Nature Center and Refuge (includes drive time from town)
ENNIS (2 hours, m)	Blue Bonnet trail, Lake Bardwell Interactive Nature Hike
SEAGONVILLE (2-3 hours)	Environmental Education Center and 500 preserve
LEWISVILLE (1 hour)	Environmental Education Area
GLEN ROSE (2 hours)	Fossil Rim – behind the scenes tour <i>& Dinosaur Valley</i>
MCKINNEY (3 hours, m, l)	Heard Natural Science Museum and Wildlife Sanctuary, tours to raptor rehabilitation center and tall grass prairie, forest and wetland habitats.
MINERAL WELLS (3-3.5 hours, m)	Bat World – living bat museum and bat sanctuary, Lake Mineral Wells State Park – Penitentiary Rock, rails to trails; Boudreau Gardens – organic herb farm

OPTION ONE

THURSDAY

Arboretum
McKinney
Dinner and overnight in McKinney

FRIDAY

Lewisville
Fort Worth
Glen Rose
Dinner and overnight in Glen Rose

SATURDAY

Mineral Wells
Arlington
Irving
Dinner and overnight in Metroplex

SUNDAY

Seagonville
Ennis

OPTION TWO

PRE TOUR

Mineral Wells

THURSDAY

Glen Rose

FRIDAY

Fort Worth
Arlington
Irving
Overnight in Metroplex

SATURDAY

Lewisville
McKinney
Arboretum
Overnight in Metroplex

SUNDAY

Seagonville
Ennis

**Dallas/Fort Worth Area Tourism Council
1998 Annual Meeting**

Schedule

8:30-9:00 AM	Coffee and Registration
9:00-10:00 AM	New Tactics for the Foreign Market Guest Speaker - Alynne Hanford Special Sales, American Airlines
10:00-10:15 AM	Break
10:15-11:15 AM	New DFWATC Advertising & Marketing Initiatives - How to Access Them Presenters Margie Ranc - DFWATC Linda Gearheart - Dally Advertising Randy Artcher - Reed Travel Group Michael Sherrod - Digital City Michael Woody - Media Committee Kim Dillon - Marketing Committee
11:15 - Noon	Social/Supplier Table Top Exhibit. Exhibitors: DFWATC Committee Programs, Dally Advertising, PR Marketing Associates, Griffith Group/ Digital City, Academy of Travel and Tourism/DISD, Hotel/Travel Index, Key Magazine, Modern Maturity Magazine, Readers Digest, Travel Weekly.
12:00 to 1:00 PM	Buffet Lunch
1:00 -1:30 PM	Annual Meeting, Election of the Board

DFWATC Annual Meeting

January 30, 1998

- * Advertise cooperatively to international market with the other CVB's
- * translation is key
- * Latin American visitors see our area and country as a safe place

American Airlines Pow Wow 2000 is in DFW area

- Trail Dust Steakhouse celebrating 25th Anniversary in Aubrey
- * - Dana Grant Lodge > Group Sales Mgr. >
- Mayor Miller at 7pm on Sunday
- Call her to let her know if we're coming

DFW Advertising & Marketing

Texas Metroplex - Dallas/Fort Worth One Exciting Place

- has been the current campaign for six years > pool of 7 DFW CVB's, sporting venues, & hotels
- over the last 5 years this program had ~~over~~ \$600 million of econ. impact
- consumer doesn't understand the geographic boundaries > coop-advertising to educate on this



DFW Advertising/Marketing (cont'd)

- Education Seminars → 2 will be held
this year

- Looking at coordinating tour operator FAMS
< have developed a databank for
group tour operators
< maybe doing some direct-mail
campaigns

- selected home shows b/c of the traffic
that goes through there > malls are hard
to get specific traffic



Agenda

Media Committee

January 13, 1998

Irving CVB

9:00 AM

Introductions/Announcements

PR Programs for the Texas Tourism Division Carla McClanahan

Update - Senior Fam Arrangements Judy Ramos

National Tourism Week Committee Head Margie Ranc / Michael Woody

**SENIORS PRESS TOUR ITINERARY DRAFT
MARCH 5-8, 1998**

Maybe move this tour to October or November

Pre-Tour, Wednesday, March 4

McKinney: Tour historic downtown square, Chestnut Square with restored homes, Heard Natural Science Museum and Wildlife Sanctuary, Old Post Office Museum, Bolin Wildlife Museum. Dinner at Goodhues - Wood Fired Grill, with a snack at Rhineland Haus.

Weatherford: Begin with lunch at "Out to Lunch," followed by shopping at historic York Avenue & Main Street around the courthouse square, High Tea at Pythian Castle, tour J. Brown Stagecoach Factory and end the evening with chuck wagon cookout and live country western music. Begin Thursday morning with breakfast and then depart for the beginning of the press tour.

Thursday evening is wide open - maybe it falls on Gallery Night (?)

Thursday, March 5

11:00a.m. Lunch and tour at the Four Seasons Resort and Club
12:30p.m. Tour of Irving Arts Center
1:15p.m. Mandalay Canal Tour
1:30p.m. Mustangs of Las Colinas Sculpture and Exhibit
2:30p.m. Movie Studios of Las Colinas Tour
4:00p.m. Depart Irving

Thursday evening open

Friday, March 6

8:00a.m. Breakfast at Mama's Daughter's Diner
9:00a.m. City tour with stop at Pioneer Plaza sculpture exhibit
10:00a.m. Sixth Floor Museum at Dealey Plaza (Kennedy Museum)
11:30a.m. Tour Old City Park, a collection of historic homes

12:30p.m. Lunch at Brent Place in Old City Park
2:00p.m. Dallas Blooms at Dallas Arboretum
4:00p.m. West End MarketPlace, former warehouse district now features restaurants and shops
5:00p.m. Return to hotel to change for dinner
7:00p.m. Dinner at Nana's Grill, Wyndham Anatole Hotel
9:30p.m. Depart for hotel

Saturday, March 7

9:00a.m. Driving tour of Grapevine: Grapevine Mills, DFW Lakes Hilton, Lake Grapevine, Grapevine Municipal Golf Course
9:30a.m. Grapevine Heritage Center: Tour Cotton Belt Train Depot and the 1897 Tarantula Steam Train
10:00a.m. Tour Main Street
11:15a.m. Lunch and tasting at La Buena Vida Vineyards (or Wilhoites)
12:30p.m. Tour and tasting at Delaney Vineyards
2:30p.m. Lone Star Park
3:45p.m. Palace of Wax & Ripley's
5:15p.m. Traders Village shopping and dinner
7:30p.m. Depart for hotel for a free evening on your own

Sunday, March 8

9:00a.m. Depart for Southfork Ranch
9:45a.m. Late breakfast at Southfork Ranch
10:30a.m. Tour Southfork Ranch
12:30p.m. Depart for home or post tours

DFWATC MEDIA FAMILIARIZATION TOUR SCHEDULE 1998

	Date	Theme	Tour Leader	CVB/FIRM
voted to move this tour to late October or so	March 5-8	Senior Travel Media Tour	Judy Ramos	Arlington
can't participate - we have race festival	April 2-5	Family Fun Media Tour	Greg Staley	Fort Worth
Maybe Lake Ray Roberts area or the Envinon. Science Building at UST?	April 23-26	Eco-Nature Media Tour	Julie Gladney	McKinney
	June 25-28	Arts Cultural/Heritage Tour Historic homes, downtown, galleries, etc.	Diana Pfaff	Irving
	October 1-4 (tentative)	Truly Texas Media Tour	Connie Kredell	Dallas

moved to

Oct. 22-25

Part of
Oct. 25

Pre-tour on Oct. 21 & post tour ~ Oct. 26

Meeting to discuss
the 2 April tours

Meeting for Arts & Cultural tour
February 10, 9AM

~~DFWATC~~ DFWATC - 1/13/97

Intros

— Fort Worth Stock show starting Jan. 21 - 17 days

* Annual Meeting in Fort Worth at Stockyards

* Media blitz - can provide information
for them to give to press

* The marketing committee also wants
to work with media committee to do
some hospitality ~~shows~~ shows, etc.

Mineral Wells is getting the moving Vietnam
Wall - expect 100,000 visitors

Weatherford - Murder mystery dinners in
the castle

Draperwine is focusing on artists in
their ~~new~~ vintage wine & arts
Festival

Main Street Days is ~~also~~ ^{now} called
Heritage Festival

— Edelman PR is handling Tx Dept. of ED Tourism
account - their goal is to promote
Texas to the U.S., so commercial
doesn't run in Texas

* Provide monthly events information so that
Edelman can get it on a calendar
of events

DFWATC - page 2

Edelman also needs permanent tourism attractions (other than events)

* Put Edelman on our fax distribution list to make them aware of information throughout the state

* The Oprah Winfrey show will be producing a show from Amarillo at some time in April

FAM Tours:

* Decided to move Senior FAM Tour to ~~October~~ October 22-25, pre-tour Oct. 21 & Post Oct. 25-26

- Remember that when we send in requests for certain days, & times we may not get what we want

- Think about each theme before we go into these tours - See if we fit in

- The information handed out should be geared toward the theme.

- We need to send invitations out 3-6 months

- Suggested that the council staff or volunteer stay w/ the tour the whole time > don't hand off

**DFWATC CALENDAR OF MEETINGS & EVENTS
1998**

DATE	EVENT	LOCATION
January		
7-8	International Travel Show	McAllen, Texas
13	Media Committee	Irving CVB
29-Feb 1	Trailblazing Fam Tour	Metroplex
30	Annual Meeting	Fort Worth
February		
19	Marketing Committee	DFW Airport Offices
23	Executive Committee & Board Meeting	Grapevine
March		
5-8	Senior Travel Media Tour	Metroplex
10	Media Committee Meeting	Irving CVB
19-22	Marketing Sales Blitz	Amarillo
31	Media/Hospitality Industry Update	TBD
April		
2-5	Family Fun Media Tour	Metroplex
19	Marketing Committee	DFW Airport
23-26	Eco-Nature Media Tour	Metroplex
27	Board of Directors Meeting	Grapevine
May		
3-9	National Tourism Week	TBD
12	Media Committee	Irving CVB
June		
11-14	Marketing Sales Blitz	Oklahoma City
18	Marketing Committee	DFW Airport Offices
25-28	Arts Cultural/Heritage Tour	Metroplex
30	Executive Committee & Board of Directors Meeting	Grapevine
July		
14	Media Committee	Irving
August		
20	Marketing Committee	DFW Airport Offices
31	Board Meeting	Grapevine

Dallas/Fort Worth Area Tourism Council



The Best of the New Year to You

*Executive
Committee*

Cities:

Arlington
Dallas
Fort Worth
Grand Prairie
Grapevine
Irving

Associate

Cities:

Addison
Duncanville
Farmers Branch
Glen Rose
Granbury
Greenville
Lewisville
McKinney
Mesquite
Plano
Richardson
Waxahachie
Weatherford

Please Mark your Calendar for our Annual Meeting

January 30, 1998

9:00 a.m. to 1:30 PM

Stockyards Station

130 East Exchange Avenue

Fort Worth

***Plan for: Seminars, A Table Top Trade Show, Awards,
Announcements, A Review of Programs for the Coming Year and
Lunch.***

See You There.


1 Liberty Park Plaza
Grapevine, Texas 76051
Tel. 817-416-0527
Fax 817-488-1048

ARLINGTON

T E X A S

December 11, 1997

TO: DFWATC Media Committee Members

FROM: Judy E. Ramos 

RE: March Seniors Travel Press Tour

Since we didn't have a December meeting, I need your help via mail/fax in order to put this tour together and try and do the mailing to writers by the end of the year.

Attached is the 1997 itinerary for the seniors press tour. Please read it and decide if you want to participate, and either make changes to the 1997 itinerary right on the page or type a new one.* **Either way, I must receive your fax/mail response by Monday, December 29** or we won't get any writers on this tour.

PO Box A
Arlington, TX 76004-0927
817-265-5640 FAX

Even if your suggested portion is tentative, mark it as such and we can at least get these writers something to entice them to attend the tour.

If you have questions, call me. Happy Holidays :-)

* No one's request is guaranteed. Once I receive the city itineraries, I'll do my best to accommodate requests. However, if your tour was on Friday last time, it does not mean it will happen again. If your city got a full day of touring, this does not mean it will happen again either.

ARLINGTON CONVENTION & VISITORS BUREAU

FAX COVER SHEET**DALLAS/FORT WORTH AREA TOURISM COUNCIL**

1 LIBERTY PARK PLAZA, GRAPEVINE, TX 76051

PHONE: 817-416-0527 - FAX: 817-410-3038

4 PAGES (INCLUDING COVER)

 PLEASE DISTRIBUTE AS SHOWN. THANK YOU.

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ARLINGTON

T E X A S

DALLAS/FORT WORTH AREA TOURISM COUNCIL SENIORS TRAVEL PRESS TOUR, MARCH 6-9, 1997

Wednesday, March 5 Pre-tours of Sherman and McKinney (Need to arrive in DFW between 9-11am for pickup)

Sherman

Tour historic district, featuring shopping at Kelly Square, Red River Historical Museum, tea at CS Roberts home, tour art deco courthouse. Visit Austin College's rare copies of Book of Kells, tour Hagerman Wildlife Refuge, tour Frontier Village historical preservation site. Overnight at B&B.

McKinney

Tour historic downtown square, Chestnut Square with restored homes, Heard Natural Science Museum and Wildlife Sanctuary, Old Post Office Museum. Breakfast March 6 will be by a campfire, if weather allows, or downtown.

Thursday, March 6: Irving and Fort Worth

10:00am	Arrive at host hotel to begin Seniors Tour (hotel TBD)
12:00pm	Lunch at Irving Arts Center, with tour following
1:15pm	Water ride to tour Mandalay Canal
1:30pm	View Mustangs of Las Colinas sculpture and exhibit
2:30pm	Tour of Movie Studios of Las Colinas
3:15pm	Depart for Fort Worth
4:00pm	Tour of famed Stockyards National Historic District
5:30pm	Driving tour of Cultural District, third largest in the nation, with stop at Museum of Science and History
7:00pm	Tour Sundance Square; Sid Richardson Collection of Western Art, and other downtown sites
7:45pm	Tex-Mex dinner at Mi Cocina in Sundance Square
9:00pm	Depart for hotel

Friday, March 7: Dallas

8:00am	Breakfast at Dallas Farmer's Market
9:30am	City tour with stop at Pioneer Plaza sculpture exhibit
10:00am	Sixth Floor Museum in Dealy Plaza (Kennedy museum)
11:30am	Tour Old City Park, a collection of historic homes
12:30pm	Lunch at Brent Place in Old City Park
2:00pm	Dallas Blooms at Dallas Arboretum
4:00pm	Tour Biblical Arts Museum
5:00pm	WestEnd Marketplace, former warehouse district now features restaurants and shops
7:00pm	Evening at Medieval Times dinner and tournament
10:00pm	Depart for hotel

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ARLINGTON

T E X A S

D/FWATC TOUR CONTINUED

Saturday, March 8: Grapevine and Arlington

7:30am Breakfast at hotel
 9:00am Driving tour of Grapevine: Grapevine Mills, DFW Lakes Hilton, Lake Grapevine, Grapevine Municipal Golf Course
 9:30am Tour Main Street and Grapevine Heritage Center
 11:30am Lunch and tasting at La Buena Vida Vineyards or Maria Stewart's Sweet Revenge
 12:30pm Tour and tasting at Delaney Vineyards
 2:00pm Tour Ballpark in Arlington, Legends of the Game Baseball Museum
 3:45pm Tour River Legacy Living Science Center
 5:00pm Tour Antique Sewing Machine Museum
 5:30pm Dinner at Piccolo Mondo Italian Restaurant
 7:15pm Johnnie High's Country Music Revue (live performance)
 9:45pm Depart for hotel

Sunday, March 9: Grand Prairie and Southfork Ranch

9:00am Breakfast and tour, Palace of Wax and Ripley's Believe It Or Not!
 10:45am Tour Lone Star Park at Grand Prairie horse race track
 12:30pm Lunch and tour, Southfork Ranch of television's "Dallas" fame
 3:00pm Depart for home or post-tour of Sherman

Post-tour of Sherman is same as Pre-tour

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Dallas/Fort Worth Area Tourism Council



*Executive
Committee*

Cities:

Arlington
Dallas
Fort Worth
Grand Prairie
Grapevine
Irving

Associate

Cities:

Addison
Duncanville
Farmers Branch
Glen Rose
Granbury
Greenville
Lewisville
McKinney
Mesquite
Plano
Richardson
Waxahachie
Weatherford

MEETING REMINDER MEDIA COMMITTEE

January 13, 1998

9:00 a.m.

Irving CVB

3333 MacArthur Blvd., Suite 200

RSVP by Fax to 817/488-1048

Tentative Agenda

Introductions/Announcements

Carla McClanahan & Kim Plaskett - Edelman Public Relations

Will provide information on the PR Program for the Texas Tourism Division

Update - Senior Fam Arrangements

SPECIAL REQUEST- Is anyone interested in Chairing a Committee to organize National Tourism Week programs. They will be coordinated with TTIA this year. If so please contact Margie Ranc at 817/251 -7309

Yes, I will attend the Media Committee Meeting, January 13, 1998

No I will not be able to attend.

Signature Christine Dorsett - Denton CVB

1 Liberty Park Plaza
Grapevine, Texas 76051
Tel. 817-416-0527
Fax 817-488-1048

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MOVIE STUDIOS OF LAS COLINAS	SKOT CAMP	972-869-7756
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