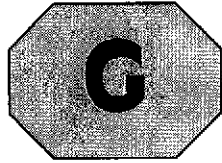


# Separator Sheet

File Contents: Hotel PAC Report

Denton Convention and Visitor Bureau



**LEGISLATIVE  
SESSION  
REPORT**

**HOTELPAC  
REPORT**

**Leadership's goal: Reduce school district maintenance and operations (M&O) property taxes and eliminate or reduce "Robin Hood" recapture of school property M&O taxes from property-wealthy school districts.**

## **DIFFERENT OPTIONS FOR SCHOOL DISTRICT PROPERTY TAX LIABILITY FOR COMMERCIAL BUSINESSES**

- Option: **Create a statewide school M&O property tax**. This could take the form of a school property tax rate that is entirely or partially a state tax.
  - Would make property taxes more equitable across the state, but is the "mother of Robin Hood" in that every school district's property taxes are still recaptured.
  - Debt service taxes to build school facilities would continue to be assessed locally, at least for existing debt.
  - Would require a constitutional amendment because the Constitution prohibits a statewide property tax.
  
- Option: **Split the property tax roll for purposes of the school M&O property tax between commercial property and residential property**. This would involve changing the way commercial property is taxed under the property tax system. In lieu of commercial businesses paying local property taxes to a school district, we would pay a state property tax that is theoretically lower than what we currently pay to the local school district. Residential property would remain taxed only by the local school district with probably much lower rates. Again, the difference would be made up with other state revenue sources.
  - Commercial property tax rate would likely be constitutionally capped, e.g., at \$1.40 per \$100 of value for M&O. Residential property gets an even lower tax rate, e.g., \$1.00 or \$1.25.
  - All property would still likely be taxed locally at the same debt rates for property tax debt service.
  - Taking business property out of the local tax base would equalize the amount of likely available revenue to school districts at similar tax rates. However, this very point makes it politically challenging as the districts with the large commercial wealth would no longer have a cushion of wealth over other districts.
  - School districts with high residential property values would have lower tax rates.
  - Business groups have expressed concerns that in the future it would give the Legislature an easier way to single out commercial businesses for heightened property taxes without having to also increase the tax on residential properties.
  - Requires a constitutional amendment.
  
- Option: **Split recapture of M&O property taxes**, with the state crediting local school districts for the amount of recapture for residential property.
  - School districts would no longer be forced to share revenue derived from residential property.
  - Wealthy school districts would continue to share revenues derived from commercial property.
  - Business and residential property would have the same tax rates (i.e., no split roll with differential tax rates).
  - School districts with high residential property values would have lower tax rates.
  - Does not necessarily require a constitutional amendment.

should alert the meeting planners to the repeal of this provision. The law just went into effect January 11, 2004 and hotels that execute contracts with school groups can now take advantage of the repeal.

## **HOTEL TAX EXEMPTION LEGISLATION UPDATE**

In the 2003 regular legislative session, TH&LA was successful in passing its hotel occupancy tax exemption administration bill. As you have probably experienced first hand at your properties, there had never been a list at the State or local government level of the over 20,000 entities that have been granted letters of exemption from the state hotel occupancy tax. Therefore, if a guest stayed at our properties, we had to make a "legal" determination as to whether the entity was eligible and qualified for an exemption from the hotel occupancy tax. If it turned out that the guest had not been granted a letter of exemption from the State and would not qualify, the hotel remained liable for the amount of the tax that was not charged. This changed with the passage of TH&LA's amending language in HB 2424 during the 2003 Regular Legislative Session. Our language mandated that the Comptroller produce an internet searchable list of all of the entities that are exempt from the hotel occupancy tax. The website allows a hotel to search by the name of the organization to determine whether they are on the list of entities that have been granted a letter of exemption. This list can be accessed easily at the front desk and/or with your Controller or other staff. The list is updated daily so if an entity is not noted and is claiming an exemption, simply check the website for any entities that may have been recently added. The link to the State of Texas Comptroller's website which allows you to search for hotel occupancy tax exempt organizations is <http://www.window.state.tx.us/taxinfo/hotel/expHotel.html>

The second and equally important part of this legislation that we offered provides new good faith immunity for hoteliers. It provides that if a hotel follows the Comptroller and local government procedures for handling exemptions and secures the required documentation, the hotel is no longer personally liable for the hotel tax should the exemption turn out to be erroneous or fraudulent. This is good news for your Controller and other staff that work with these hotel tax exemption claims. Please note that the Internet list does not include federal travelers, diplomats, and certain high ranking state office holders who are not required to apply for a letter of exemption. Such officials will simply show their applicable identification and fill out an exemption certificate when they ask for the exemption at a hotel. Similarly, this law does not change the way that a hotel would administer a "permanent resident" exemption for guests that stay in excess of 30 consecutive days at a property.

## **ACCEPTANCE OF EXEMPTION CERTIFICATES FROM ENTITIES WITHOUT A FORMAL LETTER OF EXEMPTION**

Finally, it should be noted that a large percentage of the entities that are eligible for a hotel occupancy tax exemption have never applied for a formal letter of exemption from the Texas State Comptroller (e.g.; religious and charitable entities). It is still the historic practice of the State Comptroller's Office to honor hotel tax exemption certificates from such entities if they would have qualified for a letter of exemption at the time that they stayed at the lodging property. For example, if a Church official stays at a hotel and fills out the hotel exemption certificate during their stay and shows identification, the hotel could allow the exemption (despite the lack of a Letter of Exemption or a listing as exempt on the Comptroller's Website). In turn, the Comptroller and its audit team would not invalidate or dishonor the exemption unless it appeared to be fraudulent or without appropriate statutory authority. TH&LA has confirmed that this is still the position of the Texas State Comptroller and its audit team. Only certificates filled out by organizations that do not qualify are disallowed. In other words, a hotel can have an entity fill out the exemption certificate form and it will not be invalidated if the organization would qualify for a letter of exemption, but had just not requested one from the State.



2. It will be important to set out what items (budget expenditures, revenues, impact of programs, etc, that will be measured).

vii. Commitment to mentor low membership States through assistance by AH&LA & ISHAE.

**ISHAE\* BOARD SUGGESTIONS TO AH&LA FOR STRATEGIC PLAN.**

- a. Consider transfer of certain funding from AH&LA to ISHAE.
- b. Outsource AH&LA membership liaison staff to work as ISHAE staff member.
- c. Reallocate part of AH&LA travel budget for travel to assess/mentor low membership states.
- d. Reallocate priorities of certain AH&LA staff from programs of little demand to programs with higher demand
- e. Allocate communications staff time previously allowed for America's Promise to produce needed sample materials for MSAs on key industry issues.
- f. Work on Strategic Planning Committee to review other major staff time allocations to match with strategic priorities.
- g. Require that all new proposed initiatives be presented and approved by Strategic Planning Committee.
- h. Conduct Annual Orientation for AH&LA Staff by key ISHAE Officers on key state issues and State/AH&LA relations.
- i. ISHAE and AH&LA to work together on Annual Membership Committee.

\* ISHAE is the acronym for the International Society of Hotel Association Executives (the group of state hotel trade association executives)

2. New Board will include representatives from various property segments, corporate sector, and State Association Executives.
3. Partnership Agreement to be executed with State Associations that will outline mutual duties and roles.
4. National Membership Committee with State CEO's and Membership Directors to work on ideas to attract and retain members.

#### **CURRENT INITIATIVES BY TH&LA TO PROMOTE STRONGER COST/BENEFIT VALUE FROM AH&LA**

##### **a. Increased Involvement by Texas State CEO with AH&LA**

- i. **Board Meeting Attendance:** Scott Joslove now attends all AH&LA Board Meetings.
- ii. **Kitchen Cabinet Committee Appointment:** Scott requested and was appointed to AH&LA Kitchen Cabinet Advisory Group after 9/11 incidents.
- iii. **AH&LA Restructuring Task Force Appointment:** Scott was appointed to AH&LA Restructuring Task Force to reconsider AH&LA's governance and structure.
- iv. **AH&LA Dues Task Force Appointment:** Scott requested and was appointed to AH&LA's Dues Taskforce.

##### **b. Increased Involvement by TH&LA CEO with ISHAE to Facilitate Future Advocacy Role on AH&LA Issues.**

- i. Texas CEO has increased his involvement with ISHAE to Advocate for Positive Change at AH&LA. Appointed to ISHAE board in 2002.
- ii. Texas CEO elected an officer of ISHAE board in 2003 and will serve as its Vice President in 2005 and President in 2006.
- iii. Texas CEO to be nominated to the AH&LA Strategic Planning Commission that will review the priorities and programs offered by AH&LA.
- iv. Texas CEO to be nominated to the AH&LA newly formed Budget Review Committee to review the annual AH&LA budget.

##### **g. Strong Role Achieved for State Association Executives in AH&LA Governance.** State CEO has pushed for and gained positive changes within the AH&LA Restructuring Plan, Bylaw Provisions, and State Partnership Agreement Drafts. The notable changes in this regard are indicated below:

- i. **Five State Executives to Serve on New AH&LA Board.**

- i. AH&LA currently has a national website (gotrooms.com) to book business on-line at member properties.
  
- b. **AH&LA Existing Member Discount Program**
  - i. **BMI Music Licensing Discount** (Established in 1998). Offers a one percent discount off licensing fees. The one percent discount is in addition to the industry wide 12 percent discount for hotels & restaurants.
  
- c. **AH&LA Recently Announced New Member Discounts**
  - i. **Three Job Posting Services** (added 2003)
    - 1. **H-Careers Job Posting Discount.** 20 percent discount on any job posting. 50 percent revenue share between AH&LA and the State Association of 10 percent of revenue collected on ads placed.
    - 2. **Careerbuilder.com Job Package Posting Discount.** 35 percent discount on package of job postings. No revenue sharing component.
    - 3. **Employment Guide Periodical.** 10 percent discount.
  
  - ii. **HBO.** Members receive a discount of \$5.00 per room. (added 2003)
  
  - iii. **Merchant Leasing/Commtrans.** Members receive a 15% discount on shuttle van and bus leases. (added 2003)
  
  - iv. **Hertz Rental Car.** Members receive a 10% discount.
  
- d. **AH&LA Member Discount Programs for Near Future:**
  - i. **Money Network Payroll Cards.** Member service for property employees that is competitive to a bank checking account. Offers commission of 6 to 12 cents per transaction fee shared 50/50 between AH&LA and the State Association. (effective February 2004)
  
  - ii. **Office Supply Discount.** (Staples) Members receive a 40% discount off catalogue prices. Three percent commission shared 50/50 between AH&LA and the State Association. (in negotiation).
  
  - iii. **FTD.** Members receive a 10% discount. (in negotiation)

#### **AH&LA INITIATIVES TO EXPAND MEMBERSHIP AWARENESS OF AH&LA PROGRAMS**

- a. Joe McInerney has increased the number of communications to overall membership to alert them to AH&LA services.

- b. Certain AH&LA Conferences and AH&LA Information Center** were financial drains.
- i. Annual Spring AH&LA Conference** was cancelled (the Spring Conference lost \$168,000 the last year that it was held). This is not the same conference that is noted below that is held in Las Vegas in the Spring.
  - ii. Other AH&LA Conferences** now continued only if they can break even or are profitable.
    - 1. AH&LA Annual Fall Conference/Trade Show – New York** nets approximately \$771,000 in revenue attributable to the trade show. (This conference used to net over \$1 million annually for AH&LA before economic downturn).
    - 2. American Lodging Investment Summit** nets \$350,000 plus provides cost reimbursement of \$150,000 in expenses AH&LA incurs annually for management of this event.
    - 3. Legislative Action Summit** breaks even or makes slight profit.
    - 4. AH&LA Multi-Unit Conference** is a break even proposition.
  - iii. AH&LA Spring Conference – Las Vegas** may be reconsidered in the future after contractual obligations are met.
    - 1. Annual Spring Trade Show** in Las Vegas provides a slight financial loss for AH&LA in travel and work time.
    - 2. AH&LA** is contractually committed to this event for one more year.
  - iv. Certain AH&LA Conferences rescheduled** to coincide with other AH&LA events.
    - 1. Legislative Action Summit** and AH&LA Board Meeting now scheduled together.
    - 2. Committee Meetings** scheduled in conjunction with the Investment Conference and the Annual Spring Conference in Las Vegas.
  - v. AH&LA Information Center Outsourced** to the University of Houston's Conrad N. Hilton College of HRM. (\$120,000 annual savings)
- c. AH&LA office space** is a cost prohibitive expense. (\$1 million dollar annual expense with 10 years left on the lease agreement)
- i.** AH&LA has recently reconfigured its office space so that it can lease out 6,000 square feet (25 percent of its total 24,000 square feet of office space). Rental of this space should provide AH&LA with \$240,000 in additional revenue annually.
  - ii.** AH&LA's office space is pursuant to a 12-year lease that was signed prior to Joe McInerney's tenure.

**Provide AH&LA with TH&LA members email addresses.** All TH&LA member properties with more than 50 rooms automatically become members of AH&LA, and one half of the dues collected by TH&LA is allotted to AH&LA. It is vital that these properties are informed of the benefits and have easy access to the services and information produced by AH&LA on their behalf. With this in mind, we are asking the TH&LA board for permission to provide AH&LA with email addresses for our membership so that the information listed below can be forwarded to the member properties. AH&LA has agreed to not release this information to any outside vendors. There will also be an "unsubscribe" option in each email sent out by AH&LA. I have noted below the seven pieces of information and frequency of their distribution (most are no more than once per month).

1. Lodging SmartBrief (Daily -- Headline Items that you can link to further Information)
2. Lodging HR (Monthly -- Human Resources Update)
3. Lodging Law (Monthly -- Hotel Law Update)
4. AH&LA E-Newsletter (Monthly -- Key National Lodging Issues)
5. AH&LA Governmental Legislative Alerts (As Needed)
6. New AH&LA Member Only Benefits/Programs (As Needed but Not more than once monthly)
7. AH&LA Educational Institute Programs/Products (once every two months)

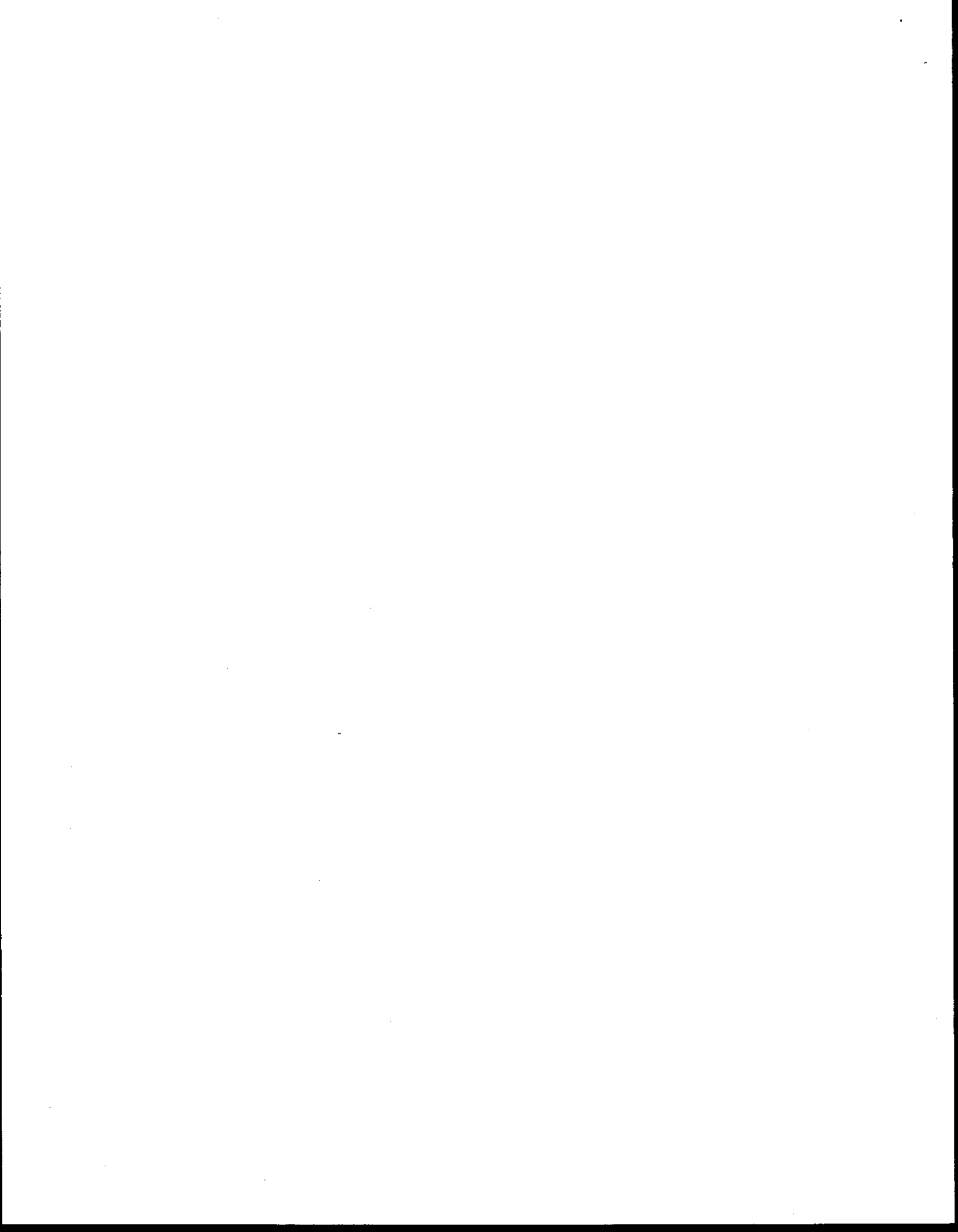
## **BACKGROUND INFORMATION AND OUTLINE OF INITIATIVES TO DATE REGARDING AH&LA**

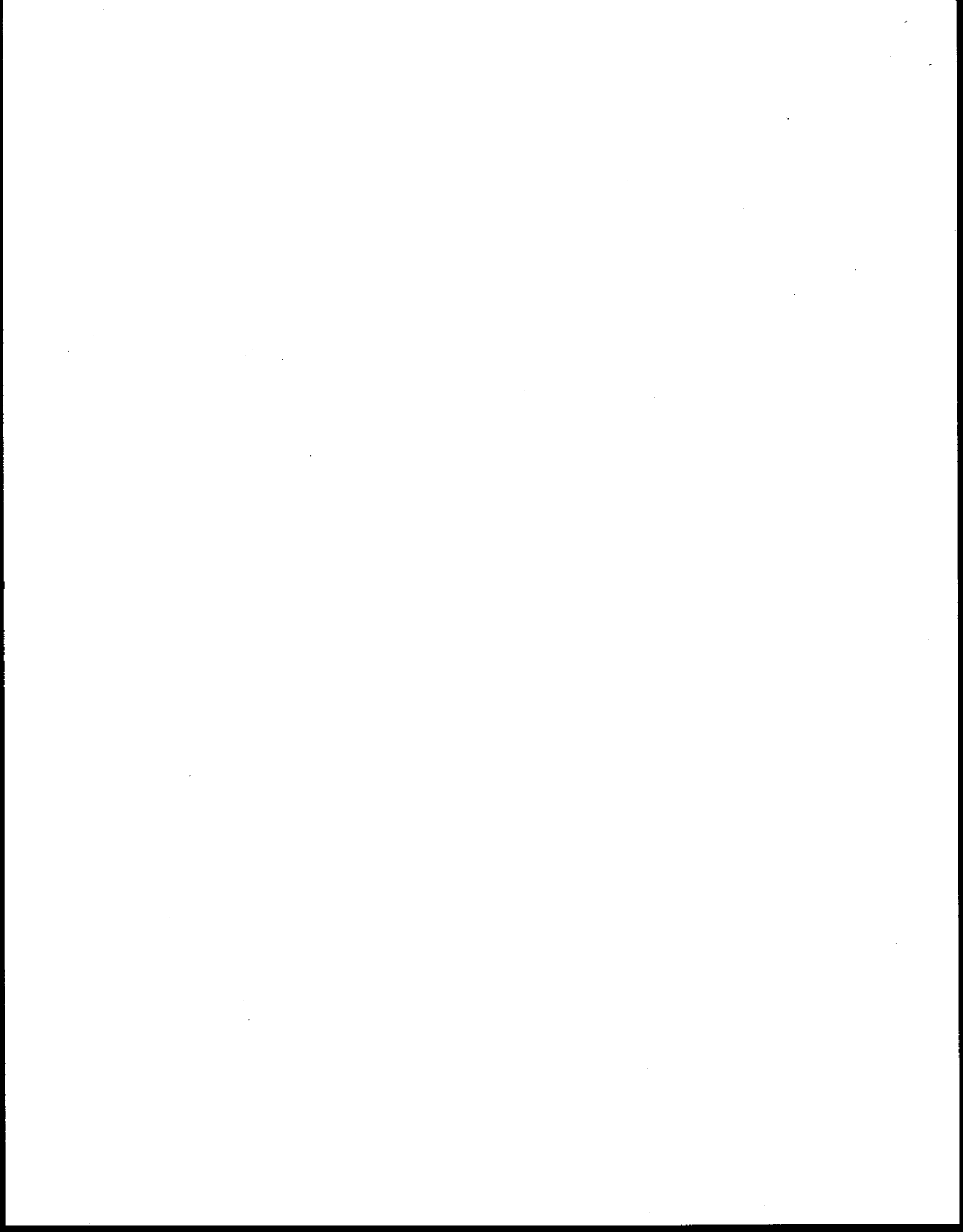
**Level Of Funding TH&LA Provides AH&LA.** For properties with more than 50 rooms, approximately one-half of the dues collected by TH&LA (\$3.56 per room) goes directly to AH&LA. Last year, dues remitted by TH&LA to AH&LA totaled approximately \$388,295. Properties with less than 50 rooms may choose, but are not required, to join AH&LA. The \$388,295 in membership dues that AH&LA receives from TH&LA represents about 4½ percent of AH&LA's \$8 million annual budget. Texas is the third largest dues contributor to AH&LA, behind only California and New York.

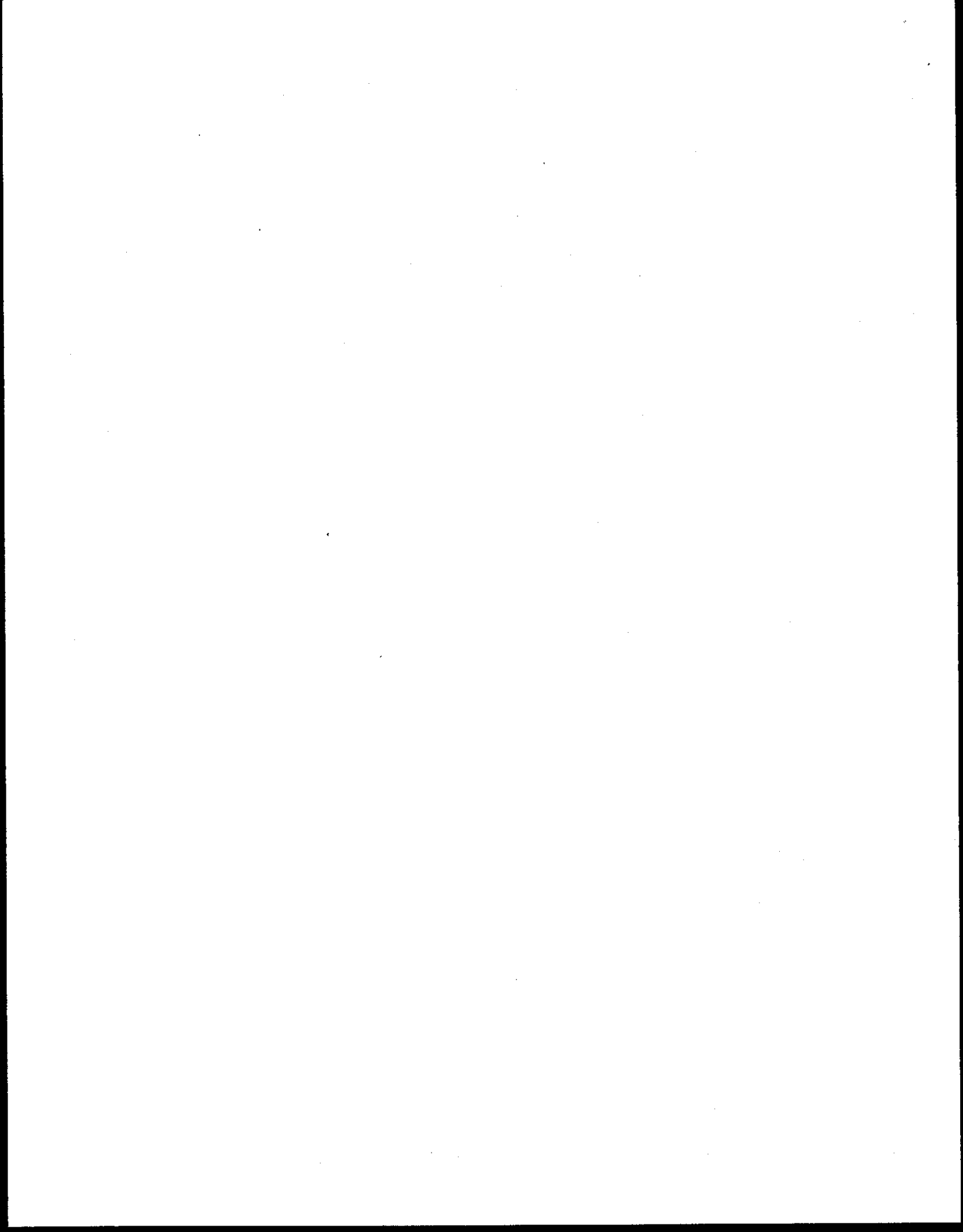
**Inherited Problems and Ongoing Changes Under AH&LA's Current President & CEO.** Outlined below are the historic concerns that state associations have had with AH&LA. It bears noting that virtually all of these concerns predate the current administration and their attempted resolution has captured the majority of the current administration's time. Also noted below are the initiatives that have been implemented by the current administration to address these issues. Additionally, we note at the bottom of this outline the concurrent efforts by TH&LA and ISHAE (International Society of Hotel Association Executives) over the last two years to assist in the resolution of these issues. It is hoped that this information will be helpful in understanding the status of what is being done currently to face the challenges and to spark thought on how to best proceed into the future.

## **MAJOR HISTORIC CONCERNS STATE ASSOCIATIONS HAVE HAD WITH AH&LA:**

1. **Perception that Dues Paid to AH&LA Are Excessive for Programs and Value Received.**
  - a. For properties with more than 50 rooms, one half of the membership dues collected by TH&LA goes to AH&LA. There is currently not a major hook for membership that AH&LA provides that will bring in or retain members.
  - b. The vast majority of our members do not knowingly access any AH&LA services.









**ABSENT**

Randy Baugher  
Ronnie Breaux  
Rich Cane  
Clay Conoly  
Tammy Demery  
Joseph DePalma  
Terri Dolan

Henry Feldman  
Tonya Meyer  
Roger Millar  
Lawana Murphy  
Dave Prewitt  
Tony Sahyoun  
Jay Shinn

Ken Smith  
Linda Sweatt  
Robert Thrailkill  
D.J. Utterback  
Sandi White

**TH&LA STAFF IN ATTENDANCE**

Scott Joslove

was liquidated from the Educational Foundation Scholarship Fund to cover budgeted expenses including our \$10,000 contribution to the University of Houston and \$2,500 given out in Scholarships this year. Factoring out for these budgeted contributions, we have had an approximate net increase of \$73,551 or +12.25%, of the total value of our investment account after fees and market activity. Market performance indices for the same time period are as follows: the S&P Composite index, +16.09%; Dow Jones Index, +13.93%; and the NASDAQ index, +39.14% for the year. A copy of this report is made a part of these minutes.

- XIV. NOMINATING COMMITTEE REPORT.** Nominating Committee Chairman Doug Horn presented board members with his committee's recommendations to fill TH&LA Board and Director positions as follows:

**OFFICERS**

**2<sup>nd</sup> Vice President – Brent Spaeth, La Quinta Inns, Inc.**

**DISTRICT DIRECTORS**

**#4 - Southeast Texas – Leonard Clifton, Holiday Inn Beaumont Plaza, Beaumont**  
**#12 – Tarrant County – Nancy Sorrells, Marriott DFW Airport South, Fort Worth**  
**#16- Southwest Texas – D.J. Utterback, La Posada Hotel Suites, Laredo**

**DIRECTORS AT LARGE**

**Norma Harrison, Four Points Sheraton, Brownsville**  
**Henry Feldman, La Mansion Del Rio Hotel, San Antonio**  
**Don Newman, La Quinta Inn, San Antonio**  
**John Allsup, Sheraton Brookhollow, Houston**  
**Roger Millar, Valencia Hotels, Austin**

**ALLIED DIRECTOR**

**Jim Giles, Leisure Host, Longview**

**B&B DIRECTOR**

**Delaina Hanssen, Beacon Hill Guest House B&B, Seabrook**

**AFFILIATE DIRECTOR**

**Kim Phillips, Denton CVB**

**HAT REPRESENTATIVE**

**Grover McMains, Texas White House, Fort Worth**

**HOTEL REVIEW COMPANY**

**PRESIDENT – Bill Kirk, Scott & White Properties**  
**VICE PRESIDENT – Al DeBerry, Tharaldson Lodging**

**DIRECTORS**

**Mark Hellrung, Four Seasons Hotel, Houston**  
**Kevin Latone, Omni – Corpus Christi Bayfront Tower**  
**Gene McMenam, Omni Austin Downtown**

**EDUCATIONAL FOUNDATION**

**PRESIDENT – James Walsh, Barton Creek Resort, Austin**  
**VICE PRESIDENT – Dr. John Bowen, Conrad Hilton College of HRM, Houston**

**DIRECTORS**

**Larry Murphy, Holiday Inn Sun Spree, South Padre Island**

There was board discussion about the future participation of TH&LA in its national association (AH&LA). A special committee was formed of interested individuals (Jags Patel, Brent Spaeth, Jack Rush, Theresa Elliott, Bill Kirk, Jeff DeLong, Jeff Trigger, and Doug Horn) that would work to make suggestions to the national association on administrative issues such as AH&LA budget priorities and programs and the extent to which they are beneficial to Texas. This committee will report back to the TH&LA board on its recommendations and findings.

Scott provided updates on the following AH&LA activities:

1. **Outsourcing of AH&LA Lodging Magazine** which makes this service into a revenue neutral function. Over the last ten years, the magazine has presented a substantial net loss in revenues for the national association
2. **Member Educational Seminars** offered include a four part series on workplace issues for hospitality businesses. These seminars will be available starting in January 2004.
3. **AH&LA Information Center** has improved its member assistance through the Information Center, which handles in excess of 70 requests each month for information from hotel association members from across the country. The Information Center contact is Lydia Westbrook, who in addition to member inquiries, also handles press inquires and nonmember requests for information about our industry. The information center can be reached by phone at 713-743-2515 or by email to [informationcenter@ahla.com](mailto:informationcenter@ahla.com).
4. **New AH&LA Marketing Programs** are available. AH&LA has partnered with Hcareers.com to create the nation's largest searchable database of candidates and openings tailored specifically for the lodging industry. You can reach this site by going to [www.ahla.com/careers](http://www.ahla.com/careers) or contact 800-832-3738 for more information.

**Federal Legislative and Regulatory Issues AH&LA is tracking and advocating:**

1. **Business Meal Tax Deduction;**
2. **Spousal Travel Tax Deduction;**
3. **Terrorism Insurance** which would provide coverage from the federal government in the event of another catastrophic terrorist attack;
4. **Ergonomics Advisory on Voluntary Guidelines from Department of Labor**, a comprehensive plan to develop voluntary workplace safety guidelines to reduce ergonomic injuries;
5. **Small Business Health Insurance Plans** to promote the ability of small businesses to partner through a trade association or other group to gain affordable health insurance;
6. **Seasonal Worker Visas** urging faster processing of application without compromising national security; and **B-2 Visas** have been proposed by INS to change the default period of time allotted from six months to 30 days for tourists traveling on B-2 visas from other countries. AH&LA has submitted comments to ensure clear guidelines on what a traveler must submit to gain a B-2 Visa for longer than 30 days.
7. **No Match Letters** - the Social Security Administration sent over 700,000 letters to employers who submitted documentation containing erroneous social security

1. Voluntary contributions included with membership dues payments which are expected to generate an additional \$40,000 through the end of 2003, of which 2/3 is expected to be corporate contributions;
2. A \$6,500 contribution goal from TTIA;
3. TH&LA's Legislative Committee leadership in securing HotelPAC contributions;
4. Pledges by Local Hotel Associations by holding one fundraising event/drive each year for HotelPAC;
5. Continue TH&LA Board Member participation at 100% support of the state HotelPAC -- at \$100 per member, this would raise \$6,100 in HotelPAC personal contributions annually.

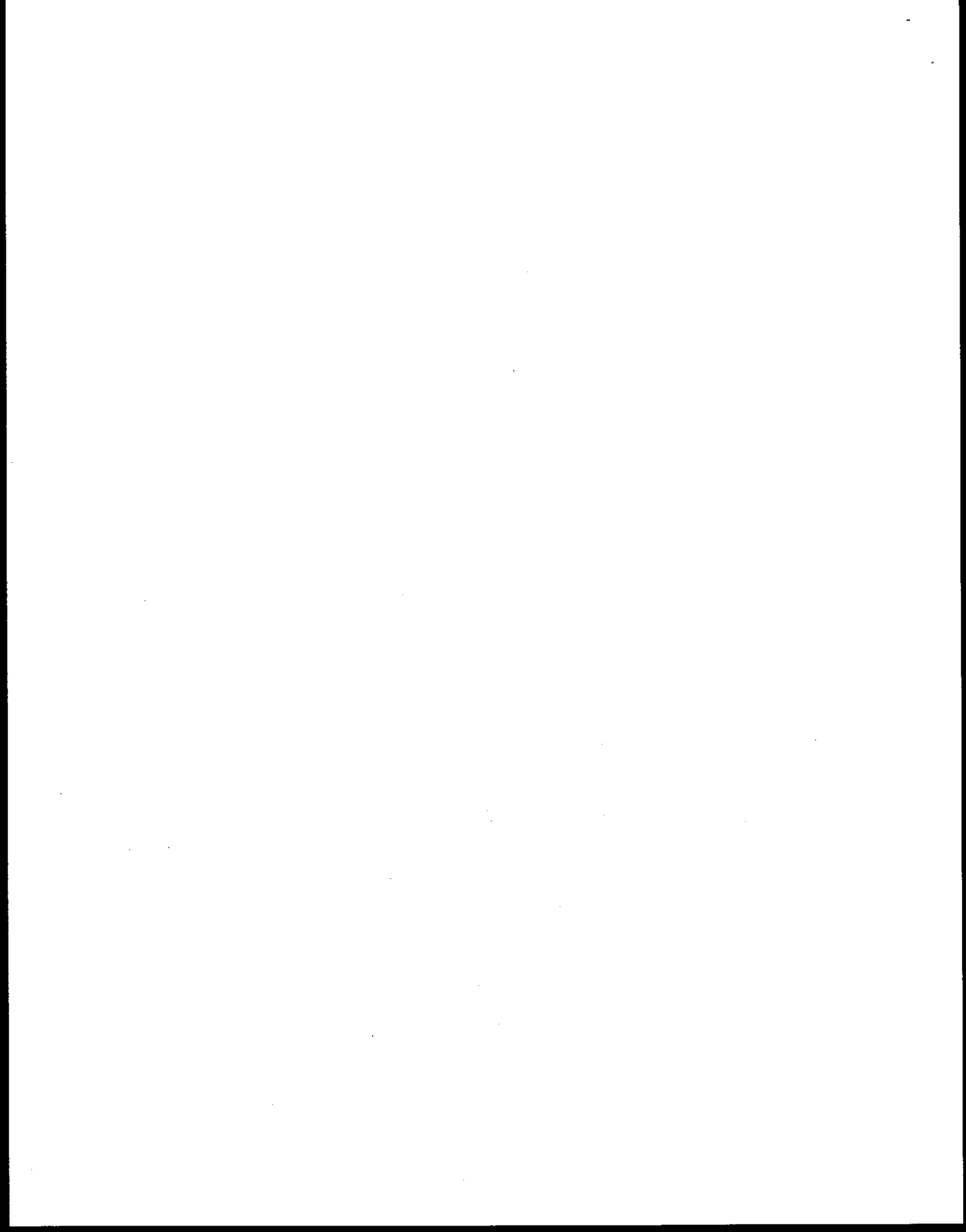
President Joslove also reported that Texas members have contributed \$965.00 to AH&LA's HotelPAC year-to-date.

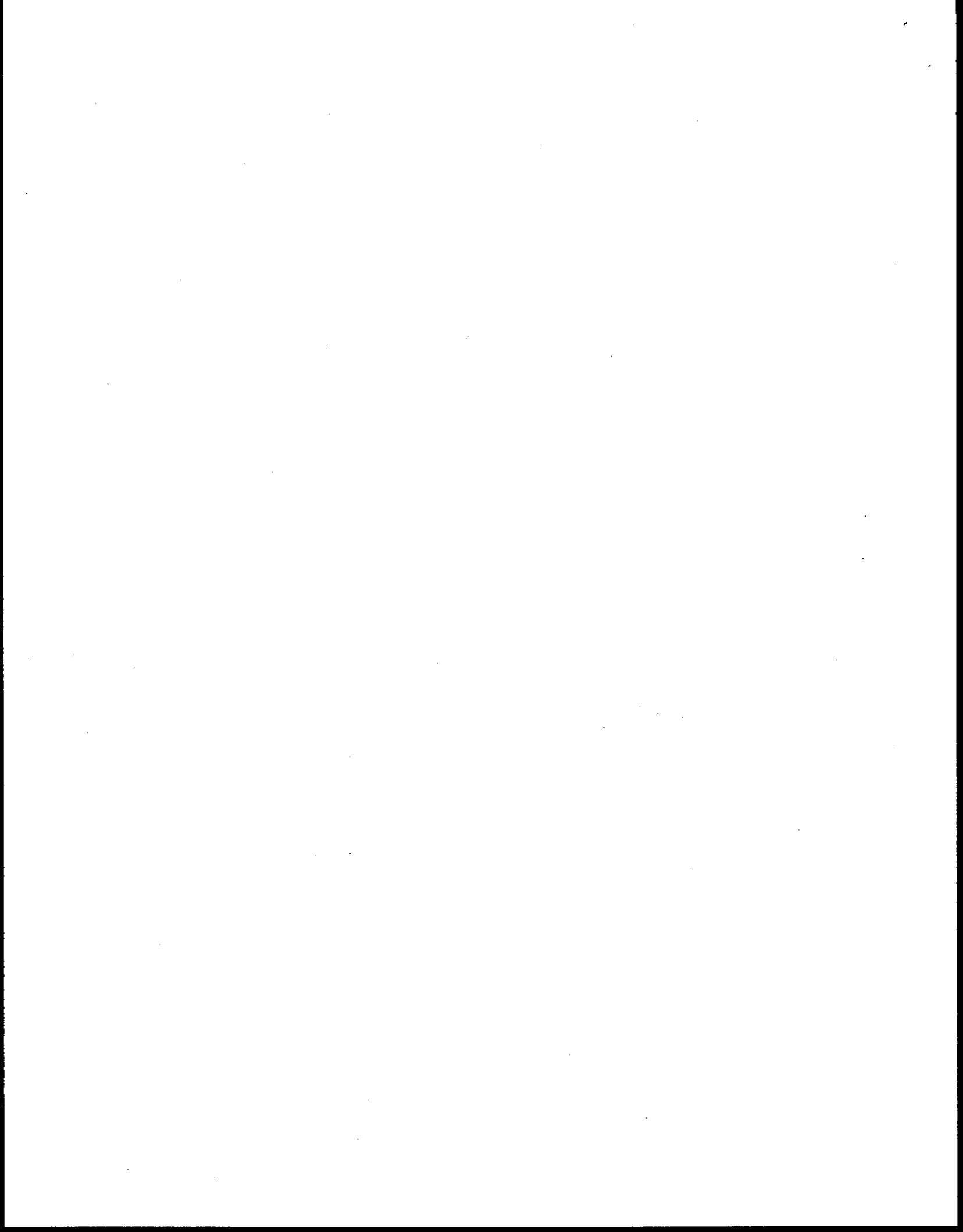
- VI. 2003 YTD OPERATING STATEMENTS.** President Joslove reported that TH&LA had budgeted to receive \$549,595 in total revenue for the five TH&LA companies through July 2003. Actual revenue for this period was \$572,710, representing a positive variance of \$23,115 from budgeted revenues. Revenues through July remain slightly under budget by \$5,854, but it is ahead of last years pace by \$21,431. Total expenses for the five TH&LA companies through July 2003 before depreciation and gain or loss from investments was \$375,850, which is \$14,854 under budget for this period.

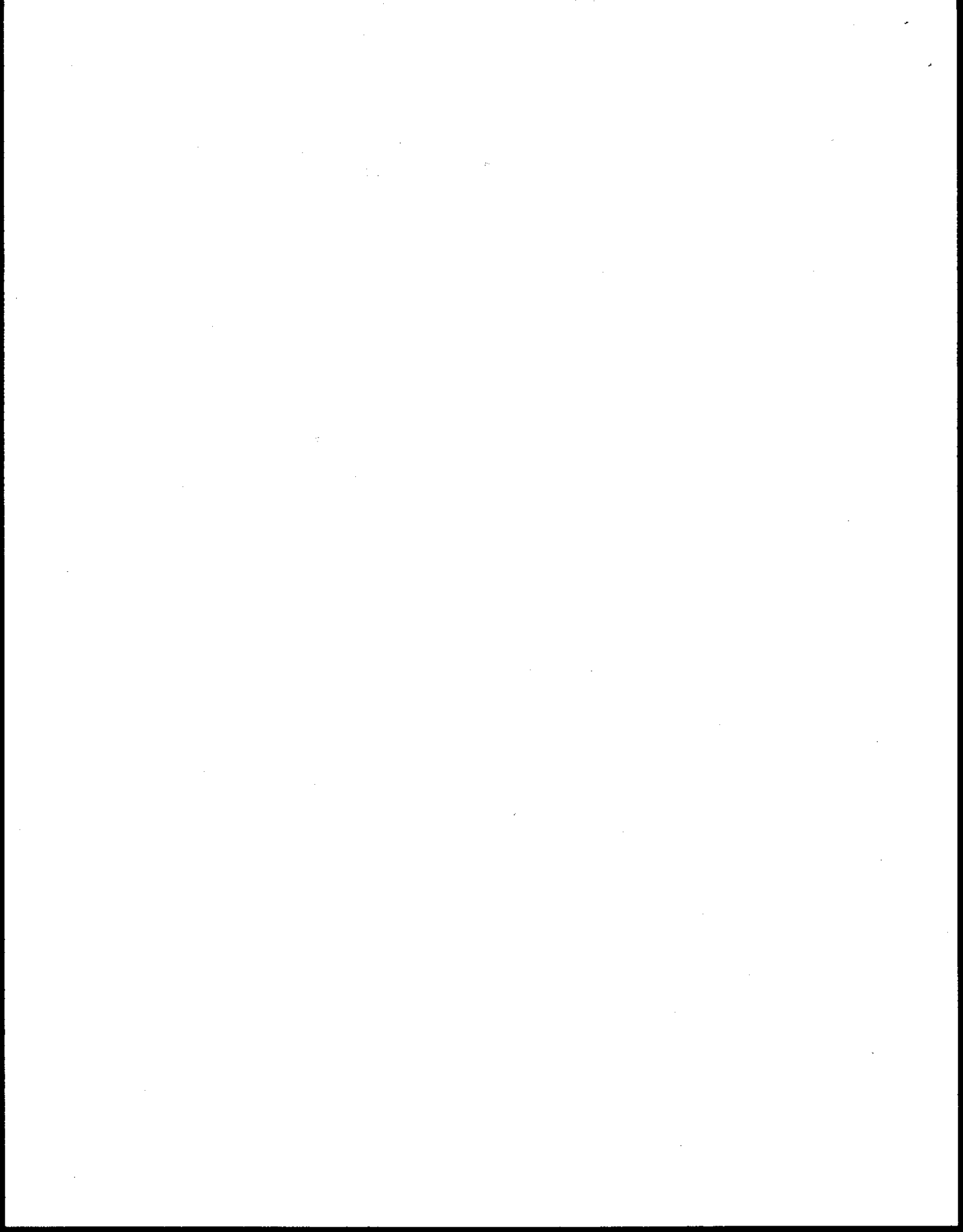
**TH&LA budgeted for a \$140,235 net profit through July 2003 for the five TH&LA companies and actual net profit came to \$176,599. This represents a positive variance to the budget of \$36,364.**

- VII. HOTEL REVIEW COMPANY REPORT.** TH&LA budgeted \$32,848.72 in endorsed revenues to the Hotel Review Company through August 2003. To date, \$38,802.88 in revenue has been received, representing a positive variance to budget of \$5,954.16. Actual revenues received as compared to budget are detailed below for each of TH&LA's endorsed vendors:

1. **FD&S Property/Liability Insurance Program** – TH&LA budgeted to receive \$26,000 in endorsed revenues from FD&S Insurance for the entire year of 2003. Year-to-date, \$29,708.88 has been received, representing a positive variance of \$3,709.88 to the 2003 budget. This program continues to produce increasing revenues by offering TH&LA members significant savings on property casualty/liability insurance.
2. **Global Payments Credit Card/Check Processing Program** - \$6,464.84 has been received through August 2003, representing a positive variance to budget of \$1,768.25.
3. **Zenith Workers Compensation Insurance Program** – TH&LA budgeted to receive \$7,000 in revenues for 2003 and through August 2003, \$1,958.79 has been received, resulting in a negative variance of \$5,041.21 for the year. Zenith expects to reach the projected budget by the end of the year.
4. **WorldRes On-line Reservation Program** - \$530.56 has been received for 2003. TH&LA did not budget any revenue for this vendor because a decision was made by the Executive Committee in December 2002 to establish a new on-line reservations partner for 2003 with Houston-based GraceSoft. However, we still received \$530.56 in revenue from WorldRes in 2003.
5. **Starbridge Medical Plan – Dick Carr & Associates** – Revenues for Dick Carr & Associates are budgeted at \$200 for 2003. Revenues collected to date are \$138.81. Dick Carr & Associates has paid a \$2500 sponsorship fee of our September 17<sup>th</sup> board meeting. Although this program has taken off with the Texas Restaurant Association, sign up by hoteliers has been slow.





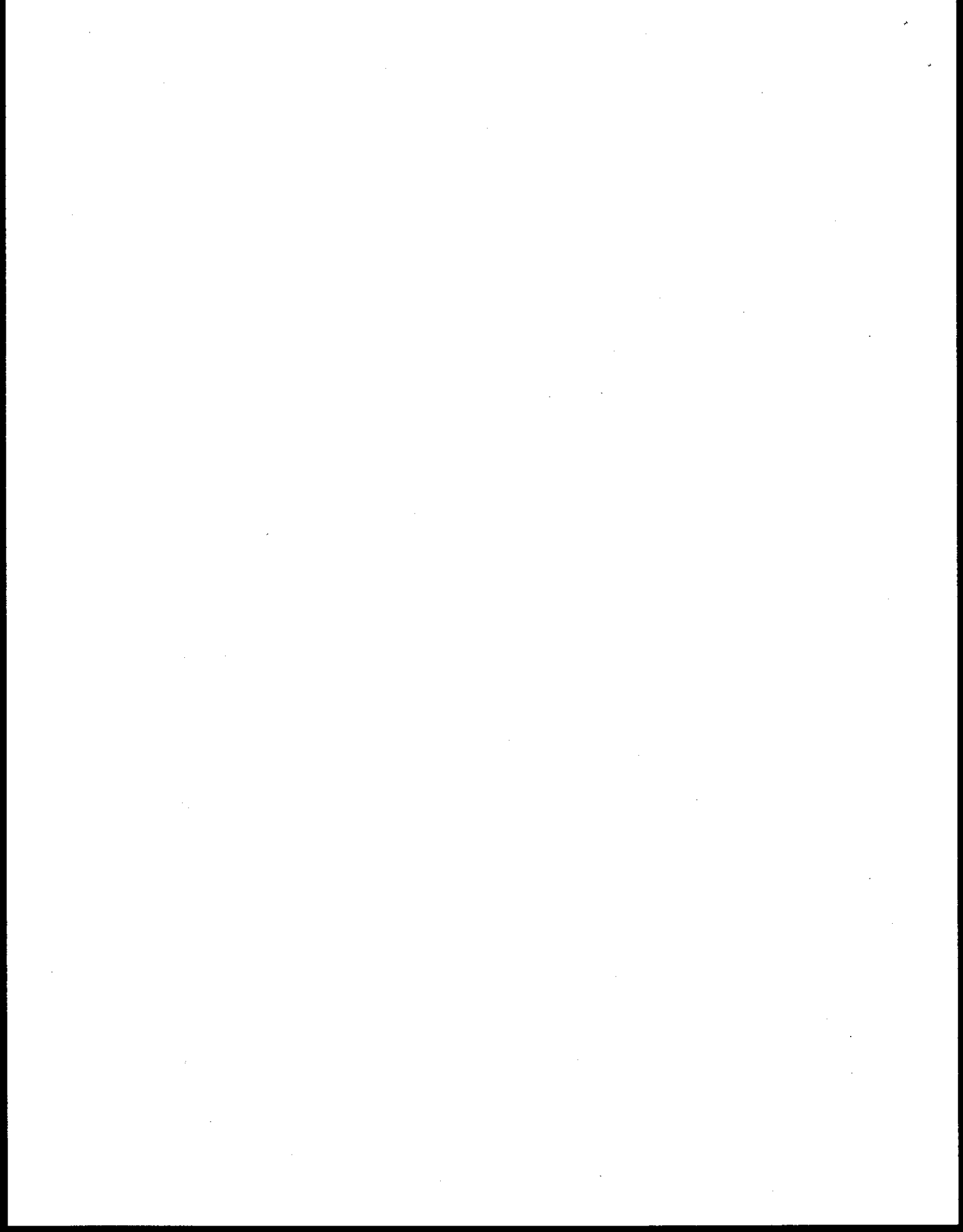


Term	POSITION	2004	2005	2006
3 Years	Director At Large	Jim Davis	Jim Davis	
3 Years	Director At Large	Tom Harwell	Tom Harwell	
3 Years	Director At Large	Brent Spaeth	Brent Spaeth	Brent Spaeth
3 Years	Director At Large	Norma Harrison	Norma Harrison	Norma Harrison
3 Years	Director At Large	Henry Feldman	Henry Feldman	Henry Feldman
3 Years	Director At Large	OPEN		
3 Years	Director At Large	John Allsup	John Allsup	John Allsup
3 Years	Director At Large	Roger Millar	Roger Millar	Roger Millar
3 Years	Director At Large	Ronnie Breaux	Ronnie Breaux	
3 Years	Director At Large	Keith Clampet		
3 Years	Director At Large	Terri Dolan		
3 Years	Director At Large	Ken Smith	Ken Smith	

Term	POSITION	2004	2005	2006
3 Years	AH&LA Director	Jack Rush		
3 Years	Allied Director	Jim Giles	Jim Giles	Jim Giles
3 Years	B&B Director	Delaina Hanssen	Delaina Hanssen	Delaina Hanssen
1 Years	Affiliate Director	Kim Phillips		
3 Years	Guest Ranch Director	Clay Conoly		
1 Years	HAT Representative	Annette Wieser		

Term	POSITION	2004	2005	2006
1 Years	Hotel Review Company President	Bill Kirk		
1 Years	Hotel Review Company VP	Al DeBerry		
3 Years	Hotel Review Company Director	Ben Baker	Ben Baker	
3 Years	Hotel Review Company Director	Kelan Masters		
3 Years	Hotel Review Company Director	Gene McMenamain	Gene McMenamain	Gene McMenamain
3 Years	Hotel Review Company Director	Jeff Trigger		
3 Years	Hotel Review Company Director	Mark Hellrung	Mark Hellrung	Mark Hellrung
3 Years	Hotel Review Company Director	Kevin Latone	Kevin Latone	Kevin Latone





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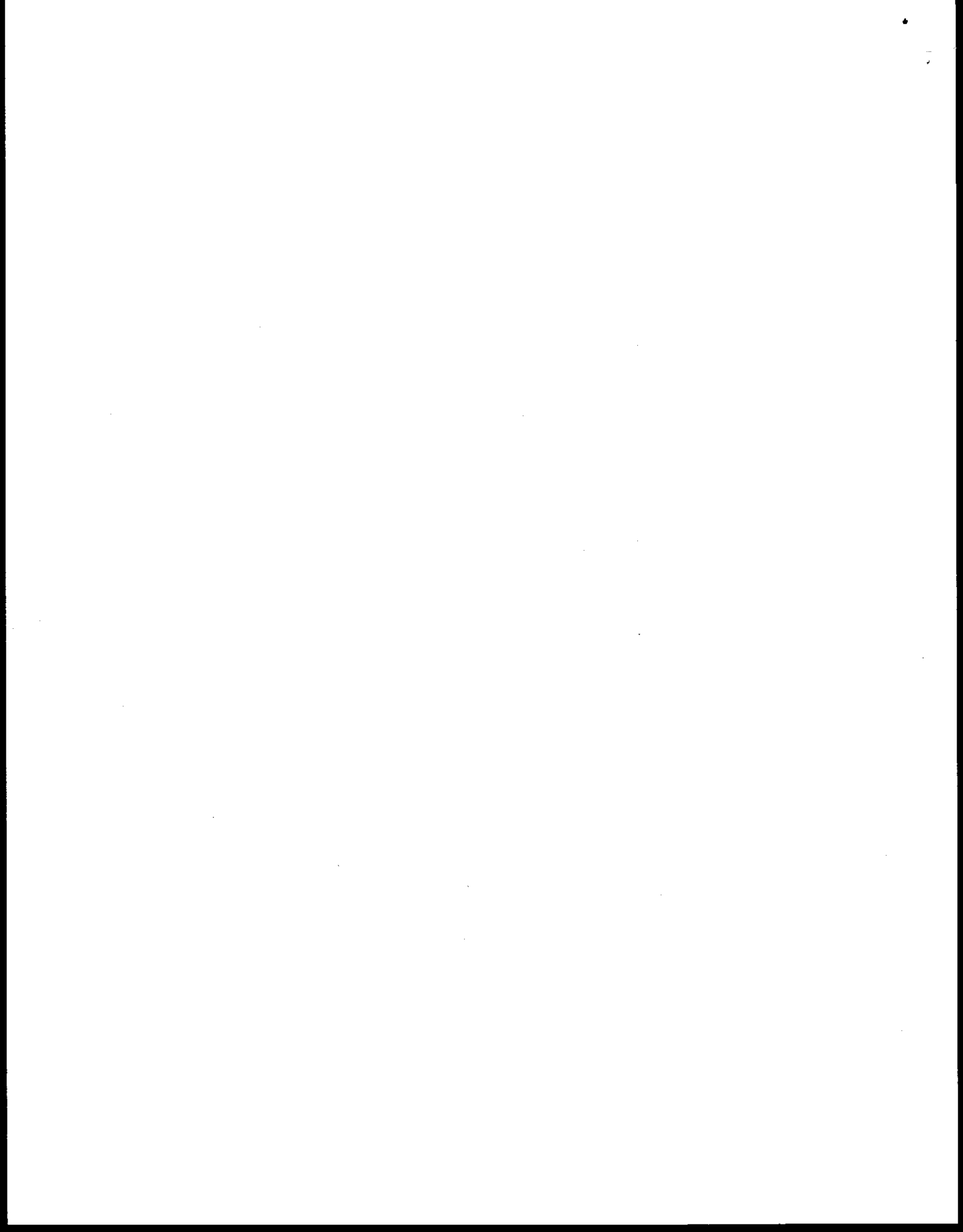
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REVISED 02/26/04





- Option: **Keep local school district property taxes local, but reduce local school property tax rates to 75 cents or \$1.25, and make up the difference with other state revenue sources.**
  - Does not necessarily require a constitutional amendment.
- Option: **If school M&O property taxes are dramatically reduced, set a rate or revenue cap on all local governments so they can't "take up the tax slack".**
  - Instead of roll-back elections, as under current law, some proposals would allow school districts to still raise their local school district property tax rate by no more than 15 cents totally. Similarly, there would be a cap for raising city property tax rates of 5 cents increase per year, and require local voter approval for any such increase.

**Leadership's goal: Make up for property tax reduction with other state revenue sources.**

#### **PROPOSALS FOR INCREASING OTHER STATE REVENUES:**

##### **EXPAND APPLICATION OF FRANCHISE TAX:**

- Option: **Modify franchise tax to change the nexus (the "Delaware Sub" issue) rules to reach corporations that are partners in partnerships doing business in Texas.** Under long-standing Texas franchise tax policy, a limited partner whose only contact with the state is only through the holding of a limited partnership interest, has no Texas franchise tax filing responsibility. In addition, Texas attributes income from intangibles to the state in which the payor company legally organizes, usually Delaware. The result of these policies is that a partnership can direct income to its limited partner without subjecting it to taxation since its partner has no filing responsibility in Texas. Furthermore, the partner can then direct the same partnership income up to its Texas-headquartered parent as a dividend under the "location of payor" rule without triggering Texas receipts. There are several proposals that would eliminate these current Delaware subsidiary tax-avoidance strategies.
  - Supporters say this closes large loophole used to evade franchise tax.
  - Several recent corporate restructurings have gotten legislators' attention to address this issue.
  - A related proposal (Geoffrey Sub) would deny companies certain deductions for intangibles, management fees, and interest paid to an affiliated company not subject to Texas franchise tax.
- Option: **Expand the franchise tax base to include partnerships and sole proprietorships or base franchise tax on limitation of liability** (e.g., corporations and limited liability partnerships have similar state-granted limitations on liability).
  - Extending income-based tax to partnerships and sole proprietorships may necessitate a statewide referendum if it imposes any "tax on the net income of natural persons, including a person's share of partnership and unincorporated association income." (Texas Constitution Article VIII, Section 24). For example, an individual law partner (arguably, a lawyer is a "natural person") may not be assessed the net income component of the franchise tax without a referendum vote (or a constitutional amendment that allows partners and other business owners to pay the franchise tax or another income-based tax).

## **SALES TAX:**

- Option: **Expand sales and use tax rate or base (including repealing sales tax exemptions), or both.**
  - Increasing just the sales tax rate (e.g.; an increase of 1 cent) and not expanding the base brings revenue in faster than expanding the base. A rate increase also avoids windfall benefits for cities that would otherwise benefit by base expansion. Easy to administer rate increase.
  - Some proposals raise the motor vehicles sales tax by the same amount.
  - Some propose expanding the sales tax base to add on certain consumer services.
  - Sales taxes are not deductible on federal income taxes.

## **PAYROLL TAX:**

- Option: Create an employer-paid payroll tax with a low rate, starting at the first dollar paid, perhaps with a cap on the amount paid, and potentially coupled with a net profits tax.
  - Disadvantages labor-intensive businesses such as hotels, restaurants, etc.
  - Nevada in July 2003 passed a gross payroll tax of 0.7 percent (to be reduced to 0.65 percent) that allows deductions for employer-paid health insurance.

## **INCOME TAX:** (unlikely but still an option)

- Enact a state income tax, with not less than two-thirds dedicated to reducing M&O property taxes for public education and the remaining amount dedicated to education
  - (voter referendum required).
  - Governor Perry has said the income tax is explicitly off the table.

## **SPECIFIC TAX INCREASES ON CERTAIN GOODS, TRANSACTIONS:**

- Option: Increase taxes on specific goods or transactions, such as soft drinks, alcoholic beverages, cigarettes, gasoline, coal, real estate transfer taxes, or surcharges on amusement service tickets such as sporting events or movies. The Legislature has received estimates of revenue for these taxes, and the significant ones are gasoline (5 cent increase), cigarettes (\$1 per pack), and beer (\$1 per gallon).

## **Leadership's goal: Create an Excellence Fund for incentives to School Districts.**

- Option: Allow **video gaming terminals at regulated horse and dog racetracks and Indian reservations** (constitutional amendment required).
- Option: Impose up to \$1 per pack excise tax on cigarettes and tobacco products.

## **LEGISLATIVE IDEA FORMATION FOR 2005 REGULAR LEGISLATIVE SESSION**

The TH&LA Legislative Committee will be meeting in early fall to adopt our 2005 Legislative Program. A number of ideas for future legislative action have surfaced. These proposals are works in progress and we request your feedback and ideas on whether they should be included, modified, and what additional items should be considered for legislative action in 2005.

- i. Create a special city-wide event exception for Super Bowl and similar events so that private after parties with alcohol service can be held at hotels after 2. a.m. with appropriate safeguards.
- ii. Propose repeal of the law that prevents a hotel from both having a mini-bar and a package license for selling liquor.
- iii. Streamline and expedite the licensing process for alcohol related permits.
  1. Currently permits can take up to 6 months to be issued.
  2. Changes would take certain unnecessary steps out of the process
  3. Work with TABC to speed up response.
- iv. Propose Constitutional Amendment to allow all food service establishments to serve alcohol (eliminating the need to become a private club).
  1. Bars without food service would still need private club permit if in dry area.
  2. Only would impact hotels with restaurants and other food service businesses.

# HotelPAC - TH&LA

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## TOTAL HOTELPAC CONTRIBUTIONS YEAR-END 2003:

2003 HOTELPAC	2003 GOAL	2003 ACTUAL CONTRIBUTIONS
CORPORATE	\$25,000.00	\$40,721.81
PERSONAL	\$25,000.00	\$18,626.00
COLLECTED YEAR-END 2002	\$50,000.00	\$59,347.81

## TOTAL HOTELPAC CONTRIBUTIONS YEAR-TO-DATE 2004:

2004 HOTELPAC	2004 GOAL	2004 ACTUAL CONTRIBUTIONS
CORPORATE	\$25,000.00	\$8,725.25
PERSONAL	\$25,000.00	\$4,027.75
COLLECTED YEAR-END 2002	\$50,000.00	\$12,753.00

# HOTELPAC - AH&LA

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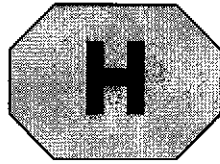
## 2003 HOTELPAC CONTRIBUTIONS

2003 GOAL SET BY AH&LA	\$14,400.00
ACTUAL CONTRIBUTIONS YEAR-END 2003	\$3,215.00

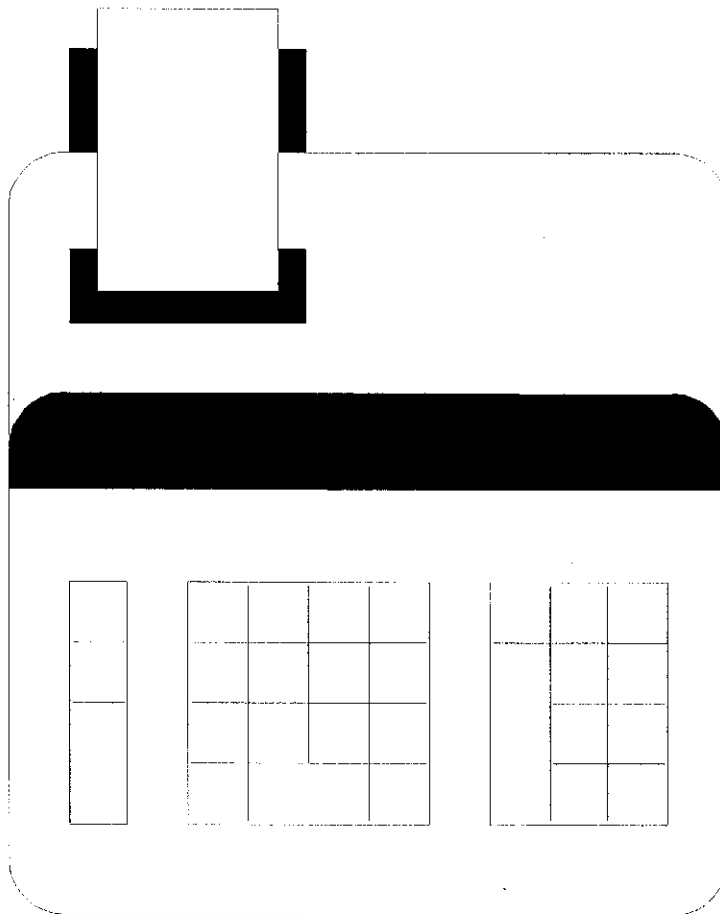
## 2004 HOTELPAC

2004 GOAL SET BY AH&LA	\$14,400.00
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# **YEAR-END 2003 OPERATING STATEMENTS**



# TEXAS HOTEL & MOTEL ASSOCIATION & RELATED ENTITIES

## Combined Summary Statement of Income and Expenses

For the Period Ending December 31, 2003

	Budget		Cur. Month		Same Month	
	This Year	Y.T.D.	This Year	Y.T.D.	Last Year	LY-Y.T.D.
<b>INCOME:</b>						
TH&MA Total Revenue	\$ 17,476.13	\$ 574,433.13	\$ 6,391.55	\$ 553,778.17	\$ 35,399.81	\$ 553,785.93
Hotel Review Company Total Revenue	5,487.05	98,423.14	2,828.41	175,246.24	19,556.13	118,164.79
Educational Foundation Total Revenue	45,861.66	71,339.92	44,354.67	76,576.09	28,220.51	101,106.32
Scholarship Fund of Ed. Foundation	-	-	161.65	2,783.52	2,071.60	2,079.91
Legal Defense Fund Total Revenue	901.83	28,758.27	399.96	36,808.56	2,807.79	30,889.24
<b>TOTAL REVENUE</b>	<b>\$ 69,726.67</b>	<b>\$ 772,954.46</b>	<b>\$ 54,136.24</b>	<b>\$ 845,192.58</b>	<b>\$ 88,055.84</b>	<b>\$ 806,026.19</b>

**EXPENSES:**

TH&MA Total Expenses	\$ 81,575.91	\$ 497,327.94	\$ 90,264.32	\$ 461,647.38	\$ 67,073.37	\$ 450,436.76
Hotel Review Company Total Expenses	10,400.70	119,937.56	11,197.67	122,047.96	18,005.42	122,775.90
Educational Foundation Total Expenses	4,795.78	64,834.68	6,427.89	63,168.15	6,362.34	98,574.16
Scholarship Fund of Ed. Foundation	0.00	16,000.00	107.97	17,225.79	574.73	20,074.73
Legal Defense Fund Total Expenses	1,753.38	21,524.05	1,103.59	18,428.36	1,672.04	9,875.50
<b>TOTAL EXPENSES w/o Depr./Inv.</b>	<b>\$ 98,525.77</b>	<b>\$ 719,624.23</b>	<b>\$ 109,101.44</b>	<b>\$ 682,517.64</b>	<b>\$ 93,687.90</b>	<b>\$ 701,737.05</b>
<b>NET PROFIT (LOSS) before Depr./Inv.</b>	<b>\$ (28,799.10)</b>	<b>\$ 53,330.23</b>	<b>\$ (54,965.20)</b>	<b>\$ 162,674.94</b>	<b>\$ (5,632.06)</b>	<b>\$ 104,289.14</b>
Depreciation Exp. & Investments Loss	\$ (2,473.05)	\$ (31,081.67)	\$ 122,801.59	\$ 91,423.59	\$ 4,858.44	\$ (45,462.84)
<b>NET PROFIT (LOSS) after Depr./Inv.</b>	<b>\$ (31,272.15)</b>	<b>\$ 22,248.56</b>	<b>\$ 67,836.39</b>	<b>\$ 254,098.53</b>	<b>\$ (773.62)</b>	<b>\$ 58,826.30</b>

# Texas Hotel & Motel Association Income Statement

	Month of December 2003				YEAR TO DATE			
	Budget		Current Month		Budget		Current Month	
	This Year	Last Year	This Year	Last Year	This Year Y-T-D	Year To Date	Current Month	Last Year Y-T-D
<b>Income</b>								
Dues-Under 200	11,269.83	6,286.59	1,861.19	6,286.59	228,061.90	228,135.56	223,339.52	201,620.40
Dues-Over 200	931.98	1,484.30	789.75	1,484.30	215,646.29	202,765.63	201,620.40	34,563.00
Dues-Affiliated Members	1,003.29	1,000.00	1,000.00	1,000.00	34,175.00	32,147.00	27,738.00	17,882.02
Dues- Allied Members	2,237.03	2,310.00	200.00	2,310.00	29,770.00	28,530.00	2,800.00	365.26
Dues-B&B	219.00	0.00	1,575.00	0.00	20,300.00	20,582.00	2,800.00	0.00
Dues - Corporate	0.00	0.00	0.00	0.00	2,600.00	2,200.00	1,743.18	0.00
Int. Income-Investments	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00
Int. Income - HRC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meeting Income	0.00	0.00	0.00	0.00	14,100.00	9,040.00	2,500.00	17,040.29
Miscellaneous Income	1,815.00	1,745.39	965.00	1,745.39	21,780.00	18,320.00	22,573.53	0.00
Misc. Income-Deferred Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mortgage Int. Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gain (Loss) Assets	0.00	0.00	0.00	0.00	0.00	0.00	(4,541.76)	7,905.67
AH&LA Rebate	0.00	0.00	0.00	0.00	8,000.00	10,314.80		
<b>Total Revenue</b>	<b>17,476.13</b>	<b>35,399.81</b>	<b>6,391.55</b>	<b>35,399.81</b>	<b>574,433.19</b>	<b>553,778.17</b>	<b>553,785.93</b>	
<b>Expenditures</b>								
Salaries & Wages	17,929.84	21,706.33	23,902.60	21,706.33	213,572.01	192,748.20	206,901.07	11,403.12
Commissions	666.66	707.60	534.00	707.60	8,000.00	13,489.24	15,313.09	0.00
FICA-MEDI Expense	1,371.63	1,186.96	1,497.32	1,186.96	16,338.29	14,698.93	4,844.75	223.91
401(k) Employer Contr.	377.17	0.00	360.23	0.00	4,457.65	4,844.75	203.56	1,834.72
FUTA Expense	0.00	0.35	5.05	0.35	991.38	133.54	11,930.80	6,000.00
TEC Expense	0.00	0.03	8.45	0.03	508.08	637.95	474.00	0.00
Workers Comp. Ins.	102.90	88.01	144.02	88.01	1,225.75	1,252.71	6,000.00	799.00
Employees' Health Ins.	1,234.58	1,038.32	1,100.02	1,038.32	14,609.20	12,134.07	16,628.90	329.84
Employees' Annulity	0.00	0.00	0.00	0.00	6,000.00	6,000.00	0.00	0.00
Training & Education	200.00	0.00	0.00	0.00	2,400.00	799.00	2,606.11	0.00
Parking Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Automobile Expense	1,155.00	128.92	6,742.40	128.92	13,860.00	16,628.90	0.00	0.00
Bad Debts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contract Labor Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contributions	45,000.00	27,779.49	43,899.25	27,779.49	47,000.00	43,899.25	27,904.49	0.00
Amortization Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

# Hotel Review Company, Inc. Income Statement

	Month of December 2003			YEAR TO DATE		
	Budget	Current Month	Current Month	Budget	Current Month	Current Month
	This year	This Year	Last Year	This Year Y-T-D	Year To Date	Last Year Y-T-D
<b>Income</b>						
Adv.-A/G Listing	0.00	0.00	0.00	0.00	0.00	0.00
Adv.-A/G Space	0.00	0.00	0.00	0.00	0.00	0.00
A/G Guide Sales	0.00	0.00	0.00	0.00	0.00	0.00
A/G Rebate	0.00	0.00	0.00	0.00	0.00	0.00
Adv.-Buyer's Guide	0.00	0.00	0.00	0.00	0.00	0.00
Adv.-Industry Update	350.00	225.00	1,050.00	4,200.00	2,219.31	4,514.00
Subs.-Industry Update	814.29	322.00	757.20	32,200.02	34,714.55	33,513.58
Trade Show Income	0.00	0.00	0.00	10,150.00	26,298.18	19,050.00
Interest Income	0.00	356.49	2,446.73	0.00	5,845.86	2,661.06
Interest Income	216.67	0.00	5,325.00	2,600.04	12,900.00	8,525.00
Miscellaneous Income	4,106.09	1,924.92	9,977.20	49,273.08	93,268.34	49,901.15
Gain (Loss) Assets	0.00	0.00	0.00	0.00	0.00	0.00
Discounts Allowed	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Revenues</b>	<b>5,487.05</b>	<b>2,828.41</b>	<b>19,556.13</b>	<b>98,423.14</b>	<b>175,246.24</b>	<b>118,164.79</b>
<b>Expenditures</b>						
Salaries & Wages	5,209.18	7,588.12	6,890.90	62,022.14	61,189.91	62,781.41
FICA-Employer	322.97	470.46	427.24	3,845.35	3,793.75	3,892.46
401(k) Employer Contri.	104.18	30.35	0.00	1,240.43	244.76	0.00
Medicare Expense	75.53	110.03	99.92	899.32	887.25	910.34
FUTA Expense	0.00	0.00	0.00	287.80	121.02	182.31
TEC Expense	0.00	0.00	0.00	147.51	202.71	86.27
Workers Comp. Ins.	29.90	45.43	41.26	355.96	366.34	375.88
Employees' Health Ins.	379.87	338.47	319.48	4,495.13	3,733.53	4,286.17
Accommodations Guide	0.00	0.00	0.00	0.00	0.00	0.00
Automobile Expense	0.00	0.00	0.00	0.00	0.00	0.00
Bad Debts	0.00	0.00	0.00	0.00	775.00	0.00
Buyer's Guide	0.00	0.00	0.00	0.00	0.00	0.00
Contract Labor Expense	0.00	0.00	0.00	0.00	0.00	0.00
Dues & Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00
Income Tax Expense	1,010.00	0.00	1,819.00	4,040.00	50.00	50.00
				2,020.00	2,020.00	5,237.12

# Educational Foundation of TH&MA Income Statement

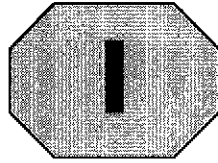
Month of December 2003

YEAR TO DATE

	Budget		Current Month		Current Month	
	This Year	This Year	This Year	Last Year	This Year Y-T-D	Last Year Y-T-D
<b>Income</b>						
Continuing Education	0.00	0.00	0.00	0.00	5,000.00	1,200.00
Contributions-Members	0.00	0.00	0.00	0.00	0.00	0.00
Contributions-Others	45,000.00	43,899.25	43,899.25	27,779.49	45,000.00	27,779.49
Contributions-Hansen Sch	0.00	0.00	0.00	0.00	0.00	1,000.00
Educational Materials	222.50	8.00	8.00	16.00	2,670.00	2,258.85
Fundraising Income	0.00	0.00	0.00	0.00	0.00	0.00
Golf Tournament	0.00	(350.00)	(350.00)	(500.00)	11,000.00	10,225.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00
Miscellaneous Income	639.16	797.42	797.42	925.02	7,669.92	6,960.48
Gain (Loss) Assets	0.00	0.00	0.00	0.00	0.00	0.00
Short Course	0.00	0.00	0.00	0.00	0.00	51,682.50
<b>Total Revenue</b>	<b>45,861.66</b>	<b>44,354.67</b>	<b>44,354.67</b>	<b>28,220.51</b>	<b>71,339.92</b>	<b>101,106.32</b>
<b>Program Expenditures</b>						
Education Handouts	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00
Honoraria	0.00	0.00	0.00	0.00	0.00	0.00
Housing	0.00	0.00	0.00	0.00	0.00	0.00
Meals & Breaks	0.00	0.00	0.00	0.00	0.00	0.00
Meeting Rooms	0.00	0.00	0.00	0.00	0.00	0.00
Promotion-Brochures	0.00	0.00	0.00	0.00	0.00	0.00
Promotion-Postage	0.00	0.00	0.00	0.00	0.00	0.00
Travel	0.00	0.00	0.00	0.00	0.00	0.00
Short Course	0.00	0.00	0.00	0.00	1,440.06	40,178.24
Golf Tournament	0.00	0.00	0.00	0.00	0.00	1,067.08
Hospitality Heroes Exp.	0.00	0.00	0.00	0.00	5,723.20	0.00
<b>Total Program Exp.</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5,723.20</b>	<b>41,245.32</b>

## Ed. Foundation Scholarship Fund Income Statement

	Month of December 2003				YEAR TO DATE			
	Budget		Current Month		Budget		Current Month	
	This Year	This Year	Last Year	Last Year	This Year Y-T-D	Year To Date	Last Year Y-T-D	Last Year Y-T-D
<b>Income</b>								
Contributions - Members	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00
Contributions - Others	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest Income	0.00	161.65	2,071.60	2,071.60	0.00	2,283.52	2,079.91	2,079.91
<b>Total Revenue</b>	<b>0.00</b>	<b>161.65</b>	<b>2,071.60</b>	<b>2,071.60</b>	<b>0.00</b>	<b>2,783.52</b>	<b>2,079.91</b>	<b>2,079.91</b>
<b>Expenditures</b>								
Salaries & Wages	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FICA-Employer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Medicare Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FUTA Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TEC Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Workers Comp. Ins.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Employees' Health Ins.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gifts, Scholarships, etc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Investment Mgmt Fees	0.00	107.97	574.73	574.73	16,000.00	16,000.00	19,500.00	19,500.00
Postage Expense	0.00	0.00	0.00	0.00	0.00	1,225.79	574.73	574.73
Telephone Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expenses</b>	<b>0.00</b>	<b>107.97</b>	<b>574.73</b>	<b>574.73</b>	<b>16,000.00</b>	<b>17,225.79</b>	<b>20,074.73</b>	<b>20,074.73</b>
<b>Net Profit (Loss) before</b>								
<b>Realized Loss on Investments</b>	<b>0.00</b>	<b>53.68</b>	<b>1,496.87</b>	<b>1,496.87</b>	<b>(16,000.00)</b>	<b>(14,442.27)</b>	<b>(17,994.82)</b>	<b>(17,994.82)</b>
<b>Realized Gain(Loss) on Invest.</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,066.94)</b>	<b>(6,066.94)</b>
<b>Unrealized Gain(Loss) on Invest.</b>	<b>0.00</b>	<b>32,220.65</b>	<b>(158.74)</b>	<b>(158.74)</b>	<b>0.00</b>	<b>32,220.65</b>	<b>(158.74)</b>	<b>(158.74)</b>
<b>Net Profit (Loss) After Investments</b>	<b>0.00</b>	<b>32,274.33</b>	<b>1,338.13</b>	<b>1,338.13</b>	<b>(16,000.00)</b>	<b>17,778.38</b>	<b>(24,220.50)</b>	<b>(24,220.50)</b>



# MEMBERSHIP REPORT



# MEMBERSHIP REPORT

February 26, 2004

Robin Clinker  
Director of Membership

## MEMBERSHIP YEAR-END 2003

Membership retention proved to be difficult nationwide for hotel associations in 2003. According to statistics received from the American Hotel & Lodging Association, 43 of the 48 member state associations experienced declines in membership last year, with some states (Idaho and Missouri) losing up to 59% of their total membership.

In 2003, TH&LA budgeted membership flat assuming that we would be able to get as many new properties to join as the number that would not be able to renew membership. As noted in the chart below, TH&LA finished 2003 with an additional 28 members over January 1, 2003. Membership totals by type as of December 31, 2003 and a comparison to membership as of January 1, 2003 were:

MEMBER TYPE	JAN 2003		DEC 2003		Variance
	# MEMBERS	# ROOMS	# MEMBERS	# ROOMS	# MEMBERS
Hotels	1,039	128,974	1,049	126,989	+10
Temp Construct	3	100	5	2,201	+2
Corporate	11	0	11	0	0
B&B	156	1168	167	1,069	+11
Guest Ranches	17	247	12	152	-5
Affiliate	136	0	137	0	+1
Allied	128	0	137	0	+9
<b>TOTAL</b>	<b>1,492</b>	<b>130,489</b>	<b>1,520</b>	<b>130,411</b>	<b>+28</b>

Texas was forced to cancel membership for 61 properties that joined under AH&LA's "One-for-One" program. Under this promotion, properties could join the state and national association for \$1 per room for a year. Retention of these members is very difficult when you try to transition them from \$1 per room to \$7.05 per room for the same services. We were able to recruit new properties throughout the year to counteract the cancellation of these promotional entry properties.

Since our September 2003 board report, TH&LA has added 123 new properties into membership, totaling 3,516 rooms. We also added 12 new Allied and four new Affiliate members since our September board meeting in Houston.



<b>Irving:</b>	Days Inn DFW Airport
<b>Leakey:</b>	Criders River Terrace Edgar's River Terrace Frio River Cabins Gran's Country Cabins
<b>Lewisville:</b>	Budget Inn
<b>Lubbock:</b>	TownePlace Suites
<b>McAllen:</b>	Wingate Inn
<b>McKinney:</b>	Super Night Motel
<b>Mineral Wells:</b>	American Inn
<b>Navasota:</b>	Super 8
<b>Pearland:</b>	Best Western Hampton Inn Holiday Inn Express
<b>Plano:</b>	Ramada Limited
<b>Reagan Wells:</b>	Reagan Wells Ranch, Inc.
<b>Rio Frio:</b>	4 J River Way Cabins Cold Springs Court Rio Frio Lodging
<b>Round Rock:</b>	Country Inn & Suites
<b>Sabinal:</b>	Ogden's Motor Inn Shudde Ranch Twin Oaks Motel Utopia River Lodge
<b>San Angelo:</b>	Ramada Limited
<b>San Antonio:</b>	Hotel Valencia Travelodge Suites NW
<b>San Marcos:</b>	Jurney's Inn
<b>Temple:</b>	Hilton Garden Inn
<b>Tyler:</b>	Econo Lodge
<b>Utopia:</b>	Bear Creek Cabin BlueBird Hill Bed & Breakfast Clear Springs Lodging Touch Of Utopia Utopia on the River
<b>Uvalde:</b>	Casa de Leona Bed & Breakfast Live Oaks B&B Nueces River B&B Park Chalk Bluff
<b>Waxahachie:</b>	Super 8
<b>Weatherford:</b>	Best Western - Sante Fe Inn

### **WELCOME NEW ALLIED MEMBERS!!!**

<b>Arlington:</b>	Onsite Construction
<b>Dallas:</b>	Sierra & Taylor Tax Ease
<b>Fort Worth:</b>	Corbett Water Technologies, Inc.
<b>Houston:</b>	ACM Environmental Inc. Craig's Biohazard Solutions Epsolon Networks, Inc. Southern Comfort Security
<b>New Braunfels:</b>	Athena Operator & Data Services, Inc.

➤ **On-Line Reservations.** TH&LA's new on-line reservations partner, Houston-based GraceSoft, is saving our members 6½ over the commission they were paying to WorldRes from reservations made on either the State site, [www.traveltex.com](http://www.traveltex.com), or on our website, [www.texaslodging.com](http://www.texaslodging.com). GraceSoft's commission to TH&LA members is just 8½ percent.

4. **Work With Local CVBs and Chambers of Commerce to Bring All Properties in Their Communities into Membership with TH&LA.** TH&LA's President & CEO is frequently contacted by CVBs and Chambers of Commerce throughout the state for legal advice. We are now working with each of these entities to bring all lodging properties in their cities into membership so that we can market their communities through exposure on the State of Texas Travel & Tourism website as well as on the TH&LA website.

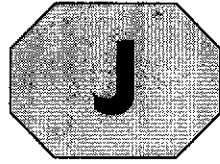
5. **Continuation of Joint Trade Show:** Last year, for the first time, TH&LA partnered with the Asian American Hotel Owners Association (AAHOA) and the Hotel & Motel Association of Greater Houston on a joint trade show. This successful partnership provided our members with our best trade show in years. We look forward to continuing this partnership in 2004.

## MEMBERSHIP RECRUITMENT

We are currently working to bring the following properties into membership with TH&LA. We would greatly appreciate board members making a personal phone call to any general manager that you may know on this list encouraging them to contact Robin at TH&LA regarding the benefits of membership in our association.

## LODGING PROSPECTS

PROPERTY	CITY	GM
Ballpark Inn	Arlington	Tony Saporito
Hearthside Extended Stay Studios 183 North	Austin	Vera McKelvey
Hearthside Extended Stay Studios St. John	Austin	Jose Chavez
Bay City Inn	Bay City	Fran Garey
EconoLodge	Bay City	Jay Amin
Cattleman's Motel	Bay City	Troy Jurek
Best Western	Bay City	Doug Hargrave
Flamingo Motel	Bay City	Arvind Patel
Budget Host	Belton	Jay Patel
Ramada Limited	Belton	Anil Patel
River Forest Hotel	Belton	Amrut Patel
Ramada Inn	Corpus Christi	Maria Sorenson
Courtyard by Marriott	Dallas/Plano Legacy	Bill Eitzholtz
Holiday Inn Select	Dallas	Dennis Miller
Hotel Dallas Mockingbird	Dallas	Nasir Zahir
Marriott	Dallas/Solana	Bob Bula
Best Western	Farmers Branch	Mike Detwiller
Days Inn	Farmers Branch	B.V. Patel



# **EDUCATIONAL FOUNDATION REPORT**



# REPORT OF THE EDUCATIONAL FOUNDATION OF THE TEXAS HOTEL AND LODGING ASSOCIATION

February 26, 2004

James Walsh, Educational Foundation President

## 2004 SHORT COURSE

We are delighted to report that the 2004 Short Course was a sell out, with 207 students attending from across the state. Each year we note how energized our attendees are, but this year's students were absolutely electrifying! The future of our industry is most certainly in great hands.

Four hotel companies met the TH&LA Corporate Challenge this year by sending at least 10 students to Short Course. Those companies were Hilton Hotels, La Quinta Inns, Marriott Hotels & Resorts, and Omni Hotels. Additionally, each of these companies had a representative at the Graduation Banquet to accept the Corporate Challenge award.

Also worth noting, approximately 40 general managers who sent students to this year's event attended the Graduation Banquet. We are confident these properties will send students to next year's course, having witnessed their employee's renewed enthusiasm for our industry and their eagerness to return to work and share the information learned at the 2004 Short Course.

TH&LA board member Doug Horn was masterful in the role of Chairman and emcee for the 2004 Short Course. Doug was there to welcome students on Monday and served as emcee of the Graduation Banquet Friday evening.

This year's Outstanding Student Award went to Josh Cole from the Holiday Inn Town Lake in Austin, and the Top Scoring Student Award went to Kris Cravens at the Omni Austin Hotel Downtown.

The event was also a tremendous budget success. We budgeted revenues at \$44,000 (160 students @ \$275.00 each, based on last year's attendance), and total expenses at \$42,048, for a net profit of \$1,952.00 for the 2004 Short Course.

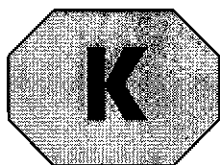
Actual revenues received from student registrations were \$56,100.00. Additionally, the American Hotel & Lodging Association provided a \$5,000.00 sponsorship of this year's event, bringing actual revenues to \$61,100.00. Actual expenses were \$49,000, leaving a net profit of approximately \$13,100.00, a positive variance of \$11,148 to budget.

Student evaluations have been mailed, and the responses we have received are both complimentary and appreciative.

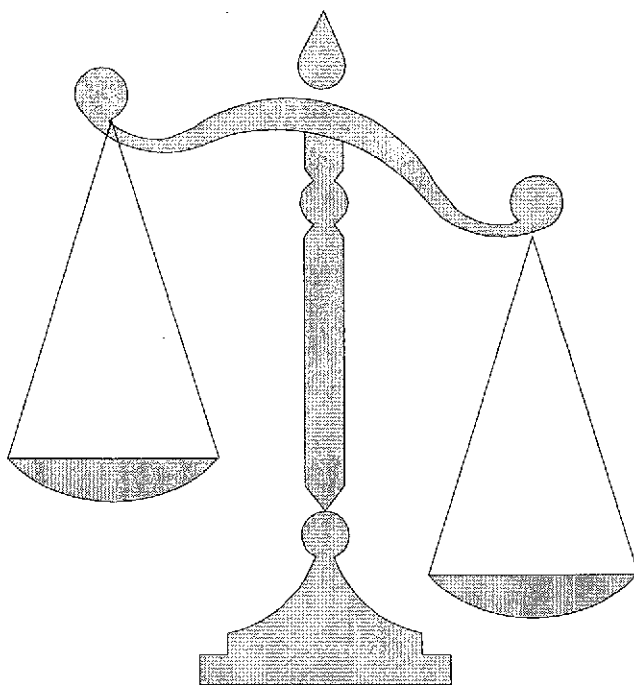
Omni Corpus Christi	Corpus Christi	Martha Rodriguez
Omni Corpus Christi	Corpus Christi	Candyce Hedric
Radisson Hotel - Corpus Christi Beach	Corpus Christi	Pam Quinata
Embassy Suites - Dallas Lovefield	Dallas	Carmen Galtz
Embassy Suites - Dallas Lovefield	Dallas	Amy Jones
Marriott - Quorum by the Galleria	Dallas	Ignacio Briones
Marriott - Quorum by the Galleria	Dallas	Remedios Perez
Camino Real Hotel	El Paso	Maro Trejo
Chase Suite Hotel - El Paso	El Paso	Yolanda Favela
Comfort Inn El Paso Airport East	El Paso	Matthew Williams
Hilton El Paso Airport	El Paso	Elizabeth Blankenship
Casa del Mar Beachfront Suites	Galveston	Dodd Burnett
Hilton Resort	Galveston	Suzanne Salling
Hilton Houston Plaza	Houston	Monte Greene
Wyndham Greenspoint Hotel	Houston	Valeria Lira
Harvey Suites Hotel - Irving	Irving	Steven Shanks
Brackenridge B&B	San Antonio	Liliana Rivera
Emily Morgan Hotel	San Antonio	Michael Gonzales
Hilton Palacio del Rio	San Antonio	Maria Garcia
Homewood Suites - San Antonio RW	San Antonio	Steve Dolge
Omni San Antonio	San Antonio	Bob Guerra
Radisson Hill Country Resort	San Antonio	Pedro Preciado
St. Anthony - Wyndham Hotel	San Antonio	Tina Rodriguez
Taft High School	San Antonio	Benita Campos
The Historic Menger Hotel	San Antonio	Mary Ann Obergon
Comfort Suites Airport North	San Antonio	Janet Dallman
La Quinta San Antonio South Park	San Antonio	David Marroquin

**TH&LA ENDOWED SCHOLARSHIP AT THE CONRAD N. HILTON COLLEGE OF HOTEL & RESTAURANT MANAGEMENT**

The TH&LA Endowed Scholarship is now fully funded at \$150,000 in total gift value. This fund allows students at the Conrad N. Hilton College of Hotel and Restaurant Management to continue their studies within the hospitality arena. For the 2003/2004 School Year, the College will award \$4,000 in TH&LA scholarships to students of the College. This amount will increase to over \$6,000 in TH&LA endowed scholarships as this funds increase with interest generated from the full value of the gift.



# **LEGAL DEFENSE FUND REPORT**



# Report of the Legal Defense Fund

**Barron Hobbs, President of Legal Defense Fund**

**Scott K. Joslove, President & CEO, TH&LA**

Since our last board meeting in September, TH&LA has completed hotel occupancy tax audits of two large cities, **Lubbock** and **San Antonio**, and is in the process of performing a third audit in Farmers Branch.

The Lubbock Hotel & Motel Association requested that we audit the City of **Lubbock's use of the local hotel occupancy funds**, including the use of the funds by their Sports Foundation, Market Lubbock, and other recipients of the local hotel occupancy tax. We have reviewed the documents, conducted phone interviews, and have just released a copy of the audit findings to the Lubbock Hotel & Motel Association. If you are interested in the audit findings, please contact our office and we would be glad to provide you with a copy. In addition to the review of the legality of their current expenditures, we worked with the City of Lubbock to revise their application for funding that is submitted by every arts applicant seeking hotel occupancy tax funding. We also suggested use of a "post event" form for these funding recipients to provide the city with post event information on the extent to which an applicant met the goals that they forecasted for tourism and hotel activity. We are suggesting to the City of Lubbock that these forms be used not only for the arts funded programs but for all recipients of the hotel occupancy tax. We will be recommending using an adaptation of this form by cities throughout Texas. A copy of this **post event form** is attached to this report.

Similarly, we have completed an audit of the **City of San Antonio's use of the local hotel occupancy tax funds**. As you may recall, we had audited the City of San Antonio in 2000 and noted a number of areas in which the City's expenditure of the hotel occupancy tax did not comply with state law. We outlined a plan for the city manager to bring about compliance. The current audit assesses the city's progress in achieving compliance with our recommendations and state law requirements.

There have been a number of other community requests by area hoteliers for advice on the use of their city's hotel occupancy tax and other legal issues.

**Austin:** Worked with local hotel association on letter to city council and arts advocates on use of the **local hotel occupancy tax for the arts**.

**Bastrop:** Asked about the ability to use local hotel occupancy tax to pay for **directional signs** in the city. Advised that hotel tax could not pay for general signage that is part of the city's governmental work but could be used if it were a special sign to the convention center, area hotels, or similar type facilities.

**Beaumont:** Wrote legal letter to county attorney advising that use of county hotel occupancy tax for **incentive to airline** was not authorized under Texas law.

**College Station:** Advised on **venue tax** proposition to do new facility.

**Hotel Tax Exemptions:** Advised hotel chain on ability to still accept hotel occupancy tax exemption certificates from guests who have not obtained a formal letter of exemption.

**Hotel Tax Increase Impact:** Worked with Hotel Association of Greater Dallas to get them copies and ancillary information about impact of hotel tax rate increases across the nation.

**Hepatitis A & B Clearance:** Advised extended stay property that proof of Hepatitis shots is not required unless the employee will likely encounter blood borne pathogens. No requirements under state health department and OSHA requirements only apply where exposure is more likely.

**Lie Detectors:** Advised several properties against usage of lie detectors except where there was notice of such a policy prior to this incident. Also advised that the employee subject to a polygraph must have had exclusive control over the property in question (e.g.; credit card, missing money or property) and there must be independent evidence of the employee's culpability for the theft other than the polygraph to take any action.

**Open Meetings Act:** Advised local lodging association on open meetings act laws that apply since by charter they have subjected themselves to the terms of the act.

**Privacy Rights of Guest Information:** Advised hotelier that they should not give out information about non-conference guests to meeting planner wanting to check on whether any further commissions are due.

**Rate and Innkeeper Liability Postings:** Advised local hotel associations and several properties on required wording and ramifications for failure to post these notices.

**Spa Permits:** Worked with Texas Health Department and Cosmetology Commission to obtain expedited permits for newly opening hotel spa.

**Trespass Notices During Super Bowl:** Worked with local hotel association and local district attorney on sample notice hotels could give guests during sell out period to avoid holdovers and allow police to assist in removing guest for trespass if still hold over.

**Unemployment Compensation Claims:** Advised local lodging association that they should not oppose claim if part of their severance agreement and release indicated they would not oppose the claim.

**Venue Tax:** Advised local area hoteliers on law regarding using a venue tax to build a convention center.



## POST EVENT REPORT FORM

### HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of Lubbock collects a Hotel Occupancy Tax (HOT) from hotels, motels, bed & breakfasts, and inns. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- i) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- ii) the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- iii) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- iv) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms, and
- v) historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

The Lubbock Convention & Visitors Bureau (LCVB), Lubbock Sports Authority and Market Lubbock accept applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. **All entities that are approved for such funds must submit a Post Event Report Form within 60 days of each funded event.** The report will be reviewed by the LCVB to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to Lubbock.

Actual percentage of funded Event costs covered by hotel occupancy tax: \_\_\_\_\_

Actual percentage of Facility costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_

Actual percentage of Staff costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_

If staff costs were covered, estimate of actual hours staff spent on funded Event: \_\_\_\_\_

How many years have you held this Event or Project: \_\_\_\_\_

How many people did you predict would attend this Event? (number submitted in application for hotel occupancy tax funds): \_\_\_\_\_

What would you estimate was the actual attendance at the Event? \_\_\_\_\_

How many room nights were generated at Lubbock hotels, motels or bed & breakfasts by attendees of this Event or Project? \_\_\_\_\_

If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at Lubbock hotels, motels, or bed & breakfasts by attendees of this Event or Project?

Last Year \_\_\_\_\_

Two Years Ago \_\_\_\_\_

Three Years Ago \_\_\_\_\_

What method did you use to determine the number of people who booked rooms at Lubbock hotels, motels, or bed & breakfasts (e.g.; room block usage information, survey of hoteliers, etc.)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? \_\_\_\_\_  
If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

\_\_\_\_\_ Newspaper - \$ \_\_\_\_\_

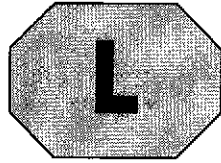
\_\_\_\_\_ Press Releases - \$ \_\_\_\_\_

\_\_\_\_\_ Radio - \$ \_\_\_\_\_

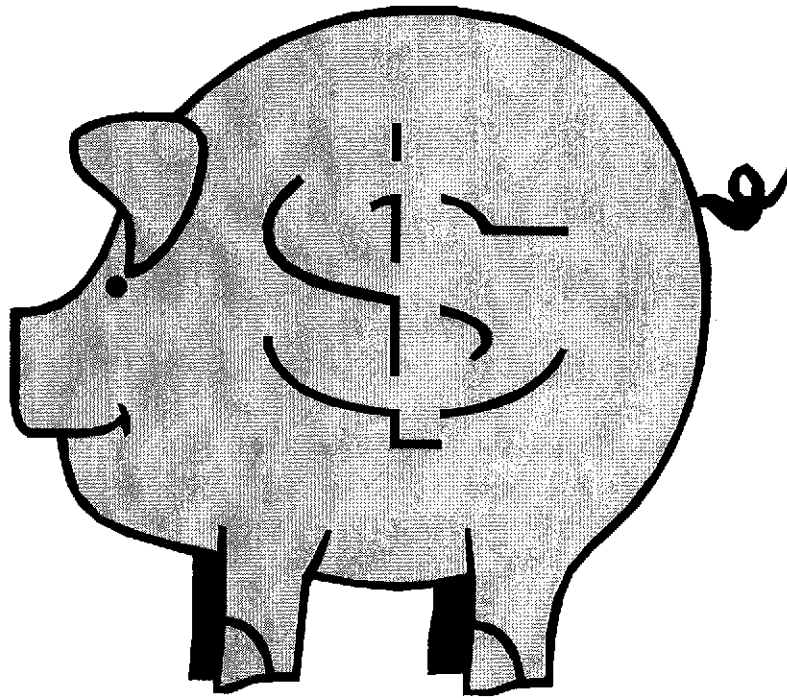
\_\_\_\_\_ Direct Mail - \$ \_\_\_\_\_

\_\_\_\_\_ TV - \$ \_\_\_\_\_

\_\_\_\_\_ Other - \$ \_\_\_\_\_



# **INVESTMENT COMMITTEE REPORT**



## REPORT OF THE INVESTMENT AND AUDIT COMMITTEE

**Bill Kirk, CHA, Chairman**

**Scott Joslove, President & CEO**

**T. Jay Adams, Controller**

The Investment and Audit Committee consists of Bill Kirk, Chairman, Barron Hobbs, Al DeBerry, Doug Horn, Jags Patel. Scott Joslove and T. Jay Adams serve as TH&MA staff liaisons.

### **Audit Committee Issues:**

The most recent Independent Auditor's Report from Jeff Meador & Associates was completed last September. This report indicates "the combined financial statements were presented fairly, in all material respects, and that the combined financial position and the results of their activities and their cash flows for the year then ended in conformity with accounting principles generally accepted in the United States". The audit produced no recommendations for changes in association financial practices. Audit for the 2003 financials will likely begin in May or June.

### **Investment Performance:**

As of December 31, 2003, the total value of our investments was \$707,683. For 2003 year, combined investments had a net increase in value of \$113,391, or +19.08%. This amount includes \$15,500 which was liquidated from the Educational Foundation Scholarship Fund to cover budgeted expenses including our \$10,000 contribution to the University of Houston and \$5,500 given out in Scholarships this year. Factoring out for these budgeted contributions, we have had an approximate net increase of \$128,891, or +21.69%, of the total value of our account after fees and market activity. TH&LA's portfolio is managed with a moderate risk profile. Market performance indices for the same 2003 are as follows: the S&P Composite index, +26.11%; Dow Jones Index, +25.31%; and the NASDAQ index, +48.74% for the year.



# Separator Sheet

File Contents: Check Request / Mileage Forms

Denton Convention and Visitor Bureau



# FAX

Date:

Number of pages:  
(including cover sheet)

\*\*\*\*\*

TO: General Manager or  
Accounting Dept.

FROM: Christine Gossett  
Denton Convention &  
Visitor Bureau

PHONE:  
FAX #: 512/472-4636

PHONE: 940/382-7895  
FAX #: 940/382-6287

\*\*\*\*\*

Will you please reimburse the tax that  
I was charged? I have attached the  
information for our tax-exemption. Thanks!

> I realized I sent and unsigned form,  
so here is a signed one. Thanks!

S:\cvb\cfax



# FAX

Date: 8/31/98

Number of pages:  
(including cover sheet)

\*\*\*\*\*

TO: Business Office

FROM: Christine Gossett  
Denton Convention &  
Visitor Bureau

PHONE:

PHONE: 940/382-7895

FAX #:

FAX: 940/382-6287

.....

I was in your hotel recently and I did not have my tax exemption forms, so here is a copy attached with my bill. Will you please credit my American Express card?

Thank you.

- Christine Gossett

## Automobile Mileage

Name: Christine Gossett Soc.Sec.No.: 453-83-3435 Month August '98

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
8/6/98	Denton	Fort Worth - RT	69	NCHA Meeting for County
8/21/98	Denton County	Denton - RT <small>Concrete</small>	102.5	Tour for Gary Ford with <small>involved in horse indus.</small> Southern Living
<b>Total</b>			171.5	

CAG

Paid 25.18

$$\begin{array}{r}
 55.73 \\
 30.55 - \\
 \hline
 25.18
 \end{array}$$

$$\begin{array}{r}
 \text{Paid} \\
 \text{Easier} \\
 \text{XS } .325 = \$ 55.73 \\
 \hline
 \text{69} \\
 \text{102.5} \\
 \hline
 (\$22.42 - \#325) \\
 (\$33.28 - \#513)
 \end{array}$$

$$\begin{array}{r}
 25.18 \\
 \hline
 22.42 \#325 \\
 2.76 \#513
 \end{array}$$



## Automobile Mileage

Name: Christine Gossett Soc.Sec.No.: 453-83-3435 Month July '98

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
7/14/98	Denton	Irving/RT	54	DFWATC Media Mtg.
7/24/98	Denton	Farmers Branch/RT	40	DFW Film Commission Mtg.
		<b>Total</b>	94	

X\$ .325 = \$ 30.55

( #1513 - \$17.55  
#1521 - \$13 )

## Automobile Mileage

Name: Christine Gossett Soc. Sec. No.: 453-833435 Month May / June

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
5/22	Denton	Farmers Branch RT	44	DFW Film Commission
6/9	Denton	Irving - RT	52	DFWATC Media Mtg.
6/23	Denton	L. Ray Roberts - RT	36	Shooting photos for Film Commission
<b>Total</b>			132	

X\$ .325 = \$ 42.90

CVB (~~\$26.00~~ - #520  
\$16.90 - #325)

VENDOR NO:G00012

NAME: Christine Gossett

CHECK DATE: Jun 26 98

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
June Milage	Jun 26 98	42.90	0.00	42.90
TOTAL >		42.90	0.00	42.90

## Automobile Mileage

Name: Christine Gossett Soc.Sec.No.: 453-83-3435 Month May June

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
5/22	Denton	Farmers Branch RT	44	DFW Film Commission
6/9	Denton	Irving-RT	52	DFWATC Media Mtg.
6/23	Denton	L. Ray Roberts-RT	36	Shooting photos for Film Commission
<b>Total</b>			132	

$X \$ .325 = \$ 42.90$

CVB (#26.00 - #520)  
\$16.90 - #325)





## Automobile Mileage

Name: Christie Gossett Soc. Sec. No.: 453-83-3435 Month March/April

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
#325 3/12/98	Denton	Arlington	65 miles roundtrip	Seminar
#520 3/27/98	Denton	Farmers Branch	44 miles roundtrip	DFW Film Comm. Mtg
#325 4/5/98 -4/10/98	Denton	Austin	450 miles roundtrip	TTIA Travel Conf.
		<b>Total</b>	559	

X\$ .325 = \$ 181.68

VENDOR NO: G00012

NAME: Christine Gossett

CHECK DATE: Jan 31 98

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
2/02/98	Jan 31 98	89.10	0.00	89.10
TOTAL >		89.10	0.00	89.10



Check Request

Date

2/2/98

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other

_____
_____
✓
_____
_____
_____
_____

Account #

# 512	\$ 9.00
# 516	\$ 47.40
# <del>512</del> 520	\$ 13.20
# 512	\$ 19.50
#	\$
#	\$
TOTAL	\$ 89.10

Check Payable To:

Christine Gassett

Date Needed By:

2-5-98

Request By:

Denton CVB

Approved By:

Christine Gassett



IDOR G00012

NAME: Christine Gossett

CHECK DATE: May 7 98

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
5/01/98	May 7 98	41.50	0.00	41.50
TOTAL >		41.50	0.00	41.50

Check Request

Date

5/1/98

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Reimbursement  
for tourism  
week  
supplies*

Account #

# 513	\$ 21.57
# 513	\$
# 513	\$
#	\$
#	\$
#	\$

TOTAL \$ ~~21.57~~  
41.50

Check Payable To:

Christine Gossett

Date Needed By:

5/8/98

Request By:

C. Gossett

Approved By:

Christine Gossett

#513 Natl.  
Tourism  
week  
supplies

CLOTH WORLD  
1038 WEST UNIVERSITY  
DENTON TEXAS

3720236 MKRT ART CCL  
SALE 3 0 7.19 21.57  
\*\*\* TAX EXEMPT \*\*\*  
SUB-TOTAL 21.57  
TOTAL 21.57  
TAX ID#:750273000  
CHECK TENDERED 21.57

STORE #:1308 - 0001 ASSOCIATE #:452  
05/01/98 TRANS #: 002054 09:41 AM

THANKS, COME AGAIN!  
BELINDA

PREFERRED CUSTOMERS  
\*\*\*\*\*  
RETURN YOUR MAIL  
LABEL ---- TODAY

VEN 7 G00012

NAME: Christine Gossett

CHECK DATE: Mar 6 98

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
Fev. & Mar	Mar 6 98	164.13	0.00	164.13
TOTAL >		164.13	0.00	164.13

## Automobile Mileage

Name: Christine Gossett Soc. Sec. No.: 453-83-3435 Month Feb/Mar

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
Acct # 513 2/18	Denton	Graineville	55 m roundtrip	Texas Tourism Center Deliver.
Acct # 2253/5	Denton	Austin (Roundtrip)	450 miles	TACVB Education Semina
		<b>Total</b>	<b>505</b>	

X\$0.325 = \$ 164.13

## Automobile Mileage

Name: Christine Gossett Soc. Sec. No.: 453-83-3435 Month Feb/Mar

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
H-513 2/18	Denton	Graineville	55 m roundtrip	Texas Tourism Center Delivery
325 3/5	Denton	Austin (Roundtrip)	450 miles	TACUB Education Seminar
		<b>Total</b>	<b>505</b>	

X\$0.325 = \$ 164.13





VENDOR: G90012

NAME: Christine Gossett

CHECK DATE: Apr 28 0

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
RSVP	Apr 28 0	20.00	0.00	20.00
4/30/00	Apr 28 0	231.40	0.00	231.40
5/01/00	Apr 28 0	33.28	0.00	33.28
TOTAL >		284.68	0.00	284.68

Check Request

Date

5/1/00

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other

_____
_____
_____
_____
_____
_____
_____
_____

Account #

Request for cell phone usage reimbursement. Work calls caused overage of use on "free" minutes in personal cell phone plan for weekdays. Went over weekday minutes by 104 minutes and work calls added up to 154 minutes.

# 405	\$ 33.28
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL	\$ 33.28

Check Payable To:

Christine Assett

Date Needed By:

5/8/00

Request By:

C. Assett

Approved By:

\_\_\_\_\_



VENDOR NO:G00012

NAME: Christine Gossett

CHECK DATE: May 25 0

REFERENCE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
5/24/00	May 25 0	73.12	0.00	73.12
TOTAL >		73.12	0.00	73.12

Check Request

Date

5/24/00

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other


Account #

# 519	\$ <del>40.62</del> 40.62
# 502	\$ 32.50
#	\$
#	\$
#	\$
#	\$

TOTAL \$ 73.12

Check Payable To:

C. Gossett

Date Needed By:

5/25/00

Request By:

C. Gossett

Approved By:

\_\_\_\_\_

### Automobile Mileage

Name: Christine Gossett Soc. Sec. No.: 453-83-3435 Month April '00

Date	Departure Pt.	Destination	Miles Driven	Reason for Business Miles
4/11/00	Denton City Limit	Irving	52 RT	DFWATC Mtg.
4/19/00 -	Denton City Limit	Amarillo	600 RT	TK Travel Counselor
4/21/00				
<b>Total</b>			712	

X \$ .325 = \$ 231.40

( CVB # 519 - \$16.90  
CVB # 325 - \$214.50 )



# Check Request

Date

5/11/00

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other

_____
_____
_____
_____
_____
_____
_____

Account #

*Sending services coordinator  
to luncheon to represent  
Denton CVB. DCVB uses  
RSVP volunteers throughout  
the year.*

# 325	\$ 20.00
#	\$
#	\$
#	\$
#	\$
#	\$
#	\$

TOTAL \$ 20.00

Check Payable To:

RSVP (Retired Seniors  
Volunteer Program)

Date Needed By:

5/8/00

Request By:

C. Gossett

Approved By:

\_\_\_\_\_



Check Request

Date

9/25/01

Chamber

ED

CVB

PC-100

Leadership Denton

Denton County Day

Other

\_\_\_\_\_  
\_\_\_\_\_  
TX Bank Acct.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Account #

*United way  
kick-off  
Lunch*

# TX Bank	\$ 15.00
#	\$
#	\$
#	\$
#	\$
#	\$
#	\$
TOTAL	\$ 15.00

Check Payable To:

United Way of Denton  
County

Date Needed By:

9/25/01 - 10:00 AM

Request By:

9/25/01 C. Gossett

Approved By:

C. Gossett



# Separator Sheet

File Contents: Inventory Historical  
Cultural & Natural Sites  
Activities forms

Denton Convention and Visitor Bureau



TEXAS  
HISTORICAL  
COMMISSION

*The State Agency for Historic Preservation*

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

October 22, 2001

Dear Heritage Tourism Partner:

The Texas Historical Commission is identifying heritage and cultural sites across Texas for potential heritage tourism development and promotional endeavors. If you have, or currently promote, a site that is a heritage tourism destination, the Heritage Tourism Program would like you to complete the enclosed inventory.

Please make copies of the "Abbreviated Physical Inventory of Historic, Cultural and Natural Sites and Activities" form and complete one for each historic, cultural and natural site and activity in your area. Please ensure that the forms are filled out completely with accurate information. You may complete the forms yourself or distribute them directly to heritage sites or other heritage organizations in your area for completion.

Please return the forms to the address below by November 30, 2001. In addition to the physical inventory forms, you may also include any printed material or other information on heritage sites and activities that you currently promote.

If you have any questions or need additional information, please do not hesitate to contact Teresa Franks, Heritage Tourism Program Specialist, by phone at 512/463-5755 or email [teresa.franks@thc.state.tx.us](mailto:teresa.franks@thc.state.tx.us). Thank you in advance for your help.

Please return the forms by **November 30** to:

Teresa Franks  
Heritage Tourism Program Specialist  
Texas Historical Commission  
P. O. Box 12276  
Austin, TX 78711-2276  
512/463-5755 (phone)  
512/463-5862 (fax)

Sincerely,

A handwritten signature in cursive script that reads "Janie Headrick".

Janie Headrick, Program Director  
Heritage Tourism Program  
Community Heritage Development Division

Enclosure



**TEXAS  
HISTORICAL  
COMMISSION**

*The State Agency for Historic Preservation*

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

(What County is Site/Activity located in?)

**TEXAS HERITAGE TRAILS PROGRAM**  
*A Regional Tourism Initiative*

**Abbreviated Physical Inventory of Historic, Cultural and  
Natural Sites and Activities**

Please fill out completely. Do not leave any blanks. If a section is not applicable to your Site/Activity, write "N/A" on that line. This information will be used to help identify key heritage tourism sites and activities in your region.

1. \_\_\_\_\_  
(Name of Site/Activity)

2. \_\_\_\_\_  
(Physical Location of Site/Activity)

3. Type of Site/Activity:
- |  |   |
|--|---|
| <input type="checkbox"/> historic district   | <input type="checkbox"/> historic structure or object |
| <input type="checkbox"/> historic/archeological site   | <input type="checkbox"/> museum/cultural center       |
| <input type="checkbox"/> memorial/monument   | <input type="checkbox"/> park/recreation site         |
| <input type="checkbox"/> heritage site   | <input type="checkbox"/> scenic drive or landscape    |
| <input type="checkbox"/> cultural event/heritage festival  | <input type="checkbox"/> natural attraction           |
| <input type="checkbox"/> Historic Landmark, National Register Property, State Archeological Landmark, Historic State Cemetery, or Local Historical Designation |   |
| <input type="checkbox"/> commercial and tourist support amenity and/or service   |   |

4. What is significant about the Site/Activity? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



TEXAS  
HISTORICAL  
COMMISSION

The State Agency for Historic Preservation

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

(What County is Site/Activity located in?)

TEXAS HERITAGE TRAILS PROGRAM  
*A Regional Tourism Initiative*

Abbreviated Physical Inventory of Historic, Cultural and  
Natural Sites and Activities

Please fill out completely. Do not leave any blanks. If a section is not applicable to your Site/Activity, write "N/A" on that line. This information will be used to help identify key heritage tourism sites and activities in your region.

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(Name of Site/Activity)

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(Physical Location of Site/Activity)

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- |  |   |
|--|---|
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| <input type="checkbox"/> memorial/monument   | <input type="checkbox"/> park/recreation site         |
| <input type="checkbox"/> heritage site   | <input type="checkbox"/> scenic drive or landscape    |
| <input type="checkbox"/> cultural event/heritage festival  | <input type="checkbox"/> natural attraction           |
| <input type="checkbox"/> Historic Landmark, National Register Property, State Archeological Landmark, Historic State Cemetery, or Local Historical Designation |   |
| <input type="checkbox"/> commercial and tourist support amenity and/or service   |   |

4. What is significant about the Site/Activity? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



October 30, 2001

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please fill this out for your site and any other site you may be associated with and return it to the **Denton Convention and Visitor Bureau by November 20<sup>th</sup>. Please fax to (940) 382-6287.**

Thank you for your corporation in this matter.

Christine Gossett  
Vice President  
Denton Convention and Visitor Bureau  
P.O. Drawer P  
Denton, TX 76202-1719



## MEMO

To: Mark Nelson

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 565-1945

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)

Send Confirmation Report

Name: CVB

ID: 940 382 6287

31 Oct '01 1:23PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
160	10/31 1:22PM	1'14"	3498518.....	Send.....	4/ 4	EC144	Completed.....

Total: 1'14" Pages sent: 4 Pages printed: 0



MEMO

To: Julie Glover

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 349-8518

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Conveation and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dovb@discoverdenton.com](mailto:dovb@discoverdenton.com)





TEXAS  
HISTORICAL  
COMMISSION

*The State Agency for Historic Preservation*

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

October 22, 2001

Dear Heritage Tourism Partner:

The Texas Historical Commission is identifying heritage and cultural sites across Texas for potential heritage tourism development and promotional endeavors. If you have, or currently promote, a site that is a heritage tourism destination, the Heritage Tourism Program would like you to complete the enclosed inventory.

Please make copies of the "Abbreviated Physical Inventory of Historic, Cultural and Natural Sites and Activities" form and complete one for each historic, cultural and natural site and activity in your area. Please ensure that the forms are filled out completely with accurate information. You may complete the forms yourself or distribute them directly to heritage sites or other heritage organizations in your area for completion.

Please return the forms to the address below by November 30, 2001. In addition to the physical inventory forms, you may also include any printed material or other information on heritage sites and activities that you currently promote.

If you have any questions or need additional information, please do not hesitate to contact Teresa Franks, Heritage Tourism Program Specialist, by phone at 512/463-5755 or email [teresa.franks@thc.state.tx.us](mailto:teresa.franks@thc.state.tx.us). Thank you in advance for your help.

Please return the forms by **November 30** to:

Teresa Franks  
Heritage Tourism Program Specialist  
Texas Historical Commission  
P. O. Box 12276  
Austin, TX 78711-2276  
512/463-5755 (phone)  
512/463-5862 (fax)

Sincerely,

A handwritten signature in cursive script that reads "Jamie Headrick".

Jamie Headrick, Program Director  
Heritage Tourism Program  
Community Heritage Development Division

Enclosure



TEXAS  
HISTORICAL  
COMMISSION

The State Agency for Historic Preservation

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

(What County is Site/Activity located in?)

TEXAS HERITAGE TRAILS PROGRAM  
*A Regional Tourism Initiative*

Abbreviated Physical Inventory of Historic, Cultural and  
Natural Sites and Activities

Please fill out completely. Do not leave any blanks. If a section is not applicable to your Site/Activity, write "N/A" on that line. This information will be used to help identify key heritage tourism sites and activities in your region.

1. \_\_\_\_\_  
(Name of Site/Activity)

2. \_\_\_\_\_  
(Physical Location of Site/Activity)

3. Type of Site/Activity:
- |  |   |
|--|---|
| <input type="checkbox"/> historic district   | <input type="checkbox"/> historic structure or object |
| <input type="checkbox"/> historic/archeological site   | <input type="checkbox"/> museum/cultural center       |
| <input type="checkbox"/> memorial/monument   | <input type="checkbox"/> park/recreation site         |
| <input type="checkbox"/> heritage site   | <input type="checkbox"/> scenic drive or landscape    |
| <input type="checkbox"/> cultural event/heritage festival  | <input type="checkbox"/> natural attraction           |
| <input type="checkbox"/> Historic Landmark, National Register Property, State Archeological Landmark, Historic State Cemetery, or Local Historical Designation |   |
| <input type="checkbox"/> commercial and tourist support amenity and/or service   |   |

4. What is significant about the Site/Activity? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
(Owner/Organization Name)

6. Ownership:  
 City       County       State       Semi-Public  
 Private       Non-Profit      Other: \_\_\_\_\_

7. \_\_\_\_\_  
(Owner/Organization Address)

8. \_\_\_\_\_  
(Owner/Organization Phone Number and e-mail Address)

9. Hours of Operation at Site/Activity (Please list days of the week and times open to the public): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Entrance fee charged at Site/Activity?  
 yes      How much? \_\_\_\_\_  
 no

11. Public restrooms available at Site/Activity?  
 yes  
 no

12. Accessibility of Site/Activity to population served:  
 good  
 fair  
 poor

13. Is Site/Activity handicap accessible? (i.e. ADA compliant)  
 yes  
 no



## MEMO

To: Carolyn Barnes

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 898-3463

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)

Send Confirmation Report

Name: CVB

ID: 940 382 6287

31 Oct'01 1:00PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
152	10/31 12:59PM	1'01"	8983463.....	Send.....	4 / 4	EC144	Completed.....

Total: 1'01" Pages sent: 4 Pages printed: 0



MEMO

To: Carolyn Barnes

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 898-3463

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)



## MEMO

To: Julie

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 566-1486

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)

Send Confirmation Report

Name: CVB

ID: 940 382 6287

31 Oct'01 1:09PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
156	10/31 1:07PM	1'36"	5661486.....	Send.....	4/ 4	EC 96	Completed.....

Total: 1'36" Pages sent: 4 Pages printed: 0



MEMO

To: Julie

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 566-1486

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@dtiscoverdenton.com](mailto:dcvb@dtiscoverdenton.com)



## MEMO

To: Bette Copeland

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 349-2851

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)



Send Confirmation Report

Name: CVB

ID: 940 382 6287

31 Oct'01 1:12PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
157	10/31 1:09PM	2'31"	3492851 .....	Send .....	4/ 4	96	Completed .....

Total: 2'31" Pages sent: 4 Pages printed: 0



MEMO

To: Bette Copeland

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 349-2851

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)



## MEMO

To: Marty Newman

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 369-8763

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)

Send Confirmation Report

Name: CVB

ID: 940 382 6287

31 Oct '01 1:13PM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
158	10/31 1:12PM	0'57"	3698763.....	Send.....	4/ 4	EC144	Completed.....

Total: 0'57" Pages sent: 4 Pages printed: 0



MEMO

To: Marty Newman

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 369-8763

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dovb@djscoverdenton.com](mailto:dovb@djscoverdenton.com)



## MEMO

To: Julie Glover

From: Diann Overgaard  
Denton Convention and  
Visitor Bureau

Fax: 349-8518

Dear Heritage Tourism Partner:

Attached you will find a Inventory of Historic, Cultural and Natural Sites and Activities request form.

Please complete the form for you site and any other site you may be associated with and return it to the Denton Convention and Visitor Bureau (940-382-6287 fax) by November 20<sup>th</sup>.

Thank you for your assistance in this matter.

Diann Overgaard  
Services Coordinator  
Denton Convention Visitor Bureau  
Fax: 940-382-6287 or  
E-mail: [dcvb@discoverdenton.com](mailto:dcvb@discoverdenton.com)



# Separator Sheet

File Contents: Texas Hospitality  
Training

Denton Convention and Visitor Bureau

In Account with the Texas Agricultural Extension Service

NO 21059

Denton CVB  
PO Drawer P  
Denton TX 76202-1719

Type of Funds  
Circle One  
Cash  
Check  
Other

Description of Goods/Services	GL/SL Account	Support Account	Amount
TX Hospitality Instructor Wkshp	246102		195
for Christine Gussett			
TOTAL			195

Received Payment 7/10 1978 Diana Brading  
ORIGINAL Signature Required by Issuing Employee  
Return to Customer



RAINING

edge  
Valley  
val Summit  
designated a  
designated a

Normally to sign up multiple (the more) applicants  
if applicants must sign up for work shop to be held.  
experience. This is required & you will not be  
form.

Disregard  
this  
checked  
it will be in  
Arlington

ORIGINAL  
Return to Customer

PHONE

76205-5571

Zip

3-387-3968

at time of application  
(due at time of training)  
five working days before workshop.



**IMPORTANT NOTICE:** Please make checks payable to Texas Agricultural Extension Service (TAEX). Refunds will be issued immediately if you are not accepted into instructor training. Refunds will also be provided if notice of cancellation is given to TAEX five (5) working days in advance of the scheduled training. Notice must be via telephone followed by written correspondence. Failure to notify TAEX as specified will result in no refund.

1025

## Denton Area Hospitality Education Tour

### Cost Estimate

Transportation (Driver Only) ..... \$50.00 + Gratuity  
Postage (100 invitations)..... \$33.00  
Snacks / Beverages (on bus)..... \$50.00

### Dates

January 18 or 22, 2001

### Stops (Actual Itinerary TBA)

*Jan. 18 → 12:30 - 5:30*

- 12:45 leave from Denton CQC*
- 1 Museum
  - 2 Downtown Square area
  - 3 Campus Theater
  - 4 Bayless / Selby House
  - 5 TWU - Little Chapel in the Woods & DAR Gown Exhibit
  - 6 Center for Visual Arts
  - 7 Old Historic District - Hickory Street
  - 8 UNT - Planetarium, Murchison, Coliseum, Fouts Field, & Gateway Center
- 3:45 depart for Canyon Lake Ranch*
- Show Denton Visitor Center video on bus  
Discuss other sites on the way

### Reception

- 4:00-5:00 at Canyon Lake Ranch*
- Sign-up for giveaways (One Grand Prize)
  - Donated Food & Beverages
  - Sign-up for D.A.T.A. member stations - Bring pictures, collateral, brochures, coupons, etc. to promote your business.

Anyone interested in donating giveaway items and/or food, please contact Alana @ 940/384-2257. There will be a station sign-up sheet for all D.A.T.A. members at our next meeting on November 9, 2000. (Please Note: We are targeting a select group of individuals - 10-20 people maximum.)

*\* Need at least 10 participants (who are part of a paid staff)*

# D.A.T.A. Education Tour

Meeting 10/9/00

\* Nov. 6, 13, <sup>16</sup> & 20 & 27 are Mondays in November.

Possible dates: → Monday and Tuesdays are slower days for the hotels/motels, on the 16th (Thurs.)

\* - Call Bill Colville about the date. <sup>ask about refreshments of our own ~~addresses~~   
 they have ways to cool & furnish paper/plum</sup>

Alana prefers Nov. 20 or Nov. 16 and to leave

about 1:00 pm (bus arrive around 12:45 pm)

& return to chamber <sup>beginning of January would be better for him b/c he doesn't have anything scheduled</sup> by 5:30 pm

- Can't tell me receipt now b/c on bus is being repaired and w/min

Verify the cost

don't have the schedule of others

- Depart 1:00
- Show the Denton Visitor Video
- 30-35 min. in downtown (tour museum & Campus & Julie Stepon)
- 15 min at Bayless/Selby House
- TWU - Lil' Chapel & P.A.R. Gowns (talk about arena)
- Center for VA (depending on if exhibit stop in) library, mango Jones)
- on way to UNT drive thru Oak/Hickory Hist. District
- UNT - Planetarium, Murchison (Coliseum/field/Gateway) talk about library & galleries)
- Point out notes along the way
- 4:00 pm → arrive at Canyon Lake Ranch
- Depart not later than 5:15 pm from Canyon Lake

→ If needed, ~~needed~~ The CVB can set up a table top

and have pictures of places we didn't get to see

→ maybe do a brochure promoting our hospitality thing.

\* Have Suzanne e-mail restaurant databases to Alana about the fast food places and we will send the group fax to the hotels/motels/B&B's.

- Alana is shooting for mailing this out on Oct. 28



October 9, 2000

Radisson Hotel Denton & Eagle Point Golf Club  
Attn: General Manager  
2211 I-35E North  
Denton, TX 76205

Dear General Manager:

How many times per day do your front line employees answer the following questions? "What is there to do in Denton?" "Where is the best place to eat?" "Where is the best place to shop?" The Denton Hospitality Education Tour is the perfect way to help your employees learn the answers to these <sup>the great</sup> and many more questions! We will be offering a ½ day tour on November \_\_, 2000, to persons who relate to tourists on a one-on-one basis. This would be a great way to reward star employees and provide creative, on-the-job training.

*and volunteers?*

*and volunteers*

The purpose of the tour will be to educate hospitality employees on area attractions, points of interest and local culture. The tour will last approximately four hours and conclude at Canyon Lake Ranch with a reception hosted by Denton Area Tourism Alliance members.

*and volunteers*

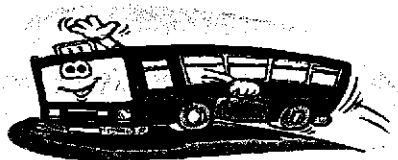
If you are interested in participating in the tour, please contact me at 940/384-2257 by November 1, 2000, to reserve your space!

Sincerely,

Alana Hardin  
DATA Vice-President

AH/hgc

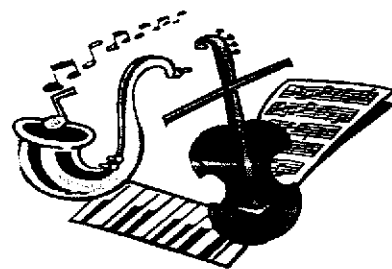
CC: Mickey Wheatley  
DATA President



# You're Invited!

WHO: Denton Area Tourism Alliance  
WHAT: Denton Hospitality Education Tour  
WHERE: Various stops all over Denton  
WHY: To educate hospitality employees  
on area attractions, points of interest, and  
local culture.  
WHEN: November \_\_\_\_, 2000

For more information or to reserve your  
space, please call Alana Hardin @  
940/3842257 by November 1, 2000!





*Contact these folks again  
about this*

## MEMORANDUM

**DATE:** May 4, 1999

**TO:** Lynn Singletary ✦ *lsingletary@denton.disd.tenet.edu*  
Jamie Teal  
Chuck Birch ✦  
Sara Texada ✦  
Alana Hardin ✦  
Grant Jacobson  
Shirley Roberts

**CC:** Debra Tucker  
Bob and Bette Sherman

**FROM:** Christine Gossett

**RE:** Hospitality Training

I want to thank all of you for your interest in the Speak Texas Friendly Hospitality Training Program. As you may recall, we had a tentative training date set for May 11 here in Denton. In order to hold the training we had to have 10 people committed to take the training, but due to some scheduling problems and budget concerns some people were not able to commit to the training at that time. So, we will not be holding the training in Denton on May 11.

There is still a chance for each of you to participate in a training session this fall in Arlington. I am making arrangements with the Arlington CVB to save a few spots in the class for some "Denton trainees." The tentative date for training is October 21-22 and the training cost is \$195 per person. Once you are trained as an instructor it will be long-term and your time will be needed to market the program and lead training workshops as scheduled. If you feel you are able to make this financial commitment and give your time, please let me know and I will put your name on the list for the fall training course in Arlington.

Again, thank you for your interest in the program. I hope to see you all at the next Denton Area Tourism Alliance meeting at the Denton Chamber of Commerce offices on May 13 at 3:30 p.m.

# ARLINGTON

T E X A S

Dear Christine,

What a privilege we have to host a great and useful program such as the Texas Hospitality "Train the Trainer" Program. This program has been very important here in Arlington to our hotels, restaurants, attractions and for anyone that knows the importance of quality customer service and that well known "Texas Friendliness." That is why we are inviting you to participate, also.

This two day program is for you, someone on your staff, or someone from your city, to learn the program and how to lead a group of people through the Texas Hospitality Program. We will begin Wednesday morning and finish by mid afternoon on Thursday. Obviously, if you are close enough to Arlington you will probably drive home that evening and come back in the morning. If not, I have included a lodging guide with all the hotels listed in Arlington, to help you find a place to stay. I would be more than happy to refer a hotel, if you wish, that would be close to the meeting site and has the accommodations you prefer. Give me a call and we will find what you need and want.

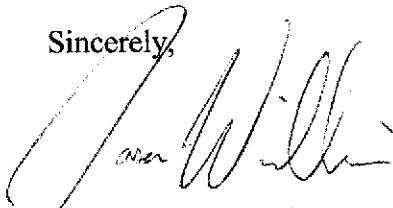
Because it is so important that trainers have every opportunity to learn each aspect of the program, and for each participant to receive out of the program what they need, spaces will be limited to the first 15 people to turn in their application and registration fee and are accepted to the training program.

Please fill out the enclosed application form and send it with your registration fee to:

Texas Agricultural Extension Service  
Dept of Recreation, Park & Tourism Sciences  
Texas A&M University  
College Station, Texas 77843-2261

If you have any questions about the program after reading the following information or about a hotel or anything else, please feel free to call me at one of the numbers on the bottom of this sheet. I look forward to hearing from you and to hopefully seeing you in October.

Sincerely,



Jason Williams

ARLINGTON VISITOR INFORMATION CENTER

P.O. BOX A • ARLINGTON, TEXAS 76004-0927 • 817-265-7721 • 800-433-5374 • FAX 817-265-5640  
visitinfo@acvb.org • <http://www.arlington.org>

# TEXAS HOSPITALITY

Sharing Our Heritage

Sharing Our Pride

## INSTRUCTOR TRAINING

October 20 & 21, 1999

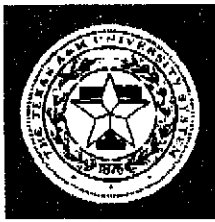
in

Arlington

This “train the trainer” program is designed for you or someone in your organization to be trained as an instructor of the Texas Hospitality Program. Instructors will become qualified to teach the statewide service training program. This service program will teach employees and managers the fundamental skills and management concepts needed for achieving satisfied and repeat customers, visitors, guests....

**DON'T MISS OUT!!!**

Program details & registration form are included in this packet.



# Texas Agricultural Extension Service

The Texas A&M University System

Extension Recreation, Park & Tourism Sciences  
College Station, TX 77843-2261  
(409) 845-5419

## MEMORANDUM

**TO:** Area Convention & Visitor Bureaus, Chambers of Commerce  
Economic Development Corporations

**FROM:** Diane Breeding, Ext. Asst.  
Texas Hospitality Program Mgr.

**SUBJECT:** Texas Hospitality Instructor Training Sponsored by Arlington CVB  
October 20-21, 1999

**DATE:** August, 1999

This is our invitation for you to attend the Texas Hospitality Instructor Workshop in Arlington this fall. It will be a fun time for all! Jason Williams has enclosed additional information about the October 20-21" instructor workshop at the Arlington Convention Center, area hotels, and other useful stuff. As you know, Arlington has done an outstanding job training its tourism industry in Texas Hospitality. So our visit there should be quite a treat!

If you cannot attend, please pass this information on to person(s) you can identify to become a trained instructor. Cost of the instructor training is \$195.00 if sent in with registration, and \$225.00 if paid at time of training. This fee covers the cost of the two day training including videos, manuals, and support materials. The fee **does not** include meals and lodging.

Texas Hospitality Training is a statewide program to teach service employees and managers the fundamental skills and management concepts needed for achieving satisfied and repeat customers, visitors, guests... Texas Hospitality Training is a "train the trainer" program where individuals from a community are trained to instruct both manager and employee workshops. These trained instructors implement the program in their respective communities and regions.

The instructor, using the Texas Hospitality program, trains managers, owners and employees of service businesses in concepts and techniques for improving service delivery systems. Videos and manuals have been developed to provide quality instruction in "hospitality habits" for employees and "service management systems" for managers.

The benefits from quality customer service applies to both residents and visitors. Strategies to improve service quality are usually win/win in that they help managers and employees learn the concepts and skills necessary to keep their customers (visitors or locals) happy and coming back.

See you there!



BECOME A  
**TEXAS HOSPITALITY**  
INSTRUCTOR

---

### Program Overview

*"Texas Hospitality: Sharing Our Heritage—Sharing Our Pride* is a statewide service training program designed to teach employees and managers the fundamental skills and management concepts needed for achieving satisfied and repeat customers, visitors, guests . . . Quality service not only favors repeat business and loyalty, but it can also improve employee morale and attitude, and reduce turnover in personnel.

### Program Concepts and Instructor Qualifications

*Texas Hospitality Training* is a train the trainer program where an individual is trained to be an instructor of the manager and employee workshops. Videos and training manuals have been developed to provide quality instruction in "hospitality habits" for employees and "service management" for managers. Individuals interested in being an instructor for Texas Hospitality need to have strong communication skills and be familiar with the tourism industry. *Experience in public speaking, teaching, or as a trainer for adult education programs is preferred.*

### Instructor Training

*Texas Hospitality Instructor Training* involves two days of training, followed by at least one "monitored" program either directly by another qualified trainer, or indirectly by critical review of participant evaluations. The cost of the training is \$195.00 if sent in with registration, and \$225.00 if paid at the time of training. This fee covers the cost of the two day training including videos, manuals, and support materials. The fee does not include meals and lodging. To become an instructor, fill out the back portion of this flyer and return it along with a brief biosketch as soon as possible (registration is limited). Your biosketch will be reviewed to verify your communication skills and tourism experience and you will be notified of your acceptance into the instructor training program.

### For Submitting Application for Registration Or For More Information

Texas Agricultural Extension Service  
Department of Recreation, Park & Tourism Sciences  
Texas A&M University  
College Station, Texas 77843-2261  
409.845.5419  
FAX: 409.845.0871  
e-mail: [dbrccdin@rpts.tamu.edu](mailto:dbrccdin@rpts.tamu.edu)

### Registration Application

## Registration Application

# TEXAS HOSPITALITY Instructor Training

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

*Please enclose a biosketch or resume detailing your communication skills and tourism experience. This is required and you will not be considered for instructor training unless the biosketch or resume is enclosed with this registration form.*

*Please check your preferred training date from the following 1999 Schedule:*

Date	Location	Preferred Date
April 20-21, 1999	Rio Grande Valley	
June 23-24, 1999	Laredo	
September 26, 1999 Update for current instructors	Galveston Travel Summit	
October 20-21, 1999	Arlington	
November 3-4, 1999	Silsbec	

\* Training dates with community not designated are open. The first community to sign up multiple (the most) applicants for a date will be the training site. *Sites will be designated by TAEX.* A minimum of ten total applicants must sign up for workshop to be held.

**Please check one of the following:**

- \$195.00 Early Payment Fee (Due At the Time of Application)
- \$225.00 Payment at Training Fee (Due At the Time of Training)

*Registration applications due five working days before workshop.*



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# TEXAS HOSPITALITY

Sharing Our Heritage

Sharing Our Pride

## INSTRUCTOR TRAINING

October 20 & 21, 1999

in

Arlington

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# Texas Agricultural Extension Service

## The Texas A&M University System

Extension Recreation, Park & Tourism Sciences  
College Station, TX 77843-2261  
(409) 845-5419

### MEMORANDUM

**TO:** Area Convention & Visitor Bureaus, Chambers of Commerce  
Economic Development Corporations

**FROM:** Diane Bruecing, Ext. Asst.  
Texas Hospitality Program Mgr.

**SUBJECT:** Texas Hospitality Instructor Training Sponsored by Arlington CVB  
October 20-21, 1999

**DATE:** August, 1999

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See you there!



## BECOME A TEXAS HOSPITALITY INSTRUCTOR

### Program Overview

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Texas Agricultural Extension Service  
Department of Recreation, Park & Tourism Sciences  
Texas A&M University  
College Station, Texas 77843-2261  
409.845.5419  
FAX: 409.845.0871  
e-mail: [dbreedin@rpts.tamu.edu](mailto:dbreedin@rpts.tamu.edu)

### Registration Application

### Registration Application

# TEXAS HOSPITALITY Instructor Training

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

*Please enclose a biosketch or resume detailing your communication skills and tourism experience. This is required and you will not be considered for instructor training unless the biosketch or resume is enclosed with this registration form.*

*Please check your preferred training date from the following 1999 Schedule:*

Date	Location	Preferred Date
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\* Training dates with community not designated are open. The first community to sign up multiple (the most) applicants for a date will be the training site. Sites will be designated by TAEX. A minimum of ten total applicants must sign up for workshop to be held.

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*follow up  
w/ Diane  
on April 19th*

# FAX

Date: 4/9/99  
Number of pages: 1  
(including cover sheet)

\*\*\*\*\*

TO: Diane Breeding FROM: Christine Gossett  
Denton Convention &  
Visitor Bureau

PHONE: PHONE: 940/382-7895  
FAX #: 409/845-0871 FAX: 940/382-6287

Diane,

I am faxing this note because my long phone message probably was not very clear. What I am inquiring about is the possibility of someone in our community getting trained for the Train the Trainer Program (if there isn't someone in Denton County already). What is the cost? Where is it held? And if someone in Denton is trained to train the trainers, can they conduct the employee training "trainer" programs free gratis and only charge for materials?

The second series of questions are about the Employee Trainer Training Program that we are trying to get Carolyn McFarlin to conduct in our city on May 11 or 12. She said if we wanted it to be a day long class we would have to get your approval. Is this possible? I was also wondering if we comped her a room, could the hotel that comped the room get their training fee waived? Our Denton Area Tourism Alliance group wanted me to check into these possibilities.

Let me know something as soon as you can. I am out April 12-16 and return April 19. I am trying to nail down the details before a meeting on April 20. You can e-mail me at [cvb@iglobal.net](mailto:cvb@iglobal.net), or fax me at (940) 382-6287. Thanks for your help!

Sincerely,

*Christine*  
Christine Gossett  
940/382-7895

SPDV



# Texas Agricultural Extension Service

The Texas A&M University System

Texas Hospitality Program  
Extension Recreation, Park & Tourism Sciences  
212 Francis Hall  
College Station, TX 77843-2261  
409/845-5419

dbreeding@rpts.tamu.edu February 7, 1999

or d-breeding@tamu.edu  
Howdy Texas Hospitality Instructors!

Enclosed is information about the **Texas Hospitality Program and the 1999 Instructor Workshop schedule**/registration form.

Please note that September 26<sup>th</sup> we are holding an Instructor Update in Galveston prior to the Travel Summit. It will be a Sunday afternoon of fun and information.

Please pass on copies of the enclosed program materials to potential instructors. Recruit some help! Thanks for your help!

*Speaking Texas Friendly,*

Diane M. Breeding, Ext. Asst.  
Texas Hospitality Program Mgr.

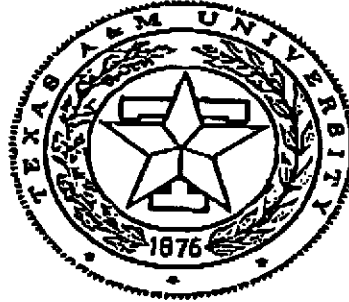
Enclosures

Shirley Roberts w/ La Quinta  
940/321-1991  
Can we get a trade out for a hotel

Grant Jacobson  
Lynn Singletary is interested too  
Jamie Teal  
Chuck Birch  
Sarah D.  
Sara Texada  
Alana  
a "free" spot for Leticia  
room from La Quinta and haul  
not here on May 11-12

SPDV

# Texas A&M University



*Texas Agricultural Extension Services  
Department of Recreation, Park and Tourism Sciences  
Room 212 Francis Hall  
College Station, TX 77843-2261  
(409) 845-5419  
Fax: (409) 845-0871*

## FAX COMMUNICATION

TO: Christina Gosselt

DATE: \_\_\_\_\_

FAX: 940/382-6287

MESSAGE: E mail returned from cvb @global.net - opps!  
See attached ← my mistake

SENDER: Dina

YOU SHOULD RECEIVE 2 PAGE(S), INCLUDING THIS COVER SHEET.  
IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CALL: (409) 845-5419

TEXAS FRIENDLY  
SPOKEN HERE  
Made in a ♻️ Recycled Paper

04/13/99 15:38 FAX 1 409 845 0871

TX AG EXTENSION

02

Instructor training classes generally last 2 days; however, it can be done in one very long day, 8am-10pm. Carolyn can do this. You will need at least 7 students minimum at \$195.00 each for me to break even since Carolyn can stay with friends to cut expenses; 10 students gives me a little \$ to work with for future projects. But I would do this for you.

If an instructor workshop is not feasible at this time, a workshop is scheduled in Brownsville April 20-21. Laredo Community College is trying to schedule one for May. Arlington is recruiting for the October training dates.

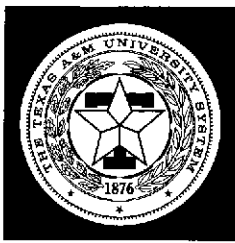
Your fax referenced an employee training which would normally be a 2-3 hour workshop which you or Carolyn can do. I also have Robin Myles of the City of Denton Finance Office and Janie McCloud of the Parks and Rec Dept listed as instructors. I'm a little confused on just what you are needing!

I will be traveling Monday am; making calls; setting up for the training in Brownsville. If we haven't communicated directly or via James, I will try to call you in the afternoon after I get into my room at Fort Brown.

Diane



SFDV



# Texas Agricultural Extension Service

The Texas A&M University System

Extension Recreation, Park & Tourism Sciences  
212 Francis Hall  
College Station, TX 77843-2261  
409/845-5419

December 14, 1998

get a  
black  
frame  
for this

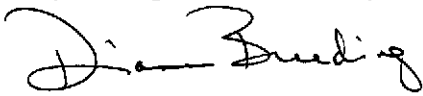
Christine Gossett  
Denton Convention & Visitors Bureau  
P. O. Drawer P  
Denton, TX 76202

Dear Christine,

Congratulations on becoming a certified Texas Hospitality review of the evaluations for your workshop just verifies w/ along. . . . you are a great instructor! The participants really while learning about delivering quality service. An enjoyable makes it more likely that your participants will transfer this i skills.



Enclosed are your certificate and instructor bar. Congratulations again for implementing the Texas Hospitality program and making a difference in your community. I look forward to working with you in the future. Don't hesitate to call me if I can be of any assistance.

*Speaking Texas Friendly,*  
  
Diane M. Breeding, Ext. Asst.  
Texas Hospitality Program Mgr.

Enclosures

# TEXAS HOSPITALITY

Sharing Our Heritage



Sharing Our Pride

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*Christine Dosssett*

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has completed the

**Instructor**

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Hospitality Training Program of the State of Texas  
and is a qualified member of the  
**Texas Hospitality Team.**

*Diana M. Bueckling*

Instructor

*Chester P. Fehlis*

Chester P. Fehlis

**Agenda**  
**Texas Hospitality Instructor Training**  
**August 24-25, 1998**  
**El Paso, TX**

**El Camino Real Hotel - Longhorn Room/3rd floor**

**Monday, August 24th**

- 7:45 a.m. Continental Breakfast -Meet, greet, & eat!
- 8:00 a.m. WHY WE'RE HERE & HOW THT WORKS
- 8:30 a.m. Training begins. Demonstrate Manager Workshop
- 10:00 a.m. 15 minute BREAK
- 11:30 - 12:30 Lunch dutch treat in the hotel.
- 12:30 - 2:00 Complete Manager Workshop &  
How We Did It: Training Strategies for Manager Program
- 2:00 p.m. 15 minute break
- 2:15 - 4:00 Overview of Employee Program & Presentation  
Assignments/ Instructor Notebook Overview/Phone  
Courtesy/Smiles
- 4:00 - 6:30 p.m. Dinner & Study Break
- 6:30 -10:00 p.m. New instructors present Employee Workshop

**Tuesday, August 25th**

- 8:00 a.m. Unfinished business!

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*TO = Christine*

*From = Deane*

*Bradins*

*(for)  
845 - 0871*

Re: training seminar

**Subject: Re: training seminar**

**Date:** Tue, 9 Jun 1998 13:14:58 -0600

**From:** <DBREEDIN@rpts.tamu.edu>

**Organization:** Texas A&M University

**To:** cvb@iglobal.net

Christine,

I just talked with Becky Gumm, Exec. Dir. of TACVB. The Hilton is about 15 minutes away from the Camino Real where the T.H. training will be held. When I made the arrangements for our meeting room I had no idea that "early arrivals"-even 1 day early- had no room in the inn!!!

I am staying at the Hilton for Sunday-Tuesday am and then checking into the Camino Real for the TACVB Conference. It's a hassle but it can't be helped. Since I plan to rent a car, you are welcome to ride back and forth with me. It's possible that additional rooms may open up at the conference hotel. Call Becky if you're interested in getting on her list!

Also, after talking with her, if the Texas Hospitality instructors are interested, we could do a long day on Monday so folks could take the shopping tour on Tuesday.

Hope this info helps!

Diane

*Diane needs  
to get there  
early on Monday.  
\* Call her & leave a  
message w/ my  
room # & she  
can call me  
to let me  
know what  
time to  
meet in the  
lobby.  
(try to leave by 7am)*



June 29, 1998

Ms. Diane Breeding  
Texas Agricultural Extension Service  
Department of Recreation, Park & Tourism Sciences  
Texas A&M University  
College Station, TX 77843-2261

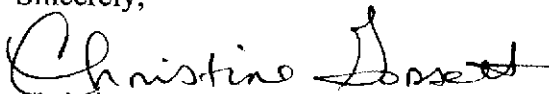
Dear Diane:

I am registering for the Texas Hospitality Instructor Training in El Paso on August 24-25. You will find a check, application and resume enclosed.

My current position is not on my resume, but I am the Vice President for the Denton Convention & Visitor Bureau. I have been on the job since October 1997. I also hold a Bachelor of Arts in Communication Studies, so I am experienced in public speaking.

If there is a problem, or I do not qualify for the program, please contact me as soon as possible at (940) 382-7895. Thank you for your consideration.

Sincerely,

  
Christine Gossett  
Vice President



## BECOME A TEXAS HOSPITALITY INSTRUCTOR

### Program Overview

*"Texas Hospitality: Sharing Our Heritage--Sharing Our Pride is a statewide service training program designed to teach employees and managers the fundamental skills and management concepts needed for achieving satisfied and repeat customers, visitors, guests . . . Quality service not only favors repeat business and loyalty, but it can also improve employee morale and attitude, and reduce turnover in personnel.*

### Program Concepts and Instructor Qualifications

*Texas Hospitality Training is a train the trainer program where an individual is trained to be an instructor of the manager and employee workshops. Videos and training manuals have been developed to provide quality instruction in "hospitality habits" for employees and "service management" for managers. Individuals interested in being an instructor for Texas Hospitality need to have strong communication skills and be familiar with the tourism industry. Experience in public speaking, teaching, or as a trainer for adult education programs is preferred.*

### Instructor Training

*Texas Hospitality Instructor Training involves two days of training, followed by at least one "monitored" program either directly by another qualified trainer, or indirectly by critical review of participant evaluations. The cost of the training is \$195.00 if sent in with registration, and \$225.00 if paid at the time of training. This fee covers the cost of the two day training including videos, manuals, and support materials. The fee does not include meals and lodging. To become an instructor, fill out the back portion of this flyer and return it along with a brief biosketch as soon as possible (registration is limited). Your biosketch will be reviewed to verify your communication skills and tourism experience and you will be notified of your acceptance into the instructor training program.*

### For Submitting Application for Registration

Or

### For More Information

Texas Agricultural Extension Service  
Department of Recreation, Park & Tourism Sciences  
Texas A&M University  
College Station, Texas 77843-2261  
409.845.5419  
FAX: 409.845.0871  
e-mail: dbreedin@rpts.tamu.edu

# Registration Application

## TEXAS HOSPITALITY INSTRUCTOR TRAINING

NAME Christine Gossett  
 MAILING ADDRESS P.O. Drawer P  
 CITY Denton STATE TX ZIP 76202  
 PHONE (940) 382-7895 FAX (940) 382-6287 or 382-0040

*Please enclose a biosketch or resume detailing your communication skills and tourism experience. This is required and you will not be considered for instructor training unless the biosketch or resume is enclosed with this registration form.*

*Please check your preferred training date from the following 1998 Schedule:*

Date	Location	√ Preferred Date
April 24-25, 1998	Weslaco	
June 1-2, 1998	Stage Stop Ranch/Canyon Lake	
August 24-25, 1998	El Paso/TACVB Conference	✓
October 27-28, 1998	Johnson City	
November, 1998	College Station	

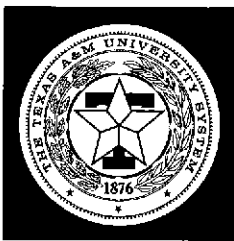
*Please check one of the following:*

- \$195.00 Early Payment Fee (Due At the Time of Application)  
 \$225.00 Payment at Training Fee (Due At the Time of Training)  
*Registration applications due five working days before workshop.*



**IMPORTANT NOTICE:** *Please make checks payable to Texas Agricultural Extension Service (TAEX). Refunds will be issued immediately if you are not accepted into instructor training. Refunds will also be provided if notice of cancellation is given to TAEX five working days in advance of scheduled training. Notice must be via telephone followed by written correspondence. Failure to notify TAEX as specified will result in no refund.*





# Texas Agricultural Extension Service

The Texas A&M University System

## CONFIRMATION

### *Texas Hospitality Instructor Training* *El Paso August 24th*

*8 a.m. - 10 p.m.*

*Pre-Conference Workshop: TACVB Annual Conference*  
*Location: Camino Real, the Conference Hotel*

*Howdy! Christine -*

Just a quick note to confirm your acceptance for the Texas Hospitality instructor training and to relay a change in our training agenda. I've received several phone calls from attendees to the TACVB conference who desire to participate in the shopping and golfing opportunities scheduled for Tuesday, August 25th.

"Con su permiso," we will meet for a long day on Monday, August 24th to accomplish our training. A snack breakfast will be available by 7:45 a.m. since we will begin our training at 8 a.m. Come down early to eat and greet! We'll take a lunch break in-house so we can finish the first part of our training by 4:00 p.m. A two and 1/2 hour break will give you just enough time to eat and prepare your "homework" presentations beginning at 6:30 p.m. to completion by 10 p.m. Of course, we can flex as needed!

I do not have the name of our meeting room but it will be posted on the hotel conference listing at the Camino Real. Please dress comfortably and casually. It will be a long day. Hotel climates are unpredictable, so plan accordingly!

I look forward to meeting you in El Paso and enjoying the local hospitality.

*Speaking Texas Friendly,*

Diane M. Breeding, Ext. Asst.  
Texas Hospitality Program Mgr

## Lynn Singletary

- 6 week rotation
- it's much like job shadowing
- 8:15am to 11:45am M & W & the Tues. 8:15-11:45am the next week.
- Due to transportation it ends up being 2 hours approximately
- Looking to start in the last week of October and would go through May.
- Lynn offered the labor of her students to help w/ the hospitality guide; possibly the distribution of the guide could be a service project.
- \* - She is interested in any volunteer ~~opportunities~~ opportunities for her students that would relate to the industry.

## Hospitality Services Training Proposal

prepared by  
Dr. Lynn Singletary  
Denton High School  
1007 Fulton  
Denton, Texas 76201  
940-382-9611 ext. 242  
940-387-3404 (Fax)

### Research:

Tourism is a growing industry the metroplex and the nation. In addition, increasing travel for both business and pleasure contributes to the continuing rise in hotel/restaurant related occupations. Occupations related to the hospitality industry are categorized as "High Demand Occupations" in a recent InterLink publication. InterLink is the regional partnership for education and training in the North Central Texas region that was formed in 1988 in conjunction with the Texas Department of Commerce, the Texas Education Agency, and the Texas Higher Education Coordinating Board. Its mission is to increase the efficiency and cost effectiveness of matching education and training in the region with the job requirements of today and the future. InterLink's database consists of information gathered from and in conjunction with state and local government and education agencies and with the business community.

The Texas Hotel and Motel Association and Texas Education Agency have formed "Texas High Schools for Hospitality". The mission of the organization is to create an alliance between the independent school districts of Texas and the Texas hotel community which will allow for the placement of Hospitality Services as an elective high school course in over 150 school districts in Texas. The second goal is to educate and interest the youth of today in future career opportunities within the hospitality industry.

### Course Description:

Hospitality Services is a two year course which meets from 8:25-11:46 a.m., on alternate days. The course will use Texas Education Agency's Hospitality Services course curriculum, field trips, guest speakers, and job training to convey the introduction to the hospitality field.

### Purpose of the Class:

To provide an opportunity for students to gain unpaid work experiences in the hospitality field. This will be introductory in nature.

**Student Results:**

Having completed Hospitality Services, students will have the necessary skills to seek entry level positions in the hospitality industry or pursue post-secondary training in the field. Many post-secondary institutions offer hospitality related degrees on the associate, bachelor, and advanced levels.

**Instructor's Background:**

Lynn Singletary has taught home economics for 16 years. She was selected as Denton ISD Secondary Teacher of the Year in 1996. She has taught all levels of home economics classes (7-12) including a food service course for handicapped students. She hold an advanced degree from Texas Woman's University in the area of Family and Consumer Sciences.

**Administrative Supervision:**

Milton Wallace  
Principal  
Denton High School  
1007 Fulton  
Denton, Texas 76201  
940-382-9611

Sue Bode  
Career & Technology Coordinator  
DISD Central Services  
1307 N. Locust  
Denton, Texas 76201  
940-387-6151

**Student Population:**

- \*11-12 graders (16-18 years old)
- \*have an interest in the field

**Time:**

Class meets from 8:25-11:45 a.m.. To allow for travel time we would be on site from 9:00-11:30 a.m.

**Dates:**

The Fall semester is from August 10 - December 18, 1998 and Spring semester is from January 5 - May 28, 1999. We would take one week at the end of each semester for final exams. We would not be on site during Spring Break, March 16-20, 1998. This time schedule allows for approximately 20 weeks for on site training. This would be divided into rotation periods. The rotations would include: front desk, engineering/security, kitchen/ banquet services, housekeeping, and administrative (executive/accounting).

**Suggested plan of on site days:**

The last day of the class week (Thursday or Friday) would be used for in class instruction and debriefing. The first of the semester would be used to develop the students professionally, dress, how to work with customers, development of a resume and a letter of application. The rest of the year, class time would be used for field trips, guest speakers or other related activities. We would be on site Monday, Wednesday or Tuesday (alternating weeks). See attached Fall semester calendar.

**Paperwork:**

- Signed travel releases
- Signed permission from parents
- Student log of hours (sign in and out on a daily basis)
- Student journal of experiences

**Our needs:**

- Staff willing to supervise student during training.
- Staff willing to evaluate the performance of the student during training rotation.
- A location to use as a check in-out site.
- A location for me to use to supervise the student workers.

**Your needs:**

Thank you in advance for allowing us this opportunity to have real world work experiences in the hospitality field.

**DENTON CONVENTION & VISITOR BUREAU**  
**HOSPITALITY TRAINING SUB-COMMITTEE MEETING**

**AGENDA**  
**MAY 12, 1998 4 p.m.**

- I. Review Hospitality Guide
  - A. Critique/Changes to guide
  - B. Where to distribute
  - C. When to distribute
  - D. How to distribute
  
- II. Hospitality Training
  - A. When to begin
  - B. How often for training
  - C. Training in June
  - D. Others get certified

Check into TH&MA & see if they  
~~also~~ have a rating system for hotels  
and if they rate all of them.

**HOSPITALITY REFERENCE GUIDE**  
**DISTRIBUTION LIST**

No > HOTELS and B&B's 17

TEXAS WOMAN'S UNIVERSITY & UNIVERSITY OF NORTH TEXAS

Yes	Admissions	2	
	Athletic Dept.	2	
	Bookstore	2	
	Dorms	<del>2</del> 9 > 7 at UNT ; 2 at TWU	
	Financial Aid	2	
	Housing	2	
	Human Resources	2	
	Information Center	2	
	Library	2	
	Police Dept.	2	
Public Affairs	2		

North Central Texas College Registrars 1

Yes	EMILY FOWLER LIBRARY	1		
	SOUTH BRANCH LIBRARY	1		
	CITY HALL	3		
	CITY HALL WEST	2		
	CITY HALL IN MALL	1		
	MALL OFFICE	1		
	CIVIC CENTER	1		
	SENIOR CENTER	1		
	(in future maybe expand to rec centers)			
	DENTON COUNTY COURTS BUILDING	3	Visitor Guides too	
COURTHOUSE ON SQUARE	2			
Visitor Guides only	LONE STAR CAR WASH	1		
	I-35 EXITS	60		
	HOSPITALS	6		
	FUNERAL HOMES	6		
	MAJOR EMPLOYERS	25		
			<u>Total 158</u>	

s\committee\refdist

Total hospitality guides needed = 46

# TEXAS HOSPITALITY

Sharing Our Heritage  Sharing Our Pride

*Christine Yasnett*

has completed the

Ballas/Fort Worth Area Tourism Council

Hospitality Training Program of the State of Texas  
and is a qualified member of the  
**Texas Hospitality Team.**

*Ann DeLeon*  
*Chester P. Fehlis*  
Instructor

Chester P. Fehlis



## Ice-Breaker:

### Souvenirs & Stuff - our store

(3 things in common at tables and then choose a group spokesperson and give each group a fake company name)

## Circle of Service - customers have needs & expectations

### Strategy -

### Need vs. Expectation

√ place to stay & sleep  
√ clean, friendly staff, welcome room

Group discussion of needs/expectations for our business

Our customers needs for Souvenirs & Stuff:  
(in San Antonio)

- Need to create a memory; we need to provide something for that memory.

Expect - Variety of goods & prices

Expect - valuable items

- need gifts for all ages

- need bi-lingual employees

Expect - uniqueness

Greatest Experience > the sales clerk at Souvenir clerk was sloppy; not empowered to turn situation around; aired the companies dirty laundry

Toni's uncle was bored; the waiter didn't check back w/ family; the gas attendant didn't offer any other help to find directions.

Group ~~then~~ created a scenario for our business and went through circle of service



# Separator Sheet

File Contents: Marketing Ideas

Denton Convention and Visitor Bureau

# LETTER

**LONE STAR**

## Dear Reader:

Enclosed is information about Texas events and destinations for December 1997. We encourage you to use it and keep your audiences informed about everything the "Whole Other Country of Texas" has to offer.

December in other parts of the country means snow drifts, winter coats, and plenty of hot chocolate.

In Texas, December means Cowboy Kringle, lighted boats, and of course old-fashioned Christmas. Texas residents bask in the sunny warm temperatures and soft balmy breezes. The friendly folks in Texas' Rio Grande Valley invite all for a great time. Port Isabel celebrates

with its annual Christmas Lighted Boat Parade on the waterways of Laguna Madre.

If it's the "Oldest Christmas in Texas" that you are after, travel to Nacogdoches. On December 5-7, Nacogdoches will honor their Spanish heritage and host the Consul General of Spain.

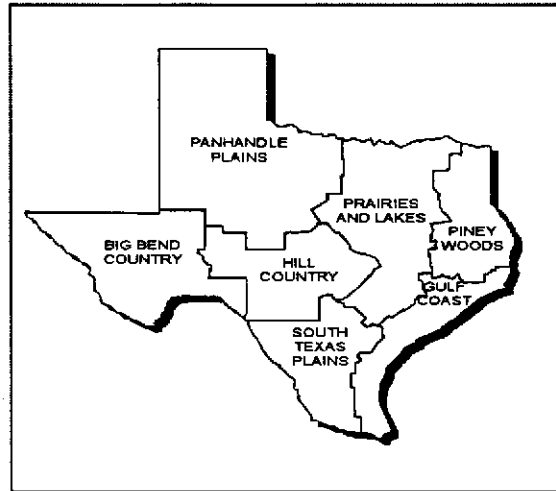
Nacogdoches will honor their Spanish heritage and host the Consul General of Spain.

La Posada de Kingsville offers a month of celebrations. Kingsville will light up South Texas from a 1.1 mile drive-thru exhibit and illuminated lights parade to the re-enactment of Mary and Joseph's search for shelter before the birth of

Christ. Reenactments include the 9th Annual Pony Express Ride from Goliad to San Antonio. This 90-mile historical event has 100 official mail carriers saddled up on their horses to carry the season's greetings.

Classic holiday theater will be on stage with "Oliver!" at the Theater Under the Stars in Houston and The Tribute to the Virgin of Guadalupe in El Paso's McKelligon Canyon Amphitheater. Both performances are in outdoor settings.

These are just a few of the great events scheduled in Texas during December. If you have any questions or need additional information, call Kimberley Baker, Tourism Specialist, at 512/936-0211.



**December 1997**

**Texas Department of Economic Development Tourism Division**  
P.O. Box 12728  
Austin, Texas 78711  
512/462-9191

The Texas Department of Economic Development is an equal opportunity employer/program. Auxiliary aids and services will be made available to individuals with disabilities if requested at least two weeks in advance.

TDD  
512/936-0555  
Relay Texas  
800/735-2988



*It's Like A Whole Other Country.*

# E V E N T S

*The following events are just a few of the many entertaining activities going on across Texas in November. Dates are subject to change without notice. For a free Texas State Travel Guide, call 800/8888-TEX. For information on these and other events, call 512/462-9191, TDD - 512/936-0555, or visit our website at <http://TravelTex.com>.*

## Panhandle Plains

**December 4-6 - 1997 Christmas Village, Cross Plains.** This quaint community joins together for a "Christmas Around the World." Merchants will participate with decorations to their stores using a theme of a particular country. Carolers will stroll the village during this three-day event to fill the air with joy. Tours to view the decorations of local businesses and homes will be continuous throughout the weekend. All participants will compete for cash drawings. For more information, contact Project Pride, P.O. Box 534, Cross Plains, Texas 76443 or phone 254/725-6100.

**December 5-31 - Concho Christmas Celebration, San Angelo.** One million lights and lighted displays create a magical Christmas wonderland. This Christmas celebration is the largest lights display in West Texas. Old Fort Concho will also participate December 5-7 in the colorful explosion by lighting their entrance to the fort, to the El Paseo de Santa Angelo heritage trail and the Concho River. The fort will have music and entertainment, food booths, arts and crafts, a Christmas pageant, and cowboy poets to celebrate the holidays. San Angelo, the "West Texas City of Lights," will claim their title during this celebration. For more information, contact the San Angelo Convention and Visitors Bureau, 500 Rio Concho Drive, San Angelo, Texas 76903 or phone 800/375-1206.

**December 5-January 1 - Fantasy of Lights, Wichita Falls.** A spectacular Christmas toyland display of 30 brightly lit scenes and 18,000 lights outline the campus of Midwestern State University. The lawn of the campus administration building is the setting for this dazzling sight. The scenes include a carousel with Raggedy Ann and Andy, a ship with Captain Hook, The Wizard of Oz, The Three Little Pigs, Peter Pan, the Little Engine That Could, and many more fictional characters. The lights will be on at dusk and off at 10 p.m. on the weekdays and 11 p.m. on the weekends. There is no charge for this fantasy land. However, donations are appreciated for the upkeep of this exhibit. For more information, contact Midwestern State University, 3410 Taft Boulevard, Wichita Falls, Texas 76306 or phone 940/689-4352.

## Prairies and Lakes

**December 4-6 - A Holiday Stroll in Central Park, Seguin.** Santa's arrival begins the festivities and will be followed by a holiday parade. A lighting ceremony of the beautifully decorated Christmas trees in central park continues this annual celebration. On December 6, downtown businesses located around Central Park will host turn-of-the-century displays staged with live actors to depict holiday celebrations through "Living Windows." Refreshments will be served each evening, so come and enjoy a stroll in Central Park. For more information, contact the City of Seguin Parks and Recreation Department, P.O. Box 591, Seguin, Texas 78156 or phone 830/379-3212.

**December 10-12 - West Side Story - National Broadway Tour, Fort Worth.** One of the true landmarks in musical theater history is performed on stage at Casa Mañana. This blockbuster modern-day "Romeo and Juliet" has thrilled audiences for nearly 40 years. The show is performed by the National Broadway Tour, and all are filled with electrifying dances and nonstop excitement. It features some of the most glorious music ever written for the stage. The

music includes "Maria," "Tonight," and "Somewhere (There's A Place For Us)." Endorsed by audiences and certified by critics as one of the greatest shows of all time, this musical is a must see hit! For more information, contact Casa Mañana, 3101 West Lancaster, Fort Worth, Texas 76107 or phone 817/332-2272.

**December 12-13 - Glen Rose High School Rodeo, Glen Rose.** Expo Center Main Arena is converted into an indoor rodeo. Participants 21 and under with female and male divisions will compete for top prizes. Contestants from throughout the state are invited to partake in this fifth annual event. The rodeo includes saddle and bull riding; calf, team, and breakaway roping; steer wrestling; and steer saddling, a sure crowd pleaser. This tough event requires a three-person team to saddle and ride a bucking steer. For more information, contact Becky Jeter, Route 1, Box 116T, Aubrey, Texas 76227 or phone 972/346-3505.

## Pineywoods

**December 5-7 - Nine Flags Festival at the "Oldest Christmas in Texas," Nacogdoches.** The country of Spain will be recognized at this annual Christmas festival. Activities relating to the Spanish heritage of Nacogdoches will be seen this entire fun-filled weekend. The festival will have the distinguished honor of playing host to the Consul General of Spain. Most of the activities will be held on the blocked off streets of downtown. Christmas events will include a lighted parade, a Spanish paella meal, a musical performed on the Spanish period of Nacogdoches, an arts and crafts festival with musical entertainment and dancing on two stages as well as a food court and ghost stories. The unveiling of a bronze statue of Antonio Gil Y'Barbo, the founding father of the city, will take place at Plaza Principal. Come and enjoy the oldest Christmas in Texas. For more information, contact the Nacogdoches County Chamber of Commerce, 413 North Street, Nacogdoches, Texas 75961 or phone 409/564-7351.

**LONE  
STAR**

by  
Kimberley Baker  
Tourism Specialist

**December  
1997**

Texas  
Department of Economic Development,  
Tourism Division P.O.  
Box 12728, Austin,  
Texas 78711-2728  
512/462-9191  
TDD  
512/936-0555  
Relay Texas  
800/735-2988

# EVENTS

**December 6 - Home Town Holiday, Henderson.** Capture the holiday spirit in the National Register Historic Downtown District at Heritage Square. A dedication of the 1950s Santa's Sleigh and the new reindeer will take place with carolers bringing joyous sounds to the event. The annual Christmas parade will kick off the holiday spirit on December 4 featuring the world famous Kilgore Rangerettes. Get in the spirit with music and shopping at this celebration of hometown holidays. For more information, contact Rusk County Chamber of Commerce, 201 North Main Street, Henderson, Texas 75652 or phone 903/657-5528.

**December 13 - 20th Annual Christmas in Old Montgomery, Montgomery.** Luminaries will light up the historic streets of Montgomery which is celebrating its 160th birthday. This tiny town is the oldest in the county and loves to show visitors its rich history. Christmas is featured with a candle-light home tour, parade, an old-fashioned dinner, and a cookie walk. The theme of the cookie walk is "Visions of Sugarplums" and is held in the community building. Thousands of beautifully decorated cookies and candies will be on display and on sale by the pound. Local restaurants, antique shops, and businesses will be open in conjunction with the celebration of Christmas and Montgomery's birthday. For more information, contact Montgomery Historical Society, P.O. Box 513, Montgomery, Texas 77356 or phone 409/597-4899.

## Gulf Coast

**December 1997** December 1-January 15 - **La Posada de Kingsville, Kingsville.** The city joins together for over a month of holiday activities throughout the area. The celebration begins with

the Texas Lights, a 1.1-mile drive-through exhibition of fascinating holiday lights displays with approximately 40 animated and stationary light statues. From a giant Teddy bear or a bucking bronco to Santa's corral filled with reindeer, every statue represents a holiday theme or a South Texas motif.

This spectacular holiday lights drive-through experience is November 15-January 15 in Dick Kleberg Park. Other events include Breakfast with Santa at Lee's Restaurant; and Children's Day, a child's holiday spectacular which will include games, crafts, food, and activities. Events feature: a sparkling parade gliding through the historic downtown streets; shimmering floats, marching bands; horses and La Posada Processional/ Pastorelas, the reenactment of Mary and Joseph's search for shelter before the birth of Christ. For more information, contact the Kingsville Convention and Visitors Bureau, P.O. Box 1562, Kingsville, Texas 78363 or phone 800/333-5032.

**December 4-21 - "Oliver!", Houston.** Set in 19th century London, this classic family holiday musical follows an optimistic orphan through the thief Fagin's dangerous underworld to a heartwarming conclusion. It is the music of Oliver that continues to keep the show at the top of the popularity charts. The show is filled with lively songs like "Consider Yourself at Home," "You've Got To Pick A Pocket Or To," and "Food. Glorious Food." See the ever-popular "Oliver" in a perfect setting at Theatre Under the Stars. For more information, contact Theatre Under the Stars, P.O. Box 9806009, Houston, Texas 77098 or phone 800/678-5440.

**December 6 - Christmas Lighted Boat Parade, Port Isabel.** Beautifully lit and decorated boats will parade from South Point Marina under the causeway to the Intercoastal Channel and back. From power boats 21 feet and over, to sail boats and kayaks, these waterways are turned into an enlightening experience. Twilights at sunset create an excellent evening whether you are watching from the Laguna Madre Bay in Port Isabel or South Padre Island. For more information, contact Port Isabel Chamber of Commerce, 421 Queen Isabella Boulevard, Port Isabel, Texas 78578 or phone 956/943-2262.

## South Texas Plains

**December 1-31 - Winter Village, Laredo.** The Laredo Children's Museum will host this fascinating

exhibit is a children's magical winter wonderland with a fantastic visual extravaganza. Designed and built by local artist Roberto Rodriguez. Rodriguez's miniature Victorian village has been an ongoing 19-year personal project of collections and craftsmanship and is a place for the young to peek inside an intricate toy shop or see the delicacies of a bakery. Children are also able to walk on snow covered streets and glance up to breathtaking mountain scenery and starry nights. A miniature size church, theatre, and house with an 18-carat gold chandelier is also included in Rodriguez' European collection. The museum is also including several of the most popular science exhibits for on-hands experience. Children can touch, play, and learn from these science exhibits. Visiting hours for this spectacular and creative fair are Tuesday through Sunday from 1 to 7. For more information, contact Laredo Children's Museum, West End Washington Street, Laredo, Texas 78040 or phone 956/725-2299.

**December 6 - 9th Annual Pony Express Ride, Goliad.** Witness 100 official mail carriers saddle up their horses and begin their journey in this historical that event reenacts the official Pony Express Christmas couriers carrying the season's greetings along the 90-mile Alamo-La Bahia Corridor from Goliad to San Antonio. The carriers will gallop from Presidio La Bahia to the courthouse in Goliad where the mayor will receive them and give them a proclamation to transport to San Antonio. Along the trail, temporary postal stations are setup and for this one-day only, letters are postmarked with a special commemorative Pony Express stamp. Communities along the corridor will participate with local special events. The grand finale will be hosted at Mission San Jose with a ceremony of a mounted guard flying the six flags over the corridor. For more information, contact Presidio La Bahia, P.O. Box 57, Goliad, Texas 77963 or phone 512/645-3752.

LONE  
STAR

PAGE TWO

Texas  
Department of  
Economic Development, Tourism  
Division P.O. Box  
12728, Austin,  
Texas 78711-2728  
512/462-9191  
TDD  
512/936-0555  
Relay Texas  
800/735-2988

# E V E N T S

**December 9-February 22 - "Heritage of Stolen People: African American Story Quilts," San Antonio.** This special exhibit at the Institute of Texan Cultures will be presented the exhibit by Tina Williams Brewer, a fiber artist who designs quilts and other items that reflect African-American history and heritage. Brewer's work is noted for a three-dimensional form that blends African-American themes into her heritage story quilts. According to Brewer "I am doing these pieces because this is a story that must be told. I look and see that the past has been forgotten by our African-American youth, and I am compelled to piece visual symbols, kimonos, and collages." The exhibit is free and open to the public. For more information, contact the Institute of Texan Cultures, 801 South Bowie Street, San Antonio, Texas 78205 or 210/458-2300.

## Hill Country

**December 6 - 14th Annual Old Fashioned Christmas, Castroville.** Visit with Santa and Mrs. Claus at Houston Square and enjoy family entertainment with Alsatian Dancers, Scottish bagpipes, and the Hermann Sons Dance troupe. Local choirs also will be part of the joyous season. This annual event attracts approximately 170 vendors and includes arts, crafts, and a variety of food booths. For more information, contact the Castroville Chamber of Commerce, P.O. Box 572, Castroville, Texas 78009 or phone 800/778-6775.

**December 6-7 - Multi-Media Art Show and Christmas Market, Georgetown.** A charming and traditional community event at the Georgetown City Council Chambers and the downtown square. Local Williamson County artists will have their work on display and available for sale. As part of the celebration, the downtown square is converted into a Christmas Stroll with carolers, arts and crafts, a parade, Santa Claus and a grand lighting ceremony around the Courthouse. For more information, contact the Georgetown Convention and Visitors Bureau, P.O. Box 409, Georgetown, Texas

**December 6-7 - Gruene Christmas Market Days, Gruene.** Experience an old-fashioned Christmas in a restored turn-of-the-century community. This historic district has more than 25 unique shops and Market Days adds more than 120 vendors offering a variety of handmade gifts. These shops and vendors feature Texas wines and food baskets, hand-thrown pottery, quilts, jewelry, antiques, and much more. The weekend also brings Cowboy Kringle who will be on horseback galloping through town as well as dancing and live entertainment at Gruene Hall. This historic community invites all to celebrate the holidays with them. For more information, contact Gruene Merchants Association, 1601 Hunter Road, New Braunfels, Texas 78130 or phone 830/629-5077.

## Big Bend Country

**December 6-7 - Level 6 State Championship Gymnastics, Odessa.** The Twisters from Odessa College will host this event at the Odessa College Sports Center. Approximately 280 girls, ages 7-16, will compete in the vault, bars, beams, and floor exercises. Level 6 is the highest compulsory level competition where all participants are judged on their performance to the same routine. For more information, contact Odessa College Twisters, 201 West University, Odessa Texas 79764 or phone 915/335-6569.

**December 7 - The Tribute to the Virgin of Guadalupe, El Paso.** This one-act play is a reenactment of the sighting of the Virgin of Guadalupe when she appeared to Juan Diego, a Native-American peasant in 1531. The performance is produced by the El Paso Association for the Performing Arts and will take place in the lovely setting of the McKelligon Canyon Amphitheater. In conjunction with this event, Mexican folkloric dancing and Mariachi music will be featured prior to and after the play. This day takes an intimate look at the religion and culture of Mexico. For more information, contact the McKelligon Canyon Amphitheater, P.O. Box 31340 El Paso, Texas 79931 or phone 800/915-8482.

**December 13-14 - Fort Davis Frontier Christmas, Fort Davis.** Christmas in this West Texas town brings a treasure hunt to children of the area. Generous local merchants place many smiles on the young faces of children from the area as the town square is transformed into a family playground. Frontier Christmas offers entertainment for all ages. It includes a Christmas pageant, music and caroling, Victorian games for the children, and much more. For more information, contact the Fort Davis Chamber of Commerce, P.O. Box 378, Fort Davis, Texas 79734 or phone 915/426-3015.

LONE  
STAR

PAGE THREE

December  
1997

Texas  
Department of  
Economic  
Development,  
Tourism Division  
P.O. Box 12728,  
Austin, Texas  
78711-2728  
512/462-9191  
TDD  
512/936-0555  
Relay Texas  
800/735-2988

# Marketing <sup>TOURISTS</sup> Tourism

A Monthly Newsletter from TRIPsouth ..... The South's Travel Trade Publication

## TOUR OPERATORS

TO: Jo Ann  
Ballantine

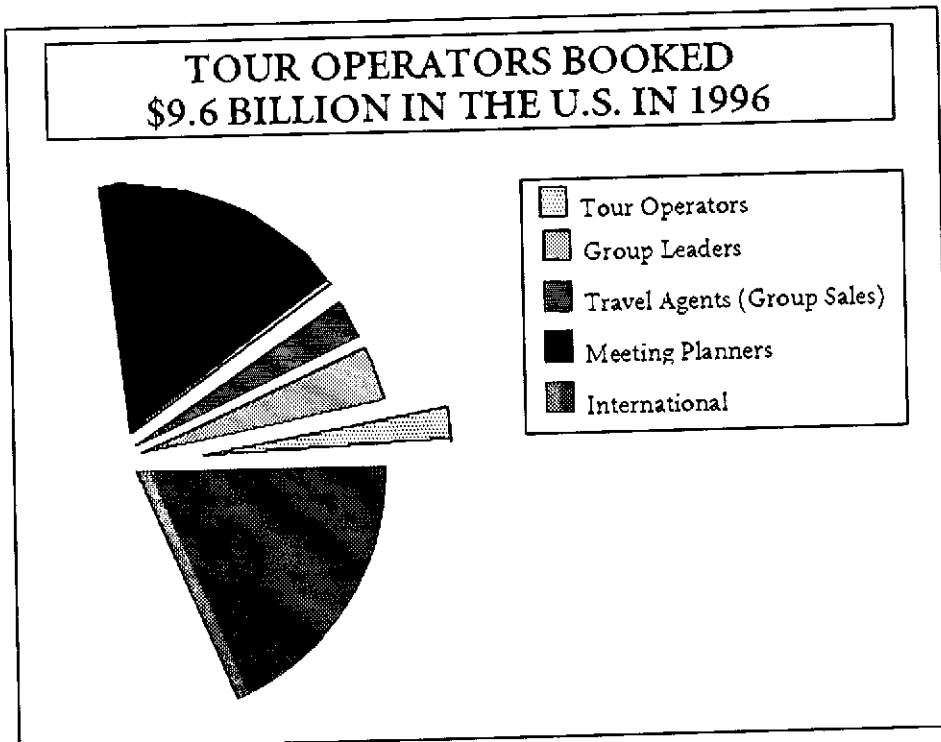
Results from NTA's 1996 Economic Study of Leisure Travelers & Group Tour Takers show growth over 1995. U. S. and Canadian tour companies operated 624,000 tour departures, up 6.6%. Tour passengers jumped 8.7% in 1996. The number taking tours in North America stands at 25 million.

Tours by international travelers increases. An informal 1996 survey by the American Bus Association (ABA) reported 40% of operator members saw increases from the international market. 60% planned to target this market in 1997, a 12% increase over 1996.

Best All-Around City for Motorcoach Travel as reported by *Destinations* magazine's 1997 survey of U.S. and Canadian motorcoach operators and tour organizers ranks: 1) Branson, MO; 2) Washington, DC; 3) Nashville, TN with Myrtle Beach, SC receiving notable mention. The Hottest Up-and-Coming Group Destinations are: 1) Myrtle Beach, SC; 2) Branson, MO; 3) Foxwoods Resort Casino, Ledyard, CT; notable mention: Pigeon Forge, TN. Favorite/Most Popular Activity for Groups are 1) shows/dinner theater; 2) sightseeing; 3) gaming; notable mention: shopping.

On the horizon for tour operators are mergers & acquisitions predicts Travel Industry Association of America (TIA). Coach USA, a public company, was created in 1996 to acquire North American motorcoach charter and tour operations. 14 acquisitions of companies in several cities are complete. Now, the Houston, TX-based company is the largest provider of motorcoach tour and charter services in the U.S.

See <http://www.tripinfo.com>



### Tour Operators Reference TRIPsouth

TRIPsouth, a BPA-audited reference planner, delivers 2,967 tour operators in the South, Mid-West & Northeast. Compare TRIPsouth to other tour operator publications.

	<u>Circulation</u>	<u>1x Page 4C</u>	<u>CPM</u>
<b>TRIPsouth</b>	60,640	\$ 6,790	112
Bus Tours Magazine**	7,200	\$ 2,210	307
Destinations**	6,000	\$ 2,375	396
Courier**	4,996	\$ 2,150	430

What do tour operators who use TRIPsouth say?

"I use TRIPsouth on all my tours going South."

"I use the reference book TRIPsouth to assist clients in planning their trips, as well as our organized tours with senior citizens, churches, clubs and special interest groups."

"I use your planner to organize bus tours."

"TRIPsouth is a primary source for gaining needed information for tour planning and researching...TRIPsouth is a great reference tool."

"I use [TRIPsouth] for help in booking group tours. It gives me info on new attractions and good details about properties that I can book rooms in. Maps...of destinations are very helpful."

# City looks to expand convention center

Continued from Page 37A.

and Orlando, Fla., in the competition for national trade shows, such as the National Home Builders Association's annual gathering. Such shows, which use an average of 325,000 square feet of prime exhibit space and lure tens of thousands of people to a single convention, generate the most tourist dollars because of their large size, experts say.

"National trade shows typically rent more space, stay longer and ultimately have more economic impact on our city," said Assistant City Manager Ramon Miguez, who oversees the convention center.

But Dallas' ability to snap up such shows is in jeopardy because its convention center has less prime exhibit space than many of its competitors, according to the recent study by Deloitte & Touche, the private consultant. Prime exhibit space generally means newer space with high ceilings and no obstructions, such as pillars.

Dallas, with 523,726 square feet of prime space, ranks ninth of 10 comparable convention centers, the study found. This is despite a \$110 million, 275,000-square-foot expansion that opened in 1994 and brought the facility up to 850,000 square feet.

Dallas' convention center "is at a disadvantage to its competitors,"

the consultants wrote. "It has significantly less prime exhibit space, and has lost competitive position as other centers have expanded."

The findings were no surprise to officials with the Dallas Convention & Visitors Bureau, which commissioned the \$50,000 study. More than 40 industry groups have notified the bureau that they are outgrowing Dallas' facility and will take their conventions elsewhere unless it is expanded.

"It's not luring them as much as keeping them," Greg Elam, a bureau spokesman, said of the importance of the planned expansion. "The problem we have is that business is thriving and growing, and as they make their projections five and six and seven years out, we are short when others have jumped over us in size. It's proactive, but it's also defensive. We don't want to lose what we have."

Activities at the convention center generate nearly \$4 billion in direct spending in Dallas each year, said David Whitney, president of the Convention & Visitors Bureau.

While national trade shows made up 20 percent of the events at the convention center last year, they accounted for more than 75 percent of the center's economic impact on the city, Mr. Whitney said.

City officials plan to fund the

## CONVENTION CENTER COMPARISON

The Dallas City Council has asked City Manager John Ware to develop a plan to expand the Dallas Convention Center by at least 200,000 square feet by 2002. The project is expected to cost \$113 million and will be paid for by refinancing old debt and issuing new bonds. Here's how the Dallas center compares with those of other cities:

City	Convention Center	Prime exhibit space (sq. ft.)*	Total exhibit space (sq. ft.)
Chicago	McCormick Place	2,188,500	2,500,000
Orlando, Fla.	Orange County	1,091,310	1,100,600
New Orleans	Ernest N. Morial	1,069,237	1,100,000
Atlanta	Georgia World Congress	947,500	1,180,000
Las Vegas**	Sands Expo	935,000	1,000,000
Los Angeles	Los Angeles	867,649	867,649
Las Vegas**	Las Vegas	761,522	761,522
Anaheim, Calif.**	Anaheim	600,000	720,000
<b>Dallas</b>	<b>Dallas</b>	<b>523,726</b>	<b>850,000</b>
San Antonio**	Henry B. Gonzalez	240,000	291,600

\* Prime space is newer, contiguous space with high ceilings and no obstructions.  
 \*\* The Sands Expo is expanding to 1.2 million square feet, Las Vegas to 1 million, Anaheim to 1 million and San Antonio to 440,000 square feet.

SOURCE: Deloitte & Touche LLP, "Dallas Convention & Visitors Bureau Market Analysis, Final Report, November 1997."

The Dallas Morning News

expansion, including an \$11.8 million renovation, by refinancing more than \$196 million in existing convention center debt, then selling new bonds. The debt is backed by revenue from hotel room and alcoholic beverage taxes, as well as convention center revenues.

Despite past assertions to the contrary, Mr. Ware and several council members said the funding for the project does not depend on voter approval of a new downtown arena in January.

Council member Alan Walne, a

business owner, said trips to conventions in Las Vegas and Orlando showed him that some other cities have a leg up on Dallas when it comes to entertainment attractions. The consultant's study bore that out as well. It highlighted survey results in which users complained that Dallas was too spread out and lacked a vital center.

All the more reason for Dallas to focus on its convention facilities, Mr. Walne said. "This is much needed," he said. "We need to get our facilities up to a first-class state order to compete."

# Prosecution implies note linked to woman's death

By Michael Saul

Staff Writer of The Dallas Morning News

In the kitchen where a slain Desoto woman had allowed two homeless men to eat, police found a crumpled note that read "Do you want to do it."

Desoto investigators testified about the note Wednesday in the capital murder trial of Gregory Edward Wright, a homeless man accused of fatally stabbing Donna Duncan Vick in her home on March 21.

Mr. Wright, 32, could be sentenced to death if convicted of killing the 52-year-old widow, who had dedicated her life to helping the homeless and others in need.

## Man tried in fatal stabbing of person who helped him

Mr. Wright's co-defendant, homeless man John Wade Adams, is scheduled for trial next year on a similar charge.

Neither prosecutors nor defense attorneys spelled out a theory of who wrote the note or what it meant, but the prosecution's implication was that it was a message between the men relating to the slaying.

Prosecutors have accused the two of looting Ms. Vick's home after cutting her throat and stabbing her repeatedly as she lay in her bed. The men then traded Ms. Vick's property for crack cocaine, according to testimony earlier this week.

DeSoto police Investigator Joe H. Watson testified Wednesday that the note, written on a scrap of paper towel, was found in the kitchen trash. A Dr Pepper bottle with Mr. Wright's fingerprint on it was also found in the kitchen, he said.

Investigators said they also found a pair of blood-stained blue jeans in an abandoned shack where Mr. Wright had been staying. Prosecutors are expected to present DNA evidence Thursday that shows the blood is Ms. Vick's.

Outside the jury's presence on Wednesday, Mr. Wright's attorneys entered into evidence a document

in which Mr. Adams is quoted saying: "I murdered someone in Desoto, and I can't deal with it. I want to turn myself in."

It was Mr. Adams who reported the slaying to police. He led investigators to Ms. Vick's car, which had been abandoned in Lancaster.

Mr. Adams told police that he and Mr. Wright were eating in Ms. Vick's kitchen when Mr. Wright told him that he was going to kill the woman.

Mr. Wright then cut Ms. Vick's throat with his knife as she lay in bed, according to Mr. Adams' statement.

Testimony is scheduled to resume Thursday.



July 21, 1999

Ms Christine Gossett  
Vice President  
Denton Convention & Visitors Bureau  
P O Drawer P  
Denton, TX 76202

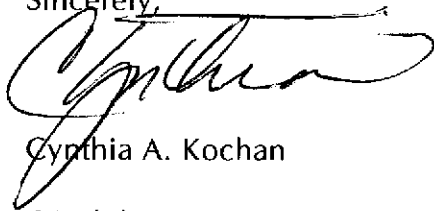
Dear Christine:

It's been a while since we've been in touch, so I thought I would send along our updated client list to let you know what's been going on here at John Paradiso & Associates. The company continues to grow, and we've added many new clients since you and I last spoke!

I'm enclosing a revised version of our client list. We've added the database conversion information in the left margin. Please feel free to contact any of our customers to find out how the software works "in the field."

And of course, if you have any questions for me, please give me a call.

Sincerely,



Cynthia A. Kochan

CAK/sd

Encl.

# *John Paradiso & Associates*

## *Client References*

### ◆M **Greater Columbus Convention & Visitors Bureau**

#### ***City Link, Infotrac for Convention Bureaus***

90 North High Street  
Columbus, OH 43215  
(614) 221-6623

Mr. Joe Marinelli  
*Vice President, Sales & Marketing*

### ◆M,S **Oklahoma City Convention & Visitors Bureau**

#### ***Infotrac for Convention Bureaus, Inquiry+***

189 West Sheridan Street  
Oklahoma City, OK 73102  
(405) 297-8912

Mr. Hugh Ferringer  
*Director of Operations*  
Ms. Christine Wise  
*Director of Marketing*

### ◆M,S **Knox County Tourist Commission**

#### ***Infotrac for Convention Bureaus, Inquiry+***

601 West Summit Hill Drive  
Knoxville, TN 37902-2011  
(423) 523-7263

Ms. Nancy Howard  
*Director of Sales*  
Ms. Teresa Hall  
*Operations Manager*

### **Greater Milwaukee Convention & Visitors Bureau**

#### ***City Link***

510 West Kilbourn Avenue  
Milwaukee, WI 53203  
(414) 273-3950

Ms. Dawn Poker  
*Vice President, Sales & Marketing*

### **Seattle - King County Convention & Visitors Bureau**

#### ***City Link***

520 Pike Street  
Seattle, WA 98101  
(206) 461-5800

Mr. Ralph Goodman  
*Vice President of Marketing*

*John Paradiso  
& Associates*

*"Solutions, Not Promises"*

◆S **Kalamazoo County Convention & Visitors Bureau**  
**Infotrac for Convention Bureaus, Inquiry+**  
346 West Michigan  
Kalamazoo, MI 49007  
(616) 381-4003  
Ms. Andrea Bau  
*Senior Sales Manager*

**Corinth Area Tourism & Promotions Council**  
**Inquiry+**  
Box 1089  
Corinth, MS 38835-1089  
(601) 287-5269  
Ms. Emy Wilkinson  
*Director*

**Amarillo Convention & Visitors Bureau**  
**Infotrac for Convention Bureaus, Inquiry+**  
1000 S. Polk Street  
Amarillo, TX 79101  
(806) 374-1497  
Mr. Jerry Holt  
*Executive Director*

**Syracuse Convention & Visitors Bureau**  
**Infotrac for Convention Bureaus, Inquiry+**  
572 South Salina Street  
Syracuse, NY 13202  
(315) 470-1910  
Mr. Jan Quitzau  
*Executive Director*

◆A **Jefferson City Convention & Visitors Bureau**  
**Infotrac for Convention Bureaus, Inquiry+**  
213 Adams Street  
Jefferson City, MO 65101  
(573) 634-3616  
Ms. Kathy Lou Toler  
*Executive Director*

◆M,S **Springfield Convention & Visitors Bureau**  
**Infotrac for Convention Bureaus, Inquiry+**  
3315 East Battlefield Road  
Springfield, MO 65804-4048  
(417) 881-5300  
Mr. Tracy Kimberlin  
*Executive Director*  
Ms. Diane Gillespie  
*Director of Sales*  
Ms. Patty Becraft  
*Director of Administration*

*John Paradiso  
& Associates  
"Solutions, Not Promises"*

**Hattiesburg/Lake Terrace Convention & Visitors Bureau**

***Inquiry+***

One Convention Center Plaza  
Hattiesburg, MS 39401  
(601) 268-3220

Mr. Richard T. Taylor  
*Director*

**Holland Area Convention & Visitor Bureau**

***Inquiry+***

76 E. 8<sup>th</sup> Street  
Holland, MI 49423  
(616) 394-0000

Ms. Mary Jo Wiswedel  
*Business Manager*

**Kingsport Convention & Visitors Bureau**

***Infotrac for Convention Bureaus, Inquiry+***

P.O. Box 1403  
Kingsport, TN 37662  
(423) 392-8820

Ms. Mary Steadman  
*Executive Director*

**South Padre Island Convention & Visitors Bureau**

***Infotrac for Convention Bureaus***

7355 Padre Blvd.  
South Padre Island, TX 78597  
(956) 761-3005

Mr. Dan Quandt  
*Executive Director*  
Ms. Connie Ledbetter  
*Director of Sales*

**◆ M Topeka Convention & Visitors Bureau**

***Infotrac for Convention Bureaus, Inquiry+***

1275 S.W. Topeka Blvd.  
Topeka, KS 66612  
(785) 234-1030

Mr. Wayne Bennett  
*Executive Director*

**Westchester Convention & Visitors Bureau**

***Inquiry+***

235 Mammaronneck Ave.  
White Plains, NY 10605  
(914) 948-0047

Ms. Georgia Murphy  
*President*

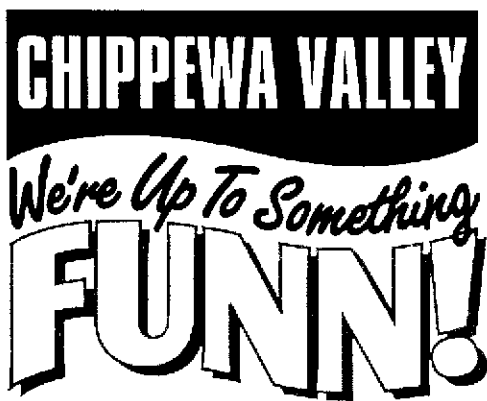
**Newport County Convention & Visitors Bureau**

***Infotrac for Convention Bureaus***

23 America's Cup Avenue  
Newport, RI 02840  
(401) 849-8048

Mr. William Dougherty  
*Vice President Sales*

*John Paradiso  
& Associates  
"Solutions, Not Promises"*



## Chippewa Valley Convention & Visitors Bureau

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Representing the Entire Chippewa Valley  
Eau Claire, Menomonie, & Chippewa Falls, WI  
3625 Gateway Drive • Suite F  
Eau Claire, WI 54701-8187

July 27, 1999

Dear Fellow NASC Member,

I hope that this finds you all doing very well! I just wanted to make you all aware of a new software program that our bureau has developed with a computer company. It is called GuestQuest, it is a new database management system designed specifically for tourism businesses, by a tourism business.

GuestQuest is a practical and easy to use software that is designed to track visitor inquiries. Along with making it a lot easier to get and give the information you need from a visitors call, GuestQuest gives you the ability to track your marketing dollars, store detailed information about contacts for future reference, create mailing labels on groups of people with similar interests, create custom reports, and many other valuable features.

But enough of my babbling, sports fans, I have enclosed a small informational packet for you to check it out yourselves. Please pass this on to whoever makes the marketing and software decisions for your bureau. Feel free to contact me at (715) 831-2345, with any questions, or to order your free demo disk and check out this great program for yourselves.

Sincerely,

  
Steve Dupee  
Sports Sales Manager





**Guest Quest**  
A New Database Management  
System Designed Specifically for  
Tourism Businesses.

(715) 831-2350  
Email: [info@guest-quest.com](mailto:info@guest-quest.com)



## **INTRODUCING GUESTQUEST™**

---

Welcome to GuestQuest™, the practical and easy to use software designed to track inquiries!

With GuestQuest™, you will no longer have to sort through endless papers to give your callers the information they want or the information you need to get from them.

GuestQuest™ gives you the ability to:

- Track the result of your marketing dollars with reports that breakdown and analyze all inquiries.
- Get valuable caller information and areas of interest all on simple, easy to use screens.
- Store detailed information about your contacts for future reference.
- Create reports/mailing labels on groups of people with similar interests.
- Create a mailing package of requested information in seconds.
- Import reader-response information into GuestQuest™ for future analysis.
- Create your own custom report with the information you need.
- Increase the number of return visits to your community, by repeat contact with past visitors.

# GuestQuest™

**GuestQuest™** - Features the simple solution to tracking visitor inquiries. The caller information screen allows you to obtain the callers information, type of information they are requesting and set them up to receive additional information regarding their specific interests. The caller information screen will also show you if the caller has requested information in the past.

**Contact Maintenance**

Contact Type:

Contact Origin:

Name:

Address:

City:

Zip/Postal:

Country:

Phone:

Fax:

E-Mail Address:

Web Site:

Comments:

**GuestQuest™** - Features a state of the art advertising analysis report that will allow you to track your marketing dollars with just a click of the button. This report will let you know how your advertising placements are doing and where you are receiving the majority of your inquiries.

**Ad Source: Magazines/Travel Guides Maintenance**

Source:

Start Date:

Stop Date:

Cost:

Type:   Active

Comments:

**Guest Quest™** - Features a customized report section where you can access visitor information based on call types, ad source, zip code or area of interest to just name a few. This report will analyze the data fields in a variety of ways to make reporting and tracking much more efficient. GuestQuest™ also has over 14 standard reports built into the program to help analyze your inquiries.

**Custom Report**

**Contact Options**

Type:

Origin

City:

State

Zip Code

Email Address

**Inquiry Options**

Type

Call Type

Ad Source

Information Sent

Attractions  Categories

**Inquiry Data Option**

Dates

Certain criteria may cause the report to take a long time to process.

**GuestQuest Report Selection**

**Reports**

Advertising Analysis (Date Range)

Advertising Analysis (Monthly)

Anonymous Caller Report (Date Range)

Anonymous Caller Report (Monthly)

Comments Report (Date Range)

Comments Report (Monthly)

Custom Report

Inquiry History Report

Inquiry List (Date Range)

Inquiry List (Monthly)

Multiple Inquiries

New Inquiry Report

Reader Response Report

Request Analysis (Date Range)

Request Analysis (Monthly)

**Print Menu**

Print  Preview





# GUESTQUEST ORDER FORM

## YOUR INFORMATION

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZipCode \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_ Business Fax \_\_\_\_\_

Business e-mail \_\_\_\_\_

### Purchase Information

\*One software package may be used on multiple computer stations.

\_\_\_\_\_ GuestQuest Software Package @\$1,500

\_\_\_\_\_ Yearly Service Contract of \$350

Subtotal \_\_\_\_\_

Sales Tax \_\_\_\_\_  
(Orders being shipped in WI use 5.5%)

Total \_\_\_\_\_

### Payment Options

Credit Card orders may be placed by calling  
(715) 831-2350. Mastercard or Visa accepted.  
Hours: Monday – Friday 8:00 a.m. – 5:00 pm. CST

Orders may be faxed 24 hours a day to (715) 831-2340.

E-mail your order to [info@guest-quest.com](mailto:info@guest-quest.com)

Mail your order form with check made payable to :  
GuestQuest, Inc.  
3625 Gateway Drive, Suite F  
Eau Claire, WI 54701

#### Credit Card

Please circle  
MasterCard      Visa

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Cardholder's Signature

# TTIA Conference, Sept. 26-29

> The Millennium Tourist > people are conditioned not to believe the media.

- People are overwhelmed by too ~~many~~ much info.
- Destinations that will get business are the ones who tell the foreign traveler what they will do for them.

## Packaging Comprehensive Tours

### 5 Things to Prepare for Tourism Packaging

- Look at your product
- Know your customer
- Assess readiness level of market & participants  
(make it easy, one-stop shopping)

do our properties know what an allotment is? Room  
lots? do they know how to cash-in vouchers? Net rates?

- Package reservations and distribution channels

- Have to look at how you will inventory it & how  
you will get to inventory

- Have measurable results

- How did you cheer? This helps measure beyond  
"image" advertising

FIT = Free or Foreign Independent Traveler

Continued

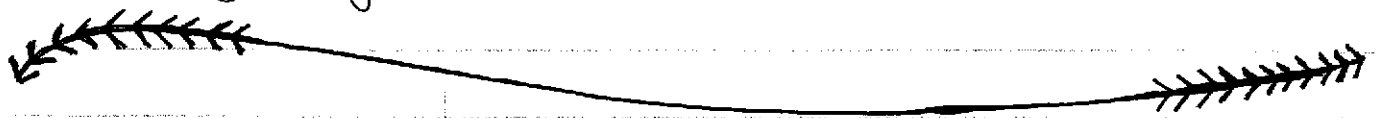
Dan Dipert

- Process ~~\_\_\_\_\_~~ go through,

- Name / Address
- Where Heard
- Then start selling tour options
- They add nights as they add tickets to attractions, etc.
- Get card
- Information goes to quality control
- Then goes to the hotels & attractions
- and the vouchers get printed & mailed

They release unsold inventory in 5 days

- Whatever we are doing currently in image advertising, just add the package on to it and then trace the package



2001: A Marketing Odyssey

- > Future Consumer is less willing to compromise
- > Personalization is the new marketing paradigm
  - mass customization, custom computers, etc. cds, etc.
- > Affluent people are pickier & more stressed
- > Technology is the chief "leisure eater"
- > Make it easy to buy and easy to use
  - one stop shopping, make reservations in one place

~~\_\_\_\_\_~~  
~~\_\_\_\_\_~~  
~~\_\_\_\_\_~~

- Disney has a system where you can make reservations to see an attraction
- People want a vacation experience
- People will pay for service, we have to start looking at how we pay these front line employees

5,100 DFWATC  
 2405.50 SL  
 500.00 D Mag  
 600.00 Guest Fees

---

8,205.50  
 1,900.00 AAA

---

\$ 10,105.50

3,500  
 -1,600  
 1,900



- People are looking for small, boutique & unique
  - 7 in 10 prefer small hotels (leisure travelers)
  - 6 in 10 prefer small hotels (business travelers) > 300 rooms
- One hotel is made for people having plastic surgery
- One is a lodge camp, you can bring a tent experience.
- The Broadmoon is large, but split to two bldgs.

- People travel with their kids for a "reunion" type experience; to get w/ their kids all in 1 place.

- Want to be able to have a connecting room

- Looking good matters: spas, day spas, etc.

- Search for the experiences in your city

💡 Denton Day Spa as part of the package

- Six out of 10 boomers want to take trips  
(i.e. - a "tweety" tuck can be purchased for \$25 extra (Tweety Bird tucks in the kids before bed))
- The kids are important part of the decision
  - Be kid-friendly
  - Have kid-like websites
  - Hotels are more likely to be selected for ~~all~~ conferences if they are "family-oriented, kid-friendly"
- Give them something to talk about
- Most people have confidence in recommendations by friends, travel agents, <sup>brochures,</sup> websites & then ~~a~~ travel ads (in that order)
- <sup>He said</sup> - Some marketing is in-effective b/c it is built by committees. Hire good people & let them do their job.
- 59% of people say that a AAA or mobile rating means more to them
- Over 50K per year and above, more people use internet for travel

Continued →

- Nature Tourism :

- it is experiential

- has to be authentic (this is not attraction based, the nature is the resource)  
it has great impact in rural areas.

- this has to be in your hands, you can't depend on other agencies

(birders spending \$83/day, staying 8.3 days on Texas birding trail)

- TPW works with private landowners to create opportunities for wildlife watching

- Canadian, Texas has started Texas Prairies Rivers Lakes Initiative

People travel to regions and you have to know what you want them to see

- Canadian targeted that they have prairie rivers which are different than most rivers; they are working with private landowners who will allow ~~private~~ visitors to use their land & provide private guides

- Landowners are becoming more open to nature tourism, it is an extra way for them to get some money. Ranchers can save their land.

- it's the "experience" they buy, "tractor" rides, fishing camp fires, etc.

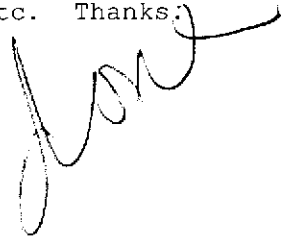
People want the mall effect

- The guest ranches package tickets for this & that and they partner with others

**Subject:** [Fwd: Press Kits Needed]  
**Date:** Thu, 20 Aug 1998 15:23:34 -0500  
**From:** Christine Gossett <cvb@iglobal.net>  
**Organization:** Convention & Visitor Bureau  
**To:** dcvb@iglobal.net

Robin, could you send a tourism packet with the updated visitor guide and brochures for downtown and historic places, etc. Thanks:

--  
Christine Gossett  
Vice President  
Denton Convention & Visitor Bureau  
<http://www.denton-chamber.org>  
(940) 382-7895



---

**Subject:** Press Kits Needed  
**Date:** Thu, 20 Aug 1998 13:34:46 EDT  
**From:** Tvlwrtr@aol.com  
**To:** cvb@iglobal.net

*Keep on file  
for  
travelwriter  
contact  
&  
follow-up*

Dear Chamber or Convention Bureau,

Travel/Vacation/Events writer seeking press kits, brochures or information about your area for possible inclusion in future articles destined for local, regional and national news media outlets. Article topics include:

- Zoological Gardens
- Botanical Gardens
- Art Museums
- Native American Destinations
- Self-guided/Walking Tours
- Civil War Museums/Historical Sites
- Science Museums
- Places that are Especially for the Kids
- Ethnic Sites
- Amusement/Theme Parks
- Specialty Museums
- Arts & Crafts Centers
- Re-creating Historical America
- Maritime Museums
- You Don't Need a Car to Enjoy this City's Sites
- Annual Events & Festivals

[Fwd: Press Kits Needed]

Off the Beat 'n Track

Any assistance will be gratefully accepted.

Thank you in advance,

Patricia Parish  
618 E. Cedar Ave., Unit H  
Burbank, CA 91501

818-842-3846



May 12, 1998

Jo Ann Ballantine  
Denton Convention & Visitors Bureau  
P. O. Drawer P  
Denton, TX 76202

doing feature on  
small towns  
→ big on meetings  
Tiffany sent letter  
Burtonette  
205/991-3394  
Convention South

Convention South

look into  
Houston,  
call Texas  
hits for  
some ideas  
for future ideas

South  
4532  
m

Dear Jo Ann:

I just wanted to take a moment to tell you about an exciting new feature that will give you the opportunity for a big profile in the July 1998 issue of *ConventionSouth*. "Small Markets: Big on Meetings" will focus specifically on those smaller markets that truly have a lot to offer small meetings. The 1998 feature will include:

- Editorial on how and why planners should choose smaller markets for their events
- Emphasis on why there is such growth and need for better facilities in smaller markets
- Interviews, pictures and profiles with CVB executives from smaller markets located throughout the South.

With this in-depth coverage, planners will have a guide to show them why they should work with smaller bureaus, how to reach them and who they are.

This is your chance to get planners interested in contacting the Denton Convention & Visitors Bureau. So, we are offering a unique advertising opportunity just for Small Markets in this feature. And, there's something to fit everyone's budget. Here's how it works...

Purchase a quarter-page b/w ad in this issue (only \$730) and get a corresponding quarter-page profile on meeting in the Denton area, or you can...

Purchase a half-page b/w ad (only \$1,195) in the issue and get a half-page profile, or

Purchase a full-page b/w ad (only \$2,050) in this issue and receive a full-page profile.

This will complete a comprehensive package for you. Not only will planners have a guide to working with small markets, they'll also have a story to interest them in your area and a big ad to make them want to contact you for more information.

Jo Ann, I know that this will really pay off for you. You'll be reaching people who plan for 76 attendees on the average and select more than 45,000 meeting sites each year. And I've never seen a more effective way to get them to contact the Denton Convention & Visitors Bureau.

The deadline for ad space reservations is June 1, 1998 (materials by June 10, 1998), so there's plenty of time to work on the feature. All you need to do is let me know which size you want to run (the sooner the better; the best space goes first!), and we'll be glad to help with the rest, from ad design, to working on the "editorial profile." We look forward to hearing from you.

Sincerely,

Dianne O'Connor  
Associate Publisher/Adv. Director

Tiffany Burtonett  
Marketing Services Manager

Carrie McCrory  
Marketing Services Manager



# Separator Sheet

File Contents: TACUB Annual Convention  
Aug 23-27 1999 Sequine

Denton Convention and Visitor Bureau

## TACVB 1999 IDEA FAIR

### WINNERS

#### Advertising

1<sup>st</sup> Tie: Conroe and Galveston  
2<sup>nd</sup> Port Arthur  
3<sup>rd</sup> Granbury

#### Co-op Advertising

1<sup>st</sup> Granbury  
2<sup>nd</sup> Arlington  
3<sup>rd</sup> Amarillo

#### Convention Promotion

1<sup>st</sup> Del Rio  
2<sup>nd</sup> Arlington  
3<sup>rd</sup> Tie: Waco and Arlington

#### Tourism Promotion

1<sup>st</sup> Grapevine  
2<sup>nd</sup> Tie: Temple and Bryan College Station  
3<sup>rd</sup> Amarillo

#### Local Awareness

1<sup>st</sup> Lubbock  
2<sup>nd</sup> Granbury  
3<sup>rd</sup> Bryan College Station

#### Video

1<sup>st</sup> Lubbock  
2<sup>nd</sup> Galveston  
3<sup>rd</sup> Del Rio

#### GRAND PRIZE

1<sup>st</sup> Lubbock  
2<sup>nd</sup> Grapevine  
3<sup>rd</sup> Bryan College Station

#### WINNERS BY BUDGET CATEGORY

##### Under \$500,000

1<sup>st</sup> Granbury  
2<sup>nd</sup> Del Rio  
3<sup>rd</sup> Port Arthur

##### \$500,000 - \$999,999

1<sup>st</sup> Bryan College Station  
2<sup>nd</sup> Odessa  
No Third Place

##### \$1 mil +

1<sup>st</sup> Lubbock  
2<sup>nd</sup> Arlington  
3<sup>rd</sup> Grapevine

Sept 1, 1999

Connie:

I got your message earlier today. It was a crazier Tues. than Mon.! Wow. So, it is really tonight and I'm catching up on the lap top because to complicate matters, my computer brain at the office is in the shop getting an upgrade which means my e-mail and most of my saved documents are also in the shop! Whew!

So, I went ahead and typed up the winners for you so you'd have them as people are calling. I still have the original tallying papers if we need them. Give me the word and away they will go!

All went well. You left very good instructions.

As for the rest of your message, what are friends for anyway?! I'm just glad it worked out the way it did, you know?

Take care. And I'll see you at Summit, right? Galveston? Or is that your festival weekend? It is, isn't it? Bummer. I'll miss you. So, maybe at TACVB Fall.

But stay in touch between now and then.

Good luck on your events and wish me luck on mine. It's gonna be crazy till they're done! I know you can relate.

Must close.

A handwritten signature in cursive script, appearing to read "Kim". The signature is written in dark ink and is positioned to the left of the main body of text.

# Lewisville Chamber of Commerce & Visitors Bureau

551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805

972-436-9571 \* 972-436-5949 FAX

To: Connie Kuehl

Company: Temple CVB

Date: 9-1-99

Fax #: \_\_\_\_\_

From: Kim Dillon

Pages Transmitted, including this Cover Page: 3

Message: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you do not receive all the pages, or if the transmission is unclear,  
please call 972-436-9571

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**Lewisville Chamber of Commerce & Visitors Bureau**  
551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805  
972-436-9571 \* 972-436-5949 FAX

To: Becky

Company: TACUB

Date: \_\_\_\_\_

Fax #: \_\_\_\_\_

From: Kim

Pages Transmitted, including this Cover Page: 2

Message: In case you get any  
questions about winners -  
I faxed this to Connie also.  
☺

**If you do not receive all the pages, or if the transmission is unclear,  
please call 972-436-9571**

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Texas Association of Convention & Visitor Bureaus  
4747 Research Forest Dr., Ste. 180-242  
The Woodlands, Texas 77381  
Phone (409) 273-0044  
Fax (409) 273-0046  
E-Mail: tacvb@msn.com

---

## TACVB ANNUAL CONFERENCE FIRST TIMER ORIENTATION

Sponsored by Texas Advertising Opportunities

6:00-7:00 p.m.  
Holiday Inn, Seguin

- I. **WELCOME** **Jerry Holt, Chairman of Board**
  - a. Introduction of present Board members
  - b. Welcome to TACVB
  
- II. **CONFERENCE OVERVIEW** **Bob Warren, Conference Chair**
  - a. Brief overview of conference activity
  - b. Brief description of educational tracts
  - c. Encouragement to participate in networking
  
- III. **EDUCATIONAL COMMITTEE** **Carol Ann Anderson**

Brief description of educational seminars to be  
Offered during the coming year.
  
- IV. **RESOURCE LIBRARY** **Melani Bayless**

Brief description of the resource library as a  
Service for our members. Maybe include examples  
Of resources available in the library.
  
- V. **HOUSEKEEPING DETAILS** **Becky Gumm**
  
- VI. **ICEBREAKER** **Kim Dillon**
  
- VII. **ADJOURN TO OPENING EVENING FUNCTION**

# BINGO GAME BOARD

	B	I	N	G	O
1	Had job less than a month _____	Has Kissed a Celebrity _____	Plans to go to ITIA Travel Summit _____	Been on TV _____	Is a Texas Hospitality Training Instructor _____
2	Fluent in a foreign language _____	Serves on a Board _____	Been to NTA _____	Have a new exhibit booth _____	Entered in TACVS Idea Fair _____
3	Been to Big Bend Nat'l Park _____	Likes Margaritas _____	<b>FREE</b>	Has a web page _____	Is a pilot _____
4	Been published _____	Visited a foreign country _____	Worked for a hotel _____	Does a festival _____	Seen an outdoor drama _____
5	Tubed a Texas River _____	Traveled over 250 miles to get here _____	Ever worn a costume for work _____	Holds a professional degree in a different career field _____	Been in the military _____



\* Newest to Bureau

\* Newest to industry from another profession



~~\* Newest to their city~~

Texas Association of Convention & Visitor Bureaus  
4747 Research Forest Dr., Ste. 180-242  
The Woodlands, Texas 77381  
Phone (409) 273-0044  
Fax (409) 273-0046  
E-Mail: tacvb@msn.com

\* Longest time @ Bureau, but new to TACVB

**TACVB ANNUAL CONFERENCE  
FIRST TIMER ORIENTATION**

Sponsored by Texas Advertising Opportunities

*Eric Kincaid*

6:00-7:00 p.m.  
Holiday Inn, Seguin

**I. WELCOME** Jerry Holt, Chairman of Board  
a. Introduction of present Board members  
b. Welcome to TACVB

**II. CONFERENCE OVERVIEW** Bob Warren, Conference Chair  
a. Brief overview of conference activity  
b. Brief description of educational tracts  
c. Encouragement to participate in networking

**III. EDUCATIONAL COMMITTEE** ~~Carol Ann Anderson~~  
Brief description of educational seminars to be  
Offered during the coming year.

*Ava Harmon*

**IV. RESOURCE LIBRARY** Melani Bayless  
Brief description of the resource library as a  
Service for our members. Maybe include examples  
Of resources available in the library.

**V. HOUSEKEEPING DETAILS** Becky Gumm

**VI. ICEBREAKER** Kim Dillon

**VII. ADJOURN TO OPENING EVENING FUNCTION**

Plz fax this  
to each of  
the 4 I noted  
on the copy.

✓ Done  
K/D

All phone & fax #'s  
are in the attached  
directory filed by  
city name. Thank!

**CONFERENCE  
ORIENTATION**

p.m.  
Seguin

- I. **Introduction of present Board members**
- b. Welcome to TACVB

Jerry Holt, Chairman of Board  
Amarillo

806-373-3909

**II. CONFERENCE OVERVIEW**

Bob Warren, Conference Chair

- a. Brief overview of conference activity
- b. Brief description of educational tracts
- c. Encouragement to participate in networking

Galveston

409-765-8611

**III. EDUCATIONAL COMMITTEE**

Carol Ann Anderson

Brief description of educational seminars to be  
Offered during the coming year.

Kingville

512-592-3227

**IV. RESOURCE LIBRARY**

Melani Bayless

Brief description of the resource library as a  
Service for our members. Maybe include examples  
Of resources available in the library.

Montgomery County

281-298-7362

**V. HOUSEKEEPING DETAILS**

Becky Gumm

**VI. ICEBREAKER**

Kim Dillon

**VII. ADJOURN TO OPENING EVENING FUNCTION**

**Lewisville Chamber of Commerce & Visitors Bureau**  
551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805  
972-436-9571 \* 972-436-5949 FAX

To: Jerry Hoet

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Fax #: \_\_\_\_\_

From: Kim Dillon

Pages Transmitted, including this Cover Page: \_\_\_\_\_

Message: \_\_\_\_\_  
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\_\_\_\_\_

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**Lewisville Chamber of Commerce & Visitors Bureau**  
551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805  
972-436-9571 \* 972-436-5949 FAX

To: Bob Warren

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Fax #: \_\_\_\_\_

From: Kim Hutton

Pages Transmitted, including this Cover Page: \_\_\_\_\_

Message: \_\_\_\_\_  
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\_\_\_\_\_

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**Lewisville Chamber of Commerce & Visitors Bureau**  
551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805  
972-436-9571 \* 972-436-5949 FAX

To: Carol Ann Anderson

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Fax #: 512-592-3227

From: \_\_\_\_\_

Pages Transmitted, including this Cover Page: \_\_\_\_\_

Message: \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

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**Lewisville Chamber of Commerce & Visitors Bureau**

551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805

972-436-9571 \* 972-436-5949 FAX

To: Melani Bayless

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Fax #: 281-298-7362

From: \_\_\_\_\_

Pages Transmitted, including this Cover Page: \_\_\_\_\_

Message: \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
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- ✓ Jerry - Welcome / Intro Bd.
- ✓ Bob - Conf overview
- ✓ Carol Ann - Educ
- ✓ Melanie - Resource
- ✓ Becky - housekeeping

Eric - Sponsor

✓ Kim - Icebreaker

6-7 Holiday Inn

<sup>Intro Bd.</sup>  
Jerry - TACUB  
Bob - Conf

Carol Ann - Educ

Melanie - Resource

Becky - <sup>house-keeping</sup>  
~~Introduction PA~~

Eric Kirkaid

Texas Advertising  
Opportunities

(He will talk  
2-5 min)

The Seguin Convention and Visitors Bureau  
is ready to CELEBRATE the arrival of

TACVBI

Please join us for a Welcome Luau

on Tuesday, August 24

7 PM

Pool-Side, Holiday Inn

Great food, beverages, music, and a special  
musical tour of paradise!

Don't miss this great evening of fellowship!

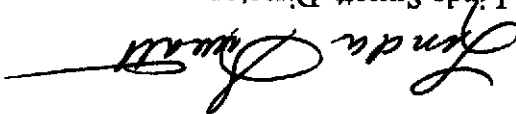
Aloha!

Seguin Convention and Visitors Bureau



700 North Grant  
P.O. Box 3626  
Odessa, TX 79760-3626  
915/332-9111  
800-780-HOST  
Fax: 915/333-7858  
Website: www.odessachamber.com  
e-mail: info@odessachamber.com  
info@odessacvb.com  
info@odessaecodev.com

Linda Sweat, Director  
Odessa Convention & Visitors Bureau



Sincerely,

A revised copy of the form has been enclosed. If you should have any further questions, please direct them to Linda Sweat, Odessa CVB, 915-333-7871. We appreciate the responses received at this time.

... sent to the Odessa CVB, as we will need to ... on the silent auction items and table tents.

KIM  
DILLON  
CHAMBER OF COMMERCE  
551 N VALLEY PK WAY  
TX 75067  
LOUSEVILLE

KIM  
DILLON  
CHAMBER OF COMMERCE  
551 N VALLEY PK WAY  
LOUSEVILLE  
TX 75067

MI-188702-1

Arrival Date	No. Rooms	Room Type	No. Persons	Affiliation	Rate	No. Nights
08/23/99	1	KGFS	1	@ BOS	69.95	4

Comments:

**Reservation Confirmation**

Lewisville Chamber of Commerce & Visitors Bureau  
551 N. Valley Parkway \* P.O. Box 293805 \* Lewisville, TX 75029-3805  
972-436-9571 \* 972-436-5949 FAX

To: LINDA

Company: Odessa CUB

Date: 8-10-99

Fax #:

From: Kim Dillon

Pages Transmitted, including this Cover Page: 2

Message: See you in Square!

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**TOM TROTTER  
MEMORIAL SCHOLARSHIP FUND  
SILENT AUCTION FUND-RAISER**

TACVB will hold a silent auction during the 1999 Annual Conference in Seguin to raise funds to endow the Tom Trotter Memorial Scholarship Fund. In 1998, the auction collected over \$1,551.00 and it would be great if we could top that amount.

**Help** us to achieve our goal by donating items for the silent auction such as weekend travel packages, art, collectibles, books, gift certificates, gift baskets, or other items unique to your area. Be creative with your donations in the spirit of the event and the industry!

**Please** complete the form below and return to Linda Sweat, Odessa CVB by August 16<sup>th</sup> by fax 915-333-7858 or by mail: Odessa CVB, Attn: Linda Sweat, 700 N. Grant, St 200, Odessa, TX 79761

**Yes! We will donate the following item(s) for the Tom Trotter Memorial Scholarship Fund Silent Auction.**

Item: Lewisville Gift Basket Value: \$ 175.00  
 Item: \_\_\_\_\_ Value: \$ \_\_\_\_\_

The Above items will be sent to the Seguin Chamber of Commerce at 427 N. Austin Street, Seguin 78155 by August 16<sup>th</sup>.

We will bring the items with us to the conference.

\*In order to ensure that there is appropriate signage for your item, please make sure that you contact us before bringing an item to the conference.

Signature: Jim Allen  
 Organization: Lewisville CVB



**TOTAL VALUE: \$175**

2 Lewisville notepads

2 Lewisville pens

2 Lewisville coasters

Texas bandana

Specialty coffees

Lewisville High School 100<sup>th</sup> Anniversary cookbook

Lewisville Farmers teddy bear

2 Lewisville travel mugs filled with candy

Lewisville T-shirt

Lewisville golf shirt

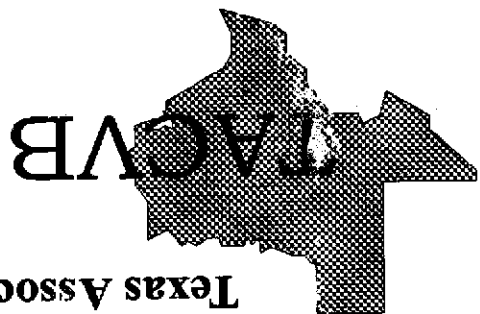
Lewisville souvenir afghan throw

Lewisville Gift Basket:

**TACVB SILENT AUCTION ITEM**

**LEWISVILLE CVB**

# Texas Association of Convention & Visitor Bureaus



4747 Research Forest Dr.  
Suite 180-242  
The Woodlands, Texas 77381  
Internet: <http://www.texasusa.com/tacvb>  
E-mail: [tacvb@msn.com](mailto:tacvb@msn.com)  
Phone: (409) 273-0044  
Fax: (409) 273-0046

Page 1 of 1 page

## TACVB Nominating Committee Report

Date: August 10, 1999

To: TACVB Member CEO's

From: TACVB Nominating Committee  
Lucia Arrant, Chair  
Richardson CVB

Shura Lindgren, Midland CVB  
Dan Quandt, CAE, South Padre Island CVB  
Elizabeth Taylor, Waco CVB  
Bob Warren, Galveston Island CVB

Re: *Nominations for 1999/2000 Board of Directors*

WE ARE PLEASED TO ANNOUNCE THE FOLLOWING NOMINATIONS FOR THE 1999/2000 TACVB BOARD OF DIRECTORS:

### Officers

Chairman  
Chairman-Elect  
Vice Chairman Education  
Secretary/Treasurer  
Immediate Past Chairman

Bob Warren, Galveston Island CVB  
Carol Ann Anderson, Port Aransas CVB  
Ava Harmon, Palestine CVB  
Linda Sweatt, Odessa CVB  
Jerry Holt, Amarillo CVC

### Directors

Melani Bayless, Greater Montgomery County CVB  
Kim Dillon, Lewisville CVB  
Connie Kuehl, Temple CVB  
Dan Quandt, CAE, South Padre Island CVB  
Dean Conwell, Irving CVB  
Pattie Sears, Bryan-College Station CVB  
Patti Salter, Port Arthur CVB

CEO Board Representative  
CEO Board Representative  
CEO Board Representative  
CEO Board Representative  
Professional Staff Board Rep (Large Bureau)  
Professional Staff Board Rep (Medium Bureau)  
Professional Staff Board Rep (Small Bureau)

We hope to see you in Seguin for the formal vote.

**JOB OPENINGS?** See our Web site <http://www.texasusa.com/tacvb/>

**SOUTHWEST AIRLINES®**  
**TICKETLESS TRAVEL™**  
 1-800-435-9792

**NON TRANSFERABLE. POSITIVE IDENTIFICATION REQUIRED.**

Receipt and Itinerary as of 08/11/99 07:28PM

Confirmation Number: AUYTU  
 Confirmation Date: 08/11/99  
 Received: KIM DILL

Passenger(s): DILLON/KIM 526-2790773048-4

Itinerary: Dallas/San Antonio  
 Depart 02:30PM Arrive 03:25PM  
 Flight# 163 Y Date 23AUG99

Cost: AIR: 80.56 TAX: 8.44 FFC: 0.00  
 Total for 1 Passenger(s) Total Fare: 89.00  
 Payment Summary: Current payment(s): 89.00  
 11AUG1999 AMER EXPRESS 37836364640xxxx Ref 526-2790773048-4  
 Total Payments: 89.00  
 Fare Rule(s): FARE VALID ONLY ON SOUTHWEST AIRLINES

All travel involving funds from this confirm no. must be completed by 08/11/00

Fare Calculation: AD1 - 1 DALMSAT YL 87.00 87.00 ZP2.00 89.00  
 BOARDING PASS DISTRIBUTION AT GATE.

**CONDITIONS OF CONTRACT**

Southwest Airlines Co. - Notice of Incorporated Terms - This notice is part of the Conditions of Contract Air Transportation by Southwest Airlines is subject to Southwest Airlines' Passenger Contract of Carriage, the terms of which are herein incorporated by reference. Incorporated terms include, but are not restricted to: (1) Limits on liability for baggage, including fragile or perishable goods, and availability of excess valuation coverage. Baggage liability is limited to \$1250 per customer unless you purchase excess valuation coverage. Exception: Carrier will not be responsible for items intended for sale, paintings, antiques, artifacts, manuscripts, furs, irreplaceable books or publications; and similar valuables contained in checked or unchecked baggage. (2) Claims restrictions, including time periods in which customers must file a claim or sue Southwest. (3) Our rights to change terms of the Contract (4) Rules on reservations, check-in times, refusal to carry, and smoking. (5) Our rights and limits of liability for delay or failure to perform service, including schedule changes, substitution of alternate air carriers or aircraft, and rerouting. (6) Airline flights may be overbooked. If we deny you boarding due to an overbook and you have checked in at the gate at least 10 minutes before scheduled departure, with few exceptions, we compensate you. (7) Southwest reserves the right to refuse carriage to any person who is not able to produce positive identification. You may inspect the Contract of Carriage at any Southwest ticket counter or obtain a copy by sending a request to: Southwest Airlines Co., Director of Customer Relations, PO Box 36647, Love Field, Dallas, Texas 75235-6647

TEN-MINUTE RULE - Passengers who do not claim their reservations at the departure gate desk at least ten minutes prior to scheduled departure time will have their reserved space cancelled and will not be eligible for denied boarding compensation.

REFUNDS AND EXCHANGES - Any change to this itinerary may result in a fare increase. Unless otherwise noted, if you do not travel on this itinerary, you may qualify for a refund or exchange. To apply for a refund, please call 1-800-FLY-SWA. Written requests should include a copy of this document and be addressed to: Southwest Airlines Refunds Department 6RF, PO Box 36649 Dallas, TX 75235-1649.



# **Navigating the Shifting Currents**

## **of the Tourism and Convention Industry**

One registration form per person.  
Complete and mail with payment to:

**TACVB**  
4747 Research Forest Drive, Suite 180-242  
The Woodlands, Texas 77381  
Phone: (409) 273-0044 Fax: (409) 273-0046

### **Early Bird Registration (Received before July 1, 1999)**

- 1   **\$195** TACVB Member Registration (CEO and TACVB Professional Staff Members)  
(TACVB Members are listed in the TACVB Membership Directory)
- 1   **\$225** TACVB Member Bureau - Staff Members NOT listed in TACVB Membership Directory
- \$275** Non-Member Registration
- Conference Sponsor, payment already made**

\$ 425.00 **SUBTOTAL**

**Full refunds before  
July 23th. Sorry, no  
refunds after July 23th.**

       **\$30** True Women Pre-Conference Tour

### **Payment received after July 1, 1999**

- \$235** TACVB Member Registration (CEO and TACVB Professional Staff Members)  
(TACVB Members are listed in the TACVB Membership Directory)
- \$265** TACVB Member Bureau - Staff Members NOT listed in TACVB Membership Directory
- \$275** Non-Member Registration
- \$        **SUBTOTAL**

- \$100** Spouse Registration (includes luncheons & socials)
- 1   **\$60** Golf Tournament Registration
- \$25** TNET Training Session, August 24
- \$15/entry** Idea Fair Registration
- \$7.50** Box Lunch, Friday, August 27
- \$25** Scholarship Fund Donation
- 1   **\$10** IACVB Accreditation
- \$        **GRAND TOTAL ENCLOSED**  
(Checks made payable to TACVB)

Reminder: Non-members as well as members may qualify for a conference scholarship. Call TACVB for more info.

## REGISTRATION INFORMATION

Name Kim Dillon Title Director  
 Organization Lewisville Visitors Bureau  
 Address 551 N. Valley Pkwy  
 City, State, Zip Lewisville, TX 75067  
 Telephone 972-436-9571 Fax 972-436-5949  
 Nickname for your Badge Kim  
 Special Dietary Needs NONE

**Social Events - Please indicate whether you plan to attend these functions.**

Yes  No Weinert House Garden Party, Wednesday, August 25  
 Yes  No Lake Breeze Ski Lodge, Thursday, August 26

**CONCURRENT SESSIONS - PLEASE MARK THOSE SESSIONS YOU PLAN TO ATTEND.**

**10:30 am, Wednesday, August 25**

Trade Show Marketing  
 Conduct in the Workplace  
 Regional Partnering  
 Incorporating TNET into your Marketing Plan

**1:15 pm, Wednesday, August 25**

Trade Show Marketing  
 Conduct in the Workplace  
 Regional Partnering  
 Incorporating TNET into your Marketing Plan

**CEO/Professional Staff Exchanges (Roundtable discussion) August 25 & 26 (Choose only one)**

<input type="checkbox"/> CEO (Budget under \$100,000)	<b>OVER 4 years CVB experience:</b>	<b>LESS THAN 4 years experience:</b>
<input checked="" type="checkbox"/> CEO (Budget between \$100,000- \$500,000)	<input type="checkbox"/> Tourism Sales	<input type="checkbox"/> Tourism Sales
<input type="checkbox"/> CEO (Budget between \$500,000-1 MIL)	<input type="checkbox"/> Convention Sales	<input type="checkbox"/> Convention Sales
<input type="checkbox"/> CEO (Budget over 1 MIL)	<input type="checkbox"/> Convention Services	<input type="checkbox"/> Convention Services
	<input type="checkbox"/> Communications	<input type="checkbox"/> Communications
	<input type="checkbox"/> Finance/Admin	<input type="checkbox"/> Finance/Admin
	<input type="checkbox"/> Visitor Center	<input type="checkbox"/> Visitor Center

**Friday, August 27 IACVB Certified Courses (3 hours) \***

Marketing Your City, USA  
 Communications  
 Convention Sales/Convention Services

**\*Friday Box Lunch**

Reminder: Friday's sessions will take place from 10:00 am - 1:00 pm. If you would like a boxed lunch "to go" directly after this session, please sign up on the reverse side of this form. Cost is \$7.50 and includes beverage.



# REGISTRATION INFORMATION

Name Karen Geary Title Director of Business Services  
Organization Louisville Chamber of Commerce  
Address 551 N. Valley Pkwy.  
City, State, Zip Louisville, TX 75067  
Telephone 972-436-9571 Fax 972-436-5949  
Nickname for your Badge Karen  
Special Dietary Needs None

## Social Events - Please indicate whether you plan to attend these functions.

Yes  No Weinert House Garden Party, Wednesday, August 25  
 Yes  No Lake Breeze Ski Lodge, Thursday, August 26

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	OVER 4 years CVB experience:	LESS THAN 4 years experience:
<input type="checkbox"/> CEO (Budget under \$100,000)	<input type="checkbox"/> Tourism Sales	<input type="checkbox"/> Tourism Sales
<input type="checkbox"/> CEO (Budget between \$100,000- \$500,000)	<input type="checkbox"/> Convention Sales	<input type="checkbox"/> Convention Sales
<input type="checkbox"/> CEO (Budget between \$500,000-1 MIL)	<input type="checkbox"/> Convention Services	<input type="checkbox"/> Convention Services
<input type="checkbox"/> CEO (Budget over 1 MIL)	<input type="checkbox"/> Communications	<input type="checkbox"/> Communications
	<input type="checkbox"/> Finance/Admin	<input checked="" type="checkbox"/> Finance/Admin
	<input type="checkbox"/> Visitor Center	<input type="checkbox"/> Visitor Center

## Friday, August 27 IACVB Certified Courses (3 hours) \*

Marketing Your City, USA  
 Communications  
 Convention Sales/Convention Services

### \*Friday Box Lunch

Reminder: Friday's sessions will take place from 10:00 am - 1:00 pm. If you would like a boxed lunch "to go" directly after this session, please sign up on the reverse side of this form. Cost is \$7.50 and includes beverage.

Marketing to  
Germany —

TACUB Convention 8/95

## Das Deutsche Reiserecht - that very wonderful institution

- \* part of the German Civil Code  
---> a very strong and established law
- \* just a few paragraphs in the law-book, but a very widely interpretable jurisdiction
- \* well known among consumers  
it has become sort of a sport to claim money back  
"Frankfurter Tabelle"
- \* some examples:
  - rates published by the TO have to include all mandatory charges
  - TO is responsible for security of e.g. a hotel's elevators
  - TO is at all times responsible for the quality of the product, e.g. food
  - TO may be held responsible even in cases of natural catastrophies (e.g. hurricanes), theft, illness, death of customers
- \* refunds are based on total tour price, not just on the defective portions
- \* customer can claim money for wasted vacation time
- \* the media always stand behind the customer which is used to put great pressure on the Tour Operators
- \* anybody putting together a travel package of more than one single service is judged by the travel law
- \* to give you an idea: Meier's has to employ 3 lawyers and 15 correspondants to handle the customer service department
- \* law requirements often get in the way with the development of new products, e.g. adventure products, tours to areas with inconsistent climate and weather conditions, 4-wheel-tours, horsebackriding-tours etc.

## **What will a Tour Operator need to work with you...? What are the basic requirements of the German travel industry...?**

- \* you are an establishment with high standards of quality and service which you control and maintain constantly
- \* net rates at a minimum of 20% commission on rack rates
- \* a guarantee that you will not sell to customers directly, or if you do the rack rates will be applied by you
- \* you will guarantee your rates throughout the contracted period
- \* you are prepared to quote definite rates approx. 12 months ahead of time
- \* you will work on a 30-day-out invoice basis and not require prepayment, deposits are sometimes possible
- \* you will accept vouchers as means of identification and proof of payment or you will trade vouchers against actual entrance tickets (e.g. attractions)
- \* you will work with allocations and rather short cut-off periods
- \* you will guarantee quick communication and you work with modern technology of communication (fax, on-line CRS..)
- \* you will provide quality material for the Tour Operator's brochure: slides, fact sheets, brochures
- \* you basically understand the implications of the German Travel Law and will enforce quality of your services accordingly
- \* you are willing to support Familiarization Trips for Travel Agents
- \* you are prepared to support the Tour Operator's marketing activities
- \* an asset, but not a requirement is if you have German speaking staff on premise to assist the guests

# What works in Marketing...?

- \* Money talks!!  
brochure support has become a reality
  - a) from the State/destination
  - b) from the suppliers
  - amounts start at approx. \$ 5.000 up to \$ 50.000 per page depending on
    - the spread of a brochure,
    - the "power" of the Tour Operator
    - the potential of the destination
  
- \* Advertising and promotion to the consumer
  - promotions via TV-programs work very well
  - attractive articles in Holiday magazines
  - participation in consumer fairs (not so much ITB, but local, more personal shows
  - joint promotions with the Tour Operators
  
- \* Advertising to the trade
  - is very expensive to a single supplier with not much output
  - see input from Press
  
- \* Fam Tours, Seminars, on-site Travel Agent Training
  - very successful in order to create a personal identification with the destination or product - a travel agent will feel very comfortable selling what he has personally experienced
  - learning by doing works best
  
- \* Participation in Road Shows, Training Camps
  - not quite as successful as the on-site version, but a good tool to work with the travel agents
  
- \* Collateral mailings, Videos
  - if well done could well create big interest from Tour Operators, could be used by Travel Agents for Trainings etc..
  
- \* Trade missions
  - can be very successful if organized correctly e.g. together with a Tour Operator and Airline
  - can be a total FLOP if done unprofessionally and without help from the partners in the respective country

# Profile of a successful USA-Destination

Our example: CALIFORNIA

- \* easy access by air from Germany, non-stop and direct from many German gateways
- \* features what Germans consider typically American : free lifestyle, land of no limits, celebrities live here, image of glory and the American dream, Hollywood, Movie Stars, freeways, fast foods, fitness freaks, melting pot, people of all colours, sunshine, coke...
- \* variety of landscapes : Beaches, Woods, Mountains, National Parks, desert
- \* famous cities : San Francisco, Los Angeles
- \* home of famous attractions : Universal Studios, Disneyland, Queen Mary, Golden Gate Bridge, Alcatraz, 17-mile-drive, Yosemite, Sequoia NP, ...
- \* very good infrastructure : accommodation of all price-levels, hub for rental cars, motorhomes, restaurants and entertainment of all types
- \* gateway to the Western National Parks
- \* perfect hub for Hawaii - trips and Mexico/Baja - stays
- \* very good quality - service - price ratio
- \* very attractive climate
- \* receives great feature in the media : Oscar awards, movie stars, models, gay parade, TV-series (e.g. Falcon Crest), Tennis Tournaments (Virginia Slims), ...
- \*

The long history of a guest-booking before you finally get a glimpse of it...

Mr. Müller ----->	Travel Agent ----->	Tour Operator ----->	Receptive Agent ----->	Supplier
<p>... likes the USA, wants to book a trip to a real Dude Ranch in Texas. So he goes to his travel agent for advice and info.</p>	<p>... is a USA-specialist and has many tour operators' brochures in his Agency. He will send Mr.Müller home with some brochures and good advice (he knows Texas well). After a couple of days Müller comes back to place the booking. ... goes into his sophisticated computer system and places the booking with the ...</p>	<p>... has a wide variety of USA products incl. Dude Ranches. He has contracts with many travel agencies who book directly into his system. ... will send the bookings mostly via automated systems to ...</p>	<p>... handles all bookings of the tour operator, forwards those to the suppliers and handles the customer service and ground services of the tour operator. Will be the direct contact in the US for the ...</p>	<p>... now the booking is yours!!! You will see the guest in about 2 - 4 months' time. Enjoy!!!</p>

Jörg-Michael Dettmer  
German Press Agency DPA  
2525 Ridgmar Blvd. Suite 214  
Fort Worth, Texas 76116

817 735 4031



Some German Travel Magazines:

America Journal, (travel), Bonn  
Fax: 011-49-228-252067

Abenteuer & Reisen (travel), Grünwald  
Fax: 011-49-89-6417162

Berge (specializes in mountains), Nürnberg  
Fax: 011-49-911-2162739

Boote (lakes, boats), Bielefeld  
Fax: 011-49-521-559279

Burda-Reisen HOLIDAY (travel), München  
Fax: 011-49-89-92503217

Globo (travel), München  
Fax: 011-49-89-63818100

Reisefieber (travel), Köln  
Fax: 011-49-221-132967

Reiter-Revue (horseback riding), Düsseldorf  
Fax: 011-49-211-5052639

Saison (travel), Hamburg  
Fax: 011-49-40-37036000

Tours (adventure), Höhr-Grenzhausen  
Fax. 011-49-2624-4662

# German TV Contacts Based in USA

ARD German Television  
3132 M Street NW  
Washington, D.C. 20007

ZDF German Television  
1077 31st Street NW  
Washington, D.C. 20007

SAT 1 Television  
1620 I Street NW  
Washington, D.C. 20006

# Consumer Publications Important to Texas

## **Frankfurter Allgemeine Zeitung**

Postfach 100 808  
Hellerhofstrasse 2-4  
6000 Frankfurt/Main 1

Circulation: 400,000+ (daily)  
Telephone: 69/759 10  
Fax: 69/75 91-1743

## **Bild am Sonntag**

Axel-Springer-Platz 1  
2000 Hamburg 36

Circulation: 2,370,088 (Sunday paper)  
Telephone: 40/3/47 00  
Fax: 40/34 58 11

## **Handelsblatt**

Postfach 11 02  
Kasernenstrasse 67  
4000 Duesseldorf 1

Circulation: 150,000 + (daily business)  
Telephone: 211/8 38 80  
Fax: 211 32 99 54

## **Sueddeutsche Zeitung**

Postfach 20 22 20  
Sendlinger Strasse 80  
8000 Munich 80

Circulation: 400,000 (daily paper)  
Telephone: 89/21 83-0  
Fax: 89/21 83-787

## **Die Welt**

Postfach 20 08 66  
Godesberger Allee 99  
5300 Bonn 2

Circulation: 240,000 (daily)  
Telephone: 228/30 40  
Fax: 228/37 34 65

## **Welt am Sonntag**

Postfach 30 46 30  
Axel-Springer-Platz 1  
200 Hamburg 36

Circulation: 450,000 (Sunday paper)  
Telephone: 40/3 47-00  
Fax: 40/34 58 11

## **Die Zeit**

Postfach 10 68 20  
Pressehaus  
2000 Hamburg 1

Circulation: 530,000 (weekly paper)  
Telephone: 40/3 28 00  
Fax: 40/32 71 11

Note: Address all correspondence to the attention of **"Reisedredaktion"**.

## Consumer Magazines

### ***Bunte***

Postfach 81 01 64  
Arabellastrasse 23  
8000 Munich 81

Circulation: 1,000,000 (Weekly-lifestyle)  
Telephone: 89/92 50-0  
Fax: 89/92 50-2990

### ***Stern***

Postfach 11 00 11  
Am Baumwall 11

Circulation: 1,500,000 (weekly-political)  
Telephone: 40/37 03-0  
Fax: 40/37 03 5631

### ***Der Spiegel***

Brandstwiete 19  
2000 Hamburg 11

Circulation: 1,400,000 (weekly-political)  
Telephone: 40/30 07-0  
Fax: 40/30 07-247

### ***Hoer Zu***

Postfach 30 46 30  
Axel-Springer-Platz 1  
2000 Hamburg 36

Circulation: 3,300,000 (Radio/TV Programs)  
Telephone: 40/3 47-00  
Fax: 40/3 47-22628

### ***American Journal***

Borsigalle 6  
53125 Bonn

Circulation: 45,000 (Consumer/Trade)  
Telephone: 02 28 91 93 20  
Fax: 02 28 91 93 217

# German Travel Trade Papers to Consider

## **Das Reisebuero** (general travel Industry)

Mannheimer Strasse 15  
6000 Frankfurt/Main 1

Telephone: 69/27 390 717  
Fax: 69/23 66 47

## **Fernreisen** (specializing in long-haul travel)

Westendstrasse 52  
6000 Frankfurt/Main 1

Telephone: 69 72 31 45  
Fax: 69 724 12 61

## **FVW International** (general travel Industry)

Postfach 32 34 62  
Junfrauenthal 47  
2000 Hamburg

Telephone: 40/44 18 73-0  
Fax: 40/44 18 73 28

## **Incentive Journal** (targets agents/operators of incentive travel)

Schulstrasse 64  
6238 Hofheim

Telephone: 6192/390 07  
Fax: 6192/390 49

## **Reisebuero Bulletin** (general travel Industry)

Roentgenstrasse 80  
6100 Darmstadt

Telephone: 6151/37 40 66  
Fax: 6151/37 01 14

## **Reisestellen Magazin** (targeted to corporate travel planners and business TA's)

Kettenhofweg 125  
6000 Frankfurt/1

Telephone: 69/74 50 87/8  
Fax: 69/74 84 48

## **ti Geschaeftsreise** (targeted to corporate travel planners and business TA's)

Nordkanalstrasse 36  
2000 Hamburg 1

Telephone: 40/237 14 01  
Fax: 40/237 141 23

## **Touristik Aktuell** (general travel Industry)

Holzhofallee 38  
6100 Darmstadt

Telephone: 6151/391-0  
Fax: 6151/391-200

## **Touristik Management** (in-depth subjects for travel trade's management level)

Reichenhaller Strasse 46  
8000 Muenchen 90

Telephone: 89/692 25 22  
Fax: 89/69 57 71

## **Touristik Report** (general travel Industry)

Dieselstrasse 36  
6050 Offenbach

Telephone: 69/299 07-0  
Fax: 69/299 07-479

## One Full Page Ad cost in German Market

Travel Trade Papers	DM	US Dollars*	Circulation
Das Reisebuero	3588	2619	4500
Fernreisen	4485	3274	13100
FVW Internatinoal	5865	4281	20471
Reisebuero Bulletin	3749	2737	10000
Reisestellen Magazin	3220	2350	4200
ti Geschaeftsreise	11275	8230	10100
Touristik Aktuell	5000	3650	11500
Touristik Management	4370	3190	10500
Touristik Report	4750	3467	13646

\* Using official exchange of 1.37 DM = 1 USD on 8/4/95

## How do I get to:

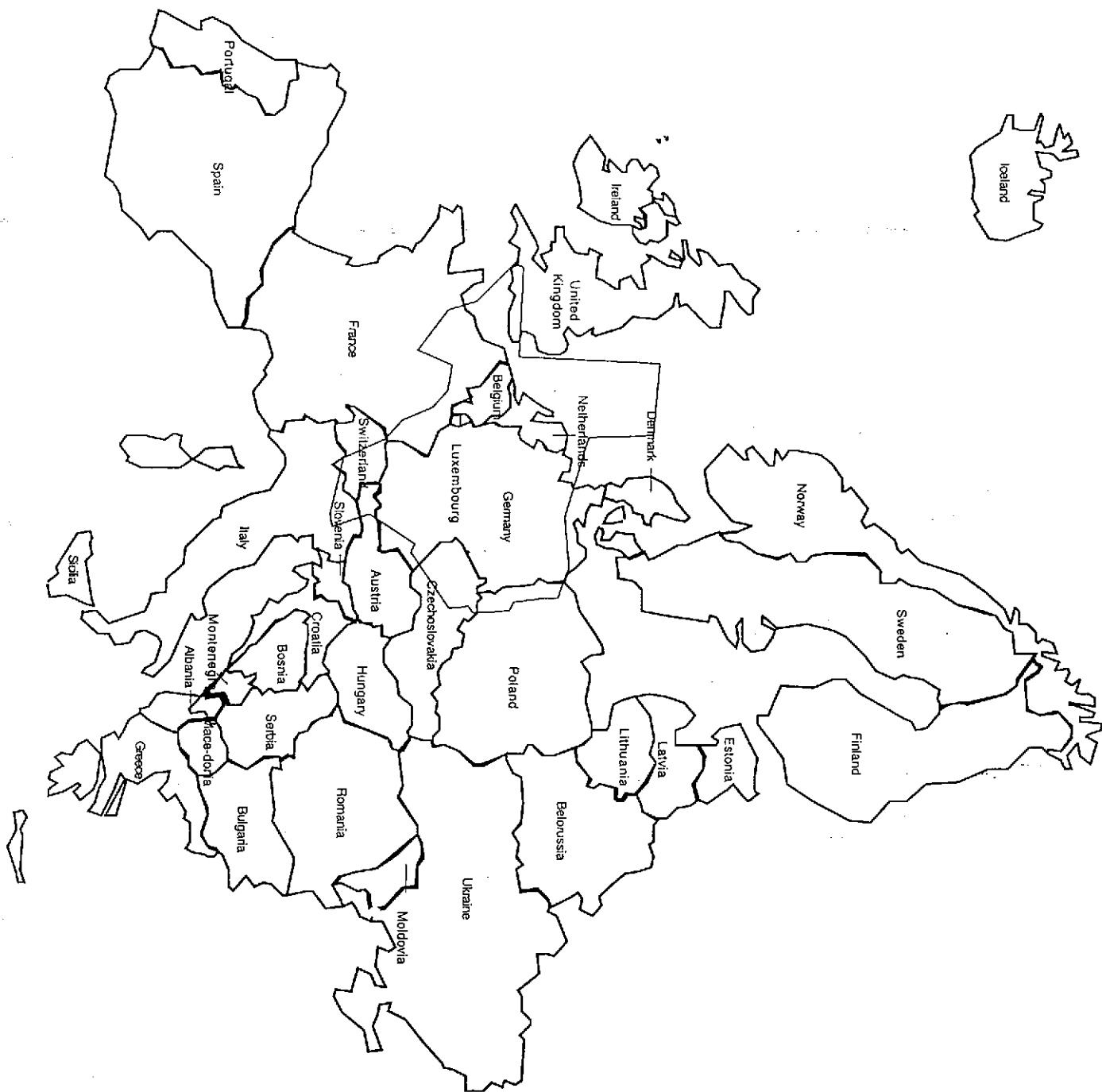
<b>Target Group</b>	<b>Direct Approach</b>	<b>Indirect Approach</b>
Resort Travelers and Touring Travelers	Consumer media, travel fairs, direct mail to selected professional groups	Tour operators, travel agents, airlines, trade media
Tour Operators	Personal contacts, Pow Wow, ITB, sales missions, direct mail, fam tours	Trade press
Travel Agents	Personal contacts, Pow Wow, ITB, Visit USA Seminars, Road Shows, (DER) USA Live Seminar (Meier's Weltreisen), direct mail.	Trade press
Business Travelers	Direct mail to travel sections, travel departments of companies	Travel agents with commercial accounts, transatlantic carriers, ads in special publications, commercial papers, & business travelers publications
Convention Travelers	Your trade and industry associations (host associations), international associations, specialized T.O.s and congress organizers, specialized T.O.s and congress organizers in the USA.	Commercial publications, travel publications
Incentive Traveler	Trade articles, large companies	Tour operators specializing in business travel, air carriers
VFR	German-American clubs in USA and Germany.	Travel Agents, tour operators, schedule air carriers and charter carriers.

City*	Operators
Berlin	17
Bonn	6
Bremen	3
Dusseldorf	12
Essen	3
Frankfurt/Main	31
Hamburg	29
Hannover	4
Kempton	3
Koln	14
Krefeld	3
Mannheim	3
Munchen	48
Nurnberg	4
Oberursel	4
Stuttgart	14
Wiesbaden	3
Total in Cities	198

German Total 327 Operators

\* With At Least Three Operators





## MARKETING SPOTLIGHT: GERMANY

### Important Facts:

- \* The number of German visitors to the United States has increased over 300% in the last decade, for a 1994 total of 1,704,811.
- \* Currently in the number three position after Japan and Great Britain, Germany is forecast to become the second largest overseas producer of tourists to the USA by the year 2000.
- \* The German economy has shown signs of renewed vigor after a protracted recession caused to a great extent by the enormous costs of reunification of the country. The Federal Statistics Office reports that unemployment is down, gross domestic product is up and that the economy is growing at a healthy rate.
- \* The United States ranks as the number one long-haul destination for German vacationers.
- \* The average German tourist to the USA has a household income of \$67,000 and spends \$1,700 while in the United States, not including airfare. The average length of stay is 21 days.
- \* Shopping, sightseeing and dining in restaurants are the three most popular leisure activities enjoyed by Germans visiting America.
- \* There is an increasing demand for active and/or adventure tours, which could include golfing, camping, biking, white-water rafting, horseback riding and other outdoor activities.
- \* Over 50% of all visitors from Germany travel to two or more states and over 70% travel independently. The rental car is the most frequently used method of transportation.
- \* Nearly 80% of all German travelers to the United States in 1994 were repeat visitors.
- \* The German visitor has very high expectations in terms of the quantity and quality of destination information available in the market. All brochures and other informational materials should be printed in German.

## Tourism Industry Endless Summer\*

- The German tourism industry posted an 11.3% increase in sales in fiscal 1993/94, ended 31 Oct., and a growth rate of as much as 12% is expected for 1994/95.
- The tourism industry has become accustomed to a 15% to 20% annual growth rate over the past five years.
- The five major German tour operators - TUI, NUR, LTU, ITS and DER - are collectively forecasting growth rates of 10% to 12% in 1995.
- The total market for tourism and travel-related services is valued at DM90 billion (65.7 billion US), of which about 40% is generated by travel agencies and package tour operators.
- It is estimated that 70% of the entire German population goes on some form of vacation.
- Although about 60% of all vacationers still organize their travels by themselves, there is a distinct trend toward less expensive package tours, especially in far away exotic locations such as the Caribbean, Asia and Africa.

\*As taken from an article in *German Brief* magazine, February 10, 1995.

## IN-FLIGHT SURVEY OF INTERNATIONAL AIR TRAVELERS PROFILE OF GERMAN TRAVELERS TO USA DESTINATIONS

	1990	1992	1994
<b>Total Number of German Travelers to the USA</b>	<b>1,202,000</b>	<b>1,692,000</b>	<b>1,705,000</b>
<b>1. Advance Trip Decision:</b>			
Average Number of Days	72.2	81.0	82.2
Median Number of Days	51.0	59.0	60.0
<b>2. Advance Airline Reservation:</b>			
Average Number of Days	42.8	52.5	52.2
Median Number of Days	25.0	31.0	30.0
<b>3. Use of Pre-Paid Package/Inclusive Tour</b>			
Yes	25%	32%	22%
No (Independent)	75%	68%	78%
<b>4. Information Sources (multiple responses)</b>			
Travel Agency	58%	63%	67%
Friends/Relatives	30%	33%	34%
Travel Guides	21%	23%	32%
Airlines	12%	12%	22%
Newspaper/Magazine Articles	9%	11%	14%
Corp. Travel Dept.	13%	12%	9%
Tourist Offices	4%	4%	8%
<b>5. Purpose of Trip (multiple responses)</b>			
Vacation/Holiday	63%	72%	71%
Visit Friends/Relatives	33%	30%	34%
Business	24%	20%	22%
Attend Conference/Convention	6%	6%	5%
Study/Teaching	4%	3%	5%
Other	3%	3%	6%

**INFLIGHT SURVEY OF GERMAN TRAVELERS TO USA (CONTINUED)**

	1990	1992	1994
<b>6. Type of Accommodations (multiple response)</b>			
Hotel, Motel	81%	83%	81%
Average Number of Nights	10.7	10.2	10.4
Median Number of Nights	8.0	8.0	7.0
Private Home	41%	38%	40%
Average Number of Nights	20.9	20.1	17.1
Median Number of Nights	10.0	12.0	11.0
Other (camping, RV, etc)	12%	10%	14%
<b>7. Number of Nights Spent in USA</b>			
Average	21.9	21.6	20.0
Median	14.0	15.0	14.0
<b>8. Transportation in US (multiple responses)</b>			
Rental Car	49%	58%	51%
Airlines within USA	39%	35%	31%
Taxi	28%	27%	33%
Private Auto	27%	24%	29%
Inter-City Bus	23%	22%	11%
Inter-City Train	9%	6%	6%
Recreational Vehicle	5%	3%	3%
<b>9. Number of States Visited</b>			
One State	48%	50%	48%
Two States	21%	20%	21%
Three or More States	31%	30%	31%
Average Number of States	2.2	2.1	2.1
Median Number of States	2.0	2.0	2.0
<b>10. Port of Entry</b>			
New York City	24%	17%	20%
Los Angeles	10%	11%	11%
Miami	17%	16%	9%
Chicago	7%	7%	10%
Atlanta	7%	9%	9%
San Francisco	5%	5%	6%
Boston	4%	4%	4%
Dallas/Ft. Worth	4%	3%	3%
Washington, DC	4%	5%	5%
Orlando	n/a	4%	4%

INFLIGHT SURVEY OF GERMAN TRAVELERS TO USA (CONTINUED)

11. Main Destinations Visited (multiple responses)	1990	1992	1994
NEW ENGLAND	7%	5%	9%
Massachusetts	5%	4%	7%
Boston	4%	4%	6%
MIDDLE ATLANTIC	34%	27%	30%
New York	30%	24%	25%
New York City	27%	21%	24%
Pennsylvania	4%	4%	5%
New Jersey	4%	4%	4%
EAST NORTH CENTRAL	13%	10%	12%
Illinois	8%	6%	7%
Chicago	8%	6%	7%
Michigan	3%	2%	2%
WEST NORTH CENTRAL	4%	4%	4%
SOUTH ATLANTIC	41%	46%	40%
Florida	29%	36%	25%
Miami	18%	18%	9%
Orlando	14%	20%	12%
Florida Keys	9%	11%	6%
Ft. Myers	6%	6%	5%
Tampa/St. Petersburg	4%	7%	5%
Ft. Lauderdale	3%	5%	4%
District of Columbia	9%	8%	10%
Georgia	3%	3%	5%
EAST SOUTH CENTRAL	2%	4%	3%
WEST SOUTH CENTRAL	11%	11%	10%
Texas	7%	6%	7%
Dallas	3%	2%	3%
Louisiana	5%	6%	4%
New Orleans	5%	5%	4%
MOUNTAIN	23%	23%	23%
Nevada	14%	14%	16%
Las Vegas	12%	13%	15%
Arizona	13%	14%	12%
Grand Canyon	8%	9%	6%
Utah	6%	7%	7%
Colorado	4%	3%	4%

## INFLIGHT SURVEY OF GERMAN TRAVELERS TO USA (CONTINUED)

11. <u>Main Destinations Visited (multiple responses)</u>	1990	1992	1994
PACIFIC	40%	36%	32%
California	38%	34%	30%
San Francisco	25%	21%	19%
Los Angeles	19%	19%	17%
San Diego	8%	8%	7%
Yosemite	5%	6%	3%
Monterey	4%	3%	3%
San Jose	3%	2%	2%
Washington	3%	3%	3%
PACIFIC ISLANDS	4%	4%	4%
Hawaii	3%	4%	4%
Honolulu	3%	3%	3%
12. <u>Leisure/Recreational Activities (multiple responses)</u>			
Shopping	79%	81%	84%
Sightseeing in Cities	73%	71%	77%
Dining in Restaurants	71%	73%	75%
Touring Countryside	56%	54%	47%
Visiting Historic Places	48%	47%	46%
Visiting National Parks	44%	44%	41%
Watersports/Sunbathing	41%	47%	39%
Art Galleries & Museums	35%	35%	32%
Amusement/Theme Parks	31%	31%	32%
Nightclubs, Dancing	23%	17%	15%
Concert, Play, Musical	21%	19%	19%
Guided Tours	15%	13%	29%
Camping/Hiking	14%	12%	12%
13. <u>Average Total Trip Expenditure</u>			
Per Travel Party	\$3,496	\$4,644	\$4,786
Per Traveler	\$2,507	\$2,976	\$2,989
14. <u>Average Expenditures in USA</u>			
Per Travel Party	\$1,784	\$2,480	\$2,440
Per Traveler	\$1,279	\$1,591	\$1,524
Per Traveler Per Day	\$58	\$74	\$76

**INFLIGHT SURVEY OF GERMAN TRAVELERS TO USA (CONTINUED)**

<b>15. Average Expenditure Per Traveler, by Category</b>	<b>1990</b>	<b>1992</b>	<b>1994</b>
(in the United States)			
Lodging	\$390	\$403	\$414
Food & Beverage	\$275	\$346	\$355
Transportation	\$266	\$310	\$214
Gifts & Souvenirs	\$201	\$286	\$274
Entertainment	\$94	\$109	\$148
<b>16. Sex and Age of Visitors</b>			
Male Adults	60%	59%	60%
Female Adults	34%	33%	32%
Children (under 18)	6%	8%	8%
<b>17. Annual Household Income</b>			
Average	\$57,700	\$64,100	\$80,300
Median	\$55,100	\$61,800	\$68,600

June 30, 1995  
USTTA Frankfurt

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**TO: Visit USA Committee Germany**  
**FROM: USTTA Frankfurt**  
**RE: Market Statistics - Germany**  
**DATE: June 6, 1995**

The following historical statistics and forecasts were provided by USTTA Washington/  
Office of Research.

Year	German** Arrivals in USA
1960	36,599
1965	88,860
1970	177,528
1975	297,964
1980	628,428
1981	699,750
1982	665,706
1983	562,921
1984	545,247
1985	509,131
1986	669,845
1987	952,119
1988	1,153,359
1989	1,076,385
1990	1,202,826
1991	1,430,193
1992	1,691,663
1993	1,826,757
1994	1,704,811
1995	1,795,400 (forecast)
1996	1,904,800 (forecast)
1997	2,026,700 (forecast)
1998	2,164,100 (forecast)

\*\*Through 1990, this represents arrivals from West Germany.

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**FROM: USTTA Frankfurt**  
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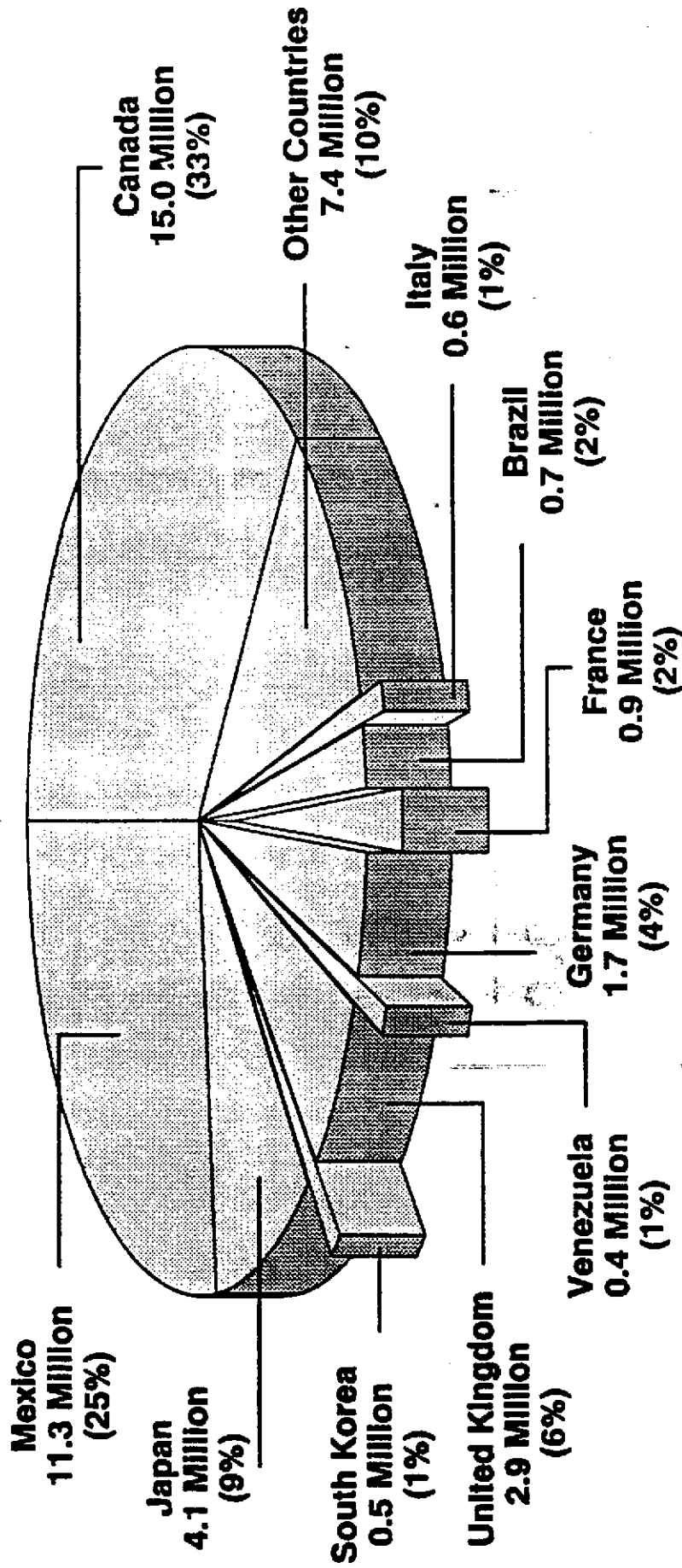
**TO: Visit USA Committee Germany**  
**FROM: USTTA Frankfurt**  
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\*\*Through 1990, this represents arrivals from West Germany.

# Slicing the Pie International Arrivals to the U.S. - 1994

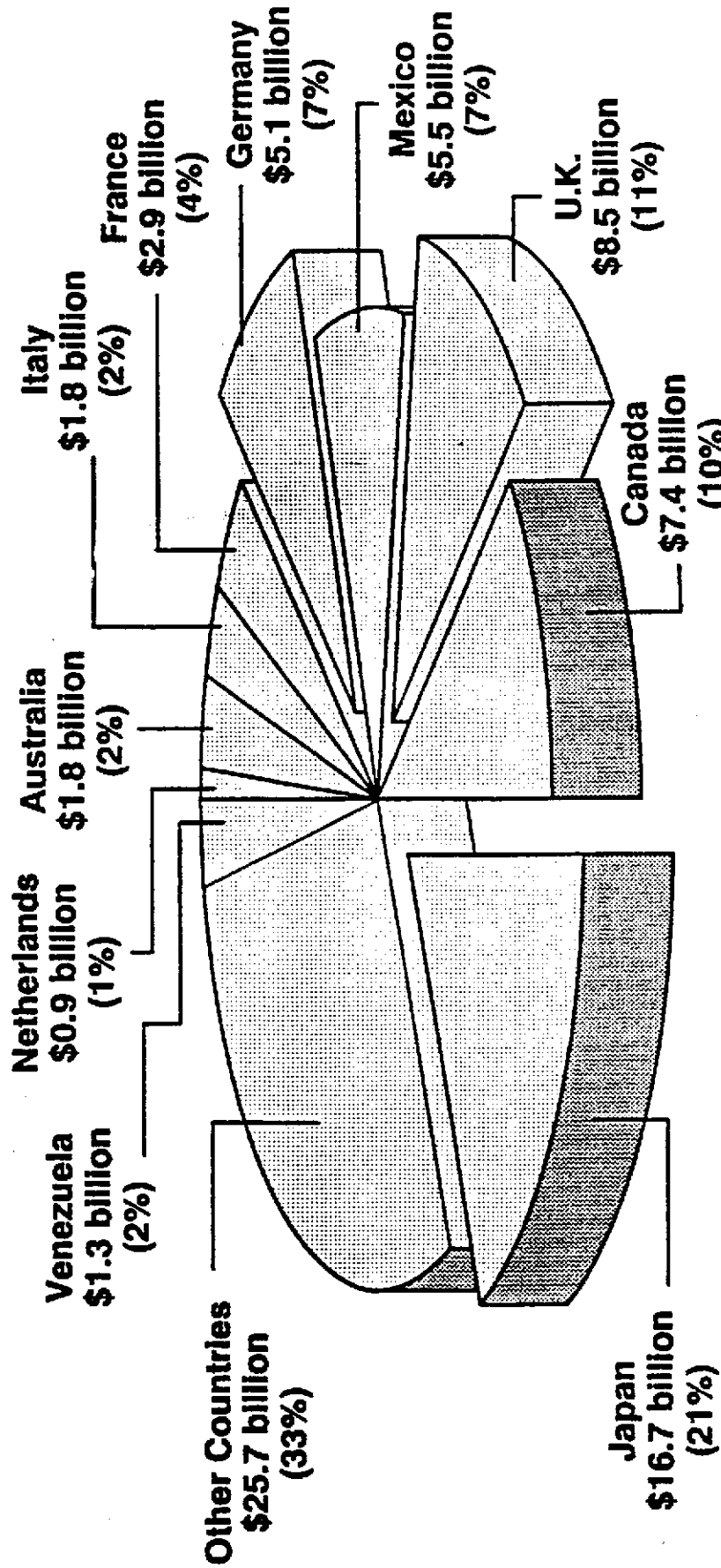


**Total: 45.5 Million**

Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, Summary & Analysis

# Slicing the Pie

## U.S. International Tourism Receipts - 1994



**Total: \$77.6 billion**

Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, BEA

May 1995

# International Visitor Arrivals

## 1993 And 1994

Origin	1993 (000)	% Change 93/92	1994 (000)	% Change 94/93
Canada	17,293	-7	14,970	-13
Mexico	9,824	-10	11,325	+15
Overseas	18,662	+5	19,209	+3
<b>Total</b>	<b>45,779</b>	<b>-3</b>	<b>45,304</b>	<b>-1</b>

Source: U.S. Department of Commerce  
 U.S. Travel and Tourism Administration, Summary & Analysis  
 Statistics Canada & Banco de Mexico

May 1995

## ESTIMATES AND PROJECTIONS OF INTERNATIONAL TRAVEL TO THE U.S.

(Estimates in Thousands)

ORIGIN	1994	% Change 94/93	1995e	% Change 95/94	1996p	% Change 96/95
Mexico	11,325	15%	9,610	-15%	9,465	-2%
Canada	14,970	-13%	13,668	-9%	13,300	-3%
Overseas	19,209	3%	19,705	3%	21,065	7%

# ESTIMATES AND PROJECTIONS OF INTERNATIONAL TRAVEL TO THE U.S.

(Estimates in Thousands)

ORIGIN	1994	1997p	% Change 97/96	1998p	% Change 98/97	Change 98p/94
Mexico	11,325	9,375	-1%	9,449	1%	-6%
Canada	14,970	13,409	1%	13,743	2%	-11%
Overseas	19,209	22,961	9%	24,418	6%	26%



# Estimates And projections Of International Visitor Arrivals

1995 and 1996

Origin	1995e (000)	% Change 95/94	1996p (000)	% Change 96/95
Canada	13,668	-9	13,299	-3
Mexico	9,612	-15	9,465	-2
Overseas	20,213	+5	21,584	+7
<b>Total</b>	<b>43,493</b>	<b>-4</b>	<b>44,348</b>	<b>+2</b>

Source: U.S. Department of Commerce  
 U.S. Travel and Tourism Administration, Forecast of Arrivals  
 e = estimate  
 p = projection

May 1995

# International Visitor Arrivals For The Top Overseas Markets\*

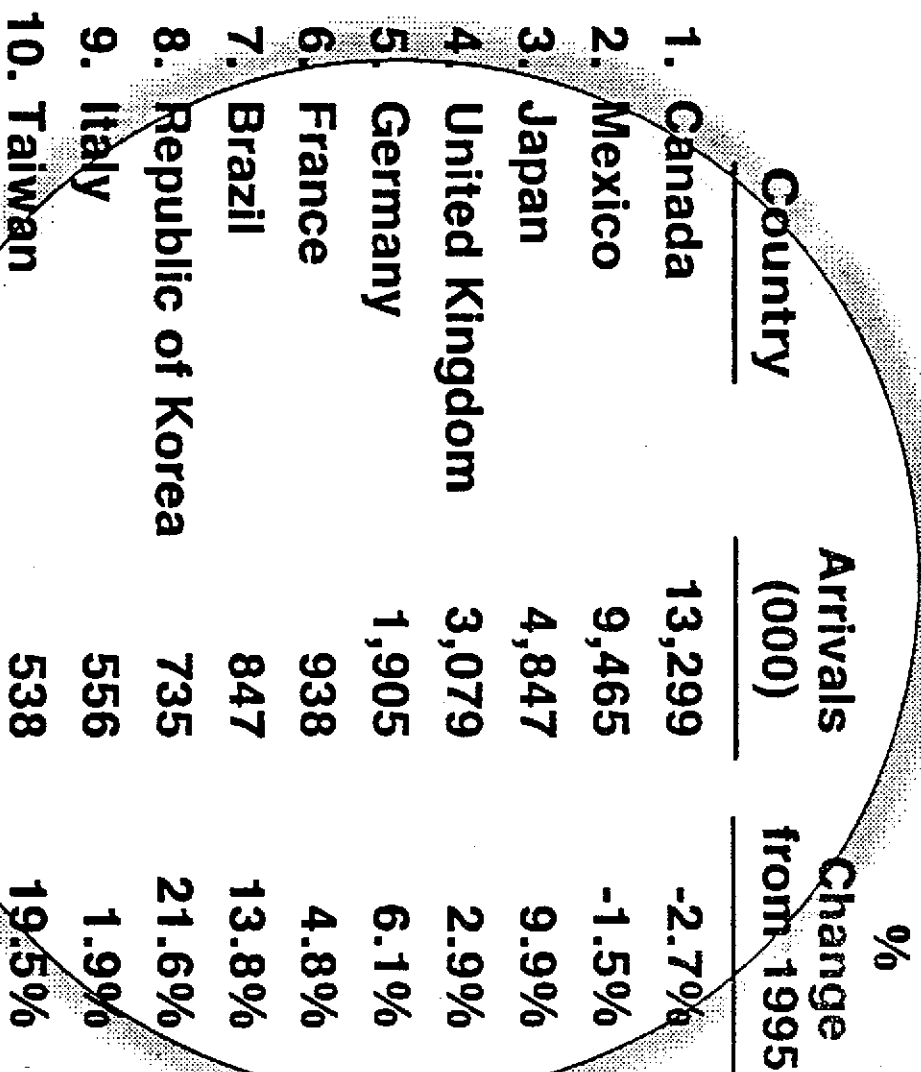
## 1993 And 1994

Origin	1993 (000)	% Change 93/92	1994 (000)	% Change 94/93
Japan	3,543	-3	4,065	+15
United Kingdom	2,999	6	2,921	-3
Germany	1,827	+8	1,705	-7
France	845	+6	863	+2
Brazil	555	+17	661	+19
Italy	556	-6	551	-1
Korea, Republic of	408	+20	504	+23

Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, Summary & Analysis  
\*Ranked by 1994

# A Look Into The Future - 1996

Projected International  
Visitor Arrivals  
for the Top 10  
International Markets



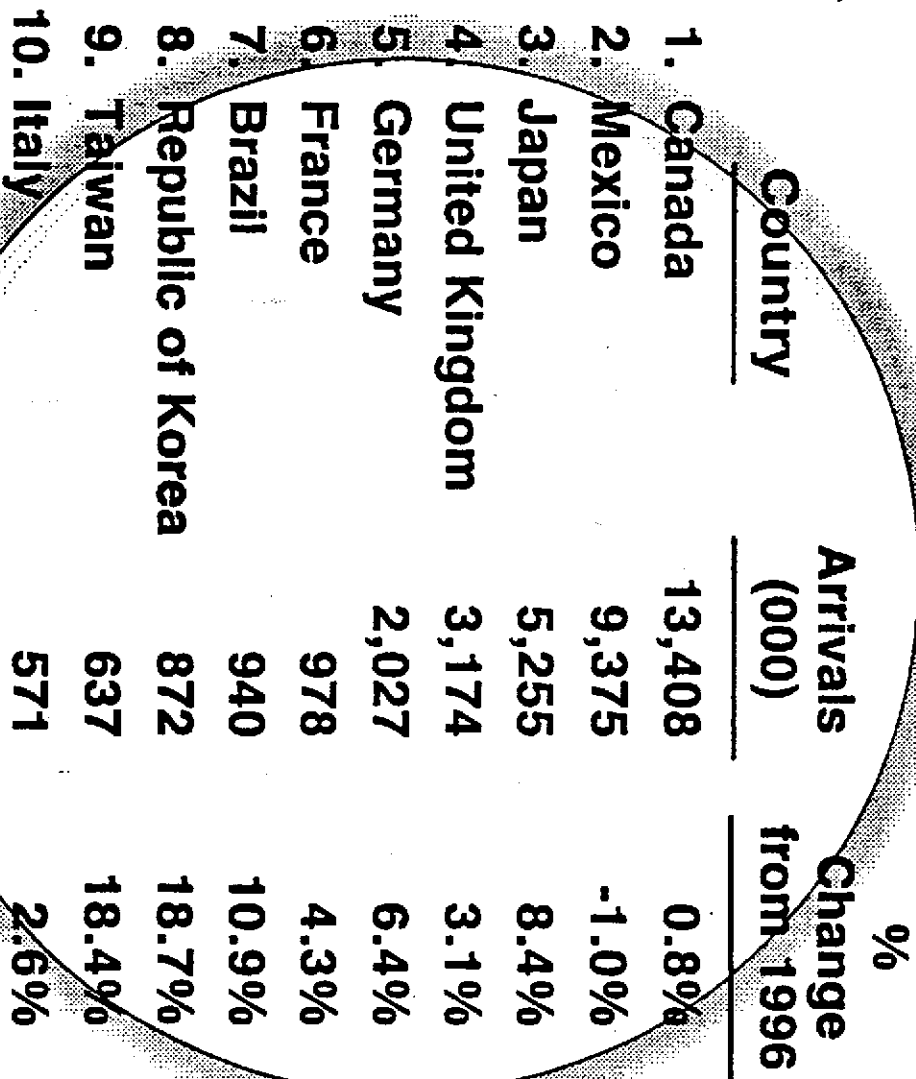
Country	Arrivals (000)	Change from 1995 %
1. Canada	13,299	-2.7%
2. Mexico	9,465	-1.5%
3. Japan	4,847	9.9%
4. United Kingdom	3,079	2.9%
5. Germany	1,905	6.1%
6. France	938	4.8%
7. Brazil	847	13.8%
8. Republic of Korea	735	21.6%
9. Italy	556	1.9%
10. Taiwan	538	19.5%

Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, Forecast of Arrivals

May 1995

# A Longer Look Into The Future - 1997

*Projected International  
Visitor Arrivals  
for the Top 10  
International Markets*



Country	Arrivals (000)	Change from 1996 %
1. Canada	13,408	0.8%
2. Mexico	9,375	-1.0%
3. Japan	5,255	8.4%
4. United Kingdom	3,174	3.1%
5. Germany	2,027	6.4%
6. France	978	4.3%
7. Brazil	940	10.9%
8. Republic of Korea	872	18.7%
9. Taiwan	637	18.4%
10. Italy	571	2.6%

Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, Forecast of Arrivals

May 1995

# ESTIMATES AND PROJECTIONS OF TOP OVERSEAS TRAVELERS TO THE UNITED STATES

(Estimates in Thousands)

	1994	% Change 94/93	1995e	% Change 95/94	1996p	% Change 96/95e
Japan	4,065	15%	4,412	9%	4,847	10%
United Kingdom	2,921	-3%	2,992	2%	3,079	3%
Germany	1,704	-7%	1,795	5%	1,905	6%
France	863	2%	895	4%	938	5%
Brazil	661	19%	745	13%	847	14%
Italy	551	-1%	546	-1%	556	2%
South Korea	504	23%	604	20%	735	22%
Taiwan	379	2%	450	19%	538	20%
Venezuela	424	-4%	416	-2%	412	-1%
Australia	411	-9%	437	6%	469	7%
Netherlands	393	4%	409	4%	430	5%
Argentina	390	1%	398	2%	409	3%
Switzerland	367	7%	394	8%	426	8%
Spain	295	-5%	289	-2%	290	0%

e = estimate; p= projection

Source: U.S. Travel and Tourism Administration

May 26, 1995

# ESTIMATES AND PROJECTIONS OF TOP OVERSEAS TRAVELERS TO THE UNITED STATES

(Estimates in Thousands)

	1994	1997p	% Change 97/94	1998p	% Change 98/97	Change 98p/94
Japan	4,065	5,255	29%	5,665	8%	39%
United Kingdom	2,921	3,174	9%	3,260	3%	12%
Germany	1,704	2,027	19%	2,164	7%	27%
France	863	978	13%	1,017	4%	18%
Brazil	661	940	42%	1,054	12%	59%
Italy	551	571	4%	587	3%	7%
South Korea	504	872	73%	1,030	18%	104%
Taiwan	379	637	68%	723	13%	91%
Venezuela	424	419	-1%	429	2%	1%
Australia	411	499	22%	532	7%	30%
Netherlands	393	448	14%	472	5%	20%
Argentina	390	423	8%	438	4%	12%
Switzerland	367	455	24%	487	7%	33%
Spain	295	455	54%	487	7%	65%

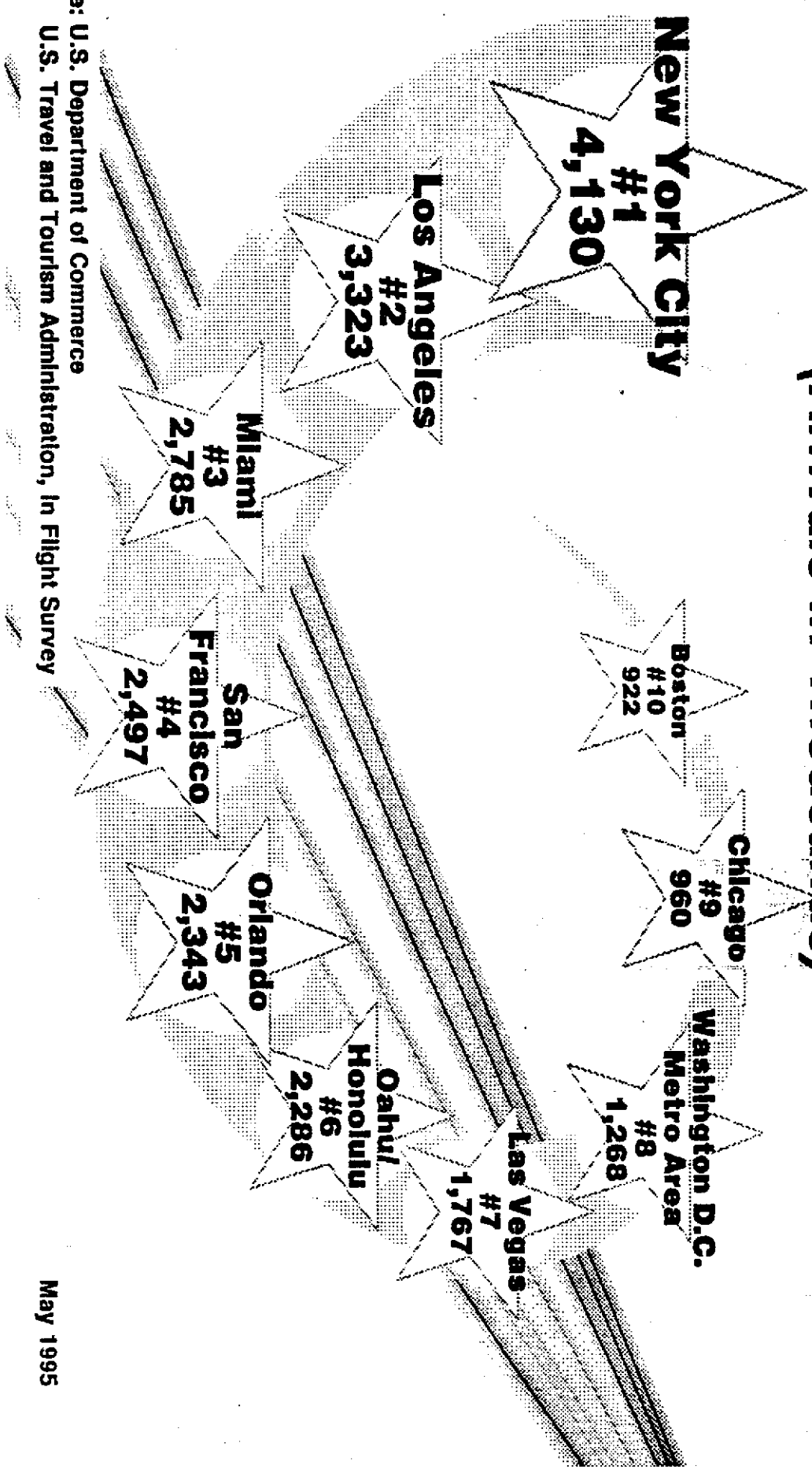
p= projection

Source: U.S. Travel and Tourism Administration

May 26, 1995

# "Star Attractions"

## Top Cities Visited by Overseas Travelers in 1994 (Arrivals in Thousands)



Source: U.S. Department of Commerce  
U.S. Travel and Tourism Administration, In Flight Survey

May 1995

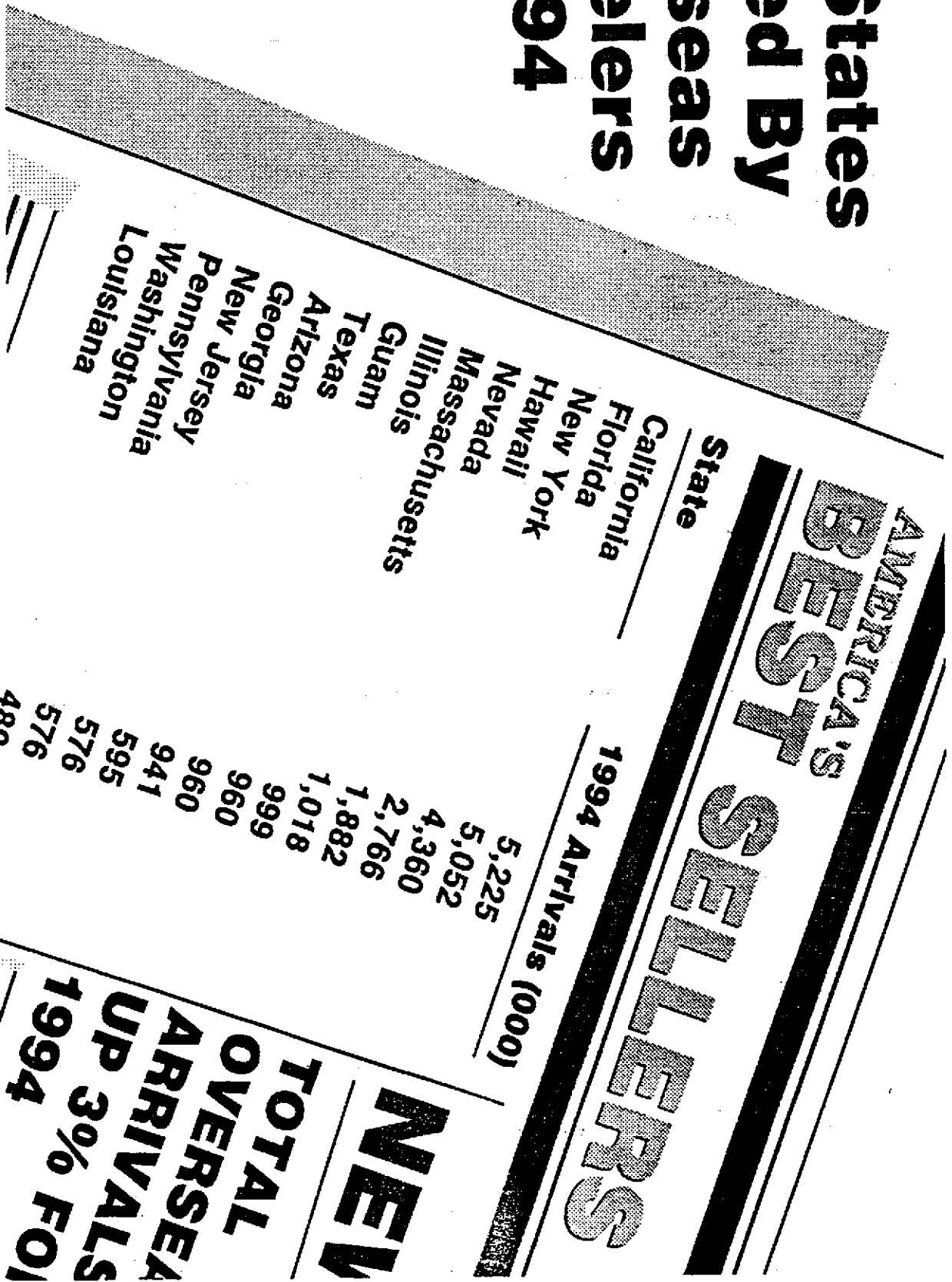
**TOP CITIES VISITED BY OVERSEAS TRAVELERS TO THE U.S.  
1993 AND 1994**  
(Overseas excludes Canada and Mexico)

TOTAL OVERSEAS ARRIVALS IN 1993 = 18,662,000, up 5%  
TOTAL OVERSEAS ARRIVALS IN 1994 = 19,209,000, up 3%

Rank IN 1994	CITY	1993 MARKET SHARE	1993 VISITATION (000)	1994 MARKET SHARE	1994 VISITATION (000)	% CHANGE 93/92
1	New York City	20.4%	3,807	21.5%	4,130	8%
2	Los Angeles	16.9%	3,154	17.3%	3,323	5%
3	Miami	16.4%	3,061	14.5%	2,785	-9%
4	San Francisco	13.1%	2,445	13.0%	2,497	2%
5	Orlando	14.1%	2,631	12.2%	2,343	-11%
6	Honolulu	11.4%	2,127	11.9%	2,286	7%
7	Las Vegas	7.5%	1,400	9.2%	1,767	26%
8	DC Metro Area	6.8%	1,269	6.6%	1,268	-0%
9	Chicago	5.0%	933	5.0%	960	3%
10	Boston	4.7%	877	4.8%	922	5%
11	San Diego	3.5%	653	3.8%	730	12%
12	Atlanta	2.5%	467	2.7%	519	11%
13	Anaheim	2.1%	392	2.4%	461	18%
14	Dallas/Ft. Worth	2.0%	373	2.2%	423	13%
14	New Orleans	2.4%	448	2.2%	423	-6%
14	Seattle	1.8%	336	2.2%	423	26%



# Top States Visited By Overseas Travelers In 1994



**NEW**  
**TOTAL OVERSEAS ARRIVALS UP 3% FOR 1994**

Source: U.S. Department of Commerce  
 U.S. Travel and Tourism Administration, In Flight Survey

May 1995

**TOP STATES VISITED BY OVERSEAS TRAVELERS TO THE U.S.  
1993 AND 1994  
(Overseas excludes Canada and Mexico)**

**TOTAL OVERSEAS ARRIVALS IN 1993 = 18,662,000, up 5%  
TOTAL OVERSEAS ARRIVALS IN 1994 = 19,209,000, up 3%**

Rank IN 1994	STATE	1993 MARKET SHARE	1993 VISITATION (000)	1994 MARKET SHARE	1994 VISITATION (000)	% CHANGE 94/93
1	California	26.9%	5,020	27.2%	5,225	4%
2	Florida	29.1%	5,431	26.3%	5,052	-7%
3	New York	22.0%	4,106	22.7%	4,360	6%
4	Hawaii	14.0%	2,613	14.4%	2,766	6%
5	Nevada	8.0%	1,493	9.8%	1,882	26%
6	Massachusetts	5.2%	970	5.3%	1,018	5%
7	Illinois	5.3%	989	5.2%	999	1%
8	Guam	4.0%	746	5.0%	960	29%
9	Texas	4.7%	877	5.0%	960	10%
10	Arizona	4.9%	914	4.9%	941	3%
11	Georgia	2.8%	523	3.1%	595	14%
11	New Jersey	2.8%	523	3.0%	576	10%
11	Pennsylvania	2.8%	523	3.0%	576	10%
14	Washington	2.1%	392	2.5%	480	23%
15	Louisiana	2.5%	467	2.4%	461	-1%

Source: U.S. Travel and Tourism Administration, 1993 & 1994 Survey of International Travelers, MAY 1995, trw, RWE.

## CRITERIA FOR AIRLINES TO OPERATE CERTAIN ROUTES

- o Expected revenues
  - Passenger sales (first class, business class, economy class)
  - Cargo sales (air freight, air mail)
  - Other services
  
- o Selection of international routes depends on:
  - Available traffic rights (bilateral agreements between governments)
  - Available slots at desired airports
  
- o Further criteria that support potential new operation are:
  - A stable (and growing) economic environment at the new destination
  - A solid trade agreement between these countries
  - A stable political environment in respective foreign country

**TABLE B.2**  
**TOP TWENTY TOURIST GENERATING COUNTRIES**  
**JANUARY-DECEMBER 1994**

Country of Residence	Rank	Number of Arrivals	Change from 1993
Canada	1	14,978,685	-13.4%*
Japan	2	4,065,023	14.7%
United Kingdom	3	2,920,975	-2.6%*
Germany	4	1,704,811	-6.6%*
Mexico	5	1,657,650	4.1%
France	6	863,345	2.2%
Brazil	7	661,265	19.1%
Italy	8	550,840	-0.8%*
China	9	537,454	6.5%
South Korea	10	508,151	23.4%
Venezuela	11	424,161	-4.5%*
Australia	12	410,666	-8.4%*
Netherlands	13	392,584	3.5%
Argentina	14	390,109	0.7%
Switzerland	15	366,462	7.2%
Spain	16	295,328	-4.6%*
Bahamas	17	244,113	-21.1%*
Columbia	18	228,407	7.3%
Sweden	19	214,519	-4.3%*
Hong Kong	20	200,828	4.2%

\* = negative growth

USTTA Washington, May 1995



# Separator Sheet

File Contents: Source Strategies

Denton Convention and Visitor Bureau



# Separator Sheet

File Contents: Speakers

Denton Convention and Visitor Bureau

# TRAVEL SUMMIT '92

## Sunday, September 27, 1992

- 10:00 a.m.- 3:00 p.m. TxDOT Administrative Meetings ..... Crest Hotel
- 10:00 a.m. Golf Tournament ..... Blackhawk Golf Club
- 1:00 p.m. Dallas/Fort Worth Area Tourism Council.....Sheraton Austin/Colorado Room
- 2:00-5:00 p.m. Registration ..... Sheraton Austin
- 3:00-4:00 p.m. "How to Summit" - For first time attendees..... Sheraton Austin/Creekside Room  
Carmen Tidwell, Exec. Director--Dallas/Fort Worth Area Tourism Council
- 4:00-6:00 p.m. "Texas Tea" - Host: TDOC/Tourism Division ..... Sheraton Austin/10th Floor Atrium
- 7:00 p.m. TTIA Board of Directors Meeting.....Sheraton Austin/Colorado Room

## Monday, September 28, 1992

- 8:00 a.m.-2:00 p.m. Registration ..... Austin Convention Center/Ballroom Foyer
- 9:00-9:45 a.m. Opening Ceremony ..... Ballroom B & C  
Welcome: Camille Keith, V.P. Special Marketing, Southwest Airlines  
Introduction: Dianne Mendoza Freeman, Ph.D., TDOC/Tourism Division  
Performance by: Lone Star Great, Gary P. Nunn
- 9:45-10:45 a.m. "The Who, What, Where and Why of Year-Round School" ..... Ballroom B & C
- Mr. Julian Shaddix, Associate Commissioner for Field Services  
Texas Education Agency
  - Mr. James Engelmann, Superintendent  
Hunt Independent School District
- Moderator: Representative Todd Hunter  
District 36, Corpus Christi
- 10:45-11:15 a.m. Break--"The Morning Stretch" ..... Ballroom Foyer
- 11:15 a.m.-12:15 p.m. "Year-Round School: A National Perspective and Its  
Affect on the Tourism Industry" ..... Ballroom B & C
- Ms. Pat Wingert, Education Editor  
Newsweek
  - Ms. Quinn Rasberry, Spokesperson  
International Assn. of Amusement Parks and Attractions  
Epley Associates
  - Southern Living Magazine Presentation on Texas

# TRAVEL SUMMIT '92

- 
- 2:00-2:45 p.m. "The American Tourism Industry: The Future Unfolded" ..... Ballroom B & C
- Mr. Peter Mason, CTME, Travel Marketing Director  
Better Homes & Gardens
- 2:45-3:15 p.m. Break--"Sundae Break" ..... Third Floor/Plazzo Area
- 3:15-4:00 p.m. The Future Unfolded - Concurrent Sessions
- "How to Use Travel to Sell Travel" ..... San Jacinto & Brazos
- Ms. Linda Matthies, Western Advertising Director  
Travel Weekly Magazine
  - Mr. Bud Flora, Senior Vice President, Travel & Tourism  
Southern Progress Corporation
  - Mr. Kevin Zoeller, Western Group Advertising Director  
American Express Publishing
- Facilitator: *Peter Mason, CTME*  
*Better Homes & Gardens*
- "Innovations for Tourism Development" ..... Red River & Neches
- Mr. David Wilcox, Senior Vice President  
Economic Research Associates
- Facilitator: *Jef Russell, President*  
*Texas Association of Convention & Visitor Bureaus*
- "Developing Heritage Tourism Initiatives" ..... Sabine
- Mr. Mike Teskey, Program Associate  
National Trust for Historic Preservation Tourism Initiative
- Facilitator: *Dianne Mendoza Freeman, Ph.D.*  
*Texas Department of Commerce/Tourism Division*
- "Improved Product Marketing Equals Increased Sales" ..... Lavaca
- Mr. Dan Nesbett, Editor  
The Travel Market Leader
- Facilitator: *Don Hansen, Executive Vice President*  
*Texas Hotel & Motel Association*
- "Know Your Festivals and Events Customers in a New and Different Way" ..... Trinity
- Mr. Carson Watt, Interim Department Head  
Department of Recreation, Park and Tourism Sciences  
Texas A & M University
  - Mr. John L. Crompton, Professor  
Department of Recreation, Park and Tourism Sciences  
Texas A & M University
- Facilitator: *Kathy Roddie, President*  
*Texas Festivals Association*
-



# TRAVEL SUMMIT '93

## PROGRAM

### ~~SUNDAY, SEPTEMBER 26, 1993~~

- 1:00 p.m. - 6:00 p.m. • REGISTRATION.....Imperial Ballroom Foyer-Third Level
- 10:00 a.m. - 5:00 p.m. • Texas Dept. of Transportation  
Administrative Meeting.....Cottonwood A-Third Level
- 1:00 p.m. - 4:00 p.m. • Texas Festivals Association Board of Directors ..... Willow-Fourth Level
- 1:30 p.m. - 4:30 p.m. • Federal/State Tourism Coordinating Committee.....Dogwood B-Third Level
- 2:00 p.m. - 4:00 p.m. • Texas Assn. of Conv. & Visitor Bureaus  
Committee Meeting..... Mesquite-Third Level
- 2:00 p.m. - 4:00 p.m. • Texas Department of Commerce, NTA (Atlantic City)  
Planning Meeting..... Arboretum V-Second Level
- 2:30 p.m. - 5:00 p.m. • Texas Travel Industry Association  
Board of Directors.....Sandalwood A & B-Fourth Level
- 4:00 p.m. - 5:00 p.m. • Texas Tourism Research Association .....Live Oak-Fourth Level
- 7:00 p.m. - 10:00 p.m. • Visit to Space Center Houston (including dinner)  
--Buses depart from Louisiana Street entrance at 7:00 p.m.

### ~~MONDAY, SEPTEMBER 27, 1993~~

- 8:00 a.m. - 5:00 p.m. • REGISTRATION.....Imperial Ballroom-Foyer
- 9:00 a.m. • Opening Ceremony .....Imperial Ballroom-Center
- PRESENTATION: Six Flags Theme Parks--Astroworld, Six Flags Over Texas
- WELCOME: *Camille Keith, VP Special Marketing, Southwest Airlines*  
*Chair, Texas Travel Summit '93*
- 9:00 a.m. - 10:15 a.m. • "Building Bridges In A World Of Cultural Diversity" .....Imperial Ballroom-Center
- Hattie Hill-Storks, International Management Consultant*  
*Professional Speaker and Author, HHS*
- 10:15 a.m. - 10:45 a.m. • BREAK--Sponsored by: Sea World of Texas and Fiesta Texas.....Foyer
- 10:45 a.m. - 11:45 a.m. • Legislative Update '93.....Imperial Ballroom-Center
- Ron Ricks, VP Governmental Affairs*  
*Southwest Airlines*
- James E. Gaffigan, VP Governmental Affairs*  
*American Hotel & Motel Association*
- 12:00 noon - 2:00 p.m. • Luncheon: "Creativity" ..... Exhibit Hall-Lower Level
- PRESIDING: *Bob Bennett, President, Six Flags Over Texas*  
*Chairman, Texas Travel Industry Association*
- KEYNOTE: *Mel Bilbo, VP Operations*  
*Busch Entertainment*
- 2:15 p.m. - 3:00 p.m. • Marketing Innovations: "Marketing Can Be A Circus Of Fun".....Imperial Ballroom
- Allen Bloom, Executive Vice President*  
*Ringling Bros. and Barnum & Bailey Circus*

Douglas W. Matthews, City Manager  
City of Galveston

- Brochures--The Good, The Bad, The Ugly!.....Arboretum III-Second Level

Milton Meharg, Director of Travel Services  
Texas Department of Transportation/Travel and Information Division

Lisa Breshears, Senior Art Director  
The Atkins Agency

J. V. Burnham, Senior VP  
Chas. P. Young Co.

Gary Dalton, President  
D&S Resort Marketing

- Sponsorships--Together We Make It Great.....Arboretum IV-Second Level

Craig R. Rothe, Senior Sales Manager  
Anheuser-Busch, Inc.

Mark Beatty, Director of Restaurant and Entertainment  
Pepsi-Cola Company

Joe Vera, III, Chairman, Texas Festivals Association  
President/CEO, Hidalgo Chamber of Commerce

- Back To Basics--Public Relations, Advertising, Promotions.....Arboretum V

Debra L. Ford, Public Relations Manager  
AstroWorld

Carmen Tidwell, Executive Director  
Dallas/Fort Worth Area Tourism Council

Bob Grossman, Southwest Travel Manager  
Southern Living Magazine

- 3:40 p.m. - 4:00 p.m. • BREAK--Sponsored by: Pepsi-Cola Company.....Arboretum-Foyer
- 4:00 p.m. - 4:50 p.m. • Tourism Formulas For Success (concurrent sessions repeated)
- Open Evening • "Connect, Learn, Share"
- 9:00 p.m. • Southern Living Hospitality Suite

### ~~WEDNESDAY, SEPTEMBER 29, 1993~~

- 8:30 a.m. - 10:10 a.m. • Tourism Tomorrow/Formulas For Success.....Imperial Ballroom-Center  
Dianne Mendoza Freeman, Ph.D., Director  
Texas Department of Commerce/Tourism Division
- 10:10 a.m. - 10:30 a.m. • BREAK--Sponsored by: Texas Monthly & Texas Tour and Meeting Guide.....Foyer
- 10:30 a.m. - 11:40 a.m. • Tourism Tomorrow (continued).....Imperial Ballroom-Center  
J. Don Clark, Director  
Texas Department of Transportation/Travel and Information Division  
Richard T. Roberts, Editor, TxDOT Travel Publications  
presents Texas tourism in sight and sound
- 11:40 a.m. • Closing Presentation  
Texas Travel Industry Association  
Bob Bennett, President  
Six Flags Over Texas & TTIA Chair
- 2:00 p.m. • Summit '93 Golf Tournament.....The Woodlands

# Texas Travel Summit '94 Agenda

*Your Badge is Your Ticket to Summit Events. Wear It!*

**Saturday, September 24, 1994**

8:00 a.m. - 5:30 p.m. **Registration Open**  
All day Complimentary admission to participating San Antonio-area attractions (arranged by San Antonio CVB). See flyer for details.  
*Transportation on your own.*

Menger Hotel  
Ballroom Foyer

**Sunday, September 25, 1994**

8:00 a.m. - 5:30 p.m. **Registration Open**  
Complimentary admission to participating San Antonio-area attractions, continued.

Menger Hotel  
Ballroom Foyer

9:00 a.m. - 12:00 p.m. **Meetings of tourism-related groups**  
Texas State Agency Tourism Council  
& TX Federal-State Tourism Coord. Cmte.

Menger Hotel  
Ballroom A

1:00 p.m. - 4:30 p.m. TxDOT Travel & Information Division

Ballroom B

1:30 p.m. - 5:00 p.m. TACVB Board of Directors

Ballroom C

2:00 p.m. - 4:00 p.m. South Texas Region NTA

Renaissance Room

2:00 p.m. - 5:00 p.m. TTIA Board of Directors

Ballroom A

4:45 p.m. **Board Buses for an evening at Fiesta Texas**  
Dinner and shows hosted by Fiesta Texas,  
Buses return at approx. 10:30 p.m.

*Later* Southern Living Hospitality Suite

**Monday, September 26, 1994**

8:00 a.m. - 6:00 p.m. **Registration Open**

Menger Hotel  
Ballroom Foyer

8:00 a.m. - 10:00 a.m. **Meetings of tourism-related groups, cont.**  
TDOC Group of 60

Menger Hotel  
Minuet Room

8:00 a.m. - 11:00 a.m. TxDOT Travel & Information Div. cont.

Renaissance Room

11:30 a.m. - 2:10 p.m. **SUMMIT OPENING**  
TTIA Annual Report and Election of Board  
of Directors. Scholarship Awards. Entertainment.  
Presiding: Bob Phillips, Chairman, TTIA  
Address: Dr. Charles Jarvis

Menger Hotel  
Ballroom

2:30 p.m. - 3:15 p.m. **CONCURRENT SESSIONS BEGIN**  
**Alphabet Soup—Tourism Organizations  
and What They Do.**

Menger Hotel  
Poolside 1&2 Room

Ed Hall, Vice President  
Greater Houston Convention & Visitor Bureau  
Patsy Vaughn, Director of Convention Sales  
San Antonio Convention & Visitor Bureau  
Jef Russell, III, Executive Director  
Beaumont Convention & Visitor Bureau

**How to Avoid File 13: Brochure Design, Printing  
and Distribution**

Cavalier Room

Lisa Breshears, Senior Art Director  
The Atkins Agency, San Antonio  
Milton Meharg, Director  
TxDOT Travel Services Section  
Cristina Aldrete  
Moderator



10:20 a.m. - 11:00 a.m.	<b>Top 10 Ways to Attract Tour Buses</b> Dan Dipert, <i>Owner</i> <i>Dan Dipert Tours</i>	Menger Hotel Ballroom
	<b>Tourism Legislative Issues</b> Don Hansen, <i>Executive Director</i> <i>Texas Hotel &amp; Motel Association</i>	Menger Hotel Ballroom
	<b>TIIA Legislative Action</b> Marion Szurek, <i>Director</i> <i>San Angelo CVB, TIIA Public Affairs Chair</i>	
11:30 a.m. - 2:00 p.m.	<b>Trade Show/Dine In</b>	Convention Center North Banquet Hall
2:30 p.m. - 3:30 p.m.	<b>Developing Tourism with Canada &amp; Mexico</b> Denis Vandal, <i>Merchandising Manager</i> <i>Air Canada</i> Gail Stanford del Rosal, <i>Deputy Director</i> <i>USTTA, Mexico City</i>	Menger Hotel Ballroom
3:30 p.m. - 3:50 p.m.	<b>BREAK—Sponsored by La Quinta Inns, Inc.</b>	Menger Hotel Ballroom Foyer
3:50 p.m. - 4:50 p.m.	<b>TxDOT Talks Tourism</b> Don Clark, <i>Director</i> <i>TxDOT Travel &amp; Information Division</i>	Menger Hotel Ballroom
5:45 p.m.	<b>Board Buses for evening at Sea World</b> Dinner and Show hosted by Sea World. Buses return at around 10:00 p.m.	
<i>Later</i>	<i>Southern Living Hospitality Suite</i>	
<b>Wednesday, September 28, 1994</b>		
7:30 a.m. - 8:30 a.m.	<b>Continental Breakfast—Sponsored by Texas Monthly</b>	Menger Hotel Ballroom Foyer
<b>TX GOVERNOR'S WHITE HOUSE CONFERENCE</b>		
8:30 a.m. - 8:45 a.m.	<b>Opening Session/Introduction</b> Deborah C. Kastrin, <i>Executive Director</i> <i>TDOC</i>	Menger Hotel Ballroom
8:45 a.m. - 9:00 a.m.	<b>General Session/Keynote Speaker</b> The Honorable Greg Farmer, <i>USTTA Under Secretary</i> <i>U.S. Department of Commerce</i>	Menger Hotel Ballroom
9:00 a.m. - 9:25 a.m.	<b>Overview of Travel Industry Issues</b> Dianne Mendoza Galaviz, <i>Ph.D., Tourism Director</i> <i>TDOC</i>	Menger Hotel Ballroom
9:25 a.m. - 9:40 a.m.	<b>BREAK—Sponsored by Southwest Airlines</b>	Menger Hotel Ballroom Foyer
9:40 a.m. - 11:00 a.m.	<b>Session I - Breakout into Development/Input Process on Travel Industry Issues: Product Development, Technology, Facilitation and Reduction of Barriers, Research, Promotion, Infrastructure Development, Education and Training, Environ- mental Concerns, Travel Safety and Security</b>	Menger Hotel Breakout Rooms
11:00 a.m. - 11:10 a.m.	<b>Move to Session II</b>	
11:10 a.m. - 12:30 p.m.	<b>Session II - Breakout into Development/Input Process on Travel Industry Issues</b>	Menger Hotel Breakout Rooms
12:30 p.m. - 1:45 p.m.	<b>Lunch (on your own)</b>	
2:00 p.m. - 2:45 p.m.	<b>Election of Industry-Selected Delegates</b>	Menger Hotel Ballroom
2:45 p.m. - 3:00 p.m.	<b>Closing remarks and adjournment</b>	

## Sharing the Wealth

*During the past year, the Texas tourism industry generated more than \$23 billion and created 422,000 jobs. Our state's third largest industry, tourism provided almost \$3.6 billion in federal, state and local taxes, without which each Texas household would have had to pay \$567 in additional taxes. In the past 24 months, travel spending has increased more than 5.1 percent. Signs indicate that the future will prove even more lucrative, provided the appropriate steps are taken to maintain our current progress.*

*As technology and society change, the tourism industry must keep up with the times: learning effective new ways to attract visitors, keeping watch on current affairs that will affect our business, and creating a network of tourism partners rich with resources.*

*The Texas Travel Industry Association and its allies have embarked on an extensive campaign to increase public awareness of the benefits of tourism. Our initial successes indicate that the travel industry is beginning to gain recognition and prestige. With a concerted effort, our message will continue to spread.*

### Friday, September 22

1:00 p.m. - 9:00 p.m. Texas Hospitality Training Holiday Inn

### Saturday, September 23

9:00 a.m. - 7:00 p.m. Information Desk for Cattle Drive & Cowboy Morning Radisson

8:00 a.m. - 11:00 a.m. Texas Hospitality Training, cont. Holiday Inn

1:00 p.m. Optional Cattle Drive and Chuckwagon Dinner

### Sunday, September 24

8:00 a.m. (Optional \$15.) Buses depart Holiday Inn and Radisson for Cowboy Morning Breakfast on Rim of the Palo Duro Canyon

9:00 a.m. - 11:00 a.m. Texas State Agency Tourism Council Holiday Inn

10:00 a.m. - 11:00 a.m. Travel & Tourism Research Association Radisson

10:00 a.m. - 12:00 p.m. TDOC Advisory Committee

11:00 a.m. - 12:00 a.m. Texas Association of CVB's  
— Destination Marketing Certification Group Radisson

11:30 a.m. - 1:30 p.m. TTIA Past Chairs Meeting Radisson

Noon - 6:00 p.m. Registration Open Radisson Lobby

1:00 p.m. - 4:00 p.m. TDOC Partner Program for '96 Radisson

1:00 p.m. - 5:00 p.m. TxDOT Administrative Meeting Holiday Inn

2:00 p.m. - 5:00 p.m. TTIA Board of Directors Radisson

5:00 p.m. - 6:00 p.m. White House Conference on Tourism Delegates Radisson

### SUMMIT BEGINS

6:00 p.m. Buses depart Holiday Inn and Radisson for Creekwood Ranch - Dinner, Entertainment, Excitement

10:00 p.m. Hospitality Suite Radisson  
Sponsored by Southern Living

## Summit Agenda

	Early School Opening Panelist: Terri Adams, Schlitterbahn Water Park Panelist: Senator Bob McFarland Moderator: Bob Phillips, Classic Attractions, Inc.	Phillips Room
4:00 p.m.	Adjourn	
6:00 p.m.	Buses depart Radisson and Holiday Inn for Reception at American Quarter Horse Museum	
7:00 p.m.	Buses continue to Optional dinner at Big Texan <i>Steak Ranch (Dutch Treat)</i>	
10:00 p.m.	Hospitality Suite <i>Sponsored by Southern Living</i>	Radisson

## Tuesday, September 26

All daytime sessions take place at the Amarillo Civic Center.

Shuttle buses will run from the Radisson and Holiday Inn to the Civic Center, from 8:00 a.m. until sessions close.

8:00 a.m. - 4:00 p.m.	Registration Open at Civic Center	Auditorium Lobby
8:00 a.m. - 9:00 a.m.	Breakfast Bar at Civic Center <i>Sponsored by South Padre Island Convention &amp; Visitor Bureau</i>	Auditorium Lobby
9:00 a.m. - 10:00 a.m.	Exceeding Expectations Speaker: Dr. Dennis Swanberg	Auditorium
10:00 a.m. - 10:30 a.m.	Break <i>Sponsored by Better Homes and Gardens/Mature Outlook</i>	West Mall
10:30 a.m. - 11:00 a.m.	CompuTourism Speaker: Jeff Weibel, Travel File	Auditorium
11:15 a.m. - 1:45 p.m.	Trade Show and Dine In <i>Dine In Sponsored by: Preprint Publishing</i>	Exhibit Hall
1:55 p.m. - 2:45 p.m.	Concurrent Sessions (Repeat once)	Meeting Rooms
	CompuTourism - Surfing the Travel Net Panelist: Jeff Weibel, Travel File, Florida Panelist: Tina Aikman, A World of Travel, Amarillo Moderator: Carol Morganthaler, San Antonio CVB	Phillips Room
	Making Incentive Travel Work for You Panelist: Carol Owen, San Antonio CVB Panelist: Gerlinda Van Wert, San Antonio CVB Moderator: Jay Burgess, Dallas CVB	Allex Room
	Attracting Corporate Sponsors Panelist: Jeff Bennett, Pepsi Cola Panelist: Craig Rothe, Budweiser Moderator: Howard Rosser, East Texas Tourism Assn.	Benton Room



# Shining Brightly 96

*As the third-largest industry in the state, it's time that travel and tourism get recognized for everything it provides: annual contributions of more than \$24 billion to the state's economy; a way for Texans to maintain and promote valuable cultural and natural resources; and a focus on one of the future's biggest growth industries. All signs indicate that the future of tourism in Texas shines so brightly...you'll have to wear shades! To meet this goal, it's important that the appropriate steps are taken to maintain our current progress. As times change, tourism must keep up with the times, learning effective new ways to attract visitors; keeping watch on current affairs that will affect the business, and creating a galaxy of tourism stars. Make every effort to learn from the resources gathered here to learn, grow and shine.*

## Friday, September 20

## Omni Mandalay Hotel

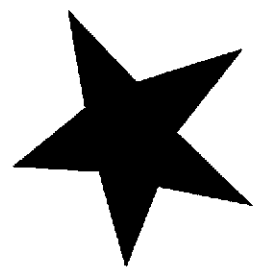
9 a.m. - 6 p.m.	Registration Open	Lobby
	Pre-Summit Meetings	
11 a.m.	Texas Nature Tourism Association Board	Salween
2 p.m.	TDOC Cooperative Trade Shows	Bengal
2 p.m.	Texas Travel Industry Association Board	Rangoon
3 p.m.	North East Texas Tourism Council	Martaban
4 p.m.	TACVB Annual Conference Planning	Nepal
	First Summit Event	
6:30 p.m.	Buses depart for Texas Stadium for Dinner and Fun	Exit Las Colinas Foyer
Upon Return	<i>Southern Living Hospitality Suite</i>	PEGU Suite 309



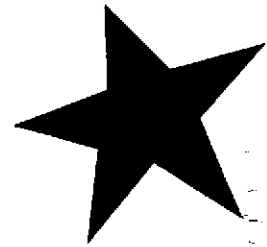
## Saturday, September 21

## Omni Mandalay Hotel

7:30 a.m. - 6 p.m.	Registration Open	Mandalay Foyer
8 a.m.	Continental Breakfast <i>Sponsored by Better Homes &amp; Gardens/Mature Outlook</i>	Mandalay Foyer
9 a.m.	Welcome Presented by Irving Convention and Visitor Bureau ●Mike Benton, Summit Co-Chair ●Bruce Neal, Summit Co-Chair	Mandalay Ballroom
	Overview of Conference ●Camille Keith/VP Southwest Airlines & Chair TTIA	
9:20 a.m.	Keynote Speaker ●Bob Phillips, Texas Country Reporter	
10 a.m.	Break <i>Sponsored by Midwest Living</i>	Mandalay Foyer
10:30 a.m.	Travel Trends <i>Sponsored by American Express</i> ● Jane Maas	
11 a.m.	TTIA Annual Meeting ●Camille Keith	
11:45 a.m. - 2:15 p.m.	Travel Summit Trade Show and Lunch <i>Sponsored by Preprint Publishing</i>	Las Colinas Ballroom



Getting the Max from Travel Info Centers	Milton Meharg <i>Texas Department of Transportation</i>
Main Street Tourism	Anice Read <i>Texas Historical Commission</i>
How to do News Releases the Right Way	Nancy St. Pierre <i>Six Flags Over Texas</i>
How to Promote Your Event	Deborah Farquhar-Garner <i>DLF, Inc. Creative Marketing</i>
Canton's First Monday	Joe Collins <i>Canton Chamber of Commerce</i>
How to Attract Bird Watchers	Madge Lindsay <i>Texas Parks &amp; Wildlife Department</i>
Developing a Hotel	John Wojtkun <i>J.M.W. Associates</i>
The Winter Texan Market	Chuck Snyder <i>McAllen CVB</i>
Hotel & Motel Tax Answers	Don Hansen <i>Texas Hotel &amp; Motel Association</i>
Developing Tourism Through Campgrounds	Lee Zieger <i>TACO</i>



9:15 a.m. **Betty Lewis Gospel Choir** **Mandalay Ballroom**

9:45 a.m. **Premiere of Texas Tourism Video**  
 ●Bob Phillips, TX Country Reporter  
 ●Bruce Neal, Six Flags Over Texas

10:10 a.m. **Break**  
*Sponsored by Greater Montgomery County Convention & Visitor Bureau, Shenandoah*

10:30 a.m. **Legislative Outlook for 1997**  
 ●Don Hansen, Texas Hotel & Motel Association  
 ●Todd Hunter, TTIA Lobbyist

11 a.m. **Cultural Tourism**  
 ●Karen Peterson, Davidson-Peterson Associates

12 p.m. **Annual Awards Luncheon**  
*Sponsored by South Padre Island Convention & Visitor Bureau*  
*Host, 1997 Texas Travel Summit*

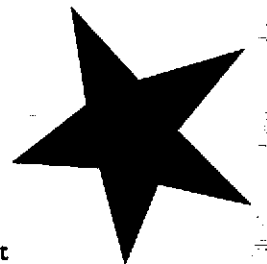
2:15 p.m. **Concurrent Sessions:**  
*Select two of these:*

**Sponsorships**  
 ●Steve LeMay, Pepsi Cola Company  
 ●Craig Rothe, Anheuser-Busch/Budweiser  
 ●Elizabeth Taylor, Waco CVB, *moderator*

**Mandalay West**

**Mexico & Canadian Foreign Office Representatives**  
 ●Susan Melnyk, The TravMark Group/Melaine Communications (Canada)  
 ●Roberto Mena, RM&A (Mexico)

**UK and Germany Foreign Office Representatives**  
 ●Lynne Boraston, First Public Relations (U.K.)  
 ●Keith Mangum, Mangum Management (Germany)





# ◆ Tourism in the Future Tense ◆

## Texas Travel Industry Association Summit 1997 South Padre Island, Texas

*All daytime sessions take place in the South Padre Convention Centre. Shuttle buses will run from Sheraton and Holiday Inn to Convention Centre, from 7:45 a.m. until sessions close.*

### Friday, September 19

9:00 a.m. - 5:00 p.m.

Texas Department of Economic Development  
Tourism Advisory Committee Sheraton/Blue Marlin A

### Saturday, September 20

10 a.m. - 12 p.m.

TTIA Executive Committee Sheraton/White Marlin

12:00 p.m. - 4 p.m.

TTIA Board/Committee

### Sunday, September 21

7:00 a.m. - 12:00 p.m.

Bay Fishing Tournament Jim's Pier

12:00 - 6:00 p.m.

Registration Open - Sheraton 2nd Floor

1:00 p.m. - 3:00 p.m.

Affiliated Association Meetings  
Tx State Agency Tourism Council Sheraton/Blue Marlin A

2:00 p.m. - 4:00 p.m.

Texas Cultural Tourism Task Force Sheraton/White Marlin

2:00 p.m. - 5:00 p.m.

TxDOT Administrative Meeting Holiday Inn/Mayan

5:00 p.m. - 6:00 p.m.

TACVB Sheraton/TBA

TBA

Texas Parks & Wildlife Sheraton/Dune B

6:00 p.m.

Summit Begins - Sheraton Poolside  
South Sea Luau & Entertainment:  
Grass Skirt Dance with David Alex/Sharon Eason,  
Limbo Contest, Guys Gams Contest  
*Sponsored by Southwest Airlines, American Express and Valley  
International Airport.*

10:00 p.m.

Hospitality Suite Sheraton/TBA  
Sponsored by Southern Living Magazine

### Monday, September 22

8:00 a.m. - 4:00 p.m.

Registration Open Convention Centre Foyer

8:00 a.m. - 9:00 am.

Breakfast Bar Convention Centre Foyer  
*Sponsored by Irving CVB*  
Music and Dance by Grupo Tamaulipico, Sponsored by State of  
Tamaulipas, Mexico, Governor Manuel Cavazos Lerma

## ◆ Tourism in the Future Tense ◆

4:00 p.m. - 6:00 p.m.	TDED International Briefing	Sheraton (TBA)
6:00 p.m.	Open Evening	
10:00 p.m.	Hospitality Suite <i>Sponsored by Southern Living Magazine</i>	TBA

### Tuesday, September 23

8:00 a.m. - 4:00 p.m.	Registration Open	Convention Centre Foyer
8:00 a.m. - 9:00 a.m.	Breakfast Bar <i>Sponsored by Texas Monthly</i> Music and Dance by Grupo Tamaulipico <i>Sponsored by State of Tamaulipas, Mexico,</i> Governor Manuel Cavazos Lerma	Convention Centre Foyer
9:00 a.m. - 11:15 a.m.	State of Texas Tourism Presentation ◆Doris Howdeshell ◆Kathy Murphy ◆Mike Crevier ◆Ed McWilliams and special guests!	Exhibit Hall A ◆Milton Meharg ◆Ron Hinkle ◆Tracye McDaniel ◆Betty Switzer
11:15 a.m. - 1:30 p.m.	Trade Show and Dine In <i>Sponsored by Preprint Publishing</i>	Exhibit Hall B
1:30 p.m. - 2:00 p.m.	Legislative Report ◆Todd Hunter	Exhibit Hall A
2:00 p.m. - 2:50 p.m.	Breakout Sessions <b>New Markets-Multicultural Tourism</b> ◆Elizabeth Taylor ◆Frances Smiley	Meeting Room 101
	<b>Internet and Tourism</b> ◆Michael K. Benton, moderator ◆Maura Allen Gast ◆Marjorie Zielke	Meeting Room 102
	<b>Winter Tourists</b> ◆Chuck Snyder	Meeting Room 103
	<b>SmartJobs Program</b> ◆David Hammons ◆Andres Cordero, Jr. ◆Jeff Schomburg	Meeting Room 104

# 1998 SUMMIT SCHEDULE

**SUNDAY**  
September 20



- 7:45 am - 9:45 am River landing level Yanaguana River Cruises run continuously between Rivercenter Mall and Adam's Mark Hotel to early morning breakfast at Rivercenter Mall.
- 8:00 am - 9:30 am Early morning breakfast at Rivercenter Mall.  
*Sponsored by Rivercenter Mall & Marriott Hotels of San Antonio.*
- 10:00 am - 12:00 pm Executive Salon 2 TDED Tourism Advisory Committee meeting.
- 12:00 p.m. - 5:30 pm Texas Foyer, 2nd Level Conference registration & Country Store are open.  
*Sponsored by Natural Bridge Caverns.*
- 1:00 pm - 3:00 pm Executive Salon 2 Texas State Agency Tourism Council
- 1:00 pm - 3:00 pm Executive Salon 3 Texas Cultural Tourism Task Force
- 8:00 am - 5:00 pm Ballroom A TxDOT Administrative Meeting
- 1:00 pm - 3:00 pm Executive Salon 4 TACVB
- 2:00 pm - 5:00 pm Executive Salon 1 TNTA Board Meeting.
- 3:00 pm - 5:00 pm Ballroom B POW WOW & NTA Planning Session.  
Breakout Room, Executive Salon 2 from 4:00 pm - 5:00 pm.
- 6:00 pm Buses load at Adam's Mark Hotel for Evening at SeaWorld of Texas, including private dinner, Shamu's Summer Nights Magic at SeaWorld, open games and arcade and entertainment by recording artist, Hamilton. On return, buses will drop-off at Camberley Gunther and Adam's Mark Hotels.  
*Buses Sponsored by Daisy & Gray Line Tours. Evening sponsored by SeaWorld of Texas.*
- 10:00 pm "Marker Suite" Suite 416 Hospitality Suite opens.  
*Sponsored by Southern Living Magazine.*

**MONDAY**  
September 21



- 8:00 am - 4:00 pm Texas Foyer, 2nd Level Conference registration & Country Store are open.  
*Sponsored by Natural Bridge Caverns.*
- 8:00 am - 9:00 am Fiesta Pavillion, lower level TTIA Breakfast with Holy Redeemer Gospel Choir.  
*Breakfast sponsored by San Antonio Express-News / Fiesta Magazine & Plaza Theatre of Wax. Entertainment sponsored by Waco CVB.*

# 1998 SUMMIT SCHEDULE

6:00 pm - 6:30 pm River level landing  
River level landing  
Riverboats available one-way to Hard Rock Café from Adam's Mark Hotel.  
*Sponsored by Yanaguana River Cruises.*

6:00 pm - 8:00 pm "Rock Across Texas" reception at Hard Rock Café.  
*Sponsored by Hard Rock Cafés of Texas.*

8:00 pm Open evening - dinner on your own. Return to hotel on own.

10:00 pm Hospitality Suite opens.  
"Marker Suite" Suite 416  
*Sponsored by Southern Living Magazine.*

**TUESDAY**  
September 22



7:30 am - 8:30 am TTIA Breakfast with Dusty Britches, entertainer.  
Texas Foyer  
*Sponsored by Texas Monthly Magazine & K&K Insurance.*

7:30 am - 11:00 am Trade Show Exhibitor Setup.  
Fiesta Pavilion, lower level

8:00 am - 4:00 pm Conference registration & Country Store are open.  
Texas Foyer  
*Sponsored by Natural Bridge Caverns.*

8:30 am - 11:00 am STATE OF TEXAS TOURISM PRESENTATION  
Texas Ballroom  
Presenters: Tracye McDaniel, Stan Hodge, Mitchell George, Scott Owings, Julie Chase, Doris Howdeshell, Milton Meharg, Betty Switzer, Lydia Saldaña. Plus, announcement of the new Tourism Advisory Committee Chairperson for the Texas Department of Economic Development.

11:15 am - 1:20 pm Trade Show and Dine-In with drawings.  
Fiesta Pavilion  
*Sponsored by Preprint Publishing.*

1:35 pm - 2:00 pm Legislative Report.  
Texas Ballroom  
David Dunham, Todd Hunter.

2:10 pm - 3:00 pm Breakout Sessions, Set 2  
Rose Garden Room Integrating Tourism With Community Support Programs: Doug Beach, Steve Lundgren, Jim Dublin, Camille Keith, Terry Stine  
Executive Salon 4 Sports Tourism: Susan Blackwood, Sandra Lopez, Rudy Reyna, Chuck Blische, Bill Hanson  
Executive Salon 3 Branding Texas: Stan Hodge  
Executive Salon 2 "Maximizing Your Online Presence:" Molly Griffith, Kristine Griffith  
Maura Gast, Betty Knight, Michael Sherrod  
Texas Ballroom C Marketing to Mexico: Omar Tamez, Marco Barros

3:00 pm - 3:20 pm Break.  
Texas Foyer  
*Sponsored by Southwest Airlines & American Express Corporation.*

It is a rare pleasure to be here with you today, and I appreciate your kindness in inviting me to participate. I always have, and will continue to, be eager to share with you the state's program of travel promotion, to learn with you, and to exchange ideas, information and inspiration.

I think it was Mark Twain that said "Travel is ninety percent anticipation and ten percent recollection," and our anticipation is that 1988 promises to be a yet another good year for travel. Total travel expenditures in Texas during 1986 achieved a record-breaking \$17.29 billion dollar expenditure. That is a significant increase over 1985's \$16.02 billion expenditure, also a record. It's too early to tell just yet what 1987 did for us, but my anticipation is that it will only be slightly down from the figure achieved during our year-long birthday celebration in 1986.

The Texas travel industry has very rapidly moved to flagship status in our economy, and it has done so through the cooperation and hard work of you and your peers; and the realization by many of our state leaders that diversification of the state's economic base was necessary. It took a major economic crisis, in a manner that affected all segments of our economy, to focus attention on our industry as a bright spot for recovery.

But it's not just in Texas that the travel dollar is important. Let's look at the national situation a moment. Nationally, travel and tourism is this country's third largest retail and service industry, with some \$260 billion in total travel expenditures for 1986. Nationwide, more than 5 million persons were employed in '86 by this industry directly, with another 2

million plus receiving indirect benefits. The taxes generated for federal, state, and local coffers totalled \$33.5 billion. Federal experts are predicting that 1987 figures will reflect a five percent increase in these numbers. And what's more, the U.S. Department of Commerce is predicting tourism to be the number one industry by the year 2000, only a few short years away. To paraphrase that old saying, when the bandwagon comes careening down the street, you either jump on and enjoy the ride, or get out of the way before you get flattened; and it is crystal clear what our move here in Texas should be.

Some people are even calling tourism the largest retail industry in the world, with an estimated value, in U.S. dollars, of \$2 trillion, or some 13 percent of the world's GNP. With a growth rate of about four percent a year, our industry worldwide is responsible for employing nearly 65 million people. People still think of tourism as being represented by Joe Generic and his wife and 2.5 child family in the station wagon headed for the beach. To be sure this is a part of the tourism puzzle, but there are many other pieces, as well we all know; and it's heartening to know this tremendously complex industry can employ so many people.

Creating jobs is the number one priority of the new Texas Department of Commerce. High unemployment here in Texas played a direct role in the creation of Commerce, and also has some folks looking at tourism in particular with a new respect for its job creating capacity. According to our economic impact of travel research, on the average every \$58,000 spent in Texas by travelers directly supports one job. Our efforts to increase visitors to and in the state will also increase travel spending

and therefore jobs. In essence it's a simple formula--more visitors means more spending means fewer unemployed Texans. If only our task was as easy to achieve as defining the formula.

Is there any doubt by anyone here that Texas hasn't been hit, and hit hard, by the recent economic crunch? Oil prices are still low, businesses are still failing, and hotel and motel rooms are still going unrented. In fact, the January issue of the State Comptroller's Fiscal Notes noted a 27.5 percent plunge in bed tax collections for the Sept. - Nov. reporting period compared to a year earlier. Yet there is a silver lining to this seemingly pitch black cloud. Cheaper oil means cheaper transportation costs, therefore travelers will benefit. Unrented rooms mean more competitive prices for travelers. In fact, a recent survey showed that Texas hotel/motel rooms averaged in the \$40-\$50 range, while our major competitors such as Florida, California and New York all averaged at least \$10-\$20 more. This compels me to note that from fifty acre dude ranches to fancy five star facilities, Texas has the best overnight values in America.

Businesses likewise will be pricing products and services more competitively, as well. The falling dollar also translates favorably in that international visitors will be able to afford more travel for their money. The U.S. Travel and Tourism Administration is already predicting 1988 to be a record-breaking year for inbound Europeans. And for the same reasons, many American families will look closer to home for travel since it is now conversely more expensive for them to travel abroad.

This is a tremendous opportunity for us to seize the initiative and promote this state as a travel destination second to none. Sure, things are tough, but travelers can benefit by purchasing more for their travel dollar. We intend to let the world know what Texas has to offer, and what a value it is too.

As most of you know, our marketing objective the last biennium was to switch from the seasonal advertising and promotional windows of previous years to a year round "keep it alive all year" posture. We achieved this posture in spite of budget reductions, and we stretched our dollars to obtain maximum value.

But now the entire financial structure of the tourism division has changed. The last legislative session provided a general appropriation of \$1.9 million each year; and in addition one twelfth of the state's portion of the hotel/motel occupancy tax specifically directed and dedicated for tourism advertising and promotion. Comptroller Bullock estimates we'll have an additional \$8 million for the advertising budget in this fiscal year. This represents an superb break for us, for during the next two years we'll have an estimated \$16 billion dollar budget to tout our state. This is more than eight times what we were allocated during the last biennium. And the beauty of it is, that the more successful we are in increasing travel expenditures, the larger our dedicated fund will grow--allowing us even greater marketing endeavors.



We have wrested this milestone to retain a new advertising agency, who is working on a bold new campaign to engage the attention of our potential visitors. With our expanded ad budget, not only will we purchase our regular print media schedule, but for the first time ever, begin a major advertising campaign with 80 percent scheduled for television. We will be able to convey our message into the areas research shows to be most productive.

Additionally, we have established a toll free telephone number to facilitate response by potential visitors viewing our advertisements. Begun February 1, the toll free line has already enjoyed healthy response from all over the nation. Those phoning in for information are sent the fulfillment literature by the Highway Dept., often as soon as 24 hours after the call.

Another area we've improved is in developing marketing tools for travel professionals. Many of you were kind enough to provide Commerce with film and video footage of your area last fall. In January, we saw the results, an all-new, 12-minute travel video brochure on Texas that does an excellent job of informing people of the many facets of this state. We have duplicated hundreds of these videos in formats to fit the needs of foreign travel professionals, and are also having the narration translated into Spanish, German, Japanese and French. This five-language marketing tool will greatly enhance potential visitors' perceptions of Texas.

Yet another area you all have heard me harp on is that of motorcoach tours. Each motorcoach tour in Texas averages an expenditure of \$3,500 every day it's here. Yet when we look at our market share of all motorcoach tour business in North America, it's less than one measly percent. The passage of House Bill 485 in the last regular legislative session exempted out-of-state motorcoach tour operators from burdensome paperwork and taxation. This important step has been complemented by our recent completion of a Texas attractions guide, our very first one and something many operators had told us was necessary. This groundwork has helped us let tour operators know we want them, that we have a lot to offer, and that we're willing to work with them.

I have even assigned one of our staff-members the full-time responsibility of developing motorcoach tours, because we are just too far behind in this profitable area. This market is one where we all stand to reap the benefits from combining our efforts--we should be able to double our share, and double it again, in only a few years time.

We have also enrolled on the Sabre system, a major source of information for domestic travel professionals. There are more than a thousand lines listing the latest on Texas destinations and attractions, and sources for additional information. This is another first for us, and one that we're confident will pay off in increased visitors.

It is clear that our competition is no longer California and Florida and New York alone. We must look ahead at other competitive states, which

in my opinion are Tennessee, Arkansas, the Pacific Northwest and the Islands. I am less concerned about the Pacific Northwest than I am with Tennessee and Kentucky, but the growing size of their promotional budgets means they're in the game for earnest, too. Just as we in Texas are looking at tourism as a means of solving economic difficulties, other states have already reached the same conclusion. With large budgets, these states are running advertisements of sufficient size, attractiveness and frequency to overshadow our Texas ads.

GSD&M, our new advertising agency, is currently working on the print ads for our new campaign, yet in the interim we are still running last year's color and black and white advertisements in varying sizes. The coupon responses thus far indicate no significant differences between the black and white ads versus the color ads, nor have we noticed any fewer responses to the smaller ads compared to the full page spreads used in previous years. In fact, the volume of responses to our ads last year surpassed the record-breaking number we received in 1986. And it is our belief that our new campaign will engage the attention of travelers as never before, and provide us with even more leads to pull visitors to Texas.

Research shows us that demographics have changed over the past several years, and that the great majority of travelers are in the 35 year to 45 year age range and are from so-called "middle class households." Sure, there will be uncertainty by some families because of the stock market freefall and other economic indicators, but in years past when times were lean one of the last things pared in household budgets was

leisure travel; and I expect the same attitude will continue to hold true. But we do need to think about tailoring our product to our consumer. Because so many of the travel majority are in two-income families, vacations will by nature be shorter and not as prone to seasonal variations. These travelers will seek to combine business and pleasure travel where possible, and we need to facilitate this. I think these more frequent trips of shorter duration signals a new wave in today's travelers.

We are fortunate that our expanded budget will also enable us to conduct some research into who our travel consumers are, and what they want. This research won't do us any good, though, if we don't maintain the readiness to adapt to new trends as they develop. And for the first time, too, this research may better suited to complement that which is conducted on the local level. We have already contracted with an outside firm to systematically categorize all available tourism research--this will let us know what is available, and where we need to direct our energies.

Our new department represents state government's efforts to streamline and become more competitive while providing quality service, and as a taxpayer, I'm in favor of efficient state government. And I'm also heartened by the Governor's assertion that he wants this agency to become a model for all state agencies. This new resolve, and the reality of more funds to market Texas and its travel industry, compel me to believe that we can, working together, propel this State's travel industry to new heights.

**"Working together" are key words, for we in state government cannot do it alone. We have always relied on your unselfish generosity to help us realize our programs and goals, and the Dept. of Commerce will work to cultivate an even more cooperative spirit.**

**We must do more cooperative advertising, and more sharing of costs on advertising. We must look together at more travel missions, even if we have to pay our own way. We may even have to share some of our budgets, our talents, our sales leads--but the end result will be worth all that collective work, and more.**

**We have a rare opportunity--people all over this State are looking at tourism as a financial answer to our current economic doldrums. Well, tourism is not the answer to all our woes, but we should take this chance to see how big tourism can become. Whatever it takes, we must become exceptionally clever at arranging, because we have a story to tell, and one heck of a destination to sell. The beauty of it is that we have, in this 275,000 square mile state, a range of unmatched natural assets. We all know about the 624 miles of coastline, the 91 mountains a mile or more high, the 23 million acres of woodlands, and that we're second only to Alaska with more than 5,000 square miles of lakes and streams. Our job is to let the rest of the world know that we're not the stereotypical Texas they've all seen in old western movies; and that we have all kinds of natural assets.**

**People say Texans brag, but we know we're just telling the truth! We do have something in the Lone Star State for everyone. People can stand**

on lovely beaches while the warm waters of the Gulf of Mexico lap at their feet. The waters they look out on, now home to fishermen and oil workers, once carried treasure laden Spanish galleons. Or visitors can view scenery ranging from miles and miles of the palm and citrus in the Rio Grande Valley to the rugged majesty of the Big Bend to the stately trees and serene lakes in East Texas. These visitors can visit East Dime Box or Muleshoe or Snook; and they can feel the throb of commerce in cities such as Houston and Dallas.

The beauty of it is that we don't have to brag about our assets. We just want to tell people what it's like to sit in a natural amphitheater in Palo Duro Canyon and look up at a horseman on a cliff edge with a Lone Star Flag silhouetted against the sunset; or the fun that can come from a rodeo, be it a horse rodeo or a tarpon rodeo. If we can just whet their appetites, these visitors will come to see for themselves what Texas has to offer.

And to my mind, the biggest asset we have, the asset which respondents to our surveys have consistently listed as the first "like", is something that other states, and even other countries would do anything to have. Which asset is this, you might ask?

Hospitality. That's right, our people, with their courteousness, friendliness and down-home hospitality are mentioned time and time again by out-of-state visitors as being one of the most pleasurable aspects of their stay. Combine this natural charm with our splendid natural resources, and we have a combination that makes our job of

**marketing Texas significantly easier. Again, we have to take stock of what we have, and make it known to the outside world. It sounds easy, but as all of us here know, it can be extraordinarily difficult.**

**An important step toward accomplishing this would be to establish an educational program, be it at TCU, SMU, A & M, UT, or wherever. We are not teaching the rudiments of tourism and travel development to our youth at a time when we could use the valuable expertise a marriage of education and hands-on experience would provide.**

**Another means of fulfilling our expectations resides in our own citizens, who account for about half of the annual travel expenditures in Texas. We want to encourage them to keep on being hospitable and friendly, but to also be more vocal about the state's treasures. And we're also prompting them to see more of their own state, in effect, to see Texas first.**

**This is the time to combine our efforts, to work together to overcome adversity and revive our economic base. The State and the private sector have been courting long enough--it's time to get married and proceed with the serious relationship, the work, the fun, the good times, and yes, the bad. With our joined efforts the bad can be countered, and turned around to our mutual benefit. It won't be easy; and in fact it will never be as easy as it was a few years ago when the oil flowed freely and the money likewise. But remember this, if it was easy anyone could do it; and us Texans have never been known for taking the easy course.**

**As former president Woodrow Wilson put it, "The man who is swimming against the stream knows the strength of it."**

**Now, certainly, I don't have all the answers, and in reality the progress Commerce has made will take a while to pay off. But the first step should help us all regain an optimistic attitude. Let's look around, think about the successes we've enjoyed, learn from the mistakes we've made; and lay the groundwork for future success. We are getting ready for new, profitable economic times, and as Henry Ford so succinctly put it, "Before everything else, getting ready is the secret of success." Let's take stock in our product, Texas, which is the best in the world. And let's let the rest of the world know it.**

**If we wish to continue the days of more tourists, more visitors, and more money spent in our communities, then we must share in the common goals. We can succeed if we are willing to sacrifice and work harder than we ever have. We can do this, and take comfort from knowing that Texans are known for their uncanny ability to overcome problems.**

**We have a heritage that goes back more than 300 years and includes the contributions of the Spaniards, the Indian civilizations in both Mexico and Texas, the English, the Germans, the French and so many others. The contributions they brought include the customs and abilities they imported away from their homelands; and the willingness to overcome adversity no matter what its form.**



This mix of spirited people has given us one of the richest tapestries of history and <sup>BOLD P</sup>bold heroes and beautiful and brave legends of any part of the entire country. People come to Texas because of its "larger than life" mystique. They come to Texas because NASA at Houston has give a new meaning to wide open spaces. They come because of the business climate reflected in the state's major metropolitan cities. While they're here they can feel the legends and the folklore represented by warbonnets against the sky, cavalry posts that still echo the commands to brave troopers in their sweat-soaked or blood soaked uniforms on their tired mounts. The people come here to see the cowboy, colorful independence topped by a ten-gallon hat. They come to recall the sheer, stark courage and love of freedom reflected at the Alamo and the crustiness of the "Law west of the Pecos" made famous by Judge Roy Bean.

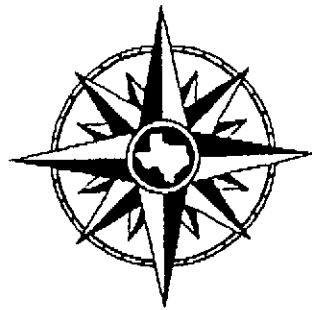
History reminds us that Texas and its people have always had uncommon difficulties; and the problems that Fannin, Travis, Bowie, Houston, and Austin faced and overcame would have overwhelmed lesser individuals. And lest you think we have no modern-day counterparts to these historically prominent Texans, think about Jim Wright, Ross Perot, Lady Bird Johnson, T. Boone Pickens, and Bill Hobby, to mention a few. Think about their positive attitudes, their can-do mentalities and their willingness to sacrifice to turn today's problems into tomorrow's good fortune. They are willing, and we, too, must be willing, to work to achieve the rich rewards we want and deserve.

The advent of the 21st century is a few short years away. Where will Texas be then? Right now much has been made of all the high-tech industrial and educational development Texas has enjoyed. We must utilize this new-found muscle to promote, to sell, and to communicate the mother-lode of advantages travelers to and in Texas can enjoy.

Our legislators have taken a big step to help set Texas back on track. Our industry has a wonderful record in marketing and advertising, and the state's new muscle means by pulling together, pooling resources, and using effectively every tool available to us, we can make our state travel industry second to none, to the benefit of this state, our communities, and all Texans.

Again, I want to thank you for allowing me to participate here today, to be with you. I wish all of you well. I promise you that we at the Texas Department of Commerce are doing our utmost, with your cooperation, to increase this State's travel market share. We need to do more, and we will do more. All of us must do more. We must expand, we must work more intelligently, with greater vigor, and with renewed dedication. You have our commitment, and I know we have yours.

Thank you very much.



# Texas Travel Industry Association

*Camille*

TO: ~~Delegates to the White House Conference  
on Travel and Tourism~~

FROM: Vic Mathias

SUBJECT: Ideas for a presentation on tourism.

Maybe you felt as I did: The White House Conference was well orchestrated, the speakers were great, the receptions outstanding, but where do we go from here?

You will be hearing from Darren at TDOC and myself about some follow-up activities. In the meantime, we can start on Goal #1 Now: Demonstrate the economic powers of the travel and tourism industry.

Enclosed are some ideas for a speech on tourism that you or your associates can use right away. Get this material into your own words and let the local civic clubs (Lions, Kiwanis) and Chamber of Commerce know you are available. Also, your own professional associations such as WICI, SKAL, HSMA etc. might appreciate an update.

The presentation materials are arranged so that you can drop almost any paragraph you want and add your own material. If it is not appropriate to talk about TTIA, skip those two paragraphs. If you do not want to talk about the White House Conference, drop page five.

On page two, there is space for some tourism statistics on your county. If you want to use these, please call me or Judy (512/476-4472).

TTIA Chairwoman, Camille Keith, has challenged each of us to make two presentations on tourism during the next twelve months. That is certainly an obtainable goal. Be an over-achiever!

Thanks. If you have questions or suggestions, please give me a call.

## IDEAS FOR A PRESENTATION ON TEXAS TOURISM

It is a pleasure to be here today to talk with you about the world's largest industry - - tourism. Few people realize the scope of tourism world-wide - - or right here in the state of Texas.

Many people are amazed to learn that in two-thirds of the nations of the world, tourism is the No. 1 industry. This includes many third-world nations that have found tourism as their best means of survival.

In the good old USA, tourism is the only industry that has a favorable balance of trade. Visitors to the US spend \$22 billion more than we spend abroad. I am told this is approximately the same amount as our negative balance of trade with Japanese automobiles.

In Texas, tourism is ranked as our third largest industry behind oil and gas and real estate. Travel and tourism pour almost \$24.5 billion annually into the Texas economy.

And Texas tourism provides 435,000 jobs for Texans. It is one of the largest providers of summertime employment for high school and college students. Theme parks and other businesses supporting tourism not only provide the jobs, but they also provide excellent training. Kids learn promptness, courtesy, and reliability while earning money for school.

The tourist also is kind to us as taxpayers. Without the taxes generated by tourism, each Texas household would have to pay additional taxes of \$615.00 annually. About four cents of every dollar spent by a tourist goes to the state, and three cents to local tax coffers.

Talking in "billions" and "millions" is hard for me to understand. I found some figures produced by the US Travel Data Center that give us the "Impact of Travel in Texas" by countries. Here is the information provided for \_\_\_\_\_ County.

Expenditures:

Payroll:

Employment:

Local Taxes:

Those local taxes are taxes you do not have to pay since your visitors are bringing them to you.

Where are the tourists coming from? A little more than half are Texans. The next largest group come from our neighboring states, Louisiana, Oklahoma and New Mexico. California sends a lot of visitors our way, as do the Midwestern States.

The Upper Midwest has become an economic boon to the southern tip of Texas. Each year the Lower Rio Grand Valley welcomes approximately 200,000 Winter Texans who spend about three months and lots of dollars.

In recent years, Winter Texans are no longer choosing only the Valley. Many are now staying up the Texas Coast as far as the Galveston area and also in the Hill Country. This is a market that certainly can be expanded to most of Texas. Our climate is mild compared to a typical January day in Minnesota, Iowa or Wisconsin.

One of the most rapidly growing segments of tourism is Eco-Tourism or Nature Tourism. As more and more people live in cities, they are looking for an outdoor experience that involves a natural setting. Perhaps the largest and best organized group that falls into this category is the Bird Watchers. But there are many other possibilities: hiking, rock climbing, wildlife watching, outdoor photography.. The possibilities are endless, and there is no part of Texas, urban or rural, that can not capitalize on this growing leisure activity.

To help areas discover and develop their nature tourism potential, TTIA has organized the Texas Nature Tourism Association. In 1996, the association, with the help of Texas Parks and Wildlife, TxDOT and TDOC will conduct seminars and distribute materials to help areas and communities develop nature tourism. If you have not already begun to work in this area, the time to start is now.

There is another area of tourism that is making a lot of people and a lot of cities happy. Probably the most effective way to "jump start" tourism is through festivals and special events. Such activities can bring serious dollars into your community. Let me site an example: Twenty-five years ago Fredericksburg's downtown was 75 per cent vacant. The community began promoting its special events - - A Night in Old Fredericksburg, Oktoberfest, the Wild Game Dinner, The Easter Fires pageant. These events attracted merchants, restaurants, and hotels. To make a long story short, the town now has fifty-one festivals and special events annually - - and there is not a vacant building in town. No new "industry" has moved to Fredericksburg - - just tourism.

If you would like to learn more about festivals, call the TTIA office which operates the Texas Festivals Association. They can tell you about workshops on how to get started - - or improve what you already have.

You might have noticed that I keep talking about TTIA, the Texas Travel Industry Association. It is an organization that resulted from the merger of The Texas Tourist Council and the Discover Texas Association, so its origins go back about thirty years. It is a private, non-profit membership organization that is dedicated to developing tourism in Texas to its fullest potential. Its activities include organizing the Texas Travel Summit, the Tourism Unity Dinner and The Texas Travel Fair. TTIA also provides some joint marketing through a Sunday newspaper insert and a Brochure File Folder.

One of TTIA's most important jobs is to work with the Texas Legislature to obtain proper funding to advertise Texas tourism. This past session we were able, by forming the Texas Tourism Coalition, to get an additional two million dollars a year for the Texas Department of Commerce advertising budget.

It takes a constant effort to keep the legislature informed on the need to promote Texas, just to hold our market share. Competition from other states is very keen.

I would like to appeal to each of you to personally learn to know your State Senator and your State Representative. Do it now while they are here in the district so that they will know you when you contact them during the session. Once they are in Austin, they normally have over 6000 bills to consider. That doesn't leave much time for getting acquainted. If you do contact them during the session, it helps if they recognize your name. Get to know them now.

Tourism is very important to Texas and to you. It is our third largest source of income, and helps pay our taxes. Let me urge that you give it your support locally and state wide. What better way could there be to make a living - - or build our economy - - than by helping people have fun.

The White House Conference on Tourism held October 29-31 certainly highlighted the value of tourism to our national economy. Secretary of Commerce Brown pointed out that it is quite possible that travel and tourism will become the number one source of income to the US shortly after the turn of the century -- if we will work at it.

The four major goals adopted by the White House Conference are:

1. Demonstrate the economic power of the travel and tourism industry. This includes setting up a Standard Industrial Classification (SIC) for the tourism industry.
2. Ensure an American Experience that is second to none. The goal includes preservation of sites, safety, use of technology and utilizing the transportation trust funds for construction.
3. Promote and facilitate travel to the US as the international destination of choice. This includes improving our Customs processes and enacting legislation to set up a new national tourism office.
4. Create a structural framework to implement this national tourism strategy. This goal is to create the private/public partnership to carry out these goals. The organization will probably be chartered by the federal government but managed by the private sector.

Only time will tell how well these goals are accomplished. But those of us interested in the economic health of our state an area can begin on goal #1 now - spreading the word about the economic value of travel and tourism.



1994 Impact of U.S. Resident Travel on Texas  
 Table A: Alphabetical by County (Continued)

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
CAMERON	381.37	108.09	7.08	17.39	11.95
CAMP	4.60	0.71	0.05	0.19	0.09
CARSON	3.20	0.51	0.04	0.15	0.04
CASS	10.31	1.72	0.13	0.39	0.22
CASTRO	4.38	0.64	0.04	0.14	0.17
CHAMBERS	11.35	1.97	0.14	0.46	0.32
CHEROKEE	18.50	3.18	0.23	0.71	0.64
CHILDRESS	8.80	1.85	0.15	0.45	0.20
CLAY	6.39	0.76	0.05	0.25	0.21
COCHRAN	1.12	0.18	0.01	0.03	0.05
COKE	6.92	1.10	0.08	0.19	0.37
COLEMAN	6.07	1.10	0.08	0.22	0.24
COLLIN	169.80	40.48	2.68	6.22	3.54
COLLINGSWORTH	2.23	0.35	0.02	0.07	0.09
COLORADO	19.31	3.14	0.23	0.80	0.59
COMAL	92.85	20.86	1.64	4.51	2.94
COMANCHE	8.04	1.24	0.09	0.29	0.27
CONCHO	3.79	0.79	0.06	0.15	0.13
COOKE	22.91	4.56	0.36	1.01	0.64
CORYELL	12.43	2.53	0.18	0.52	0.30
COTTLE	1.69	0.29	0.02	0.06	0.06
CRANE	1.48	0.23	0.02	0.06	0.02
CROCKETT	14.36	2.62	0.20	0.74	0.26
CROSBY	2.99	0.50	0.03	0.08	0.14
CULBERSON	17.80	3.72	0.29	0.98	0.42
DALLAM	12.20	2.60	0.21	0.67	0.30
DALLAS	4,716.74	2,040.96	93.61	158.55	135.81
DAWSON	4.86	0.85	0.06	0.20	0.10
DEAF SMITH	8.13	1.48	0.11	0.31	0.21
DELTA	1.46	0.22	0.01	0.04	0.07

1994 Impact of U.S. Resident Travel on Texas  
Table A: Alphabetical by County (Continued)

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
SHERMAN	1.32	0.18	0.01	0.05	0.03
SMITH	138.85	32.91	2.33	5.60	3.38
SOMERVELL	9.52	2.24	0.18	0.45	0.20
STARR	12.74	2.22	0.17	0.46	0.34
STEPHENS	9.74	1.79	0.14	0.39	0.35
STERLING	0.88	0.13	0.01	0.02	0.04
STONEWALL	1.08	0.19	0.01	0.05	0.03
SUTTON	8.76	1.85	0.15	0.41	0.27
SWISHER	2.30	0.33	0.02	0.09	0.05
→ TARRANT	1,702.37	746.68	32.84	52.68	47.76
TAYLOR	109.52	26.05	1.78	5.19	2.73
TERRELL	2.91	0.47	0.03	0.09	0.14
TERRY	6.75	1.26	0.10	0.29	0.17
THROCKMORTON	1.16	0.14	0.01	0.05	0.02
TITUS	12.45	2.32	0.18	0.57	0.28
TOM GREEN	69.14	17.25	1.19	3.09	1.92
TRAVIS	1,212.54	391.66	22.94	52.36	35.58
TRINITY	20.46	3.29	0.23	0.59	1.02
TYLER	21.55	3.50	0.24	0.62	1.09
UPSHUR	9.76	1.51	0.11	0.34	0.30
UPTON	1.25	0.20	0.01	0.04	0.04
UVALDE	25.62	5.00	0.39	1.13	0.74
VAL VERDE	40.81	8.29	0.64	1.83	1.36
VAN ZANDT	21.93	3.75	0.28	0.87	0.70
VICTORIA	53.06	11.88	0.86	2.48	1.32
WALKER	40.32	7.75	0.59	1.73	1.18
WALLER	17.00	2.47	0.18	0.82	0.32
WARD	6.17	1.11	0.08	0.27	0.15
WASHINGTON	28.51	4.79	0.35	1.21	0.89
WEBB	163.21	40.01	2.86	7.80	3.17

It is a rare pleasure to be here with you today, and I appreciate your kindness in inviting me to participate. I always have, and will continue to, be eager to share with you the state's program of travel promotion, to learn with you, and to exchange ideas, information and inspiration.

I think it was Mark Twain that said "Travel is ninety percent anticipation and ten percent recollection," and our anticipation is that 1988 promises to be a yet another good year for travel. Total travel expenditures in Texas during 1986 achieved a record-breaking \$17.29 billion dollar expenditure. That is a significant increase over 1985's \$16.02 billion expenditure, also a record. It's too early to tell just yet what 1987 did for us, but my anticipation is that it will only be slightly down from the figure achieved during our year-long birthday celebration in 1986.

The Texas travel industry has very rapidly moved to flagship status in our economy, and it has done so through the cooperation and hard work of you and your peers; and the realization by many of our state leaders that diversification of the state's economic base was necessary. It took a major economic crisis, in a manner that affected all segments of our economy, to focus attention on our industry as a bright spot for recovery.

But it's not just in Texas that the travel dollar is important. Let's look at the national situation a moment. Nationally, travel and tourism is this country's third largest retail and service industry, with some \$260 billion in total travel expenditures for 1986. Nationwide, more than 5 million persons were employed in '86 by this industry directly, with another 2

million plus receiving indirect benefits. The taxes generated for federal, state, and local coffers totalled \$33.5 billion. Federal experts are predicting that 1987 figures will reflect a five percent increase in these numbers. And what's more, the U.S. Department of Commerce is predicting tourism to be the number one industry by the year 2000, only a few short years away. To paraphrase that old saying, when the bandwagon comes careening down the street, you either jump on and enjoy the ride, or get out of the way before you get flattened; and it is crystal clear what our move here in Texas should be.

Some people are even calling tourism the largest retail industry in the world, with an estimated value, in U.S. dollars, of \$2 trillion, or some 13 percent of the world's GNP. With a growth rate of about four percent a year, our industry worldwide is responsible for employing nearly 65 million people. People still think of tourism as being represented by Joe Generic and his wife and 2.5 child family in the station wagon headed for the beach. To be sure this is a part of the tourism puzzle, but there are many other pieces, as well we all know; and it's heartening to know this tremendously complex industry can employ so many people.

Creating jobs is the number one priority of the new Texas Department of Commerce. High unemployment here in Texas played a direct role in the creation of Commerce, and also has some folks looking at tourism in particular with a new respect for its job creating capacity. According to our economic impact of travel research, on the average every \$58,000 spent in Texas by travelers directly supports one job. Our efforts to increase visitors to and in the state will also increase travel spending

and therefore jobs. In essence it's a simple formula--more visitors means more spending means fewer unemployed Texans. If only our task was as easy to achieve as defining the formula.

Is there any doubt by anyone here that Texas hasn't been hit, and hit hard, by the recent economic crunch? Oil prices are still low, businesses are still failing, and hotel and motel rooms are still going unrented. In fact, the January issue of the State Comptroller's Fiscal Notes noted a 27.5 percent plunge in bed tax collections for the Sept. - Nov. reporting period compared to a year earlier. Yet there is a silver lining to this seemingly pitch black cloud. Cheaper oil means cheaper transportation costs, therefore travelers will benefit. Unrented rooms mean more competitive prices for travelers. In fact, a recent survey showed that Texas hotel/motel rooms averaged in the \$40-\$50 range, while our major competitors such as Florida, California and New York all averaged at least \$10-\$20 more. This compels me to note that from fifty acre dude ranches to fancy five star facilities, Texas has the best overnight values in America.

Businesses likewise will be pricing products and services more competitively, as well. The falling dollar also translates favorably in that international visitors will be able to afford more travel for their money. The U.S. Travel and Tourism Administration is already predicting 1988 to be a record-breaking year for inbound Europeans. And for the same reasons, many American families will look closer to home for travel since it is now conversely more expensive for them to travel abroad.

This is a tremendous opportunity for us to seize the initiative and promote this state as a travel destination second to none. Sure, things are tough, but travelers can benefit by purchasing more for their travel dollar. We intend to let the world know what Texas has to offer, and what a value it is too.

As most of you know, our marketing objective the last biennium was to switch from the seasonal advertising and promotional windows of previous years to a year round "keep it alive all year" posture. We achieved this posture in spite of budget reductions, and we stretched our dollars to obtain maximum value.

But now the entire financial structure of the tourism division has changed. The last legislative session provided a general appropriation of \$1.9 million each year; and in addition one twelfth of the state's portion of the hotel/motel occupancy tax specifically directed and dedicated for tourism advertising and promotion. Comptroller Bullock estimates we'll have an additional \$8 million for the advertising budget in this fiscal year. This represents an superb break for us, for during the next two years we'll have an estimated \$16 billion dollar budget to tout our state. This is more than eight times what we were allocated during the last biennium. And the beauty of it is, that the more successful we are in increasing travel expenditures, the larger our dedicated fund will grow--allowing us even greater marketing endeavors.

**We have wrested this milestone to retain a new advertising agency, who is working on a bold new campaign to engage the attention of our potential visitors. With our expanded ad budget, not only will we purchase our regular print media schedule, but for the first time ever, begin a major advertising campaign with 80 percent scheduled for television. We will be able to convey our message into the areas research shows to be most productive.**

**Additionally, we have established a toll free telephone number to facilitate response by potential visitors viewing our advertisements. Begun February 1, the toll free line has already enjoyed healthy response from all over the nation. Those phoning in for information are sent the fulfillment literature by the Highway Dept., often as soon as 24 hours after the call.**

**Another area we've improved is in developing marketing tools for travel professionals. Many of you were kind enough to provide Commerce with film and video footage of your area last fall. In January, we saw the results, an all-new, 12-minute travel video brochure on Texas that does an excellent job of informing people of the many facets of this state. We have duplicated hundreds of these videos in formats to fit the needs of foreign travel professionals, and are also having the narration translated into Spanish, German, Japanese and French. This five-language marketing tool will greatly enhance potential visitors' perceptions of Texas.**

Yet another area you all have heard me harp on is that of motorcoach tours. Each motorcoach tour in Texas averages an expenditure of \$3,500 every day it's here. Yet when we look at our market share of all motorcoach tour business in North America, it's less than one measly percent. The passage of House Bill 485 in the last regular legislative session exempted out-of-state motorcoach tour operators from burdensome paperwork and taxation. This important step has been complemented by our recent completion of a Texas attractions guide, our very first one and something many operators had told us was necessary. This groundwork has helped us let tour operators know we want them, that we have a lot to offer, and that we're willing to work with them.

I have even assigned one of our staff-members the full-time responsibility of developing motorcoach tours, because we are just too far behind in this profitable area. This market is one where we all stand to reap the benefits from combining our efforts--we should be able to double our share, and double it again, in only a few years time.

We have also enrolled on the Sabre system, a major source of information for domestic travel professionals. There are more than a thousand lines listing the latest on Texas destinations and attractions, and sources for additional information. This is another first for us, and one that we're confident will pay off in increased visitors.

It is clear that our competition is no longer California and Florida and New York alone. We must look ahead at other competitive states, which



in my opinion are Tennessee, Arkansas, the Pacific Northwest and the Islands. I am less concerned about the Pacific Northwest than I am with Tennessee and Kentucky, but the growing size of their promotional budgets means they're in the game for earnest, too. Just as we in Texas are looking at tourism as a means of solving economic difficulties, other states have already reached the same conclusion. With large budgets, these states are running advertisements of sufficient size, attractiveness and frequency to overshadow our Texas ads.

GSD&M, our new advertising agency, is currently working on the print ads for our new campaign, yet in the interim we are still running last year's color and black and white advertisements in varying sizes. The coupon responses thus far indicate no significant differences between the black and white ads versus the color ads, nor have we noticed any fewer responses to the smaller ads compared to the full page spreads used in previous years. In fact, the volume of responses to our ads last year surpassed the record-breaking number we received in 1986. And it is our belief that our new campaign will engage the attention of travelers as never before, and provide us with even more leads to pull visitors to Texas.

Research shows us that demographics have changed over the past several years, and that the great majority of travelers are in the 35 year to 45 year age range and are from so-called "middle class households." Sure, there will be uncertainty by some families because of the stock market freefall and other economic indicators, but in years past when times were lean one of the last things pared in household budgets was

leisure travel; and I expect the same attitude will continue to hold true. But we do need to think about tailoring our product to our consumer. Because so many of the travel majority are in two-income families, vacations will by nature be shorter and not as prone to seasonal variations. These travelers will seek to combine business and pleasure travel where possible, and we need to facilitate this. I think these more frequent trips of shorter duration signals a new wave in today's travelers.

We are fortunate that our expanded budget will also enable us to conduct some research into who our travel consumers are, and what they want. This research won't do us any good, though, if we don't maintain the readiness to adapt to new trends as they develop. And for the first time, too, this research may better suited to complement that which is conducted on the local level. We have already contracted with an outside firm to systematically categorize all available tourism research--this will let us know what is available, and where we need to direct our energies.

Our new department represents state government's efforts to streamline and become more competitive while providing quality service, and as a taxpayer, I'm in favor of efficient state government. And I'm also heartened by the Governor's assertion that he wants this agency to become a model for all state agencies. This new resolve, and the reality of more funds to market Texas and its travel industry, compel me to believe that we can, working together, propel this State's travel industry to new heights.

**"Working together" are key words, for we in state government cannot do it alone. We have always relied on your unselfish generosity to help us realize our programs and goals, and the Dept. of Commerce will work to cultivate an even more cooperative spirit.**

**We must do more cooperative advertising, and more sharing of costs on advertising. We must look together at more travel missions, even if we have to pay our own way. We may even have to share some of our budgets, our talents, our sales leads--but the end result will be worth all that collective work, and more.**

**We have a rare opportunity--people all over this State are looking at tourism as a financial answer to our current economic doldrums. Well, tourism is not the answer to all our woes, but we should take this chance to see how big tourism can become. Whatever it takes, we must become exceptionally clever at arranging, because we have a story to tell, and one heck of a destination to sell. The beauty of it is that we have, in this 275,000 square mile state, a range of unmatched natural assets. We all know about the 624 miles of coastline, the 91 mountains a mile or more high, the 23 million acres of woodlands, and that we're second only to Alaska with more than 5,000 square miles of lakes and streams. Our job is to let the rest of the world know that we're not the stereotypical Texas they've all seen in old western movies; and that we have all kinds of natural assets.**

**People say Texans brag, but we know we're just telling the truth! We do have something in the Lone Star State for everyone. People can stand**

on lovely beaches while the warm waters of the Gulf of Mexico lap at their feet. The waters they look out on, now home to fishermen and oil workers, once carried treasure laden Spanish galleons. Or visitors can view scenery ranging from miles and miles of the palm and citrus in the Rio Grande Valley to the rugged majesty of the Big Bend to the stately trees and serene lakes in East Texas. These visitors can visit East Dime Box or Muleshoe or Snook; and they can feel the throb of commerce in cities such as Houston and Dallas.

The beauty of it is that we don't have to brag about our assets. We just want to tell people what it's like to sit in a natural amphitheater in Palo Duro Canyon and look up at a horseman on a cliff edge with a Lone Star Flag silhouetted against the sunset; or the fun that can come from a rodeo, be it a horse rodeo or a tarpon rodeo. If we can just whet their appetites, these visitors will come to see for themselves what Texas has to offer.

And to my mind, the biggest asset we have, the asset which respondents to our surveys have consistently listed as the first "like", is something that other states, and even other countries would do anything to have. Which asset is this, you might ask?

Hospitality. That's right, our people, with their courteousness, friendliness and down-home hospitality are mentioned time and time again by out-of-state visitors as being one of the most pleasurable aspects of their stay. Combine this natural charm with our splendid natural resources, and we have a combination that makes our job of

marketing Texas significantly easier. Again, we have to take stock of what we have, and make it known to the outside world. It sounds easy, but as all of us here know, it can be extraordinarily difficult.

An important step toward accomplishing this would be to establish an educational program, be it at TCU, SMU, A & M, UT, or wherever. We are not teaching the rudiments of tourism and travel development to our youth at a time when we could use the valuable expertise a marriage of education and hands-on experience would provide.

Another means of fulfilling our expectations resides in our own citizens, who account for about half of the annual travel expenditures in Texas. We want to encourage them to keep on being hospitable and friendly, but to also be more vocal about the state's treasures. And we're also prompting them to see more of their own state, in effect, to see Texas first.

This is the time to combine our efforts, to work together to overcome adversity and revive our economic base. The State and the private sector have been courting long enough--it's time to get married and proceed with the serious relationship, the work, the fun, the good times, and yes, the bad. With our joined efforts the bad can be countered, and turned around to our mutual benefit. It won't be easy; and in fact it will never be as easy as it was a few years ago when the oil flowed freely and the money likewise. But remember this, if it was easy anyone could do it; and us Texans have never been known for taking the easy course.

**As former president Woodrow Wilson put it, "The man who is swimming against the stream knows the strength of it."**

**Now, certainly, I don't have all the answers, and in reality the progress Commerce has made will take a while to pay off. But the first step should help us all regain an optimistic attitude. Let's look around, think about the successes we've enjoyed, learn from the mistakes we've made; and lay the groundwork for future success. We are getting ready for new, profitable economic times, and as Henry Ford so succinctly put it, "Before everything else, getting ready is the secret of success." Let's take stock in our product, Texas, which is the best in the world. And let's let the rest of the world know it.**

**If we wish to continue the days of more tourists, more visitors, and more money spent in our communities, then we must share in the common goals. We can succeed if we are willing to sacrifice and work harder than we ever have. We can do this, and take comfort from knowing that Texans are known for their uncanny ability to overcome problems.**

**We have a heritage that goes back more than 300 years and includes the contributions of the Spaniards, the Indian civilizations in both Mexico and Texas, the English, the Germans, the French and so many others. The contributions they brought include the customs and abilities they imported away from their homelands; and the willingness to overcome adversity no matter what its form.**

This mix of spirited people has given us one of the richest tapestries of history and <sup>B&P</sup>bold heroes and beautiful and brave legends of any part of the entire country. People come to Texas because of its "larger than life" mystique. They come to Texas because NASA at Houston has give a new meaning to wide open spaces. They come because of the business climate reflected in the state's major metropolitan cities. While they're here they can feel the legends and the folklore represented by warbonnets against the sky, cavalry posts that still echo the commands to brave troopers in their sweat-soaked or blood soaked uniforms on their tired mounts. The people come here to see the cowboy, colorful independence topped by a ten-gallon hat. They come to recall the sheer, stark courage and love of freedom reflected at the Alamo and the crustiness of the "Law west of the Pecos" made famous by Judge Roy Bean.

History reminds us that Texas and its people have always had uncommon difficulties; and the problems that Fannin, Travis, Bowie, Houston, and Austin faced and overcame would have overwhelmed lesser individuals. And lest you think we have no modern-day counterparts to these historically prominent Texans, think about Jim Wright, Ross Perot, Lady Bird Johnson, T. Boone Pickens, and Bill Hobby, to mention a few. Think about their positive attitudes, their can-do mentalities and their willingness to sacrifice to turn today's problems into tomorrow's good fortune. They are willing, and we, too, must be willing, to work to achieve the rich rewards we want and deserve.

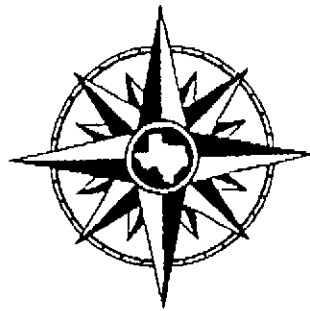
The advent of the 21st century is a few short years away. Where will Texas be then? Right now much has been made of all the high-tech industrial and educational development Texas has enjoyed. We must utilize this new-found muscle to promote, to sell, and to communicate the mother-lode of advantages travelers to and in Texas can enjoy.

Our legislators have taken a big step to help set Texas back on track. Our industry has a wonderful record in marketing and advertising, and the state's new muscle means by pulling together, pooling resources, and using effectively every tool available to us, we can make our state travel industry second to none, to the benefit of this state, our communities, and all Texans.

Again, I want to thank you for allowing me to participate here today, to be with you. I wish all of you well. I promise you that we at the Texas Department of Commerce are doing our utmost, with your cooperation, to increase this State's travel market share. We need to do more, and we will do more. All of us must do more. We must expand, we must work more intelligently, with greater vigor, and with renewed dedication. You have our commitment, and I know we have yours.

Thank you very much.





# Texas Travel Industry Association

*Camille*

TO: ~~Delegates to the White House Conference  
on Travel and Tourism~~

FROM: Vic Mathias

SUBJECT: Ideas for a presentation on tourism.

Maybe you felt as I did: The White House Conference was well orchestrated, the speakers were great, the receptions outstanding, but where do we go from here?

You will be hearing from Darren at TDOC and myself about some follow-up activities. In the meantime, we can start on Goal #1 Now: Demonstrate the economic powers of the travel and tourism industry.

Enclosed are some ideas for a speech on tourism that you or your associates can use right away. Get this material into your own words and let the local civic clubs (Lions, Kiwanis) and Chamber of Commerce know you are available. Also, your own professional associations such as WICI, SKAL, HSMA etc. might appreciate an update.

The presentation materials are arranged so that you can drop almost any paragraph you want and add your own material. If it is not appropriate to talk about TTIA, skip those two paragraphs. If you do not want to talk about the White House Conference, drop page five.

On page two, there is space for some tourism statistics on your county. If you want to use these, please call me or Judy (512/476-4472).

TTIA Chairwoman, Camille Keith, has challenged each of us to make two presentations on tourism during the next twelve months. That is certainly an obtainable goal. Be an over-achiever!

Thanks. If you have questions or suggestions, please give me a call.

## IDEAS FOR A PRESENTATION ON TEXAS TOURISM

It is a pleasure to be here today to talk with you about the world's largest industry - - tourism. Few people realize the scope of tourism world-wide - - or right here in the state of Texas.

Many people are amazed to learn that in two-thirds of the nations of the world, tourism is the No. 1 industry. This includes many third-world nations that have found tourism as their best means of survival.

In the good old USA, tourism is the only industry that has a favorable balance of trade. Visitors to the US spend \$22 billion more than we spend abroad. I am told this is approximately the same amount as our negative balance of trade with Japanese automobiles.

In Texas, tourism is ranked as our third largest industry behind oil and gas and real estate. Travel and tourism pour almost \$24.5 billion annually into the Texas economy.

And Texas tourism provides 435,000 jobs for Texans. It is one of the largest providers of summertime employment for high school and college students. Theme parks and other businesses supporting tourism not only provide the jobs, but they also provide excellent training. Kids learn promptness, courtesy, and reliability while earning money for school.

The tourist also is kind to us as taxpayers. Without the taxes generated by tourism, each Texas household would have to pay additional taxes of \$615.00 annually. About four cents of every dollar spent by a tourist goes to the state, and three cents to local tax coffers.

Talking in "billions" and "millions" is hard for me to understand. I found some figures produced by the US Travel Data Center that give us the "Impact of Travel in Texas" by countries. Here is the information provided for \_\_\_\_\_ County.

Expenditures:

Payroll:

Employment:

Local Taxes:

Those local taxes are taxes you do not have to pay since your visitors are bringing them to you.

Where are the tourists coming from? A little more than half are Texans. The next largest group come from our neighboring states, Louisiana, Oklahoma and New Mexico. California sends a lot of visitors our way, as do the Midwestern States.

The Upper Midwest has become an economic boon to the southern tip of Texas. Each year the Lower Rio Grand Valley welcomes approximately 200,000 Winter Texans who spend about three months and lots of dollars.

In recent years, Winter Texans are no longer choosing only the Valley. Many are now staying up the Texas Coast as far as the Galveston area and also in the Hill Country. This is a market that certainly can be expanded to most of Texas. Our climate is mild compared to a typical January day in Minnesota, Iowa or Wisconsin.

One of the most rapidly growing segments of tourism is Eco-Tourism or Nature Tourism. As more and more people live in cities, they are looking for an outdoor experience that involves a natural setting. Perhaps the largest and best organized group that falls into this category is the Bird Watchers. But there are many other possibilities: hiking, rock climbing, wildlife watching, outdoor photography.. The possibilities are endless, and there is no part of Texas, urban or rural, that can not capitalize on this growing leisure activity.

To help areas discover and develop their nature tourism potential, TTIA has organized the Texas Nature Tourism Association. In 1996, the association, with the help of Texas Parks and Wildlife, TxDOT and TDOC will conduct seminars and distribute materials to help areas and communities develop nature tourism. If you have not already begun to work in this area, the time to start is now.

There is another area of tourism that is making a lot of people and a lot of cities happy. Probably the most effective way to "jump start" tourism is through festivals and special events. Such activities can bring serious dollars into your community. Let me site an example: Twenty-five years ago Fredericksburg's downtown was 75 per cent vacant. The community began promoting its special events - - A Night in Old Fredericksburg, Oktoberfest, the Wild Game Dinner, The Easter Fires pageant. These events attracted merchants, restaurants, and hotels. To make a long story short, the town now has fifty-one festivals and special events annually - - and there is not a vacant building in town. No new "industry" has moved to Fredericksburg - - just tourism.

If you would like to learn more about festivals, call the TTIA office which operates the Texas Festivals Association. They can tell you about workshops on how to get started - - or improve what you already have.

You might have noticed that I keep talking about TTIA, the Texas Travel Industry Association. It is an organization that resulted from the merger of The Texas Tourist Council and the Discover Texas Association, so its origins go back about thirty years. It is a private, non-profit membership organization that is dedicated to developing tourism in Texas to its fullest potential. Its activities include organizing the Texas Travel Summit, the Tourism Unity Dinner and The Texas Travel Fair. TTIA also provides some joint marketing through a Sunday newspaper insert and a Brochure File Folder.

One of TTIA's most important jobs is to work with the Texas Legislature to obtain proper funding to advertise Texas tourism. This past session we were able, by forming the Texas Tourism Coalition, to get an additional two million dollars a year for the Texas Department of Commerce advertising budget.

It takes a constant effort to keep the legislature informed on the need to promote Texas, just to hold our market share. Competition from other states is very keen.

I would like to appeal to each of you to personally learn to know your State Senator and your State Representative. Do it now while they are here in the district so that they will know you when you contact them during the session. Once they are in Austin, they normally have over 6000 bills to consider. That doesn't leave much time for getting acquainted. If you do contact them during the session, it helps if they recognize your name. Get to know them now.

Tourism is very important to Texas and to you. It is our third largest source of income, and helps pay our taxes. Let me urge that you give it your support locally and state wide. What better way could there be to make a living - - or build our economy - - than by helping people have fun.

The White House Conference on Tourism held October 29-31 certainly highlighted the value of tourism to our national economy. Secretary of Commerce Brown pointed out that it is quite possible that travel and tourism will become the number one source of income to the US shortly after the turn of the century -- if we will work at it.

The four major goals adopted by the White House Conference are:

1. Demonstrate the economic power of the travel and tourism industry. This includes setting up a Standard Industrial Classification (SIC) for the tourism industry.
2. Ensure an American Experience that is second to none. The goal includes preservation of sites, safety, use of technology and utilizing the transportation trust funds for construction.
3. Promote and facilitate travel to the US as the international destination of choice. This includes improving our Customs processes and enacting legislation to set up a new national tourism office.
4. Create a structural framework to implement this national tourism strategy. This goal is to create the private/public partnership to carry out these goals. The organization will probably be chartered by the federal government but managed by the private sector.

Only time will tell how well these goals are accomplished. But those of us interested in the economic health of our state an area can begin on goal #1 now - spreading the word about the economic value of travel and tourism.

1994 Impact of U.S. Resident Travel on Texas  
 Table A: Alphabetical by County (Continued)

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
CAMERON	381.37	108.09	7.08	17.39	11.95
CAMP	4.60	0.71	0.05	0.19	0.09
CARSON	3.20	0.51	0.04	0.15	0.04
CASS	10.31	1.72	0.13	0.39	0.22
CASTRO	4.38	0.64	0.04	0.14	0.17
CHAMBERS	11.35	1.97	0.14	0.46	0.32
CHEROKEE	18.50	3.18	0.23	0.71	0.64
CHILDRESS	8.80	1.85	0.15	0.45	0.20
CLAY	6.39	0.76	0.05	0.25	0.21
COCHRAN	1.12	0.18	0.01	0.03	0.05
COKE	6.92	1.10	0.08	0.19	0.37
COLEMAN	6.07	1.10	0.08	0.22	0.24
COLLIN	169.80	40.48	2.68	6.22	3.54
COLLINGSWORTH	2.23	0.35	0.02	0.07	0.09
COLORADO	19.31	3.14	0.23	0.80	0.59
COMAL	92.85	20.86	1.64	4.51	2.94
COMANCHE	8.04	1.24	0.09	0.29	0.27
CONCHO	3.79	0.79	0.06	0.15	0.13
COOKE	22.91	4.56	0.36	1.01	0.64
CORYELL	12.43	2.53	0.18	0.52	0.30
COTTLE	1.69	0.29	0.02	0.06	0.06
CRANE	1.48	0.23	0.02	0.06	0.02
CROCKETT	14.36	2.62	0.20	0.74	0.26
CROSBY	2.99	0.50	0.03	0.08	0.14
CULBERSON	17.80	3.72	0.29	0.98	0.42
DALLAM	12.20	2.60	0.21	0.67	0.30
DALLAS	4,716.74	2,040.96	93.61	158.55	135.81
DAWSON	4.86	0.85	0.06	0.20	0.10
DEAF SMITH	8.13	1.48	0.11	0.31	0.21
DELTA	1.46	0.22	0.01	0.04	0.07

1994 Impact of U.S. Resident Travel on Texas  
Table A: Alphabetical by County (Continued)

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
SHERMAN	1.32	0.18	0.01	0.05	0.03
SMITH	138.85	32.91	2.33	5.60	3.38
SOMERVELL	9.52	2.24	0.18	0.45	0.20
STARR	12.74	2.22	0.17	0.46	0.34
STEPHENS	9.74	1.79	0.14	0.39	0.35
STERLING	0.88	0.13	0.01	0.02	0.04
STONEWALL	1.08	0.19	0.01	0.05	0.03
SUTTON	8.76	1.85	0.15	0.41	0.27
SWISHER	2.30	0.33	0.02	0.09	0.05
TARRANT	1,702.37	746.68	32.84	52.68	47.76
TAYLOR	109.52	26.05	1.78	5.19	2.73
TERRELL	2.91	0.47	0.03	0.09	0.14
TERRY	6.75	1.26	0.10	0.29	0.17
THROCKMORTON	1.16	0.14	0.01	0.05	0.02
TITUS	12.45	2.32	0.18	0.57	0.28
TOM GREEN	69.14	17.25	1.19	3.09	1.92
TRAVIS	1,212.54	391.66	22.94	52.36	35.58
TRINITY	20.46	3.29	0.23	0.59	1.02
TYLER	21.55	3.50	0.24	0.62	1.09
UPSHUR	9.76	1.51	0.11	0.34	0.30
UPTON	1.25	0.20	0.01	0.04	0.04
UVALDE	25.62	5.00	0.39	1.13	0.74
VAL VERDE	40.81	8.29	0.64	1.83	1.36
VAN ZANDT	21.93	3.75	0.28	0.87	0.70
VICTORIA	53.06	11.88	0.86	2.48	1.32
WALKER	40.32	7.75	0.59	1.73	1.18
WALLER	17.00	2.47	0.18	0.82	0.32
WARD	6.17	1.11	0.08	0.27	0.15
WASHINGTON	28.51	4.79	0.35	1.21	0.89
WEBB	163.21	40.01	2.86	7.80	3.17



**03-4-5000-7-00**

**PROPOSED  
BUSINESS PLAN  
CUPID'S CONSULTING**



**(Team A)**

**Jamie McDonald  
Kirstin Olson  
Chris Swain**

**Copy 1 of 5**

***Confidential***

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## **Executive Summary**

Cupid's Consulting is a full service company that aims to provide wedding consulting to wedding parties in the Dallas/Fort Worth Metroplex. The market in which Cupid's Consulting plans to enter is that of lower budget weddings (under \$10,000) occurring in the Dallas/Fort Worth Metroplex. Cupid's consulting will provide quality customer service by dedicated professionals with years of experience, who will work to exceed the bridal party's expectations. The primary channels used to reach the desired customer base will be advertising, local trade shows, Internet marketing, and public relations.

With this in mind, the management at Cupid's Consulting is seeking \$40,000 to start the business and transform it into a successful venture. Most of this money will be used to cover up-front costs for items such as supplies, equipment, and advertising. This investment will be paid off by the end of the third year of operations. The projected revenues for the first five years are as follows:

- 2003            \$93,500
- 2004            \$100,000
- 2005            \$146,625
- 2006            \$194,531
- 2007            \$242,914

The projected profits for the first five years are as follows:

- 2003            (\$8,535)
- 2004            \$715
- 2005            \$19,040
- 2006            \$18,738
- 2007            \$10,521

## **Company Summary**

Cupid's Consulting is a wedding consulting company established to meet the untapped demands of the low budget wedding industry.

### **Objectives**

The objectives for Cupid's Consulting are as follows:

- To provide quality wedding consulting services to brides and grooms in the Dallas/Fort Worth market.
- To offer and facilitate full or partial arrangements with perspective clients.
- To become self-sufficient within three years of start-up.

### **Mission**

To provide the bride and groom with a quality wedding consulting service, which will serve as an alternative to typical wedding planning, while meeting the needs of a limited budget.

### **Start-Up Summary**

The management team has realized there is an untapped market in the wedding industry for lower budget weddings. The wedding planners and consultants surveyed by the Cupid's Consulting research team state they receive numerous telephone calls and e-mails requesting information and soliciting assistance for planning weddings in the Dallas/Fort Worth area. These calls primarily come from brides, grooms, and friends and families of the bride and groom. Interviews with wedding planners and

wedding consultants have proven that they are not always able to meet the needs of the bridal party due to lack of available finances.

The management team believes that if they are the first to move into this market they will find success in the new venture. The start-up costs will be \$40,000 (including legal costs, design, advertising/marketing, and related expenses). The start-up costs of \$40,000 will be financed through an unsecured SBA (Small Business Association) bank term loan.

### **Keys To Success**

Cupid's Consulting must meet several criteria in order to experience success in the wedding consulting industry. The criteria are as follows:

- The company must offer a service that will be beneficial to the wedding party.
- The company must meet the intense demands of wedding consulting with a friendly, customer-service oriented attitude.
- The company must generate funds to become self-sufficient.
- The company must not alienate other wedding planners/consultants in the area, but see them as a potential referral source.
- The company must build strong relationships with wedding suppliers.

### **Company Ownership**

Cupid's Consulting will be a sole proprietorship owned and operated by Jamie McDonald. In future years, Ms. McDonald will re-evaluate the business structure, and

with the assistance of legal counsel, will make a decision regarding the future structure of Cupid's Consulting.

### **Company Location and Facilities**

Cupid's Consulting will be located at the McDonald residence at 551 North Valley Parkway, Lewisville, TX 75067. Jamie McDonald has two spare rooms in her home that will serve as the offices of Cupid's Consulting. The rooms are located on the west side of the one-story house, and have an outside entrance. This arrangement will allow the business ample space to start and grow at a reasonable speed, while keeping costs of operations to a minimum.

Most expenses related to rent, insurance, maintenance, utilities, etc. will not be experienced due to the company being a home-based operation. Therefore, it is not necessary to calculate additional expenditures for the facility management.

## Services

Cupid's Consulting will bring the bridal party and wedding planners together with suppliers of wedding services. Cupid's Consulting will act as the "middle-man." The staff of Cupid's Consulting will provide the wedding party with wedding supplier contact information, recommendations for perfecting their wedding experience, and will then keep in close contact with the wedding party and the wedding suppliers to ensure absolute satisfaction.

The cost to the wedding party for the service will be minimal. At a one-time rate of merely \$500, the wedding party will have access to the following:

- Up to ten hours of face-to-face meetings.
- Unlimited access to Cupid's Consulting resource/referral guide. (A rough draft of already existing contacts is located in Appendix A.)
- Expertise and recommendations of the staff.
- Use of the already existing relationships, affiliations, and affinity partners of the company.

Of the above bullet points, the first two relate to tangible services, while the latter two have an intrinsic value. Additional hours of consulting will be available at a rate of \$75 per hour, if the client exceeds the ten-hour time allotment.

## **Market Analysis Summary**

Management estimates that Cupid's Consulting can capture about one quarter of one percentage point of the total market share in the Dallas/Fort Worth area each year. Of the 47,000 weddings in the Dallas/Fort Worth Metroplex, the potential customer base for Cupid's Consulting will be approximately 87 ceremonies for the first year.

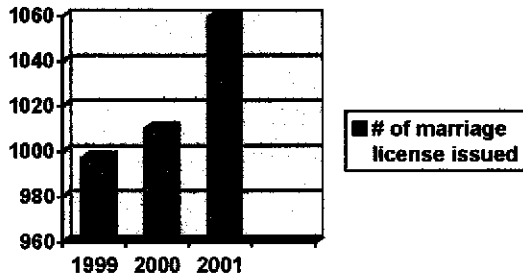
### **Market Segmentation**

In the United States, the wedding industry is a \$37 billion industry each year (Appendix B). The United States Census Bureau states there were almost 2.4 million weddings in the Country in 2000. Of the 2.4 million weddings, 197,000 took place in the State of Texas. In the Dallas/Fort Worth Metroplex alone, 49,000 wedding ceremonies were performed during 2000. In the United States, 2.35 million weddings took place last year (2001). During the past year, 194,000 weddings took place in Texas with 47,000 ceremonies held in the Dallas/Fort Worth Metroplex. Cupid's Consulting believes this is a large market in which the team can capture a large and growing percentage of annual weddings. (Refer to Table 3 on the following page.)

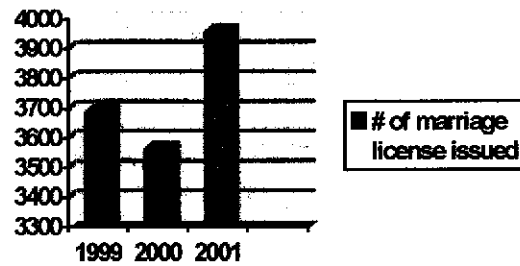


On a more local level, Denton County realized over 3,900 marriage licenses issued in 2001 (Table 2), while the City of Lewisville experienced nearly 1,060 of those issued licenses (Table 1). (Appendix C.)

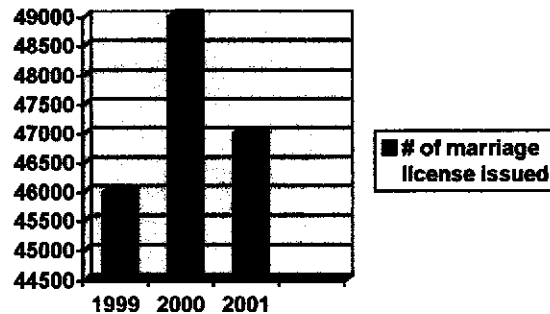
**Table 1**  
**City of Lewisville**



**Table 2**  
**Denton County**



**Table 3**  
**For DFW Metroplex**



### Target Market Segment Strategy

The target market for Cupid's Consulting is low budget weddings occurring in the Dallas/Fort Worth area. The market segment for Cupid's Consulting will be those wedding parties that cannot afford to hire the typical wedding planner. The management team feels that this encompasses weddings with a budget of less than \$10,000. Cupid's Consulting will receive a majority of its prospective client base from young couples and couples entering into their second marriage.

### ***Market Needs***

Within the Dallas/Fort Worth wedding market, there is a gap between those that can afford to hire a wedding planner and those who cannot afford the services of a wedding planner. Ms. McDonald has identified this gap, and has realized that lower budget weddings still require the expertise of a helpful wedding consultant.

### ***Competition and Buying Patterns***

According to the Yahoo! Yellow Pages, there are approximately seventy major wedding consultants who offer services to brides and grooms in the Dallas/Fort Worth Metroplex. Locally, there are five major, well-known wedding consultants in Denton County. Two of those are located in Lewisville, which are considered to be the primary source of competition. Each of the aforementioned wedding consultants offers the one-stop conveniences that Cupid's Consulting will offer. However, these competitors are not targeting lower income weddings.

Interviews with several of the local wedding consultants has shown they receive anywhere from three to eleven phone calls a day from newly engaged couples looking for the services of a wedding planner or consultant. Research also found most of the wedding consultants in the Dallas/Fort Worth Metroplex charge an hourly rate ranging from \$40 to \$300.

## **Strategy and Implementation Summary**

### **Competitive Edge**

Cupid's Consulting has a strong competitive advantage over the competition. The competitive advantages for the company are three-fold. First, the company has the expertise and experience of Jamie McDonald. Jamie has pre-existing relationships with numerous florists, caterers, photographers, and other wedding suppliers to perform services for wedding ceremonies and receptions. She also knows and understands what it takes to cultivate and grow new relationships.

Second, Cupid's Consulting has a unique target market in the low budget category. By targeting a new market niche, the company will beat the competition to the market. The pricing strategy of the company will provide a viable option for those who could not normally afford to seek the expertise of a wedding consultant.

Finally, at Cupid's Consulting, excellent customer service will be the priority. By establishing strong partners in the industry, the staff of Cupid's Consulting will be capable of ensuring the best possible service for the client.

### **Sales Strategy**

Cupid's Consulting will attempt to make the consulting process easier with the one time fee of \$500 for all previously mentioned services. This fee will be agreed upon and committed to in a signed contract during the initial meeting. The sales strategy for

Cupid's Consulting will focus on trade shows, print advertising, e-marketing, and public relations.

### ***Trade Shows***

Cupid's Consulting will have a prominent place in the Dallas/Fort Worth wedding industry by being present at the three major Dallas/Fort Worth Metroplex bridal shows. While at the shows, the staff will hand out promotional material and offer a grand prize drawing for free consulting from Cupid's Consulting. From the database of the door prize entries, the company will generate lead sheets for follow-up contacts with prospective clients. Following the bridal show, the company will actively seek the business of these prospective clients through e-mail, newsletters, and follow up with telephone calls.

There are three primary bridal shows, which are of interest to Cupid's Consulting. They are as follows:

**1. June 23, 2002**

Mid-Cities Bridal Show

American Airlines Training & Conference Center

**2. July 27-28, 2002**

Dallas Bridal Show

Dallas Market Hall

**3. August 24-25, 2002**

Ft. Worth Bridal Show

Will Rogers Exhibit Hall

### ***Public Relations***

Cupid's Consulting will actively seek opportunities to generate free publicity. This will be done through seasonal press releases and through presentation opportunities at local bridal shows. Publicity will also be generated locally through community involvement in organizations such as the Lewisville Chamber of Commerce, the Flower Mound Chamber of Commerce, Christian Community Action, the Old Town Business Association, Keep Lewisville Beautiful, etc.

### ***Advertising***

Cupid's Consulting will focus advertising efforts locally due to a limited budget. Advertising will be done cooperatively with local wedding suppliers. Cooperative advertising will allow Cupid's Consulting to subsidize the advertisements while still getting the advertising impressions needed for success. Marketing partners will prove to be a large source of alternative revenue for Cupid's Consulting. The company will seek the quality suppliers in the wedding industry. Cupid's Consulting will then use funds from these third parties to buy cooperative ads in local wedding guides and in other advertising media as the management of Cupid's Consulting and the suppliers see fit.

### ***Internet***

Cupid's Consulting will also market via the Internet. Jamie McDonald has extensive knowledge in the subject of web design and e-marketing. She understands what it takes to ensure search engine optimization and user-friendly web sites. Therefore, Cupid's Consulting will have a strong, competitive presence on the Internet, and will experience extra benefits from being a strong e-marketing company.

## Personnel Plan

Cupid's Consulting will need a staff of two to operate smoothly. The first staff member is Jamie McDonald, president of Cupid's Consulting. The additional employee is Kirstin Olson, part-time office manager.

Ms. McDonald brings a large amount of expertise, experience, and existing relationships to the company. She has previously worked in the floral industry, where she learned about the complexity of the wedding industry and first realized her interest in a career as a wedding consultant. Ms. McDonald also has extensive experience in the retail and commercial banking industry, leading to a vast experience in the financial aspects of operating a small business. Jamie currently works for the Lewisville Chamber of Commerce and Visitors Bureau, where she has gained the marketing and public relations expertise needed to successfully "sell" the business. Along with her work experience, Ms. McDonald has many other qualities and traits needed to be a successful small business entrepreneur. She is highly motivated, goal-oriented, and has the people skills necessary to perform the job above expectations. Jamie also has acquired a Bachelors of Business Administration with a professional focus in Marketing and a Masters of Business Administration with a professional focus in Management, both from the University of North Texas.

Kirstin Olson will also prove to be a huge asset to Cupid's Consulting. Kirstin has obtained a Masters of Business Administration with a professional focus in Management from the University of North Texas. Ms. Olson is highly motivated and excited about the future of Cupid's Consulting. She is particularly experienced in the field of marketing,

which will be extremely useful to the company. She also has the people skills needed to create a wonderful experience for the client. By being the first point of contact for prospective clients, Kirstin will provide the professional attitude necessary to make that first, critical impression.

## Financial Plan

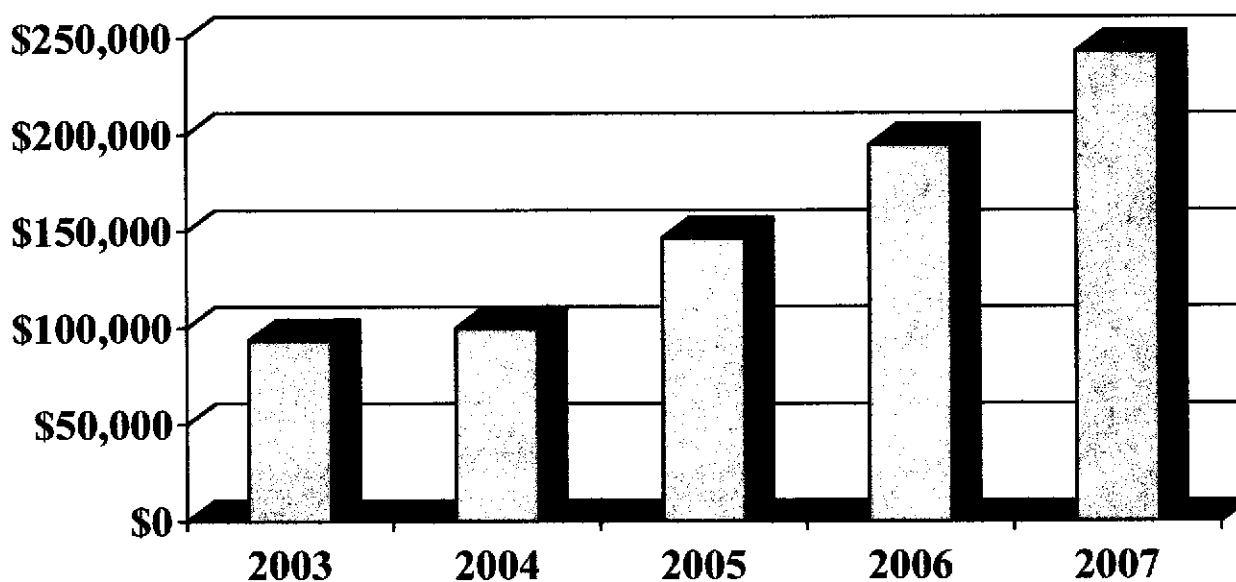
Financial data for Cupid's Consulting is based upon the following assumptions:

- \$40,000 unsecured SBA bank loan will have an annual percentage rate of ten percent.
- Cooperative/Partnership funds increase at a rate of twenty-five percent per year.
- Initial year the company will have eighty-seven clients and market share gain will be one quarter of one percentage point annually.

*Detailed financial projections are located in the appendices of the business plan.*

Table 4 shows the projected revenues generated from Cupid's Consulting clients and from the cooperative/partnership funds.

### **Total Revenue**





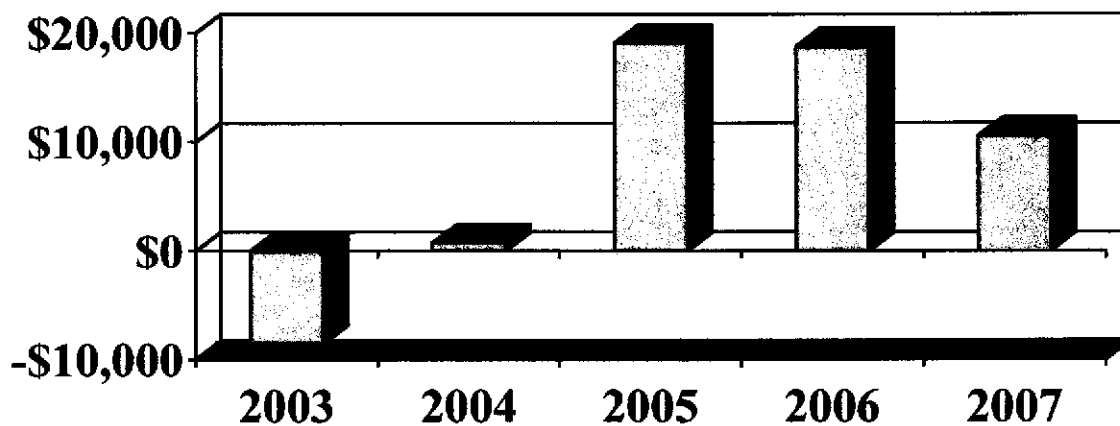
### **Break-even Analysis**

Cupid's Consulting is projected to break-even in the third year of operation. This is a conservative estimate, and one that the planning team feels is highly obtainable.

### **Projected Profit and Loss**

Table 5 demonstrates the company will only operate at a loss during the first year of operations. In following years, Cupid's Consulting will see a profit, dependent upon increasing expenditures related to growth.

**Table 5  
Profit & Loss**



### **Projected Cash Flows**

The cash flow of Cupid's Consulting will be negative in years one and two. However, in 2005, the company will experience a positive cash flow. The first two years' negative cash flow will not be a major problem for daily operations of the company, due to the flexible expense flow.

**Cupid's Consulting**  
**Income Statement**  
**For the year ended December 31, 2003**

**Revenues:**

Cash from Investor	\$40,000
Partnership/Cooperative Funds	10,000
Consulting Fees	43,500
<i>Total Revenue</i>	<u>\$93,500</u>

**Operating expenses:**

Employees' wages	\$30,000
Administrative salaries	15,000
Payroll taxes	5,400
Utilities (Phone)	1,200
Internet Access	360
Phone Service	2,400
Office Equipment	2,850
Office Supplies	500
Printer/Scanner/Copier in One	400
Banking Fees	600
Advertising	10,000
Trade Shows	15,000
Professional Development	3,000
Loan Payment	13,333
<i>Total operating expenses</i>	<u>100,043</u>

**Operating income** (\$6,543)

**Other revenues and gains:**

Banking Account Interest	<u>\$167</u>
	167
	<u>(\$6,376)</u>

**Other expenses and losses:**

Interest Expense	<u>\$2,159</u>
	2,159

**Net income (loss) before taxes** (\$8,535)

**Cupid's Consulting**  
**Income Statement**  
**For the year ended December 31, 2004**

**Revenues:**

Partnership/Cooperative Funds	\$12,500
Consulting Fees	<u>87,500</u>
<i>Total Revenue</i>	<u>\$100,000</u>

**Operating expenses:**

Employees' wages	\$30,000
Administrative salaries	15,000
Payroll taxes	5,400
Utilities (Phone)	1,200
Internet Access	360
Phone Service	2,400
Office Equipment	500
Office Supplies	500
Banking Fees	600
Advertising	10,000
Trade Shows	15,000
Professional Development	3,000
Loan Payment	<u>13,333</u>
<i>Total operating expenses</i>	<u>97,293</u>

**Operating income**

\$2,707

**Other revenues and gains:**

Banking Account Interest	<u>\$167</u>
	167
	<u>\$2,874</u>

**Other expenses and losses:**

Interest Expense	<u>\$2,159</u>
	2,159

**Net income (loss) before taxes**

\$715

**Cupid's Consulting**  
**Income Statement**  
**For the year ended December 31, 2005**

**Revenues:**

Partnership/Cooperative Funds	\$15,625
Consulting Fees	131,000
<i>Total Revenue</i>	<u>\$146,625</u>

**Operating expenses:**

Employees' wages	\$30,000
Administrative salaries	30,000
Payroll taxes	7,200
Utilities (Phone)	1,200
Internet Access	360
Phone Service	2,400
Office Equipment	1,500
Office Supplies	1,000
Banking Fees	600
Advertising	20,000
Trade Shows	15,000
Professional Development	3,000
Loan Payment	13,333
<i>Total operating expenses</i>	<u>125,593</u>

**Operating income** \$21,032

**Other revenues and gains:**

Banking Account Interest	<u>\$167</u>
	167
	<u>\$21,199</u>

**Other expenses and losses:**

Interest Expense	<u>\$2,159</u>
	2,159

**Net income (loss) before taxes** \$19,040

**Cupid's Consulting**  
**Income Statement**  
**For the year ended December 31, 2006**

**Revenues:**

Partnership/Cooperative Funds	\$19,531
Consulting Fees	175,000
<i>Total Revenue</i>	<u>\$194,531</u>

**Operating expenses:**

Employees' wages	\$40,000
Administrative salaries	30,000
Payroll taxes	8,400
Utilities (Phone)	1,200
Internet Access	360
Phone Service	2,400
Office Equipment	2,000
Office Supplies	1,500
Banking Fees	600
Advertising	50,000
Trade Shows	35,000
Professional Development	4,500
<i>Total operating expenses</i>	<u>175,960</u>
<b>Operating income</b>	<u>\$18,571</u>

**Other revenues and gains:**

Banking Account Interest	<u>\$167</u>
	167
	<u>\$18,738</u>

**Other expenses and losses:**

	<u>\$0</u>
	0
	<u>\$18,738</u>

**Net income (loss) before taxes**

\$18,738

**Cupid's Consulting**  
**Income Statement**  
**For the year ended December 31, 2007**

**Revenues:**

Partnership/Cooperative Funds	\$24,414
Consulting Fees	218,500
<i>Total Revenue</i>	<u>\$242,914</u>

**Operating expenses:**

Employees' wages	\$65,000
Administrative salaries	35,000
Payroll taxes	12,000
Utilities (Phone)	1,200
Internet Access	360
Phone Service	2,400
Office Equipment	1,500
Office Supplies	1,500
Banking Fees	600
Advertising	55,000
Trade Shows	35,000
Professional Development	3,000
Print Materials	20,000
<i>Total operating expenses</i>	<u>232,560</u>

**Operating income** \$10,354

**Other revenues and gains:**

Banking Account Interest	<u>\$167</u>
	167
	<u>\$10,521</u>

**Other expenses and losses:**

Other expenses and losses:	<u>\$0</u>
	0

**Net income (loss) before taxes** \$10,521

## Cupid's Consulting Cash Flow Analysis

	2003	2004	2005	2006	2007
<b>Beginning cash</b>	\$0	(\$8,536)	(\$7,822)	\$6,218	\$14,956
<b>Plus: consulting fees</b>	43,500	87,500	131,000	175,000	218,500
Partnership/Cooperative Funds	10,000	12,500	15,625	19,531	24,414
Banking Account Interest	167	167	167	167	167
Bank loan	40,000	0	0	0	0
Less: start-up costs	0				
<b>Total cash available</b>	<u>\$93,667</u>	<u>\$91,631</u>	<u>\$138,970</u>	<u>\$200,916</u>	<u>\$258,037</u>
<b>Purchase of inventory</b>	\$0	\$0	\$0	\$0	\$0
Employees' wages	30,000	30,000	30,000	40,000	65,000
Administrative salaries	15,000	15,000	30,000	30,000	35,000
Payroll taxes	5,400	5,400	7,200	8,400	12,000
Utilities	1,200	1,200	1,200	1,200	1,200
Internet Access	360	360	360	360	360
Phone Service	2,400	2,400	2,400	2,400	2,400
Office Equipment	2,850	500	1,500	2,000	1,500
Office Supplies	500	500	1,000	1,500	1,500
Printer/Scanner/Copier	400	0	0	0	0
Banking Fees	600	600	600	600	600
Interest on loan	2,159	2,159	2,159	0	0
Advertising	10,000	10,000	20,000	50,000	55,000
Trade Shows	15,000	15,000	15,000	35,000	35,000
Professional Development	3,000	3,000	3,000	4,500	3,000
Printed Materials	0	0	0	0	20,000
<b>Total expenditures</b>	<u>\$88,869</u>	<u>\$86,119</u>	<u>\$114,419</u>	<u>\$175,960</u>	<u>\$232,560</u>
<b>Total Cash Less Total Expenditures</b>	\$4,798	\$5,512	\$24,551	\$24,956	\$25,477
Less owner's withdrawal	0	0	5,000	10,000	10,000
Less initial loan cost	0	0	0	0	0
Less loan payment (net of interest)	13,334	13,334	13,333	0	0
<b>Ending cash balance</b>	<u>(\$8,536)</u>	<u>(\$7,822)</u>	<u>\$6,218</u>	<u>\$14,956</u>	<u>\$15,477</u>
<b>Loan balance</b>	<u>\$26,667</u>	<u>\$13,333</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>

**CUPID'S CONSULTING**  
**Balance Sheet**

	2003	2004	2005	2006	2007
<b>ASSETS</b>					
Cash	\$0	(\$8,535)	(\$7,820)	\$6,220	\$14,958
Accounts receivable	93,500	100,000	146,625	194,531	242,914
<b>Total assets</b>	<u>\$93,500</u>	<u>\$91,465</u>	<u>\$138,805</u>	<u>\$200,751</u>	<u>\$257,872</u>
<b>LIABILITIES AND OWNER'S EQUITY</b>					
Accounts payable	43,100	41,065	66,605	112,351	135,872
Salaries and wages payable	45,000	45,000	60,000	70,000	100,000
Payroll taxes payable	5,400	5,400	7,200	8,400	12,000
<b>Total liabilities</b>	<u>\$93,500</u>	<u>\$91,465</u>	<u>\$133,805</u>	<u>\$190,751</u>	<u>\$247,872</u>
Owner's equity	\$0	\$0	\$5,000	\$10,000	\$10,000
<b>TOTAL LIABILITIES AND OWNERS EQUITY</b>	<u>\$93,500</u>	<u>\$91,465</u>	<u>\$138,805</u>	<u>\$200,751</u>	<u>\$257,872</u>



## Births, Marriages, Divorces, and Deaths: Provisional Data for April–June 2001

**Table 1. Provisional Vital Statistics for the United States, April 2001**

[Rates for infant deaths are deaths under 1 year per 1,000 live births; fertility rates are live births per 1,000 women aged 15–44 years; all other rates are per 1,000 total population. Data are subject to monthly reporting variation; see Technical notes]

Item	April				January–April				12 months ending with April				
	Number		Rate		Number		Rate		Number		Rate		
	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	1999
Live births	328,000	318,000	14.4	14.1	1,314,000	1,307,000	14.4	14.4	4,070,000	4,003,000	14.7	14.6	14.5
Fertility rate	...	...	66.4	64.6	...	...	66.5	65.8	...	...	67.7	66.5	65.7
Deaths	201,000	194,000	8.8	8.6	848,000	862,000	9.3	9.5	2,389,000	2,397,000	8.7	8.8	8.7
Infant deaths	2,200	2,300	6.6	7.0	8,800	9,200	6.7	7.0	26,800	28,000	6.6	7.0	7.0
Natural increase	127,000	124,000	5.6	5.5	466,000	445,000	5.1	4.9	1,681,000	1,606,000	6.0	5.8	5.8
Marriages	205,000	166,000	9.0	7.4	657,000	639,000	7.2	7.0	<b>2,347,000</b>	<b>2,404,000</b>	8.5	8.8	8.4
Divorces <sup>1</sup>	...	...	...	...	...	...	...	...	...	...	4.0	4.2	4.2
Population base (in millions)	...	...	277.1	274.5	...	...	...	...	...	...	276.1	273.9	270.9

... Category not applicable.

--- Data not available.

<sup>1</sup>Divorce rates exclude data for California, Colorado, Indiana, and Louisiana. Populations for these rates also exclude these States.

NOTES: Figures include revisions received from the States. Twelve-month figures for the current year reflect revisions received for previous months, and figures for earlier years may differ from those previously published.

**Table 2. Provisional Vital Statistics for the United States, May 2001**

[Rates for infant deaths are deaths under 1 year per 1,000 live births; fertility rates are live births per 1,000 women aged 15–44 years; all other rates are per 1,000 total population. Data are subject to monthly reporting variation; see Technical notes]

Item	May				January–May				12 months ending with May				
	Number		Rate		Number		Rate		Number		Rate		
	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	1999
Live births	322,000	341,000	13.7	14.7	1,637,000	1,648,000	14.3	14.5	4,051,000	4,013,000	14.7	14.7	14.5
Fertility rate	...	...	63.1	67.0	...	...	65.8	66.0	...	...	67.4	66.8	65.5
Deaths	197,000	196,000	8.3	8.4	1,044,000	1,058,000	9.1	9.3	2,390,000	2,397,000	8.7	8.8	8.7
Infant deaths	2,300	2,300	6.9	6.6	11,100	11,500	6.7	6.9	26,800	27,900	6.6	6.9	7.0
Natural increase	125,000	145,000	5.4	6.3	593,000	590,000	5.2	5.2	1,661,000	1,616,000	6.0	5.9	5.8
Marriages	215,000	189,000	9.1	8.1	872,000	828,000	7.6	7.3	<b>2,373,000</b>	<b>2,388,000</b>	8.6	8.7	8.4
Divorces <sup>1</sup>	...	...	...	...	...	...	...	...	...	...	4.0	4.2	4.2
Population base (in millions)	...	...	277.3	274.7	...	...	...	...	...	...	276.2	273.8	271.5

... Category not applicable.

--- Data not available.

<sup>1</sup>Divorce rates exclude data for California, Colorado, Indiana, and Louisiana. Populations for these rates also exclude these States.

NOTES: Figures include revisions received from the States. Twelve-month figures for the current year reflect revisions received for previous months, and figures for earlier years may differ from those previously published.

**Table 3. Provisional Vital Statistics for the United States, June 2001**

[Rates for infant deaths are deaths under 1 year per 1,000 live births; fertility rates are live births per 1,000 women aged 15-44 years; all other rates are per 1,000 total population. Data are subject to monthly reporting variation; see Technical notes]

Item	June				January-June				12 months ending with June				
	Number		Rate		Number		Rate		Number		Rate		
	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	1999
Live births	333,000	339,000	14.6	15.0	1,969,000	1,987,000	14.3	14.6	4,045,000	4,024,000	14.6	14.7	14.5
Fertility rate	...	...	67.3	68.7	...	...	66.1	66.5	...	...	67.3	66.9	65.5
Deaths	195,000	183,000	8.6	8.1	1,239,000	1,241,000	9.0	9.1	2,402,000	2,404,000	8.7	8.8	8.6
Infant deaths	2,100	2,100	6.4	6.3	13,200	13,600	6.7	6.8	26,800	27,800	6.6	6.9	7.0
Natural increase	138,000	156,000	6.0	6.9	730,000	746,000	5.3	5.5	1,643,000	1,620,000	5.9	5.9	5.9
Marriages	228,000	237,000	10.0	10.5	1,100,000	1,065,000	8.0	7.8	<b>2,363,000</b>	<b>2,384,000</b>	8.5	8.7	8.4
Divorces <sup>1</sup>	...	...	...	...	...	...	...	...	...	...	4.0	4.2	4.2
Population base													
(in millions)	...	...	277.5	274.9	...	...	...	...	...	...	276.6	274.0	271.6

... Category not applicable.

... Data not available.

<sup>1</sup>Divorce rates exclude data for California, Colorado, Indiana, and Louisiana. Populations for these rates also exclude these States.

NOTES: Figures include revisions received from the States. Twelve-month figures for the current year reflect revisions received for previous months, and figures for earlier years may differ from those previously published.

**Table 4. Provisional number of live births, marriages, deaths, and infant deaths and rates, by month: United States, January 2000-June 2001**

[Data are provisional and are subject to monthly reporting variation; see Technical notes]

Period	Live births				Marriages		Deaths		Infant deaths	
	Number	Rate per 1,000 population	Rate per 1,000 women aged 15-44 years		Number	Rate per 1,000 population	Number	Rate per 1,000 population	Number	Rate per 1,000 live births
			Unadjusted	Seasonally adjusted <sup>1</sup>						
2000:										
January	331,000	14.3	65.0	67.9	147,000	6.3	239,000	10.3	2,300	6.8
February	318,000	14.7	66.8	68.0	159,000	7.3	219,000	10.1	2,300	7.2
March	340,000	14.6	66.7	68.3	166,000	7.1	210,000	9.0	2,400	7.0
April	318,000	14.1	64.6	65.4	166,000	7.4	194,000	8.6	2,300	7.0
May	341,000	14.7	67.0	67.4	189,000	8.1	196,000	8.4	2,300	6.6
June	339,000	15.0	68.7	67.8	237,000	10.5	183,000	8.1	2,100	6.3
July	349,000	15.0	68.5	65.6	235,000	10.1	195,000	8.4	2,400	7.0
August	359,000	15.4	70.5	68.0	244,000	10.4	187,000	8.0	2,300	6.6
September	346,000	15.3	70.2	66.5	225,000	10.0	189,000	8.4	2,400	7.0
October	345,000	14.8	67.8	68.3	217,000	9.3	194,000	8.3	2,100	6.1
November	338,000	14.9	68.5	71.1	191,000	8.4	190,000	8.4	2,200	6.5
December	339,000	14.5	66.5	67.1	152,000	6.5	208,000	8.9	2,200	6.4
2001:										
January	360,000	15.3	70.4	73.6	142,000	6.1	225,000	9.6	2,200	6.3
February	292,000	13.7	63.2	64.3	140,000	6.6	204,000	9.6	2,100	7.0
March	335,000	14.2	65.6	67.2	169,000	7.2	218,000	9.3	2,300	6.9
April	328,000	14.4	66.4	67.2	205,000	9.0	201,000	8.8	2,200	6.6
May	322,000	13.7	63.1	63.5	215,000	9.1	197,000	8.3	2,300	6.9
June	333,000	14.6	67.3	65.4	228,000	10.0	195,000	8.6	2,100	6.4

<sup>1</sup>The method of seasonal adjustment, developed by the U.S. Bureau of the Census, is described in *The X-11 Variant of the Census Method II Seasonal Adjustment Program*, Technical Paper No. 15 (1967 revision).

NOTE: Figures include all revisions received from the States and therefore, may differ from those previously published.

FEE CODE	FEE DESCRIPTION	GL CODE	FEE AMOUNTS/COUNT	TOTAL(S)
B-CERT	BIRTH CERTIFICATE	01-3210	5 Item(s) .....	\$45.00
B-CERT-ST	BIRTH CERTIFICATE FOR STATE	01-3813	5 Item(s) .....	\$10.00
BOND	Bond		370 Item(s) .....	\$64663.53
COPIES	COPIES	01-3210	6 Item(s) .....	\$51.90
D-CERT	DEATH CERTIFICATE	01-3210	13 Item(s) .....	\$327.00
M-LIC	MARRIAGE LICENSE	01-3202	997 Item(s) .....	\$32472.00
MISC	Miscellaneous Fee	01-3210	3 Item(s) .....	\$8.30
FEE(S) TOTAL				\$97577.73

FEE CODE	FEE DESCRIPTION	GL CODE	FEE AMOUNTS/COUNT	TOTAL(S)
APP-FILE	APPEAL FILING FEE		0 Item(s)	\$0.00
B-CERT	BIRTH CERTIFICATE	01-3210	7 Item(s)	\$72.00
B-CERT-ST	BIRTH CERTIFICATE FOR STATE	01-3813	7 Item(s)	\$16.00
BOND	Bond		291 Item(s)	\$72855.56
COPIES	COPIES	01-3210	13 Item(s)	\$48.80
D-CERT	DEATH CERTIFICATE	01-3210	13 Item(s)	\$390.00
M-LIC	MARRIAGE LICENSE	01-3202	1010 Item(s)	\$36360.00
MISC	Miscellaneous Fee	01-3210	3 Item(s)	\$2.60
FEE(S) TOTAL				\$109744.96

FEE CODE	FEE DESCRIPTION	GL CODE	FEE AMOUNTS/COUNT	TOTAL(S)
APPEAL	APPEAL BOND		0 Item(s)	\$0.00
B-CERT	BIRTH CERTIFICATE	01-3210	4 Item(s)	\$36.00
B-CERT-ST	BIRTH CERTIFICATE FOR STATE	01-3813	4 Item(s)	\$8.00
BOND	Bond		270 Item(s)	\$61222.07
COPIES	COPIES	01-3210	13 Item(s)	\$46.35
D-CERT	DEATH CERTIFICATE	01-3210	15 Item(s)	\$522.00
M-LIC	MARRIAGE LICENSE	01-3202	1059 Item(s)	\$38093.00
MISC	Miscellaneous Fee	01-3210	2 Item(s)	\$2.00
PMT	Payment		0 Item(s)	\$0.00
FEE(S) TOTAL				\$99929.42



# Separator Sheet

File Contents: Advertising

Denton Convention and Visitor Bureau


**DENTON**  
*...and all that jazz!*



Discover our music and so much more. Shopping, historic courthouse square, museums, galleries, collegiate sports, year 'round festivals

**DENTON**  
*...and all that jazz!*

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[www.discoverdenton.com](http://www.discoverdenton.com)



**DENTON**  
*...and all that jazz!*



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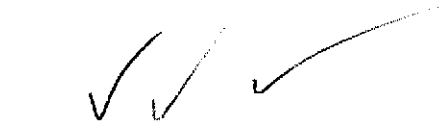
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*...and all that jazz!*

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*...and all that jazz!*

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#1	#2	#3
7	1	4

waiting for you to come and soak it all in. If solitude is your style, head for Padre Island National Seashore. This 80-mile stretch of barrier-island coastline has been left exactly as nature intended it, with sea oats waving in the dunes and shorebirds skittering along the surf line. Spread out a beach towel and stave off a nap long enough to watch for the dolphins that frolic just offshore.

For a different sampling of wildlife, head to **South Padre Island**. This small beach town of just 2,000 welcomes thousands more in winter months, from retirees and "snowbirds" from the North, to college students celebrating their spring break in the sun. South Padre's reliable Gulf winds make the area a favorite for windsurfing, parasailing and kiteboarding, too.

On **Galveston Island**, horse-drawn carriages clip-clop their way through a handsome historic district just a few blocks from the island's plentiful beaches. Though Galveston lies just an hour's drive from Houston, you'll feel worlds away as you stroll The Seawall, join in on beach volleyball, or settle back to enjoy a waterfront concert.

### *Dazzling Diversity*

Hispanic heritage is deeply rooted in Texas, joyously celebrated throughout the state and throughout the year. **San Antonio** hosts the biggest bash each April: the 10-day Fiesta San Antonio, a whirlwind of parades, Mexican rodeos, mariachi and Tejano music, and brilliant parades. Fiestas also honor two other important dates in Hispanic history—Cinco de Mayo (May 5) and Diez y Seis (September 16)—in many Texas cities.

In the 1840s, German immigrants settled in the Texas Hill Country, lured by the promise of a new land. Many descendants of the original settlers still live in the region; German heritage thrives in **Fredericksburg**, **New Braunfels** and **Boerne**. Gingerbread-trimmed homes dot the neighborhoods and the chatter of German wafts through shops and restaurants. For a taste of fun-filled German culture, time your visit for Fredericksburg's Oktoberfest or New Braunfels' November Wurstfest.

And there's so much more... more than 30 ethnic groups in all. Gain new

insights into all of them at the University of Texas Institute of Texan Cultures in San Antonio. It hosts the Texas Folklife Festival each June, showcasing the many faces and facets that make up this great state.

### *Cultural Riches*

Texas has always been a state that makes the most of its riches. Everyone knows about our cattle and our oil...but have you tried our music? **Austin** is a city particularly rich in musical talent and a magnet for musicians looking to make their break. Sixth Street—the heartbeat of this lively college town and "live music capital of the world"—reverberates with rock, country, blues and jazz. Honky-tonks like The Broken Spoke have been around for decades, and virtually every country music legend has graced its stage. One World Theatre is creating another legacy for Austin—a new venue for artists ranging from John Mayall to Rickie Lee Jones. Come in March to check out South by Southwest, Austin's burgeoning music

festival, this year featuring more than 900 musicians on stages throughout Austin.

**Denton** is home to the University of North Texas and its world-renowned music program, which makes this city northwest of Dallas an ideal spot to catch talented jazz musicians improvising at local clubs. **Grand Prairie** is also drawing musicians and music lovers to its new world-class indoor entertainment venue, NextStage.


**Fort Worth's** collection of world-renowned museums has it put on the map as the "Museum Capital of the Southwest." The Cultural District boasts four top-notch museums, with two more opening this year—all right next to the Will Rogers Memorial Center, which hosts the country's major equestrian events over 200 days per year.

**Houston's** downtown Theater District includes more than 12,000 seats, second only to New York City. It's home to a wealth of performing arts, including the Houston Symphony, the Houston Ballet, the Houston

A

# LIVE


PICTURE OF EARTH'S WONDERS



*Barton Springs Pool,  
a natural year-round wonder*

**{NATURAL AND OTHERWISE}**

Austin is **aLIVE** with places like the Lady Bird Johnson Wildflower Center. Here, **MUSIC** dances through our city streets each night. And our visitors **CAPITAL**ize on a rich heritage in the Texas State History Museum each day. Come try some **OF THE** best barbecue around in just about the friendliest place in the whole **WORLD**.



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BRAND IMAGE TASK FORCE  
FEBRUARY 25, 2002

I. Summary of January Meeting - Tim Crouch

II. Presentation of Brand Image Ideas - Jody Hanson

III. Discuss Brand Image Ideas - Jody Hanson → some like "all that jazz";  
others like "Let us  
Entertain You"

IV. Set Next Meeting Date?

→ Both could be all encompassing

→ Some like all the "peppiness"  
of "all that jazz."

→ Both seem to have flexibility,  
that could be used for ED and  
tourism.

"Music to your ears!" - some felt it could be  
good b/c it connotes good things,  
some felt it is limiting b/c  
it has music.

John said your  
brand would  
either invite them  
or make a statement

"Moving to a different ~~beat~~" -

"Feel the Rhythm" - No

"Playin' it Cool" - No

"Let us entertain You" - Plays off of a lot,  
but doesn't seem as easily  
used for both.

Roni thinks  
this one is more  
of a statement  
about us

Michelle B. feels we need to come up w/ one that could be  
used for both

## BRANDING DENTON

### WHAT IS A BRAND

A Brand is a PROMISE. Not a tagline or a logo.  
What we communicate, we must DELIVER.

### COMPONENTS TO CONSIDER:

Target Market  
Frame of Reference  
Compelling Benefit

### DENTON'S CHALLENGE

Determine Most Compelling Benefit

### BRAND VISION

Denton as a Jazz Destination/Arts Corridor  
Elements are in place to support this vision.

- Existing reputation for world class music
- Grammy-winning artists/groups
- Performing arts venues
- Vision for a Jazz Hall of Fame
- Major music festivals

### POSITIONING

Convenient location - in Texas, US with D/FW Airport & I-35- at the top of the Metroplex

A smaller community that offers more personal touch

### PERSONALITY

Friendly  
Charming  
Cultured  
Community spirit  
Family friendly  
Senior friendly  
Sports galore!  
Globally minded

### AFFILIATION

People who appreciate music and the arts.

- I. Summarize last meeting - Jim
- II. Presentation by Anderson Hanson - Judy
- III. Discuss Brand Image - Judy (get feedback)
- IV. Set next meeting date?

just wants to make sure when we put this out there that these are not necessarily associated directly w/ the image. ~~to set up how this was relative to the BIG PICTURE - BRAND traits fit in w/ the Brand slogans. Like "All That Jazz"~~

Using a brand is like joining a club – it says the people inside share certain characteristics that draw them together...and attract other people to join.

## **RECOMMENDED BRANDING STATEMENTS**

**DENTON.**

*And all that Jazz!*

DENTON.

History and all that Jazz

DENTON

Sports and all that Jazz

**DENTON**

*Music to your ears!*

**DENTON**

*Move to a different beat!*

**DENTON**

*Feel the rhythm!*

**DENTON**

*Playin' it cool!*

**DENTON**

*Let us entertain you!*

**DENTON**

*Where the music never ends!*

**ALTERNATE DIRECTIONS:**

**DENTON**

*Gateway to Texas*

**DENTON**

*Gateway to business*

*Gateway to music*

*Gateway to history*

*Gateway to the arts*

**DENTON**

*You've arrived.*



→ A Brand is a promise --  
not a tagline or  
a logo

**REGIONAL COUNCIL AGENDA  
JANUARY 18, 2002**

- Object → the target audience
- What does it say about consumer
- vision

1:30 p.m.

**Welcome and Introductions**  
Tom Baker, President – Oncor  
Chairman of the Board – Greater Dallas Chamber of Commerce

3 components:

- Target
- Frame of Reference
- Compelling benefit
- Brightest talent
- 
- 

**Rationale for Branding Initiative**  
Allan Howeth, Managing Partner – Cantey & Hanger  
Chairman of the Board – Fort Worth Chamber of Commerce

**Work of the Branding Task Force**  
Reid Rector – Fort Worth Chamber of Commerce

**Brand Promise and Implementation**  
Bill Sproull – Greater Dallas Chamber of Commerce

**Questions and Answers**

3:00

**Adjourned**



GREATER DALLAS CHAMBER

**THE DFW METROPLEX  
SPHERICAL® BRAND PROMISE**



**BRAND VISION**

Creating the freedom for all to thrive.

**POSITIONING**

To the brightest talent and the companies that value them,  
DFW Metroplex is the team  
that assures the best access to success.

**PERSONALITY**

Pioneering, Spirited, Cultured,  
Genuinely Friendly, Fun-Loving, Globally-Minded

**AFFILIATION**

Savvy people who make more out of life

## BRAND VISION

### Creating the freedom for all to thrive

#### Thrive

The urge to thrive – not just exist, but to prosper, flourish, succeed – is one of the most deep-seated human desires. This is the highest-order need that the DFW Metroplex ultimately seeks to fill for those who live, work and play here. It's more than a role – it is a cause. It's something that every person involved in shaping the Metroplex can claim as the "greater good" they are working toward.

#### Creating the freedom to thrive

DFW Metroplex is all about doing whatever it takes to allow people to thrive in every aspect of their life, be it business life, community life or personal life. Our brand, therefore, should focus on removing barriers that inhibit business or personal freedoms, and on working to expand the freedom to thrive.

Such a vision is not an over promise, as it guarantees the *freedom* to thrive, but does not go so far as to guarantee thriving.

And "creating" is a constantly active process for which there is no finish line, just ongoing effort and commitment.

#### For all to thrive

*All* aspects of the Metroplex should have the freedom to thrive, not just business. That includes education, health care, recreation, religion, etc.

*All* businesses should have the freedom to thrive, not just certain industries or tax bases or types of employers or types of facilities or level of recognition.

*All* people should have the freedom to thrive, not just certain segments or demographic groups or neighborhoods or backgrounds.

*All* aspects of life should have the freedom to thrive, not just economic aspects. That includes social life, family life, and personal life as people strive for self-improvements in mind, body and soul.

## BRAND POSITIONING

*To the brightest talent and the companies that value them,  
DFW Metroplex is the team  
that assures the best access to success.*

### Target

Our target is two-pronged: certain types of individuals and certain types of organizations.

#### The brightest talent

People who are in the top quartile of their field, whatever their field may be – software developers, engineers, teachers, waiters, performers, nurses, salespeople, restaurant operators, house keepers, etc.

Talented people act as magnets, attracting other talented people as well as companies who want a rich talent pool at their disposal. Some people may try to move here even without a job, just to be part of the area.

#### Companies who value the brightest talent

We want the companies whose success depends largely on the quality of their employees, and that consider people among their most important assets. Clearly, this skews toward industries that want and need qualified intellectual capital –brainpower, aptitude, vision and creativity. It also covers (but is not limited to) the types of businesses DFW has successfully targeted historically:

Aerospace & Aviation	Biotech/Medical Devices
Financial Services	Computer Hardware
Management Services	Computer Software
Semiconductors	Telecom

Likewise, companies that don't rely heavily on intellectual capital, that have little regard for talented employees, and/or that operate primarily as "smokestack" businesses will not be productive as target companies for DFW Metroplex.



## BRAND POSITIONING

*To the brightest talent and the companies that value them,  
DFW Metroplex is the team  
that assures the best access to success.*

### Target (continued)

Each element of this target is inextricably intertwined with the other. Talented workers are drawn to a thick labor market where there are lots of opportunities to grow and sustain their career options, and quality companies desire a ready, high-caliber talent pool to increase their options for finding and keeping the right talent.

## BRAND POSITIONING

To the brightest talent and the companies that value them,  
*DFW Metroplex is the team*  
that assures the best access to success.

### Frame of Reference

Historically, DFW Metroplex has regularly competed with a variety of markets: first-tier and second-tier and smaller cities, northern and southern locations, east-coast and west-coast and central locations, and domestic and international locations. The prime competitors:

#### Domestic

Atlanta, Chicago, Denver, Phoenix, Tampa  
Memphis, Kansas City, St. Louis, Nashville  
Washington D.C. and Virginia, Charlotte  
Austin, Houston, San Antonio, Oklahoma City  
Salt Lake City, Seattle, Portland  
New York, Los Angeles

#### International

Canada: Toronto, Vancouver  
Mexico: Monterrey, Mexico City  
Europe: London, Frankfurt, Paris  
Asia: Tokyo, Taipei, Osaka, Seoul

One way DFW can distinguish itself from these cities going forward is to operate as a *team to work with* instead of just a place to go.

“Team” is a way of thinking, as much as anything. It communicates an attitude of collaboration and cooperation, and the ability to work in concert toward a common goal of giving the targets what they want.

“Team” is important in competing with these other cities for two reasons:

It represents a substantial advantage against other cities that are only loosely organized as a group, but do not project a true team mind set.

Most of these competitors have the luxury of being very singularly focused on their city alone. DFW must operate as a team in order to be truly single-minded in its approach.

## BRAND POSITIONING

To the brightest talent and the companies that value them,  
DFW Metroplex is the team  
*that assures the best access to success.*

### Most Compelling Benefit

To be a magnet for talent and the companies who want them, any location has to offer very real assets that can help them achieve the success they want. But the assets must not just *exist*, they must be *accessible* to those who want them. DFW's benefit is that it provides better access to better assets that assure success.

From a business standpoint, DFW Metroplex offers outstanding access to:

- Other business leaders
- A large, skilled workforce
- A diverse and robust economy
- Transportation hubs (airports, rail and highway infrastructure)
- Available land for commercial development
- The rest of the U.S. and the Americas due to our central location
- The rest of the world due to DFW Airport
- Supportive accessible government
- Capital

From a personal-life standpoint, DFW Metroplex offers outstanding access to:

- Other talented individuals
- A wide variety of job options
- Affordable housing
- Variety of diverse communities, cultures and neighborhoods
- Strong primary and higher education options
- Diverse recreational options
- Diverse arts and cultural options
- Pleasant year-round climate

The key to providing the best access is to provide the best options. Taken together, all these options pave the way for unparalleled personal and business success.

## PERSONALITY

### Pioneering, Spirited, Cultured, Genuinely Friendly, Fun-Loving, Globally-Minded

Taken together, this is the DFW Metroplex personality that should be communicated by residents and organizations throughout the area, and reinforced by the look and feel of as many touchpoints of the brand as possible.

#### Pioneering

Definition: To initiate or participate in the development of new areas of thought, research or development; trailblazing

The current sense is being innovative, leading edge, inventive, taking the initiative and leading the way

Builds on historical sense of independence and conquering new territories that DFW has as part of its western, cowboy roots

#### Spirited

Definition: Characterized by animation, vigor, or courage

Faces life with dynamic, enthusiastic outlook

Captures the positive energy associated with growth and success

#### Cultured

Definition: Educated, polished and refined; appreciating and supporting intellectual and artistic activity

Alludes to the proliferation of fine DFW cultural institutions: museums, symphonies, theater, musicals, charity balls, etc.

Refutes the fear of some outsiders that DFW may be a "cultural wasteland"

## PERSONALITY

### Pioneering, Spirited, Cultured, Genuinely Friendly, Fun-Loving, Globally-Minded

#### Genuinely Friendly

Definition: Sociable and approachable in a very real, authentic way; hospitable, neighborly, congenial

A characteristic very noticed and appreciated by "considerers" of DFW

A point of distinction versus many competitive cities

Confirms this will be a welcoming, warm atmosphere in which people and businesses will feel comfortable

#### Fun-Loving

Definition: Actively enjoy entertainment, sport, humor, laughter; appreciate having a good time

Highlights fun activities like eating out, shopping, playing sports, watching sports, going to shows, etc.

Allows us to leverage fun places like Deep Ellum, Sundance Square, White Rock Lake, Fort Worth Zoo, Lone Star Park, cool retail sites, etc.

#### Globally-Minded

Definition: Being attentive to and interested in the entire world; worldly

Says we pay close attention to how we impact the world, and vice-versa

Highlights that our society is very diverse, multi-cultural and ever fascinating, not plain and homogenous

Eliminates any possibility to be provincial or narrow-minded

## AFFILIATION

### Savvy people who make more out of life

Using a brand is like joining a club – it says the people inside share certain characteristics that draw them together... and attract other people to join.

People who choose to live and work in the DFW Metroplex are savvy in that they realize they have choices and know how to take advantage of them. They probably know things that other people don't know. They aren't spectators standing on the sidelines just waiting for life to happen – they are active participants who take charge of their own destinies.

People who choose DFW make more out of life because they can:

- Better balance work life and personal life

- Take less time commuting to and from work

- Be in a high-amenity place that is efficient to use

- Choose from a wide array of interests, everything from jogging to volunteering to watching pro hockey to being an Indian Princess chief

This perspective of DFW Metroplex users is important for nonusers to recognize, so it can neutralize any potential negative perceptions that people who live here somehow give up something attractive.

JAN-22-2002 TUE 09:52 AM ANDERSON HANSON

FAX NO. 9724905194

P. 01



## ANDERSON HANSON FAX COVER SHEET

TO: Christine Gossett

FM: Jody HansonDATE: 1/22/02

RE: Taglines

Page 1 of 3

**Originating Fax Number: (972) 490-5194**  
**Originating Phone Number: (972) 991-8871**

Christine,

Sorry I 'm going to miss the lunch today, but wanted to get these lines to you anyway to start thinking about. We really focused on the music angle the most - because we all think thats the best route to go.... but tried to throw out a few with the Gateway idea and location - the two other ideas the overall committee liked ( after getting away from 3<sup>rd</sup> city and Spend the Day or Spend the Night)

Let me know what you think and if you think we have enough or want some additional directions. Although we like the ..and all that jazz idea, there are some other good ones we like.

Let me know if you set a meeting to get back together so we can do a little presentation on the other lines as well as the new ideas to review.

Thanks!



ADVERTISING, MARKETING & PUBLIC RELATIONS

5757 Alpha Road, Suite 221 • Dallas, Texas 75240 • (972) 991-8871 • FAX: (972) 490-5194

P.O. Drawer P  
Denton, TX 76202  
Phone: 940/382-7895  
Fax: 940/382-6287



# Fax

To: Jim Crouch From: Christine Borset  
Fax: 483-0520 Date: 1/22/02  
Phone: 383-1990 Pages: 3  
Re: Image Positioning / Slogans CC:

Urgent  For Review  Please Comment  Please Reply  Please Recycle

•Comments:

Jim- Jody sent this over to me and she wanted me to review them. She added on the other ideas and position statements from the meeting. Whenever we meet again she will present all of them to the committee. Let me know your thoughts or anything else we need to do before our next meeting. I'll e-mail some dates.  
- Christine





ANDERSON  
HANSON

### 2002 TAGLINE SUGGESTIONS FOR CVB PROMOTIONAL CAMPAIGN

DENTON <sup>OK</sup>

*Where North Texas begins.*

DENTON <sup>OK</sup>

*Move to a different beat!*

DENTON

*A sight and sound celebration!*

DENTON <sup>?</sup>

*Not the same old song and dance.*

DENTON

*Where sights and sounds abound!*

DENTON

*Travel to the beat of a different drum.*

DENTON <sup>OK</sup>

*History, festivals and all that jazz!*

DENTON <sup>OK</sup>

*Feel the rhythm!*

DENTON <sup>✓ yes</sup>

*And all that jazz!*

DENTON

*Strikes all the right chords.*

DENTON

*A feast of sight and sound!*

DENTON <sup>OK ?</sup>

*We've got the beat!*

DENTON <sup>✓ yes</sup>

*Music to your ears!*

DENTON

*We'll change your tune.*

DENTON

*You'll like our tune.*

DENTON <sup>OK ?</sup>

*Playin' it cool!*

DENTON

*Instrumental to the fun!*

DENTON

*Great entertainment for a song.*

DENTON <sup>OK</sup>  
Let us entertain you.

DENTON  
Music...and all that jazz.

DENTON ?  
The City of Music.

DENTON ?  
The Festival City

DENTON ?  
Fun for all.

DENTON <sup>OK</sup>  
The gateway to North Texas

DENTON <sup>OK</sup>  
Gateway to business. Or  
Gateway to music. Or  
Gateway to history. Or  
Gateway to the arts.

DENTON ?  
You've arrived.

DENTON <sup>yes</sup>  
Where the music never ends.

DENTON <sup>OK</sup>  
On top of it all. Or  
At the top of it all.  
(Location, music, sports champions, D/FW... It  
can mean a lot of things)

DENTON  
Your first stop for fun.

DENTON  
There's something for everyone.

DENTON <sup>OK</sup>  
We're music to your ears.

DENTON  
Our heart's in the arts.

*no yes  
good  
potential*



ANDERSON HANSON  
FACSIMILE REPORT

TO: Christine Gussert  
 FR: Jody Nelson  
 RE: Tadpole Development  
 DT: 1/11/02

Page 1 of 6

Originating Facsimile Telephone Number:  
972-490-5194

*Let me know if you have  
any feedback!*

▼  
Advertising, Marketing  
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5757 Alpha Road, Suite 221  
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972-991-8871, FAX 972-490-5194

JAN-11-2002 FRI 01:10 PM ANDERSON HANSON

FAX NO. 9724905194

P. 02

## **INPUT FOR DEVELOPING NEW THEMELINE FOR DENTON**

Per the Image Task Force meeting, following is the input that we are to work with. After further research, we found several other cities using the Gateway idea, so we may want to consider coming up with another direction.

**Input- What makes Denton What we are:**

**Location - the apex of the metroplex/the northern gateway to the Metroplex**

**History/Town Square**

**Music- internationally renowned for JAZZ band and music program (UNT), to alternative music, nuclear polka by Grammy award winning" Brave Combo.**

**Festivals - all kinds- arts/music- Arts & Jazz Festival, Tejas Storytelling Festival, Blues Festival, Hispanic Festival,**

**Shopping**

**Great Venues - all kinds for sports and arts that the universities provide that most towns don't have.plus city arts/parks facilities, of course.**

**Lake- Ray Roberts**

### **Some ideas from committee on directions to pursue:**

**Denton. Gateway to..... a theme they can use for tourism- music, arts, history, etc as well as business.**

**Denton. You've arrived. Kind of goes along with idea of Gateway.**

**Denton. Your First Stop. (As long as you're coming from the north)**

**Denton- The 3<sup>rd</sup> City of the Metroplex - the idea being that we are at the top of the triangle and even though cities like Arlington, and other suburbs are bigger, Denton is more a free-standing city with its own character and personality - so not just a suburb of Metroplex. Center for arts, entertainment, healthcare, etc. Denton has the 3<sup>rd</sup> world-class music all - The Murchison- along with Bass in FW and Myerson/Dallas.**

**Concern expressed that we are not sure the general public will get this - or even perhaps think it's a joke.**

**Spend the day or Spend the night. Discussed this idea,**

**The Festival City-because Denton has so many reknowned events**

*Based on 12/12/01 Image Task Force Meeting.*

**NOTES: Marketing Meeting 12/14/01**

After further discussion with Denton CVB/Tourism VP we discussed the following ideas to pursue.

\* Most unique thing about Denton is the Music & Festivals- Maybe say

***Denton. The Music City*** (make sure that is not what Nashville, Memphis or New Orleans use

Pursue directions that include:

**LOCATION - *The top of D/FW*** References to our location in relation to metroplex - which is where most people are heading to.

**MUSIC - *Denton. Music and all that Jazz.*** Or just: ***Denton. All that Jazz (?)***

Or ***Denton. Let us entertain you.***

***Denton. In tune with....*** fun/history/entertainment..... or ***Denton. A Symphony of fun or things to do.*** Somehow use a musical term in the tagline to play off music emphasis but not totally talking music.

Or maybe more general- ***Denton... You ought to see us now!*** The ads or other copy would support the world of things to do in Denton.

**FESTIVALS - *The City of Festivals-*** arts and music and event oriented

**HISTORY-** Again many historic things about Denton. The Courthouse Square being the centerpiece, but many other sites, and historic collections, history of area, etc.

***Denton. Historically, a great place to make a memory.***

**DUE: JAN 18TH.**

We discussed the possibility of having Brave Combo or One O'Clock Lab Band write a song about Denton...to use as our theme. Cool huh?



**ANDERSON  
HANSON**

Texas Taglines

<u>Town</u>	<u>Tagline</u>
Granbury	Where Texas History Lives
Ft. Worth	Known as the city where the West begins
Dallas	The Texas Star
Carrollton	A great place to live and work
Longview	The best view of East Texas
Roanoke	Rising star of the Metroplex
Lewisville	All the right pieces (shows puzzle pieces)
Flower Mound	On the move
Midland	Home of George W. and Laura Bush (don't know that you would consider this a tag line)
Midlothian	A town of proud heritage and progressive hearts
Eules	@ the center of it all
Rowlett	Home Town Lake Community
Waco	Gateway to Texas History Where History is alive (seemed to have 2)
Rockwall	The New Horizon
Edinburg	Everything life should be!
Canton	For First Monday or For A Lifetime
Sanger	Gateway to Lake Ray Roberts
McKinney	A Texas Treasure

Paris	Texas Style
Glen Rose	Landscapes...Timescapes...Escapes
Ennis	Texas tradition
Addison	Where Dallas Goes for Fun
Bryan College Station	Smack in the Heart of Texas
Arlington	One Exciting Place
Duncanville	City of Champions
Wichita Falls	Absolutely
Mesquite	The Mecca for Texas Mystique
Grapevine	Where Dallas & Fort Worth Meet
Plano	Plan to have Fun!
Irving	Where the Lone Star Shines Brightest
Sherman	Land of Lures & Legends
Del Rio	The Best of the Border
Eagle Pass	Where Yee-Hah Meets Ole

Brazosport	Fun in the Sun and so much more!
Waxahachie	A legend in Our Time
Brenham Burton Chappell Hill Independence Washington	Come experience History in Living Color
San Angelo	Surprising
Cedar Park	Come Play
New Braunfels	Jump In
Amarillo	Step into the Real Texas
Texarkana	Twice as Nice
El Paso	Bienvenidos (Don't know if this qualifies as a tag line or just means welcome)



# Image Positioning Task Force

## 1st Meeting 12/12/01

- 1st thing that comes to mind when think of tourism

- Historical
- County Seat
- Education — Home of UNT usual
- Music
- Arts

- Downtown Square
- Venues - Athletics
- Lakes
- Transportation
- B&B
- Restaurants
- Horses
- Northern/Midwest Area
- Farm & Mkt
- Population
- Day Trip
- Affordability
- Arts Fest

- Location is one of our most tangible assets  
> would be interesting to know if people are coming here as a destination or as a place to stay while in the Metroplex?
- One asset is that we have a lot to offer for a city our size
- Another asset is that people can ~~go~~ have a day-trip to Denton from DFW, more likely that people will come here from there rather than stay ~~there~~ here and ~~then~~ visit DFW.
- ~~Spending~~ Spend the day, stay the night in Denton. (spend)
- Arts Festival is an asset and use other venues for auxiliary events

- AAA Extravaganza could also be another one of those events and these two events could make it a destination
- Events-based marketing gives a timely way for mktg. (opportunity)
- Location to Horse country and Mid-west, Northern States
- Musical Festivals - 3 of them - Blues Fest, A&J & Fuego Y Alma

March -

- July, even August, are times when we have the most events and festivals

all things are great, but

- Some other towns already have these things

- One event should not define our image

→ 3 image ideas that have been heard

- First Stop You've Arrived
- 3rd City
- Gateway ~~(to the Metroplex)~~ (is the path)
- Your Stop for Fun
- Spend the Day, Spend the Night
- Your First Stop (for fun, for Texas)

- We have a variety of things to offer and that is one thing to offer.

- People are taking more family trips and w/in driving distance.

- Third City - is a prism to see how we develop as a city; distinguishes us from the Arlingtons, Clarks & Planos. It is a way to see us as a complete city, a center for things.

3rd city is more of a vision for the city, not necessarily a current image and people can tie into it.

- Cons →
- it seems more defensive like we're trying to play w/ the big boys.
  - it is not immediate
  - People don't take us seriously

- We are not one-dimensional and if it is in the context of tourism, 3rd city is not necessarily an appropriate brand

### \* Gateway to...

- Pros →
- An entry way
  - open up to a world of opportunities
  - implies you've arrived

- Cons →
- gateway to the Metroplex is limiting
  - there are other things
  - suggests you're going on to somewhere else, just passing through

### \* Spend the Day, Spend the Night -

- Pros
- it focuses on beds and staying here
  - Could be used in the ads as tags

• First Stop - con ~~to~~ → is only relevant to people north of here

★ • You've Arrived <sup>Pro</sup> - gives you a warm, fuzzy feeling  
- means that's it's all here

con - it doesn't give the flexibility

Denton - You've Arrived, ~~Stay~~ <sup>Spend</sup> the Day, Spend the Night

→ Jim suggests that we use the three as supporting each other.

- Get some campaigns together before next mtg. mid-to-late-January

- The ~~the~~ vision, or a reference to it, needs to be a part of the message.

# detainees denied

**PRIVACY** The FBI wanted to see whether any detainees after the Sept. 11 attacks had bought guns, but the Justice Department said those records are private.

By **FOX BUTTERFIELD**  
THE NEW YORK TIMES

The Justice Department has refused to let the FBI check its own records to determine whether any of the 1,200 people detained after the Sept. 11 attacks had bought guns, according to FBI and Justice Department officials.

The department made the decision in October after the FBI asked to examine the records the FBI maintains of background checks to see whether any detainees had bought guns in the United States.

Mindy Tucker, a spokeswoman for the Justice Department, said the records are private. **More on PRIVACY on 27A**

# wounds 38

By **CAROL MORELLO**  
and **VERNON LOEB**  
THE WASHINGTON POST

**FORWARD MARINE BASE, Afghanistan** — Three U.S. Special Forces soldiers were killed and 20 Americans injured in Afghanistan on Wednesday when a 2,000-pound "smart bomb" missed its Taliban target north of Kandahar and exploded within 100 yards of the American troops and a group of opposition fighters.

The Pentagon offered no immediate explanation for what caused the deadliest "friendly fire" episode of the war. It occurred at 10 a.m. in Afghanistan, after a U.S. air controller on the ground called for an airstrike on Taliban troops to support an attack by Hamid Karzai's government. **More on WAR on 12A**



DAVIS



PETTIBOND

■ Sept. 11 plot may get a national cemetery plot. **9A**

STAR-TELEGRAM STAFF WRITER

**RICHARDSON** — The executive director of the Holy Land Foundation for Relief and Development is an active member of Hamas, and the tax-exempt charity serves as a major fund-raiser for the Palestinian terrorist organization, according to reports by the FBI released Wednesday.

The report cites discussions among Hamas leaders and Holy Land officials, including a 1993 meeting in Philadelphia attended by Shukri Baker, head of the charity, and board Chairman Ghassan Elashi.

"The overall goal of the meeting was to develop a strategy to defeat the Israeli/Palestinian peace accords and to continue and improve their fund-raising and political activities." **More on CHARITY on 27A**

# Average City, USA

Wichita Falls finds new title more than middling good

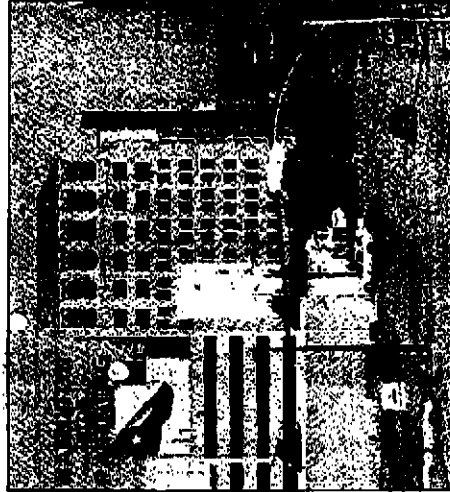
By **BILL HANNA**  
STAR-TELEGRAM STAFF WRITER

**WICHITA FALLS** — To the average Joe in Wichita Falls, average sounds, well, better than ordinary.

And when you're a city best known for tornadoes, a manmade waterfall and being the miserably hot summer home of the Cowboys, you take recognition where you can get it. Even if it's

**CITY** Wichita Falls stumbles into the spotlight as the most average city in America. But it's still not exactly normal.

being named "America's Most Average City" by Advertising Age, an industry magazine for the advertising and marketing trade. Sure, it's just a statistical proclamation, **More on CITY on 27A**



STAR-TELEGRAM/CAROLYN MARY BAUMAN

**Advertising Age** magazine says Wichita Falls is "America's Most Average City" and suggests that the city may become the new outpost for test-marketing products because of its demographic base.

INFORMATION FOR LIFE

Wichita Falls, TX 76798-1200

states in childhood immunizations. In Texas, 69.5 percent of children ages 19 to 35 months got the recommended shots in 2000, compared with 77.6 nationally, according to a study by the Centers for Disease Control and Prevention.

"It certainly makes it much more difficult for parents," said Linda Linville, chief of the Texas Health Department's bureau of immunizations.

"If you go to your doctor to get your regular checkup and they don't have your vaccine, you have to come back."

they get the next shipment.

■ For information about how to get shots through the county health department, call (817) 871-7250.

SOURCES: TEXAS DEPARTMENT OF HEALTH; CENTERS FOR DISEASE CONTROL AND PREVENTION.

No single factor accounts for the recent, and unusual, spate of shortages.

The tetanus vaccine became scarce this year when a manufacturer pulled out of the market, and the supply problem continues.

measles-mumps-rubella vaccine, Merck spokeswoman Joyce Buford said.

"Every customer will eventually get all the product they wanted, but not in the normal time frame they are used to," Buford said. She said the delays, which started last month, are temporary, but she declined to speculate about how long they might last.

Since 1980, the number of vaccine manufacturers has declined from 20 to four. And some vaccines are supplied by only one company, said Jeff Trewhitt, a

said they what's on temporary requireme Tetanu to adoles mended wounds c said. The guards ag stream inl the youn

# CITY

Continued from 1A

but it just might mean free samples of potato chips or even first crack at a new brand of tires.

For most of the 140,518 "metropolitan" Wichita Falls residents, the new moniker merits a shrug.

"What the heck does that mean?" asked Wichita Falls resident John Manning as he downed a cold one in the parking lot of the Bar L Lounge, a funky beer and barbecue joint with a tropical motif and a down-home atmosphere.

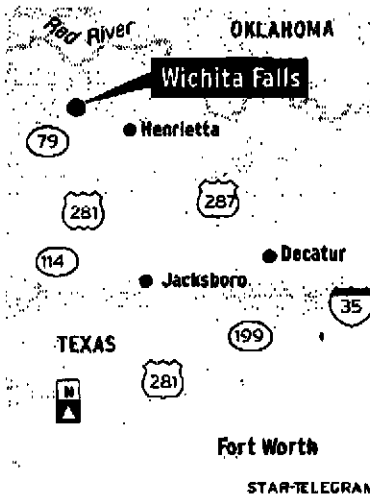
"I don't think we're average. We may be a little sleepy, but I don't think we're like the rest of the country."

But while the average man on the street couldn't care less, Wichita Falls' more boosterish residents see it as something to celebrate.

"I haven't heard a negative," said Joe Tom White, the city's lone radio talk show host and occasional gun show promoter. "The attitude is, if we're average, so be it. We're not Dallas, we're not Vernon and we're not hicks, either, like *Texas Monthly* once said. We view it as meaning we're mainstream and there's nothing wrong with that."

*Advertising Age* has determined that the Wichita Falls area stands closest to the national averages for ethnic balance, household size and median age. But more important, the magazine suggests that Wichita Falls may become the new outpost for test-marketing products because of its demographic base.

Being precisely in the middle of the pack might just be an opportunity. Some think it



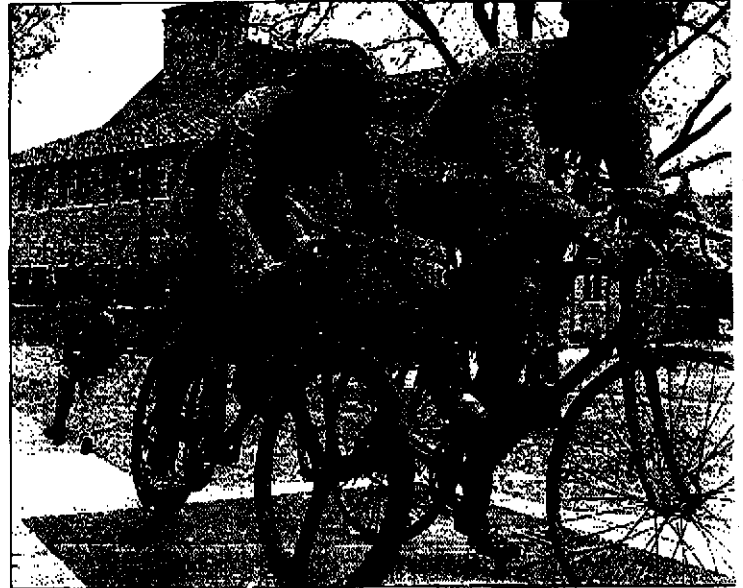
STAR-TELEGRAM

could be a boon for Wichita Falls' oft-maligned image. To illustrate that point, the magazine trotted out a 1978 *Texas Monthly* article that listed one of the worst jobs in Texas as being a full-time resident of Wichita Falls.

"I think we definitely ought to market it to bring in private companies to test-market products here," said Carla Bennett, chairwoman of Midwestern State University's mass communications department.

"I know being the most average sounds like a step forward in mediocrity, but I think the key word in 'average' is that it is meant to be representative of the rest of the country. I think there could be an opportunity to play up the Norman Rockwell qualities of the city."

Those All-American selling points would be churches and Sheppard Air Force Base. Not to mention tourist attractions like the "Falls," an artificial waterfall that sits alongside a freeway and a hotel. It's a modern facsimile of a real waterfall on the Wichita River. The waterfall was washed out by floods, according to the Hand-



STAR-TELEGRAM/CAROLYN MARY BAUMA

A sculptural tribute to Wichita Falls' annual summer bike race, the Hoiter 'N Hell Hundred, graces the campus of Midwestern State University.

book of Texas.

What isn't visible on a quick ride through town are some other notable quirks, like Mayor Jerry Lueck, a prickly farmer who often squabbles with the city's establishment.

"I thought we were above average," Lueck joked. "I guess in some ways we are average, in some ways we're not."

Lueck said minority representation is poor and race relations could be improved.

"But whatever you say about us, I don't know that I would say we're average," Lueck said. "I think we're something else."

Located about 100 miles northwest of Fort Worth, the city has a past that is something of a microcosm of Texas history.

The area was populated by Wichita, Comanche and Apache Indians until the 1830s. The first white settlers made a living hauling buffalo hides, before cattle barons took over

the grass-rich prairies. That attracted the railroads and in the 1900s the area scored its first big oil strike. These days, Sheppard Air Force Base is the area's largest employer.

And just like other average American cities, Wichita Falls wants to cash in.

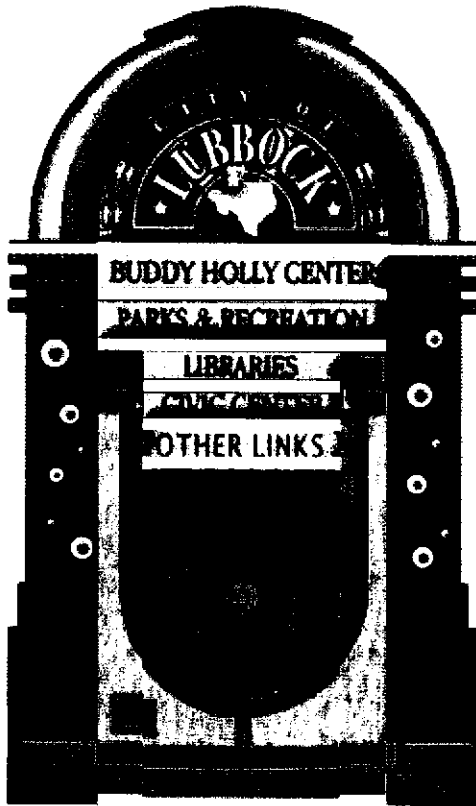
National companies such as A.I. Steak Sauce and Cooper Tires are already asking for booths at next year's Texas-Oldahoma fair in Wichita Falls, a sign that some companies may start testing products in the city.

Even if the attention is fleeting, White, the local talk-show host, said it may still help replace the city's most lasting image, the 1979 tornado that killed 45 and wiped out nearly 20 percent of the town.

"We're finally being recognized for something other than the tornado that ravaged this city," White said. "And that's good."

Bjil Hanna, (817) 390-7698  
bjilhanna@star-telegram.com

# Welcome to *playlubbock.com* !



This site is from the City of Lubbock Civic Services Division and is your source for information about all the things recreational in Lubbock. Getting around is easy! Just push the button on the jukebox for your selection. When you do, you'll find...

## Buddy Holly Fine Arts Center

Featuring exhibitions and programs on contemporary visual arts and Texas music history, and a permanent exhibition on the life and music of Buddy Holly.

## Parks and Recreation

Find complete details and news about the parks, schedules of recreation classes and events, progression of park capital improvements, and our "Whom to Contact" page.

## Libraries

Quiet time is playtime to many people. The library's site features the new complete on-line card catalog, important links to the South Plains Geological Society, Friends of the Library, and library events. This site even has links to medical reference, movies, the Library of Congress and a lot more.

## Civic Center/Coliseum

Enjoy the theater, concerts, banquets, and conventions galore. This site contains an upcoming events calendar, seating charts, exhibition and meeting room specifications and much more. And don't forget to check out links at this site to other visitor attractions in Lubbock.

Continuous updates on playlubbock.com will provide you with complete event information. So when you're ready to play around in Lubbock, tune in here for more chart-topping entertainment.

# Welcome to Legendary Lubbock, Texas

Are you:

- organizing a meeting?
- thinking about taking a fun vacation?
- interested in a Lubbock event or attraction?

The Lubbock Convention & Visitors Bureau can help with your meeting & planning needs.

We invite you to look around our virtual directory for Legendary Lubbock and




## Star Attractions

HOTEL & CAR RENTAL COUPONS

  
 Buddy Holly Center

  
 PLAYLUBBOCK

  
 LEGENDARY LUBBOCK


  
 Museum of Texas Tech University

  
 Lubbock Lake Landmark Park

  
 Vatican Museums Exhibition

  
 Llano Estacado Tourism Society

  
 National Ranching Heritage Center

  
 Select a Seat

  
 Lubbock Motorsports

  
 Lubbock Motorsports

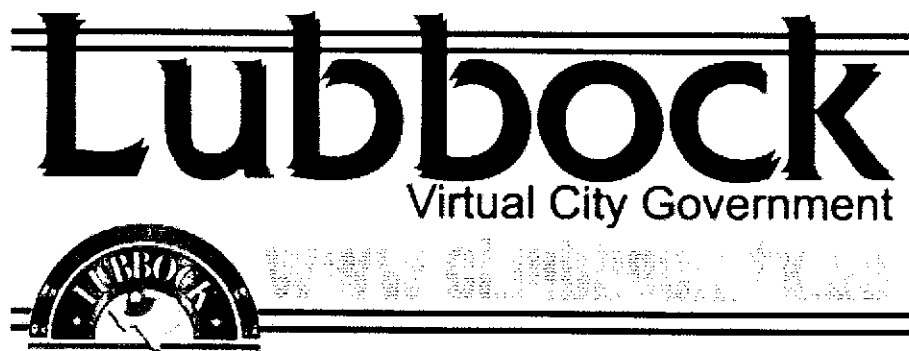
  
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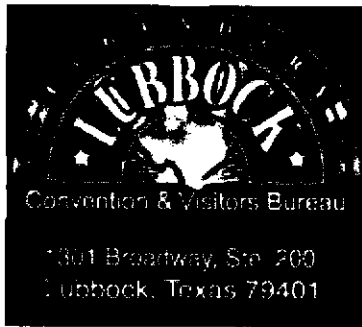
  
 Select a Seat

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## **Denton CVB Image Task Force:**

### **Representative**

John Cabrales  
Mike Conduff  
Mayor Euline Brock  
Roni Beasley  
Tim Crouch  
Michele Barber  
Ellen Painter  
Marty Newman  
Brenda Floyd  
June Berry  
John Baines  
Peggy Capps

### **Organization**

Denton C of C Mltcltrl Cncl  
City of Denton  
City of Denton  
City of Denton  
Denton CVB Tourism Rndtbl  
North Star Bank  
Denton C of C – Board  
UNT  
TWU  
Greater Denton Arts Council  
Denton Black C of C  
Denton County Hist.Comm.

### **Chamber Staff:**

Melissa Glasgow  
Chuck Carpenter  
Christine Gossett

Denton C of C – ED VP  
Denton C of C – President  
Denton C of C – CVB VP

### **Responsibilities:**

- 1) Define specific image to position Denton in promotion of tourism, and other appropriate areas
- 2) Make recommendation on an “image” for Denton
- 3) Propose an image positioning campaign that can be used to promote Denton

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Image Task Force

Pre-meeting w/ Jim 12/11/01

- Want to address the pros and cons and what is good about it, but not at the same time.
- Can Denton become the 3rd city in regard to tourism in the Metroplex?
- What is it that makes us a player?
- "Gateway to the Metroplex"
- Visual would be upside down "y" which is the I-35 split

Goal 1st mtg. - Image Statement

Goal 2nd mtg. - Logos / art / copy

Priorities for implementation

Goal 3rd mtg. (if needed) - Finalize  
What's left

★ → Need marker Board for writing w/ dryerase  
also have pad available marker

**January 13, 2001**  
**Denton Convention & Visitor Bureau Strategy Setting Retreat**  
**Radisson Hotel and Eagle Point Golf Center Denton**

**Present:**

Roni Beasley, City of Denton City Council  
Euline Brock, City of Denton Mayor  
Anne Cadle, Chamber Economic Development Staff  
Georgia Caraway, Denton Courthouse on the Square Museum  
Chuck Carpenter, Chamber Staff  
Tim Charles, Greater Denton Arts Council  
Mike Cochran, City of Denton City Council  
Tim Crouch, Sports Committee  
Phil Gallivan, Business  
Christine Gossett, CVB Staff  
Jody Hanson, CVB PR Firm  
Alana Hardin, Denton Area Tourism Alliance, CVB Advisory Board, Hotel Industry  
Ed Hodney, City of Denton Parks & Recreation  
Suzanne James, CVB Staff  
Julia Murray, CVB PR Firm  
Ellen Painter, Chamber of Commerce and Business  
Connie Pelphey, Chamber of Commerce and Business  
Linda Ratliff, City of Denton Community Development  
Bob and Bette Sherman, CVB Advisory Board  
Carol Short, Denton Festival Foundation  
Mickey Wheatley, Denton Area Tourism Alliance, CVB Advisory Board, Hotel Industry

Goal is to look at the big picture.

Some things that we consider in a visitor:

**DEMOGRAPHICS:**

The statistical characteristics of human population (an age and income) used especially to identify markets

Population: 79,000+

Visitors- business travelers, seniors, students, transient travelers

Age

Income Level

Ethnicity

Gender

Population

Sociographics/Psychographics: why people make the decisions they do

**Brainstorming**

**TRENDS:**

Movements or changes which are occurring in Denton and impacting our environment

They should have a significant impact

Group One: (ED) **BIG DOGS**

Growth of Greater Denton

Expectation of Amenities

Value in Experiences

Population Mix-Ethnicity Shifts and Age Shifts

New President/Division of Country/Political Changes  
Family Emphasis  
Shifts in Education: Charter Schools/Home Schooling  
Generational Gaps (Lack of Communication and understanding)  
Increased Traffic (Roads and Airports)

**Group Two: (CHUCK) PEOPLE IN BLACK**

Growth  
    Massive Housing Development  
    Closer City Limits  
    Influx of Spanish Speaking Culture  
    Traffic/Travel  
Transience  
Aging Population  
Tastes are Changing  
Internet  
Affluence (Expectations)  
Family- Kid Friendly

**Group Three: (TIM) DANGER KITTY**

Technology  
Prosperity  
Environment  
Growth  
Mobility  
Environment (  
Population Increase  
Congested Roads/Friendlier Roads  
Incorporation into Metroplex economy  
Interest in History/restoration  
    "American Vacation"  
Neighboring Cities Development

**Group Four: (MICKEY) BRAIN DOUBLES**

Economy  
Lifestyles (Family Togetherness/Leisure Time)  
Early Retirement (More Retirees and Retirement Communities)  
Growth in North Texas  
"Shoppertainment" (Shopping amusement)  
Demanding more in: Quality  
Ethnic/Culture  
Internet  
Telecommunication vs. Travel  
More Educated Community

**OPPORTUNITIES:**

Are driven by trends  
Impact for more than one year  
Be so good you must pursue it

**Group One: (ED)- BIG DOGS of DENTON**

Transportation with in City  
Location, Location, Location  
University Resources and Attractions  
People Potential

Historical/ Lake Designation  
Underdeveloped, Untapped Natural Resources  
Manmade resources: TI, Outlet Mall  
Inexpensive Land  
Ethnic Changes  
Robson Ranch and Potential Wealth

**Group Two: (CHUCK)- PEOPLE IN BLACK**

Access, Central US, I-35 E/W  
Community Arts (performing, visual, club scene)  
Commitment (Philanthropy, Denton- Generous)  
Organized Sports (Dallas 2012, Mass Transit)  
History (Community Identification)  
Universities (Sports, conference, arts, historical, joint museum, gowns of the first lady, collections)  
Water (Unlimited supply, 26% Ray Roberts, Recreation Greenbelt)  
Undeveloped Land (62 Square Miles)

**Group Three: (TIM) DANGER KITTY**

Universities (Conferences, Facilities, Expertise, Hybrid Vigor)  
Historic Downtown Area  
Cultural, Entertainment, Music, Art  
Sports Facilities  
Location (Roads, Intersections, Airports, Weather, Amtrak)

**Group Four: (MICKEY) BRAIN DOUBLES**

More people attending (Population growth)  
Music Industry and the Arts: Concerts, galleries, events, universities, organizations)  
Sports (Universities, DISD, Local Leagues, Equestrian Center)  
Historical Preservation, Main Street  
Texas Motor Speedway  
Environmental Beauty with Recreation (Greenbelt, lakes, trees, parks, hills)  
Higher Education

**TYPES OF COMPETITION:**

Defined as any alternative solution for time or money

Stay somewhere else  
Schedule vent with sleeping and meeting facilities (one-stop shopping)  
Do nothing

**Group Discussion:**

Everything on same weekend and sends tax dollars outside of Denton  
Limited venues (Seating, location)  
Lack of transportation within Denton (Other cities have better access)  
Competition with other city's images- we lack an image  
Universities compete with each other, in their own arenas, departmental, and with Denton as a whole  
Universities lack coordination on calendars  
No "Master" Calendar (Updated daily, tickets sold locally for events)  
Competing with Lewisville and the new convention center  
Need a convention center  
Compete with the properties  
Texas Motor Speedway Events (Lack of cooperation)  
Eco Tourism competition locally and nationally  
Competition in general been Denton organizations for volunteers, time, money  
Philanthropic events draw energy away and focus on limited number and segment of people  
Denton isn't coordinating with other venues  
Attention for Information



### **STRENGTHS:**

Are uniqueness or differentiation from your competition?

Can help you withstand substantial changes (is. Established historic community, 2 major state universities)

Note: Identify Strengths for Art/Theater, Sporting Events,

#### **Group One: (ED) BIG DOGS**

- Skilled Labor Supply brings in business
- Established Events
- Location "Not having to go to Dallas"
- Arts/Music/Historic Resource Foundation
- Educational Center
- Volunteerism
- Land Availability

#### **Group Two: (CHUCK) PEOPLE IN BLACK**

- Quality of People (It takes good people to create all the attractions- talents of people)
- Music of Denton (Art as a whole, Jazz Festival, UNT Program)
- Venues (has, but somewhat limited and always improving- i.e. Campus Theatre, UNT Facilities)
- Historic Downtown (Courthouse)
- Architecture (O'Neil Ford)
- Recreation (Lakes/Parks)
- Educated Population

#### **Group Three: (TIM) DANGER KITTY**

- Courthouse (Trail, Architecture)
- Red Bud Capital (Founded Native Plant Society, Wildflower)
- North Texas Fair and Rodeo
- Facilities (Sports, Education/Training)
- Music
- Getaway

#### **Group Four: (MICKEY) BRAIN DOUBLES**

- Universities/ Education
- Shopping/Services
- Arts/Culture/Heritage
- Sports/Recreation
- Location (I.e.- midpoint from many areas)

### **VULNERABILITY**

Anything that, if left unchanged, could damage your ability to reach goals

Usually appears as a lack of knowledge, capability, resources, or anything else of value

Lack of visitor transportation; lack of resources (people and money)

#### **Group One: (ED) BIG DOGS**

- Hospitality Training, Turnover
- Loss of "Hospitality School" and Trained People
- Turf Protection- Lack of Communication, Participation, Master Calendar
- Untapped: Diversity, Competitive, Lack of coordination
- Lack of comprehensive, cohesive image
- Environmental constraints, appearance, air, water, transportation (real and potential)
- Venues (Inadequate for the purposes needed)

#### **Group Two: (CHUCK) PEOPLE IN BLACK**

- Diversity dilutes message (no single position identify)

Junky, Trashy, Ugly  
Don't Capitalize on Ethnic Strengths  
Disconnection between University and Community  
No Transportation Services

**Group Three: (TIM) DANGER KITTY**

Strains of growth on historical elements  
Inferiority Complex (created negative image, creates image of 2<sup>nd</sup> tier community)  
Transportation  
Image (Name or negative)  
20/80 role (Human Resources and financial)  
Communication (Due to diversity, communication, changing nature of the community)  
University- Size creates competition  
Objectivity (View Denton from the outside)

**Group Four: (MICKEY) BRAIN DOUBLE**

Convention Center  
Transportation (Lack of visitor options. Close, yet too far from DFW)  
Lack of Communication/cooperation to make some venues and events a "signature event" for Denton  
(to identify Denton)  
Money (HOT finds, Corporate Support, Individual Support)  
A lack of paid staff for growth  
Struggling with identity

**OBSERVATIONS:**

**Group Discussion:**

Lack of Communication  
Need a single Denton Image (Currently many images)  
Inferiority Complex from locals and "outsiders"  
Denton "is the place to be"  
Assets, but we still have a small town mentality  
Lots going on, but no quarterback  
H.O.T. Funds are distributed to allow "experts" to hand their area  
Transportation is overall an important issue  
Internet and Technology Tap In  
Inability to coordinate with Universities (We need them more than they need us and creates inferiority.  
Can we open their eyes to something from us that they need and create a better working relationship? Create a partnership- each side has something to offer. They need community support. Departmentalized and don't have internal communication.  
Need to think of the county as part of Denton  
Positive about Tourism

**CONSOLIDATION:**

**Trends:**

**13: Growth**  
**12: Demographics**  
**16: Leisure**  
8: Environment  
**19: Technology**

**Opportunities:**

5: Transportation

6: Location  
9: Universities  
15: History  
14: Culture  
3: Environment  
10: Sports  
17: Marketing

Strengths:

21: Arts & Music  
14: University/ Education  
8: Events  
11: Venues and Facilities  
9: Heritage  
14: Location  
3: Recreation  
3: People  
0: Shopping/Services

Vulnerability:

14: Transportation  
12: Lack of Communication  
13: Money  
12: Struggling with Identity  
2: Strains of growth on historical elements  
4: Universities: size creates competition  
10: Inferiority Complex  
2: Don't Capitalize on Ethnic Strengths  
2: Environmental Constraints  
11: Inadequate Venues

Competition:

26: Everything on same weekend/Compete with each other  
13: Limited Venues  
10: Airport Shuttle  
8: Image of other cities  
10: University  
0: Lewisville Convention Center  
0: Newer Lewisville Hotels  
1: Texas Motor Speedway Events  
0: Eco Attraction North Texas Region  
6: Competition  
0: Attention for Information

**ACTIONS:**

Improve appearances:

Streets, zoning and enforcing activity, facelift on the square, cleaning up and beautifying entranced into the city, remove temp signs

Build, remodel venues:

Civic Center, Sports, Equestrian Center, Eco Center- historical

Develop alternative transportation

Bikes, Trains, Shuttles, Taxis, Etc.

Develop new strategies to improve communication  
Use Internet, community calendar (city?)

Develop "Image" that  
We're comfortable with, arts, music, history, business, natural resources, "flagship" event, venues

Strategic Marketing Plan to promote "image"  
Guided, self-guided tours, trails

Developing strategies  
Adjust activities to target demographics

Pass a 4B sales tax to build adequate convention and conference center  
Jazz Hall of Fame and Jazz Museum in Conference Center  
Visitor Center Located in Conference Center

Group Tour Packages  
Cooperation of Hotels/motels/restaurants/events

Transportation  
Taxis, Trolleys, Shuttles

Public Art (excellent sculptures)  
i.e. of our image/identity, musicians, artists, families, cowboys

Master Calendar Online

Maximize HOT funds for signature tourism events

Self guided tour tapes  
Arts Districts, Historical District, Architecture, Museum, Galleries, Antiques, Horse Country

Denton City Magazine

Quarterly Roundtable of People (University, business and individual tourism/convention partners)

Good City psychologist to deal with Image

Hands-on Museum

More signage to facilities  
Entryway signage

Beautification of entryways into Denton

Dress up the Interstate  
Litter, Zoning, Landscaping (Wildflowers, new plants), signage

Courthouse Trail  
Partner with other cities

Redbud Capital

Build a \_\_\_\_\_ venue

Build a Cowboy culture

State Fair, Robson Ranch, Equestrian Center, Horse Country Tours,

Musical Capital of North Texas

Festivals, UN Murchison, Central Ticketing, build a tour package, Denton internet radio (promote local groups),

Directory of Museums

History

Bring back a historic walking tour

More Historical Markers

Driving tour of Denton with cassette and map

Continue to develop a Bayless-Selby House

Move CVB to a historic site

Community Events Coordinator

Full Time actively seeing out events, get newspapers and interest and Channel 26

Build a convention Center

May not be ready yet

Marketing Materials for Robson

Develop a group of All H.O.T. Funds recipients and create a central message for Denton

“Community Calendar

“Dentix”

Central Calendar

Centralized area for planning

Determine a “Positioning statement (Develop Denton’s Pride)

Establish a means to bring community/Universities together

Complete “Arts” District

Pursue Alternative Transportation Options

Make “Music” out signature

Denton Texas- Jazz Capitol, The Julliard of the West, A Jazzy Place to Play, Denton Where all that Jazz has top billing

Create Synergy in Funding to Increase Impact

Revitalize Downtown

Hiking Trail, 3 Minute Arts Walk, Museum for Gowns, Texas Jazz Hall of Fame, Arts Conference Center

Attract “Boutique” Hotels Downtown

Major Events on Lake Ray Roberts

Jazz Television Series

**ACTION ITEMS:**

Request that People **volunteer** to help with specific items, with specific goals and timelines

Find out more information about a **Convention Center**

If not a "Convention Center" then a center with National Appeal (i.e. Canton Ohio: Hall of Fame)

Many arts venues are in support of a center

Connect this facility with a central theme and feeling which will define Denton

This identity will not be created, just utilized

The convention center will not pay for itself directly, the advantages and disadvantages have to be weighed

Consider the name: Convention Center implies conventions, what would better represent the whole (Arts in a broad sense. I.e. Arts Center and Jazz Hall of Fame

Would create a meeting space for Dentonites

"Cultural Center"

**FOCUS INVESTMENTS:**

The concentration of resource directly related to achieving one or more of your goals and to enhancing your position

**STOP INVESTMENTS:**

Immediate termination of resource allocation to areas with little or no payoff potential

Helps "Spot & Stop" wasted time and effort

Allows diversion of freed-up resources to focus investments areas

May be permanent or temporary reallocations

**Group One: (ED) BIG DOGS**

**SHORT TERM:**

Transportation

Master Calendar

Image

**LONG TERM:**

Cultural Center

**Group Two: (CHUCK) PEOPLE IN BLACK**

**SHORT TERM:**

Conference Center

Task Force about Denton Image (All Players having HOT Funds)

4B Task Force

Dentix

KERA- Jazz Series

**LONG TERM:**

Entry Points Cleaned Up

Denton- Jazz site of the World

**Group Three: (TIM) DANGER KITTY**

**SHORT TERM:**

4B Tax

Roundtable

Merge CVB Advisory Board, City Events Coordinator, Create a pool of resources

Marketing

Image, Educate our own citizens, Tour Package

LONG TERM:

Transportation  
Cultural Venue

Group Four: (MICKEY) **BRAIN DOUBLE**

SHORT TERM:

Quarterly Roundtable – All Inclusive  
Centralized Calendar  
Signage  
Three Minute Video  
Develop a HOT Funds Recipient Group to share Marketing ideas  
Initiate Discussion on Convention/Cultural Center

LONG TERM:

Transportation

ITEMS:

1. Quarterly Inclusive Tourism Roundtable
2. Consolidated Calendar
3. 3 Minute Denton Video
4. Signage
5. HOT Fund Recipients Group
  - Marketing
  - Coordinating Events (Compliments)
6. Investigate Future Venues
7. Image Positioning
8. Transportation
9. 4B Feasibility
10. Centralized Ticketing (Denton)
11. KERA- Jazz Series

ACTIONS FOR EACH ITEM:

1. **Quarterly Inclusive Tourism Roundtable**
  - Purpose of Tourism Roundtable
  - Point Person:  
Those people who can make it happen
    - a. Christine Gossett
    - b. Ed Hodney
    - c. Linda Ratliff
    - d. Carol Short
    - e. Mickey Wheatley
    - f. Melissa Maples
    - g. Howard Smith
    - h. Roni Beasley
  - Timeframe: April 2001
2. **Consolidated Calendar**
  - CVB
  - City
  - UNT, TWU
  - GDAC
  - Historic Commission
  - Need to be proactive in requesting information

Point Person: CVB will identify possibilities to subcontract to an independent entity

Timeframe: May 2001

**3. 3 Minute Denton Video**

Edit the 10-minute Video, Review and approve it

Point Person: Tim Crouch or Christine Gossett

Timeframe: 90 Days

**4. Signage**

Design, preliminary things are done, money is available, city council didn't like design

Point Person: City Staff (Ed Hodney)

Timeframe: 90 Days

**5. HOT Fund Recipients Group**

Point Person: Chuck Carpenter will meet with CVB, Arts Council etc. to set

Timeframe: Six weeks, Two months to call meeting

**6. Investigate Future Venues**

Point Person: Tim Charles to call meeting of players

Time Frame: Feb 3 discussion- Arts Congress, 2 months to call meeting

**7. Image Positioning**

Develop Task Force to define specific image (composed of all civic entities involved. I.e. city council, CVB, multicultural, arts groups, universities)

Point Person: Spearheaded by CVB Advisory Board/Roundtable

Timeframe: Begin April 2001

**8. Transportation**

Contact SPAN for additional information

Point Person: Linda Ratliff with Economic Development

Time Frame:

**9. 4B Feasibility**

Action: Mayor will appoint a Task Force to investigate, build support

Point Person: Mayor Euline Brock

Timeframe: 90 Days

**10. Centralized Ticketing (DENTIX)**

TIM: Next 120 Implement: Albertson's, Radisson, City, on-line, Dillard's, Ticket Masters, to have tickets available

**11. KERA- Jazz Series**

History of Jazz in Denton

UNT Jazz Department

Arts & Jazz Festival

Celebrity Narrators

Live Music

Corporate Sponsorships: i.e. Bancrofts

Action: GDAC should initiate with other interested entities

Point People: Anderson Hanson, Tim Crouch, Tim Charles



**To:** City of Denton Officials

**From:** Tom Stellman and Jon Roberts  
TIP Development Strategies, Inc.

**Re:** Denton Economic Development Workshop

**Date:** November 13, 2001

It is our pleasure to provide a summary of the economic development workshop conducted on November 9, 2001 in Denton. The notes of that meeting are attached to this memorandum.

The purpose of the workshop was to provide a common framework for discussing the economic development future of Denton. Rather than being a session with the purpose of coming up with a vision, we chose to use the vision that was introduced by the mayor and others for how Denton might position itself. This vision "**Denton: The Third City**" already has power in that it is long term, raises the bar, is unique, and is inclusive. It is strong in that it provides a way to differentiate Denton from its DFW competitor cities while at the same time leveraging its position within the Metroplex. Denton could spend a large amount of time and energy and not come up with a vision as powerful as this.

**Next Steps:**

The following outline represents steps that TIP believes are highly appropriate for the City of Denton in pursuit of realizing the vision:

**Commit to the vision:** Form a seven member task force whose purpose is to determine whether the major constituencies within the city of Denton would be supportive of this vision. Logical members would include two from the city council, one chamber, one city, one university, one school district, and one other.

**Commit to a process for realizing the vision:** Should the task force determine that there is sufficient support for the vision, then the next step is to develop a process for translating the vision into an action plan. This process would include, but not be limited to, an economic assessment, development of a strategic plan.

**Develop a strategic plan:** The process outlined in the previous step should be initiated. This process would focus on determining which strategies best support the vision and building support for the actions that support the strategies. *As part of the plan, an implementation strategy would be included that details precisely how resources will be allocated, gives specific guidance on marketing and image, and offers organizational alternatives for meeting the economic development challenge of "The Third City."*

Thanks again for the opportunity to work with the City of Denton.

## **DENTON ECONOMIC DEVELOPMENT WORKSHOP**

November 9, 2001

Summary Notes

### **Challenge**

Based on the premise that economic development is the application of public resources to stimulate private sector investment, how can Denton develop a strategy to differentiate the community from Dallas, Fort Worth and other Metroplex cities? How will Denton community resources be allocated to create wealth?

Is Denton ready to invest in a new approach to economic development? What does it mean to commit to an economic development vision and become a strategically based risk investor?

### **A New Vision - The Third City Concept Defined**

#### **What it is:**

1. Center for Retail
2. Center for Healthcare
3. Center for Higher Education (UNT, TWU, NCTC) powerful combination to meet needs of cross-section of population
4. Center for Entertainment
5. Center for Recreation
6. Center for Arts
7. Center for Balanced Employment
8. Center for Workforce
9. Transportation Linkages – Dart, Highways, Regional Airport
10. Has diversity
11. Exceedingly High Quality of Life
12. World Class K-12
13. History (County Seat)
14. Has a sense of Unity
15. Recognized as a congenial, regional leader and player
16. Center for Business Services

#### **What it is not:**

1. Not a bedroom community
2. Not a center for low-end employment
3. Not a "cookie-cutter" version of other cities
4. Non-homogeneous
5. Not chain driven
6. Not just bigger but better i.e. population size should address manageability issues related to allocation of resources while meeting the needs of all the citizens

## Discussion Points

1. What are the necessary economic development factors to meet The Third City vision?
2. How can Denton capitalize on technology transfer and spin-off? In other words, how does Denton keep "know-how" and "do-how" in the community?
3. Does the downtown fit into the vision? How does Denton go beyond a Main Street program to attract people with wealth, new residents and higher paid workers? Develop a center for high-end retail? Consider building downtown housing incentives into the economic development plan?
4. Should financial resources be committed?
5. How should public investment be structured to stimulate private sector investment?
6. Can wealth be brought into the community by recruiting individuals and not just companies?
7. Has the community placed enough emphasis on K-12 as an economic development issue?
8. Does Denton have an "anchor" company and does it play a role in the vision of The Third City concept?
9. While building The Third City concept, how can Denton maintain its uniqueness and keep the sense of community?
10. A critical component necessary to create wealth is a connected greenbelt concept. Though Denton's greenbelt is established, are the resources allocated adequately to meet The Third City vision? Does Denton's greenbelt meet the needs of the people and businesses Denton wants to attract as part of the new vision?
11. What have other cities done to create wealth?
12. Quality of life is definable and in a knowledge economy includes a variety of options. How can Denton identify the necessary factors to tie in to the new vision?

### Group Vote

**Giving consideration to discussion points and required level of commitment, is The Third City concept a viable vision for Denton?**

<b>Response:</b>	<b>Yes</b>	<b>16</b>
	<b>No</b>	<b>0</b>
	<b>It Depends</b>	<b>3</b>

### Indispensable Elements of "The Third City" Concept

- Flagship University UNT
- Downtown (History and County Seat)
- Center for Commerce
- Transportation
- Health Care

- Top Tier K-12
- Center for Recreation and Cultural Activities

**What are the Economic Development implications that come from these elements?**

1. Flagship University
  - a) TI facility is slated to be a home for engineering school and science research
  - b) Technology Transfer/Patents - What is the capacity to support the technology transfer? What can Denton do to support the University in accomplishing the transfer? How can Denton support businesses created through technology transfer?
  - c) Tie to recruitment strategies
2. Downtown
  - a) Niche retailing
  - b) Increasing tax role values
3. Center of Commerce
  - a) Place where people go to do business
  - b) Tie in to Downtown development
4. Transportation
  - a) Connectivity to Metroplex communities
  - b) Significance of transportation oriented businesses
  - c) Boon to tourism
5. Health Care
  - a) How far along is Denton to being a regional medical center?
  - b) What does Denton have that Dallas does not?
  - c) Where are the best geriatric centers in the Metroplex?
  - d) How can strategy be tied to TWU goals?
  - e) How can insurance availability be leveraged? i.e. make an asset out of a liability
6. Top Tier K- 12
  - a) Reaping benefits will be long term
  - b) Can senior citizens be a part of the solution?
7. Center for Recreation and Cultural Activities
  - a) Provides reason for companies to move to Denton

**Additional Group Comments:**

- What is the consensus for developing the task force? Positive.

- What size? Ideally less than 12.
- Make-up? Council Members (2 with alternate views), University representative, School District representative, Chamber representative, City representative?
- Timeframe for completion to be determined but short time frame preferred
- How will the idea be marketed? How do we build consensus so that everyone speaks with a common vision? Is the message being projected accurately?
- It is essential to enfranchise all sectors of the community.

# DENTON TOMORROW QUESTIONNAIRE COMMENTS

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Thank you for attending *Denton Tomorrow*. We appreciate you taking the time to answer the following questions. Fifty-five of the questionnaires were received with your answers and comments. These have been compiled and provided to the City Council for review.

**Question 1: Do you think that we should make *Denton Tomorrow* an annual event? If so, do you have any suggestions for a future *Denton Tomorrow* event?**

52 people responded "yes" to making *Denton Tomorrow* an annual event. Following are their comments:

- ◆ Each year it would be good to highlight changes that occurred since the last meeting. In other words - what progress was made.
- ◆ It's a great start. Pick future events that all three (City, Universities and Chamber) can benefit from.
- ◆ Very Informative.
- ◆ This has been a good overview of Denton's possibilities in the next few years.
- ◆ At **least** annually. This is a tremendous avenue to share information. It is so important to have community leaders informed and "up to date" on issues/projects (Mayor and Perry's presentations).
- ◆ More presentations like Dr. Dotzour. Maybe have some developers address what they look for when considering relocating, etc.
- ◆ I would like to hear what Denton is doing to implement the actions outlined by Dr. Dotzour to attract the right employers.
- ◆ Invite large company/retail to hear story.
- ◆ Make lunch a working lunch and have a speaker during lunch and use a box lunch concept - less noise.
- ◆ Maybe have more individuals from "outside" speak about what's going on and potential strategies for Denton.
- ◆ The information on what other cities are doing was great. Also, it would be nice to learn about new trends in development as we did today.
- ◆ To develop marketing advisory committees and market recruitment committees.
- ◆ Open the invitation to all interested parties - builders, developers, transportation, etc. Charge a reasonable amount for attendance.
- ◆ How to partner to start acting on everything that has been talked about.
- ◆ Maybe do some workshops to get the ball rolling on some of these ideas and suggestions. Invite all clubs, organizations, neighborhood association officers, and realtors.
- ◆ Would like more information on parks and recreation.
- ◆ Bring Mark back and let him spend some time in the community before he presents.

- ◆ Be realistic. Cite weaknesses as well as strength. This should not be "just" a pep-rally. Dotzour presentation was great.
- ◆ Provide speakers who challenge our present day thinking about Economic Development.
- ◆ I think we could focus on certain projects and become more centered. This was a "Great Big Picture" we could now become focused.
- ◆ We must have more emphasis on small business in the area and before granting tax advantages to assure that they will draw supplies and manufactured parts from the local small businesses.
- ◆ Include as many community leaders from wide variety of organizations (religious, community service, public schools, etc.) to share vision and spread throughout community.
- ◆ A bus tour.
- ◆ Overview of current economic development and future plans, too.
- ◆ What a great way to involve the area business community in seeing what the city leaders have accomplished and share the vision for the future.
- ◆ Continue to have it.
- ◆ This was very informative and thought provoking.
- ◆ Open up invitation list as suggested to wider audience. Focus on target industries to participate and share their needs.
- ◆ Have Dr. Dotzour return.
- ◆ Invite a broader section of Denton. Education removes the unknown.
- ◆ Venue is perfect here and TWU.
- ◆ More of the same. Planning and Zoning members would all benefit since they are our initial gatekeepers.
- ◆ Focus on specific topics to understand, identify issues, and develop strategies for action.
- ◆ An opportunity to check on progress.
- ◆ This was a great start! Round table discussions are a good idea. More interaction among attendees.
- ◆ Focus on Denton specifics in guest speaker - not generics only!
- ◆ Let's broaden the audience to include local and regional stakeholders.
- ◆ Broaden the audience - service clubs, PTA's - especially PTA's.
- ◆ Repeat!
- ◆ Next year have an update on the differences that have occurred since the previous event. Might add statistics of available lots to build houses, office space available, areas where office, manufacturing and development occur.
- ◆ Report on each year - "Progress." Planning - share plans for improvement.
- ◆ More on university - city cooperation and joint programs.
- ◆ Charge money for the event. On average luncheons run \$20 - \$25.
- ◆ Secure speaker professing futuristic concepts. Secure medical biotech research facilities and professionals to such firms. Remove barriers to roads development and join up with DART to expedite travel to and from Denton from DFW.
- ◆ With a show of % of economic growth.

3 people responded "No" to making *Denton Tomorrow* an annual event. Following are their comments:

- ◆ Annually may be a bit too frequent - better to schedule when there is a specific objective or topic that is ripe to be worked.
- ◆ Maybe every 2 - 3 years.
- ◆ It is really nothing new or unique. Too many competing events.

**Question 2: What information did you hear today that made an impression on you - and why?**

- ◆ Population demographics and location - types of developments that are booming.
- ◆ Institutions and Chamber and City of Denton are working together with a proactive attitude and a great public/private partnership.
- ◆ Dr. Mark Dotzour was very informative on distribution centers.
- ◆ Dr. Dotzour was very informative about what is happening outside Denton in the economic development realm.
- ◆ Good information from Dr. Dotzour: Promoting Denton through annual thank you gifts by giving Campus Theatre tickets or tickets to something at the universities.
- ◆ Because so many local community leaders are wary of discussing economic development in Denton (because it is politically divisive historically). Mark Dotzour's ability to present information (as an outsider) allowed all to hear key factors without regard to one's political position.
- ◆ Loved information provided by Dr. Dotzour - very helpful and information specific enough to provide direction.
- ◆ Airport expansion plan to highway construction plans. Both are behind the growth curve and important to growth.
- ◆ What little Denton is doing.
- ◆ Other cities have sales tax to finance industrial complex - What do cities without sales tax resource use to finance same?
- ◆ We need to create an identity that is unique to Denton and attractive to commercial interests. This identity has to be a unified effort to accent the strengths of Denton.
- ◆ Denton is well positioned geographically. We are currently not competitive enough on our economic development programs. You have to educate the populace about the realities of the marketplace.
- ◆ Dr. Dotzour's information was great. It gave us an idea as to where we stand in comparison to our goals as well as some new ideas.
- ◆ Recruiting telemarketers. Revitalizing the downtown area even more. With Robson Ranch we should capitalize more on seniors needs and spending power! Also, capitalize more on our 20 - something crowd.
- ◆ Traffic counts. What other cities are doing. The technical real estate presentation.
- ◆ Need to stop talking and act to just keep up with competition.
- ◆ The information about use of old buildings and putting office parks near downtown, because I think it creates synergy in an area and could be great for tourism development of museums, etc.
- ◆ Mark Dotzour's comments regarding the future for retail. Very informed. Very



interesting.

- ◆ Mark's presentation was particularly thought - provoking. Denton has a lot of potential and is doing a lot of things right, yet there were some good ideas presented for even more improvements.
- ◆ Dotzour's presentation. Be innovative. Be willing to take risks.
- ◆ The city needs to think out of the "box" more often.
- ◆ How stiff our city's competition is across the state.
- ◆ All of it. However, I enjoy Dr. Dotzour because he says things that "hit home" and things that we all need to hear. Great ideas and suggestions on how we need to change our thinking.
- ◆ What is needed for city and economic development. Dr. Dotzour's complete presentation - outstanding and right on the mark on what we need to know.
- ◆ We need to not be afraid to invest in our future. However, just like any investment strategy, it should be diversified.
- ◆ A & M researcher very innovative and informative. "Third City" is great idea.
- ◆ Something I already feel is a problem - low and mid come housing is needed. Also, how to attract the "young, well-educated" to Denton.
- ◆ A lot of competition for new business/industry. **Must be COMPETITIVE!**
- ◆ Dr. Dotzour gave a very interesting presentation that hit home in many areas, especially in "Risk Taking" on the part of city planners.
- ◆ I am encouraged to see focus on cultural and public art as a means to attract businesses and professional workers. Talk to Herbert Holl at GDAC concerning his recent attendance to public art seminars and ideas for Denton. What a great partnership between GDAC and business community.
- ◆ The need to get aggressive about job growth. Why? To keep our local economy viable and growing.
- ◆ Dr. Dotzour's talk - very informative. Direct answers to issues we face today.
- ◆ Economic presentation by Dr. Dotzour.
- ◆ Dr. Dotzour presented valuable information. Denton has a solid foundation for economic development growth. We need to explore all the opportunities.
- ◆ Suggestions from Dr. Dotzour were excellent. ~Enlightening as well.~
- ◆ Mark Dotzour's vision was exciting.
- ◆ That Denton is microcosm, i.e., has broad, diverse base to build on.
- ◆ Denton is well positioned - we need to be more aggressive!
- ◆ All of it. A great broad overview of information.
- ◆ Priority on creative cities on urban and natural aesthetics as an **absolute** in city planning and **investment**.
- ◆ Need for Economic Sales Tax to compete with other Texas cities.
- ◆ I was impressed at the presentation on economic development. We need to expand this and do comparisons between our city and others we compete with. Do successes and failures.
- ◆ Enjoyed the information presented by Mark Dotzour, especially the comparative data about other cities.
- ◆ Realization of the gap between what we know and what we do. Information not new - but well packaged, presented. Will we act?
- ◆ Dr. Dotzour was great.
- ◆ Speakers had good information. Dr. Dotzour brought information that showed a lot of

- things that Denton is doing right and ideas of how we can improve in others.
- ◆ Would like to see more support or "Adopting" of high school programs that prepare students for careers.
  - ◆ University role in economic development. Ways to market the City.
  - ◆ I loved the guest speaker Mark Dotzour. Very informative and entertaining.
  - ◆ Behind the scenes information from TWU and primary speakers and institutions. Summary to attendees would be helpful. Consider air taxi service Denton to Love Field and DFW since roads are full. Get television media involved to tell public.
  - ◆ That Denton can be a city of economic opportunities.
  - ◆ The need to be ready to accept development opportunities when they suddenly present themselves. (Should we have the capability to quickly form task forces to pursue these opportunities?) The need to promote our existing strengths, e.g., universities, cultural opportunities.
  - ◆ The real estate expert gave a lot of knowledgeable information about what businesses want today!
  - ◆ Need developed, ready-to-go business parks.

**Question 3: In your opinion, what economic development tools (financial incentives, development assistance, grants, etc.) should Denton use to attract businesses?**

- ◆ Denton needs to have office parks and industrial centers ready to go. Should even consider "spec" buildings.
- ◆ Question survey businesses to find out. Cities are natural at doing infrastructure - let that be one of your priorities.
- ◆ The use of sales tax and abatements, continued partnership with County and Federal Government entities.
- ◆ Denton should talk with existing companies (like you have been doing) to find out what would help them expand and grow. Continue the good work!
- ◆ As many as necessary!
- ◆ All must be considered, but we should keep sight of the importance of retaining current businesses. The efforts with Sally's Beauty recently is an excellent example.
- ◆ Don't Know.
- ◆ Denton needs new industrial parks, with some "spec" facilities available for immediate occupancy. To attract developers, some tax abatement might be given to businesses locating in those developments.
- ◆ Tax abatements, sales tax incentives. Development of roads and utilities in areas.
- ◆ Tools like the Brinker Road deal, sales tax revenues, industrial bond issues, continued seed financing.
- ◆ We have to have money to market Denton, and to create an atmosphere that develops us as our employment center. A great place to live, work, learn and play.
- ◆ Financial incentives, tax abatements.
- ◆ We should look at and use a variety of tools. What works for one company may not work for another. The concierge idea is something to consider.
- ◆ Recruiting telemarketers. Revitalizing downtown area even more. With Robson Ranch we should capitalize more on seniors needs and spending power! Also, capitalize more on our 20-something crowd.

- ◆ Sales tax for economic incentives.
- ◆ Abatements, sales tax (4B or 4A).
- ◆ Denton is getting a good handle on this with the tax rebates. We are headed in a more "pro business" direction, which is excellent.
- ◆ Anything appropriate to help achieve intelligently and effectively the goals that have been established.
- ◆ These are all viable tools. Selection should be based on current conditions and (expected) predicted future.
- ◆ Transportation is always an issue. Airport highway and high speed rail need constant attention and money. Community involvement in public schools. Emphasis by both universities and government entities to insure the best programs to insure a world class education for every student which will: #1 - insure employees for business currently here, #2 - attract world class business, #3 - provide students to universities that do not require remediation and strive to higher degrees and #4 - the Chamber does a poor job attracting fans from the Big 12 as they travel through Denton to stop here. UT, Baylor, Texas A & M all go North to Oklahoma, Oklahoma State, Kansas, Kansas State and Nebraska. These other teams come south on opposite years also. Bowl games often bring teams through Denton on the way to the Cotton Bowl. These people spend Mega dollars and we seem a natural stopping place if we were to find a way to use advertising/signage to take advantage.
- ◆ We should extend utilities and transportation to undeveloped sections.
- ◆ If possible any or all of the above. Some companies would want different kinds of help/incentives to come to Denton.
- ◆ I think that big businesses should not be attracted by financial incentives at all but by the social, educational, cultural work force availability, reasonable housing costs, physical plant/land prices.
- ◆ Partnership with other organizations helps share risk as well as giving the "Business" sector responsibility to take the reigns.
- ◆ Cash, tax incentives.
- ◆ Need Economic Development Sales Tax.
- ◆ Tax abatements, land use planning, marketing the City to others. Businesses (i.e. manufacturing, distribution) not just "high-tech"!
- ◆ Build office parks.
- ◆ Any and all available tools. Growth is of paramount importance. Build "spec-flex" space or provide incentives for local developing. Economic development sales tax fund.
- ◆ A sales tax for economic development corporation or existing building inventory very low.
- ◆ Expedite zoning changes. Utilities infrastructure for industrial development.
- ◆ The need to have available industrial sites for new businesses that want to relocate - we basically have no physical inventory. When appropriate financial incentives and development assistance should be provided. However, do not overlook existing businesses that want and need to expand.
- ◆ **INFRASTRUCTURE** - facilities available with minimum expense/time. Some how we need to become "The Third City ~ Pro-Business Community."
- ◆ We need a business/industrial park, ready to move in to facility. Continue to develop airport.

- ◆ Use all available to it. Also remember to nurture existing businesses, i.e. business came where it was asked and stays where it is appreciated.
- ◆ Buy and prepare land for development and use. Need to be aggressively educate the community about economic development. Office market development plan. Emphasis on retail to capture sales tax.
- ◆ Whatever it takes. Call on area folks to help "sell" Denton to prospects.
- ◆ Take a risk and put in infrastructure. Implement the "concierge" concept for getting through city hurdles.
- ◆ Development Assistance Grants.
- ◆ Financial incentives. Consider 4B sales tax.
- ◆ To take special note of the added programs that the public schools offer rather than State mandated.
- ◆ Every tool that is available. Take note of Dr. Dotzour's talk.
- ◆ Public schools. Need apprentice programs (summer). Certification as focus. Target (at-risk) stay in school. Gain high school degree with employment certifications.
- ◆ Good infrastructure, complete Loop, encourage cultural development and expansion of the university.
- ◆ All of the above. You have got to make developers and businesses think of Denton and not Dallas or Ft. Worth.
- ◆ Consider development of a new city with an older city. Acquire Rayzor land for master planners futuristic city. Similar to Calgary, Canada plans.
- ◆ Better co-ordination and co-operation between Chamber of Commerce, City Planning and Zoning and incoming and expanding business and industry.
- ◆ Obviously these tools are needed, but let's be careful about the type of development we go after.
- ◆ To think outside the "box" and not want, but have what businesses want.
- ◆ Make better use incentives regarding city's electric service.

**Question 4: Do you have any comments regarding economic development that you would like to relay to the City Council?**

- ◆ Good things are starting to happen. It takes time to change old "perceptions." City still has too many fees and impact costs that hamper growth and discourage business.
- ◆ Keep up the positive/proactive work. Look at a city wide Housing Market Study. It would provide a resource for all potential developers.
- ◆ The idea of embracing ethnic, cultural and generational concepts into our future plans as well as cultivating the infrastructure that can support and attract future development.
- ◆ I think that Denton should try to attract a broad range of businesses. This would result in diverse incomes and community experiences.
- ◆ They must be visionary and Council should act as "champions" for the vision of the community. The Mayor and Council should also keep the community informed of initiatives and project's status.
- ◆ Keep up the good work. Start advertising in business journals.
- ◆ Upscale, zero lot line residential developments are needed for retirees. Retirees do

not contribute to the cost of public schools but pay higher taxes and support retailers. Density requirements have restricted these developments causing prospective retirees to look to other communities. High end retail will follow affluent retirees.

- ◆ Keep up the good work and Do More!!
- ◆ Let's try to find a way to pay for economic development that is creative and overcomes traditional objections. This must be a win-win solution for the entire community.
- ◆ Not Sure.
- ◆ Think about targeting service sector business for office complexes.
- ◆ Use common sense. Market the fact that economic development is a means to an end. We need it to reach our quality of life goals.
- ◆ Be more aggressive but don't strip our beautiful natural resources.
- ◆ Identification of "Third City" was great. We must be recognized as the 3rd leg to DFW.
- ◆ Keep moving forward. Be a leader in the north Denton County area.
- ◆ It will take some upfront investments to make our vision a reality, but we have to start somewhere.
- ◆ Good Work. Thank you for keeping the "group" informed.
- ◆ Be innovative. Leaders take risks.
- ◆ A partner in the vision process was Denton ISD. I noticed they were missing as a partner in this event. Is that a message? They are also missing a partner on the partnership slide, same message?
- ◆ I believe the new Council is more receptive to business than the previous Council.
- ◆ Yes, let's move forward.
- ◆ Property taxes - excessive. Economic incentives to keep small businesses from moving out because of high taxes which cut into the bottom line. Mayhill Road as the nearest access from Highway 380 to I-35 North of the lake should have first priority in the transportation agenda.
- ◆ The restoration of the square and surrounding area is an example of a very worthwhile project. "Inexpensive" restoration projects can give a fresh, revitalized look to most any location. "If it looks clean (good, etc.), it is clean (etc.)"
- ◆ Streamline construction. Corral inspection process.
- ◆ Make emphasis on low income education opportunities and making these current residents more successful.
- ◆ Use our existing assets to the maximum: UNT, TWU, location, Downtown Square, ample land availability, and much more to bring in new ideas, development, and businesses. **BE AGGRESSIVE!**
- ◆ Please don't lose sight of Denton as a distinct community, known for its Universities, libraries, etc. Can we still be a "college town" and have the industry as well.
- ◆ Make it a priority. Need "walk through" contact of new businesses coming to town to take them all the way through the process.
- ◆ Thank you for listening to the community and re-vamping out-moded zoning ordinances.
- ◆ Be aggressive. Ask for business. Support your local commercial and industrial realtor.
- ◆ Continue to stay on track for this community to grow - all of our businesses depend on you to hone the vision to help us be successful.
- ◆ Keep up the good work. Continue to look into the future to lay the groundwork for economic development.
- ◆ We need to educate the general public on economic development to gain support for

our initiatives.

- ◆ One key focus on mobility - and access (a must). Lack of access and stymied mobility can be detriment to success. Suggest initiation of process to bring together city, county, school, UNT, TWU, Chamber, NCTC College on regular basis to exchange information, develop strategies - a roundtable.
- ◆ "If your not making a few bad loans, you're not making enough loans." Be sure and focus on the long-term and outcomes.
- ◆ It's so important for economic development to be a coordinated effort, for entities to work in concert with each other. This event shows that Denton has the ability to do this. NCTC would be happy and honored to be a presenter.
- ◆ Keep Private businesses private. Public money should not be spent on real estate speculations. This is private enterprises **RESPONSIBILITY**.
- ◆ It's a good idea to see the change in priorities.
- ◆ Develop infrastructure. Emphasize, strengthen, accelerate partnerships - Universities, Denton ISD, etc.
- ◆ Continue to be open to ideas and willing to take some risks. Hurrah for the partnering in the transportation arena.
- ◆ Denton ISD is currently developing new concept "Denton Industrial Wheel of Learning" - bringing Denton employment opportunities. Innovative concept to prepare youths for a quality workforce. Contact Marty Thompson, Career and Technology Director, at (940) 369-0139.
- ◆ Businesses will come to Denton and we should encourage those that are in high tech and clean industry. Avoid asphalt plants and dirty industry. Partner with our institutions of higher education as much as possible.
- ◆ Spread the wealth. Don't dump all the money and time with universities. Diversify throughout and grow.
- ◆ Be constantly pro-development. City - "How can we assist users?" Make sure front line inspectors, staff, and builder/developers are on same page of expectations. Keeps everyone positive.
- ◆ Drop overburdening "esthetic" demand.
- ◆ This is an area that deserves a great deal of support from the City. This conference is a good start and I was pleased to note a sense of cooperation and support amongst the participants.
- ◆ Get with the program!
- ◆ I like the "attitude" of the present City Council. Thanks for being receptive.

07/16/02 21:33 BILL COMMUNICATIONS->DENTON CVB/Christine Gossett

001

# SUCCESSFUL MEETINGS

## MEETINGS MeetingNews

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Christine Gossett  
vp  
DENTON CVB  
PO Drawer P  
Denton, TX 76202

Dear Executive Director:

We are gathering information on your area for upcoming issues of **Successful Meetings**, **SourceBook**, and **Meeting Guides**. You can help us assure its accuracy by returning the following information as soon as possible (note that this is an editorial feature and there is no charge to you):

Total number of full-service hotels with meeting facilities: 2

Total number of guest rooms: 1,131

Taxes: Hotel Bed Tax: 13% Applicable Sales Tax: 0 Total Room Tax: 13%

Average room rate: \$65

Value season: December - February

Web address: [www.discoverdenton.com](http://www.discoverdenton.com)

Director of sales contact: Christine Gossett

Director of sales e-mail: [cvb@discoverdenton.com](mailto:cvb@discoverdenton.com)

Media contact: Same as above and/or Julia Murray, 972/991-8871

Media contact e-mail: [jmurray@andersonhanson.com](mailto:jmurray@andersonhanson.com)

Please also feel free to send brochures, maps, meeting planner guides, or other material that illustrates or describes the special facilities and attractions your area offers to meeting groups. We are particularly interested in new developments, completed or projected, that would be of interest to your readers.

You may also at this time submit any photographs, slides, and electronic media (properly identified) that you would like considered for inclusion.

May we hear from you in time to meet the deadline shown at the top of this page? If you have any questions, please call us at (646) 654-7364 or (646) 654-7342, or feel free to e-mail us at [siteditor@successmtgs.com](mailto:siteditor@successmtgs.com).

Many thanks for taking the time to help us to better serve our 75,000 decision makers.

Sincerely,

Terri Hardin, Editor, Destinations, and Jean L. Jaworek, Directory Editor

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CVB/CVA  
**2000 SOURCEBOOK DATABASE**  
**FREE LISTING UPDATE**

Dear Executive:

We have exciting news, and **Successful Meetings Magazine** wants you to be a part of it.

With the publication of its **2000** edition, **SOURCEBOOK** is coming to the Internet. That's right. The annual destination and facilities directory, which helps 75,000 corporate and association meeting planners in their selection of meeting facilities will now have a home on the Internet where even more planners can find and use it.

Now, more than ever, it is important that we keep your listings current.

The following is a printout of your organization's information currently on file with **Successful Meetings Magazine**. Since this information will form the basis of your **FREE** listings in both the print *and* the Internet versions of **SOURCEBOOK 2000**, please take a few moments to review and update it. It is always our goal to keep your information as accurate as possible.

A pre-addressed envelope is also included for your convenience.

Should you have any questions, feel free to contact me at the numbers listed at the top of the page or email me at: [jjaworek@billcom.com](mailto:jjaworek@billcom.com)

Thanks for your help.

Cordially,

Jean L. Jaworek  
Database Manager

*Proofed  
updated listing 10/4/99*



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For Questions call 512/476-4472

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We understand area codes change, organizations move and individuals change responsibilities. We also know that the message is sometimes lost during transition.

To insure the information we have on you is accurate, please review the following information on this form, make whatever changes are necessary and return:

**by fax no later than Wednesday, 11/08/2000, by 5pm.**

**Fax to: 512/478-9177**

If everything shown is correct, please check the box marked "OK" and fax back A.S.A.P. The information will be published in the 2000/2001 TTIA Directory as shown or corrected.

Everything is "OK"

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Address (P.O. Box): P.O. Drawer P P.O.Box Zip: 76202

Address (Physical): 414 Parkway

City, State & Zip: Denton, TX 76202-

Website: ~~www.denton-chamber.org~~  
discoverdenton.com

Phone: 940-382-7895

Fax: 940-382-6287

Toll Free #: 888-381-

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Main Contact: **Christine Gossett**

Title: **Vice President**

Email: ~~cvb@iglobal.net~~ discoverdenton.com

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Please Complete and Return to: **FAX: (888) 777-0693**

Contact Person: Christine Gossett  
E-Mail cvb@discoverdenton.com  
Phone# 940/382-7895

- Please me send information for purchasing the Sports Market Place Directory.
- Please send me Franklin Covey product & training information.

Please indicate additions and corrections on the form below.

OrgNum 14561 \* **PLEASE PRINT and return corrections by November 15, 2000 \***

Organization Name: DENTON CHAMBER OF COMMERCE (CONVENTION & VISITOR BUREAU)

Sub/Div of:

Address 1: PO DRAWER P

(If Different- i.e. P.O. Box)

Mail Address

Address 2:

Address 3:

City: DENTON

Mail City:

State: TX

Mail State:

Zip Code: 76202

Mail Zip Code:

Country (If not USA):

Phone: (940)382-7895

Fax: (940)382-6287

Toll Free: 888/381-1818

Organization E-Mail: CVB@GLOBALNET

Web Site: WWW.DENTON-CHAMBER.ORG

dentonsports@discoverdenton.com

Discoverdenton.com

NAME	TITLE	E-MAIL
Exec. 1: Mr Christine Gossett, Vice President		<u>cgossett@denton.com</u>

*As of Jan. 2, 2001 we will have a sports marketing manager, but until then claim the contact.*



# Destination DFW

12001 N. Central Expressway, Suite 640 • Dallas, TX 75243 • (972) 239-2399 • Fax: (972) 239-7850



CG —  
Check the facts  
on this page & info.  
& mark any  
changes &  
Send back

## Greetings!

We are excited to provide you with a copy of the 1998/1999 issue of *Destination DFW*. Inside, we have marked the page containing information on your area.

Please look over the information concerning your area, mark any changes or corrections and return via fax or mail by March 2nd.

If we do not receive a response from you, we will run the copy for the next issue (due out June '99) as it currently appears.

If you would like to include photos that reflect the lifestyle of your community, please send them to my attention at the address listed above. I will be more than happy to return them when production is complete.

Thanks in advance for your help!

*Maridee Boron*

Maridee Boron  
Editorial Assistant

Faxed

S:/cvb/Publication Updates/DEST DFW

Please add or update the underlined information:

## Denton – page 98 & 100

Population = 74,400

Page 98, paragraph 2 – Last sentence – There are also a variety of major private employers, including...Josten's, International Isotopes Inc. and United Copper Industries.

Page 100, paragraph 6 – Last sentence – Another popular Denton trademark – the arts – both visual and performing, are highlighted every spring during the Denton Arts and Jazz Festival and the Texas Storytelling Festival.

Page 100, paragraph 9 – Last sentence – Texas Woman's University – including the Dallas and Houston campuses – is the nations largest university primarily for women.



## FAX

---

Company: Destination DFW

DATE: August 7, 2000

ATTN: Matt Taylor

FAX #: (972) 239-5312

FROM: Suzanne James

PAGES: 3

---

**Here are the changes for the article about Denton. Thank you for the opportunity to update this guide. If you have questions or need additional information, please contact me at the number below.**

**Thanks,**

*Suzanne James*

ox & Jacobs opened its first subdivision here in 1974. Developments take advantage of views of Lake Lewisville to the west, marketed as the safest community of the Metroplex. The Colony resists by outstanding recreation opportunities, award-winning schools, and a quiet community, all within easy reach of major commercial centers.

Colony also boasts its own growth-oriented community. Since home construction began in the late 1970's, that community has grown from one little corner store on a farm-to-market road to a shopping center, the newest one under construction. Further west, as The Colony lies in the Frisco Corridor within three miles of the Frisco Business Park in west Plano, and a driving distance of the headquarters of Frito-Lay, EDS, J.C. Penney, Dr Pepper, and Fina.

Occasionally, The Colony residents enjoy from 18 city parks including the Hidden Cove Park. Formerly Lewisville State Park, the city leases a beautiful facility on the lake shore for camping, boating and other water recreation to citizens throughout the Metroplex. Other city parks include a 41-acre water sports complex, a 41-acre park equipped with jogging trails, disk golf and an amphitheater, and six "pocket" parks that provide play throughout the community. Of course projects are also currently under development.

Educationally, the city is part of the winning Lewisville ISD. Within the Colony are six elementary schools, middle schools, and a high school. In 1997, The Colony High School marching band was one of the 19 high school bands from around the nation invited to play in the New Year's Day celebration of Roses Parade.

Citizens enjoy the services of a city center, progressive public library, along with City Hall, will be moving to a larger facility later this year. The

new facility will showcase the Library's expanded Internet resources, funded by a substantial grant awarded in 1999.

This most modern of suburbs is named after the old Peters Colony, itself named after W.S. Peters, the head of the Texas Immigration and Land Company, who first began attracting settlers to the area in the 1840s.

**DENTON**

- Population: 75,300
- School District: Denton
- Chamber of Commerce: (940) 382-0400
- e-mail: dcoc@global.net
- Average New Home \$: \$155,000
- Average Apartment Rent \$: \$555

Depending on the nature of the inquiry, or who is asking, the Denton Chamber of Commerce enjoys the unique benefit of being able to describe its city as being "literally the best of both worlds!"

If necessary, the city can easily be described as the autonomous county seat of Denton County, with Lake Lewisville serving as a peaceful and natural buffer from the fast-paced confusion of the Dallas area. The community enjoys economic independence by virtue of its primary local employer — state government, including the Denton State School, Texas Woman's University and the University of North Texas. There are also a variety of major private employers, including Andrew Corp., International Isotopes Inc., Josten's, Morrison Milling Co., Peterbilt Motors Company division headquarters, Tetra Pak, and Unibilt Cab assembly plant, United Copper Industries and Victor Equipment.

Denton's consumer trade area, primarily anchored by the 750,000 sq. ft. Golden Triangle Mall and the 105,000 sq. ft. Exposition Mills Denton Factory Stores, currently extends north to Ardmore, Okla. and west to Decatur.

Denton Regional Medical Center and Denton Community Hospital provide all levels of health care services. A forward-thinking city government allows city leaders to use terms such as "control of our own destiny," which is evident through to describe Denton's

Denton's 26 percent share of water rights in Ray Roberts Lake, located just 12 miles north of the city limits.

Denton rarely refers to itself as a bedroom community, opting instead for a "country living" moniker. Unlike most of the neighborhoods in the Dallas area, Denton offers ranch estates, and in some parts of the county, horses actually outnumber people. In August, citizens gather for the North Texas State Fair.

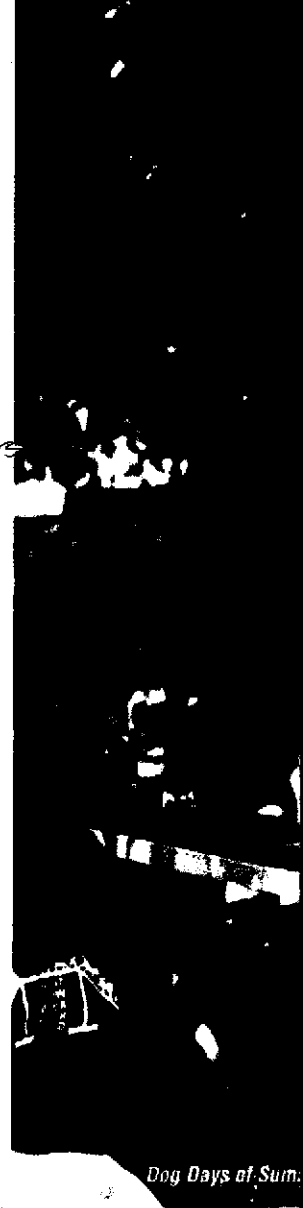
An exceptionally cohesive and progressive central business district takes advantage of the local heritage and identity by sponsoring the annual "County Seat Saturday" each September. Another popular Denton trademark — the arts — both visual and performing, are highlighted every spring during the Denton Arts and Jazz Festival and the Texas Storytelling Festival.

On occasion, Denton leaders will identify themselves as the "Top of the Golden Triangle," reflecting the city's strategic location where the eastern and western segments of I-35 rejoin less than 40 miles north of downtown Dallas and Fort Worth. Thanks to the I-35 corridor, Denton offers nonstop access to either Canada or Mexico. While Denton maintains its own municipal airport, it can easily describe junkets to area airports such as Alliance, D/FW International and Love Field in terms of minutes versus miles.

For race car lovers, almost one-half of the NASCAR racing enthusiasts treaded to the new Texas Motor Speedway in north Fort Worth will pass through Denton city limits, making this city the "Northern Gateway" to the second-largest sports facility in the country. The speedway is located 14 miles south of Denton, next to Alliance Airport. The area will be able to experience dual-track NASCAR and Indy car racing several times a year.

Educationally, Denton is a hub of higher learning. The Denton ISD offers a wide variety of programs for specific student needs, including gifted and talented, fine arts, deaf education, honors and

(Continued on page 114)



Dog Days of Sum

Arts, Antiques & Autos Extravaganza

9693  
describing  
offering

occasionally  
Denton  
less than  
it can easily  
are within close proximity

visiting  
of

Additional  
progressive  
phrases



Wellington of Flower Mound

vocational courses. The University of North Texas <sup>remains</sup> continues to be one of the largest higher education institutions in the state. Texas Woman's University — including the Dallas and Houston campuses — is the nation's largest university primarily for women.

## FLOWER MOUND

Population: 47,300  
 School District: Lewisville  
 Chamber of Commerce: (972) 539-0500;  
[www.themetro.com/tmchamber](http://www.themetro.com/tmchamber)  
 Average New Home \$: \$268,000  
 Average Apartment Rent \$: \$712

When settlers discovered this area of Blackland Prairie in the 1840s, it was filled with blue stem grasses and wildflowers, all of which covered an unusual formation rising up from the prairie flatlands — a 12 1/2-acre mound, 50 feet high. This natural phenomenon inspired the name of Flower Mound.

This picturesque, north central town is bordered by pastures of grazing horses near growing modern residential neighborhoods. Rolling hills and heavily wooded land in the western and southern portions of the community complement the distinctive contemporary architecture near the town's center.

Because of its close proximity to Fort Worth and Dallas, and its relaxing environment, Flower Mound has become a popular settling-down place for many new Texans. Just 10 minutes from D/FW International Airport, the community is

situated north of Dallas and Fort Worth. Since 1987, Flower Mound's population has increased to over 47,000, thus becoming the fastest growing city in one of the fastest growing counties in the nation.

The city's housing boom can be attributed to several factors, such as comparatively low land prices that offer urban residents a scenic community and less city noise and distractions. While housing construction continues at an impressive pace, the town's master plan is designed to monitor zoning and building densities carefully.

Recreationally, Flower Mound offers Lake Grapevine to the south and Lake Lewisville to the north. The US Dept. of the Interior presented the city with the "Enjoy the Outdoor America" award for

outstanding use of open spaces, linking neighborhoods with parks and trails for walking, jogging and cycling.

The Lewisville ISD serves the majority of students and provides such activities as Adopt-a-School program, which allows local businesses, organizations or individuals the opportunity to support a school by providing special services or materials.

## HIGHLAND VILLAGE

Population: 12,150  
 School District: Lewisville  
 Chamber of Commerce: (972) 317-2558  
 Average New Home \$: \$594,000  
 Average Apartment Rent \$: \$712

Highland Village was incorporated in 1963 after approximately 100 lakeside residents decided to make their homes permanent. The early residents, for the most part, were professionals from the Dallas area who wanted to get away for the weekend and enjoyed it so much they moved to what is now known as Highland Village.

In spite of its hideaway appeal, Highland Village is a scant 15 minutes west of D/FW International Airport, or east of the Legacy Park/West Plano area, and almost exactly halfway between Dallas and Denton. The centrality of the location has been attracting numerous young families to developments like

*(Continued on page 116)*



Kids Kastle, Highland Village

Feat

Ashton  
\$160  
972/

Darlin  
\$230s  
972/5

Send Confirmation Report

Name: CVB

ID: 940 382 6287

7 Aug'00 9:05AM Page 1

Job	Start time	Usage	Phone Number or ID	Type	Pages	Mode	Status
530	8/ 7 9:04AM	1'27"	19722395312.....	Send.....	3/ 3	EC144	Completed.....

Total: 1'27" Pages sent: 3 Pages printed: 0



**FAX**

---

Company: Destination DFW      DATE: August 7, 2000  
ATTN: Matt Taylor              FAX #: (972) 239-6312  
FROM: Suzanne James          PAGES: 3

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Here are the changes for the article about Denton. Thank you for the opportunity to update this guide. If you have questions or need additional information, please contact me at the number below.

Thanks,

*Suzanne James*





# Destination DFW

12001 N. Central Expressway, Suite 640 • Dallas, TX 75243 • (972) 239-2399 • Fax: (972) 239-7850



**Publications**

August 23, 1999

Thank you so much for your editorial input in *Destination DFW*. We are especially proud of our 1999-2000 edition, and recognize that the great assortment and excellence of the information we received has made a tremendous contribution to the quality of our publication.

Enclosed you will find a copy of the magazine and information about your city. If you have any questions or would like additional copies, please feel free to call me at 972/239-2399.

Thanks again for your contributions! We couldn't have done it without you.

Sincerely,

  
Maridee Boron

Production Assistant

Matt Taylor  
(Fax) 972-239-5312



# Separator Sheet

File Contents: Denton Music - Internet  
Radio / CD - Idea

Denton Convention and Visitor Bureau

**Christine Gossett**

---

**From:** "Mike Cochran" <mcochran@iglobal.net>  
**To:** "Michael Jez" <Michael.Jez@cityofdenton.com>; "Christine Gossett" <cvb@discoverdenton.com>;  
"durrx3" <durrx3@iglobal.net>; "council5" <council5@iglobal.net>; "Euline Brock"  
<EWBrock.CH.COD@cityofdenton.com>; "council4" <council4@iglobal.net>; "council1"  
<council1@iglobal.net>; "markburr" <markburr@iglobal.net>  
**Sent:** Sunday, January 21, 2001 11:25 PM  
**Subject:** Denton Internet Radio

Mike,

Below is the updated version of the text I would like to see incorporated into the net radio page.

As we discussed, I believe that this should be on a separate page from the Channel 26 page, but having a link between the two is not a bad idea. I am sure that Shelley can come up with something much prettier than what I can so I will leave all that to her, but I did do a prototype at <http://www.iglobal.net/mayhouse/music-city.html> which she is welcome to refer to.

I hope to add some information in the future about the history of music in Denton and perhaps some profiles of the famous ones who have graced our community.

Let me know when this is done so I can get the press releases out.

Thanks for your help,

Mike

---

(logo in decorative type)

## Music City Denton Denton Internet Radio

(linking icon for real audio)

Denton, Texas is a Music City. It is the Music Capital of North Texas, and Denton Internet Radio exists as a showcase for that rich musical legacy. The music we play is produced right here in Denton or is by some of the many musical greats that have lived here in the past.

Thanks to the presence of the University of North Texas, College of Music and Texas Womans University, an extraordinary number of talented musicians make Denton their home With a musical spectrum that extends from Pat Boone to Brave Combo; from Lou Marini to Deep Blue Something; from Sly Stone to Don Henley, Denton residents and alumni have made their mark on the musical world. Even John Phillip Sousa wrote a march about Denton women!

In what may be a first for any city, music performed exclusively by our local Denton musicians can be heard 24 hours a day, right here over Denton Internet Radio.

Enjoy the Music and please send us your comments.

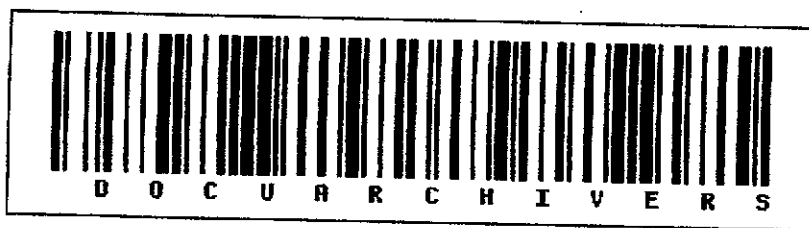
Mike Cochran (mail link: [mcochran@iglobal.net](mailto:mcochran@iglobal.net))  
Denton City Council

**(Play list)**

**(real audio text blurb here)**

If you are a musician and are from Denton or have Denton roots, and want to be included, please let us know-call John Cabrales @ -----

This Music is provided through Channel 26- the City Government Channel for Denton, Texas.



# Separator Sheet

File Contents: *Travel Feature Ideas*

Denton Convention and Visitor Bureau

# Southern Living®

## TEXAS TRIVIA

### *Did You Know...*

• **Travel** Is the First of Our Four Editorial Pillars in Every Issue

• **6.7 Million** Southerners Visited Our Lone Star State in the Past Year

• **Ranked** Number One Out of All 50 States

“We’ve Been Covering The Lone Star State For More Than **30 Years**. No One Has More Texas Friends Or Reaches More Texas Readers Than *Southern Living*.”

John Floyd, Editor of *Southern Living*

# Southern Living

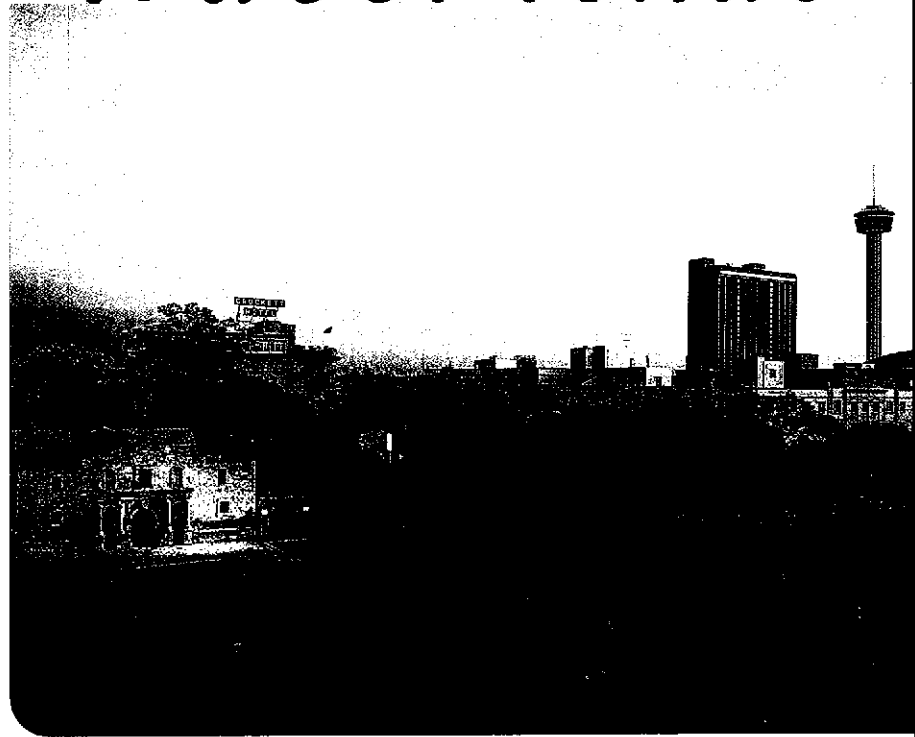
## Southerners and *Southern Living* Subscribers are Proven Travel Prospects

- ◆ **88%** of our subscribers took a domestic vacation in the last year.
- ◆ Southerners accounted for **75%** of all domestic person trips to Southern destinations in 1999.
- ◆ **Nearly 6.3 million** Southerners visited Texas in the past year, representing **56%** of all visitors to the Lone Star State.

## *Southern Living* Knows Southern Travel

- ◆ *Southern Living* has **more** Southern related travel editorial than these competing magazines: *Condé Nast Traveler*, *National Geographic Traveler*, *Travel & Leisure*, *Travel Holiday*, and *Gourmet*.
- ◆ **52%** of our subscribers say *Southern Living* has travel articles in which they are most confident.
- ◆ While **20-25%** of *Southern Living* editorial content is devoted specifically to Travel, our other sections—Foods, Homes, and Gardens—frequently cover special destinations and areas of interest, further expanding our travel horizons.

# travel texas



Join *Southern Living* and "Travel Texas" as we provide **exclusive editorial coverage** of fun and interesting destinations throughout Texas, as seen through the eyes of Texans. We celebrate the people and places—from the scenic hill country to beaches along the Gulf—that make Texas one of the South's most popular destinations.

## Benefits to You

- ◆ Ad positioning in an **exclusive Texas travel section** running in our Southwest and South Central editions.
- ◆ A listing in our monthly reader service page. Qualifying advertisers will also receive a listing on the reader service card. This service generated **nearly 1.2 million** requests in 2000.
- ◆ A listing on the *Southern Living* Web page, with a **hyperlink** to your company's Web site.
- ◆ Distribution is on newsstands throughout Texas, as well as **key feeder markets** in Oklahoma, Louisiana, Kansas, Arkansas, Missouri, and New Mexico.

January 1, 2001


Denton Chamber of Commerce  
P.O. Drawer P  
Denison, Texas 76202

Thank you for taking the time to read my request. I am an independent writer in search of "ghost" stories in and around north Texas for a book I am writing. I have successfully solicited many entities from Abilene to Texarkana and from Temple to the Red River. I have been very fortunate to have interviewed many people over the last few months who have shared many fascinating tales, both old and new, which have never been publicized.

Just about everyone loves a good ghost story weather they believe it to be true or not. Being a local history buff, I am interested in capturing the lives and times of those long passed as well as reflect the history of Denton and the surrounding area as it relates to Texas history. Each story will be researched for its authenticity as well as its historical accuracy

My request from you good folks in Denton is; do you know of any local ghost stories, tales of hauntings, or local legends that you would like to share for publication in my work i.e., local court houses, old downtown stores, cemeteries, B&B's or private homes, etc.? Or it could be an old story told by grandparents or other relatives. I will be more than happy to give full credit in my book to anyone who wishes. Please feel free to pass this request along to anyone in your community that may have a story to add.

I can be contacted by e-mail at [RHop169812@aol.com](mailto:RHop169812@aol.com) or by the following address. Thank you and I hope you have a wonderful 2001.

  
Robert Hopkins  
416 W. Josephine  
Weatherford, Texas 76086

Contact  
some locals  
about both  
of these to  
get  
story  
ideas



**Christine Gossett**

---

**From:** <Rosasham1@aol.com>  
**To:** <cvb@discoverdenton.com>  
**Sent:** Thursday, June 27, 2002 10:05 AM  
**Subject:** Attn: Christine Gossett

Hi Christine,

It's wonderful hearing from you. Yes, we are still in Azle, and since we bought a house here, I guess we're here to stay! Yes, We are still writing for the WF paper as their official DFW correspondents for features and travel. And yes, we would love to be included in a B&B tour. In fact, I'm working up a story on one place in Dallas (the Terra Cotta Inn) right now. Please let me know when they want to do their tour, and perhaps I could coordinate the stories together.

Something new I'm doing for the entertainment section is a family oriented page. I do children's video reviews every week, and then, as they come up, a family feature about activities in the area. So, if you have anything children-related or family-related coming up, let me know.

What new goodies do you have around Denton? Haven't done a Denton story in while, so it's about time!

Sorry to hear about Sandy Katz, but glad she is doing well. She's a fiesty little bird, isn't she!

We were in WF last week too, picking up my youngest son from camp. And yes, the area does look different with the highways up and running. Sure scoots you through town, doesn't it. They had lots of storm damage from that storm last week, trees down all over the place. Thank goodness my mom escaped any damage.

It was really nice hearing from you. I was so disappointed that the DFWATC wasn't doing a summer tour this year. I was all ready to go!

Look forward to hearing from you soon,

Sharon Chance

# LONE STAR ROADS

*For a day, a weekend, a week—or more—  
these drives take you to the best of Texas.*

In Texas, there are more than 76,700 miles of roads, quite a buffet for those who love to travel this great state. To whet your appetite, we've prepared a baker's dozen of driving tours. They beckon you from interstate exits toward cities, around small towns, and down rural lanes. Think of them as hors d'oeuvres to nibble now. The feast begins when you hit the road and fill the plate of your windshield with all of Texas.

# FREEDOM ALONG THE INDEPENDENCE TRAIL

First the Texas Historical Commission remapped the Texas Forts Trail. Now it has produced a guide to the Texas Independence Trail, pointing out 78 sites of the state's struggle for independence in 28 counties.

You can follow the trail's blue-and-white highway signs (an arm raising a musket in the air) on a circular route between San Antonio and Galveston. Of course, the trail includes such famous sites as The Alamo, Goliad, the San Jacinto Battleground, and Washington-on-the-Brazos.

But history is only half the fun. Pause in Gonzales, where the Gonzales Memorial Museum exhibits the "Come & Take It" cannon that supposedly fired the first shot of the Texas Revolution. While in town, take marked walking and driving tours and shop downtown for antiques.

You won't go hungry on this drive either. Some of Texas' best barbecue awaits in Lockhart at Kreuz Market, Black's Barbecue, Smitty's Market, and Chisholm Trail B-B-Q. At the Back Door Café in Smithville, enjoy daily specials, such as catfish stuffed with four cheeses, then take a tour of sites where the movie *Hope Floats* was filmed.

Stroll Henkel Square in Round Top; visit Varner-Hogg Plantation near West Columbia; and explore the historic district of the Polish settlement, Panna Maria. There's no better place to end the drive than Floresville, where history tastes sweet at Promised Land Dairy.

**Distance:** Depends on your route. **For information:** Texas Historical Commission, (512) 463-6100 or [www.thc.state.tx.us](http://www.thc.state.tx.us)

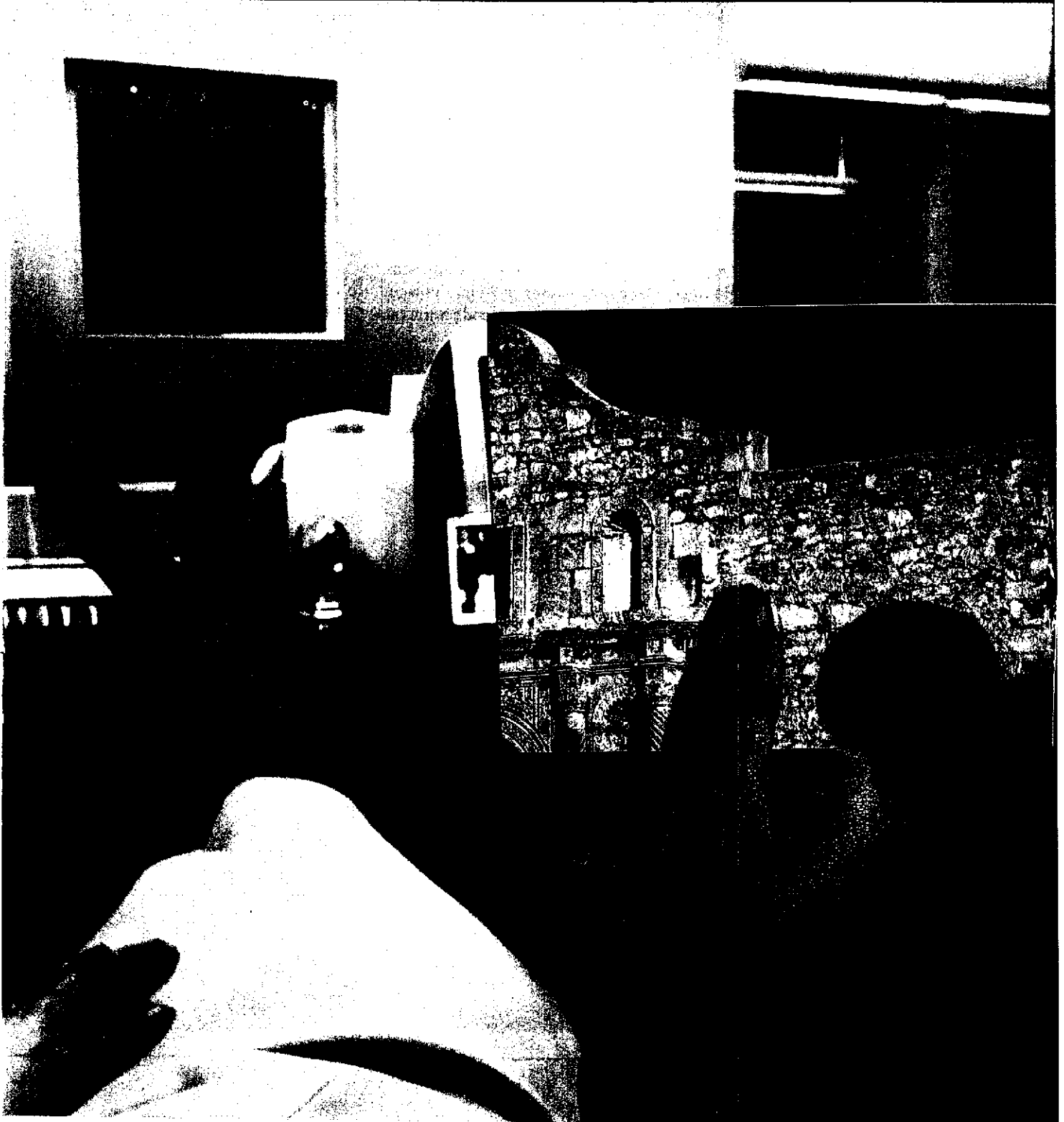
TOP, RIGHT: *Re-enactors meld past and present at Texas historic sites, such as Washington-on-the-Brazos.* CENTER AND BOTTOM, RIGHT: *This graceful, arched opening and detailed wrought iron work display the fine craftsmanship of San Antonio's missions, which practically invite visitors to explore their cool exteriors.* BELOW: *Five missions brought the first European settlement to San Antonio.*





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the story never ends

Visit the city that's really a resort within a city. San Antonio. A place that surrounds you with a rich mixture of cultures, legendary sights and fun for the whole family. All you have to do is set foot outside your hotel door. Come to San Antonio. We'll make sure you remember the Alamo, and the River Walk, and the theme parks, and the food, and the music...



## BUOYS ON A PRAIRIE SEA

I-10 between Houston and San Antonio may look like any other interstate in Texas, with small towns bobbing up on the grassy prairie. But if you break out of the trance of cruise control, you'll see painted churches, a town still scented with the 19th century, and more boots than you could buy in a lifetime.

If you're traveling west from Houston, take it real slow going through Columbus, where the magnolias spread like scented umbrellas on the courthouse lawn. Shop around the square, and be sure to visit A-Trains, a toy train store made for Lionel lovers.

At Schulenberg, you're midway between Houston and San Antonio—and halfway to heaven. The town and nearby countryside is home to four painted churches. To find them, pick up a map at the Chamber of Commerce just south of the interstate on U.S. 77. You're sure to see St. Mary's Church and its magnificently painted ceiling. It's in Praha, on Farm Road 1295, just off U.S. 90, a few miles west of town.

Stay on U.S. 90 (it parallels the interstate) and "Czech out" Flatonia, with its 11 antiques stores. The area's Czech heritage comes to the forefront during the fourth weekend in October for the annual Czhlispiel.

Need to stretch your legs? You can hike at Palmetto State Park (Exit 632) near Luling. Or you can shop across 68,000 square feet at D&D Farm & Ranch Supermarket (Exit 610) in Seguin, open daily. Inside this cowboy and cowgirl dream, you'll find a sea of saddles, shirts, jeans, jewelry, boots, books, and much more.

Hungry? In Columbus, dine at ...of the Day/A Café where owner Penelope Miekow uses fresh seasonal ingredients. The homemade pies are great at Frank's Restaurant, a 71-year-old eatery in Schulenberg. Meat—brisket, ribs, sausage—comes straight from the pit at Joel's Bar-B-Q (Exit 661). And each June eat all the watermelon you can at Luling's Watermelon Thump.

**Distance:** Approximately 200 miles. **For information:** Columbus Chamber of Commerce, (979) 732-8385 or [www.columbus-texas.org](http://www.columbus-texas.org). Flatonia Chamber of Commerce, (361) 865-3920 or [www.flatonia-tx.com](http://www.flatonia-tx.com). Luling Chamber of Commerce, (830) 875-3214 or [www.bcsnet.net/lulingcc](http://www.bcsnet.net/lulingcc). Seguin Area Chamber of Commerce, (830) 379-6382 or [www.seguintx.org](http://www.seguintx.org).

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# JEFFERSON AND BEYOND

In East Texas, north of Longview and Marshall, the countryside dips and sways in forested hills and spreading pastures, strikingly reminiscent of the Southern Piedmont. That's appropriate, for Jefferson sits in the heart of it all, glimmering like an antebellum jewel.

Start in Marshall, and browse aisle after aisle of hand-turned stoneware, Texas foods, and other items at Marshall Pottery. Then, in Jefferson, spend a weekend among its numerous inns and museum houses. Take a look at the Gone With the Wind Museum, with its fascinating collection of memorabilia from the movie and the book.

Out of Jefferson, look for state highways 11, 49, and 155, which form their own wildflower triangle, bright with yellow coreopsis in late spring. Travel State 155 to Gilmer, and you'll find gift shops, antiques, and handmade items of East Texas origin. Dine on salads and sandwiches served at The Gazebeaux Tea Room.

From Gilmer travel south to Longview. You may want to pause at Black Dog Gallery on Farm Road 1844 for handmade furniture and decorative accents. On Loop 281, find Barron's—a restaurant, bookstore, and gift and fashion boutique.

**Distance:** About 120 miles. **For information:** East Texas Tourism Association, (903) 757-4444 or [www.easttexasguide.com](http://www.easttexasguide.com).

TOP, RIGHT: *The Gone With the Wind Museum stars in Jefferson.* RIGHT: *Guests spend antebellum nights in the House of Seasons, one of Jefferson's many inns.*



# R O L L



More than 6,700 Mexican restaurants are ready to roll up a tasty meal.



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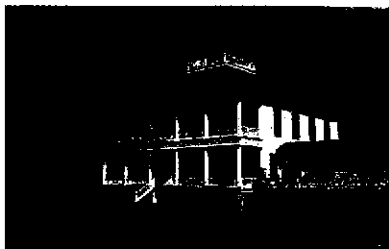
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TOP, LEFT: *Antebellum Browning Plantation is a bed-and-breakfast in Chappell Hill.* LEFT: *Have a cigar at Texana Cigar & Coffee Co.* ABOVE: *Don't pass up pie at Bevers Kitchen.*

## ICE CREAM TO GO

From Houston, U.S. 290 skims across the prairies, reaches the Brazos River, then lifts into rolling country just beyond. This colorful landscape is laced with quiet roads and sprinkled with wildflowers in spring—a perfect weekend getaway.

Pause first in Brenham at Blue Bell Creameries for a plant tour and a scoop or two of this famous Southern ice cream. Later, stroll down Chappell Hill's one-main-street-town of antiques shops, dine at Bevers Kitchen, then stop for cigars and coffee at Texana Cigar & Coffee Co.

You'll want to take Farm Road 1155 from Chappell Hill. It's something of a time tunnel, taking you back to the mid-19th century at Washington-on-the-Brazos State Historical Park. A new visitors center, the renovated Star of the Republic Museum, and the Barrington Living History Farm bring alive early Texas.

Along Farm Road 50, don't pass up a stroll through The Antique Rose Emporium. Nearby, perfect for a picnic, stands Old Baylor Park, where Indian paintbrush and bluebonnets carpet the ground around Baylor University's original site.

Spend some time in Round Top, southwest of Brenham. Nearby roads, such as state highways 159 and 237 and Farm Road 1457, meander among fields covered in vivid bouquets of flowers. Just make sure you're back in town for a meal at Royers Round Top Cafe. Bud and Karen Royer serve upscale cuisine in huge portions. Lines can form on the weekends, but it's worth the wait.

Take your pick among bed-and-breakfast inns in the area. Brenham's Ant Street Inn (rates range \$105-\$235; 1-800-481-1951) is filled with magnificent antiques in spacious rooms; it offers buffet breakfasts and free cups of Blue Bell ice cream.

**Distance:** Approximately 100 miles. **For information:** Washington County Chamber of Commerce, 1-888-273-6426 or [www.brenhamtexas.com](http://www.brenhamtexas.com).

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## TAKE COMFORT

It's good to get off the interstate, especially when you have towns such as Comfort and Kerrville nestled in the curves of a country road such as State 27, about 50 miles northwest of San Antonio on I-10. Bring an appetite—and an inner tube.

Pause first in Comfort, a hamlet of limestone buildings dating to the 19th century. Once a farming community, it's now enjoying a comfortable second life as an art and antiques center. Antiques abound at The Comfort Common, a bed-and-breakfast (rates range \$70-\$120; [830] 995-3030), as well as Faltin & Company, a store that dates to 1856. Before leaving, stop in for lunch at Arlene's Cafe and enjoy the yeast biscuits sweetened with molasses butter.

In Kerrville, the Guadalupe River runs right beside downtown. Spread a blanket or bring an inner tube to the riverside Louise Hays Park. Elsewhere, you can visit the headquarters of the nationally acclaimed gold and silver craftsman James Avery and see traditional Western art riding the range in the Cowboy Artists of America Museum.

It looks like the Old West might gallop into Ingram any day. This village, with art studios, galleries, and restaurants, is nestled in a vest pocket loop off state highways 27 and 39, just a few miles from I-10.

**Distance:** About 40 miles. **For information:** Comfort Chamber of Commerce, (830) 995-3131. Kerrville Convention & Visitors Bureau, 1-800-221-7958 or [www.ktc.net/kerrcvb](http://www.ktc.net/kerrcvb).



*Anglers test the streams in the countryside surrounding Comfort, Kerrville, and Ingram.*

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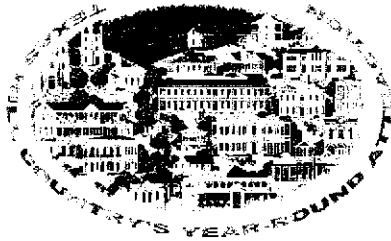
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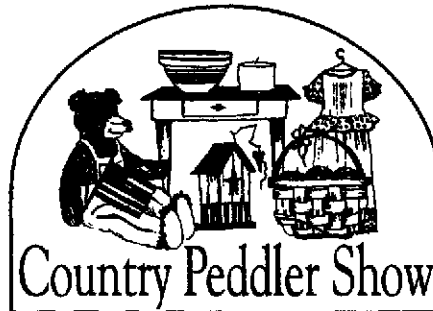
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**AND SPEND THE WEEKEND IN PAMPERED LUXURY**

Looking for a convenient weekend getaway for just you and the girls? Need to find a place that's nearby that satisfies your hunger for good food, entertainment, magnificent shopping and nightlife? Denton, Texas has everything you could need for a relaxing escape from the weekday rush. Grab your walking shoes and a toothbrush and break away with us!

### ***Shopping***

A weekend getaway wouldn't be complete without some treasures to tote home. Something is sure to catch your eye in Denton's unique assortment of shops: one-of-a-kind art, funky handmade jewelry, designer clothing, stunning home accessories, gourmet kitchen baskets, handmade pottery...the possibilities are endless. Shoppers can also find fabulous bargains at Exposition Mills Factory Stores.

And no other North Texas city boasts as many antiques stores within walking distance of the Square as Denton does. From furniture to folk art, clocks to collectibles, and dolls to dishes - antiques aficionados will find just what they're looking for...and a few things they *weren't*.

PHOTO:

*Father and child  
window-shopping*

### ***Fine Dining***



Even the most proficient of shoppers need a break sometime. In Denton, you'll have a wide range of choices, from fine Italian to tavern-style cheeseburgers to gourmet Texas French (yes, really!) to good ole' home cooking like Grandma used to make. Many of the most prominent restaurants in Denton are within walking distance of the Square – providing an excellent opportunity to work off some of the extra calories you will consume after poring enticing menu selections.

## ***A Night on the Town***

So you've only made a "dent -in" visiting all the shops you wanted to see. You've taken in a delectable meal and now you're ready to let your hair down and feel the pulse of the city. The fun is just starting....

With two prominent universities in town – The University of North Texas and Texas Woman's University, Denton is known for its vibrant arts culture, reflected in renowned performances in theater, dance, symphony, jazz and opera throughout the year. Performance halls and concert stages showcase local and touring talent. If your tastes run more along the footloose vein, however, you'll feel right at home at any of the live music or dance venues across the city. Many of Denton's most accomplished musicians have gone on to distinguished professional careers, such as Don Henley of The Eagles' fame. The University of North Texas' world-renowned, Grammy Award-winning One O'Clock Lab Band sets the stage for Denton's most prominent moniker: "The Jazz Capital of North Texas."

PHOTO:

*Lab band performing*

## ***A Little Off the Beaten Path***

Soak in some rich Texas history in a variety of museums, if you're so inclined. Or take in an art gallery or two. Or three. Or more! Denton's heart is in the arts, so you could spend all weekend and still never see all of the galleries the city has to offer – from fine paintings and sculpture to hand-etched crystal, kitschy cat paraphernalia or funky contemporary home accessories. Maybe a demonstration of delicate blown glass might interest you. Or one-of-a-kind historical collections at Texas Woman's University, celebrating the strength and influence of women through the decades.

PHOTO:

*Tasting wine at  
Hidden Springs*

Spend a relaxing hour or two sipping gourmet wines at the Hidden Springs Winery just outside of town. Award-winning spirits and fine gifts are also available here for something a little different from the everyday.

Still need more luxurious pampering? Stop in to a new day spa Downtown for a relaxing massage and manicure before your evening out.

Regardless, you will find more than enough activities and attractions to interest every member of your group.

## ***Exceptional Accommodations***

So where would the exhausted girlfriends lay their heads after a long day of shopping, eating and dancing the night away? That depends. Do you prefer a full-service hotel with restaurant and golf course? Or a peaceful, historic bed & breakfast within walking distance of the Square, where you'll receive a home-cooked breakfast at your leisure, surrounded by antiques relaying the history of Denton? Or maybe you would prefer to stay in a bed & breakfast away from town on the rolling, green hills surrounded by tranquil ranches where championship horses make their home? Interested in sipping your coffee from a lazy swing on a wrap-around porch? Be our guest!

No matter what your preference, Denton has accommodations to suit your needs – all with the warm, friendly service for which the city is known. You'll probably even find that your hosts can give you the inside scoop on the city's best-kept secrets!

### **RESOURCES:**

- ▶ Christine Gossett - Vice President  
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## SUGGESTED FEATURE STORY

“Ladies’ Quick-Fix Getaway”

Quick, gals...grab your girlfriends, pack an overnight bag and head to Denton!

Why?

Because it’s oh-so-there!

You don’t have to travel far to enjoy a stress-free weekend away in this rustic B&B country! Splurge on a gourmet meal, amble along historic Main Street, shop till you drop or read a romance novel under the shade of an oak tree. But whatever you do, plan a little extra time to explore on your own. Whether you prefer a museum or a massage, Denton’s waiting to indulge you! So begin making plans and wind up making a memory! *(Ask three different women to envision the ideal getaway package, then find the venues that meet those needs. Included are B&Bs, museums, restaurants, shopping, entertainment and other related activities.)*

## **"LADIES' QUICK-FIX GETAWAY TO DENTON"**

*by Anne Johns*

Three girlfriends, 48 uninterrupted hours and a quaint-but-progressive Texas town. It was the perfect formula for a weekend adventure. There was only one problem.

"Our interests were so diverse!" they said. "Beyond relaxing, shopping and eating, we couldn't agree on what to do first!"

Denton. It was the thumbs-up from the beginning. The rustic bed-and-breakfast country – located on U.S. Highway 35 midway between Dallas and the Oklahoma border – offered the ideal destination for their rest-and-renew-me retreat. The idea of ambling along historic Main Street, splurging on yummy treats and satisfying those shop-'til-you-drop fantasies appealed to each in her own way.

But it was the potential for exploring Denton at her own pace that would transform each woman's adventure into a cherished memory. For Lois, it meant the thrill of a hunt – finding a one-of-a-kind collectible or discovering a new artist. For Lisa, it meant spiritual renewal – immersing herself in sunshine and serenity far from the madding crowd. And for Ariana, the perfect getaway meant only one thing – serious shopping!

It was time to turn to the locals for advice.

### **A PLACE TO LAY MY HEAD**

With a desire to be close to historic downtown, the friends unanimously agreed that a bed & breakfast was the way to go. Each craved the "down home" pampering and privacy that an inn offered. Turning to [www.theheritageinns.com](http://www.theheritageinns.com) – the home page for the **Heritage Inn Bed & Breakfast Cluster** – they let the options speak for themselves. The recently restored, hot-tub-equipped **Redbud Inn** received an ovation as did the **Pecan House**, handicap-accessible and nestled amid historic trees, featuring fireside sofas for reading aficionados. Charming **Magnolia Inn** with its lilac motif and period furnishings received kudos, as did several unique B&Bs located in nearby horse country, among them **The Guest House**, **The Country Place at Cross Roads** and **Roadrunner Farms**.

### **WHAT DO WE DO NOW?**

Denton draws thousands of visitors each year and the girls would soon find out why. A Texas Historical Commission "Main Street City," Downtown Denton is home to more than 120 renovated structures, including shops, galleries, museums and historical sites, embellished by the jewel in the crown, the majestic Denton County Courthouse.

A stroll through **The Courthouse Square** was the unanimous first order of the day. Here the renovations and landmarks invited a second glance: **The Sherman Building** (site of "The Great Fire of 1860"), the art deco **Campus Theatre** (an old movie house-turned-premier theatrical center), the old **Evers** building (Denton's original hardware store, today a charming kitchenware and culinary gift emporium), the historic **Bank Building** and Victorian-themed **Bayless-Selby House Museum**.

By mid-morning the women were ready for a quick pick-me-up at **Rama's Courtyard Cafe & Cappuccino Court Coffee Bar**, the ideal launching pad to plan their memorable adventures.

Lois was thrilled to discover many of Denton's galleries conveniently clustered within walking distance around the Square, including **The Art Alley, Austin Street Gallery** and **Martha Wahlert Gallery**. Touted as reflecting the best in local talent **The Good/Bad Art Collective, SEEDS Art Gallery, The Meadows Gallery, East Gallery, Center for the Visual Arts** also offered exceptional pieces for sale or exhibit. Locals hinted that the best-kept university art collections should not be missed, including **Texas Woman's University's (TWU) East and West Galleries** as well as the **University of North Texas (UNT) Art Gallery, Union Art Gallery** and **Cora Stafford Gallery**.

One with a fancy for flora and fauna, Lisa naturally gravitated toward the pristine waters, rolling greenbelts and paved trails of 30,000-acre **Lake Ray Roberts**, a short drive away and well worth the visit. Ariana-the-Shopper set out to do what she loved best.

### DON'T IGNORE THE TASTEBUDS

There was plenty to choose from. Rating a high-five among the locals was **Ruby's Café & Diner**, touting a buffet lunch and occasionally exotic menu. A healthy runner-up, **The Cupboard** featured a whole-foods market, outdoor dining and gourmet take-out, appealing to health-conscious Lisa. Yet another gastronomic gem was the cute-as-a-button **Chestnut Tree Tea Room** with its garden theme, trickling fountains, homemade specials created by a gourmet chef and – for Ariana-the-Shopper's sake – gift items for sale.

For dinner, locals suggested Texas French-style **Hannah's on the Square**, noted for delectable dining and a well-stocked wine cellar. For the *dolce vita* set, **Giuseppe's Italian Restaurant** rated high. Serving steaks as well as fine Italian cuisine, this restaurant conveniently adjoins the Magnolia Inn.

Casual diners suggested the **Texican Grill** – converted from an old blacksmith shop and featuring such regional delicacies as fried catfish and barbecue brisket accompanied by homemade soups – or **The Greenhouse** with its *au natural* décor, aquarium and daily pasta and vegetarian dishes. The collegiate crowd recommended the eclectic atmosphere of the burger-'n-nacho **Loophole Tavern** or the outdoor patio and game tables of the **Sweetwater Grill & Tavern**.

For a post-show, finale dessert after an evening at the **Campus Theatre** or a hot jazz club, **Beth Marie's Old Fashioned Ice Cream and Soda Bar** received a standing ovation. Bravo!

### I'LL TAKE IT!

A getaway isn't an adventure unless there's a memento to treasure. Those in the know had suggestions for each of the friends.

To satisfy Lois' love of art and antiques, curio connoisseurs recommended **Off the Square Antiques**, voted the "Best Antiques Store in Denton" for two consecutive years, followed by a trek to **Antiques Galore & More, Austin Street Antiques, Freeman's Antiques, County Seat Antiques** and the **Downtown Mini Malls**, affectionately described



as a “junque-lover’s paradise.” For more contemporary collectibles, they suggested **This Old House**, **The Courthouse Collection**, **Garden Gate Gifts**, **Stone Soup** and **Country Kitchen**, **City Cooks** for the widest array of specialty and seasonal items.

Since funky, handmade and vintage jewelry was Ariana’s passion, the local fashion mavens suggested **Sleeping Lizzards**, **At the Ritz** and **Memories so Special**. Lisa was especially intrigued by the unusual accent pieces from around the world offered at **Elements of Design** and the collection of British, feline-themed imports from **King Richard’s Cat**. Her favorite, however, was **Kil’n Time Studio & Gifts**, a “paint-your-own” ceramics studio for one-of-a-kind art.

Oh, yes. Then there was **The Candy Shop**. ‘Nuf said.

### **TURNING A WEEKEND GETAWAY TO A LIFE-LONG MEMORY**

The motto for a successful girlfriend’s getaway is friendship and flexibility. Each experienced the adventure in her own way, shared quality time together and came away with the perfect souvenir memento. Turning this special 48-hour weekend into the perfect, life-long memory was no problem at all. You just have to know where to look.



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7 Payment Bill to:

Sender  
Account No. in Section 1 will be billed.

Recipient  
 Third Party

Credit Card  
 Cash/Check

Dry Ice  
Dry Ice 3.1lb max. x \_\_\_\_\_

Cargo Aircraft Only

Total Packages

Total Weight

Total Declared Value\*

FedEx Acct. No. (Print on bill)

FedEx Acct. No. (Print on bill)

\$ 00

8 Release Signature

Our liability is limited to \$100 unless you declare a higher value. See back for details.

Sign to authorize delivery without obtaining signature.

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

SF-P-Form Data 10/01 • Rev. 4/98 (105-60)194-2001 FedEx • PRINTED IN U.S.A.

447

PULL AND RETAIN THIS COPY BEFORE AFFIXING TO THE PACKAGE.

# FedEx<sup>®</sup> USA Airbill

FedEx Tracking Number **823737363745**

0200

**1 From** Please print and press hard

Date 4/4/02 Sender's FedEx Account Number 113029994

Sender's Name Christine Gossett Phone (940) 382-7895

Company Denton CUR

Address 414 W. Parkway

City Denton State TX ZIP 76201

**2 Your Internal Billing Reference**

City Denton State TX ZIP 76201

**3 To**

Recipient's Name Yellow Freight c/o Lone Phone 1

Company Texas Travel Fair 2002 Booth # 78

Address 10601 E. FM 802

In "HOLD" at FedEx location, print FedEx address. We cannot deliver to P.O. boxes or P.O. ZIP codes.

City Brownsville State TX ZIP 78521

**Questions? Call 1-800-Go-FedEx<sup>®</sup> (800-463-3339)**  
 Visit our Web site at [www.fedex.com](http://www.fedex.com)

By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

**4a Express Package Service**

FedEx Priority Overnight  FedEx Standard Overnight  FedEx First Overnight

FedEx 2Day\*  FedEx Express Saver\*

**4b Express Freight Service**

FedEx 1Day Freight\*  FedEx 2Day Freight  FedEx 3Day Freight

**5 Packaging**

FedEx Envelope/ Letter\*  FedEx Pak\*

**6 Special Handling**

SATURDAY Delivery  SUNDAY Delivery  HOLD Weekday at FedEx Location  HOLD Saturday at FedEx Location

Fragile  Yes Asper attached Shipper's Declaration not required  Yes Shipper's declaration not required  Dry Ice  Drip Ice  Cargo Aircraft Only

**7 Payment** Bill to:  Sender  Recipient  Third Party  Credit Card  Cash/Check

Bill Me  Recipient  Third Party  Credit Card  Cash/Check

Total Packages 1 Total Weight 45 lbs. Total Declared Value\* 1.00

**8 Release Signature**

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

Form Date 8/98 \*Part #154815-61 89-39 FedEx \*PRINTED IN U.S.A. ©FEDEX 4100

360

RETAIN THIS COPY FOR YOUR RECORDS

# FedEx USA Airbill

FedEx Tracking Number

823737363723

0200

### 1 From Please print your name and address

Date 4/4/02 Sender's FedEx Account Number 113029994

Sender's Name Christine Gossett Phone 940382-7895

Company Denton CVB

Address 414 W. Parkway

City Denton State TX ZIP 76201

### 2 Your Internal Billing Reference

First 24 characters will appear on invoice.

3 To Recipient's Name Yellow Freight @ Lone Star Decorating Booth #78

Company TX Travel Fair 2002

Address 16601 E. FM 802

To "HOLD" at 1 FedEx location, print FedEx address.

We cannot deliver to P.O. boxes or P.O. ZIP codes.

City Brownsville State TX ZIP 78521

Questions? Call 1-800-Go-FedEx® (800-463-3339)  
Visit our Web site at [www.fedex.com](http://www.fedex.com)

By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

### 4a Express Package Service

FedEx Priority Overnight  FedEx Standard Overnight  FedEx First Overnight

FedEx 2Day\*  FedEx Express Saver\*

### 4b Express Freight Service

FedEx 1Day Freight\*  FedEx 2Day Freight  FedEx 3Day Freight

### 5 Packaging

FedEx Envelope/ Letter\*  FedEx Pak\*

### 6 Special Handling

SATURDAY Delivery  SUNDAY Delivery  HOLD Weekday at FedEx Location  HOLD Saturday at FedEx Location

Fragile  Hazardous  High Value  Signature Required  Restricted Access  Restricted Area  Restricted Hours  Restricted Location  Restricted Time  Restricted Weight

Fragile  Hazardous  High Value  Signature Required  Restricted Access  Restricted Area  Restricted Hours  Restricted Location  Restricted Time  Restricted Weight

7 Payment **Bill to:**  Sender  Recipient  Third Party  Credit Card  Cash/Check

Total Packages 1 Total Weight 8 lbs. Total Declared Value\* .00

### 8 Release Signature

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

Rev. Date 8/94/rev. 7/99/15+0/99-08 FedEx.com/US MUSA. ©FEDEX 8/00

360

RETAIN THIS COPY FOR YOUR RECORDS.

# FedEx

USA Airbill

FedEx Tracking Number

823737363734

1 From *Please print and print here*  
Date 4/4/02 Sender's FedEx Account Number 113029994

Sender's Name Christine Gossett Phone 9401382-7895

Company Denton CVB

Address 414 W. Parkway

City Denton State TX ZIP 76201

2 Your Internal Billing Reference  
First 21 characters will appear on invoice.

To Recipient's Name Yellow Freight c/o LonePhone 1

Company TX Travel Fair 2002 Star Decorating Room #78

Address Wicohole, EM 802

City Brownsville State TX ZIP 78521

Questions? Call 1-800-Go-FedEx® (800-463-3339)  
Visit our Web site at [www.fedex.com](http://www.fedex.com)

By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

0200

4a Express Package Service  
 FedEx Priority Overnight  
 Next business morning  
 FedEx Standard Overnight  
 Next business afternoon  
 FedEx First Overnight  
 Express next business morning delivery to select locations

FedEx 2Day\*  
 Next business day  
 FedEx Express Saver\*  
 Third business day

4b Express Freight Service  
 FedEx 1Day Freight\*  
 Next business day  
 FedEx 2Day Freight\*  
 Second business day  
 FedEx 3Day Freight  
 Third business day

5 Packaging  
 FedEx Envelope/  
Letter  
 FedEx Pak\*  
 Driver Kit  
Includes FedEx Box, FedEx Tube, and customer pkg.

6 Special Handling  
 SATURDAY Delivery  
Available for FedEx Priority Overnight to select ZIP codes  
 SUNDAY Delivery  
Available for FedEx Priority Overnight to select ZIP codes  
 HOLD Weekday  
Get FedEx Confirmation of FedEx Confirmation of FedEx First Overnight and FedEx 2Day to select locations  
 HOLD Saturday  
Get FedEx Confirmation of FedEx First Overnight and FedEx 2Day to select locations

7 Payment Bill to:  
 Shipper  
 Recipient  
 Third Party  
 Credit Card  
 Cash/Check

8 Release Signature  
Sign to authorize delivery without obtaining signature

Does this shipment contain dangerous goods?  
 No  
 Yes  
As per attached Shipper's Declaration  
Shipper's Declaration not required  
Shipper's Declaration required  
Dry Ice  
Dry Ice, 5.0 LBS max x \_\_\_\_\_ kg  
Cargo Aircraft Only

Permissible goods cannot be shipped in FedEx packaging

Total Packages 1 Total Weight 10165. Total Declared Value\* \$ .00

FedEx Acct. No. \_\_\_\_\_ Exp. \_\_\_\_\_  
Credit Card No. \_\_\_\_\_

\*Declared value limit \$500

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

360

3 RECORDS





# FedEx USA Airbill

From *Please print and press hard* **DL46 6888 1485** Tracking Number

Date **1130-2999-4** Sender's FedEx Account Number

Sender's Name **CUMSTINE GOSSET** Phone **(940) 382-7005**

Company **DENTON CHAMBER OF COMMERCE**

Address **414 W PARKWAY ST**

City **DENTON** State **TX** ZIP **75201-9046**

2 **Your Internal Billing Reference** Printed addresses will appear on invoice. **SP100AL**

3 **To** Recipients Name **MS. MELISSA SEDLAK** Phone **1**

Company **STREET & SMITH'S SPORTS BUSINESS JOURNAL**

Address **120 WEST MOREHEAD ST.**

City **Charlotte** State **NC** ZIP **28202**

**NEW Peel and Stick FedEx USA Airbill**

See back for application instructions.

Questions? Call 1-800-Go-FedEx® (800-463-3339)

By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

0107428905

0215

### 4a Express Package Service

FedEx Priority Overnight Next business morning

**Standard Overnight** Next business morning

FedEx 2Day\* Second business day

FedEx Express Saver\* Third business day

Express Freight Service Third business day

FedEx 1Day/Freight\* Next business day

FedEx 2Day Freight Second business day

**Packaging** Call for Confirmation

FedEx Letter\* Call for Confirmation

FedEx Pak\*

Other Pkg. Printed values limit \$500

Saturday Delivery Available for FedEx Priority and FedEx 2Day in select ZIP codes

Sunday Delivery Available for FedEx Priority in select ZIP codes

HOLD Monday Not available with FedEx First Overnight

HOLD Saturday Available for FedEx Priority in select ZIP codes

Dry Ice Dry Ice 2, UN 196

Cargo Aircraft Only

Sender As per attached Shipper's Declaration

Recipient Shipper's Declaration not required

Third Party

Credit Card

Cash/Check

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Signature Required

Total Packages **1**

Total Weight **12.9**

Total Declared Value\* **200**

FedEx Use Only

359

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

SHIP 799-H-EX Dec 11 1989 Reg # 1569135 © 1984-88 FedEx INTERNATIONAL U.S.A.

RETAIN THIS COPY FOR YOUR RECORDS

# FedEx

USA Airbill

Tracking Number: **814794009432**

Form 13, Rev. 10/99

**0200**

1 From Please print and type here  
 Date 12/20/99 Sender's FedEx Account Number 1130299944

Sender's Name CHRISTINE GOSSETT Phone ( )           

Company DEARON CONVENTION & VISIT

Address 414 PERKWAY

City DENTON State TX ZIP           

2 Your Internal Billing Reference  
Please check boxes that apply on invoice.

3 To Recipient's Name ADVERTISING Prod. DEPT. Phone ( )           

Company SOUTHERN LIVING

Address 2100 LAKEHORE DRIVE

City BIRMINGHAM State AL ZIP 35209

To "HOLD" a FedEx location, print FedEx address here.

Fee \$           

Mailed to:

Southern Living

Advertising Prod. Dept.

2100 Lakehore Drive  
 Birmingham, AL 35205

Phone:

205/877-6000

2-Day (not next day)

4a Express Package Service  
 FedEx Priority Overnight  
 Next Business Morning

FedEx Standard Overnight  
 Not business premium

Express Saver\*

2Day Freight

FedEx 3Day Freight  
 Third business day

\* Pak\*

Other Pak  
 Includes FedEx Box, FedEx Ties, and customer Pak

HOLD Warehouse  
 at FedEx Location  
 Not available with  
 FedEx First Overnight

HOLD Saturday  
 at FedEx Location  
 Overnight and FedEx 2Day  
 to select destinations

Insulation  Dry Ice  X  M  
Dry Ice is on use

No. of Credit Card No. below  Credit Card  Cash/Check

Total Packages 1 Total Weight            Total Declared Value\*           

Questions? Call 1-800-Go-FedEx® (800-463-3339)  
 Visit our Web site at [www.fedex.com](http://www.fedex.com)

By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

Your liability is limited to \$100 unless you declare a higher value. See back for details.  
 By signing you authorize us to deliver the shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.

**360**

RETAIN THIS COPY FOR YOUR RECORDS

**1 From** (please print and press hard) **113029994**  
 Date 10/20/94 Sender's FedEx Account Number

Sender's Name Christine Gossett Phone 9401382-7895

Company Denton CVB

Address 414 W. Parkway

City Denton State TX ZIP 76201 Dept./Floor/Suite/Room

**2 Your Internal Billing Reference Information**  
(Optional: First 24 characters will appear on invoice)

**3 To** (please print and press hard)

Recipient's Name Christy Fuller Phone 512 936-0283

Company TDED - Tourism Division

Address 1700 N. Congress Ave. Ste 200  Check here  
(To "HOLD" at FedEx location, print FedEx address here.) (801, Carroll Division to P.O. Boxes or R.O. ZIP Codes) Dept./Floor/Suite/Room (Extra charge applies for FedEx Express Saver)

City Austin State TX ZIP 78701

**For HOLD at FedEx location check here**

Hold Weekday  Hold Saturday  Hold Sunday Delivery  
(Not available with FedEx First Overnight) (Available for FedEx Priority Overnight and FedEx 2Day only) (Not available at all locations) (Available for FedEx Priority Overnight and FedEx 2Day only) (Extra charge here available at all locations)

**For WEEKEND Delivery check here**

Saturday Delivery  NEW Sunday Delivery  
(Available for FedEx Priority Overnight and FedEx 2Day only) (Available for FedEx Priority Overnight only)

**Service Conditions, Declared Value, and Limit of Liability** - By using this Airbill, you agree to the service conditions in our current Service Guide or U.S. Government Service Guide. Both are available on request. SEE BACK OF SENDERS COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package, whether the result of loss, damage, or delay, non-delivery, misdelivery, or misrouting, unless you declare a higher value, pay an additional charge, and document your questions?

actual loss in a timely manner. Your right to recover from us for any loss includes intrinsic value of the package, loss of sales, interest, profit, attorney's fees, costs, and other forms of damage, whether direct, incidental, consequential, or special, and is limited to the greater of \$100 or the declared value but cannot exceed actual documented loss. The maximum declared value for any FedEx Letter and FedEx Pak is \$500. Federal Express may, upon your request, and with some limitations, rebate all transportation charges paid. See the FedEx Service Guide for further details.

Call 1-800-Go-FedEx® (800)463-3339

*The World On Time*®

**4a Express Package Service Packages under 150 lbs.** Delivery commitment may be void in some areas

FedEx Priority Overnight  FedEx Standard Overnight  
(Next business morning) (Next business afternoon)  
 FedEx First Overnight (Earliest next business morning delivery to select locations. (Higher rates apply.) (Next business day)  
 FedEx 2Day (Second business day)  FedEx Express Saver (Third business day)  
FedEx Letter Rate not available. Minimum charge: One pound/one...

**4b Express Freight Service Packages over 150 lbs.** Delivery commitment may be void in some areas

FedEx Overnight Freight  FedEx 2Day Freight  FedEx Express Saver Freight  
(Next business day) (Second business day) (Up to 3 business days)  
(Call for delivery schedule. See back for detailed descriptions of freight services.)

**5 Packaging**

FedEx Letter  FedEx Pak  FedEx Box  FedEx Tube  Other  
(Declared value limit: \$500)

**6 Special Handling**

Does this shipment contain dangerous goods?  No  Yes  Yes (restricted)  
(Dry Ice, UN 1845, etc.) (For box must be checked) (Shipper's Declaration only)  
 Dry Ice  UN 1845  Cargo Aircraft Only (Dangerous Goods cannot be shipped on FedEx packages)

**7 Payment**

Bill to:  Sender  Recipient  Third Party  Credit Card  Cash/Check  
(Sender: FedEx Account No. or Credit Card No. below) (Enter FedEx Account No. or Credit Card No. below)

FedEx Account No. 00 Exp. Date 00  
 Total Packages 1 Total Weight \$ Total Declared Value\* 00 \$ Total Charges \$

**8 Release Signature** Sign to authorize delivery without obtaining signature.  
\*Minimum declared value for shipment. You pay an additional charge. See SERVICE CONDITIONS, DECLARED VALUE, AND LIMIT OF LIABILITY section for full information.

Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.

322

1 From (please print and press hard) 4/14/98 Sender's FedEx Account Number 1131

Date 4/14/98 Sender's FedEx Account Number 1131

Sender's Name Christine Gossett

Company Denton Convention

Address 414 W. Parkway

City Denton St

2 Your Internal Billing Reference Information (Optional) (First 24 characters will appear on invoice)

3 To (please print and press hard)

Recipient's Name Sharon Powell

Company Daily Oklahoma

Address 9000 N. Broadway

(If "HOLD" at FedEx location, print FedEx address here) (We Carrier Deliver to P.O. Boxes or P.O. Zip Codes)

City Oklahoma City State OK ZIP 73114 Dept./Floor/Suite/Room

For HOLD at FedEx location check here  
 Hold Weekday (Not available with FedEx First Overnight)  
 Hold Saturday (Not available at all locations) (Available for FedEx Priority Overnight and FedEx 2Day only)

For WEEKEND Delivery check here  
 Saturday Delivery (Available for FedEx Priority Overnight and FedEx 2Day only)  
 NEW Sunday Delivery (Available for FedEx Priority Overnight only)

Service Conditions, Declared Value, and Limit of Liability - By using this Airbill you agree to the service conditions in our current Service Guide or U.S. Government Service Guide. Both are available on request. SEE BACK OF SEDEX'S COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package unless the result of loss, damage, or delay, from delivery, misdelivery, or misrouting information you declare a higher value, pay an additional charge, and document your Questions?

Call 1-800-Go-FedEx® (800)463-3339

Fed Ex

Pickup #

55

will be picked up by Spm 13029994

4a Express Package Service Packages under 150 lbs. (Next business afternoon)

ing delivery to select locations (Higher rates apply)  
 FedEx Express Saver (Third business day)  
 FedEx Standard Overnight (Next business afternoon)

Minimum charge: One pound rate.

Service Packages over 150 lbs. Delivery commitment may be later in some areas (Next business day) (Up to 3 business days)

return. See back for detailed descriptions of freight services.)  
 FedEx 2Day Freight  
 FedEx Express Saver Freight

Other  
 FedEx Letter  
 FedEx Pak  
 FedEx Box  
 FedEx Tube  
 Other Pkg.  
 Declared value limit \$500

air dangerous goods? (One box must be checked)  
 No  
 Yes (See back for details)  
 Cargo Aircraft Only (Dangerous Goods cannot be shipped in FedEx packaging)

to be paid  
 Recipient  
 Third Party  
 Credit Card  
 Cash  
 Check

Total Packages 1 Total Weight \$ Total Declared Value\* 00 Total Charges \$

\*When declaring a value higher than \$100, our shipping agent may pay an additional charge. See SERVICE CONDITIONS, DECLARED VALUE, AND LIMIT OF LIABILITY section for further information.

8 Retailer's Signature Sign to authorize delivery without obtaining signature  
Christine Gossett  
 Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.

322

The World On Time

**1 From (please print and press hard)**

Date 4/9/94 Sender's FedEx Account Number 113029994

Sender's Name Christine Gossett Phone 949 382-7895

Company Denton Conversion & Visitor Bureau

Address 414 W. Parkway Dept./Floor/Suite/Room

City Denton State TX ZIP 76201

**2 Your Internal Billing Reference Information** (Optional) (First 24 characters will appear on invoice)

**3 To (please print and press hard)**

Recipient's Name Freeman Decorating Co. Home (210) 227-0341

Company Travel Contractors Pass Booth # 328

Address Bayfront Plaza Convention Center

City 1901 N. Shoreline State TX ZIP 78401

Company Corpus Christi Dept./Floor/Suite/Room

Address Hold at FedEx location check here (No evaluation at all locations)

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

State TX ZIP 78401

City Hold at FedEx location check here (No evaluation at all locations)

**4a Express Package Service** Packages under 150 lbs. Delivery commitment may be later in some areas.

FedEx Priority Overnight (Next business morning)

FedEx First Overnight (Earliest next business morning delivery to select locations) (Higher rates apply) (Third business day)

FedEx 2Day (Second business day)

FedEx Express Saver (Third business day)

**4b Express Freight Service** Packages over 150 lbs. Delivery commitment may be later in some areas.

FedEx Overnight Freight (Next business day)

FedEx 2Day Freight (Second business day)

FedEx Express Saver Freight (Up to 3 business days)

(Call for delivery schedule. See back for detailed descriptions of freight services.)

**5 Packaging**  FedEx Letter  FedEx Pak  FedEx Box  FedEx Tube  Other Pkg.

**6 Special Handling** (Dry box must be checked)

Does this shipment contain dangerous goods?  No  Yes (Specify)  Yes (Restriction not required)

Dry Ice (UN 1845)  Fragile  Cargo Aircraft Only

**7 Payment**  Sender (Account No. 113029994)  Recipient  Third Party  Credit Card  Cash

Bill To:  Sender (Account No. 113029994)  Recipient  Third Party  Credit Card  Cash

FedEx Account No. 113029994

Total Packages 1 Total Weight 3-5 lbs Total Declared Value \$40-100 Total Charges 00

**8 Release Signature** Sign in authorizes delivery without obtaining signature.

Your signature authorizes Federal Express to deliver the shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.

**322**

Service Conditions, Declared Value, and Limit of Liability - By using this Airbill, you agree to the service conditions in the current Service Guide or U.S. Government Service Guide. Both are available on request. SEE BACK OF SENDERS COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package whether the result of loss, damage, or delay, non-delivery, misdelivery, or misinformation, unless you declare a higher value, pay an additional charge, and document your Questions?

Call 1-800-Go-FedEx (800)463-3339

The World On Time

Form DSA 308 Part #15304

©1994 FedEx PRINTED IN U.S.A. DATE 10/93

# FedEx USA Airbill

From **USA** **Airbill** Tracking Number **8152295288026**

Date **8/22/00** Sender's FedEx Account Number **113029994**  
 Name **Christine Gossett** Phone **940 382-7895**  
 Address **414 W. Parkway Denton Convention & Visitor Bureau**

Internal Billing Reference **Denton** State **TX** ZIP **76201**  
 Shipper's Address **Belinda Linstrum 817, 641-3477**  
**410 W. Chambers St. Elburne**

Questions? Call **1-800-Go-FedEx® (800-463-3339)**  
 Visit our Web site at **www.fedex.com**  
 By using this Airbill you agree to the service conditions on the back of this Airbill and in our current Service Guide, including terms that limit our liability.

Form 0200  
 4a Express Package Service

FedEx Priority Overnight  
 Next business morning

FedEx 2Day\*  
 Second business day

Express Freight Service

FedEx 1Day Freight\*  
 Next business day

Packaging  
 FedEx Label\*

Special Handling

Saturday Delivery  
 Available for FedEx Priority Overnight & FedEx 2Day\* only. Select ZIP codes only.

Sunday Delivery  
 Available for FedEx Priority Overnight to select ZIP codes.

No  
 Dangerous Goods cannot be shipped in FedEx packages.

Payment Bill to:  
 Sender  Recipient  Third Party

Dry Ice  
 Dry Ice, 9.44 lbs

Cargo Aircraft Only

Credit Card  Cash/Check

Total Packages **113029994** Total Weight **3.00** Total Declared Value **\$**

8 Release Signature **Christine Gossett** Sign to authorize delivery without obtaining signature

By signing you authorize us to deliver this shipment without obtaining a signature and agree to indemnify and hold us harmless from any resulting claims.  
 How: Day 1: 8am-7pm • 756515 • 1-800-463-3339 • FedEx • PRINTED IN U.S.A. © 2000 FedEx

360

RETAIN THIS COPY FOR YOUR RECORDS

From (please print and press hard)

Date 1/14/99 Sender's FedEx Account Number 113 029994

Sender's Name Christine Gossett Phone (940) 382-7895

Company Denton Chamber of Commerce / CUB

Address 414 W. Parkway

City Denton State TX ZIP 76201 Dept./Floor/Suite/Room

**2** Your Internal Billing Reference Information (Optional) (first 24 characters will appear on invoice)

**3** To (please print and press hard)

Recipient's Name Ad Department Phone (904) 724-2500

Company Preprint Publishing Company, Inc.

Address 6900 Southpoint Dr. N., Suite 300  Check here (FedEx at FedEx location, (Not for use with FedEx Priority Overnight, FedEx 2Day, and FedEx International)) (No. for use with FedEx Priority Overnight and FedEx 2Day only)

City Jacksonville, FL State FL ZIP 32216

**For HOLD at FedEx location check here**  Hold (Weekday)  Hold (Saturday) (Not available at all locations)  Saturday Delivery (Available for FedEx Priority Overnight and FedEx 2Day only)  Saturday Delivery (Available for FedEx Priority Overnight only)

**For WEEKEND Delivery check here**  Saturday Delivery (Available for FedEx Priority Overnight and FedEx 2Day only)  Sunday Delivery (Available for FedEx Priority Overnight only)

**Service Conditions, Declared Value, and Limit of Liability**—By using this Airbill, you agree to the service conditions in our current Service Guide or U.S. Government Service Guide. Rates are available on request. SEE BACK OF SENDEE'S COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package whether the result of loss, damage, or delay, non-delivery, misdelivery, or misinformation, unless you declare a higher value, pay an additional charge, and document your Questions? See the FedEx Service Guide for further details.

Call 1-800-Go-FedEx (800)463-3339

*The World On Time*

Form 110 No. 0200

Sender's Copy

Delivery commitment may be later in some areas. (See back of this form for details.)

**4a Express Package Service Packages under 150 lbs.**  FedEx Priority Overnight (Next business morning)  FedEx Standard Overnight (Next business afternoon)  FedEx First Overnight (Earliest next business morning delivery to select locations) (Higher rates apply)  FedEx 2Day (Second business day)  FedEx Express Saver (Third business day)

**4b Express Freight Service Packages over 150 lbs.**  FedEx Overnight Freight (Next business day)  FedEx 2Day Freight (Next business day)  FedEx Express Saver Freight (Up to 3 business days) (Call for delivery schedule. See back for detailed descriptions of freight services.)

**5 Packaging**  FedEx Letter  FedEx Pak  FedEx Box  FedEx Tube  Other (Item box must be checked)

**6 Special Handling** Does this shipment contain dangerous goods?  No  Yes (Shipper's Declaration)  Yes (Shipper's Declaration)  Cargo Aircraft Only (Dry Ice, 5 UN 1845) (Dry Ice, 5 UN 1845) (Dry Ice, 5 UN 1845) (Dry Ice, 5 UN 1845) (Dry Ice, 5 UN 1845)

**7 Payment** Bill  Sender in (Enter FedEx Account No. or Credit Card No. below)  Recipient  Third Party  Credit Card  Cash  Check (Section 7 will be billed)

FedEx Account No. 113 029 994 Exp. Date

Total Packages 1 Total Weight \$ 00 Total Declared Value\* \$ 00 Total Charges \$ 00

**8 Release Signature** Sign to authorize delivery without obtaining signature.

Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.

3222

Per Date 2/98  
© 1998 FedEx  
Printed in USA



1 From (please print and press hard)

Date 1/14/99 Sender's FedEx Account Number 113029994

Sender's Name Christine Gossett Phone 940 382-7895

Company Denton CVB

Address 414 W. Parkway

City Denton

State TX ZIP 76201 Dept./Floor/Suite/Room

2 Your Internal Billing Reference Information (Optional) (First 24 characters will appear on invoice)

3 To (please print and press hard)

Recipients Name Marilyn Runner Phone 1

Company Texas Monthly

Address 701 Brazos St. Ste. 1600

City Austin

State TX ZIP 78701 Dept./Floor/Suite/Room

For HOLD at FedEx Location check here

Hold Weekday (Not available with FedEx First Overnight)

For WEEKEND Delivery check here

Hold Saturday (Not available at all locations) Available for FedEx Priority Overnight and FedEx 2Day only

Hold Sunday Delivery (Extra charge applies for FedEx Express SurePost)

Service Conditions, Declared Value, and Limit of Liability - By using this Airbill, you agree to the service conditions in our current Service Guide or U.S. Government Service Guide. Both are available on request. SEE BACK OF SENDERS COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package whether the result of loss, damage, or delay, non-delivery, misdelivery, or misrouting, unless you declare a higher value, pay an additional charge, and document your Questions?

Call 1-800-Go-FedEx (800)463-3339

The World On Time

Form ID No

0200

Sender's Copy

4a Express Package Service Packages under 150 lbs. (Next business day)

FedEx Priority Overnight (Next business day)

FedEx First Overnight (Next business afternoon)

FedEx 2Day (Next business day)

FedEx Standard Overnight (Next business afternoon)

FedEx Standard Overnight (Next business afternoon)

FedEx Express Saver (Third business day)

FedEx Extra Day (Third business day)

FedEx Letter (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Up to 3 business days)

FedEx Express Saver Freight (Up to 3 business days)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

FedEx Overnight Freight (Second business day)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Priority Overnight Freight (Next business day)

FedEx First Overnight Freight (Next business afternoon)

FedEx 2Day Freight (Next business day)

FedEx Standard Overnight Freight (Next business afternoon)

FedEx Express Saver Freight (Third business day)

FedEx Extra Day Freight (Third business day)

FedEx Letter Freight (Next business day)

7 Payment  Sender (Account No. in Section 1 must be billed)  Recipient  Third Party  Credit Card  Cash  Bill to (Account No. in Section 1 must be billed) (Enter FedEx account too or Credit Card like below)  Check

FedEx Account No. 113029994 Exp. Date \_\_\_\_\_

Card No. \_\_\_\_\_

Total Packages \_\_\_\_\_ Total Weight \_\_\_\_\_ Total Declared Value\* \$ \_\_\_\_\_ Total Charges \$ \_\_\_\_\_

\*When declaring a value higher than \$100 per shipment, you pay an additional charge. See SERVICE CONDITIONS, DECLARED VALUE, AND LIMIT OF LIABILITY section for additional information.

8 Release Signature Sign to authorize delivery without obtaining signature.

Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold harmless Federal Express from any resulting claims.



Rev. Date 3/98 Part #152024 ©1994-98 FedEx PRINTED IN U.S.A. 0200 10/98

**1** From (Please print and press hard!) **From:** 12/14/99 Sender's FedEx Account Number 113029994

Sender's CHRISTINE FOSSETT Phone (940) 382-7845

Company DENTON CVB

Address 414 PARKWAY

Dept./Floor/Suite/Room

City DENTON

State TX ZIP 76201

**2** Your Internal Billing Reference Information (Optional) (First 25 characters will appear on invoice)

**3** To (Please print and press hard!) Recipient's Name Debbie Lowell Phone (972) 437-4577

Company Display Concepts

Address 13650 T.I. Blvd., Ste 210 (No Carrier Delivery to PO Boxes or R.O. ZIP Codes)

Dept./Floor/Suite/Room

City Dallas

State TX ZIP ~~76201~~ 75243

**For HOLD at FedEx Location check here**

HOLD Weekday (Not available at all locations) (Not available with FedEx First Overnight)

HOLD Saturday (Not available at all locations) (Not available for FedEx Priority Overnight)

**For WEEKEND Delivery check here**

Saturday Delivery (Not available for FedEx Priority Overnight only)

Monday-Sunday Delivery (Not available for FedEx Priority Overnight only)

**Questions?** Call **1-800-Go-FedEx** (800)463-3339

*The World On Time*

**4a Express Package Service Packages under 150 lbs.**  FedEx Priority Overnight (Next business morning)  FedEx Standard Overnight (Next business day)  FedEx First Overnight (Fastest next business morning delivery to select locations) (Higher rates apply)  FedEx 2Day (Next business day)  FedEx Express Saver (Third business day)

**4b Express Freight Service Packages over 150 lbs.**  FedEx Overnight Freight  FedEx 2Day Freight (Next business day)  FedEx Express Saver Freight (Up to 3 business days)

**5 Packaging**  FedEx Letter  FedEx Pak  FedEx Box  FedEx Tube  FedEx Pkg (Overage value limit \$30)

**6 Special Handling** Does this shipment contain dangerous goods?  No  Yes (See instructions)  Dry Ice  Fragile  Cargo Aircraft Only (One box must be checked) (See instructions) (Dangerous Goods cannot be shipped in FedEx packaging)

**7 Payment** Bill to:  Sender (Account No. 113029994)  Recipient  Third Party  Credit Card  Cash  Check (Special bill to bill) (Enter FedEx account no. or credit card no. below)

Total Packages            Total Weight            Total Declared Value\* .00 \$ Total Charges            \$

**8 Release Signature** Sign to authorize delivery without obtaining signature

Your signature authorizes Federal Express to deliver this package to the addressee and to obtain the signature and agree to indemnify and hold harmless Federal Express from any resulting claims.

**322**

Rev. Date 3/98  
Part of 5224  
©1999 FedEx  
PHN 0317 1024

Delivery commitment may be later in some areas.

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1 From (please print and press hard)

Date 10/1/99 Sender's FedEx Account Number \_\_\_\_\_

Sender's Name Christine Gossett

Phone 1440 382-7895

Company Denton CVB

Address 414 W. Parkway

Dept./Floor/Suite/Room \_\_\_\_\_

City Denton

State TX

ZIP 76201

2 Your Internal Billing Reference Information (Optional) (First 24 characters will appear on invoice)

3 To (please print and press hard)

Recipient's Name Mary Catherine Kozzisko Phone (214) 696-9525

Company Texas Today Magazine

Address 1010 D at FedEx location

(To hold at FedEx location, include delivery to P.O. Boxes or P.O. ZIP codes)

City Dallas

State TX ZIP 75206

For HOLD at FedEx location check here

Hold Weekday  Hold Saturday (Not available at all locations)

Available for FedEx Priority Overnight and FedEx 2Day only

For WEEKEND Delivery check here

Saturday Delivery (Not available at all locations)

NEW Sunday Delivery (Available for FedEx Priority Overnight only)

Service Conditions, Declared Value, and Limit of Liability. By using this Airbill, you agree to the service conditions in our current Service Guide or U.S. Government Service Guide, both are available on request. SEE BACK OF SPENDERS COPY OF THIS AIRBILL FOR INFORMATION AND ADDITIONAL TERMS. We will not be responsible for any claim in excess of \$100 per package whether the result of loss, damage, or delay, non-delivery, misdelivery, or misinformation, unless you declare a higher value, pay an additional charge, and document your Questions?

Call 1-800-Go-FedEx® (800)463-3339

The World On Time

4a Express Package Service Packages under 150 lbs. Delivery commitment may be affected by service restrictions.  FedEx Priority Overnight (Next business morning)  FedEx Standard Overnight (Next business day)  FedEx First Overnight (Earliest next business morning delivery to select locations) (Higher rates apply)  FedEx 2Day (Second business day)  FedEx Express Saver (Third business day)

4b Express Freight Service Packages over 150 lbs. Delivery commitment may be affected by service restrictions.  FedEx Overnight Freight (Next business day)  FedEx 2Day Freight (Second business day)  FedEx Express Saver Freight (Up to 3 business days)

(Call for delivery schedule. See back for detailed descriptions of freight services.)

5 Packaging  FedEx Letter  FedEx Pak  FedEx Box  FedEx Tube  Other Pkg. (Other box must be checked)

6 Special Handling  Dry Ice  Fragile  High Value (over \$500)  No  Yes (See section 7)  Yes (Signature required)  Yes (Signature and return receipt)  Cargo Aircraft Only

7 Payment  Sender's Bill  Recipient  Third Party  Credit Card  Cash  Other (Enter FedEx Account No. or Credit Card No. below)

FedEx Account No. 12582407-2 Date \_\_\_\_\_  
 Total Packages \_\_\_\_\_ Total Weight \_\_\_\_\_ Total Declared Value \$ .00 Total Charges \$ \_\_\_\_\_

8 Release Signature Sign to authorize delivery without obtaining signature. Your signature authorizes Federal Express to deliver this shipment without obtaining a signature or special handling and hold harmless Federal Express from any resulting claims.

322

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 PRINTED IN U.S.A.  
 534-E-1054

DEPARTMENT: Denton CVB  
 NAME: Christine Gossett  
 REASON FOR EXPENDITURE: Travel to TACUB in Galveston

PERIOD COVERED: 8/21 to 8/25/2000  
 ACCOUNT: Petty Cash return CVB#325  
 SOC. SEC.#:  
 DESTINATION/LOCATION: TACUB Galveston

SECTION A - Expense

	ITEM	SUN	MON	TUES	WED	THUR	FRI	SAT	ITEM TOTALS
1	Transportation								
	(a) Auto - Fuel (Detail Section D)								
	(b) Mileage (Detail Section D)								
	Mileage x Rate (\$0.317 x )								
	(c) Taxi, Limo, Auto Rental								
	(d) Other Auto (Detail Section E)								
	(e) Air Travel (Detail Section C)								
2	Hotel (Attach Receipt)								
3	Meals								\$3.79
4	Telephone								
5	Laundry								
	Tips								
7	Postage								
8	Registration Fees (Detail Section E)								
9	Relocation (Detail Section E)								
10	Miscellaneous (Detail Section E)								
11	Reimbursement (Detail Section E)								
	DAILY TOTALS								\$6.79

See AX receipts & bill

See AX receipts & bill

turned in w/ petty cash

\$3.00 for baggage handling

SECTION B - Remarks:

SECTION C - Items Prepaid by or Charged to City

	Credit Card	Charges	Prepaid	TOTALS
Air Travel	Attached to August AX bill			
Registration, Seminars, etc.				
Travel Advance (include under Prepaid)				
Other: Hotel				
TOTALS				

SECTION D - Mileage

Item	Date	From	To	TOTAL
1.(b)				

SECTION E - Entertainment, Registrations, Relocation, Misc.

	Date	TOTAL
Terminal fee-parking		
TOTAL AMOUNT		

Department:	Accounting:	TOTAL SECTION A
SIGNED: _____	CHECKED BY: _____	\$6.79
APPROVED: _____	APPROVED: _____	LESS SECTION C
DATE: _____	DATE: _____	DUE EMPLOYEE
		DUE CITY

# SOUTHWEST AIRLINES

## TICKETLESS TRAVEL PASSENGER ITINERARY AND RECEIPT

G4RSJV

NON TRANSFERABLE. POSITIVE IDENTIFICATION REQUIRED

MAIL TO:

CHRISTINE GOSSETT  
414 WEST PARKWAY  
DENTON TX 76201-9046

PRESENT THIS  
DOCUMENT TO CHECK  
BAGGAGE AT CURBSIDE.  
ATTACH BAGGAGE  
CLAIM CHECKS



PASSENGER INFORMATION: Receipt and Itinerary as of 03/12/99 11:53AM

Confirmation Number: G4RSJV  
Confirmation Date: 03/12/99

Received: SARAH

→ Passenger(s):  
PEARCE/SARAH 526-2777490643-1

Itinerary:	Flt#	Date	Depart	Arrive
Dallas/Corpus Christi	27 Q	14APR99	01:00PM	02:55PM

ID. VERIFIED DAL

Cost:	Total for 1 Passenger(s)	AIR:	73.15
		TAX:	9.85
		PFC:	0.00
		Total Fare:	\$83.00

Payment Summary:

Current payment(s):		
12MAR1999 AMER EXPRESS 37826971968xxxx Ref 526-2777490643-1		83.00
	Total Payments:	\$83.00

Fare Rule(s):  
VALID ONLY ON SOUTHWEST AIRLINES  
NON REFUNDABLE / STANDBY REQ UPGRADE TO FULL Y FARE

All travel involving funds from this Confirm no. must be completed by 03/12/00

Fare Calculation:  
ADT- 1 DALWNCRP Q14NR 79.00 \$79.00 ZP4 \$83.00

BOARDING PASS DISTRIBUTION AT GATE.

TEN - MINUTE RULE - Passengers who do not claim their reservations at the departure gate desk at least ten minutes prior to scheduled departure time will have their reserved space cancelled and will not be eligible for denied boarding compensation.  
REFUNDS AND EXCHANGES - Any change to this itinerary may result in a fare increase. Unless otherwise noted, if you do not travel on this itinerary, you may qualify for a refund or exchange. To apply for a refund, please call 1-800-I-FLY-SWA. Written requests should include a copy of this document and be addressed to: Southwest Airlines Refunds Department 6RF, P. O. Box 36649 Dallas, TX 75235-1649.  
THE NUMBER BELOW WILL BE NEEDED TO PROCESS YOUR REFUND OR EXCHANGE REQUEST.

✱ IMPORTANT ✱ G4RSJV ✱ IMPORTANT ✱

FOR RESERVATIONS, CALL 1-800-I-FLY-SWA (1-800-435-9792)

B000003004



# The Corporate Card from American Express

M16/ 1 3782 697196 81046

6826971918

CHRISTINE GOSSETT  
DENTON CHAMBER COMM  
POB P  
DENTON TX 76202-1719



004180 000596 97282 050310000202000 7172-03-1200

The words "we", "our" and "us" refer to American Express Travel Related Services Company, Inc. The term "Company" means the company, corporation or firm in whose name the account is established. By authorizing the establishment of an account in the name of the Company (the "Card Account"), the Company agrees to be bound by the terms and conditions of this Agreement.

You have received this Corporate Card at the request of the Company for use in connection with the Card Account. You will be called a Corporate Cardmember. You will be liable for charges made in conjunction with the Corporate Card issued to you. If you are the officer who authorized us to issue one or more Corporate Cards by signing the Company's application for the Card Account (the "Authorizing Officer"), you agree to be bound by the terms of this Agreement as they apply to the Company.

When we use the term "Card" or "Corporate Card" we are referring to the American Express Corporate Card (including but not limited to the American Express Corporate Platinum<sup>®</sup> Card, the Executive Corporate Card, and the Corporate Card for Small Business) issued to you and all other Corporate Cards issued on the Card Account. Corporate Cards are issued at the request of the Company and they may be cancelled at the request of the Company or if the Company is unable or unwilling to meet all obligations relating to them or to the Card Account.

The Company and any Corporate Cardmembers using the Card Account agree both jointly and individually to be bound by the terms of this Agreement.

## 2. Accepting The Agreement

If you agree to be bound by this Agreement, you should sign the Card as soon as you receive it. If you do not wish to be bound by this Agreement, cut the Card in half and return the pieces to us. Unless you do so, we will assume that you have accepted this Agreement. Any use of the Card also indicates your acceptance of everything written here. Do not use the Card before the valid date or after the expiration date printed on its face.

## 3. Liability For Charges—Immediate Payment

All amounts charged to a Card Account including, without limitation, purchases, the annual Card fee(s), late payment fees or other fees will be called "Charges" in this Agreement. Each Corporate Card on the Card Account will be assessed an annual fee of \$55.00, except that for the Corporate Platinum Card the annual fee is \$300 for the Authorizing officer and \$150 for each Additional Corporate Platinum Card, and for the Executive Corporate Card the annual fee is \$100 per Executive Corporate Card, with an additional \$5.00 for Card Accounts with billing addresses outside the U.S. Charges also include any purchases in which you have evidenced an intent to incur a charge, regardless of whether you have signed a charge form. The annual Card fee shall be non-refundable except as otherwise provided in sections 14 and 15. We will send bills for all Charges to the individual who applied for the Card Account or such other person designated by the Company to receive the bills.

The company and the Authorizing Officer are liable to us for all Charges on the Card Account made in connection with all Corporate Cards. If you are a Corporate Cardmember you are liable to us for all Charges made in connection with the Card issued to you, even though we may send bills to the Company and not to you. All charges are due immediately upon receipt of our monthly statement. You should notify us immediately of any change in your billing address.

of more than \$50 remains unpaid, we will add to that statement a delinquency assessment of the greater of \$25 or 2.75% of the total of delinquent and seriously delinquent Charges appearing on that statement, and (b) a seriously delinquent amount previously billed remains unpaid, we will add to that statement a delinquency assessment of the greater of \$20 or 2.75% of the total delinquent and seriously delinquent Charges appearing on that statement. (c) In addition, if any delinquent Charges remain unpaid more than 19 days after they are first considered delinquent but are paid before they are considered seriously delinquent, we may add to the next statement a delinquency assessment of \$20.

For the purpose of calculating delinquency assessments, amounts owed for annual Card Account fees will be disregarded. Delinquency assessments will not exceed the maximum allowed by applicable law.

## 5. Attorney's Fees

You agree to pay all court costs plus attorney's fees up to 15% of the unpaid balance of the Card Account if we must refer the Card Account to any attorney who is not our employee. You will pay a smaller amount if the court considers a smaller amount appropriate or if applicable state law provides for a smaller amount.

## 6. Charges Made In Foreign Countries

If you incur a Charge in a foreign currency, it will be converted into U.S. Dollars. The conversion rate used will be at least as favorable to you as an interbank rate, a tourist rate or where required by law, an official rate, which rate is in existence within twenty-four hours of the time that the Charge is processed by us or by our authorized agents, plus 1% of the converted amount. Amounts converted by common carriers—such as airlines—will be billed at rates the carriers use.

## 7. Payment

You must pay us in U.S. currency, with a money order payable in United States Dollars, or with a draft or a check drawn on a bank in the United States and payable in United States Dollars. If we decide to accept a payment made in some other form, your payment will not be credited to you until your payment is converted into one of the forms just mentioned. We can charge you any costs we incur in converting your payment.

We may accept late payments, partial payments, or any checks or money orders marked as being payment in full or as being a settlement of any dispute without losing any of our rights under this Agreement or under the law. If we accept such payments, this does not mean we agree to change this Agreement in any way.

## 8. Dishonored Checks

If you or your representative transmits or causes to be transmitted to us any checks or drafts that are not honored for their full amount, for each such check or draft we may charge the Card Account \$25 to cover collection costs, except as provided by applicable law.

## 9. Use Of Cards

No other person is permitted to use the Card issued to you for Charges, for identification, or for any other reasons. We will look to you for payment of all Charges made with the Card issued to you, even if you have let someone else

HOW M  
YOUR L

THE  
CORPORATE  
CARD

from American Express



Small Business  
Services

M16/ 1 3782 697196 81046

CHRISTINE GOSSETT  
DENTON CHAMBER COMM  
POB P  
DENTON TX 76202-1719  
|||||

REPLACE

016416 016416 99217 054160000206000 7357-24-5100

**Welcome to Corporate Cardmembership**

*Whether you're entertaining clients, buying supplies for the office or purchasing inventory for your business, the Corporate Card from American Express® Small Business Services can help you do more.*

*And, should you ever need us, we stand ready to assist you -- 24 hours a day, 7 days a week.*

**Did you remember  
to sign and activate  
the Card?**

**Now's the time to protect all your cards against theft and loss.**

Yes, I'd like the protection and peace of mind that come with the American Express® Credit Card Registry — enroll me right away.

CHRISTINE GOSSETT  
DENTON CHAMBER COMM  
POB P  
DENTON TX 76202-1719  
\*437992042916015 CCC98

Please check one:  \$45 for three years (a 17% savings)  \$18 per year

X

Signature

Date

*My signature above confirms my participation in the American Express Credit Card Registry service. I understand I'll receive a Registration Kit within four weeks. I understand that my American Express Card account will be charged a fee of \$18 for one year or \$45 for three years. If I send in a signed reply and do not specify an enrollment period, I will automatically be placed in the one-year option. My enrollment will be renewed automatically or until I tell you to cancel it, and the fee will be billed to my Card account at the then current rate. This is an optional service and is not required for Cardmembership.*

**RETURN THIS FORM OR CALL 1-800-CCR-AMEX, Ext. 256**

**With the American Express®  
Credit Card Registry, replacing your  
cards is as easy as making one call.**

If your new Corporate Card and your other cards are ever lost or stolen, just give us a call. We'll do all the work for you.

We'll cancel your cards and make sure replacements are rushed to you — and we'll reimburse you for any liability up to \$5,000 per loss and up to \$25,000 per membership.

We'll even keep the numbers of your valuable documents — licenses, passports, frequent flyer accounts — on file and furnish them if you need replacements. And if you move, we'll send all your card issuers your new address.

So enroll today. And enjoy the peace of mind that comes with so much protection.



Small Business  
Services

We're pleased to automatically upgrade  
you to Gold Corporate Card status.



At American Express, we believe loyal Cardmembers deserve our appreciation. So we want to take this opportunity to thank you for being a valued Corporate Cardmember, by presenting you with an American Express® Gold Corporate Card at no additional fee.

*This Card replaces your current Corporate Card. Please call 1-800-362-6033 immediately to activate your new Gold Corporate Card. For your security, please destroy your current Corporate Card by cutting it in half and discarding it.*

**Outstanding benefits and services you want in your Corporate Card.**

The Gold Corporate Card will continue to provide the exceptional value and support you expect from American Express, including:

- **Acceptance** at all kinds of establishments so you can use your Gold Corporate Card to pay vendors, suppliers, wholesalers or any type of business expense.
- **Everyday savings** with FedEx®, Hertz, IBM®, Mobil® and U.S. Hilton and Conrad International hotels.\*
- **Protection** for your purchases and when you travel.

**Call now to activate your new Gold Corporate Card.**

You can start using the Gold Corporate Card as soon as you call 1-800-362-6033. Once again, there is no additional fee — your current \$55 annual fee remains in effect and the terms and conditions of your current agreement apply. And you will continue to receive all the benefits you currently enjoy.

We want to thank you for your continuing Cardmembership, and look forward to serving you as a valued Gold Corporate Cardmember.

Sincerely,

Steve Alesio, President  
American Express Small Business Services

PS. Remember, your new Gold Corporate Card replaces your current Corporate Card, so please cut your current Corporate Card in half and discard it.

\*Terms and conditions apply.

FDR 375671



# SOUTHWEST AIRLINES<sup>®</sup> TICKETLESS TRAVEL<sup>SM</sup>

**Non Transferrable. Positive Identification Required**  
**BRING A COPY OF THIS ITINERARY TO THE AIRPORT FOR FLIGHT CHECKIN**  
Receipt and Itinerary as of 07/01/02 05:04PM

Confirmation Number: F948NC  
Confirmation Date: 07/01/02

Received: CHRISTIN

Passenger(s):  
GOSSETT/CHRISTINE 526-2708813828-4

**ID Verified DAL**

Itinerary:	Flt#	Date	Depart	Arrive
DALLAS LOVE FIELD/SAN ANTONIO TX	502 H	20AUG02	11:30AM	12:25PM
SAN ANTONIO TX/DALLAS LOVE FIELD	1566 H	23AUG02	06:15PM	07:10PM

\*\*\*\*\*

Cost:	Total for 1 Passenger(s)	AIR:	100.46
		TAX:	13.54
		PFC/SECURITY FEE:	8.00
		<b>Total Fare:</b>	<b>\$122.00</b>

\*\*\*\*\*

Payment Summary:			
Current payment(s):			
01JUL2002 AMER EXPRESS xxxxxxxxxxxx2044 Ref 526-2708813828-4			122.00
		<b>Total Payments:</b>	<b>\$122.00</b>

\*\*\*\*\*

Fare Rule(s):  
VALID ONLY ON SOUTHWEST AIRLINES  
NON REFUNDABLE/NO STANDBY

All travel involving funds from this Confirm no. must be completed by 07/01/03

Fare Calculation:			
ADT- 1 DALWNSAT H7RNR 54.00 SATWNDAL H7RNR 54.00			\$108.00
ZPDAL SAT XFDAL2.50 SAT5.50			\$122.00

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# Separator Sheet

File Contents: Articles about Denton

Denton Convention and Visitor Bureau

P.O. Drawer P  
Denton, TX 76202  
Phone: 940/382-7895  
Fax: 940/382-6287



# Fax

To: Kristine Miller From: Christine Small  
Fax: 714/885-2335 Date: \_\_\_\_\_  
Phone: \_\_\_\_\_ Pages: 5  
Re: Article for Denton CC: \_\_\_\_\_

Urgent  For Review  Please Comment  Please Reply  Please Recycle

•Comments:

Looks great! You covered so much in these few pages. Thanks again! I look forward to seeing it in print.

- Christine

I know your word count is close, so hope the changed corrections will work.

edited &  
updated 9/17/02  
by Kristine  
Miller

Day Trip  
Denton, Texas  
By Kristine Miller

Situated in the rolling hills of North Texas, where I-35W from Fort Worth and I-35E from Dallas merge, is Denton, a city that's successfully retained the late-19th-century charm of its central district. Founded in 1857, with roots in ranching and farming, the community became a center for higher education with the opening in 1890 of North Texas Normal College—now University of North Texas—and in 1901 of the College of Industrial Arts—now Texas Women's University. Denton is now home to some 86,000 residents.

Farms and horse ranches still surround the city, which is concentrated east of I-35 and I-35W. <sup>Hotels?</sup> Motels, restaurants and other commercial establishments line I-35E, from which US 77 (Dallas Drive) and US 377 (Fort Worth Drive) lead north into the heart of historic Denton.

It's not hard to believe that Denton County Courthouse is one of the most beautiful in Texas. Perched in the middle of the square on the highest hill around, the three-story historic courthouse topped with a two-story clock tower cannot help but command attention. Built in 1896 of cream-colored limestone and tan sandstone, with red granite columns and red sandstone caps and bases, it would look whimsical if it weren't so solid. Chimes ring the hourly increments of the day's passage from the tower 140 feet above. Monuments on the courthouse lawn honor those who've served our country in times of war.

Occupying most of the ground floor of the magnificent old courthouse is Denton County Courthouse-on-the-Square Museum. Most exhibits focus on the county's early days. Implements used in running a home in the late 1800s range from a butter churn and cream separator to a stitching horse, corn sheller and sadirons. Dueling pistols and muff pistols are part of an extensive and fascinating array of firearms, which also includes Winchester and Colt rifles, Kentucky flintlocks and an English Blunderbuss. Weapons as used in work comprise other displays: Law Enforcement, Cowboys and Ranchers, Transportation (Stagecoaches, Trains) and Bandits, Outlaws & Gangsters. A dictaphone and Singer sewing machine represent early mechanical appliances for the home. Collections of dolls and toys should intrigue children. Cabinets full of exquisite American pressed blue glass make one grateful this isn't earthquake country.

The delightful stores on the streets around Courthouse Square entice even those who aren't veteran shoppers. Readers and music-lovers will find items meeting a variety of tastes. Ever-present

We do have 2 full service hotels as well  
els there an appropriate place to mention B&B's?

T-shirt shops are noticeably absent on the square. And furnishings old and new are sold for home and garden. The shop's name alone dares exploration of the Cross-Eyed Moose Western Furnishings & Antiques, where star-adorned decorative items beg for a new home and rich old-wood and leather furniture tempts sitting down to rest a spell. Displayed in the Courthouse Collection are women's jewelry, decorative items for the home, and classy clothing. Painted a startling lavender and purple, the 1901 opera house today houses used opera recordings and scores, along with thousands of used books. People come from miles around to scour the stacks in Recycled Books, Records, & CDs. Tired shoppers can chill out with a cold blast from the past at Beth Marie's Old Fashioned Ice Cream and Soda Fountain, where the temptations include over 30 ice cream flavors, phosphates, sodas and malts, plus sandwiches and soups, and little white wrought iron tables and chairs that look unrealistically comfortable.

Sleeping Lizzards, a few blocks north of the square, has an extensive assortment of silver jewelry, funky home accessories, incense, soaps, toys, and unusual greeting cards. Up another block or two is Kil'n Time, where unpainted ceramics await the creative efforts of those daring enough to put paintbrush to pottery.

Constructed in 1898-99 and lovingly restored in 2001 is the Bayless-Selby House, <sup>Museum</sup> located two blocks west of the square. Typical of a Queen Anne Victorian is the large veranda, which extends around the front half of the house. Features inside include transom windows, and brass dust-catchers on each corner of the wooden staircase. Period furnishings and reproductions grace the interior, among them a painting dating to the days when the Selby family owned the house. The 45-minute docent-led tour is so gracious it feels almost like being welcomed as a guest in someone's home.

Barely half a mile from Courthouse Square is TWU, site of <sup>Little</sup> Chapel-in-the-Woods. Designed by O'Neil Ford, this 1939 structure is one of Texas's 20 most outstanding architectural achievements. Beautiful stained-glass windows honor women's contributions in the arts and sciences. The walk between the public parking area off Bell Avenue and the chapel skirts a lush garden. Tall shady trees, tranquil pools, small thickets and well-placed benches invite exploration and contemplation.

Distinctive for its resemblance to a rolled-up armadillo, Murchison Performing Arts Center at UNT is the venue for visiting and student artists; there are no less than six other performance venues on campus. Local bands take the stage at Rubbergloves

Rehearsal Studios. And the courthouse, Bayless-Selby House, UNT and TWU all have lecture series on every subject imaginable.

Without a doubt, Denton delivers an enjoyable, full, interesting day away. Do it!

Caption 1: Denton County Courthouse

Caption 2: Bayless-Selby House

Caption 3: TWU's garden

Instant Native  
Dancin' in the Street

On Thursday evenings a live band performs on the square, and many of the shops are open late.

*(Accepted the  
I sent this to you via e-mail)* We

*more music info...*

Need to Know

If You Go

Bayless-Selby House Museum, 317 W Mulberry St. (940) 349-2865. is the Open Tue-Sat 10 am-noon and 1-3 pm. Free.

Courthouse Collection, 111 W Hickory. (940) 381-1956. Open Mon-Sat 10 am-6 pm. Acoustic Jam

Cross-Eyed Moose Western Furnishings & Antiques, 114 N Locust. (940) 484-2505. Open Mon-Sat 10:30 am-6 pm. every Saturday.

Denton County Courthouse-on-the-Square Museum, 110 W Hickory. (940) 349-2850. Open Tue-Fri 10 am-4:30 pm, Sat 11 am-3 pm. Free. weather permitting,

Denton Main Street Association, 100 N Locust, Ste 2. (940) 349-8529. May-October 10 am to 1 pm

Kil'n Time, 118 W Congress. (940) 898-7447. Open Tue-Wed 10 am-6 pm, Thu-Sat 10 am-9 pm, Sun 1-6 pm.

Murchison Performing Arts Center, University of North Texas, on N. Texas Blvd at Eagle Dr. (940) 369-7802 (box office).

Recycled Books, Records, & CDs, 200 N Locust. (940) 566-5688. Open daily 9 am-9 pm.

Rubbergloves Rehearsal Studios, 411 E Sycamore. (940) 387-7781. Open daily 11 am-2 am. Beer and wine served.

Texas Woman's University, public parking lot on the west side of Bell Ave between Texas and University. (940) 898-3615. Guided tour of the chapel by reservation, Mon-Fri 8:30 am-5 pm. Chapel unavailable during weddings, rehearsals and services.

*Also - ~~people~~ The public is welcome to visit the chapel at any time ~~other than during events.~~ Our brochure states*

Food & Drink

Beth Marie's Old Fashioned Ice Cream and Soda Fountain, 117 W Hickory. (940) 384-1818. Open Mon-Thu 11 am-10 pm, Fri-Sat 11 am-10 pm. When booked -

*these would be unguided tours.*

*Texas Woman's is spelled w/ an "A"*

11 pm; lunch served 11 am-2 pm. Lunch up to \$4.50, fountain treats under \$4.

Suggested AAA Maps and Publications

- Texas Map

*Out dated*



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### Lone Star Heritage

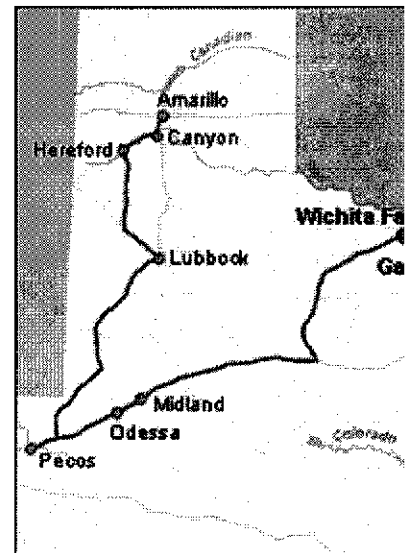
**Wichita Falls, Denton, Sherman, & Gainesville**  
 The intriguing architecture of Wichita Falls is the focal point of our morning tour. Perhaps one of the town's best-preserved examples is the Kell House, a lovingly restored 19th-century beauty that once belonged to prominent local businessman Frank Kell. Also a must-see is the Wichita Falls Museum and Art Center, where art, science, and history share equal prominence with the aid of hands-on exhibits.

Next is a drive to [Denton](#) for a quiet moment of reflection in the serene [Little Chapel-in-the-Woods](#), on the campus of Texas Woman's University. This picturesque meditation spot, designed by world-famous architect O'Neil Ford, is often cited as a superb example of architecture and art blending with nature. Next, we'll tour the "Texas Women: A Celebration of History" exhibit on the second floor of the university's library. Another fun stop in Denton is Ever's Hardware Store: It's so authentic, you'll swear you've been taken back in time. The store has changed precious little since its 1885 grand opening; merchandise is still stacked floor to ceiling, and clerks still use a rolling ladder to reach the upper shelves. A short walk from the hardware store is the Denton County Courthouse, a lovely study in Texas' unique courthouse architecture.

After lunch in Denton, we're off to the [Red River Historical Museum](#) of [Sherman](#). The exhibits at this museum, housed in the 1914 Carnegie Library, highlight Grayson County and include furnishings from Glen Eden, the main house of the famous Red River plantation that was dismantled when [Lake Texoma](#) was created.

In nearby [Denison](#), we can tour the birthplace of [President Dwight David Eisenhower](#). For the rest of the afternoon, let's either take it easy at [Lake Texoma](#), a massive reservoir on the Texas-Oklahoma border created by the damming of the Red River, or shop the [Gainesville Factory Shops](#) in nearby [Gainesville](#). Also in Gainesville is the [Frank Buck Zoo](#).

Click on map to view information a attractions on your tour.





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 To get a printable version of this tour select the city or attraction you want to start from.

Click on corresponding link below to check Highway Information and see short Day Trips

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• [Click here](#) to view Trip Savers coupons available NOW for your trip!

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 Day: Night:  
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**Events Calendar**

<< **June**

Sun Mon Tue V

2	3	4
9	10	11
16	17	18
23	24	25
30	31	

**Prairies and Lakes**

[Official City Website](#)

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Established 1857, seat of Denton County, named for John B. Denton, pioneer lawyer, preacher, and soldier. His grave is on the courthouse lawn. The city and county are a blend of agricultural and modern industries. Recreational activities include intercollegiate sports, golf, hunting, and a wide range of water sports at nearby reservoirs. Denton is a Main Street City and located 35 miles north of the Dallas/Fort Worth Metroplex.

**What do you think of TravelTex.com?**  
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Standing guard over the city is the stately Denton County Courthouse. Designed in 1895, it was restored in 1987. With its massive limestone walls and soaring clock tower, it's been called "the most picturesque pile of rocks in North Texas." Around the courthouse square are a variety of antique shops, restaurants, and specialty stores.

**June 27, 200**  
 64th Annual "Fandangle"  
 Musical present saloon girls, cow settlers, based in Albany

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Cultural attractions center around Arts Complex and two major state universities: The Univ. of North Texas and Texas Woman's Univ. TWU, including the Dallas and Houston campuses, is the nation's largest university primarily for women.

Shoppers find bargains at the Exposition Mills Factory Stores on I-35, Exit 471.

Bed and breakfast accommodations are available.

[[Read LESS](#)]

See what's within 20 miles of "Denton". [+ Make this my focal point](#)

**Activities & Attractions**

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- [Sky Theater](#) [Denton](#)
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**NOTICE!**

If you enjoy *Texas Travel Log* and would like to continue receiving it, be sure to complete the form on the back cover and mail or fax it back, along with the mailing label.

**TXDOT**

We're pleased to announce the arrival of **Julie Welsh**, the new editor of our quarterly *Texas Events Calendar*. Julie comes to TxDOT's Travel Division from the Texas Department of Public Safety, where she worked as a writer and editor. Her background also includes several years of experience in the newspaper industry. Julie is looking forward to receiving your submissions for the summer *Calendar*, which will include events taking place in June, July, and August. Please fax your entries to (512) 486-5879 or e-mail them to [trv-tec@dot.state.tx.us](mailto:trv-tec@dot.state.tx.us). You may also mail submissions to P.O. Box 141009, Austin, TX 78714-1009. The **deadline** for the summer edition is **March 1**.

**HOT OFF THE PRESSES**

New 2002 editions of the *Texas State Travel Guide*, *Texas Accommodations Guide*, and the *Texas Official Travel Map* are now available. This year's bright and whimsical cover designs are guaranteed to catch travelers' eyes. TxDOT's Travel Division produces these free publications and distributes them to the traveling public through its 12 Texas Travel Information Centers statewide. Travelers may also request a free copy through [www.traveltex.com](http://www.traveltex.com) or by calling 1-800-888-TEX.

**TEXAS' NEW STATE PARK**

Park rangers opened the gates of **Fort Boggy State Park**—the newest of the 126 units in the Texas state park system—to visitors this fall. The new park, which sits along I-45 between Houston and Dallas, has been in the works since 1985, when a landowner donated the 1,847 acres to the state. For now, the park is open only on weekends (Friday–Sunday) and for day-use only (no



**PARTY GRAS** Act now to book a room for **Mardi Gras! Galveston**, which runs Feb. 1–12.

The annual bash draws about 500,000 revelers to Galveston Island for parades, masked balls, live entertainment, sporting events, and more. The Mardi Gras festivities are centered around the historic Strand area and this year's entertainment headliners include blues legend **B.B. King**.

For a central source of lodging reservations at more than 20 of Galveston's hotels, B&Bs, and motels, call 1-888-939-8680 or see [www.galveston.org](http://www.galveston.org). For more information about this year's Mardi Gras events, see [www.mardigrasgalveston.com](http://www.mardigrasgalveston.com).

overnight camping). Fort Boggy, which is named for an 1840s frontier fort that once stood on the site, offers visitors opportunities for hiking, picnicking, swimming, and fishing. The park's 15-acre lake is ideal for small craft, such as canoes and kayaks.

Fort Boggy State Park is four miles south of **Centerville**, at 4994 Hwy. 75 S.; (903) 536-1523; [www.tpwd.state.tx.us/park/fortboggy](http://www.tpwd.state.tx.us/park/fortboggy).

**PLACES**

Exactly one week after the **Queen Isabella Causeway** reopened to traffic, country singer **Garth Brooks** attracted 22,000 fans to **South Padre Island** for a free, nationally televised concert. The Nov. 28 performance was a welcome boost to the local tourist economy, which struggled after a barge collision in September damaged the only bridge connecting the island to the mainland.

Thanks to the concert, island hotels were bustling with guests—on average, enjoying 80 to 85 percent occupancy, according to Dan Quant of the **South Padre Island CVB**. "That's better than any Wednesday the last week in November," Quant points out. Traditionally, he says, this is the slowest season for tourism on the island.

But with the bridge reopened, Winter Texans began their annual migration in earnest. Quant says the island's **Winter Texan numbers** are **very strong** this year, with many RV parks at or near capacity by mid-December.

**THE BUSINESS OF TRAVEL**

The San Antonio City Council recently approved an **additional \$2 million** in funding for the **San Antonio CVB's** advertising budget. The decision came when the aftermath of Sept. 11 began to have a negative impact on San Antonio's tourism—the city's second-largest industry. With the added funds, the CVB now has a total of \$7.6 million budgeted to market the city to potential visitors.

To bolster tourism statewide, **Texas Economic Development** has launched its **national and regional marketing campaigns for 2002**. The campaigns feature updated ads based on the theme, "**Texas. It's Like A Whole Other Country.**" Newspaper ads have already begun appearing and television spots are scheduled to begin in February. TxED also is repeating its "Howdy, Neighbor!" marketing campaign this month. This program's components include newspaper, radio, and Internet advertising targeted at neighboring states.

If you've never spotted an American bald eagle in the wild, consider making a pilgrimage to **Canyon of the Eagles Nature Park** on Lake Buchanan. American bald eagles overwinter at the park each year, typically between mid-November and mid-March. This season's first eagle sighting came early—on Oct. 19. Cliff Galley, a captain with the **Vanishing Texas River Cruise**, spotted the bird, much

**TRAVEL TALES OVERHEARD**

**ANTHONY TIC** Gov. Rick Perry called a press conference last month at TxDOT's El Paso District office, seeking support on various transportation issues. At the invitation of the district PIO, TIC manager Lucia Cordova was in the audience, daughters in tow. The governor later spent time with Serena, Lucia's eldest, answering the young girl's slew of questions and talking with her about the importance of education. When Lucia told him about her work at the center, the governor said he, too, was interested in promoting tourism.

**ORANGE TIC** Manager Becky Wilson and staff have teamed up with Texas Parks and Wildlife biologist Derreck Walter to help educate area schoolchildren about the many facets of Texas. While counselors share their enthusiasm about the state's colorful past and the many fun things to do, Derreck teaches the kids about Southeast Texas plants and wildlife, which often includes visual aids such as live alligators and snakes. "The children have generated local awareness of our center by telling their parents about their experiences," Becky said.

**TEXAS TRAVEL LOG**

is published monthly by the Texas Department of Transportation, Travel Division. Please send news items of interest to the Texas travel industry to Texas Travel Log, P.O. Box 141009, Austin, Texas 78714-1009. (512) 486-5874, FAX (512) 486-5879. Deadline for each newsletter is the 20th of the month preceding the issue date.

Ann Kelton, Editor

Contributing Editors: Dan Mullis, John Russell, Mike Talley

Design/Layout: Kirsti Harms

month through September will bring top-name entertainment. The 40' x 40' covered stage was built at the bottom of a three-hundred-yard wide crater that gently slopes to sixty feet deep. Crater walls resonate stereophonic-like sound, precision-tuned by nature. The relaxed, picnic-style setting invites audiences to bring lawn chairs and blankets. A limited number of stage-side seats are available for an additional fee. South of town, off U.S. 259, west

*I submitted the pecan art collection. They advise if I may accept it or not.*

from the 1877 tall ship **Elissa**. The freed rig made its way across the channel, targeted directly for the historic barque, docked at Pier 21. An immediate call to harbor patrol brought out "practically every tugboat in the area." Approximately 16 mighty tugs pushed and pulled the gigantic rig until it no longer threatened Texas' most cherished nautical treasure.

**The Antique Sewing Machine Museum**, at 804 W. Abram Street in **Arlington**, closed its doors in November 2000, when owner **Frank Smith** lost his lease. If the museum reopens at a new location, we'll let you know.

Leave it to **Joe Slocum**, in the Travel Division's Travel Information Systems Management office, who's famous for his knowledge of Texas facts and obscurities and for his uncanny ability to track down the darnedest things. During one of his recent searches, he stumbled upon a "weird Web site" that bills itself as "Your on-line guide to offbeat tourist attractions." As you can well imagine, Texas took up its share of space. Here is a sampling of what may or may not be added to the *Texas State Travel Guide*: A statue of a huge pair of legs, south of Amarillo on I-27; also in Amarillo,

the Texas Tornado Museum, complete with authentic tornado debris; the burial site of an alien pilot, in Aurora Cemetery west of Rhome, who crashed his UFO there in 1897; the water tower in Oatmeal, that looks like a box of oatmeal; a giant saxophone constructed of Volkswagen hoods, in front of Billy Blues, a southwest Houston nightclub, and "The World's Largest Rattlesnake," coiled up in front of the Freer Chamber of Commerce. For other unusual attractions, key in [www.roadsideamerica.com](http://www.roadsideamerica.com).

**U.S. TRAVEL**

A recent survey conducted for **Hilton Hotels** revealed a spring break has become the new holiday travel season for families, who head for ski slopes, sunny beaches and familiar places. *The Dallas Morning News* reports American families have traditionally used summer, Thanksgiving and the December holidays for vacations. And while summertime is still ranked as the prime time for travel, the frenzy of Thanksgiving and Christmas has families with children looking for alternatives. "It's come to the point that any time kids are out of school,

it's not the off-season," one travel agent said. Beach hotels, ski resorts and cruises sell out, airlines book up quickly, and theme parks are packed.

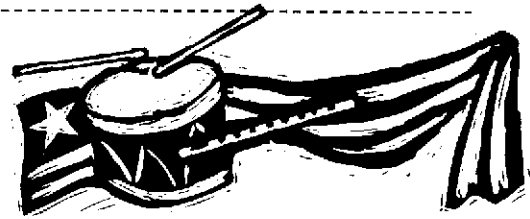
Last year, when most major airlines reported losses or lower profits because of high jet fuel prices, labor problems and poor weather, net income at **Dallas-based Southwest Airlines** soared 27.1 percent. This year, during its 30th anniversary year, Southwest will add 25 new planes to its fleet of 344 Boeing 737s. The carrier plans to install all-leather seats in its entire fleet and add canyon blue to its trademark paint scheme of red, orange and gold. The existing fleet will be retrofitted over the next 10 years, beginning in July. *The Dallas Morning News* reports the changes signal the airline's evolving identity beyond its roots in Texas and the Southwest.

**HISTORY**

On March 6, 1836, an army of 5,000 Mexican soldiers stormed the **Alamo** in **San Antonio**, killing some 189 Texian defenders. Today, 165 years

**HERO'S WELCOME**

**The Pearl Harbor Survivors Association**

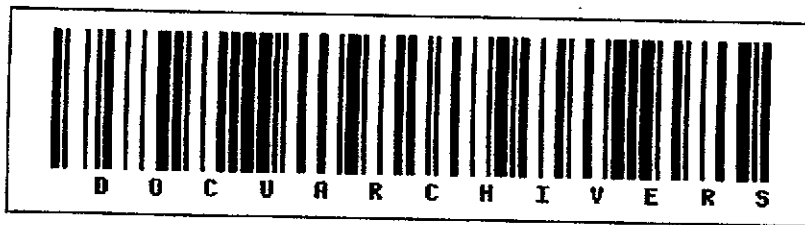


named the **National Museum of the Pacific War** in **Fredericksburg** as the site of the official mainland commemoration of the 60th anniversary of the attack on Pearl Harbor.

Festivities slated for Friday, December 7, 2001, will include a flyover by vintage WWII planes, a national parade, a ceremony with honored heroes' last living Medal of Honor recipients, the Pacific War Museum, is the story of World War II. For details, call 830/997-4379, ext. 228.

*see about putting Pecan Art Museum on there*

*Diann - will you check this out and see if the Pecan Art Exhibit @ CHDS museum would qualify?*



# Separator Sheet

File Contents: LDA 2002

Denton Convention and Visitor Bureau

**Christine Gossett**

---

**From:** <Joanna.D.Knieberg@WellsFargo.COM>  
**To:** <cvb@discoverdenton.com>  
**Sent:** Thursday, October 24, 2002 2:45 PM  
**Attach:** Knieberg, Joanna D..vcf  
**Subject:** RE: LDA party next week

**Just wanted to remind everyone of the Leadership Denton Alumni Homecoming Mixer, If you have not RSVP'd please email Joanna soon, in order to get a head count for food& soft drinks. If you would like an alcoholic beverage please BYOB.**

[Click To Download](#)

**You are cordially invited to attend the 1<sup>st</sup> annual Leadership Denton Alumni Homecoming Mixer**

**Where: Carrell Ann & Stan Simmons' Home  
Outdoor Fire Pit  
1137 Shady Oaks Cir.  
Argyle, 76226**

**When: Tuesday, October 29<sup>th</sup>  
5:30 to 7:30 pm**

**Who: All Leadership Denton Alumni, 2003 Class and Guests**

**Attire: Outdoor Comfortable (Jeans and Sweatshirts)**

**Please contact other LD graduates and the class with the most attendees will receive a special gift.**

**Please RSVP with a return Email to [Joanna.D.Knieberg@Wellsfargo.com](mailto:Joanna.D.Knieberg@Wellsfargo.com)**

Joanna D. Knieberg  
Wells Fargo Insurance  
District Insurance Sales Manager  
MAC: T5576-012  
101 S. Locust St.  
Denton, TX 76201  
Wk: (940) 483-2290 Mobile: (940) 206-5363  
[Joanna.D.Knieberg@WellsFargo.com](mailto:Joanna.D.Knieberg@WellsFargo.com)

Joanna D. Knieberg  
Wells Fargo Insurance  
District Insurance Sales Manager  
MAC: T5576-012  
101 S. Locust St.  
Denton, TX 76201  
Wk: (940) 483-2290 Mobile: (940) 206-5363  
[Joanna.D.Knieberg@WellsFargo.com](mailto:Joanna.D.Knieberg@WellsFargo.com)

-----Original Message-----

**From:** Christine Gossett [mailto:[cvb@discoverdenton.com](mailto:cvb@discoverdenton.com)]  
**Sent:** Thursday, October 24, 2002 11:11 AM  
**To:** Joanna Knieberg  
**Subject:** LDA party next week

Can you send me the information again so that I can forward it to the DRC. I never got the original invite and I don't have the copy Judy Willis gave me. Thanks!  
- Christine

Christine Gossett, Vice President  
Denton Convention & Visitor Bureau  
414 W. Parkway  
Denton, TX 76201  
(940) 382-7895  
[www.discoverdenton.com](http://www.discoverdenton.com)



- Fall LDA Officers Mtg., 9/25/02
- Mixer for LDA Oct. ~~29th~~ 29th, we need a sponsor
  - Make A Difference Day - Oct. 28

Keep Denton Beautiful

Joanna is checking w/ Correll Ann for a location. A back-up place would be Sweetwater Grill.

- Graham & ~~Shirley~~ Cami can take on the Program Chair position.

- Sylvia Lesto

Tell the paper

AA

- No meeting in October @ - having the mixer instead. Need to get the location from the paper.

LDA Homecoming - mixer name

Photo opps -  
Newspaper  
coverage

- @ ~~Wells~~ Board meets fourth wed. @ 4:00 pm @ Joanna's office @ Wells Fargo.

AA

Let Denton Business & Community News know about the mixer - Let Dawn & Roy know.  
Ann Fuller a new contact @ DRC a feature writer

**Christine Gossett**

---

**From:** "Joanna Knieberg" <Joanna.Knieberg@fsbot.com>  
**To:** "Christine Gossett" <cvb@discoverdenton.com>  
**Sent:** Thursday, July 25, 2002 1:40 PM  
**Subject:** RE: Reminder of Officer Meeting

Christine, we had some great ideas come out of yesterdays meeting. ~~1st, can you check to see if we can run our meeting notice on Chester cables, community news and information.~~ 2nd, Is there any way that we could get ~~in the Denton Business news?~~ possibly pictures from our meeting. Janie has a digital camera that we could use and she said that she would be happy to email you the pictures following the meeting. People seem to always want themselves in pictures and always look at them. ~~3rd, would it be possible to have pictures or a small blurb about us in the chamber newsletter.~~ Lots of stuff huh! I told you yesterdays meeting was interesting. Also, we kicked around the idea of having a salute for 9-11 since that is the day of our September meeting. Maybe have Wilkes berry speak to us about how our lives have changed since 9-11. We are looking for maybe a special location to hold the event, we thought about the fire station and some other ideas. People seem to want to gather at a time like this and the thought was to open up the event to the public. Do you have any ideas of where the meeting could be held. Not necessarily a lunch.

Joanna

-----Original Message-----

**From:** Christine Gossett [mailto:cvb@discoverdenton.com]  
**Sent:** July 22, 2002 1:17 PM  
**To:** Joanna Knieberg  
**Subject:** Re: Reminder of Officer Meeting

I can't make it at that time. Let me know what I need to do next in terms

of PR. I did notify the paper of the new meeting place.

- Christine

----- Original Message -----

**From:** "Joanna Knieberg" <Joanna.Knieberg@fsbot.com>  
**To:** "Christine Gossett (E-mail)" <cvb@discoverdenton.com>; "Graham Jackson (E-mail)" <grahamj@avs-usa.com>; "Janie McLeod (E-mail)" <Janie.McLeod@cityofdenton.com>; "Judy Willis (E-mail)" <judy.willis@texasbank.com>; "Teresa Hunt (E-mail)" <teresa@sirspeedy4093.com>  
**Sent:** Monday, July 22, 2002 12:45 PM  
**Subject:** Reminder of Officer Meeting

7/25/2002

*Attn: Christine*

# Leadership Denton Alumni Salutes the Leadership Denton Class of 2002 *Congratulations on a successful year!*

Applications for the 2002-03 Leadership  
Denton Class are available on-line at  
[www.dentonchamber.org](http://www.dentonchamber.org) or at the Denton  
Chamber of Commerce, 414 W. Parkway.  
Submission deadline is Friday, June 7.

*add a  
dash  
in here*

*m*

**Pictured are the 2002 graduates**



(Standing, L to R) - Amy Painter-Todes (Program Co-Chair), Coburn Howell, III, Trent Tice, Michele Barber, Lee Shanklin, Vicki Henington, Chuck Remley, Colette Yetka, Gwan Mulkey (Program Co-Chair)  
(Seated, L to R) - Todd Price (General Chair), Vince Baugher, Jennifer Hurt-Randolph, Graham Jackson, Cami Hobbs-Kish, Jacob Geary, Lee Ann Nutt, Jim Bryan (Program Co-Chair)

LEADERSHIP DENTON  
2001-02 CLASS ROSTER

**Michele Barber**  
Northstar Bank of Texas  
400 North Carroll Blvd.  
Denton TX. 76201  
Phone: 940-383-6211  
Fax: 940-384-1947  
Email: mbarber@nstarbank.com

**Vince Baugher**  
Southridge Chiropractic  
2438 Lilian Miller Parkway  
Denton TX. 76210  
Phone: 940-484-6336  
Fax: 509-694-2730  
Email: southridge.chiro@verizon.net

~~**Dan Flagg**  
Point Bank  
401 West University  
Denton TX. 76201  
Phone: 940-380-1540  
Fax: 940-380-1752  
Email: texflagg@msn.com~~

**Jacob Geary**  
Northwestern Mutual Financial Network  
1660 South Stemmons #410  
Lewisville TX. 75067  
Phone: 214-288-6456  
Fax: 972-436-1740  
Email: jacobgeary@hotmail.com

~~**Jane Graham**  
Denton County Childrens Advocacy Center  
1960 Archer Ave.  
Lewisville TX. 75077  
Phone: 940-891-3233  
Fax: 972-317-6989  
Email: jane@dccac.com~~

**Vicki Henington**  
North Central Texas College  
1500 Corinth St.  
Corinth TX. 76205  
Phone: 940-498-6272  
Email: vhenington@nctc.cc.tx.us

**Cami Hobbs**  
Cami Hobbs Team of Professionals  
1400 Dallas Drive Ste. B  
Denton TX. 76207  
Phone: 940-243-5478  
Fax: 940-566-1487  
Email: camihobbs@cs.com

**Coburn Howell, III**  
Dark Horse Productions, Inc.  
7013 South Stemmons Frwy.  
Denton TX. 76210  
Phone: 940-270-3620  
Fax: 940-270-3623  
Email: coburn@darkhorseproductions.com

**Jennifer Hurt-Randolph**  
TigerByte Solutions, Inc.  
1027 Welch  
Denton TX. 76201  
Phone: 940-484-4857  
Email: jen@tigerbyte.com

**Graham Jackson**  
Audio Visual Solutions  
100 West Oak, Ste. 308  
Denton TX. 76201  
Phone: 940-891-3233  
Fax: 940-384-9598  
Email: grahamj@avs-usa.com

~~**Karl Lynch**  
Clinesmith & Lynch, LLP  
121 West Hickory Ste. 100 A  
Denton TX. 76201  
Phone: 940-243-5738  
Fax: 940-323-0488  
Email: karl@cl-lawfirm.com~~

**Lee Ann Nutt**  
North Central Texas College  
1500 North Corinth St.  
Corinth TX. 76208  
Phone: 940-498-6220  
Fax: 940-497-8000  
Email: lnutt@nctc.cc.tx.us

**Chuck Remley**  
First State Bank of Texas  
P.O. Box 100  
Denton TX. 76202  
Phone: 940-381-7234  
Fax: 940-483-2205  
Email: carem4849@aol.com

**Lee Shanklin**  
TexasBank  
P.O. Box 1977  
Denton TX. 76202  
Phone: 940-383-0063  
Fax: 940-387-6491  
Email: lee.shanklin@texasbank.com

H 972 317. 3224  
**Trent Tice**  
FEMA  
2015 Pheasant Drive  
Lewisville TX. 75077  
Phone: 940-591-2327  
Email: trent.tice@fema.gov

**Colette Yetka**  
Civitan International  
2520 Chaplain Dr.  
Denton TX. 76210  
Phone: 940-535-1215  
Fax: 940-535-1325  
Email: colette@ntin.net

Send bill to:

Judy Willis  
Texas Bank  
P.O. Box 19773

Denton, 76202

Attention: Becci Hendrix

From: Christine Gossett

Re: LDA Ad for Sunday

Becci,

Here is the copy for the ad. We will e-mail the photo and I will get it on disk for a back-up. You should get it from me on Friday morning, first thing. Will I get a proof on the ad before the picture is dropped in so I can see the set-up? My fax number here is 382-6287. Thanks!  
- Christine Gossett

**Copy for LDA Ad in Sunday paper, May 5, 1/4 page B/W:**

Leadership Denton Alumni Salutes the Leadership Denton Class of 2002  
Congratulations on a successful year!

Applications for the 2002-03 Leadership Denton Class are available on-line at [www.denton-chamber.org](http://www.denton-chamber.org) or at the Denton Chamber of Commerce, 414 W. Parkway. Deadline to submit is Friday, June 7.

Pictured are the 2002 graduates (from left to right):

Standing (L to R): (co-chair)  
Amy P

~~Vince Bandy~~

Trent Tice,

Michelle,

Lee

, Vicki

, Chuck

Collette

, Gwen M. Miley (co-chair)

Seated (L to R):

(Gen. Chair)

Todd Price,

V

B

, Jennifer Hurt-Randolph,

G

Jackson,

Connie

, Jacob

, LeAnn Nutt,

Sim Bryan  
(co-chair)

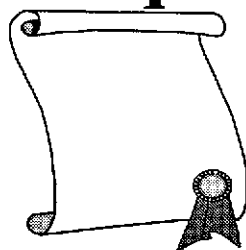
E-mail → [bhendrix@dentonre.com](mailto:bhendrix@dentonre.com)

tiff or bmp



**Class of 2001 - 2002**

**Graduation  
Banquet**



**May 2, 2002**

**Fremaux's Catering, Denton, Texas**

DENTON RECORD-CHRONICLE

Write LDA ad

Copy > by Thursday @ 4:00

get a disk from  
westerly  
back up  
and e-mail it

fax 381-9666

Becci Hendrix

to: bhendrix@dentonrc.com

COVER:

PLEASE RECYCLE

NOTES/COMMENTS:

Christine,

Herewith are ad sizes and costs for running an ad.

SUNDAY RUN DATE

1/8 page	\$128.00
1/4 page	\$252.00
1/2 page	\$504.00

b/w

deadline  
may 2 before 2:00pm  
photo by 1st thing  
Friday AM  
jpeg or tiff  
file works

WEDNESDAY RUN DATE

1/8 page	\$166.40
1/4 page	\$327.60
1/2 page	\$655.20

These rates are non-profit rates.

Becci



# LDA Officers Meeting

4/1/02

- I. Welcome
- II. Committee Reports
  - A. Membership – Lilia (updated membership list)
  - B. Bylaws – Janie
  - C. PR – Christine (salute to graduates)
  - D. Finance – Judy/Joanna
  - E. Programs – Teresa
- III. New Business
- IV. Other Business
- V. Important Dates

Next LDA Meeting – Texican Grill at 12:00

Thursday, April 11<sup>th</sup> – Project Presentation, Golden Eagle Suite at 7:00pm

Look into photo off.

\* Thursday, May 2<sup>nd</sup> – All Class Reunion, TexasBank, 5-6:30 pm

Thursday, May 2<sup>nd</sup> – Graduation, Fremaux's Metropolitan Catering at 7:00pm

\* Check into the ad costs for an ad w/ photo (either Fri. or Sun.) after grad.   
 → Yes, they can take a group photo, but is one or not available - see if they are covering class presentation in the DRC; call Pam Rainey about an editorial project   
 - \$1,491.09 in account

\* Check w/ Chuck & Jenny on LDA meetings & postings in newsletter or program for breakfast.

Article would come out April 26

\* Fax Pam Rainey by Monday, 4/8

\$8 people in city & school district → 14 this year   
 \$10m class how long going on

\* 300 before this year's class   
 # of total grads   
 how many of the class members have gone on to political office   
 - a little about alumni mtgs & what we do

# Leadership Denton Alumni

## Board Job Descriptions

**President:** Supervise and <sup>manage</sup> ~~control~~ all of the business and affairs of the Organization; preside at all meetings of the Board of Directors.

**Vice President:** Perform the duties of the President in his/her absence; responsible for obtaining speakers for membership luncheons; coordinating luncheons ( food, location, door prizes, etc); send out invitations/reminders to membership; establish committees as necessary.

**Secretary:** Take minutes at all board meetings; prepare board meeting agenda and distribute to board members prior to the meeting; Take minutes at any special meetings.

**Treasurer:** Keep accurate records of checking account; prepare financial reports for board meetings; disburse checks and make deposits as needed; prepare appropriate tax forms.

✶ **Public Relations Chair:** marketing LDA in all local venues (newspapers, web pages, etc); prepare and distribute monthly newsletter; Greet / provide greeters at all LDA events; photograph events and keep scrapbook; establish committees as necessary.

**Membership Chair:** work with Treasurer to maintain an accurate record of members; maintain and distribute membership roster; new member cultivation; upkeep of membership form; responsible for bringing membership forms, name tags, pens, banner, etc. to luncheons and mixers; establish committees as necessary.

**Special Events Chair:** responsible for coordinating and planning all special events; send out invitations to membership; establish committees as necessary. Appointed by President.

LDA Executive Board  
Agenda 1-25-02

Old Business

1. Discuss Job descriptions
2. Review Phone numbers and information of all members
3. Appoint Special Events Planner for March Mixer

New Business

Adjourn

✓ Ask volunteers to greet people at meetings,  
next mtg. in 2/13/02 at Mexican.

✓ Ask Chuck to mention LDA & ask them to  
stand

\* Contact paper about an ad from LDA  
for a salute, article or class presentation

## LEADERSHIP DENTON ALUMNAE

Ables, Sandra 88  
Ablowich, James 88  
Alias, Judy 91  
Allen, Michelle 95  
Alva-Green, Pat 98  
Anderson, Carl 86  
Anthony, Debra 97  
Apple, Susan 92  
Bates, Michael 89  
Bates, Pat 90  
Bates, Russell Honorary  
Baxter, Kent 93  
Beard, Rusty 94  
Belcher, Brad 88  
Biles, David 89  
Boorman, Nancy 97  
Bray, Carolyn 88  
Bridges, Joe 99  
Bryan, Jim 99  
Bulls, Dr. Derrell Honorary  
Burroughs, Mark A. 95  
Butner, Margaret 91  
Bynum, Lilia 00  
Cabrales, John 97  
Capps, Peggy 93  
Carpenter, Chuck Honorary  
Carson, Cecile 95  
Carstarphen, Meta 88  
Carter, Lois 98  
Cartwright, John C. 96  
Caster, Frances 95  
Christian, Carol 92  
Clayton, Vicki 87  
Coble, John 88  
Coble, Patricia 86  
Coffey, David 91  
Colbert, Jim 96  
Collier, Jeannette 87  
Collister, Larry 95  
Compton, Stephany 89  
Cook, Sue 88  
Coplen, Bob 90  
Courtney, Pat 98  
Crawford, Greg 98  
Crew, Diane 96  
Crouch, Bob Honorary  
Daily, Leah 98  
Daily, Michael 99  
Darby, Sue 94

Darby, Trey 97  
Davenport, Cheryl 92  
Davenport, Roy 95  
Davis, Jeff 96  
Day, Sherrie 89  
DeBerry, Al 90  
Deonath-Knieberg, Joanna 97  
Devine, Kathy 97  
Doranski, Bill 88  
Duryea, Todd 89  
Edmondson, Dianne 88  
Edmundson, Martha 00  
Edwards, Vivian 98  
Erwin, Jane 93  
Evans, Carol 90  
Evarts, Nelda 89  
Faight, Karen 91  
Fender, David 98  
Ferguson, Shirley 90  
Ferris, Tim 98  
Fischer, Barbara 91  
Fitzpatrick, Sarah 88  
Fleming, Katie 96  
Fonner, Allen 92  
Frazier, Cathy 95  
Ganzer-Connors, Carol 95  
Gasperson, Raquel 99  
Gawne, Pierce 00  
Gentry, Rob 90  
Gilkeson, George 92  
Gohlke, Gina 86  
Gohlke, Mark 88  
Gohlke, Matthew 87  
Golden, Jeryl 97  
Gossett, Christine 97  
Gourdie, Brennan 97  
Gourdie, Elizabeth 98  
Gray, Marlene 90  
Grigsby, Deborah 93  
Grunden, Ricky Honorary  
Hadley, Jane 94  
Hal, Bobby 86  
Hardin, James 88  
Harris, Bobbye 96  
Harris, Glenna 96  
Hatch, Ann 94  
Hayes, Richard 86  
Heard, Jo 93  
Heath, Pat 93  
Heimer, Brooks 92  
Helms, Diane 96

**LDA CONT.**

Henry, George 92  
Highfill, George 92  
Hinojosa, Mike 93  
Hoenig, David 89  
Holcomb, Rita 90  
Hopkins, Joe 87  
Houston, Ann 86  
Hudson, Carlos 96  
Hudson, Gary 90  
Hulcher, Amanda 89  
Hunt, Teresa 00  
Jackson, Eric 89  
Jackson, Governor 98  
Jacobson, Grant 99  
Johnson, Juanita 94  
Judd, Tom 89  
Keaton, Charline 99  
Kelsey, John 99  
King, Jackie 92  
King, James 89  
King, Jeffrey 86  
Kollmeier, Gary 94  
Koontz, David 92  
Kristoferson, Sandy 89  
Krueger, Shirley 94  
Lahart, Kimberly 98  
Lamp, Timothy 91  
LaQuey, Sandra 87  
Layton, David 97  
Leach, Douglas 94  
Leavell, Alexandra 99  
Lee, Ann 87  
Lee, Lonny 95  
Leewright, Marty 91  
Lesko, Silvia 98  
Lewis, Mark 98  
Linden, Simplicia 93  
Lipscomb, Scott 91  
Lott, B.J. 99  
Luster, Gene 94  
Maffey, George 99  
Maguire, Cynthia 91  
Marino, Mary 96  
Marti, Karen 95  
Martin, Debbie 96  
Matthews, John 86  
McClanahan, James 89  
McCombs, Bob 93  
McFarland, Ellen 92

McKee, Linda 86  
McLain, Rod 92  
McLeod, Janie 93  
McNeill, Dr. Perry 97  
Merki, Donald 87  
Merki, Mary Ann 89  
Miller, Monte 90  
Miller, Steve 87  
Mitchell, Bruce 99  
Mitchell, Danny 90  
Moore, Fran 94  
Moore, Lynda 93  
Moore, Terry 92  
Moreno, Rudy 88  
Morrow, Jonita 95  
Mosby, Kathy 00  
Mosley, Brenda 97  
Mulkey, Gwen 00  
Murray, Scott 98  
Nethery, Bob 99  
Northcutt, Kathy 92  
Norton, Peggy 88  
Norton, Richard 89  
Oliver-Muller, Reta 94  
O'Rear, Caleb 99  
Paine, Hank 92  
Painter, Ellen 94  
Pelphrey, Connie 94  
Phillips, Tom 99  
Pickett, Steve 92  
Pinson, Joseph 93  
Polack, Lisa 93  
Poole, Eva 96  
Price, Mark 96  
Price, Todd 97  
Prins, Dan 97  
Rainey, Pam 90  
Rattan, Heather 98  
Rayner, Rob 86  
Redmon, Raymond 00  
Rheault, Frenchy 91  
Rheault, Teri 93  
Rivers, Marty 96  
Roberts, David 95  
Robinson, Brian 90  
Robinson, Randy 99  
Robinson-Ricks, Donna 97  
Rogers, Jean Ellen 89  
Sargent, Vicki 90  
Sawko, Gregory 96  
Sawyer, Jeff 99

**LDA CONT.**

Schertz, Terry 86  
Schoff, Deborah 94  
Scobie, Ingrid 87  
Searls, Warren 94  
Sexton-Poulllos, C.C. 89  
Shelton, Lori 00  
Siegmund, John 94  
Simmons, Carrell Ann 93  
Simmons, Kirk 87  
Sims, Katherine 00  
Soto, Antonio 94  
Spencer, Hank 90  
Stanley, Jean 00  
Starnes, Nita 91  
Starrett, Teresa 98  
Stephens, Nancy 93  
Stevens, Dick 90  
Stocker, Carl 89  
Stoffels, Janel 99  
Story, Michelle 86  
Stucky, Dr. Lynn 88  
Sutterfield, Cheryl 96  
Svoboda, Lida 86  
Teal, Jamie 99  
Terry, Ed 91  
Terry, Sarah 92  
Texada, Sara 98  
Thibodeaux, Alton 88  
Thornton, Brent 95  
Truitt, Gary 86  
Tucker, Zachary 00  
Turner, Mary 96  
Vance, Gary 96  
Vento, Robert 91  
Von Hoffmann, Andrea 98  
Vonler, Vev 92  
Voy, Michael 97  
Watson, William 89  
Webb, Lloyd 86  
West, DuVal 97  
Widmer, Mike 89  
Wilhoit, Jeff 99  
Williams, Belva 92  
Williams, Virginia A. 89  
Williamson, Paul 00  
Willis, Judy 00  
Windham, Scott 97  
Windle, Don 87  
Withers, Jayne 88

Woolfolk, Rick 87  
Wuenschel, Douglas 88  
Yates, Mary 87  
Young, Carla 95

**CLASS OF 1986**

**Carl Anderson 86**  
P.O. Drawer U  
Denton, TX 76202  
Work 382-5404 Home 387-6055  
Fax 381-2343 E-mail  
Alternate address:

**Patricia Coble 86**  
Work Home  
Fax E-mail  
Alternate address:

**Gina Gohlke 86**  
904 Emery  
Denton, TX 76201  
Work Home  
Fax E-mail  
Alternate address:

**Bobby Hal 86**  
P.O. Box 69  
Denton, TX 76202  
Work 382-9676 Home 387-9113  
Fax 382-9670 E-mail  
Alternate address:

**Richard Hayes 86**  
1710 Westminster  
Denton, TX 76205  
Work 387-3518 Home 382-4335  
Fax 565-0359 E-mail rhayes@h-c-b.com  
Alternate address:  
819 W. Oak  
Denton, 76201

**Ann Houston 86**  
2215 S. Loop 288  
Denton, TX 76201  
Work 565-0855 Home 566-1174  
Fax 383-3929 E-mail  
Alternate address:  
Denton,

**Jeffrey King 86**  
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Denton, TX 76201  
Work 382-9691 Home 383-3179  
Fax 243-1050 E-mail  
jpk@rameyking.com  
Alternate address:

**John Matthews 86**  
Work Home  
Fax E-mail  
Alternate address:

**Linda McKee 86**  
2018 Westwood  
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Work Home 382-4028  
Fax E-mail  
Alternate address:

**Rob Rayner 86**  
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Fax 382-1544 E-mail rob@dentontx.com  
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Denton, 76201

**Terry Schertz 86**  
Work Home  
Fax E-mail  
Alternate address:

**CLASS OF 1987**

**Vicki Clayton 87**  
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Denton, TX 76201  
Work Home  
Fax E-mail  
Alternate address:

**Jeannette Collier 87**  
Work Home  
Fax E-mail  
Alternate address:

**Matthew Gohlke 87**  
615 Dallas Drive  
Denton, TX 76205  
Work Home  
Fax E-mail  
Alternate address:

**Joe Hopkins 87**  
Work Home 382-968  
Fax E-mail  
Alternate address:

**Sandra LaQuey 87**  
P.O. Box 1309  
Denton, TX 76202  
Work Home 566-8154  
Fax E-mail  
Alternate address:

**Ann Lee 87**  
2225 Westview Trail  
Denton, TX 76201  
Work 430-8450 Home 382-0931  
Fax 430-3441 E-mail  
Alternate address:

**Donald Merki 87**  
612 Fort Worth Dr.  
Denton, TX 76201  
Work 382-1691 Home  
Fax E-mail  
Alternate address:

**Steve Miller 87**  
Box 13497 NT Station  
Denton, TX 76201  
Work 565-4363 Home 387-8367  
Fax 565-4382 E-mail  
Alternate address:

**Ingrid Scobie 87**  
1510 Oxford Ct.  
Denton, TX 76201-1266  
Work 898-2133 Home 566-5507  
Fax 898-2130 E-mail  
Alternate address:

**Kirk Simmons 87**  
1700 Woodbrook  
Denton, TX 76205  
Work 566-7100 Home 566-2999  
Fax 591-4200 E-mail  
Alternate address:

**Don Windle 87**  
401 W. Hickory  
Denton, TX 76201  
Work 565-8636 Home 565-1823  
Fax 565-8611 E-mail  
Alternate address:

**Rick Woolfolk 87**  
115 West College  
Denton, TX 76201  
Work 382-5500 Home 565-0100  
Fax 382-4678 E-mail [rwoolfolk@rjfs.com](mailto:rwoolfolk@rjfs.com)  
Alternate address:

**Mary Yates 87**  
P.O. Box 13705  
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Work 565-3803 Home 565-1799  
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Fax E-mail

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**Judy Willis 00**

3116 Broken Bow

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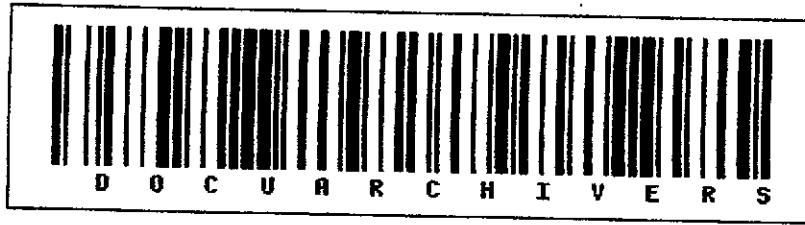
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Denton, 76202



# Separator Sheet

File Contents: Local Relations Committee

Denton Convention and Visitor Bureau



*City Attorney's Office  
City of Denton, Texas  
215 East McKinney  
Denton, Texas 76201  
(940) 349-8333  
Fax (940) 382-7923*

December 14, 2001

DEC 17 2001

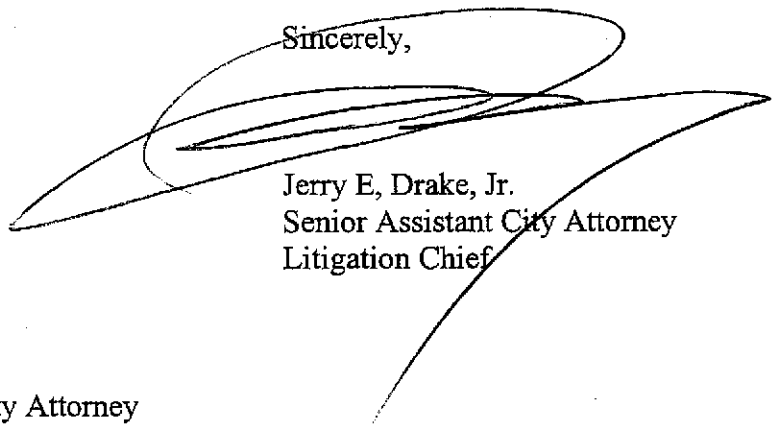
Chuck Carpenter  
Christine Gossett  
Denton Chamber of Commerce  
414 W. Parkway  
Denton, TX 76201

Dear Mr. Carpenter & Ms. Gossett:

Pursuant to the request of several members of the Local Relations Committee, I have enclosed copies of the current legislation relating to the maximum hotel tax which may be charged. Under Tex. Tax Code §351.003, only an "eligible central municipality" may charge up to 9% of the cost of a hotel room; otherwise, the maximum is 6%. In §391.001, an "eligible central municipality" is defined as, "a municipality with a population of more than 440,000 that is located in a county with a population of one million or more and that has adopted a capital improvement plan for the expansion of an existing convention center facility." This was obviously special legislation intended to benefit only one city. The proposal would make the standard applicable to all cities over 75,000, for the expansion of an existing convention center facility that has been adopted in a capital improvement plan.

Thank you for allowing me the opportunity to serve, and I hope you will let me know if I can be of service to you again.

Sincerely,



Jerry E. Drake, Jr.  
Senior Assistant City Attorney  
Litigation Chief

JEDJ:sf  
enclosures

cc: Ed Snyder, Deputy City Attorney  
Dorothy G. Palumbo, Senior Assistant City Attorney/Legislative Coordinator

S:\Our Documents\Correspondence\Letters\01\hotel tax.doc

76th Leg., ch. 495, § 1, eff. Sept. 1, 1999; Acts 1999, 76th Leg., ch. 1004, § 1, eff. Sept. 1, 1999; Acts 1999, 76th Leg., ch. 1467, § 2.71, eff. Oct. 1, 1999.

<General Materials (GM) - References, Annotations, or Tables>

## HISTORICAL NOTES

### REVISOR'S NOTE

#### 1992 Main Volume

(1) Section 311.005(3) of the Code Construction Act (Chapter 311, Government Code) provides that the term "population" means the population according to the most recent federal census.

(2) The term "municipality" is substituted for "city" in this chapter to conform to the terminology used in the Local Government Code.

## HISTORICAL AND STATUTORY NOTES

### 2001 Electronic Update

#### 1993 Legislation

Acts 1993, 73rd Leg., ch. 231, included certain hotels within the definition of convention center facilities or complexes, and deleted the requirement that associated parking areas be in the "immediate" vicinity.

\*116853 Acts 1993, 73rd Leg., ch. 620, added subd. (8), defining eligible central municipality.

Acts 1993, 73rd Leg., ch. 680, § 1 added subd. (8), defining visitor information center or tourism information center.

For provisions relating to the effective date of Acts 1993, 73rd Leg., ch. 680, see Historical and Statutory Notes following § 351.101.

#### 1995 Legislation

Acts 1995, 74th Leg., ch. 76 renumbered as subd. (9) the definition of "visitor information center".

Acts 1995, 74th Leg., ch. 454, in subd. (8), substituted "440,000 that is located in a county with a population of one million or more and" for "850,000".

#### 1997 Legislation

Acts 1997, 75th Leg., ch. 165, to conform to changes in the law made by Acts 1995, 74th Leg., ch. 165, in subd. (2), substituted "under Chapter 431, Transportation Code," for "pursuant to the Texas Transportation Corporation Act (Article 15281, Vernon's Texas Civil Statutes)", and substituted "under Chapter 431, Transportation Code," for "pursuant to the Texas Transportation Corporation Act (

Article 15281, Vernon's Texas Civil Statutes)".

#### 1999 Legislation

Acts 1999, 76th Leg., ch. 495, added subd. (10).

Section 3 of Acts 1999, 76th Leg., ch. 495 provides:

"(a) This Act takes effect September 1, 1999.

"(b) Section 351.107, Tax Code, as added by this Act, applies only to an expenditure made on or after the effective date of this Act, without regard to whether the expenditure is from revenue collected under Chapter 351, Tax Code, before, on, or after that date.

"(c) An expenditure made before the effective date of this Act is governed by the law applicable to the action immediately before the effective date of this Act, and that law is continued in effect for that purpose."

Acts 1999, 76th Leg., ch. 1064, in the definition of "Convention center facilities", in the first sentence, inserted "facilities that are primarily used to host conventions and meetings. The term means", in the resulting second sentence, inserted ". In a municipality with a population of 1.5 million or more, 'convention center facilities' or 'convention center complex' means civic centers, civic center buildings, auditoriums, exhibition halls, and coliseums that are owned by the municipality or other governmental entity or that are managed in part by the municipality", in the resulting third sentence, twice substituted "the municipality" for "a municipality with a population of 1,500,000 or more", and once substituted "the municipality" for "a municipality", and added the fifth sentence.

\*116854 For application provisions of Acts 1999, 76th Leg., ch. 1004, see notes following V.T.C.A., Tax Code § 351.102.

Acts 1999, 76th Leg., ch. 1467 added subd. (10), defining "revenue".

### 1992 Main Volume

The 1989 amendment, in subsec. (2), substituted "and coliseums that are owned by the municipality or other governmental entity or that are managed in whole or in part by the municipality" for "coliseums, and other municipal buildings that are suitable for use as convention and exposition facilities"; and added subsecs. (6) and (7).

#### Prior Laws:

Acts 1971, 62nd Leg., p. 1810, ch. 536, § 2.

Acts 1981, 67th Leg., pp. 3046, 3047, ch. 796, art. 2, § 1; art. 3, § 1.

Acts 1983, 68th Leg., p. 4930, ch. 879, § 1.

Acts 1983, 68th Leg., p. 5196, ch. 944, § 2.

Acts 1985, 69th Leg., ch. 356, § 2.

Vernon's Ann.Civ.St. art. 1269j-4.1, §§ 3c(a)(1), 3d(a), 3e(a)(1), (2), 3f(a), 3g(a)(2).

Acts 1987, 70th Leg., ch. 200, § 1.  
Acts 1989, 71st Leg., ch. 2, § 14.23(c).  
Vernon's Ann.Civ.St. art. 1269j-4.1, §§ 3a(a), 3e(b)(1),  
3f(b), 3g(b).

**LIBRARY REFERENCES**

**1992 Main Volume**

**REFERENCES**

Texts and Treatises  
69 Texas Jur 3d, Tax § 154.



## DENTON COUNTY TRANSPORTATION AUTHORITY

4/19/01: Denton Chamber Board of Directors adopts resolution endorsing the concept of county transportation authorities in direct support of H.B. 3323, sponsored by State Representative Burt Solomons during the 77<sup>th</sup> of the Texas Legislature.

3/14/02: Denton Chamber Board of Directors adopts the 2002-03 Program of Action, identifying six specific initiatives on which to focus, based on an informal positioning statement: *Denton, the Third City*. Transportation, specifically the Denton County Transportation Authority, was one of these initiatives.

- TRANSPORTATION:
- Assign to current Local Relations Committee. *Closely monitor initiatives of the proposed new County Transportation Authority, and propose an effective process for supporting referendums for organization and funding.*
- Schedule the Denton County representative on the North Texas Tollway Authority Board to meet with the committee to review current and future projects; support and promote same.
- Identify, review and actively support Capital Improvement projects that will improve access into and out of primary local employment centers.

10/29/01: Denton County Transportation Authority Interim Executive Committee appointed. Begins development of proposed Service Plan.

6/13/02: Interim Executive Committee approves Service Plan and proposed tax rate.

6/18/02: Denton City Council conducts work session to review proposed *DCTA Service Plan*. Also, receive information regarding use of one-quarter cent of local Sales Tax for *Street Maintenance* (Potential election dates: 9/14/02, 11/5/02 and 2/1/03).

7/16/02: Denton City Council scheduled to consider participation in proposed Service Plan. Determine how the City will use remaining Sales Tax capacity.

8/9/02: Deadline for city councils of cities of 12,000+ to vote on participation in the Service Plan.

11/5/02: County-wide election is held to confirm the Transportation Authority. City Councils in cities that confirm the Transportation Authority will then schedule an election to allow voters to increase the Sales Tax rate up to one-half cent, depending on an aggressive or conservative implementation schedule of the Service Plan.

*Agenda*  
*Joint Meeting*  
**Government Relations Committees**  
DENTON CHAMBER of COMMERCE  
December 2, 2002

\_ Report on county-wide consensus meeting  
sponsored by the Business Leaders Council ..... Connie Pelphrey

\_ Consider corresponding positions to TML resolutions ..... Dottie Palumbo

\_ Consider supporting City of Denton's resolution  
supporting Regional Transportation ..... Dottie Palumbo

\_ Consider proposed resolutions  
addressing the legislative agenda  
for the University of North Texas ..... Perry McNeill

\_ Review and discuss second draft of  
Joint Position Statements for the  
Tarrant County Chambers Legislative Coalition ..... Chuck Carpenter

\_ Other business?

Follow-up meeting?  
December 4 \* Wednesday \* 3:30 p.m.

Membership Breakfast  
December 13 \* Friday \* 6:45 a.m.  
Featured Speaker: State Senator Jane Nelson  
UNT Gateway Center

Denton County Day in Austin  
February 24 & 25, 2003  
Marriott at the Capitol  
701 East 11<sup>th</sup> Street  
512/478-1111

P.O. Drawer P  
Denton, TX 76202  
Phone: 940/382-7895  
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Make a  
State & Fed  
files



# Fax

To: Mickey Wheatley From: Christine Dornest  
Fax: Date: 9/9/02  
Phone: Pages: 4  
Re: CC:

Urgent  For Review  Please Comment  Please Reply  Please Recycle

•Comments:

## Proposed CVB Agenda:

- I. TML Resolution - Dottie Polumbo
- II. Budget Revision Review - *she is faxing a history & notes; please send to Mickey Wheatley & have on hand for mtg.*
- III. Committee Reports -
  - Marketing -
  - Visitor Services -
- IV. Staff Reports - *we'll have copies of the CVB budget revisions on Monday*
  - Sports Mtg. - Jason Reader Response (table numbers)
  - Advertising/Promotions - Christine #Occ. Tax Report
  - Services - Diann
- V. Other business
- VI. Next mtg. - *\*Need to set date*

*Agenda*  
**State & Federal Relations Committee**  
DENTON CHAMBER of COMMERCE  
September 9, 2002

\_ Review and discuss specific initiatives proposed by  
the Denton City Council for the 78<sup>th</sup> State Legislative Session ..... Dottie Palumbo

*The resolution asks for beneficial amendments to  
clear up any questions / controversy. Such as,  
Something that says it can support tourism ~~OR~~ convention events,  
rather ~~than~~ both.*

\_ Update on the 2003 North Texas Conference ..... Kathy Carrington *than*

*ON Sept. 13<sup>th</sup>*

\_ Update on Tarrant County Legislative Coalition ..... Chuck Carpenter

\_ Other business?

\_ Schedule next committee meeting ..... Brent Thornton

*Oct. 7, 4:00 p.m.*

North Texas Conference on Economic Development  
September 13 \* Friday \* 8:45 a.m.  
Texas Woman's University, Hubbard Hall

Regular Denton Chamber Board of Directors meeting  
September 19 \* Thursday \* 11:30 a.m.

Tarrant County Chambers Legislative Coalition  
September 30 \* Monday \* 11:30 a.m.  
Burleson Chamber of Commerce

Local Relations Committee meeting  
Discuss Sales Tax for Street Repair  
October 9 \* Wednesday \* 4 p.m.

Denton County Day in Austin  
Project Committee Meeting  
September 27 \* Friday \* 9 a.m.  
Lewisville Chamber office

Denton County Day in Austin  
February 24 & 25, 2003  
Marriott at the Capitol  
701 East 11<sup>th</sup> Street  
512/478-1111



**EULINE BROCK**

MAYOR

9-3-02

August 22, 2002

Mr. Frank Sturzl, Executive Director  
Texas Municipal League  
1821 Rutherford Lane – Suite 400  
Austin, Texas 78754-5128

Dear Mr. Sturzl:

Enclosed are the following resolutions with cover sheets for consideration at the 2002 TML Annual Conference.

1. A Resolution of the City of Denton City Council requesting the Texas Municipal League to support beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of hotel/motel tax funds.

2. A Resolution of the City of Denton City Council requesting the Texas Municipal League to support beneficial amendments to the Texas Transportation Code provisions concerning coordinated transportation authorities. *Inconsistent, affects other subscribers*

*files by Burt*

3. A Resolution of the City of Denton City Council requesting the Texas Municipal League to support amendments to Chapter 418 that allow the Governor's division of emergency management to provide technical and financial tools to assist municipal governments with implementing emergency management plans and services.

*Regional water supplier, 25% if contaminated/destroyed, exception on 100%.*  
Please contact me if you need any further information.

*Funding replacement share proportionate*

Sincerely,

*Euline Brock*

Euline Brock  
Mayor

CITY OF DENTON  
OFFICE OF THE MAYOR

215 EAST MCKINNEY STREET • DENTON, TEXAS 76201 • (940) 349-7717 • FAX (940) 349-8596 • mayor@cityofdenton.com

2002  
TML RESOLUTION COVER SHEET

**Sponsoring Entity:** City of Denton

**Brief Background:** The use of Hotel/Motel tax funds has been recently questioned in the City of Denton. Certain groups have claimed that these funds must directly support the Hotel/Motel tax industry. Research into the legislative history of the act indicates that the legislation was not originally enacted to benefit the hotel/motel industry.<sup>1</sup> In 1987 S.B. 1532 was enacted and provided that the expenditures of the hotel/motel tax money directly promote tourism and the convention and hotel industry. The Hotel/Motel industry is putting a new emphasis on the word, "directly", to indicate that the expenditures must put "heads in beds".

**What the Resolution is Intended to Accomplish:** The resolution seeks support for beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of Hotel/Motel tax funds.

**How the Resolution is City-Related/How it Addresses a Municipal Issue:** The Hotel/Motel industry has stated that all expenditures must **directly** promote tourism and the convention and hotel industry. This new emphasis on the interpretation of this statute is causing controversy in many cities. Beneficial amendments clarifying the use of Hotel/Motel tax funds would help clear up this controversy.

**Statewide Importance:** Legislative action clarifying the use of Hotel/Motel taxes would be beneficial. Hotel/Motel taxes are an important source of revenue for cities in their communities.

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**Submitted By:**        **Name:**            **Honorable Euline Brock**  
                              **Title:**             **Mayor of the City of Denton**  
                              **City:**            **Denton, Texas**  
                              **Telephone:**    **(940) 349-7717**

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<sup>1</sup> SB 911 enacted in 1971.

RESOLUTION NO. R2002-032

RESOLUTION OF THE CITY OF DENTON CITY COUNCIL REQUESTING THE TEXAS MUNICIPAL LEAGUE TO SUPPORT BENEFICIAL AMENDMENTS TO CHAPTER 351 OF THE TEXAS TAX CODE CLARIFYING THE USE OF HOTEL/MOTEL TAX FUNDS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Texas Municipal League will hold its annual conference on October 16-19, 2002, in Fort Worth, Texas; and

WHEREAS, Chapter 351 of the Texas Tax Code states that revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry; and

WHEREAS, the following subsection of Chapter 351 states that revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry;

WHEREAS, these provision are being interpreted to place a special emphasis on the use of these funds to only support the hotel industry with a heads in beds requirement, that funds can only be used on activities that increase overnight stay; **NOW THEREFORE,**

**THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:**

**SECTION 1.** That the City Council requests that the Texas Municipal League support beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of hotel/motel tax funds.

**SECTION 2.** That the City Manager is authorized to forward a copy of this resolution to Mr. Frank Sturzl, Executive Director of the Texas Municipal League.

**SECTION 3.** That this resolution shall become effective immediately upon its passage and approval.

PASSED AND APPROVED this the 20<sup>th</sup> day of August,  
2002.

  
\_\_\_\_\_  
EULINE BROCK, MAYOR

## TML RESOLUTION COVER SHEET

**Sponsoring Entity:** City of Denton

**Brief Background:** Section 460.051, et seq., of the Texas Transportation Code authorizes the creation of an authority to provide public transportation and transportation-related services. H.B. 3323 created Section 460.051 in the 77<sup>th</sup> Legislative Session. This legislation was introduced in March of 2001 and was quickly passed and contains some inconsistencies. Cities in Denton County are in the process of forming the Denton County Transportation Authority. As a result of these actions, beneficial amendments may need to be made to Section 460.051 et seq. of the Texas Transportation Code.

**What the Resolution is Intended to Accomplish:** The resolution seeks support for beneficial amendments to Section 460.051, et seq., of the Texas Transportation Code.

**How the Resolution is City-Related/How it Addresses a Municipal Issue:** Cities or Counties next to major municipalities are adversely affected by traffic congestion and air pollution. This resolution supports beneficial amendments to County Transportation Authorities.

**Statewide Importance:** County transportation authorities facilitate efforts to ameliorate traffic congestion and air pollution.

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<b>Submitted By:</b>	<b>Name:</b>	<b>Honorable Euline Brock</b>
	<b>Title:</b>	<b>Mayor of the City of Denton</b>
	<b>City:</b>	<b>Denton, Texas</b>
	<b>Telephone:</b>	<b>(940) 349-7717</b>



RESOLUTION NO. R2002-033

RESOLUTION OF THE CITY OF DENTON CITY COUNCIL REQUESTING THE TEXAS MUNICIPAL LEAGUE TO SUPPORT BENEFICIAL AMENDMENTS TO THE TEXAS TRANSPORTATION CODE PROVISIONS CONCERNING COORDINATED TRANSPORTATION AUTHORITIES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Texas Municipal League will hold its annual conference on October 16-19, 2002 in Fort Worth, Texas; and

WHEREAS, Section 460.051, et seq., of the Texas Transportation Code authorizes the creation of an authority to provide public transportation and transportation-related services; and

WHEREAS, the Denton County Transportation Authority was created by Resolution of the Denton County Commissioners Court duly and legally designated on October 16, 2001, having met all requirements of Section 460.053 of the Texas Transportation Code; and

WHEREAS, the City of Denton approved the service plan and proposed tax rate and forwarded a signed copy of the resolution to the Denton County Transportation Authority and to the Commissioners Court of Denton County, Texas, thereby permitting the City of Denton to participate in the Service Plan and the confirmation election for the Authority as provided by Section 460.057 of the Texas Transportation Code; and

WHEREAS, as a result of these actions, beneficial amendments may need to be made to Section 460.051 et seq. of the Texas Transportation Code that were not contemplated when the original legislation passed; **NOW THEREFORE,**

**THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:**

**SECTION 1.** That the City Council requests that the Texas Municipal League support legislation supporting beneficial amendments to the Texas Transportation Code provisions concerning Coordinated Transportation Authorities.

**SECTION 2.** That the City Manager is authorized to forward a copy of this resolution to Mr. Frank Sturzl, Executive Director of the Texas Municipal League.

**SECTION 3.** That this resolution shall become effective immediately upon its passage and approval.

2002  
TML RESOLUTION COVER SHEET

**Sponsoring Entity:** City of Denton

**Brief Background:** Legislation is pending in Congress on appropriations for Homeland Security. These appropriations will pass to state and local governments through the provisions of Chapter 418 of the Texas Government Code. These provisions may need to be amended because of the events of September 11, 2001 so that anti-terrorism resources flow to frontline personnel working on homeland defense.

**What the Resolution is Intended to Accomplish:** To assist municipal government with implementing emergency management plans and services.

**How the Resolution is City-Related/How it Addresses a Municipal Issue:** Since September 11, 2001, Homeland Security Issues have placed increased burdens on cities, their staff and their resources. This resolution seeks support for amendments to current law that will coordinate federal, state, and local efforts in dealing with Homeland Security Issues.

**Statewide Importance:** Cities are facing increased costs for Homeland Security. This resolution seeks support for amendments to current law that will better coordinate federal, state and local resources for Homeland Security.

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**Submitted By:**      **Name:**            **Honorable Euline Brock**  
                                 **Title:**            **Mayor of the City of Denton**  
                                 **City:**            **Denton, Texas**  
                                 **Telephone:**    **(940) 349-7717**

2002

TML RESOLUTION COVER SHEET

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**Submitted By:**      **Name:**            **Honorable Euline Brock**  
                                 **Title:**            **Mayor of the City of Denton**  
                                 **City:**            **Denton, Texas**  
                                 **Telephone:**    **(940) 349-7717**

*Agenda*  
**Local Relations Committee Meeting**  
DENTON CHAMBER of COMMERCE  
May 8, 2002

\_ Review and discuss itinerary and individual responsibilities  
for the Local Elected Officials Reception (Judy Willis)

- Sponsorships - *Wellspring, Hispanic & Black Chambers will help*
- Beverages
- Format

\_ Review and discuss status of proposed  
Denton County Transportation Authority (*Chuck Carpenter*)

\_ Report on Development Code (*Chuck Carpenter*)

\_ Report on Downtown Master Plan meetings (*Christine Gossett*)

\_ Receive staff update from:

- City of Denton (*Dottie Palumbo*)
- Denton Independent School District (*Sharon Cox*)

\_ Other business?

Next regular Local Relations Committee meeting  
June 12 \* Wednesday \* 4 p.m.

Local Elected Officials Reception  
June 5 \* Wednesday \* 5:30 p.m.

Membership Breakfast  
Featured Presentation  
*Charles Emery*  
*Proposed Denton County Transportation Authority*  
June 7 \* Friday \* 6:45 a.m.  
UNT Union, Silver Eagle Suite

## **TML Policy Committee on Finance & Taxation**

1. Municipal Court collection of state fees – try to consolidate all fees that could trigger consolidation Constitutional Amendment. The committee recommended that TML support extending the sunset provision for the technology fee.
2. Property Tax – The committee recommended that TML continue the position to not oppose a property tax exemption unless the tax is a significant erosion of the tax base.
3. Freeze on taxes for the Elderly – The committee recommended that TML continue to oppose mandated freezes for caps on taxes.
4. Religious Exemptions - The committee recommended that TML continue to oppose.
5. Community Housing Development Organization Property Tax Exemption (CHDOS) (Affordable Housing/low income projects) – The committee recommended to continue to the September meeting. TML staff to develop suggestions to enforce accountability for 40% reinvestment into the community for services or rent reduction.
6. Sales Tax Exemptions - The committee recommended that TML continue to not oppose unless the exemption significantly erodes the tax base.
7. Collection of Sales Tax - The committee recommended that TML send this to the sales tax subcommittee.
8. Sales Tax Rate - The committee recommended that TML send this to the sales tax subcommittee.
9. Investment education – The committee recommended no position.
10. Education Facilities - The committee recommended that TML support this issue.
11. Hotel Occupancy Taxes –
  - a. Extended Stays – The committee recommended audit and compliance measures and that TML seek introduction and passage.
  - b. Convention Center Facilities - The committee recommended that TML support this item.
  - c. Recreation Vehicle Park – Hotel occupancy tax does not apply - The committee recommended that TML defer consideration on this issue until the September meeting.

*Agenda*  
**Local Relations Committee Meeting**  
DENTON CHAMBER of COMMERCE  
December 12, 2001

\_ Receive update, and discuss the Denton Development Code (*Marty Rivers*)

\_ Receive update, and discuss City Council Resolutions requesting legislative support by the Texas Municipal League (*Herb Prouty*):

*Shony wants to continue to investigate all issues.*

- Allow use of Logo Reader Boards in Urban Areas with a population of 50,000 or more; *- This passed*

*Chuck said  
C&B would  
want to  
review this?*

Allow cities with a population of 75,000 or more to adopt a cap of 9% on Hotel Occupancy Tax collection for the construction of convention facilities; — ~~\_\_\_\_\_~~

- Oppose the creation of Special Districts within a city's Extraterritorial Jurisdiction, and require permission of the City;
- Require facilities constructed by a higher education authority to be located within the boundaries of the city's Extraterritorial Jurisdiction;
- Allow an optional Sales Tax increase to fund Rapid Transit.
- Amend existing code to revoke exception from Hotel Occupancy Tax for persons who possess a hotel room for at least 30 consecutive days (submitted by the City of Lewisville)

*Check into  
this w/  
Mickey  
and other hotels?*

\_ Consider endorsement of Jack D. Miller for Denton County appointment to the board of directors of the North Texas Tollway Authority (*Chuck*)

\_ Receive updates from:

- City of Denton staff
- Denton Independent School District staff

\_ Other business?

Next regular Local Relations Committee meeting is January 9, 2002?



A RESOLUTION  
RELATING TO THE HOTEL OCCUPANCY TAX

WHEREAS, Section 156.001 et seq of the Tax Code of the State of Texas regarding hotel/motel occupancy tax imposes a state tax of six (6) percent upon the price of a room in a hotel; and

WHEREAS, Section 351.001 et seq of the Tax Code of the State of Texas allows municipalities to impose a municipal tax upon the price of a room in a hotel; and

WHEREAS, Section 352.001 et seq of the Tax Code allows counties to impose a tax upon the price of a room in a hotel; and

WHEREAS, Section 156.001 of the Tax Code provides an exemption from the tax for those persons who use or possess a room in a hotel for at least thirty (30) consecutive days without an interruption in payment for that period; and

WHEREAS, many hotels/motels specialize their facilities for users staying 30 days or more, thus exempting each user from the hotel/motel fee; and

WHEREAS, typical municipal zoning ordinances define hotels/motels as lodging for the "transient" public, not lodging for permanent monthly rate residents; and

WHEREAS, the current exemption from the hotel/motel occupancy tax allows and encourages an unfair advantage for businesses occupying hotel/motel zoning but operating more like extremely high-density, multi-family apartments; and

WHEREAS, the Texas Municipal League finds that extended stay hotels meet all characteristics of the term "hotel" as defined in the Code and should therefore be subject to the hotel occupancy tax; and

WHEREAS, the League finds that such exemption results in loss of revenue for the State of Texas and all counties and cities which impose such tax;

NOW, THEREFORE, BE IT RESOLVED by the delegates assembled at this 2001 Annual Conference of the Texas Municipal League that the League seek introduction and passage of an amendment to Chapter 156 of the Tax Code of the State of Texas that will revoke the exception from hotel occupancy tax provided for stays of more than 30 days.

PASSED AND APPROVED by the membership of the Texas Municipal League this 30<sup>th</sup> day of November, 2001, at Houston, Texas.

APPROVED:

\_\_\_\_\_  
Lloyd Neal, Jr.  
President

ATTEST:

\_\_\_\_\_  
Frank J. Sturzl  
Executive Director



## Denton's Legislative Priorities

The City of Denton has adopted the following legislative issues as priority issues for the 78<sup>th</sup> Legislative Session. The City Council of the City of Denton has met in workshops, participated in legislative seminars and have received information from city staff and various groups within the community to set these priorities.

### Homeland Security

- **Support legislation amending Chapter 418 of the Texas Government Code to allow increased funding for Homeland Security needs.**
- **Support legislation to limit disclosure of public information that might benefit terrorist organizations.**
- **Support legislation to allow security briefings in closed session under the Open Meetings Act**

**Background Information.** After September 11, cities are setting new priorities:

Fire, police EMS and health officials need special equipment and extra personnel to respond to anthrax alarms, which in some mid-sized cities have totaled as many as 60 calls in one day.

Cities must pay overtime for police to patrol power and water treatment plants and for training to respond to biological or chemical attacks.

Security for power and water infrastructure is funded in most cities through the water and electric utilities, which are financed by customer charges. For other costs, cities depend on taxes, and sales tax revenues are declining in most areas. Federal grant money should be passed through to local governments, who are first responders and responsible for protecting citizen's water supply and electric power. Amendments to Chapter 418 of the Texas Government Code may be necessary to allow the Governor's Division of Emergency Management to provide technical and financial tools to assist municipal governments with implementing emergency management plans and services.

**Texas Open Records Act** – does not contain an exception for documents containing security measures. The Open Meetings Act contains a provision that allows the city council to meet in closed session to discuss security devices but not overall security measures. Cities need to be able to protect security sensitive documents and closed sessions concerning security issues so that terrorists will not have access to information on security.

## **Transportation Proposals**

The Texas Municipal League has put together an excellent program to increase the level and availability of state transportation funding, and Denton is fully behind these efforts. TML will:

- **Support legislation that would:**

Provide cities with revenue that can be used for transportation funding.

Make it simpler to convert to dedicated sales tax revenue for street repair from sales tax revenue dedicated to any other purpose.

Allow for a 1/8 cent street maintenance sales tax

Dedicate state revenue to the Texas Mobility Fund.

Establish desired levels of service for state-funded transportation infrastructure.

Allow for beneficial amendments to Section 460.051, et seq., of the Texas Transportation Code, Coordinated Transportation Authority.

Allow TXDOT to conduct protective right-of-way acquisition procedures, including right-of-way map and field note preparation, appraisal of right-of-way parcels at a time commencing after the final public meeting based on final determination by TxDOT as to the accuracy of the right-of-way requirements established on the geometric design schematic for the final meeting.

Increase Texas trucking road use fees, but only as may be required to allow Texas to increase fees on out of state trucks, and allocate the resulting revenue to Fund 6 for highway funding.

- **Endorse** legislation that would advance the concept of the Trans Texas Corridor as advocated by Governor Rick Perry, in pilot projects, as long as investment in other elements of transportation infrastructure is not endangered and adequate public input is allowed.
- **Oppose** legislation that would further divert the state's transportation-related revenue to non-transportation projects.

**Background Information:** Traffic congestion is a major problem in Denton. We have several major highways running through our city.

TXDOT procedures must be streamlined and a hard look at the development of mass transit systems in Texas is needed. Denton's bond election of January 2000 included for the first time a significant amount of bond money for the study of mass transit systems. If we ranked all of the economies and areas of the world, Texas would rank number 11. Texas has the second highest population among the 50 states, and the Dallas-Ft. Worth-Denton area is growing rapidly. Texas is in need of a first class transportation system to serve this economy and its citizens.

### **Erosion of local control over the Right-of-way**

- **Oppose** legislation limiting the ability of cities to control the right-of-way and to collect franchise fees.

**Background Information.** Under current federal or state law, no laws exist that reduce the authority of cities to exercise their police powers for the protection of the health, safety, and welfare of the public in connection with the use of city streets and rights-of way by telecommunication companies and other entities providing service. The types of regulations that cities may impose on entities that use the city's right of way are numerous and will withstand legal challenge because they are reasonably connected to protection of the health, safety, or welfare of the public. Denton urges the Legislature **not** to adopt new legislation that limits the ability of cities to control the right of way.

Cities collect franchise fees as compensation for the use of the right of way. These fees reimburse the public for the use of the right of way. Denton urges the Legislature **not** to adopt legislation that limits cities ability to collect franchise fees.

## **Economic Development Issues**

- **Retain a state level presence and retain beneficial programs in Economic Development.**

**Background Information:** The state plays an important role in attracting business investment, encouraging business growth, and supporting local economic development recruitment and retention efforts. As the Texas Department of Economic Development undergoes Sunset Review, we support the continuation of a revitalized state economic development entity whose functions include promoting Texas as a desirable location for future business expansions, new capital investment and local recruitment and retention programs.

Denton supports improved public education programs to promote more college graduates. We support the expansion of state excellence funding to assist our public universities in national competition for engineering and science research funds.

- **Support Legislation allowing Logo Reader Boards in Urban Areas with a population of 50,000 or more.**

**Background Information:** Specific information logo signs have a blue background with a white reflective border for commercial establishments which provide gas, food, lodging or camping and are located not farther than three miles from an interchange on an eligible highway. TxDOT contracts with a private firm to provide the signs and administer the program. Amending Chapter 391 of the Texas Transportation Code to allow Denton and other Texas urban areas with a population of 50,000 or more to place logo reader boards on state highways is necessary to allow local business within three miles of the interchange to be eligible to purchase signs to be placed on the interstate. This would allow business owners to make available their services to interstate travelers and may increase sales tax revenue.

- **Support Legislation that would provide adequate funding, at or exceeding current levels for the Texas Recreation and Parks Account.**

**Background Information:** The recreation and park system of the State of Texas provides a system of parks with opportunities for recreation and exercise, which leads to a healthier population, and increased opportunities for youth, which may lead to a reduction in juvenile crime. Denton fully supports conservation and preservation of cultural and natural resources in a park system for current and future generations of Texas. The quality and quantity of park and recreation facilities provides an incentive for economic development and increased property values. Denton is a fast growing

city with increasing demands for park and recreation facilities. Denton, the Texas Municipal League and The Texas Recreation and Parks Society also support legislation that would provide adequate funding, at or exceeding levels to meet the future needs and demands of the citizens for park and recreation facilities.

## **Development Issues and Fees**

- **Retain local control over development and development fees.**

**Background Information:** Denton has allocated staff resources and spent significant sums on development issues. We started the process by developing a vision and growth management strategy. We then used a Visual Quality Survey to find out what the citizens wanted. Denton then spent two years developing the *Denton Plan, 1999-2020*. The plan deals with Land Use, The Street, Urban Design, Schools and undeveloped areas on the edge of the city. This plan has won numerous awards for its planning strategies including:

Merit Award from the Society of Landscape Architects

Comprehensive Planning Award and Visual Quality Survey Award from the Texas Chapter of the American Planning Association

TML Excellence Award for the Visual Quality Survey

Planning Project Award from the Midwest Chapter of APA

Texas and Midwest APA Award for the Denton Development Code

We believe that visioning and growth management are best done at the local level. Denton would not like to see growth management mandated by the state. What works in Denton may not work in other cities.

- **Oppose legislation creating water districts in the ETJ and enact legislation to require water districts to notify and receive permission from cities before forming.**

**Background Information:** Denton provides water and wastewater to its own citizens and also provides water and wastewater services through interlocal agreements with many smaller cities in Denton County. Water is a limited natural resource and being able to meet its commitments for water supply is a priority with Denton. Denton County does not need more water districts. Fresh water supply corporations should have to receive permission from cities before forming.

There are 12 fresh water supply districts in Denton County. The City of Denton has had problems with a fresh water supply district forming inside the city limits and had to file litigation. Fresh water supply districts frequently have substandard infrastructure and cannot serve the development that the district projected at build out. These systems are not required to bid competitively and are very expensive. Developers will often structure the debt to include a bond balloon payment. This balloon payment is usually due around the time the system is failing. Cities are then pressured to take over the district through annexation and are forced to spend substantial sums to correct the problem. This is the same problem Houston faced in the early 80s. We urge legislators to consider amendments to the Texas Water Code to require that fresh water supply districts receive permission from cities before forming.

## **Tax and Finance Issues**

- **Amend Chapter 35 of the Texas Education Code concerning Higher Education Authorities**

**Background Information:** Chapter 35 of the Texas Education Code permits a city to create a higher education authority or a nonprofit corporation to exercise powers similar to those of a higher education authority. The nonprofit organization can issue tax-exempt bonds to buy educational facilities or dormitories within or outside the city that created the corporation. If the project is a dormitory, the bonds are to be paid from the rent from the dormitory. The dormitories must be rented exclusively to students or other persons officially connected with a university. The educational or dormitory facilities built by an authority are exempt from ad valorem property taxes. Some cities and private individuals, through the use of an authority, are financing the construction of student apartment complexes outside of their extraterritorial jurisdiction and claiming a property tax exemption. Senate Bill 914, which was introduced in the last legislative session but not passed would establish that educational and student housing facilities owned by higher education authorities or certain nonprofit entities that are financed by an authority must have a connection to an educational institution to qualify for tax exempt status. Under S.B. 914, before issuing tax exempt bonds for these kinds of projects within the city of Denton, they must obtain the consent of the City Council, Mayor, County Judge or Commissioners Court. Denton supports amending state law to require the consent of the city and other taxing entities (like school districts) that lose property tax revenue within the city that the authority locates the dormitories in.

- **Support amendments to Chapter 351 of the Texas Tax Code to allow cities to charge an additional 2% Hotel/Motel tax for**

**the construction, maintenance and operation of convention centers.**

**Background Information:** Chapter 351 of the Texas Tax Code allows some cities to charge an additional 2% Hotel/Motel tax for convention center facilities. Denton supports amending Chapter 351 to allow cities to charge an additional 2% Hotel/Motel tax for the construction, maintenance and operation of convention centers.

- **Clarify the Use of Hotel/Motel Tax Funds**

**Background Information:** The Hotel/Motel industry has stated that all expenditures must **directly** promote tourism and the convention and hotel industry. This new emphasis on the interpretation of this statute is causing controversy in many cities. Research into the legislative history of the act indicates that the legislation was not originally enacted to benefit the hotel/motel industry.<sup>1</sup> In 1987 S.B. 1532 was enacted and provided that the expenditures of the hotel/motel tax money directly promote tourism and the convention and hotel industry. The Hotel/Motel industry is putting a new emphasis on the word, “directly”, to indicate that the expenditures must put “heads in beds”.

Denton supports beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of Hotel/Motel tax funds.

- **Library Funding**

Denton recently received a TIF grant and fully supports continuation of the Telecommunications Infrastructure Fund (TIF) and TIF grants to libraries. Denton supports public libraries by providing state funding to increase access to full-text online information services and by funding the Loan Star Libraries program of the Texas State Library and Archives Commission.

Finally, Denton supports increasing direct state aid for public libraries as long as there are no grant conditions that prohibit non-resident fees.

- **Oppose – Enacting a sales tax exemption that isn’t a local option exemption.**
- **Oppose – Enacting a property tax exemption that would be a substantial erosion of the tax base.**

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<sup>1</sup> SB 911 enacted in 1971.

- **Support Internet Sales Tax Model Legislation.**

**Background Information:** Denton has numerous federal and state properties that do not pay ad valorem taxes. In 1994 Denton passed a ½ cent sales tax for the reduction of property tax. This means that we are heavily dependent on sales taxes. Denton has lost over \$200,000 annually in sales tax revenue as a result of the sales tax holiday. Opting out of a sales tax holiday is not politically feasible for a municipality in an urban area, because shoppers would go to nearby cities to take advantage of the sales tax holiday. Expanding the sales tax holiday or adding additional items other than school supplies – or adding additional property tax exemptions – would significantly impact Denton.

Denton asks legislators to be cautious in considering expanding the sales tax holiday. Expanding the number of sales tax holiday days will dramatically affect cities. We urge legislators to make minor amendments to exempt school supplies from sales tax during the sales tax holiday and to wait to make more amendments until after a study of the impact on cities is complete.

Denton also supports model Internet sales tax legislation. Items sold over the Internet should be taxed the same as items sold within the city, so that one type of retailer does not have unfair advantage over another

### **Support Legislation that directly affects Denton ISD**

- **Support increasing the state share of the Foundation School Program to 60 percent while maintaining local control over the allocation of resources.**
- **Provide additional state resources to local school districts to increase fiscal capacity of the school finance system and to provide districts with the resources needed to meet rising expectations.**
- **Increase state funding for children with special needs.**
- **Adding a factor to the state funding formula for school districts that are heavily impacted by exempt state and federal property.**

**Background Information:** Denton ISD includes the University of North Texas, Texas Women's University, Denton State School, FEMA, County government and other tax-exempt properties. All of these entities feed students into Denton ISD



without concomitant tax payments. Denton ISD is among the lowest-ranked area schools in terms of taxable value per student.

Because of the location in our community of the Denton State School, the Nelson Center and other entities that serve students with special needs, Denton has a disproportionate number of such students, many of whose families live elsewhere in Texas.

Denton ISD expenses exceed the state average for providing educational services to specialized populations. Denton citizens make up this difference with local property taxes.

We urge you to consider these issues when looking at school funding formulas.

## **DME Legislative Objectives for 78<sup>th</sup> Legislature**

- **Maintain the rights and protections provided to municipal electric utilities in SB 7.**
- **Minimize the rising administrative costs associated with implementation of retail competition.**
- **Support an environment that supports cost-effective development of the electric transmission system in Texas, cost effective siting of generation in Texas, and maintains the reliability of the Texas electric grid.**
- **Avoid excessive reliance on charges imposed upon electric consumers in order to satisfy the state's budget deficit**

**Background Information:** Electric Utility Issues are dynamic and ongoing in today's market. Denton will actively monitor proposed legislation and continue to inform legislators of Denton's position in the upcoming session.

For several legislative sessions, Denton Municipal Electric has hired and anticipates hiring a utility expert, Jim Boyle, to act on its behalf before the Texas Legislature with regard to legislation affecting DME. As bills are filed, DME and its representative will contact legislators to convey Denton's position to protect its investment in DME, including its position as member of the 4-City Texas Municipal Power Authority.

**DRAFT**

**COALITION OF TARRANT COUNTY  
CHAMBERS OF COMMERCE**

**2003 Position Statements Relating to State Legislation**

The following positions have been adopted by a majority of the Chambers participating in the  
Coalition of Tarrant County Chambers

**ECONOMIC DEVELOPMENT**

The coalition recognizes that the state plays an important role in attracting business investment, encouraging business growth, and supporting local economic development recruitment and retention efforts. As the Texas Department of Economic Development undergoes Sunset Review, we support the continuation of a revitalized, state economic development entity whose primary functions include promoting Texas as a desirable location for future business expansions and new capital investment and supporting local recruitment and retention programs. We encourage the state legislature to create a new, employer-directed job-training program to replace the Smart Jobs Fund program. To support "high impact" business recruitment projects, the coalition recommends the creation of an incentive fund for use by the Office of the Governor. Employer-generated funding for these job training, marketing and incentive programs should be provided through an allocation of the unemployment insurance fund.

The coalition supports local control of economic development incentive programs that are financed with local revenue. We support the continued implementation of the Texas Investment Act to attract jobs and capital-intensive industry to the state.

The coalition encourages the implementation of sound policies that have already proven effective in opening the marketplace to full competition and delivering new investment in the latest telecommunications technology to the state.

The coalition supports strengthening the state's research and development franchise tax credit incentive program by lowering the threshold requirements for participation.

**EDUCATION AND WORKFORCE DEVELOPMENT**

The Coalition urges the state legislature to continue to improve public education by addressing increased student enrollment, facilities needs, teachers' salaries and benefits, and early childhood development programs. Additionally, we encourage the state to provide financial support for scholarships and related programs designed to increase access to higher education and specialized skills training.

We support the expansion of state excellence funding to assist our public universities in national competition for engineering and science research funds. We also urge the legislature to increase excellence funding. On-going review of the excellence funding program should be a priority during the upcoming biennium in preparation for sunset review of the program in 2005. The

coalition also urges the legislature to allow 100% retention of indirect costs to North Texas area institutions of higher education.

The Coalition supports the Local Workforce Development Board system as an employer-driven system, encouraging direct, local business involvement in the planning, delivery and oversight of workforce development services. As the Texas Workforce Commission undergoes Sunset Review we encourage the legislature to continue the agency. Among the successful programs of the Texas Workforce Commission is the Skills Development Fund job-training program. That program supports local economic development and allows for employers and community colleges to work in partnership to effectively address local job training needs. We support the continuation and enhancement of the Skills Development Fund job-training program.

### **ENVIRONMENTAL QUALITY**

The Coalition supports the restoration of full funding and implementation of the Texas Emissions Reduction Plan (TERP) that provides for a state-funded, incentive grant program and local option tools in federally designated nonattainment areas to reduce emissions and achieve compliance with federal air quality standards. Restoration of TERP funding may be provided by direct appropriation and/or other dedicated revenue sources. We also support additional changes to the statutes and program guidelines that are designed to improve the effectiveness of Texas Emission Reduction Plan programs.

The coalition urges the legislature to appropriate funding for the creation of the Dallas-Fort Worth Air Quality Research Initiative to carry out research in support of the mid-course review of the State Implementation Plan and to support the development of early attainment plans in anticipation of new federal ozone and fine particulate standards.

The Coalition supports statutory revisions allowing the Texas Commission on Environmental Quality to exercise greater flexibility in the fair evaluation of the compliance histories of businesses permitted and regulated by the agency. Current laws and regulations relating to compliance history rating and classification place an unfair regulatory burden on small businesses and create a disincentive to business growth and investment in Texas.

### **HEALTH CARE**

The Coalition supports state legislative and regulatory policies that decrease health care costs and increase access to health care programs for employers, their employees and families. We oppose any additional state government mandates relating to medical treatment or services. We recommend that existing mandates be subject to a "sunset review" process whereby the actual cost vs. benefit of each government mandate is fully analyzed.

The Coalition supports legislation that limits excessive awards and litigation costs related to medical liability causes of action or class actions against employers, physicians, hospitals and insurance carriers. We encourage the state legislature to enact reforms, such as limits on non-economic damages, designed to curb existing lawsuit abuses and the filing of frivolous lawsuits.

### **LAWSUIT REFORM**

Excessive damage awards, class action lawsuits and litigation costs place a significant financial burden on businesses of all sizes and types. With respect to medical liability lawsuits, the costs

associated with these claims create upward pressure on health insurance premiums and medical liability insurance premiums thereby reducing access to quality, affordable health care. The Coalition supports reforms designed to limit costs associated with litigation and damage awards, curb lawsuit abuses and end the filing of frivolous lawsuits.

The Coalition supports legislation that would codify federal volunteer protection laws to specifically include volunteer chamber directors and chamber service volunteers among those granted the same protection from personal liability as currently permitted by Texas law for other charitable and non-profit organizations.

### **TRANSPORTATION**

An increased level of investment in multiple modes of transportation infrastructure is needed in order to maintain and improve mobility in Tarrant County and the D/FW Metroplex region.

The Coalition encourages the legislature to provide full funding of the Texas Mobility Fund, allowing the Texas Transportation Commission to authorize immediate investment in necessary roadway capacity projects in the D/FW Metroplex. Existing revenue sources that could be dedicated specifically to the Texas Mobility Fund include motor vehicle inspection fees, driver license fees, and driver record information fees.

The Coalition supports development and funding of international trade corridors to accommodate current and future transportation demands resulting from the North American Free Trade Agreement.

We support state policies that allow for the continued improvement and expansion of aviation and rail infrastructure in Tarrant County and throughout the D/FW Metroplex.

### ***Coalition Of Tarrant County Chambers of Commerce***

*All Asian American Chamber of Commerce*

*American Indian Chamber of Commerce*

*Arlington Chamber of Commerce*

*Azle Chamber of Commerce*

*Benbrook Area Chamber of Commerce*

*Burleson Area Chamber of Commerce*

*Colleyville Area Chamber of Commerce*

*Crowley Area Chamber of Commerce*

*Denton Chamber of Commerce*

*Fort Worth Chamber of Commerce*

*Fort Worth Hispanic Chamber of Commerce*

*Fort Worth Metropolitan Black Chamber of Commerce*

*Grapevine Chamber of Commerce*

*Greater Keller Chamber of Commerce*

*HEB Chamber of Commerce*

*Mansfield Chamber of Commerce*

*Northeast Tarrant County Chamber of Commerce*

*Northwest Tarrant County Chamber of Commerce*

*River Oaks/Sansom Park Area Chamber of Commerce*

*Roanoke/Trophy Club/Westlake Chamber of Commerce*

*Saginaw Area Chamber of Commerce*

*Southlake Chamber of Commerce*

*South Tarrant Chamber of Commerce*

*Tarrant County Asian American Chamber of Commerce*

*White Settlement Area Chamber of Commerce*

*(Proposed)*  
**RESOLUTION**

WHEREAS, the University of North Texas continues to attract new students at a greater rate than any other university in the Dallas-Fort Worth area;

WHEREAS, the North Texas region is currently the third largest high tech region in the United States, after the Silicon Valley and Boston; and

WHEREAS, by formal resolution on February 9, 2001, the Denton Chamber of Commerce actively supported authorization of the University of North Texas to implement undergraduate and graduate engineering educational and research programs, resulting in the establishment of the UNT Research Park; and

WHEREAS, the University of North Texas has designated the complete funding of its College of Engineering (\$2m per year) as its top priority for helping the state of Texas achieve new strategic initiatives in higher education; and

WHEREAS, along with private contributions, this funding will not only support research but will enable UNT to expand its production of science and math degrees and address the critical workforce needs of Denton and Dallas/Fort Worth area employers; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Denton Chamber of Commerce does formally support the full request of the University of North Texas for \$2 million as required to implement the College of Engineering.

Approved during its regular meeting on December 19, 2002.

Perry R. McNeill  
Chairman of the Board

ATTEST: \_\_\_\_\_  
Charles W. Carpenter  
President

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY OF DENTON, TEXAS, ADDING SUPPORT FOR REGIONAL TRANSPORTATION AUTHORITIES AND FOR FUNDING FOR REGIONAL TRANSPORTATION AUTHORITIES TO THE CITY OF DENTON'S LEGISLATIVE PRIORITIES; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, mobility throughout the North Texas area is a key element of a continued positive quality of life and economic viability; and

WHEREAS, the City of Denton finds that to maintain mobility, enhance the quality of life for citizens, promote economic development, and address issues associated with reducing roadway congestion and achieving federal air quality mandates, a Regional Transportation Authority must be created; and

WHEREAS, legislation and funding are necessary to create a Regional Transportation Authority; and

WHEREAS, the City of Denton desires to urge the State Legislature to provide legislation and policy changes to create a Regional Transportation Authority with funding for Regional Transportation Authorities in the form of either raising the existing cap on sales tax or allowing the cap to be raised on a local option basis, boosting the gasoline tax, by adding 5 to 10 cents a gallon to the existing 20 cents taken by the state and the 18.3 cents taken by the federal government, and providing state funds to the Texas Mobility Fund to provide for revenue bonds to be used for Regional Transportation Authorities and for any other funding for Regional Transportation Authorities; and

WHEREAS, the City of Denton desires to add support for Regional Transportation Authorities and for funding for Regional Transportation Authorities to the City of Denton's Legislative; NOW, THEREFORE,

THE CITY COUNCIL OF THE CITY OF DENTON, TEXAS HEREBY RESOLVES:

SECTION 1. The City of Denton urges the State Legislature to provide legislation and policy changes to create a Regional Transportation Authority with funding for Regional Transportation Authorities in the form of either raising the existing cap on sales tax or allowing the cap to be raised on a local option basis, boosting the gasoline tax, by adding 5 to 10 cents a gallon to the existing 20 cents taken by the state and the 18.3 cents taken by the federal government, and providing state funds to the Texas Mobility Fund to provide for revenue bonds to be used for Regional Transportation Authorities and for any other funding for Regional Transportation Authorities.

*Agenda*  
**State & Federal Relations Committee**  
DENTON CHAMBER of COMMERCE  
November 4, 2002

\_ Receive presentation on Higher Education issues  
to be addressed during the 78<sup>th</sup> Session of the Legislature ..... Dr. Richard Nicholas

*- MSU, SFA  
& Southern TX  
are the only  
other independents  
in State*

*Reading Recovery program - 85% success rate*

*TWU had one of the largest enrollment rates in the state.*

*Best student to computer ratio in the state (public universities)*

\_ Discuss county-wide consensus meeting *↑ more computers available to students at all times*  
sponsored by the Business Leaders Council ..... Connie Pelphrey

November 20 \* Wednesday \* 7 a.m.  
NCTC, Corinth Campus

\_ Consider corresponding positions to TML resolutions ..... Dottie Palumbo

- Homeland Security
- Hotel Occupancy Tax use clarification
- Surface Transportation funding options
- Logo Reader Boards

\_ Review and discuss first draft of  
Joint Position Statements for the  
Tarrant County Chambers Legislative Coalition ..... Chuck Carpenter

\_ Discuss Denton County Day in Austin ..... Chuck Carpenter

Denton County Day in Austin  
February 24 & 25, 2003  
Marriott at the Capitol  
701 East 11<sup>th</sup> Street  
512/478-1111

\_ Other business?

\_ Schedule next committee meeting (December 2 @ 4 p.m.?) ..... Brent Thornton

## TML RESOLUTION COVER SHEET

**Sponsoring Entity:** City of Denton

**Brief Background:** The use of Hotel/Motel tax funds has been recently questioned in the City of Denton. Certain groups have claimed that these funds must directly support the Hotel/Motel tax industry. Research into the legislative history of the act indicates that the legislation was not originally enacted to benefit the hotel/motel industry.<sup>1</sup> In 1987 S.B. 1532 was enacted and provided that the expenditures of the hotel/motel tax money directly promote tourism and the convention and hotel industry. The Hotel/Motel industry is putting a new emphasis on the word, "directly", to indicate that the expenditures must put "heads in beds".

**What the Resolution is Intended to Accomplish:** The resolution seeks support for beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of Hotel/Motel tax funds.

**How the Resolution is City-Related/How it Addresses a Municipal Issue:** The Hotel/Motel industry has stated that all expenditures must directly promote tourism and the convention and hotel industry. This new emphasis on the interpretation of this statute is causing controversy in many cities. Beneficial amendments clarifying the use of Hotel/Motel tax funds would help clear up this controversy.

**Statewide Importance:** Legislative action clarifying the use of Hotel/Motel taxes would be beneficial. Hotel/Motel taxes are an important source of revenue for cities in their communities.

---

<b>Submitted By:</b>	<b>Name:</b>	<b>Honorable Euline Brock</b>
	<b>Title:</b>	<b>Mayor of the City of Denton</b>
	<b>City:</b>	<b>Denton, Texas</b>
	<b>Telephone:</b>	<b>(940) 349-7717</b>

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<sup>1</sup> SB 911 enacted in 1971.



**REPORT OF THE TML LEGISLATIVE POLICY COMMITTEE ON  
MUNICIPAL REVENUE AND TAXATION**

I. Seek introduction and passage of legislation that would:

- 7 A. repeal the exception from the hotel occupancy tax for stays of more than 30 days.
- B. allow a city to collect the technology fee in municipal court after September 2005, the date on which authority to impose the fee will expire under current law.
- C. consolidate the state court fees not currently consolidated, and provide that all payments from cities to the state be quarterly payments.
- D. provide that nothing in Chapter 25 of the Local Government Code (holding an election in a general law city to adopt the city manager form of government) affects the authority granted under Chapter 22 of the Local Government Code (authority of the governing body of a general law city to appoint municipal officers and prescribe their powers and duties).

II. Support legislation that would:

- Resolution #5*
- A. amend Chapter 53 of the Texas Education Code to require that facilities acquired by Higher Education Authorities or nonprofit corporations acting on their behalf must be located within the boundaries or extraterritorial jurisdiction of a city that created the authority or nonprofit corporation.
  - ⊕ B. allow a city ~~over 75,000 in population~~ to charge an additional two percent (for a total of nine percent) hotel occupancy tax to provide for convention center facilities. *construction or maintenance*
  - C. allow a municipal governing body to receive and question sales tax information without holding an open meeting.
  - D. reduce the number of programs or discretionary grants (other than programs that provide direct assistance to or for victims) that can be funded by the crime victims' compensation fund.
  - E. reduce the number of specific types of convictions on which the crime victims' compensation (CVC) fee is imposed, so long as the solvency of the CVC fund is not placed at risk.
  - ★ F. provide cities with revenue that can be used for transportation funding.

G. make it simpler to convert to dedicated sales tax revenue for street repair from sales tax revenue dedicated to any other purpose.

★ H. allow for a 1/8-cent street maintenance sales tax. (Note: under current law, only a 1/4-cent tax is authorized.)

★ I. dedicate state revenue to the Texas Mobility Fund.

★ J. allow a city that has adopted the sales tax for street maintenance to use the revenue for matching funds, up to 50 percent, for improvements, maintenance, repair, right-of-way acquisitions, and other related costs on state highways/roads within the city's jurisdiction.

★ K. repeal Section 11.182 of the Tax Code (relating to the property tax exemption for a community housing development organization [CHDO]), or restrict its applicability by, for example: (1) imposing more stringent public benefit requirements for CHDOs, (2) granting exemptions only for properties that serve the greatest need, or (3) providing that affected local governments may certify or withhold certification of CHDOs.

7 L. amend Section 321.002(a)(3) of the Tax Code in a manner that would eliminate the ability of companies to change situs in an attempt to either avoid or intentionally divert the payment of local sales taxes.

7 M. provide that recreational vehicle parks shall be included in the hotel/motel tax statute and shall be subject to all other provisions of that statute as the statute exists on January 1, 2003.

N. amend Section 11.13(j) of the Tax Code (relating to time away from a home that has a homestead exemption) to include a definition of "temporarily" that means "a period of one year or less, except for a property owner who is 65 years of age or older or who is a member of the United States military."

O. increase from eight percent to ten percent the rollback rate of a small taxing unit (a unit with a tax rate of fifty cents or less per \$100 of value and a total property tax levy of \$500,000 or less).

P. enable a city to recover from municipal court defendants, who fail to appear as required by citation or court process, the city's cost of collection and administration caused by the failure to appear.

III. Endorse legislation that would:

7 A. require full real estate sales disclosure to ensure that appraisal districts use the most accurate information for estimating appraised value.

B. establish requirements for full and accurate rendition of income-producing property to support fair and equitable appraisals.

IV. Oppose legislation that would:

A. enact a property tax exemption that would be a substantial erosion of the tax base.

B. enact a municipal property tax ceiling for the elderly.

C. expand the property tax exemption for religious organizations.

D. enact a sales tax exemption that isn't a local option exemption.

E. impose or increase state fees collected in municipal court.

F. have the effect of reducing municipal fine revenue.

 G. further divert the state's transportation-related revenue to non-transportation expenditures.

H. change the governance of appraisal district boards of directors or the composition thereof.

? I. "streamline" the state's sales tax system in a way that would negatively affect: (1) municipal revenue, (2) municipal authority to impose the sales tax, or (3) the flexibility cities currently have to impose various sales tax rates for various purposes.

J. raise the standard 20-percent homestead exemption.

K. reduce the ten-percent annual cap on appraisal increases.

L. freeze home values for appraisal purposes.

## *DRAFT*

# **COALITION OF TARRANT COUNTY CHAMBERS OF COMMERCE**

## **2003 Position Statements Relating to State Legislation**

The following positions have been adopted by a majority of the Chambers participating in the Coalition of Tarrant County Chambers

### **ECONOMIC DEVELOPMENT**

The coalition recognizes that the state plays an important role in attracting business investment, encouraging business growth, and supporting local economic development recruitment and retention efforts. As the Texas Department of Economic Development undergoes Sunset Review, we support the continuation of a revitalized, state economic development entity whose primary functions include promoting Texas as a desirable location for future business expansions and new capital investment and supporting local recruitment and retention programs. We encourage the state legislature to create a new, employer-directed job-training program to replace the Smart Jobs Fund program. To support "high impact" business recruitment projects, the coalition recommends the creation of an incentive fund for use by the Office of the Governor. Employer-generated funding for these job training, marketing and incentive programs should be provided through an allocation of the unemployment insurance fund.

The coalition supports local control of economic development incentive programs that are financed with local revenue. We support the continued implementation of the Texas Investment Act to attract jobs and capital-intensive industry to the state.

The coalition supports strengthening the state's research and development franchise tax credit incentive program by lowering the threshold requirements for participation.

### **EDUCATION AND WORKFORCE DEVELOPMENT**

The Coalition urges the state legislature to continue to improve public education by addressing increased student enrollment, facilities needs, teachers' salaries and benefits, and early childhood development programs. Additionally, we encourage the state to provide financial support for scholarships and related programs designed to increase access to higher education and specialized skills training.

We support the expansion of state excellence funding to assist our public universities in national competition for engineering and science research funds. We also urge the legislature to standardize excellence funding criteria as well as allow for 100% retention of indirect costs for our area institutions of higher education.

The Coalition supports the Local Workforce Development Board system as an employer-driven system, encouraging direct, local business involvement in the planning, delivery and oversight of workforce development services. As the Texas Workforce Commission undergoes Sunset Review we encourage the legislature to continue the agency. Among the successful programs of the

Texas Workforce Commission is the Skills Development Fund job-training program. That program supports local economic development and allows for employers and community colleges to work in partnership to effectively address local job training needs. We support the continuation and enhancement of the Skills Development Fund job-training program.

### ENVIRONMENTAL QUALITY

The Coalition supports the restoration of full funding and implementation of the Texas Emissions Reduction Plan (TERP) that provides for a state-funded, incentive grant program and local option tools in federally designated nonattainment areas to reduce emissions and achieve compliance with federal air quality standards. Restoration of TERP funding may be provided by direct appropriation and/or other dedicated revenue sources. We also support additional changes to the statutes and program guidelines that are designed to improve the effectiveness of Texas Emission Reduction Plan programs.

The coalition urges the legislature to appropriate funding for the creation of the Dallas-Fort Worth Air Quality Research Initiative to carry out research in support of the mid-course review of the State Implementation Plan and to support the development of early attainment plans in anticipation of new federal ozone and fine particulate standards.

The Coalition supports statutory revisions allowing the Texas Commission on Environmental Quality to exercise greater flexibility in the fair evaluation of the compliance histories of businesses permitted and regulated by the agency. Current laws and regulations relating to compliance history rating and classification place an unfair regulatory burden on small businesses and create a disincentive to business growth and investment in Texas.

### HEALTH CARE

The Coalition supports state legislative and regulatory policies that decrease health care costs and increase access to health care programs for employers, their employees and families. We oppose any additional state government mandates relating to medical treatment or services. We recommend that existing mandates be subject to a "sunset review" process whereby the actual cost vs. benefit of each government mandate is fully analyzed.

The Coalition supports legislation that limits excessive awards and litigation costs related to medical liability causes of action or class actions against employers, physicians, hospitals and insurance carriers. We encourage the state legislature to enact reforms, such as limits on non-economic damages, designed to curb existing lawsuit abuses and the filing of frivolous lawsuits.

### LAWSUIT REFORM

Excessive damage awards, class action lawsuits and litigation costs place a significant financial burden on businesses of all sizes and types. With respect to medical liability lawsuits, the costs associated with these claims create upward pressure on health insurance premiums and medical liability insurance premiums thereby reducing access to quality, affordable health care. The Coalition supports reforms designed to limit costs associated with litigation and damage awards, curb lawsuit abuses and end the filing of frivolous lawsuits.

The Coalition supports legislation that would codify federal volunteer protection laws to specifically include volunteer chamber directors and chamber service volunteers among those

granted the same protection from personal liability as currently permitted by Texas law for other charitable and non-profit organizations.

### **TRANSPORTATION**

An increased level of investment in multiple modes of transportation infrastructure is needed in order to maintain and improve mobility in Tarrant County and the D/FW Metroplex region.

The Coalition encourages the legislature to provide full funding of the Texas Mobility Fund, allowing the Texas Transportation Commission to authorize immediate investment in necessary roadway capacity projects in the D/FW Metroplex. Existing revenue sources that could be dedicated specifically to the Texas Mobility Fund include motor vehicle inspection fees (\$67M), driver license fees (\$122M), and driver record information fees (\$49M).

We support legislative authorization of a local option, regional public transit authority with authority to levy a voter-approved, regional sales tax not to exceed 1 cent dedicated to regional public, mass transit projects.

The Coalition supports development and funding of international trade corridors to accommodate current and future transportation demands resulting from the North American Free Trade Agreement.

We support state policies that allow for the continued improvement and expansion of aviation and rail infrastructure in Tarrant County and throughout the D/FW Metroplex.

### ***Coalition Of Tarrant County Chambers of Commerce***

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White Settlement Area Chamber of Commerce*

2002  
TML RESOLUTION COVER SHEET

**Sponsoring Entity:** City of Denton

**Brief Background:** The use of Hotel/Motel tax funds has been recently questioned in the City of Denton. Certain groups have claimed that these funds must directly support the Hotel/Motel tax industry. Research into the legislative history of the act indicates that the legislation was not originally enacted to benefit the hotel/motel industry.<sup>1</sup> In 1987 S.B. 1532 was enacted and provided that the expenditures of the hotel/motel tax money directly promote tourism and the convention and hotel industry. The Hotel/Motel industry is putting a new emphasis on the word, "directly", to indicate that the expenditures must put "heads in beds".

**What the Resolution is Intended to Accomplish:** The resolution seeks support for beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of Hotel/Motel tax funds.

**How the Resolution is City-Related/How it Addresses a Municipal Issue:** The Hotel/Motel industry has stated that all expenditures must directly promote tourism and the convention and hotel industry. This new emphasis on the interpretation of this statute is causing controversy in many cities. Beneficial amendments clarifying the use of Hotel/Motel tax funds would help clear up this controversy.

**Statewide Importance:** Legislative action clarifying the use of Hotel/Motel taxes would be beneficial. Hotel/Motel taxes are an important source of revenue for cities in their communities.

---

<b>Submitted By:</b>	<b>Name:</b>	<b>Honorable Euline Brock</b>
	<b>Title:</b>	<b>Mayor of the City of Denton</b>
	<b>City:</b>	<b>Denton, Texas</b>
	<b>Telephone:</b>	<b>(940) 349-7717</b>

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<sup>1</sup> SB 911 enacted in 1971.

**A RESOLUTION  
SUPPORTING BENEFICIAL AMENDMENTS TO CHAPTER 351 OF THE TEXAS TAX  
CODE CLARIFYING THE USE OF HOTEL/MOTEL TAX FUNDS**

**WHEREAS, Chapter 351 of the Texas Tax Code states that revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry; and**

**WHEREAS, the following subsection of Chapter 351 states that revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry; and**

**WHEREAS, these provisions are being interpreted to place a special emphasis on the use of these funds to support only the hotel industry with a "heads-in-beds" requirement that funds can be used only on activities that increase overnight stays;**

**NOW, THEREFORE, BE IT RESOLVED by the delegates assembled at this 2002 Annual Conference of the Texas Municipal League that the League endorse beneficial amendments to Chapter 351 of the Texas Tax Code clarifying the use of hotel/motel tax funds.**

**PASSED AND APPROVED by the membership of the Texas Municipal League this 19<sup>th</sup> day of October, 2002, at Fort Worth, Texas.**

**APPROVED:**

\_\_\_\_\_  
**Guy Goodson  
President**

**ATTEST:**

\_\_\_\_\_  
**Frank J. Sturzl  
Executive Director**



*Agenda*  
**Local Relations Committee Meeting**  
DENTON CHAMBER of COMMERCE  
October 9, 2002

\_ Review and discuss dedicated Sales Tax for local Street Repair ..... *Dave Hill*

*2nd or 3rd Tuesday of each month, council reviews a long-range plan goal & review the White Paper*

\_ Review and discuss Teacher Exchange ..... *Sharon Cox*

*Diane Waletz - Federal program supervisor*

\_ Update from the City of Denton ..... *John Cabrales*

*Denton Won award for Denton Development Code*

*Oct. 26 → City-wide Clean-up Day - Make A Difference Day*

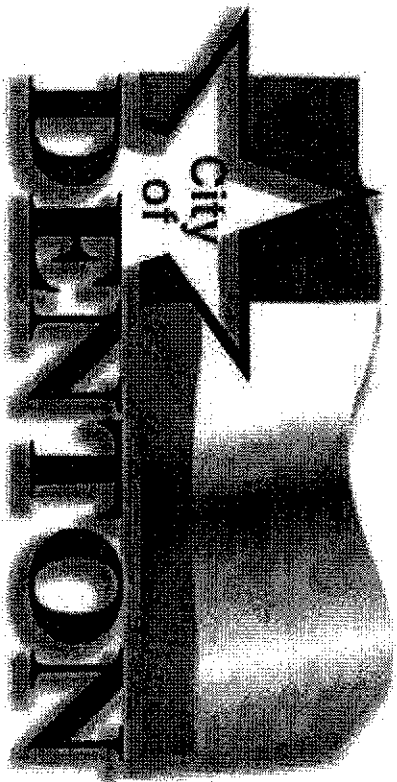
\_ Update on Denton County Day in Austin ..... *Chuck Carpenter*

Denton County Day in Austin  
February 24 & 25, 2003  
Marriott at the Capitol  
701 East 11<sup>th</sup> Street  
512/478-1111

*\* make reservation -  
Check w/ Kim on  
Sharing, etc.*

\_ Other business?

\_ Schedule next Local Relations Committee meeting (November 6?)



*City of Denton White Paper  
Street Maintenance and Pavement Management Systems  
August 13<sup>th</sup>, 2002*

*Created By:  
Stephen Cook, Planning Policy Coordinator  
Jerry Clark, Asst. Director – Streets, Drainage & Traffic*

*The Denton City Council has scheduled a series of long range planning sessions intended to address high priority community interests. In preparation for this work session, city staff have prepared this white paper for Council and citizen review. This paper explains the need for street maintenance, Denton's current pavement inventory and outlines the process of a pavement management system.*

*Engineering Department • 601 E Hickory • Denton, Texas 76201 • (940) 349-8910  
Streets Department • 901A Texas Street • Denton, Texas 76201 • (940) 349-7160*

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## *Introduction*

City streets serve a basic community need by providing for the movement of people. Communities need streets to get to places of employment, provide access for fire and police, transporting children to school, and to travel to social and recreational activities. Commerce and industry are dependant on transportation systems to move equipment, raw materials and to ship product. We begin to appreciate the value of our streets when they become impassable due to ice or flooding.

Streets have become increasingly important to society as the development of cars demanded improved paved surfaces over the standard dirt roads. America moved from an agricultural society to an industrial one as motorized vehicles allowed greater efficiency in moving goods and services. As technology increased, travel times became faster. This need to move things quickly made communities very dependent on the transportation system. To increase efficiency of connecting people to places, increasingly more complex road networks were constructed. The grid systems that followed the section lines of agricultural land were replaced by curvilinear streets and cul-de-sacs.

## *Pavement Deterioration*

To keep roads functional, the pavement surface must be well maintained. Potholes and other surface imperfections reduce the speed in which traffic can travel, thereby reducing the efficiency in which the roads operate. Normally labeled "distresses" to pavement surfaces, these imperfections are caused by a combination of usage by vehicles, weather conditions, poor drainage, material deficiencies, and external causes such as utility cuts. High traffic volumes or heavily loaded trucks stress the pavement surfaces. One semi tractor-

trailer carries the same load impact as 9,600 passenger vehicles. Cracks begin to appear in the road. Water penetrates into the surface and freezes during a cold snap, pushing the cracks wider. Repeated impacts of high traffic volumes loosen the distressed materials

causing ruts, cracking, potholes and failures. Over the 20 to 30 years of a pavement life, the quality of the pavement may drop 40% within the first 15 years. However, the quality may drop significantly (up to another 40% during years 15 to 20.

It lies within the city's responsibility to properly maintain, rehabilitate and reconstruct all of its locally funded roads to keep them running efficiently. For state and local agencies throughout the country the way to organize this undertaking is through pavement management.

## *Pavement Management*

The saying, "Pay me now, or pay me later" applies to the life of pavements and road surfaces. All roads deteriorate over time due to traffic and environment. A road will not last for an extended period of time without application of some type of maintenance, rehabilitation or reconstruction. As pavements age, the cost to bring the structure up to a usable standard increases. Even if the earlier treatments must be applied more often, the overall cost will be less if the pavement is repaired earlier than later. Utilized for many years by state transportation departments, pavement management is a still-emerging concept in city government. But at its heart, it provides a solid foundation from which to monitor the transportation system and optimize the preservation, upgrading, and timely replacement of pavement

### **Traffic Volumes**

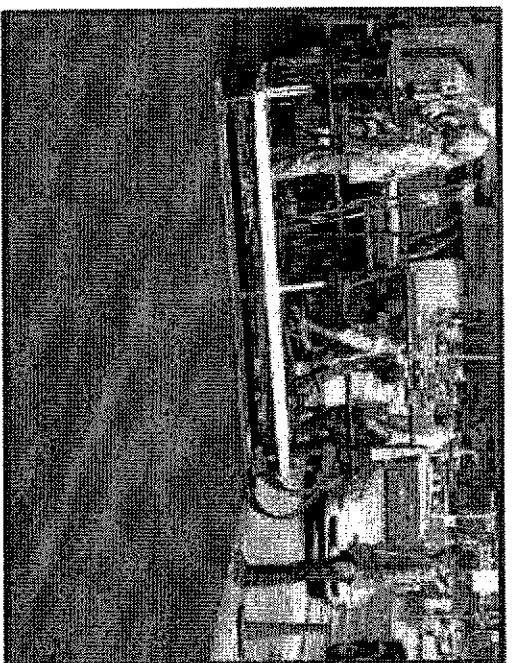
- Traffic counts are measured in two ways:
- Pressure tube counters across roads or magnetic counters within road surfaces.
- Traffic counts are used to classify the functional classification of the road (arterial, collector, or local)

surfaces through cost-effective management, programming, and resource allocation decisions. A working definition by the American Association of State Highway and Transportation Officials summarizes the pavement management process:

*"Asset (pavement) management is a systematic process of maintaining, upgrading, and operating physical assets cost-effectively. It combines engineering principles with sound business practices and economic theory, and it provides tools to facilitate a more organized, logical approach to decision-making. Thus, asset management provides a framework for handling both short- and long-range planning."*

Essentially, pavement management is a decision making tool. A series of data put through various test filters to arrive at the most cost effective solution. A pavement management decision-making framework is guided by performance goals, covers an extended time horizon, and draws from economics as well as engineering. Pavement management provides for the economic assessment of trade-offs between alternative improvements and investment strategies from the network- or system-level perspective—that is, between levels of maintenance, rehabilitation and reconstruction (MR&R) that would affect the greatest amount of improvement over the whole city. At the same time, it allows for the more complete comparative analysis of options for individual projects.

- Texas Agencies Using Pavement Management**
- Texas Department of Transportation
  - North Texas Tollway Authority
  - Harris County Toll Road Authority
  - Travis County
  - City of Houston
  - City of Dallas
  - City of San Antonio
  - City of Fort Worth
  - City of North Richland Hills

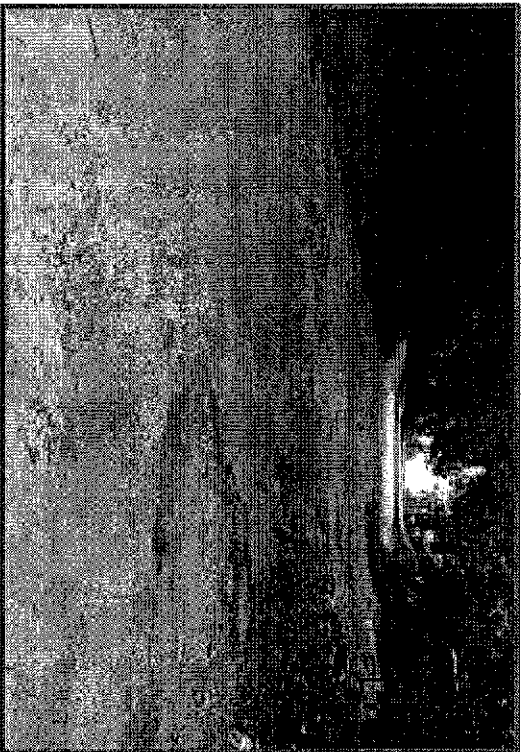


*Road Rehabilitation - A street crew installs a microseal overlay*

Pavement management covers all aspects of pavement planning, programming, analysis, design, construction, and research. Increased capacity needs are normally addressed in congestion management or other planning activities. The pavement management system is not a predictive tool, it cannot forecast where the next pothole will emerge, but it can relate road conditions to current and future traffic volumes, the surface design and materials and give a reasonable assessment of when any particular road will need repair over time.

The City of Denton has operated a form of pavement management system since 1979. Created as a cooperative program with Texas A&M University, the system was based on a visual inspection program in which street crews filled out inventory forms. By 1998, Denton had progressed to a computerized database system. Denton maintains a street inventory and condition assessment based on a visual inspection survey. Improvements in the pavement management data will improve the prioritization of projects.

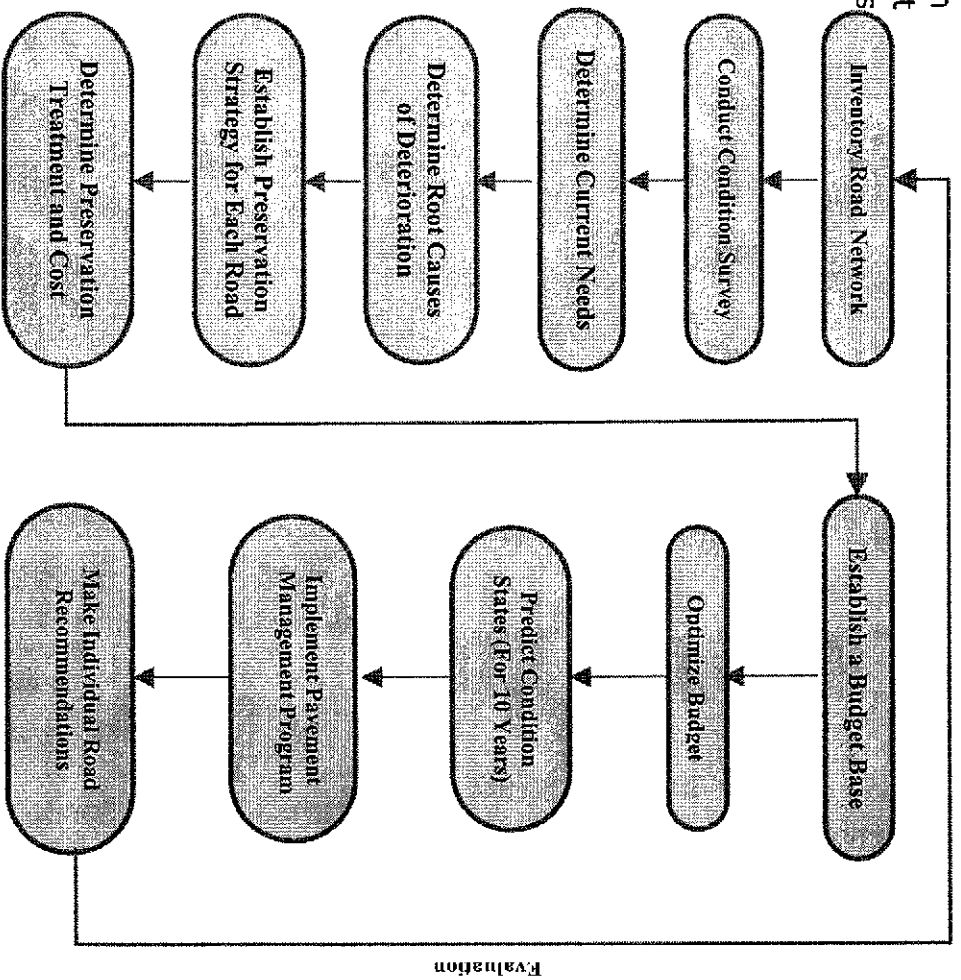
**Pavement Management Process** – The process to implement a pavement management system is based on three basic sets of information: the road inventory, the condition assessment, and repair scenarios over time. The process compares the inventory to condition assessment and builds various funding scenarios that would provide the greatest cost effectiveness of dollars spent on road repair over the entire network.



*McCormick Street - South of the University of North Texas*

# Pavement Management Process

*Utah Department of Transportation – 1998*



**Inventory** – The road inventory catalogs all of the roads maintained by the city. Many of the roads within the City of Denton are designated as state highways or farm to market roads and therefore are maintained by the Texas Department of Transportation.

**Table 1. Centerline Mile Maintenance City of Denton**  
**Facility Type** **Total Miles along Centerlines**

Facility Type	Total Miles along Centerlines
City of Denton Maintained	361
City of Denton/Denton County Joint Maintained	10
Texas Department of Transportation (Within City of Denton)	164

Source: City of Denton GIS

Road inventories for pavement management are reported in lane miles which indicates a certain amount of surface area over total length of the roads. Additionally, other information is gathered including:

- Type of pavement (asphalt or portland cement,)
- Thickness of pavement,
- Pavement width,
- Traffic volume.

Denton currently maintains approximately 360 centerlane miles of streets which translates to an estimated 1,315 lane miles. A recent survey (Appendix A) conducted by the City of Temple of similarly sized cities in Texas found that Denton had the most lane miles of the fifteen cities surveyed. Denton maintains the second highest number of paved streets per 1,000 population and is the fourth highest in the number of paved streets per square mile. Denton ranked eighth in number of lane miles of streets rehabilitated. Denton rehabilitated 25.1 lane miles of street as compared with the survey average of 30.41.

**GASB 34  
Roadway Assets**

Statement 34 by the Governmental Accounting Standards Board establishes new financial reporting requirements for state and local governments (towns, cities and villages) and special purpose governments, including school districts, municipal hospitals and public utilities. For the first time, financial information about assets such as infrastructure and buildings must be reported to the Federal Government. The objective of the statement is to enhance the understandability and usefulness of financial reports by state and local governments.

Since Denton receives federal funding, the City is required to report information on the condition of assets, cost of assets, capitalized interest, ancillary costs and depreciation expenses for assets built or maintained with money received from the government. Federal law required compliance with Statement 34 by July 2001.

Full implementation of a Pavement Management System and conducting a full inventory and condition assessment of the city's street system will enable the City to track pavement assets and valuations over time. By using a cost efficient maintenance and repair scenario for pavement assets, a Modified Approach reporting system may be used. This approach eliminates the need to depreciate the value of pavement assets since they are maintained at an acceptable level. The modified approach was developed as a compromise to provide an alternative to depreciating eligible infrastructure assets.

Infrastructure assets are long-lived capital assets that can be preserved for a significantly greater number of years than most capital assets. They are normally stationary in nature and include roads, bridges, storm sewers, etc. The basic premise behind the modified approach is that no depreciation is incurred if infrastructure assets are being maintained or preserved at a certain level. The key requirement is careful documentation of the level at which they are being maintained or preserved. In order to use the modified approach, several requirements and documentations must be met:

- An asset management system must be used,
- There must be sufficient documentation that the assets are being preserved at or above a condition level established and disclosed by the government.
- A complete condition assessment must be undertaken every three years.
- The past three condition assessments must provide reasonable assurance that the network is being preserved at (or above) the condition level established and disclosed by the reporting government.

Therefore, by implementing a pavement management system, and setting benchmark criteria to maintain adequate service levels of the pavement structures, a modified approach of accounting the road assets may be utilized.

Facility Type	Total Miles along Centerlines	Percentage of Total
Local Streets	230	64%
Collectors	72	20%
Secondary Arterials	49	13%
Primary Arterials	10	3%
<b>Total</b>	<b>361</b>	<b>100%</b>

Source: City of Denton Streets Department

In addition to basic inventory, the City of Denton tracks the valuation of the road network. Currently Denton estimates its pavement asset value at \$271,750,995. Within the past five years, Denton has added over \$15 million to the pavement assets. Pavement assets are a valuable resource that must be properly maintained to retain their value.

Year	Length in Feet	Length in Miles	Approx Lane Miles	Total Added Asset Valuation
1998	5,987	1.1	3.76	\$368,571.21
1999	38,783	7.4	24.49	\$2,860,498.64
2000	91,599	17	55.72	\$6,775,541.67
2001	41,759	7.9	26.08	\$3,346,561.15
2002 (3/15/2002)	22,428	4.3	12.37	\$1,904,008.54
<b>TOTAL</b>	<b>200,556</b>	<b>37.7</b>	<b>122.42</b>	<b>\$15,255,181.21</b>

Source: City of Denton Streets Department

**Condition Assessment** – Pavement condition assessment begins with collecting data to determine the type, amount, and severity of surface distress, structural integrity, and ride quality of the pavement. Pavement condition data are necessary to determine maintenance and rehabilitation needs, project future condition, and identify feasible maintenance and rehabilitation strategies, prioritize work, and help optimize maintenance and rehabilitation fund expenditures.

Pavement condition is normally measured using one or more of the following factors:

- **Surface Distress** – damage to the pavement surface. Distress surveys are performed to determine the type, severity and quantity of surface observable distress.
- **Structural Capacity** – the maximum load and number of repetitions a pavement is predicted to carry. Structural analysis is normally conducted to determine the current pavement load-carrying capacity.
- **Roughness (ride quality)** – a measure of pavement surface distortion or an estimate of the ability of the pavement to provide a comfortable ride to the users.
- **Surface Friction or Skid Resistance** – the ability of the pavement surface to provide sufficient friction to avoid skid-related safety problems, especially in wet weather.

These pavement condition measures can be used to determine the overall pavement condition and to help identify the most cost-effective maintenance or rehabilitation treatment.

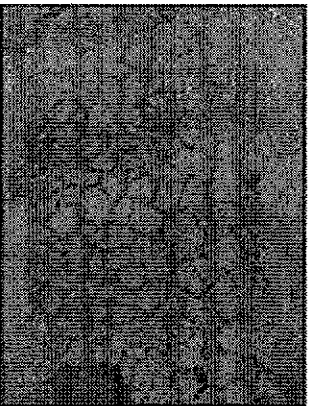
Collection of condition data may be conducted in various formats and levels of detail. The more detailed the survey, the more expensive the costs of conducting the survey.



### Pavement Surface Distresses

Pavement distresses occur in a variety of forms based on the surface materials and the particular stresses (weather, loads) that regularly affect the surface. The major types in asphalt pavements are:

- Alligator cracking – caused by fatigue failure under repeated traffic loading.
- Block cracking – interconnected cracks that divide the pavement into approximately rectangular pieces. Block cracking indicates that the asphalt surface has hardened significantly.
- Distortions – usually caused by corrugations, bumps, sags, and showing. They are normally a series of bumps and valleys which affect ride quality.
- Longitudinal and Transverse Cracking – Longitudinal cracks are usually parallel to the road's centerline, while transverse cracks are across the surface. These cracks are signs of pavement weathering and are not usually associated with traffic.
- Patching or Utility Cut Patching – an area of pavement which has been replaced with new material. Patches may reduce pavement life as much as 40%.
- Rutting – Surface depressions in the wheel paths of vehicles. Usually caused by load stresses.



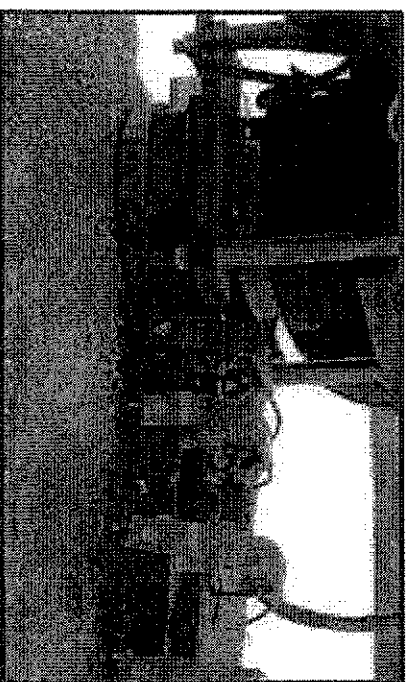
Alligator Cracking

Portland Cement distresses include:

- Cracks – may be along corners from joints between slabs, transverse or longitudinal. Usually caused by load stresses.
- Faulting – when there is an elevation difference between two slabs. May be caused by a subsurface failure.
- Cracking – shallow cracks in the surface of the concrete. Usually caused by hot weather concrete construction.
- Spalling – the breakdown of slab edges or corners within 2 feet of a joint. Caused by repeated load stresses, or water accumulation at the joint and freeze-thaw action.

Condition assessment surveys may be conducted as a service to the city to input the data into the pavement management system. Types of surveys include:

- **Visual** – Conducted for gauging surface distresses, visual surveys are dependent on staff training, and subjective analysis of the road surface. Reliability is not as high as other methods.
- **Vehicle Mounted Laser and Video Survey** – a combination survey which assesses surface distresses. Lasers mounted on the front of the vehicle measure roughness and certain types of cracking. The video survey assists in gauging cracking. The combination is reliable and repeatable.
- **Ground Penetrating Radar (GPR)** – Vehicle mounted radar is aimed at the road surface. Information is gathered on subsurface structures including utilities.
- **Falling Weight Deflectometer** – This survey tests the ability of the pavement to handle load. It also tests

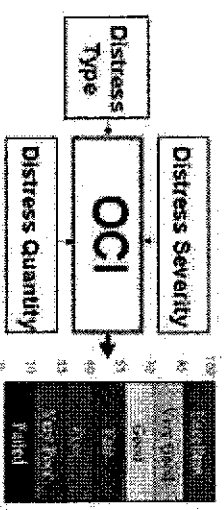


Deflectometer

the quality of the subgrade. Using this data would reduce the incidence of beginning a rehabilitation to a road surface and determining that the road must be reconstructed at higher costs.

Once the pavements are surveyed, individual roads must be compared to each other in order to gauge relative need of repair. Many agencies utilize a form of condition index. The index balances the relative importance and amount of distresses pavement have and produces a grade based on a numerical scale. What index number the road produces indicates its relative condition in comparison with other roads.

The City of Denton utilizes the Overall Condition Index (OCI) to gauge road conditions.



As the road ages and more distresses occur, the lower the OCI score the road will have. Roads in Denton are currently visually surveyed. Their condition is assessed, and their OCI is calculated. Denton's visual only method, which does not contain subgrade information, has on occasion resulted in starting a overlay project on a 40-70 OCI range road; bringing heavy overlay equipment and damaging the substandard base materials. This results in a road that must be reconstructed. Denton has many well-maintained roads, and others which are candidates for rehabilitation and reconstruction. The variety of conditions may be averaged together to indicate overall how the City's road network is performing. Denton's average OCI is rated as 61.71, which places it within the fair to good categories. The average OCI may be used as a benchmark to improve the citywide service level of pavement surfaces, and may be tracked over time to fulfill the GASB 34 requirements of showing maintained or improved conditions of the assets.

**Other Factors in Road Condition** – Several other factors affect the way that pavement surfaces perform over time. The existing soil condition, the initial design and construction of the road, monitoring and inspection of newly constructed roads, and subsequent utility cuts and patches to the road surface over the pavement life.

**Soils** –Soils are in two basic categories, sand and clay. Sand allows the water to flow through but is not rigid, where clay retains the water but can be compacted to better densities than sand. Additives such as lime and cement are added to the soil beneath pavements to stabilize them and provide a stable platform for the actual pavement to sit on. These additives have not proven to be permanent, especially when exposed to groundwater, rapid moisture and temperature differences. Much of Denton's soils are clay. Many of the soil types found in Denton have high shrink-swell capabilities with low strength. They are made of fine granulated loamy clays that are not conducive to stable construction environments. Denton soils are very similar to soils found in Dallas and Tarrant Counties to the south.

**Construction Standards** – The thickness of roads constructed in Denton before the 1970's were minimal and used questionable materials. Unstable iron ore gravel may be found under subdivisions such as Southridge built in the 1960s and 1970s. These roads usually had less than 2" of asphalt used as a driving surface. At the time, these streets functioned reasonably well under the much lower traffic volumes and significantly lower truck axle loads. However, these roads have begun to rapidly fail under the loads generated by 80,000 pound concrete trucks, trash collection trucks, and construction vehicles for new homes.

Since the 1970s portland cement concrete has been used in many of the City's arterial streets. Some of the newer residential and collector streets are also concrete. Many of

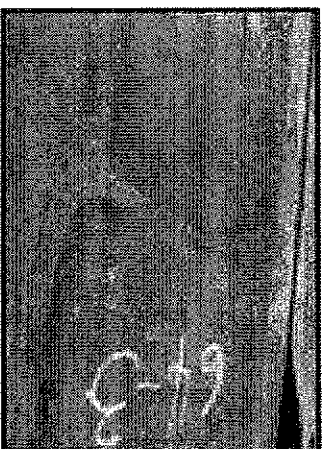
the older arterials, collectors, and local streets are of asphalt construction with minimum thickness and subgrades. They are rapidly failing. Recent road constructions involve extra thickness (8" or thicker) asphalt or concrete surfaces. These are handling the heavier traffic loads much with greater performance than previous designs. However, even newly constructed residential subdivision roads are subjected to heavy construction trucks and frequent utility cuts which have reduced their pavement life span. The recent approval of the Denton Development Code included a transportation design criteria manual where the design standards for streets have been raised (Appendix B.) Coupled with preventive maintenance, these standards are intended to provide enough strength to the pavement so that streets last for their designed life cycle.

**Monitoring and Inspection** – All newly constructed roads are inspected by the City of Denton Engineering Department. The city does not take ownership of the road until the pavement has aged by one year. The pavement is then reexamined. At that time, inspectors recheck the pavement surface to make sure that it still complies with city design standards. Any observed failures are reported to the original construction company to repair before the city will accept the road. Denton currently employs a engineering inspection supervisor and six engineering inspectors. Without adequate inspection, substandard pavement depths and lower grade material may be constructed in Denton's roads.

**Impact of Utility Cuts** – On many occasions, once a pavement is constructed, various utilities will trench into the pavement surface to install or repair their facilities. The original surface is damaged by the patch, reducing the OCI. The City of Los Angeles surveyed over 100 randomly selected street surfaces that contained utility

cuts. Using current engineering practices to gauge the structural capacity of segments with and without cuts, it was determined that segments that had been patched had significantly reduced life. A single utility cut could reduce a pavement's life by six to eight years and incur a 70% increase in rehabilitation costs. Reduction of these impacts could be generated through:

- Pre-pavement installation of utilities into ducts,
- Regulating a moratorium on newly constructed pavement surfaces
- Requiring an entire segment be replaced by the utility,
- Creation of a pavement deterioration fee.

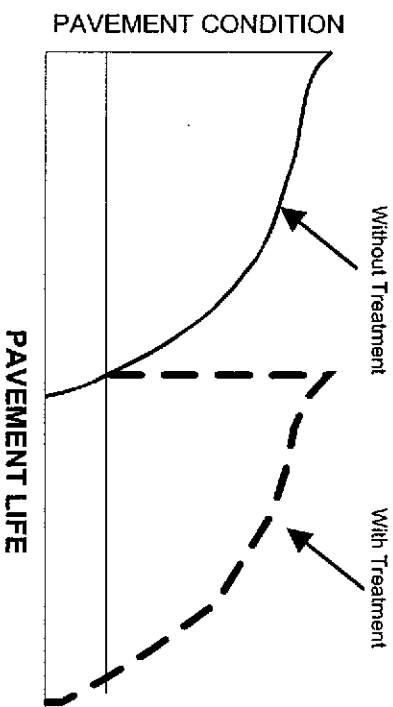
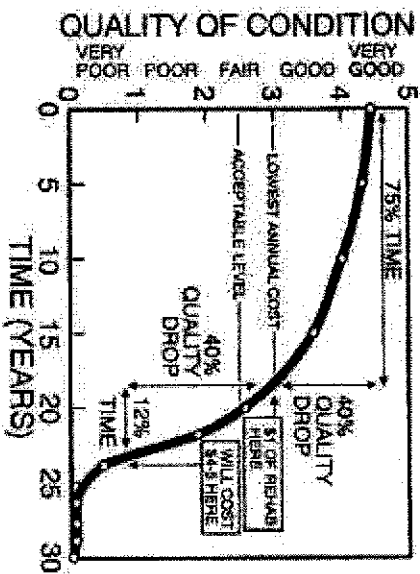


*Utility Cut Patch*

**Cost-Efficient Decision Making** - Once the inventory and condition assessments are made for the road network, a decision making tool may be formulated to determine which roads should be maintained, rehabilitated or reconstructed. When the pavement sections are identified for treatment, a network-level treatment cost unit is applied to each type of need. The condition of each road section and the overall condition of the city are projected into the future as maintenance and repairs are made to the roads. The purpose of the citywide level of balancing needs tries to identify the best candidate sections for repair that would have the greatest impact for the dollars spent.

## Cost of Deferred Maintenance

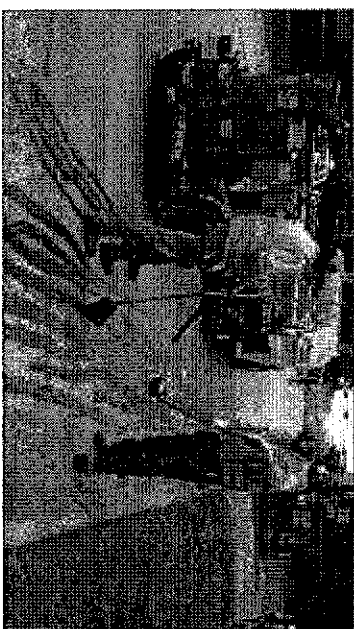
Unfortunately, many of the roads and streets within Denton are deteriorating (decreasing in OCI) at a rate that exceeds current ability to maintain and rehabilitate



the pavements. As stated before, as a pavement ages, the more distresses it may contain, resulting in a greater need of rehabilitation or reconstruction. Applying asphalt overlays or even digging out the road and starting anew, increases the costs by **five times** that of preventive maintenance activities such as crack sealing. Repeated

preventive maintenance procedures may extend the pavement lifetime by as much as 10 years.

Preventive maintenance includes crack sealing and less intensive rehabilitation methods of micro and slurry seals. Crack sealing seals small cracks. The addition of micro and slurry seals reduces the potential for reflective cracks (old crack coming through the seal), levels the driving surface slightly, and improves traction, noise reduction and improves the visibility of pavement markings.



*Crack Sealing \$1 spent here may save \$5 later*

By performing more preventive maintenance on the higher OCI roads (scores of 80-100), the City will save reconstruction costs as these roads perform at acceptable levels for longer periods of time.

**Funding Needs for Existing Roads – Appendix C** illustrates the current funding level of street operations and maintenance. Currently, with a total \$1.5 million materials budget, Denton provides some preventive maintenance including crack sealing, rehabilitates some streets with overlays, and rebuilds some streets to keep them at higher performance levels. Funding is kept at historical levels with slight inflationary increases. Most of the overlays and reconstructions are funded with bond funds.

**10 Year Street Funding Need Based on OCI Conditions and Emphasis on Preventive Maintenance**

- (OCI) 0 – 40 - Reconstruction \$23M--Cost + Inflation -10 yr period=\$2 .3M/yr+Inflation
- (OCI) 41 – 60 Overlays-Asphalt, Remove and Replace--Concrete \$24.5M-Cost + Inflation over 10 yr period =\$2.45M/yr+inflation
- (OCI) 61 – 80 Micro Seal /Slurry Seal \$1.8M over 5 year period = \$0.20 M/yr + inflation
- (OCI) 81-100 Preventive Maintenance \$0.25M/yr-Crack Seal

**Total – Approx \$5.3 Million/yr**

If materials budgets remain at current funding levels, the amount of deferred maintenance of the road network could be a shortfall of \$3.8 million per year. By increasing the material budget, emphasizing pavement preservation and proactively manage pavement deteriorations, the overall OCI of the city will gradually increase over time.

By deferring costs of maintenance to the point where the city replaced streets as they reached their design life, estimated street repair costs could increase to \$11 million to \$12 million per year.

## *Conclusions*

At Denton's current street maintenance budgets, Denton streets will deteriorate at a rate faster than can be maintained at a sustainable level.

An increase in the materials budget for streets will reduce the cost of deferred maintenance of the street network over time, thus saving the city millions of dollars in reconstruction costs as pavement life is increased.

Increased efficiency in prioritization of roads will be made through the updating of inventory and condition assessment databases and their application into a organized decision making tool.

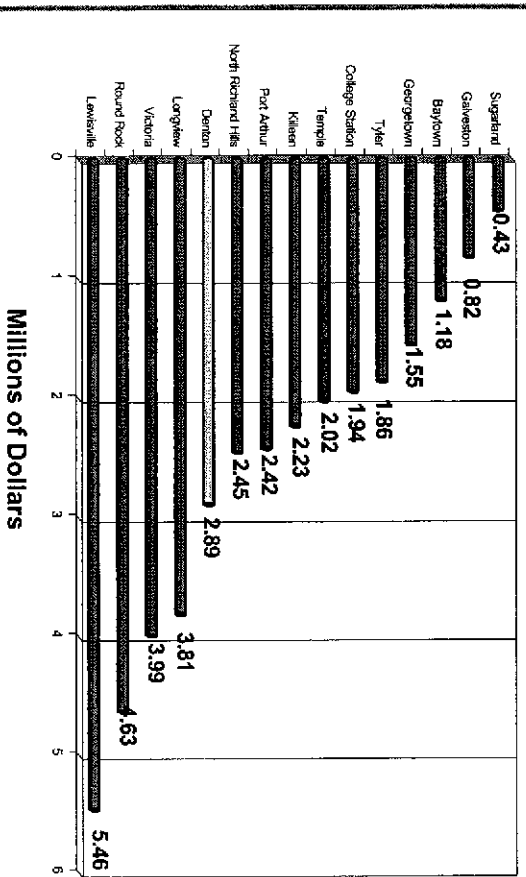
Monitoring and inspection of newly constructed roads and the protection of recently rehabilitated and reconstructed roads from utility cuts should be conducted through adequate regulation oversight.

## Reference List

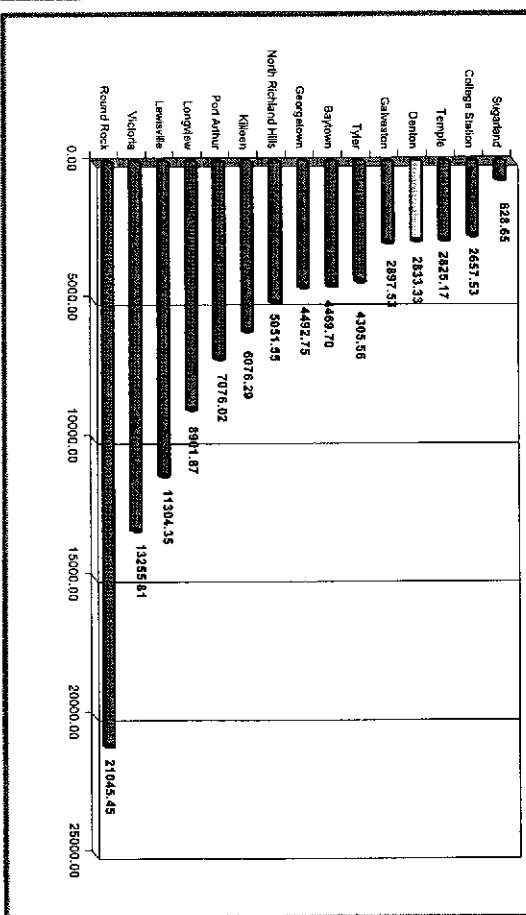
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# Appendix A: City of Temple 2000-2001 Street Services Survey

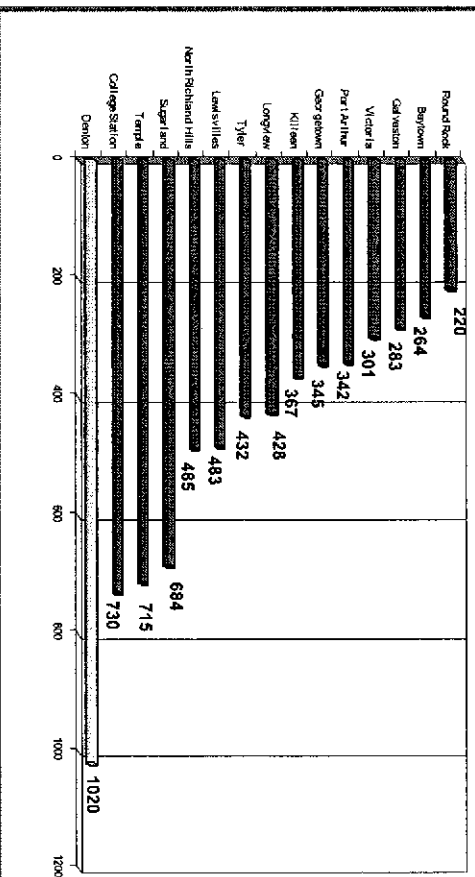
## FY 2000-2001 Annual Budget



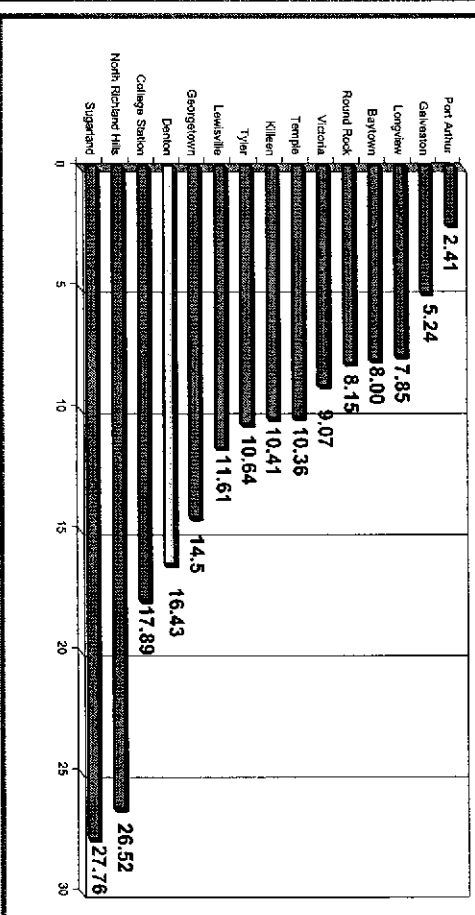
## Dollars Spent Per Lane Mile



## Lane Miles of Paved Streets 2000



## Paved Streets Per Square Mile



Denton Street Department has an operations budget of \$2.6 million just above the survey average of \$2.51 million. However, Denton ranks 12<sup>th</sup> in dollars spent per lane mile. Dollars spent per lane mile: Average (\$6,521) Median (\$4,492). Denton ranks first in lane miles of paved streets, and is above the average (12.46) of paved streets per square mile (16.43).

## Appendix B: City of Denton Street Standards

Classification of Street	Previous Asphalt Pavement Thickness	Previous Concrete Pavement Thickness	Current Asphalt Pavement Thickness	Current Concrete Pavement Thickness	Stabilized Subgrade Yes/No
Primary Arterial	8"-12"	8"-10"	Not Allowed	12" Concrete Required	Yes Previous and Current
Secondary Arterial	7"-9"	7"-8"	Not Allowed	10" Concrete Required	Yes Previous and Current
Collector Streets	6"	6"	8"-9"	7"-9"	Yes Previous and Current
Residential Streets	5" Stabilization Required	5" or 6" no stabilization required	See Rows Below	See Rows Below	Yes Except with existing 6" concrete option
Flag Drive			5"	5"	Yes
Residential Lane			7"	6"	Yes
Residential Street			7"	6"	Yes
Rural/Suburban Street			7"	6"	Yes
Courtyard Street			7"	6"	Yes
Cul-de-sac			7"-8"	6"-7"	Yes

Source: City of Denton Engineering Department – Transportation Design Criteria Manual Feb 2002



## Appendix C: City of Denton Street Funding 1999-2002

Year	CIP Program		Employees	Lane Miles	Lane Miles Per Employee	Population per Employee	O&M Budget	O&M \$ Per Lane Mile	O&M Street Budget per Capita \$
	Streets	Transportation							
99-00	300,000	1,800,000	21	930	44	3,586	2,116,311	2,275	28
00-01	2,3000,000	4,300,000	22	1,005	46	3,661	2,852,077	2,838	35
01-02	900,000	6,200,000	23	1,315	57	3,608	2,597,592	1,975	31
01-02**	1,450,000	6,200,000	30**	1,315	44	2,766	2,597,592	1,975	31

\*\*Supplemental Package for midyear 7 new employees and \$550,000 in COs

All of cost for crew (7) to be charged to CIP bond fund.

Source: City of Denton Streets Department

## AGENDA INFORMATION SHEET

**AGENDA DATE:** August 20, 2002  
**DEPARTMENT:** Development Services (Engineering)  
**CM/DCM/ACM:** Dave Hill, 349-8314 *DH*

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### SUBJECT

Consider adopting an ordinance ordering an election to be held in the City of Denton, Texas on November 5, 2002 for the purpose of determining whether a local sales and use tax will be adopted in Denton, Texas at the rate of one-fourth of one-percent to provide revenue for the maintenance and repair of municipal streets; designating a voting place and appointing election officials; providing for bilingual notice of the election; ordering that an electronic voting system be used; making additional provisions for the conduct thereof; providing an open meetings clause; and providing an effective date.

### BACKGROUND

At the August 13, 2002 work session, City Council members directed staff to prepare an ordinance (Attachment #1) calling an election for a ¼-cent sales tax, with the revenue to be used solely for the maintenance and repair of local streets. If approved by the voters on November 5, 2002, the ¼-cent sales tax would take effect April 1, 2003, with the first funding available for street maintenance available on June 10, 2003.

A ¼-cent sales tax election is being considered because:

1. The need for additional street funding in the City of Denton has been clearly demonstrated, and is a very important community priority;
2. Congestion levels and wear-and-tear on city streets is increasing due to growth inside the city and because of increasing non-resident traffic;
3. Preventive maintenance and repair will avoid even higher costs of reconstruction if action is taken immediately. A proposed ten-year program of street maintenance and repair, with a funding increase from \$2.6 million per year to \$5.3 million per year, will cost up to \$11 million per year to achieve the same results if street funding remains at existing levels.
4. The use of sales tax as a street funding mechanism is an equitable method that would cause residents and non-residents who use city streets to share in additional maintenance and repair costs.
5. The sales tax election requires voter support and approval. After four years, voters must reauthorize the ¼-cent sales tax to continue the street funding program. Citizens have to participate in the decision-making process directly, and will have future opportunities to gauge results and decide if the streets sales tax should continue.

### OPTIONS

1. Adopt the ordinance; the sales tax election would be held on November 5, 2002.
2. Decline to adopt the ordinance; the sales tax election would not be held.
3. Postpone action and consider the ordinance at a later date.

### RECOMMENDATION

The capacity of existing General Fund revenues to support local streets maintenance and repair at a reasonable level is limited, particularly as the rate of developmental growth increases. In addition, the

City of Denton continues to accommodate increasing levels of nonresident travel on local streets. The use of the ¼-cent sales tax to supplement existing General Fund levels would be an equitable method to fund local street repairs by assessing the costs to both residents and the growing number of nonresidents who use city streets.

If Council decides to pursue the local streets sales tax option, staff recommends the implementation of a **pavement management system** to enable clear and concise evaluation of city streets. The pavement management system will be implemented in fiscal year 2003-04 if additional street funding is made available. Further information on the system details will be provided at a later date.

### **ESTIMATED PROJECT SCHEDULE**

The attached ordinance, if approved, outlines the following schedule for the proposed ¼-cent sales tax for local streets maintenance and repair:

August 20, 2002	Council calls for election
November 5, 2002	Date of election
January – March 2003	Passage of a full calendar quarter
April 1, 2003	Effective date of local streets sales tax
June 10, 2003	First receipt of funds

### **PRIOR ACTION/REVIEW**

A white paper, titled "*Street Maintenance and Pavement Management Systems*" was provided to Council Members on August 2, 2002. The white paper made the following major points:

1. The City of Denton currently owns 361 centerline miles of streets that are the sole responsibility for maintenance and repair, which is about 1,315 lane miles. The asset value of streets owned by the City of Denton is about \$272 million.
2. Given the existing condition of City of Denton local streets, a 10-year program of maintenance and repair, with an estimated funding level of \$5.3 million per year, is needed to proactively manage deteriorating pavement. If funding levels remain at the current level of \$2.6 million per year, the level of investment needed to address deferred local street maintenance and repair will be \$11 to \$12 million per year.
3. Based on a 2000-01 survey of 15 Texas cities, Denton ranks first in the amount of lane miles owned, but is ranked very low in the annual investment per lane mile.
4. Significant influences on pavement condition include soil conditions, construction standards and specifications, monitoring and inspections, and utility cuts. An "**Asset-Based Management System**" should be employed that addresses each of these influences.
5. Several cities have elected to use an automated pavement management system to make better streets maintenance and repair decisions. In particular, recent technology improvements now allow the assessment of street condition well beyond visual inventory. Staff recommends that a "**Pavement Management System**" employing the use of Ground Penetrating Radar and Falling Weight Deflectometer technologies be considered to obtain more accurate pavement condition data.

Four options were provided to Council on August 13, 2002, based on maintaining the existing General Fund level of \$2.6 million per year for street maintenance and repair, assuming the need for an additional \$2.7 million per year to implement a 10-year Local Streets Improvements Program:

1. Maintain existing General Fund levels.
2. Initiate enactment of a ¼% sales tax. As a point of clarification, this sales tax option does not allow less than full enactment, such as 1/8 % or 1/16 %.
3. Increase property taxes by 8 cents per \$100 assessed value.
4. Use the Capital Improvements Program to fund eligible projects, thereby reducing dependence on sales or property tax.

**On June 18, 2002, the information provided below was submitted to City Council for work session discussion:**

**Regionally Significant Roadways** typically include major freeways, arterials, and farm-to-market roads, many of which are federally or state-designated routes [I-35, Loop 288, US 77 (Elm-Locust), US 377 (Fort Worth Drive), US 380 (University), FM 2181 (Teasley), FM 426 (McKinney), FM 2499 (State School Road), FM 1830 (Country Club), FM 2449 (Ponder Road), FM 2164 (North Locust), FM 429 (Sherman)]. Since these roads carry both local and regional traffic, funding for improvements normally involves partnership funding from federal, state, regional, county, and/or city funding. In addition, federal and state procedures must be followed as a condition of funding.

Funding has been secured for several regionally significant roadways, including Loop 288 (\$15 million), US 77 (\$13 million), US 380 (\$ million), FM 2181 (\$17 million), FM 426 (\$6 million), and US 377 (\$2 million). Construction has begun or will soon commence on US 77 (2002), US 380 (2002), Loop 288 (2003), and FM 2181 (2003). Many of these projects have involved city participation with other governmental agencies. City funding estimated at \$15 million has helped to leverage more than \$125 million in total construction funding for regional roadways.

**Local Streets** include most of the City of Denton streets that are designated as collectors or residential streets and are owned by the city. Historically, maintenance and minor repairs have been funded through the General Fund, with some major resurfacing and reconstruction projects funded by the Capital Improvements Program (General Obligation bonds, also through the General Fund). A majority of local streets are built by private developers according to city standards and specifications, and dedicated to the city upon successful completion. As a result, the inventory of local streets continues to grow in proportion to new development. Several local streets carry more than "local" traffic. Local arterials and collectors such as Windsor, Bonnie Brae, Ryan, Hobson, Robinson, Hickory Creek Road, Mayhill, Spencer, Woodrow, Colorado, Mingo, Kings Row, San Jacinto, Malone, Oak, Hickory, and others carry both resident and nonresident traffic. With rare exceptions, the City of Denton is solely responsible for funding the maintenance and repair of these streets.

In contrast to regional roadways, funding for local streets has lagged far behind the demand for maintenance and repair. The General Fund operations and maintenance budget for local streets has increased from \$1.6 million in fiscal year 1993-94 to \$2.6 million in 2001-02, yet the backlog of local street repair projects continues to grow. The recent addition of a crack-sealing crew and a street construction crew in the last two years has been helpful, but growth in development and traffic exceeds resources needed to address the problem. Since 1993, the inventory of streets for which the city is responsible has grown from 711 to 1,315 lane miles, which represents an 85% increase in maintenance responsibilities accepted by the city over a period of nine years. Maintenance projects that involve less expensive crack-sealing now require more expensive street resurfacing or reconstruction when deferred to a later date. An estimate of funding needs indicates that \$40 – 50 million will be needed to address

local street repair requirements over the next 10 years, or an average of up to \$5 million annually, based on current data.

In May 2001, the 77<sup>th</sup> State Legislature authorized the imposition of a ¼-cent (¼ of 1 percent) municipal sales tax dedicated to local street maintenance (see Attachments #2 & #3 – House Bill 445). By definition, the sales tax, if approved by a municipality, may not be used to maintain federal, state, or county roads. A municipality must hold an election to adopt the sales tax on a uniform election date. If approved by city voters, the sales tax becomes effective at the beginning of the second calendar quarter following the election. The sales tax must be reauthorized within four years of its effective date or it expires. Based upon projected 2001-02 City of Denton sales tax revenue of approximately \$16.6 million, the additional ¼% sales tax would generate an estimated \$2.7 million for local street maintenance and repair, based on 2001 City of Denton sales tax data. A listing of other Texas cities that have enacted a local streets sales tax is provided in Attachment #4.

### FISCAL INFORMATION

For each calendar quarter, approximately \$675,000 in sales tax revenue would become available for local street repair and maintenance (based on 2001 sales tax data) if the ¼-cent sales tax is enacted.

If property taxes were used to finance \$2.7 million in street repairs annually, an approximate 8-cent tax increase per \$100 assessed value would be needed (\$0.54815 to \$0.62833), based on fiscal year 2001-02 budget and appraisal district data.

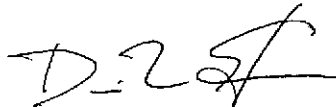
The first imposition of a sales tax in the City of Denton was effective on April 1, 1968, when a 1% (one cent per dollar) rate was adopted. Effective October 1, 1994, an additional ½% rate was adopted for property tax relief. The state sales tax rate is 6¼%; Texas cities may adopt a maximum of an additional 2% local rate. The City of Denton enacted a 1½% rate as of October 1994, with the capacity to approve an additional ½% rate.

The cost of the sales tax election is estimated to be \$10,000.

### ATTACHMENTS

1. Draft Ordinance
2. House Bill 445 – Enrolled Version
3. House Bill 445 – Fiscal Notes & Bill Analysis
4. List of Texas Cities that have imposed a ¼% local street sales tax

Respectfully submitted:



Dave Hill  
Assistant City Manager – Development Services

**AN ACT**

relating to the imposition by certain municipalities of a sales and use tax dedicated to street maintenance.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:**

**SECTION 1.** Subtitle C, Title 3, Tax Code, is amended by adding Chapter 327 to read as follows:

**CHAPTER 327. MUNICIPAL SALES AND USE TAX FOR STREET MAINTENANCE**

**Sec. 327.001. DEFINITION.** In this chapter, "municipal street" means the entire width of a way held by a municipality in fee or by easement or dedication that has a part open for public use for vehicular travel. The term does not include a designated state or federal highway or road or a designated county road.

**Sec. 327.002. MUNICIPAL SALES AND USE TAX ACT APPLICABLE.**

Except to the extent that a provision of this chapter applies, Chapter 321 applies to the tax authorized by this chapter in the same manner as that chapter applies to the tax authorized by that chapter.

**Sec. 327.003. TAX AUTHORIZED.** (a) A municipality may adopt the sales and use tax authorized by this chapter at an election held in the municipality.

(b) A municipality may not adopt a tax under this chapter if as a result of the adoption of the tax the combined rate of all sales and use taxes imposed by the municipality and other political subdivisions of this state having territory in the municipality would exceed two percent at any location in the municipality.

(c) If the voters of a municipality approve the adoption of the tax at an election held on the same election date on which another political subdivision adopts a sales and use tax or approves the increase in the rate of its sales and use tax and as a result the combined rate of all sales and use taxes imposed by the municipality and other political subdivisions of this state having territory in the municipality would exceed two percent at any location in the municipality, the election to adopt a sales and use tax under this chapter has no effect.

**Sec. 327.004. TAX RATE.** The rate of the tax authorized by this chapter is one-fourth of one percent.

**Sec. 327.005. SALES AND USE TAX EFFECTIVE DATE.** (a) The adoption of the tax takes effect on the first day of the first calendar quarter occurring after the expiration of the first complete calendar quarter occurring after the date on which the comptroller receives notice of the results of the election.

(b) If the comptroller determines that an effective date provided by Subsection (a) will occur before the comptroller can reasonably take the action required to begin collecting the tax, the effective date may be extended by the comptroller until the first day of the next succeeding calendar quarter.

**Sec. 327.006. ELECTION PROCEDURE.** (a) An election to adopt the tax authorized by this chapter is called by the adoption of an ordinance by the governing body of the municipality.

(b) At an election to adopt the tax, the ballot shall be prepared to permit voting for or against the proposition: "The adoption of a local sales and use tax in (name of municipality) at the rate of one-fourth of one percent to provide revenue for maintenance and repair of municipal streets."

Sec. 327.007. REAUTHORIZATION OF TAX. (a) Unless imposition of the sales and use tax authorized by this chapter is reauthorized as provided by this section, the tax expires on:

- (1) the fourth anniversary of the date the tax originally took effect under Section 327.005; or
- (2) the first day of the first calendar quarter occurring after the fourth anniversary of the date the tax was last reauthorized under this section.

(b) An election to reauthorize the tax is called and held in the same manner as an election to adopt the tax under Section 327.006, except the ballot proposition shall be prepared to permit voting for or against the proposition: "The reauthorization of the local sales and use tax in (name of municipality) at the rate of one-fourth of one percent to continue providing revenue for maintenance and repair of municipal streets."

(c) If an election to reauthorize the tax is not held before the tax expires as provided by Subsection (a), or if a majority of the votes cast in an election to reauthorize the tax do not favor reauthorization, the municipality may not call an election on the question of authorizing a new tax under this chapter before the first anniversary of the date on which the tax expired.

(d) Not later than the 10th day after the date the municipality determines that the tax will expire as provided by Subsection (a), the municipality shall notify the comptroller of the scheduled expiration. The comptroller may delay the scheduled expiration date if the comptroller notifies the municipality that more time is required. The comptroller must provide a new expiration date that is not later than the last day of the first calendar quarter occurring after the notification to the comptroller.

Sec. 327.008. USE OF TAX REVENUE. Revenue from the tax imposed under this chapter may be used only to maintain and repair municipal streets existing on the date of the election to adopt the tax.

SECTION 2. This Act takes effect immediately if it receives a vote of two-thirds of all the members elected to each house, as provided by Section 39, Article III, Texas Constitution. If this Act does not receive the vote necessary for immediate effect, this Act takes effect September 1, 2001.

LEGISLATIVE BUDGET BOARD

Austin, Texas

FISCAL NOTE, 77th Regular Session

May 15, 2001

TO: Honorable James E. "Pete" Laney, Speaker of the House,  
House of Representatives

FROM: John Keel, Director, Legislative Budget Board

IN RE: HB445 by Goodman (Relating to the imposition by certain  
municipalities of a sales and use tax dedicated to street  
maintenance.), As Passed 2nd House

\*\*\*\*\*  
\* No significant fiscal implication to the State is anticipated. \*  
\*\*\*\*\*

The bill would add a new chapter in the Tax Code to create a municipal sales tax with the rate of 0.25 percent for street maintenance. A tax levied under the new chapter would have to be approved at an election held within the municipality. Revenue from such a tax could only be used to maintain and repair streets existing on the date of the election to adopt the tax. A municipality would not be able to adopt the tax if, as a result of the adoption of the tax, the combined rate of all sales and use taxes imposed by the municipality and other political subdivisions having territory in the municipality would exceed 2 percent at any location in the municipality.

The adoption of a tax authorized by this chapter would take effect on the first day of the first calendar quarter occurring after the expiration of the first complete calendar quarter occurring after the date on which the Comptroller received notice of the election results.

The sales and use tax would expire on the fourth anniversary of the date the tax originally took effect unless reauthorized by approval through an election held prior to that date. If an election on reauthorization is not held



prior to the expiration date or if the election is held and the voters do not favor reauthorization, a municipality could not call an election on the question of authorizing a new tax before the first anniversary of the date on which the previous tax expired.

The bill would take effect immediately upon enactment, assuming that it received the requisite two-thirds majority votes in both houses of the Legislature. Otherwise, it would take effect September 1, 2001.

#### Local Government Impact

Municipalities surveyed indicated that street repair and maintenance costs range from \$12-\$16 million. Municipalities with an average population of 300,000 estimate that they could collect an additional \$4.5 million annually in revenue based upon the provisions in the bill. Smaller municipalities (population less than 50,000) estimate an annual revenue gain of \$1 million. The municipalities would continue to experience this revenue gain to help pay expenses for street repair and maintenance for the four-year period in which the sales and use tax would be in effect.

#### House Bill 445 – Bill Analysis

Source Agencies: 304 Comptroller of Public Accounts

LBB Staff: JK, DB

HBA-AMW, CBW H.B. 445 77(R) BILL ANALYSIS

Office of House Bill Analysis H.B. 445

By: Goodman

Ways & Means

7/19/2001

Enrolled

#### BACKGROUND AND PURPOSE

Many city streets have deteriorated because of a lack of funding for repairs and maintenance. Municipalities use some of their tax revenue for the repair and maintenance of streets. Prior to the 77th Legislature, certain municipalities were prohibited from adopting an additional sales and use tax. House Bill 445 allows a municipality to adopt a one-fourth of one percent municipal sales and use tax for the maintenance and repair of municipal streets if approved by a majority of registered voters.

#### RULEMAKING AUTHORITY

It is the opinion of the Office of House Bill Analysis that this bill does not expressly delegate any additional rulemaking authority to a state officer, department, agency, or institution.

## ANALYSIS

House Bill 445 amends the Tax Code to create a municipal sales and use tax for the maintenance of municipal streets (maintenance tax). The bill authorizes a municipality to adopt the maintenance tax, at an election held in the municipality, at a rate of one-fourth of one percent and authorizes the use of tax revenue only to maintain and repair municipal streets existing on the date of the election. The bill prohibits a municipality from adopting a maintenance tax if, as a result of the adoption of the tax, the combined rate of all sales and use taxes imposed by the municipality and other political subdivisions of this state having territory in the municipality would exceed two percent at any location in the municipality. The bill provides that an election to adopt a maintenance tax has no effect if the voters of a municipality approve the adoption of the tax at an election held on the same election date on which another political subdivision adopts a sales and use tax or approves the increase in the rate of its sales and use tax and as a result the combined rate of all sales and use taxes imposed by the municipality and other political subdivisions of this state having territory in the municipality would exceed two percent at any location in the municipality.

H.B. 445 sets forth procedures for calling an election to adopt a maintenance tax, including ballot requirements, and establishes procedures related to the adoption of such a tax.

The bill specifies that unless the imposition of the maintenance tax is reauthorized, the tax expires on the fourth anniversary of the date the tax originally took effect or the first day of the first calendar quarter occurring after the fourth anniversary of the date the tax was last reauthorized. An election to reauthorize the maintenance tax is called and held using the same procedures used for the election to adopt the maintenance tax, except that the bill sets forth different requirements regarding the language of the ballot proposition. The bill prohibits a municipality from calling an election on the question of authorizing a new maintenance tax before the first anniversary of the date on which the tax expired if the election to reauthorize the maintenance tax is not held before the tax expires or if a majority of the votes cast in an election to reauthorize the tax do not favor reauthorization.

The bill requires the municipality to notify the comptroller of public accounts (comptroller) of the scheduled expiration of the maintenance tax not later than the 10th day after the date the municipality determines that the tax will expire. The bill authorizes the comptroller to delay the scheduled expiration date if the comptroller notifies the municipality that more time is required, and specifies that the comptroller must provide a new expiration date that is not later than the last day of the first calendar quarter occurring after the notification to the comptroller.

## EFFECTIVE DATE

June 11, 2001.

The following cities have **imposed** an additional City Sales and Use Tax for Municipal Street Maintenance and Repair, effective Jul 1, 2002:

City/County Name	Local Code	Local Rate	Total Rate
† Bartonville (Denton Co)	2061211	.017500	.080000
Evant	2097031	.012500	.080000
Coryell Co	4050009	.005000	
Evant	2097031	.012500	.080000
Hamilton Co	4097004	.005000	
Hickory Creek (Denton Co)	2061186	.012500	.075000
Pantego (Tarrant Co)	2220148	.017500	.080000
Taft (San Patricio Co)	2205030	.017500	.080000

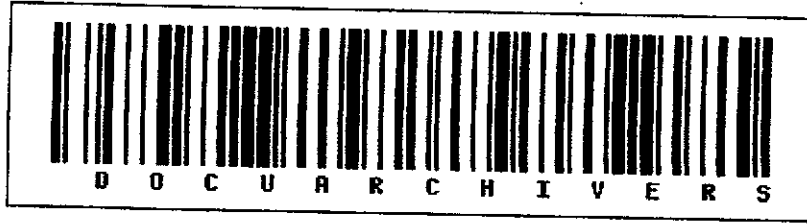
† The City of Bartonville has imposed an additional city sales and use tax for Industrial and Economic Development and Municipal Street Maintenance and Repair.

The following cities have **imposed** an additional City Sales and Use Tax for Municipal Street Maintenance and Repair, effective April 1, 2002:

City/County Name	Local Code	Local Rate	Total Rate
Bee Cave (Travis Co)	2227150	.017500	.080000
Bertram (Burnet Co)	2027045	.017500	.080000
Grand Prairie (Dallas Co)	2220013	.020000	.082500
Grand Prairie (Ellis Co)	2220013	.020000	.082500
Grand Prairie (Tarrant Co)	2220013	.020000	.082500
Haltom City (Tarrant Co)	2220255	.017500	.082500
Haltom City Crime Control District	5220530	.002500	
Lakeway (Travis Co)	2227061	.012500	.075000
Sansom Park (Tarrant Co)	2220068	.015000	.082500
Sansom Park Crime Control District	5220674	.005000	
South Houston (Harris Co)	2101188	.012500	.077500
South Houston Crime Control and Prevention District	5101552	.002500	
Van Horn (Culberson Co)	2055013	.017500	.080000
Windcrest (Bexar Co)	2015094	.017500	.080000

The following city has **imposed** an additional City Sales and Use Tax for Municipal Street Maintenance and Repair, January 1, 2002:

City/County Name	Local Code	Local Rate	Total Rate
Sunset Valley (Travis Co)	2227070	.017500	.080000



# Separator Sheet

File Contents: B & B Assoc. '02

Denton Convention and Visitor Bureau

**Christine Gossett**

---

**From:** <CntryPlc@aol.com>  
**To:** <cvb@discoverdenton.com>  
**Sent:** Wednesday, November 13, 2002 9:27 PM  
**Subject:** Press Tour postponed

Christina

We discussed the possible press tour before the end of the year and based on the responses you had received and everyone feeling that the time was tight and feeling a bit overwhelmed as the holidays approach -- we decided to wait and plan to do in the Spring.

I will have the invitation etc in draft form for the group at our January meeting and we plan to mail mid to late Feb for a mid to late March date.

Does that sound workable? Will you be able to help us then? Can you notify your list of our plan to delay until Spring?

Thanks

Kay

Harv and Kay Kitchens  
The COUNTRY PLACE at Cross Roads  
4000 Historic Lane  
CrossRoads, Texas 76227  
940-365-9788  
1-877-365-9788  
innkeeper@countryplacebb.com  
www.countryplacebb.com

11/14/2002

**Christine Gossett**

---

**From:** "Christine Gossett" <cvb@discoverdenton.com>  
**To:** "Kay Kitchens" <CntryPlc@aol.com>  
**Sent:** Sunday, November 10, 2002 3:18 PM  
**Attach:** DFWATC FAMILY FUN Times.doc; DFWATCfamilyfunltr.doc  
**Subject:** Travel Writer Tour

Hi Kay,

Here are some of the sample documents I promised to you. I am sending two different e-mails so I don't know crash you computer with 5 attachments in one letter. I have included:

- an invitation letter that we sent in advance with the RSVP form/application
- a sample of the detailed itinerary that was used by the tour guides in order to stay on schedule
- a sample of the itinerary we gave to the writers (a little less detailed one can go out with your letter of invitation - just enough information to entice them to come)
- a sample of an RSVP form/application (you can alter this how you see fit for your tour, but this is the form that is going to give you info on any "special needs")
- a confirmation notice that we sent back to the writers

Most of this can be done via e-mail/fax after you send out the initial invite. I have some addresses for those writers we discussed that weren't on the list.

Sharon Chance  
 Wichita Falls Times & Record News  
 812 Sandy Beach Rd.  
 Azle, TX 76020  
 (817) 270-0049  
[rosasharnl@aol.com](mailto:rosasharnl@aol.com)

*Add: Lisa Davis  
 106 Trailwood Crt.  
 Burleson, TX 76028*

Ann Gallaway  
 Texas Highways  
 P.O. Box 141009  
 Austin, TX 78714-1009  
[agallaw@dot.state.tx.us](mailto:agallaw@dot.state.tx.us)

Linda Miller  
 The Oklahoman  
 P.O. Box 25125  
 Oklahoma City, OK 73125  
 (405) 475-3304 (I think this is the direct line for Sharon Dowell, but if it is I am sure she can transfer you)  
[lmiller@oklahoman.com](mailto:lmiller@oklahoman.com) ( I am guessing on her e-mail address based on Sharon's e-mail address)

Charlotte Leslie  
 Tex Women Magazine  
 P.O. Box 630361  
 Houston, TX 77263-0361  
 (713) 977-2589 Phone/Fax  
[texwomenmag@sherwoodnation.com](mailto:texwomenmag@sherwoodnation.com)

As for Texas Highways, if you want to send to both of the writers you could - chances are only one will be able to come, so sending to two might increase your chances. Ann is the senior editor, so I don't know what her schedule allows, but she might be interested since her daughter lives here. The larger magazines probably need more notice, but getting the invite might give them an idea of what is up here and maybe spark an idea to do a story sometime. You may want to tell the writers if they are not able to come up this time that perhaps they can work it in and arrange to come another time - if the group is willing to host someone at a later date.

I did talk with someone from the Granbury CVB and asked if they had ever met Charlotte Leslie and she said she did. The CVB did not advertise with her, but some of the merchants and attractions did and she said Charlotte did a whole thing on Granbury in one of her first issues. She also said Charlotte seemed like a really nice lady. So, I will call some of the advertisers she listed and see if they were impressed and satisfied. The only thought I had was that she might take it as a chance to solicit ads from all of you, but if you all decide to advertise with her before she comes that might eliminate it. Or, you could add some statement to your RSVP sheet or invite that says, "please no solicitations during press tour." I would hope that she would not do that, but you all may not care. It's up to you. I know for our larger press tours when we have had writers/editors visit it has never been a problem, so I may be worrying for nothing.

Please let me know how the meeting goes, what dates you decide on for the tour and I will be glad to assist with anything before and during the tour. I can also help you put some press kits together for them prior to their coming and you can give them out when they arrive. It really helps to cut down on postage. The writers have really loved the press-binders we've provided on DFWATC tours. And, I can also contribute some "goodies" toward goody bags if you all want to put some together for them. I might be able to swing some ornaments and postcards. I will also give you a press release on downtown Denton's attractions and some other attractions in the area - I promise not to include anything on other hotels, motels and B&B's in Denton's press releases. :)

Look forward to working with you on the tour!  
- Christine

Christine Gossett, Vice President  
Denton Convention & Visitor Bureau  
414 W. Parkway  
Denton, TX 76201  
(940) 382-7895  
[www.discoverdenton.com](http://www.discoverdenton.com)

**Christine Gossett**

---

**From:** "Douglas Murray" <Douglas.Murray6@verizon.net>  
**To:** <cvb@discoverdenton.com>  
**Sent:** Friday, November 08, 2002 10:28 AM  
**Subject:** Travel Writers for B&B FAM tour

Christine:

Here's a list of some folks (primarily local/Texas) you might consider inviting to the B&B FAM tour. I know some of them are far-fetched (i.e. Bob Phillips), but might even be good to put the invitation to them anyway just to 1) pique their interest and 2) demonstrate that Denton City has so many excellent B&B venues, you're able to do this Fam tour (building awareness).

I'm out taking pics at an event for a few hours so call me mobile if questions/clarification. Hope this helps!

Julia  
\*\*\*\*\*

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713-974-0445 fax

✓ Linda Miller ✓  
Daily Oklahoman, Travel

The Oklahoman 405/475-3304  
~~(405) 475-3304; fax (405) 475-3304~~  
l.miller@oklahoman.com ? maybe  
Box 25125, OK City, OK 73125

✓ Sharon Chance

✓ Charlotte Jesie - Tex Women Magazine

P.O. Box 630361  
Houston, TX 77263-0361  
Phone/Fax: 713/977-2589  
[texwomenmag@sherwoodnation.com](mailto:texwomenmag@sherwoodnation.com)

\* Send a note to Kay about: sample applications; Sample letter;  
~~xxx~~ addresses Daily OK & name for TX Highways

\* Call Dransbury CUB or others on ~~TX~~ Women to see if Ad list legitimate

## NTABBA Meeting 7/24/02

- Lynn Weil w/ Guest House is not necessarily interested in continuing with the association
  - Moved acct. to DATCE
  - Would like to have next meeting @ the Front 30 B&B. They are near Lake Texoma.
  - Packaging → best thing to do was to link up to something that was already in existence & not re-invent the wheel.
  - They discussed joining Main Street Association for Denton and getting NTABBA linked for promoting specials on accommodations.
  - They will pursue finding ways to link up to the various associations (downtown) websites
  - Coordinate a seminar on packaging look @ mid- to late- September
  - \* See if the TTIA ~~can~~ seminars on packaging is open for one-day, non-member attendees.
- They will assign Kay Kitchens the job for coordinating the media tour with me.

**Christine Gossett**

---

**From:** "Alexander Bed & Breakfast, Inc." <abba@texoma.net>  
**To:** "Bison Hollow" <cjburch@bisonhollow.com>; "Country Place" <cntryplc@aol.com>; "Crabapple Hill Farm" <barkley@crabapplehill.com>; "Christine Gossett" <cvb@discoverdenton.com>; "Heritage Inn" <Innkeeper@theheritageinns.com>; "Mom's House" <evershwc@gte.net>; "Roadrunner Farm" <jamichi@attglobal.net>; "Guest House" <gsthouse@flash.net>; "Abbercromby Penthouse" <txabby@aol.com>  
**Sent:** Tuesday, September 17, 2002 9:29 AM  
**Subject:** Minutes, July 24, 2002

NORTH TEXAS AREA BED & BREAKFAST ASSOCIATION - "NTABBA" - Minutes of July 24, 2002

Hosts: Donna & John Morris - - Guests: Bill & Terry Ray of Front 30 Ranch  
 Attending: Margaret Atkinson, Chuck & Jeanie Burch, Barbara Turley, Celia & Mike Reid, Pamela & Jimmy Alexander. Non-Voting Member, Christine Gossett.

After a delicious lunch, much conversation and saying our "good-byes" to Celia & Mike Reid who have closed "Mom's House," President Jimmy Alexander called the meeting to order. Minutes had been emailed to all members and approved.

Treasurer Donna reported Wells Fargo had bought First State Bank. and was now charging \$25/month for our account. She had transferred NTABBA's balance to DATCU (Denton Area Teacher's Credit Union), opening a "non-profit organization" account. Keeping a balance of \$500 or more will incur no charge; a \$7/month charge if the balance drops below \$500. Current balance is \$929.33. Jan Michie did renew membership; Lynn Weil chose not to. Jeanie moved to accept/Barb made a 2nd to approve. Barbara mentioned that Lynn Weil did not think the NTABBA Website had brought her any business. Jimmy will send Lynn a "final" letter. Suggestion was made to certify the letter. Will need to take Mom's House and The Guesthouse off the Website.

Donna reported more "hits" than NTABBA paid for so we owe \$45. Have now increased hits to 300/month. Suggestion was made to check our webtrends (each B&B). #1) Yahoo #2) MSN #3) NTABBA's Website. Barb will try to find password to enter Webtrends. Donna may have it in her email file.

John: When we went on pay per click did Overture & Looksmart charge us? Overture did; Looksmart did not.

Guests Bill & Terry Ray were introduced and asked to tell a little about their B&B, Front 30 Ranch. They were from Fort Worth but came up to Lake Texoma to sail their sailboat. Bought 20 acres, adding more acreage later making their property a functional ranch. Decided to build a "Hill Country"-style house and at that time added a house for Terry's mother. After her mother died they decided to use her portion as a B&B guesthouse, opening in spring of 1999. Bill & Terry are interested in joining NTABBA as members. Jimmy invited them to host our September meeting, September 18,

2002 and they graciously accepted.

Old Business:

Barb: What about the Picket Fence B&B in Muenster?

Jimmy: Donna Hertel, Miss Olivia's B&B in Gainesville, wants to join but is currently too busy.

Margaret: Do we need to do anything else on our Website?

Donna: We are listed on as many directories as we can, except Overture - too much money. We are continuing Looksmart and the Dallas Ad Mall

John: At PAII Conference: WorldRes charges 15% per reservation, BB Online - 4% & was cheapest to join.

Advertising Updates & Possibilities: (Celia), Margaret, and Jeanie

? Coupons from Denton Downtown Association

? Best decision was to link up w/the Denton Downtown Association or other existing groups

? Gainesville Main Street Association (Lynn Fountain, Director)

? Decatur Main Street Association

? Find out what activities are happening in different towns & then add

"blurb" to Website & link to Web advertiser.

? Main Street Programs: Do we want to be associated w/the Main Street programs in Decatur or Gainesville? Christine suggested we list them on our individual home pages, i.e.: "For Travel packages click here." Especially good in non-peak seasons. John made a motion/ Barb the 2nd to find out what is necessary to get involved w/these associations; find out if any funds are needed and get back to NTABBA members.

? Special Events - All members need to relate special events to the NTABBA Website. List the event/activity and then show list to NTABBA

? Margaret said this was not a real winner for our B&B's

? Donna: Suppose a room is \$115/night. What if: \$12/each ticket >

Bargain/barter for the tickets > then offer as a package. Ask the organization to block out the tickets for a certain time frame. If our B&B's have not sold the tickets by the deadline, the organization re-opens the items.

? Christine: Is there an interest in a "Packaging" Seminar? She will try to arrange locally.

? Margaret: Requested Donna to check on Blizzard making us a 'link button logo' to give to other sites to link back to us.

? Jeanie: Suggested checking on costs with

Traveltex.com texasdestinations.com tda.com tourtexas.com

texaslodging.com

It may be wise or could be too expensive. Barbara will check on these and report.

? John: These are key words on search engines: texas lodging, texas bb, texas accommodations, texas inn

? Jeanie: "Fam Tours" - hosting famous people for publicity & referrals by offering free accommodations. We don't get paid unless they don't show up.

Find them through emails.

? Christine: Travel editors will do a write up free room and meals and she mentioned one from Wichita Falls, TX. Jimmy suggested Christine ask the editor to choose some dates & our B&B's would host/tour her. Donna suggested

having Kay Kitchens coordinate which dates work for our group (and Margaret suggested having Decatur either first or last). Christine also mentioned the Dallas-Fort Worth Area Tourism Council, bartering gift certificates/items from B&B's for traveling leaders.

? Margaret: Decatur hosted the Motorcycle Run last weekend/Promotions. 250 attended and \$2000 was made in concessions. Maybe one of our towns should host and the B&B's split the concession money.

NTABBA: Click on Webtrends. In right hand corner, click.

User name: [webtrends@northtexasbandb.com](mailto:webtrends@northtexasbandb.com)

Password: DM66810003

Next meeting September 18, 2002 at Front 30 Ranch.

John made a motion to close.

Submitted by Pamela Alexander

Alexander Bed & Breakfast Acres, Inc.

<http://www.alexanderbnb.com>

1-800-887-8794

3692 County Road 201

Gainesville, Texas 76240

## Christine Gossett

---

**From:** "Donna Morris" <redbudbb@gte.net>  
**To:** "Alexander Bed & Breakfast, Inc." <abba@texoma.net>  
**Cc:** <Txabby@aol.com>; <cjburch@bisonhollow.com>; <CntryPlc@aol.com>;  
 <barkley@crabapplehill.com>; "Christine Gossett" <cvb@discoverdenton.com>;  
 <gsthouse@flash.net>; <jamichi@attglobal.net>  
**Sent:** Tuesday, June 25, 2002 11:25 AM  
**Subject:** Marketing NTABBA

Hello group from Celia Reid-

Donna is letting me use her computer for this. In response to a request by Jimmy at our May brainstorming Session, Jeanie, Margaret and I met with Christine Gossett on June 5th to explore avenues of marketing NTABBA (tours/packages, etc.). Christine offered to market our packages on her website (may be a slight charge) and if we choose to tie our packages to existing events she could mention them (if she knew far enough in advance) on the advertising for those events. The idea of a public tour faded and we elected to concentrate on

Packages. Also, the suggestion was made for a NTABBA brochure. Christine said it would make their job Easier to have a list of B&Bs in one spot with a brief description of each. She also said the chamber does have Occasion to make suggestions on B&Bs not in the Denton area or the Denton Chamber and a brochure would Surely help. Jeanie has price quotes from two separate printers and one is reasonable.

On June 19th, we met again with Christine and Lynn Fountain of the Gainesville Main Street program. We Decided it best to begin slowly by linking to the websites of Denton, Decatur and Gainesville Main Street/downtown associations. Lynn Fountain was very receptive and said we didn't have to be a member of

The Gainesville association to link. The link might say something like "for info on discounts/packages at area B&Bs click here". Then once on our website a customer could access the specials page and go from there.

We all liked the idea of offering a shopping package perhaps on Tues-Thurs and Kathryn already has printed Coupons from Denton area merchants which she said she could share with us. Lynn Fountain said she was Going to explore the possibility of getting her Gainesville downtown merchants to offer coupons/discounts.

The last idea was NTABBA hosting a media "fam tour" to try and get some free press. Christine has a list of Area travel writers we could invite with the hopes of having 3-4 takers. The idea is to get them to stay at 2 - 3 Of our B & Bs, tour the others while checking out the local shopping, restaurants, and points of interest along the way. Christine says that if you lay out the red carpet you can usually get some gook press.

To sum it up, there are many good ideas and with a little leg work it can easily be done. Now, Mike and I have Decided to move into Mom's House and are officially out of the B & B business. For that reason, next meeting Will now be at the Heritage Inns on July 24 at 11:30. I'm sure Jimmy will send you a reminder. I'll miss working And socializing with all of you and wish you all good fortune in your business ventures. Thank you for all of your Help and guidance you have offered us over the past two years.

God bless-  
 Celia Reid

Innkeeper of the Heritage Inns.  
<http://www.theheritageinns.com/> (please visit our web page)

6/25/2002

**Christine Gossett**

---

**From:** "Alexander Bed & Breakfast, Inc." <abba@texoma.net>  
**To:** "Bison Hollow" <cjburch@bisonhollow.com>; "Country Place" <cntryplc@aol.com>; "Crabapple Hill Farm" <barkley@crabapplehill.com>; "Christine Gossett" <cvb@discoverdenton.com>; "Heritage Inn" <Innkeeper@theheritageinns.com>; "Mom's House" <evershwc@gte.net>; "Roadrunner Farm" <jamichi@attglobal.net>; "Guest House" <gsthous@flash.net>; "Abbercromby Penthouse" <txabby@aol.com>  
**Sent:** Tuesday, June 04, 2002 9:30 PM  
**Subject:** May 15 Minutes

NORTH TEXAS AREA BED & BREAKFAST ASSOCIATION, "NTABBA" Minutes of May 15, 2002

Host: Abbercrombie Penthouse Suites, Margaret Atkinson. Attending: Jimmy & Pamela Alexander, Jeanie & Chuck Burch, Donna Morris, Celia Reid, Barbara Turley.

President Jimmy Alexander opened the meeting. Barb made a motion to approve the minutes/second by Celia/carried.

**OLD BUSINESS:**

Donna has us on two new search engines:

- 1) Look Smart - \$199/yearly as a small business listing. \$150 set up fee/ \$49 listing. Pay "per click." Links to five others. Password: North Texas
- 2) Ask Jeeves - Links to Teoma, \$30.

Donna is having trouble with web findings off our NTABBA Website so she will call Blizzard (Webtrend) concerning that problem.

Donna gave Treasurer's report: Previous balance \$736.22 + deposits \$325.00. Subtotal of \$1061.22. Checks paid \$94 to Dallas Morning News. Current balance: \$976.22.

Dues outstanding since January: Lynne Weil of The Guest House; and Jan Michie of Roadrunner Farm. Discussion concerning this was tabled until later in meeting.

Jimmy asked Barb to report about NTABBA joining Gainesville Chamber of Commerce. Gainesville dues are \$125, but they may consider us joining w/o fees because we are an association. Barb will follow up with Gainesville on the free membership possibility for NTABBA. Sanger, TX Chamber of Commerce membership dues are \$65 which includes a listing on their Website. Discussion proved it would not benefit us as an association to join the Sanger C/C.

Celia asked about the status of the B&B home tour. Jeanie said that it had been cancelled due to miscommunication. Discussion continued on the possibility of our B&B's doing our own tour. Was tabled until the marketing session that would follow lunch.



July 24th meeting will be held at Mom's House in Denton.

**NEW BUSINESS:**

Bison Hollow linked from their Website to NTABBA & suggested we all do so.

Virus protection was discussed. Donna's son and son-in-law might schedule with each of our B&B's for hire. Jim Myer 940-243-6066 \$40 Computer work, David 940-271-0056 Virus Cleanup

**CRITERIA FOR MEMBERSHIP**

Dues are due in January of each year. If not paid by March, will be dropped from membership. For 2002, it will be extended to June because of criteria revisions. Website payments will need to be paid by September. If a member is dropped from membership of the Association, they will simultaneously be dropped from the Website. For 2003, dues are due by January and considered late by March 31st. Email notice will be sent in December 2002. If dues are not received by March 31st, member will be dropped from membership and Website. If a dropped member decides to re-join, the entire dues + Website fees must be paid again to re-enlist. This motion was made by Donna/2nd by Jeanie/carried.

Current Year 2002: Secretary will draft a letter for dues in arrears saying, "... membership is in jeopardy if not received by June 30th. Will be dropped from Website by September 1st if not received by then." Go as a cover letter over the membership criteria. Donna made this motion/2nd by Barb/carried.

**ATTENDANCE:** Discussion on importance of attendance. In order to become members, prospective B&B's must allow NTABBA members to visit or host a meeting at their B&B.

Attend at least two meetings yearly. Failure to attend at least two meetings will result in membership being dropped at the November meeting. To be re-enlisted will be required to pay current Web-site start up fee of \$135, + membership fee and have approval by a majority vote of NTABBA members.

Jeanie made the motion/Celia made 2nd /Motion carried.

Members decided to turn the "criteria list" into a check list, and be signed by B&B's who visit new member B&B's.

Jeanie made a motion/Barb 2nd: To approve all corrections to "Criteria for Membership." Motion passed. Broke for lunch. Reconvened at 1:35 PM. Decided NOT to define geographical boundaries.

**MARKETING IDEAS Brainstorming Session**

Jeanie Burch: B&B Tour and different "Tastes" at each member B&B such as:  
 "B&B Tasting Tour" "Tastes of B&B's"  
 ---chocolates ---breads ---provide tickets to Butterfield Stage  
 ---wine ---mini quiches ---make it a 'weekend' thing

---cheeses ---fruit platters ---market to travel groups  
---salsa ---teas ---Chamber of Commerces  
---antique tours ---Web links ---newspaper articles

Margaret: Auction off B&B stays w/sky diving packages (or something) on Ebay

Gift Certificates as packages

Motorcycle Tours to each B&B

Necessities - gear toward things people HAVE to have. Contact crematoriums and have services @ B&B. Funeral Homes sell cremation services for \$1000 and the family receives very little services.

Donna: Sells candy in a B&B mug wrapped w/a bow for \$25. Has increased income dramatically by selling packages: Spa package; birthday package (Candyhaven cake, decorated room), honeymoon package (two robes); anniversary package; romance package (choc. covered strawberries, candles).  
\*\*Have a package for Everything!

Web page specials - make use of what we've already paid for. Special Event listings. And list our individual B&B availability. --Courthouse

Tour --History Tours

When callers ask, "What are your rates?" Ask them, "What kind of experience do you want?" "What are you looking for?"

Pamela:

"Scavenger" or "Treasure Hunt" type weekends. Referenced an article that is the craze in New England called "Letterboxing" where people go from place to place & find/hide letterboxes filled w/treasures.

Murder Mysteries/ State discount room bookings/Christian bookings @ discount

Submitted by Pamela Alexander, Secretary

(Membership Criteria is stilled not typed)

Alexander Bed & Breakfast Acres, Inc.

<http://www.alexanderbnb.com>

1-800-887-8794

3692 County Road 201

Gainesville, Texas 76240

## North Texas Area Bed and Breakfast Association-NTABBA

### Abbercromby Penthouse Suites

Bob & Margaret Atkinson  
103-A West Main Street  
Decatur, Texas TX 76234  
940-627-7022 B&B/940321-3673 Fax  
Mobile: 940-393-5075/Email: [txabby@aol.com](mailto:txabby@aol.com)  
<http://members.aol.com/txabby/home.htm>  
<http://4romanticweddings.com>

### Alexander Bed & Breakfast Acres

Pamela & Jimmy Alexander  
3692 CR201, Gainesville, TX 76240-7819  
903-564-7440 B&B/Fax, upon notification  
1-800-887-8794 (903-564-9503 Home)  
Email: [abba@texoma.net](mailto:abba@texoma.net)  
[www.alexanderbnb.com](http://www.alexanderbnb.com)

### Bison Hollow

Chuck & Jeanie Burch  
1149 Raymond Burch Trail, Aubrey 76227  
940-365-9460 Home/B&B/Fax upon notification  
Email: [cjburch@bisonhollow.com](mailto:cjburch@bisonhollow.com)  
[www.bisonhollow.com](http://www.bisonhollow.com)

### The Country Place at CrossRoads

Kay & Harv Kitchens  
4000 Historic Lane, CrossRoads, TX 76227  
940-365-9788 B & B/ 940-365-9691 Fax  
940-440-3331 Home  
Email: [cuntryplc@aol.com](mailto:cuntryplc@aol.com) &  
[innkeeper@countryplacebb.com](mailto:innkeeper@countryplacebb.com)  
[www.countryplacebb.com](http://www.countryplacebb.com)

### Crabapple Hill Farm

Barbara & Don Turley  
252 CR 2262, Valley View, TX 76272 The  
940-612-1690 B&B/940-612-1699 Fax  
Email: [barkley@crabapplehill.com](mailto:barkley@crabapplehill.com)  
[www.crabapplehill.com](http://www.crabapplehill.com)

Denton Convention & Visitor Bureau  
Christine Gossett  
414 W. Parkway, Denton, TX 76201  
940-382-7895/ 940-382-6287 Fax  
Email: [cvb@discoverdenton.com](mailto:cvb@discoverdenton.com)

### The Guest House

Lynne Weil  
5408 Highway 377  
Aubrey, TX 76227  
940-440-2076  
Email: [gsthouse@flash.net](mailto:gsthouse@flash.net)

### The Heritage Inns

Donna & John Morris  
815 N. Locust, Denton, TX 76201  
940-565-6414/940-565-6515 Fax  
888-565-6414  
Email: [redbudbb@gte.net](mailto:redbudbb@gte.net) &  
[Innkeeper@theheritageinns.com](mailto:Innkeeper@theheritageinns.com)  
[www.theheritageinns.com](http://www.theheritageinns.com)

### Mom's House

Mike & Celia Reid  
2900 N. Elm, Denton, TX 76201  
940-380-0435 Home  
940-566-4910 Mom's House  
940-390-5223 Mobile  
Email: [evershwc@gte.net](mailto:evershwc@gte.net)  
[www.stayatmomshouse.com](http://www.stayatmomshouse.com)

### Roadrunner Farm

Jan Michie  
10501 Fincher Rd., Argyle, TX 76226  
940-241-3089  
Email: [jamichi@attglobal.net](mailto:jamichi@attglobal.net)  
[www.roadrunnerfarm.com](http://www.roadrunnerfarm.com)

### NTABBA Website:

[www.northtexasbandb.com](http://www.northtexasbandb.com)

Updated March 23, 2002

**North Texas Area Bed And Breakfast Association**  
**NTABBA**  
**(Previously Denton Area Bed & Breakfast Association)**  
**Amended Policy & Procedures**  
**May 2002**

**Mission Statement:**

To act as Hospitality Ambassadors to North Texas by providing places of retreat and comfort to people who visit the North Texas area.

**Organizational Structure:**

President -- Secretary -- Treasurer

These officers serve a one-year term consisting from January 1st to December 31<sup>st</sup>, with new officers being voted on in the November meeting or the last meeting of the year. If a term cannot be completed, a vote will be held for the remainder of the term.

The North Texas Area Bed and Breakfast Association (NTABBA), formally known as the Denton Area Bed and Breakfast Association (DABBA), was organized and voted into existence on August 15, 1996 (see original DABBA Policy and Procedures). The majority of the voting members at the September 19th, 2001 meeting approved the name change from Denton Area Bed and Breakfast Association (DABBA) to North Texas Area Bed and Breakfast Association (NTABBA). These updates and amendments of the original Policy and Procedures were voted on May 15, 2002 and accepted by the majority of members. The monthly meetings are scheduled to meet on the 2<sup>nd</sup> Wednesday of *every other* month unless otherwise agreed (beginning January, and ending November).

### **Criteria:**

See attached criteria for Full Membership and Associate Membership.

### **Goals:**

1. To encourage tourism/development of the North Texas area.
2. To promote member B&B establishments.
3. To promote and maintain the Association Website.

### **Benefits to Area:**

1. Expand knowledge of North Texas area.
2. B&B member support of planned area events.
3. Consumers to the North Texas area.
4. Preservation/education of local historical sites.

### **Benefits to Members:**

1. Knowledgeable referrals
2. Shared resources
3. Personal member-to-member support
4. Support from other B&B's on management challenges and new situations that arise
5. Industry and community recognition and credibility
6. Listed in Association Website

### **Funds:**

An association checking account is operational where all financial transactions take place. Group advertising, office supplies, and postage will be deducted from this account. Any other expenses will be voted on before purchase from the NTABBA account. The NTABBA president and treasurer will both have authority to sign

any check, although only one signature will be required. The signature card will be changed when a new officer is voted into the position of President and/or Treasurer.

**Charter Membership, August 15, 1996:**

Alexander Bed & Breakfast Acres	Pamela & Jimmy Alexander	(903) 564-7440
The Country Place	Kay & Harv Kitchens	(817)-365-9788
Godfrey's Place Inn	Marjorie & Dick Waters	(817) 381-1118
The Guest House	Lynne Weil	(817) 440-2076
Healing Springs Ranch	Joan & Ladd Garner	(817) 437-2204
The Magnolia Inn	Donna & John Morris	(817) 381-3001
The Redbud Inn	Donna & John Morris	(817) 565-6414
Roadrunner Farm	Jan Michie	(817) 241-3089

Attached is a current list of NTABBA members as of May 15, 2002.

NORTH TEXAS AREA BED & BREAKFAST ASSOCIATION  
(NTABBA)

Criteria for Membership  
May 2002

Full Membership Criteria:

1. The applying Bed and Breakfast (B&B) must have appropriate licensing, inspections and insurance, i.e. State Tax Number, Hotel Occupancy-Fire-Liability insurance, Food Handler's Certificate and any other city, county or state requirements to operate a B&B at their location.
2. Open for business at least 10 (ten) months of the year.
3. Membership fee of \$100.00 per establishment or business listing to be paid to the association and due January 1st. This is to be paid annually, good from January 1<sup>st</sup> through December 31st. If a B&B joins during the calendar year, the fee is prorated quarterly. Plus, the B&B may be responsible for any special fees that the association has approved, i.e. any special advertising expenses such as the development of the NTABBA's Website.

Dues are considered delinquent after January 1<sup>st</sup> and if not paid by the following March 31<sup>st</sup>, the B&B will be removed from the NTABBA membership and simultaneously removed from the Website. If a member who has been removed decides to re-join NTABBA, they must be voted upon and passed by a majority of the current NTABBA membership. In addition, the entire dues plus Website expenses must be paid prior to renewing membership.

4. When an associate member is accepted as a full member (criteria for Associate Members is listed on page 3), the \$25.00 associate member fee is not credited toward the full membership fee.
5. Must be a fully operational B&B (Not just an extra bedroom in a house; not a boarding house [rooms for rent typically by the month or lease]). Breakfast is included in the room rate or the guests have use of a fully equipped kitchen.

6. Applying B&B is actively marketing their individual B&B with at least two of the following, or comparable to: Brochures, listing in B&B publications, Website, newspapers, Chamber of Commerce membership, telephone books, or promotional give-a-ways, etc.
7. The B&B must demonstrate proper innkeeper etiquette, administrative professionalism, premises and building safety, maintenance and cleanliness.
8. The applying B&B, prior to acceptance into the association as a full member, must demonstrate proof of items #1 through #6. Since item #6 is subjective, approval is at the discretion of the voting members of the association.
9. A B&B applying for full membership must allow NTABBA members to visit their B&B or they may host one of the NTABBA meetings at their B&B.
10. The applying B&B must pass a majority vote of the current voting-members of the association.
11. A B&B meeting the full membership criteria can bypass the associate membership and request full membership.
12. A letter of invitation for full membership must be sent to the applying B&B.
13. A change in B&B ownership in a member property requires a new vote of acceptance by a majority of the NTABBA voting members. This vote must take place within a reasonable period of time after the new owners take possession.
14. Based on the "Benefits to Members" in the Policy and Procedures section and the needed participation of all the NTABBA members to ensure a successful association, there is requirement to attend at least two meetings per year. Failure to attend at least two meetings will result in removing the B&B from NTABBA at the last business meeting of that year. In addition to the B&B being removed from the NTABBA membership, also they will simultaneously be removed from the Website. If a member who has been removed decides to rejoin NTABBA, they must be voted upon and passed by a majority of the current NTABBA membership. In addition, the entire dues plus Website expenses must be paid prior to them becoming a member.



15. If a current full member of NTABBA does not maintain this criteria, based on the judgment of the majority of the voting members, then that B&B will be informed in writing concerning the areas where they are not meeting NTABBA's criteria and given 30 days to correct those areas. If the areas are not corrected, and by a majority vote of the voting members, that B&B will be informed in writing that their membership has been revoked immediately without any reimbursement of fees and will be removed from the NTABBA Website. If a member who has been removed decides to re-join NTABBA, they must be voted upon and passed by a majority of the current NTABBA membership. In addition, the entire dues plus Website expenses must be paid prior to them becoming a member.

Associate Membership Criteria:

1. A visiting B&B can enjoy a maximum of two visits to NTABBA's regular meetings after which they must then make a decision to apply for associate membership, full membership, or decline to join NTABBA.
2. Associate members would be someone who is considering opening a B&B (aspiring innkeeper) or who has just opened their B&B.
3. Associate membership is valid for one year from date of acceptance from the association. At the end of that first year, they must apply and meet the criteria for full membership in NTABBA and Website. If the associate member does not meet the full membership criteria, then they will no longer be a member in NTABBA. At the end of that year, at the discretion of the voting NTABBA members and with a majority vote, the association member can be invited to stay as an association member for a length of time to be determined at the time of the members' vote.
4. Associate members can participate in NTABBA's regularly scheduled meetings, enter into discussions, make recommendations,

benefit from the relationships and knowledge of the other NTABBA members, but have no voting rights or Website listing.

5. An associate member can apply at anytime for full membership once they have met the full membership criteria.
6. A B&B meeting the full membership criteria can bypass the associate membership and request full membership.
7. A B&B applying for associate membership must pass a majority vote of the current-voting members of the association.
8. A letter of invitation for associate membership will be in writing to the applying B&B.
9. A membership fee of \$25.00 per establishment or business listing will be paid to the association. This is to be paid annually, good from January through December and is not prorated during the year.

**Christine Gossett**

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**From:** "dentonsports" <dentonsports@discoverdenton.com>  
**To:** "Program Assistant" <programs@denton-chamber.org>; "Dian Overgaard" <dcvb@discoverdenton.com>; "Gina Depingre" <sales@denton-chamber.org>; "Christine Gossett" <cvb@discoverdenton.com>; "Melissa Maples" <edvp@denton-chamber.org>; "Ann Cadle" <dentoned@denton-chamber.org>  
**Sent:** Monday, March 04, 2002 9:04 AM  
**Subject:** AJGA Tournament Presentation

Would you mind forwarding this to people you think might be interested in coming to the meeting this Thursday. If you do not have a group listing and have a list of names that you think might be interested, I will send it out.

Thanks

Oakmont Country Club was selected to host the 2002 American Junior Golf Association Boy's Championship on July 29-August 2nd. The tournament will bring the best 150 golfers ages 13-18 from across the country and some international players. Some of the past champions of this event include; Tiger Woods, David Duval, and Jim Furyk.

The Greater Denton Sports Commission would like to invite everyone to attend our next monthly meeting on Thursday-March 7th at 12Noon at the Denton Chamber of Commerce. John Schultz the AJGA Boy's Championship Tournament Chairperson will be doing a presentation regarding this great event.

There will be opportunities for you and your organization to become involved. The title sponsor for this years event will be EDS and potential sponsors include MasterCard and American Airlines. The AJGA is also providing sponsorship opportunities for the community businesses including hole sponsorship, advertising in the newsletter, meal sponsorship and spots to play in the Junior/Am Tournament on Monday-July 29th which will include some past champions and junior golfers for this event.

If you have an interest in attending this event, please respond via email to RSVP. Lunch will be provided, although we do ask for donations.

Sincerely,

Jason Piter  
 Sports Marketing Manager  
 Denton Convention and Visitor Bureau  
 414 Parkway  
 PO Drawer P  
 Denton, TX 76202-1719  
 940-382-7895  
 940-382-6287 fax

*Radisson is the host hotel*

NORTH TEXAS AREA BED & BREAKFAST ASSOCIATION - "NTABBA"

Minutes of January 23, 2002

Host Home: Bison Hollow w/Jeanie and Chuck Burch. Also attending: Jimmy & Pamela Alexander, Margaret Atkinson, Harv & Kay Kitchens, John & Donna Morris, Celia & Mike Reid, Barbara Turley.

President Jimmy Alexander brought the meeting to order and lively discussion from the November 7<sup>th</sup> meeting began with the subject of "New Members" and why we were changing the one-year waiting requirements to no-wait requirements. Membership had discussed waiving the one-year waiting period by amending the by-laws. The decision from the November meeting to waive the one-year waiting period was confirmed, if all criteria was met.

Donna moved: A visiting B&B can enjoy a maximum of two visits to NTABBA meetings after which they would then have to make a decision to apply for associate membership, full membership, or decline to join NTABBA. Associate membership fee is \$25. Associate members would be someone who is opening or has just opened and they must meet NTABBA's criteria within one year's time. After meeting the criteria, they could then apply for full membership. A B&B meeting all criteria requirements can elect to bypass associate membership and request full membership. Any new members joining in 2002 will pay a \$135 Website startup fee plus the \$100 membership fee. Membership fees are prorated each quarter of the year. If a B&B is not a member, they will not receive referrals nor receive use of NTABBA's Website. Kay made a second and the motion passed.

President asked for a motion to accept the Nov. 7<sup>th</sup> minutes with the above corrections. Chuck made the motion and Jeanie made a 2<sup>nd</sup> w/the motion carrying.

Treasurer Donna reported the NTABBA balance to be \$484.22. She will be reimbursing herself for \$48 of Website expenses to Blizzard. Jeanie moved to accept; Barb made a 2<sup>nd</sup>.

OLD BUSINESS: John reported that to register our NTABBA name all members needed to record and sign a contract that will list "North Texas Area Bed and Breakfast Association" for 10 years. This name is available and John will return the contract to the Courthouse for presentation after all forms are correctly submitted to him.

NEW BUSINESS: John will contact Overture to see if it is worth our while to be on that search engine. Margaret also suggested "Submit It" and Jeanie "Add Me."

Barb commented she couldn't locate our Website. Donnas suggested entering [www.northtexasbandb.com](http://www.northtexasbandb.com). Also, go through the "back door" through Google. Donna will be listing us through Blizzard with specific words for specific search engines. Directories we are on: 1) Dallas Ad Mall 2) Innkeeper.com 3) Blizzard & their freebies. On January 15<sup>th</sup> the Web trends showed 15 visits, averaging 1 minute 50 seconds.

Barbara volunteered to be the "email administrator" to check email for our NTABBA site for the next six months.

Harv brought up that the bill is due for the Denton Area Tourism Alliance. 1) Do we want to renew at \$100? 2) It gets us on their Website: Denton Area Tourism.com URL 3) They meet the 3<sup>rd</sup> Thursday each month. Harv made motion/ John made 2<sup>nd</sup>/ Voted Yes.

Kay mentioned that Christine Gossett wondered if we wanted to buy ½ page ad on back of Tourism Guide in color for \$1,000. No money in budget/ no one interested.

First Sunday of May (5<sup>th</sup>), 1 PM – 5 PM, is the Altrusa Club Home tour. NTABBA is the tour. Jeannie will be following up w/our members to see who wants to participate and how far Altrusa wants to drive for our members.

Margaret brought up Dallas Morning News' "Where to Go/What to Do" ad for February for Valentines for NTABBA. She made a motion with Donna making the 2<sup>nd</sup> to list us, and members approved Margaret to spend no more than \$100 for the listing.

Donna moved to adjourn.

Topics for March 6<sup>th</sup> meeting at The Country Place:

- Non-attending members
- Where each B&B is in this Economy

Submitted by Pamela Alexander



Exhibits and food inside  
and show out by court

10/17/01  
Yes, they are  
coming to Racine soon.  
No details yet on dates, etc.

**DENTON**

Follow up  
w/this  
w/Alana

→ Spring 2004, probably March

Bernese Mountain Dog Club  
of America

→ Thurs. - Sunday

Check-in wed. & some check-out  
Mon.

→ \* Call Marty Newman about  
Gateway Center

→ need 10,000 sq. ft. exhibit space

→ \* Also need to see what ~~other~~ other  
hotels take dogs / amenities.

→ Are very careful w/ their  
dogs

→ Friday night event, Sat. night  
Banquet, Sunday (?)

**Christine Gossett**

**From:** "Alana Hardin" <ahardin@fhchotels.com>  
**To:** "Christine Gossett" <cvb@discoverdenton.com>  
**Sent:** Wednesday, May 23, 2001 11:34 AM  
**Subject:** Dog Show 2004

Hi Christine! Here are the specs:

Bernese Mountain Dog Club of America

possible dates: 3/17-22/04

4/14-19/04

5/5-10/04

(I believe the above dates would avoid Race weekend, UIL dates, Easter, Arts/Jazz Fest, and Storytellers) Can you think of any other annual events I left out?

600 dogs

300 guest rooms (some travel in RVs)

10,000 sq. ft. of uninterrupted space for (3) rings (can be tented outside; preferably very close in proximity to hotel)

3,000-4,000 additional sq. ft. for vendors (can be any configuration)

2 Banquets, (Sat. nt.-500-600 pp., Sun. nt.-250-300pp.)

1 Fun Event (Fri. nt.)

They do lunch on their own-usually sandwiches, box lunches, etc.

We are able to accommodate at least 125-150 rooms (we may have 80 more by 2004, but we cannot count on it!), and the Sunday night dinner. The Gateway Center and/or Coliseum would be ideal for the show itself. Other possibilities: Fairgrounds, Texas Sundown Ranch (I can call Dick-but may be too far away). Maybe Texas Lil's for the Saturday Dinner and/or the Friday night event.

I will continue verifying history-let me know what you come up with!

Thanks,  
Alana

Contact for:  
→ Tx Sundown Ranch  
~~Alana~~  
→ Dick Hoffman,  
daughter Lisa  
is doing the  
catering. Already  
in operation.  
458-5479 office

Alana is checking on things w/ her this week 5/29/01

\* call Ken Brudick  
\* call Steve Selby

→ suggested Don Carter's place →  
Fairgrounds only has  
6,000 sq. ft.  
OR rodeo arena at  
Fairgrounds could be  
covered

05/23/2001



- Steve called 8/10/01 and said  
no way for cars to get in on  
concourse. They are not big  
enough doors. could do  
15 on floor

- Called Mr. Ames 8/20/01

Mike Ames - Classic Car Club of America  
3522 Calender Rd.  
Arlington. 76017

\* Put on mailing list, really wants to come  
to Denton

They do the event every two years.

They will do the event again in  
April 2004

\* called Monday 6/4/01

## Classic Car Club of America -

- Planning event → highend exhibits
- April 20, 2002
- \* → would pay for exhibit space
- Packards, & other million dollar cars from the 40's & 50's
- 60 Rooms → Friday night & Saturday
- need indoor exhibition, about 25,000 sq. ft.  
    maybe 30,000 sq. ft.
- not an exhibit open to the public
- would rent the space and it is a meeting where they judge cars, 50 cars

Mike Ames 817/614-5259 cell  
amesmj2@flash.net

- (Sat. night)
- Awards Banquet and small meeting space (100)

> Radisson is booked Friday night April 19th w/ ~~UIC~~ <sup>UIC</sup>

Are they flexible on dates?

Rad could do April 5 to

Coliseum

- > could get 15-20 cars on floor, but not available on the 20th of April for 2002.

**Christine Gossett**

---

**From:** "Christine Gossett" <cvb@discoverdenton.com>  
**To:** <amesmj2@flash.net>  
**Sent:** Monday, June 11, 2001 2:37 PM  
**Subject:** Classic Car Club of America in Denton  
Dear Mr. Ames,

I wanted to touch base with you and let you know that I have been working on locating a place with 25,000 square feet to exhibit your cars in Denton. Unfortunately, I have not found a place with 25,000 square feet in-doors, but I am not giving up. I am going to check one more place, however, this place is not close to the Radisson. Is that a problem? And, are you open to being outside with maybe some tents over the cars, or is it a security issue?

I also checked with the Radisson on the April 19-20, 2002 dates the Radisson has some previously scheduled events April 19-20. Are you open to April 5-6? Please let me know. I do want to try and make this work, but I need to know what your group absolutely requires and where you are flexible. Thanks for your interest in Denton and I hope to be able to work with you.

Sincerely,  
Christine Gossett  
Christine Gossett  
Vice President  
Denton Convention & Visitor Bureau  
[www.discoverdenton.com](http://www.discoverdenton.com)

**Christine Gossett**

---

**From:** "Alana Hardin" <ahardin@fhchotels.com>  
**To:** "Christine Gossett" <cvb@discoverdenton.com>  
**Sent:** Tuesday, June 19, 2001 9:42 AM  
**Subject:** RE: Conflicting Dates

Obviously, the Feb-March date would be the only choice, due to the race date unknown. It will most likely fall on the weekend of March 21-24, because Easter is the following weekend. However, if for some reason they should move it the week after Easter, then the April date is out. Feb-early March is historically a lower demand time period.

Hope this helps!

Alana

-----Original Message-----

**From:** Christine Gossett [mailto:cvb@discoverdenton.com]  
**Sent:** Tuesday, June 19, 2001 9:20 AM  
**To:** Alana Hardin; Colleen Ferguson; Kerrie Alexander; Lisa Enriquez  
**Cc:** Diann Overgaard  
**Subject:** Fw: Conflicting Dates

Alana, Colleen, Kerrie and Lisa,

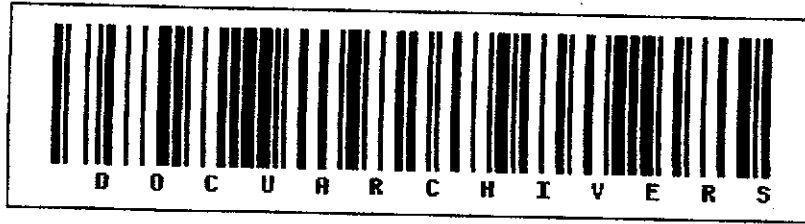
I am forwarding this e-mail to you to see if you can help me identify any conflicting events/meetings that would compete for space for this meeting. I am checking our calendar, but it does not always have your conferences and meetings for the next year this early in the current year.

However, if you want to submit future dates to us in order to help us identify conflicting dates in the future when we get these kinds of requests, it would really help us out. Posting dates 1-year to 2-years in advance is part of our Master Calendar plan and we would love any help we can get. Thanks for you cooperation and let me know. (See message below for dates.)

Sincerely,  
 Christine Gossett

> ----- Original Message -----  
 > From: Scott & Kathie Robinson <scooter@nortexinfo.net>  
 > To: <info@denton-chamber.org>  
 > Sent: Monday, June 18, 2001 7:38 PM  
 > Subject: Conflicting Dates  
 >  
 >  
 >> I'm trying to plan a meeting for the North Texas Dietetic Association  
 >> As we anticipate approx 300 attendees from all over the country, I need  
 >> to know if the following dates conflict with any other large events  
 >> scheduled to be held in Denton that would compete with our need for  
 >> hotel rooms:

- >>
- >> - Thurs, Feb 28 thru Sat, Mar 2, 2002
- >> - Thurs, Mar 21 thru Sat, Mar 23, 2002
- >> - Thurs, April 4 thru Sat, April 6, 2002.
- >>
- >> Please advise as soon as possible.
- >> Thank you,
- >> Kathie Robinson
- >



# Separator Sheet

File Contents: TV. Historical Commission

Denton Convention and Visitor Bureau

**DRAFT AGENDA**  
**Lakes-Brazos Regional Annual Workshop**  
**Texas Historical Commission**  
**Denton, Texas**  
**February 28, 2003**

- 8:30—9 a.m. **Registration and Coffee at Campus Theatre, 214 West Hickory** V
- 9—10 a.m. **Welcome and Introduction**  
by **(prospective speaker)** Euline Brock, Mayor of Denton
- Preserving Our Heritage: A Statewide Plan for Texas*—Larry Oaks or Terry Colley
- Keynote Address **(prospective speaker)**: Daniel Carey, Director, National Trust for Historic Preservation, Southwest Office
- 10—11 a.m. **Session 1: Tools for local preservation**  
CLG - Preservation Ordinances; Planning for preservation in your community;  
Developing local incentives for historic preservation; Landmark  
Commission Training - Bratten Thomason (? – **when is CHD training?**)  
Architecture – Standards for Rehabilitation, how to save endangered buildings  
(Tax Credits, Preservation Trust Fund, 106) - Linda Roark  
Main Street – preserving buildings and the local economy – **(prospective speaker)** Julie Glover (segue into tour)
- 11—12 noon. **Break, Tour of Courthouse Square (and/or Bayless-Selby House?)**  
by Denton Historical Groups (trolley transportation?)
- 12—1 p.m. **Lunch at First Methodist Church, 210 S. Locust**  
**THC Staff Roundtable discussions at lunch**  
CHC Handbook - Dan Utley  
The Visionaries Program at Work - Anne Shelton  
Architectural rehabilitation issues - Linda Roark  
CLG issues - Bratten Thomason (?)  
Main Street issues - Howard Langner  
Preservation Easements – David Behm  
Archeology issues, Dan Potter  
Museum issues – Bridget Jones (?)
- 1—1:30 p.m. **50<sup>th</sup> Anniversary Announcement, cake, recognition of local partners**  
Larry Oaks/Terry Colley

**SPLIT SESSIONS at First Methodist Church**

1:30—2:45 p.m. **Session 2:**

- a. **Heritage Tourism** – Janie Headrick
- b. **Survey & Identify Historic Resources—Architecture**  
(also Historical Research) – Peter Ketter and (?)

**(At the end of Session 2, announce in each section that feedback surveys will be collected at the end of Session 3, and that the surveys will be the entry forms for the prizes given in the wrap-up.)**

2:45—3 p.m. BREAK

3—4 p.m. **Session 3:**

- a. **Museum assistance, collection care and conservation** – Bridget Jones
- b. **Survey & Identify Historic Resources—Archeology**  
(also Preserving Archeological Resources) – Dan Potter and (?)

4—4:15 Re-cap, thank you, remaining questions, collect surveys, draw for prizes  
(Do we want to have completion certificates for everyone who stays?)

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**\*\*ALL SESSIONS ARE TO INCLUDE INFORMATION ON FUNDING/FUNDRAISING ISSUES**





TEXAS  
HISTORICAL  
COMMISSION

*The State Agency for Historic Preservation*

RICK PERRY, GOVERNOR

JOHN L. NAU, III, CHAIRMAN

F. LAWRENCE OAKS, EXECUTIVE DIRECTOR

June 24, 2002

Dr. Howard Smith  
Chair, Denton County Historical Commission  
110 W. Hickory  
Denton, Texas 76201

Dear Dr. Smith:

Congratulations! Denton has been chosen as the site for the next Lakes/Brazos Regional Workshop. The regional team was impressed with everything that Denton had to offer, and after meeting such pleasant and competent locals, Judy and I were confident in assuring them of your ability to handle the event.

Now that the selection is official, it is time to begin planning the specifics of the workshop. First, a number of Texas Historical Commission meetings and events are already being planned for January, and because many of the dates are not yet confirmed, a conflict seems imminent. Our regional team has therefore decided to avoid that month altogether and plan the workshop for February 2003. We have a certain amount of flexibility in choosing the specific date, and we all liked the idea of coordinating the workshop with another local event. If "Raisin in the Sun" will still be playing at the Campus in February, that would be a great. If not, we'll leave it to you to pick something else or offer a few choices from which to choose. Picking a date is the most pressing matter at present, so please let us know your choice(s) as soon as possible.

As we discussed, the primary responsibilities that we'd like to have handled locally are the meeting location arrangements, food (light breakfast and lunch), and registration. We want to make sure this doesn't cost you anything out-of-pocket, and the workshop's fee should be based on your costs. Keep in mind, however, that it's important to keep the workshop affordable. We hope that a fee of \$10-15 per person (expect about 150 people) will cover all the necessary costs.

We are also beginning to plan the workshop's program. Several THC staff members are already planning presentations, but we would certainly welcome your input if there are specific issues that you think need to be addressed. We will also need to coordinate with you to incorporate local tours.

We're including all of this because it's best to start planning as early as possible. We do have some time to work with, however, and we don't mean to overwhelm you in this first letter confirming your selection. More than anything, we want to congratulate you on being chosen. Each of the communities being considered had much to offer, and it was not an easy choice. Your organization and preparedness for our initial meeting made it much easier for us to address the regional team's questions and concerns. It was also, in its own right, a strong argument in your favor. So, again, congratulations on being chosen. We very much look forward to working with you. Feel free to call us with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Ketter".

Peter Ketter  
Historian, History Programs Division

## DENTON PRESERVATION WORKSHOP: LOCAL ARRANGEMENTS

We appreciate Denton's invitation to hold our next workshop in their community. February will be here soon and it's time to begin local arrangements in earnest.

1. Registration
  - a. We've already had calls for registration, and it's time to get this set up in Denton. What we'd like is a phone number and email address that people can use to register for the workshop, request lodging information, and ask questions.
2. Food
  - a. Probably also time to make arrangements for food. We'd suggest that morning coffee, lunch, and afternoon canned bev./water are needed. We suggest that a simple box lunch might be best (sandwich, chips, fruit and drink) and easiest for lunch, but will of course leave this to local arrangers. THC suggests that we need to keep costs very low, so that a maximum number of people will come to the workshop. A food cost of less than \$10.00 is requested. THC cannot handle lunch arrangements/payments and we need our local partners to handle this.
3. Signage
  - a. Signage may be needed to guide people to appropriate vehicle parking, building entries, meeting rooms, restrooms, and roundtable session at lunch.
4. Meeting Space
  - a. THC would like to use both facilities for the meeting--the theater for our general morning session, and the church for concurrent afternoon sessions.
5. Transport
  - a. THC would like to explore the possibility of Denton trolley cars to transport people between the two locales and for the historic tour.
6. Volunteers
  - a. In the past we've found that registration and assistance to guests is best provided by local volunteers, who know the "lay of the land". Volunteers can help by staffing the registration table, and just generally being on hand to answer questions and assist arriving participants.
7. Lodging
  - a. Some communities offer group rates at local hotels in order to encourage overnight stays. THC staff must stay at state-contract hotels and will make their own arrangements, but we hope that workshop participants will also stay overnight and enjoy a longer visit to Denton.
8. Gifts/Awards
  - a. We're interested in finding local businesses that might be willing to donate gifts or doorprizes that can be given out at the end of the workshop. This would help to close the workshop on an up note and would also help advertise local shops, restaurants, etc.etc. THC will also be bringing some awards.



Mark  
date &  
file

## Denton County Historical Commi

### MEMORANDUM

TO: Whom it may concern

FROM: Howard Smith, Chairman *Howard A.*  
Denton County Historical Commission

DATE: August 6, 2002

RE: THC Lakes-Brazos Workshop

The Texas Historical Commission has chosen Denton to host the THC Lakes-Brazos Workshop on Friday, February 28, 2003.

In anticipation on this event I have appointed a DCHC Steering Committee to make plans for this workshop. The members of the Steering Committee are as follows:

Peggy Capps, Co-Chair  
Margaret Smith, Co-Chair  
Liz Bays  
Diana Davis  
Nita Thurman

Co-hosts for the workshop are:

Julie Glover, Main Street Program  
Christine Gossett, Convention & Visitor Bureau

Texas Historical Commission contacts are:

Rebecca Rowe, Program (512/463-6094)  
Judy Garza, Arrangements (512/463-8452)  
Peter Kilter, Arrangements (512/463-5942)



## Denton County Historical Commission

August 6, 2002

Rebecca Rowe, Division of Architecture  
Texas Historical Commission  
P.O. Box 12276  
Austin, Texas 78711

Dear Ms. Rowe:

Enclosed please find my completed workshop planning questionnaire. In addition to expressing my views through that venue there are a few suggestions that I would like to make directly.

Inasmuch as most of the counties involved are part of the recently recognized Texas Lakes Trail region and the proposed Brazos Trail region I think it would be especially timely to have a program on Heritage Tourism. This would be a valuable education for many local people who are not familiar with the THC Heritage Tourism programs. It would be valuable for the membership at-large as well as for the THC Heritage Tourism program.

From the Denton County Historical Commission perspective we would very much like to include in the program some time to visit our historical courthouse, which is being restored under the Texas Historic Courthouse Preservation Program, and to the Courthouse on the Square Museum and recently opened Victorian Bayless-Selby House Museum. They are all in close proximity and could generally be accessed in a walking tour. Such a tour could also include our historic square. We believe that such experiences are in keeping with and could greatly enhance the total experience of the THC workshop.

If I can be of any service to you please feel free to call on me.



## Denton County Historical Commission

Sincerely,

*Howard W. Smith*

Howard W. Smith  
Chair, DCHC

cc    THC Workshop Steering Committee  
      Julie Glover, Main Street Program  
      Christine Gossett, DCC/CVB

Enclosure

Date Set for Feb. 28

TX Historical Commissioners  
Visit to Denton - 5/30/02

Find out if there are concerts at TWU or UNT, Jan. 2003  
→ Peter Ketter & Judy Barza - State Commission Reps

- Regional workshop for the Lakes/Brazos Region
- Where to hold it, when, need CVB to collect money (Drabury did this)  
Drabury had about 150, Denton could expect to draw 200
- Typical charge has been \$10 or so.

10/15/02

- Margaret Smith met w/ Liz Bays on this event
- They need goody bags w/info and anything else they need
- Will meet again in November.

late January ~~2002~~ 2003  
like to tie in something  
of locally.

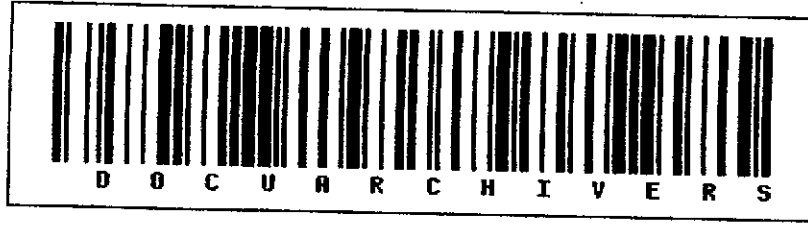
like to meet in one location,  
St. Andrews or 1st United Methodist  
like low-cost or free mtg. space  
if one drives in, might need  
from hotel to downtown.

inclement weather, could use trolleys  
meeting, 9:00-4:00  
from Vernon to Paris(?)  
#382-3296

no. mtg.; could do a historical  
night before or day before

2  
week, look at entertainment on Wed. or Thurs. night

- Main St. could handle <sup>for</sup> mtg. & for lunch  
location & pay the bill w/registrants \$



# Separator Sheet

File Contents: Denton County Public Info  
Officers Group

Denton Convention and Visitor Bureau

**Christine Gossett**

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**From:** "John Cabrales" <John.Cabrales@cityofdenton.com>  
**To:** "Amy SanMiguel" <Amy.SanMiguel@cityofdenton.com>; "Jessica James" <Jessica.James@cityofdenton.com>; "Jim Bryan" <Jim.Bryan@cityofdenton.com>; "John Hudson" <John.Hudson@cityofdenton.com>; "Keith Reeves" <Keith.Reeves@cityofdenton.com>; "Kiersten Dieterle" <Kiersten.Dieterle@cityofdenton.com>; "Lorraine McGregor" <Lorraine.McGregor@cityofdenton.com>; "Mark Dobson" <Mark.Dobson@cityofdenton.com>; "Sheree Turner" <Sheree.Turner@cityofdenton.com>; <JKunke@cityoflewsville.com>; <scox@dentonisd.org>; <meganh@dentonmhm.com>; <cvb@discoverdenton.com>; <Carrie.Moorehead@fema.gov>; <David.Passey@fema.gov>; <kevin.lahner@flower-mound.com>; <mryan@flower-mound.com>; <LMullens@highlandvillage.org>; <Mary.Friesenhahn@LonestarHealth.com>; <Tricia.Scott@LonestarHealth.com>; <dhuerta@ntta.org>; <ellen.painter@triadhospitals.com>; <rwolper@unt.edu>; <RKron@VENUS.TWU.EDU>  
**Cc:** "Betty Williams" <Betty.Williams@cityofdenton.com>; "John Cabrales" <John.Cabrales@cityofdenton.com>; <kreese@unt.edu>  
**Sent:** Friday, December 06, 2002 5:16 PM  
**Attach:** PIO's (Denton County) Phone Numbers.doc  
**Subject:** Denton County PIO's Contacts

Greetings,

Some of you may be getting this e-mail for the first time. I was experiencing problems with my e-mail last week and did not realize that some of you did not receive my e-mail inviting you to the first ever meeting of all Denton County Public Information Officers and Marketing Personnel. We did have our meeting on Wednesday, December 4 at the Denton City Hall. Here is a synopsis of the meeting.

1. Everyone was glad to make the contact with others from various municipalities, school districts, hospitals, State and Federal agencies, and special government districts.
2. There was some discussion on some of the areas where the media has increased and decreased coverage of Denton County. It was decided that we would look into some type of panel discussion where we would invite the Assignment Editors of the major metroplex media groups to meet with us. We would present them with a list of concerns and opportunities for media coverage.
3. We discussed some alternative ways that we could get our messages out in the county including: the new magazine Denton Connection, KNTU, NT Daily, TWU Lasso, NCTC Collegian and the TCJC newspaper. A list containing these contacts will be forwarded soon. We also discussed using the public access stations in municipalities that have them.
4. We want to look at formalizing our verbal agreements to assist one another during a crisis situation. We plan to use a format similar to the Mutual Aid Agreements used by Police and Fire Departments. More on this at the next meeting.
5. Some of us are planning to attend the Dec. 11, Regional PIO Forum being hosted by NCTCOG in Arlington. This initial meeting is for municipal and hospital PIO's. We believe others will be invited to future meetings.
6. We are looking into how PIO's/ Marketing Personnel are suppose to be notified by the state when the Amber Alert System is activated. More on this at the next meeting.
7. FEMA provides advance crisis communication training and they will have more information soon on

12/9/2002



up-coming training opportunities.

8. We want to hold our next meeting in January (no specific date set yet) and the City of Lewisville will host this meeting.

9. Attached is the contact information list that we all agreed would be very useful to have. Please review your information and provide me with any needed corrections. Also, I still need some additional contact phone numbers from some of you. Please guard who you allow to have access to this list.

That all I could remember. If I forgot something please include in a response to all on this e-mail. Have a safe holiday season.

John Cabrales

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\* Next meeting in Lewisville @ city

Denton County PIO/Marketing Meeting  
December 4, 2002  
12:00-2:00 p.m., Denton City Hall

1. Introductions
2. Why have we come together?
3. What is going on with the media in Denton County?
4. Alternative ways to get your message out to your target population
5. Emergency Communication Preparedness (Inclement Weather, Disasters) Denton has 16 sirens
6. NCTCOG Regional PIO Forum, December 11, 9:00 a.m.
7. Mutual Aid Agreements Phone Trees
8. Around the Room (What is going on in your organization) Denton 1913 History video is on their website
9. Next meeting (\_\_\_\_\_)

Next mtg.  
is Friday.

NOTES:

\* → Get w/ John Hudson to discuss DPAC & chambers representatives  
VOAD - Voluntary Organization Assistance in Disasters  
(both hospitals, DSP, Police, Fire, Red Cross, PIO-Denton) in 2003 will meet bi-monthly

→ Lewisville has had success with shorter releases to the DUN.  
Bigger papers want shorter releases.

→ Tina Foster @ WFAA is news editor

Charlie Castiello @ Channel 11

→ UNT has a website that they are using to ~~present~~ do newscasts - it's in cooperation w/ KNTU.

Add \* → <sup>Aaron</sup> ~~Brodie~~ Brodie @ KNTU needs to be on our media contact list, as he is in constant contact with WFAA - He is also doing reports on WBAP.

Add \* → Add college & high school newspapers → NCTC has a newspaper  
→ Consider using the website to post press releases.

→ L-Ville does not have a public access station.

Add \* → Charter Cable is wanting Spanish PSAs.

Add \* → Denton Connection

\* → Justin Whistler & Argyle Sun no longer in business

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**To:** "Al Roy, TCHD (E-mail)" <alroy@tarrantcounty.com>, "Angie Langley (E-mail)" <angielangley@amhtx.com>, "Anna Riehm North Hills (E-mail)" <Anna.riehm@lonestarhealth.com>, "Ashley Wesson (E-mail)" <ashleywesson@texashealth.org>, "Bedford Fire James Tindell (E-mail)" <jtindell@bedford.tx.us>, "Belinda Willis (E-mail)" <Belinda.willis@ci.mansfield.tx.us>, "Beth Solomon Cook Children's (E-mail)" <bethso@cookchildrens.org>, "Carolyn Bobo Cook Children's (E-mail)" <Carolynbb@cookchildrens.org>, "Chris Smith (E-mail)" <Chris.smith@tccd.edu>, "Christine Murdock (E-mail)" <Christine.murdock@lonestarhealth.com>, "Christy Gilfour (E-mail)" <gilfour@ci.arlington.tx.us>, "Christy Nabors (E-mail)" <Christynabors@texashealth.org>, "Cindi Azuma (E-mail)" <cazuma@mesh.net>, "Deputy Police Chief Hawkins (E-mail)" <LHawkins@ci.Bedford.tx.us>, "Diane Stout, Med Ctr Arlington (E-mail)" <linda.stout2@lonestarhealth.com>, "Dixie Cawthorne (E-mail)" <cawthorne@ci.colleyville.tx.us>, "Drenda Witt JPS (E-mail)" <dwitt@jpshealthnetwork.org>, "Gugliuzza, Mary" <Mary.Gugliuzza@fortworthgov.org>, "Hernandez, Jesus" <Jesus.Hernandez@fortworthgov.org>, "James Kunke (E-mail)" <Jkunke@cityofsouthlake.com>, "James Tindell (E-mail)" <jtindell@ci.bedford.tx.us>, "Jeanine Dunham (E-mail)" <JeanineDunham@TexasHealth.org>, "Jeff Jones (E-mail)" <JJones@ci.hurst.tx.us>, "Jeff Morris (E-mail)" <jmorris@ci.eulesstx.us>, "Jim Bryan (E-mail)" <Jim.bryan@cityofdenton.com>, "John Cabrales (E-mail)" <john.cabrales@cityofdenton.com>, "Jones, J.J." <J.Jones@fortworthgov.org>, "Julie Shaw (E-mail)" <julie.shaw2@lonestarhealth.com>, "Keith Rinehart (E-mail)" <KRinehart@ci.Bedford.tx.us>, "Kelli Horst (E-mail)" <K.horst@tcu.edu>, "Ken Capps (E-mail)" <kcapps@dfwairport.com>, "Kristie Aylett (E-mail)" <kaylett@hsc.unt.edu>, "Kurt Adamie, Huguley" <Kadamie@ahss.org>, "Lamers, Jason P." <Jason.Lamers@fortworthgov.org>, "Laura Van Hoosier, Harris FW" <lauravanhoosier@texashealth.org>, "Linda Anderson (E-mail)" <lfanderson@tarrantcounty.com>, "Lori DeLaCruz (E-mail)" <ldelacruz@ci.eulesstx.us>, "Lt. Easley (E-mail)" <Training@ci.hurst.tx.us>, "Lt. Thomas (E-mail)" <Fthomas@ci.eulesstx.us>, "Marc Flake, TC PIO" <Mflake@tarrantcounty.com>, "Michael Woody (E-mail)" <mwwgvtx@aol.com>, "Ozro Henderson (E-mail)" <ozro@nkn.net>, "Pamela Smith (E-mail)" <pamela.smith@tccd.edu>, "Paul, Duane" <Duane.Paul@fortworthgov.org>, "Peggy McCreedy (E-mail)" <Peggy.mccreedy@lonestarhealth.com>, "Quay Lutrell (E-mail)" <quayl@bhcs.com>, "Rebecca Jones (E-mail)" <Rebecca\_jones@medstar911.com>, "Ron Williamson (E-mail)" <rwilliamson@ci.eulesstx.us>, "Sheri Campbell-Husband (E-mail)" <scampbell@burlesontx.com>, "Stacy Singleton (E-mail)" <ssingleton@burlesontx.com>, "Susan Hall, Baylor (E-mail)" <susanh@bhcs.com>, "Susan Schoolfield (E-mail)" <susansch@cookchildrens.org>, "Suzy Lundquist, AMH" <suzylundquist@amhtx.com>, "Svacina, Pat" <Pat.Svacina@fortworthgov.org>, "Sweeton, Suzanne" <Suzanne.Sweeton@fortworthgov.org>, "Terri Voth, Huguley" <tvoth@ahss.org>, "Tom Peck (E-mail)" <TomPeck@TexasHealth.org>, "Trey Shannon (E-mail)" <tron@flash.net>, "Vanassa Joseph (E-mail)" <vljoseph@tarrantcounty.com>, "Will Johnson (E-mail)" <johnsonw@ci.arlington.tx.us>, "Worley, Kent" <Kent.Worley@fortworthgov.org>  
**Date:** 11/15/02 12:09PM  
**Subject:** FW: November 12 Recap & Meeting Invite

Everyone: Thanks again for such a productive meeting. Special kudos to Kelli Horst & Jesse Hernandez for arranging everything!

Just wanted to get this information out to you while it was semi-fresh on the brain (plus I'm in the office for a few minutes).

Updated our call list (attached) and as explained at the meeting, this list is for our usage only as a means of communicating and should not be shared with outside sources since everyone was gracious enough to include home phone numbers.

Some points that I walked away with from the meeting:

\*\*JPS is working on a press credentialing system for "day of" disaster/emergency access for the media (EOC has similar system in place for those not 'pre-cleared' for access)

\*\*We all need to communicate with one voice, relaying one message!

\*\*We are all concerned about how quickly information will flow.

\*\*North Texas Council of Governments is putting together a regional response system (Invitation &

Agenda being forwarded --- please disregard if you do not fall within their categories or if this is a duplication).

\*\*Everyone should have follow-up/evaluations of scenarios and/or exercises --- use the plan to find out all the gaps!

\*\*Have all your information at your fingertips (whether at other locations, in your car or bag that travels with you).

Will update this list as needed and resend electronically, periodically. Glad to see everyone again and some new faces of partners who will help us "be prepared!"

"The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you would rather not." - Mark Twain

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-----Original Message-----

From: Molly McFadden [mailto:mmcfadde@dfwinfo.com]

Sent: Thursday, November 14, 2002 9:56 AM

To: Bailey Lori (E-mail); Baird Dana (E-mail); Ball Mark (E-mail);  
Bauman Sue (E-mail); Baxter Diane (E-mail); Beckley Susan (E-mail); Bell  
Katoiya (E-mail); Bell Sharon (E-mail); Bilbrey Keith (E-mail); Bishop  
Duane (E-mail); Blake Barbara (E-mail); Blankenship Dawn (E-mail);  
Browning Brandi (E-mail); Bryan Jim (E-mail); Bryson Tom (E-mail); Burns  
Fran (E-mail); Cabrales Jr. John (E-mail); Campbell-Husband Sheri  
(E-mail); Campetti Adam (E-mail); Carlson, Christy; Carpenter Cheryl  
(E-mail); Cawthorne Dixie (E-mail); de la Cruz Lori (E-mail); Dieterle  
Keirsten (E-mail); Duggan Phyllis (E-mail); Eisenhower Dawn (E-mail);  
Evetts Sarah (E-mail); Gomez, Carlos; Gonzalez Jody (E-mail); Gugliuzza,  
Mary; Harbison Suzanne (E-mail); Hayes Lynn (E-mail); Hibbs Jennifer  
(E-mail); Hosek Karah (E-mail); Huerta Donna (E-mail); James Jessica  
(E-mail); Jennings Shanae (E-mail); Johnson Lucille (E-mail); Jones Jeff  
(E-mail); Kunke James (E-mail); Kunke Laurie (E-mail); Kuykendall Tammy  
(E-mail); Lahner Kevin (E-mail); Lamers, Jason P.; Lee Phyllis (E-mail);  
Leone de Nie Karen (E-mail); Little Jason (E-mail); Logan, Liesl; Logan  
Sharon (E-mail); Lopez Sam A. (E-mail); Lucas Wendy (E-mail); Mabry  
Jenny (E-mail); Mack Jane (E-mail); Mark Flake (E-mail); McGarry Rick  
(E-mail); McGlaun Sally (E-mail); McGregor Lorraine (E-mail); McKillop  
Cami (E-mail); Mize Mindy (E-mail); Mullens Laurie (E-mail); Opiel Pete  
(E-mail); Phillips Tim (E-mail); Poteet Katherine (E-mail); Price Megan  
(E-mail); Reese Phyllis (E-mail); Reinhart Keith (E-mail); Ryan Michael  
(E-mail); San Miguel Amy (E-mail); Scott, Scheretta; Sprinkles Amy  
(E-mail); Standefor Paulette (E-mail); Summerford, Haily; Svacina, Pat;  
Sweeton, Suzanne; Vochatzer Cindy (E-mail); Vuitel Jennifer (E-mail);  
White Dorothy (E-mail); Whittenberger, Susan; Williams Betty (E-mail);  
Willis Belinda (E-mail); Zolnerwich Carol S. (E-mail)

Cc: Gregg Dawson

Subject: meeting invite and agenda

TO: Municipal and Hospital Public Information Specialists

DATE: November 13, 2002

FROM: Gregg Dawson, NCTCOG Emergency Preparedness

SUBJECT: Regional Public Information Officers Forum

The North Central Texas Council of Governments (NCTCOG) Emergency Preparedness Department is convening a regional Public Information Officers forum on:

- \* December 11th
- \* 9:00 a.m. to 11:00 a.m.
- \* 616 Six Flags Drive, Arlington Texas  
2nd Floor in the Transportation Board Room

The primary goal of this meeting is to bring together public information specialists from Collin, Dallas, Denton and Tarrant Counties to get acquainted. We would also like to begin discussing a regional public information plan and task force. Over time we want to have a plan that is developed, maintained, and embraced by you and our local media, and supported by our elected officials in the region.

Emergency Managers and Municipal PIO's in North Texas have discussed this need for several years. We all know that a major natural, technological or terrorist related disaster will have complicated and far-reaching implications for our region. The recent sniper shootings in the D.C. area have further validated the need for a stronger and more active regional public information program for incidents that cut across jurisdictional lines and public/private disciplines of all kinds.

We believe we have some of the most creative and dedicated professionals in the nation right here in North Texas. It is for that reason that we want to leverage your talent into our ongoing regional emergency preparedness planning efforts. We hope you can join us on December 11th to begin this process. We kindly request your assistance in limiting this particular meeting to Municipal and Hospital PIO's and Emergency Managers only at this time.

Please contact Molly McFadden at 817.608.2322 ([mmcfadde@dfwinfo.com](mailto:mmcfadde@dfwinfo.com) <<mailto:mmcfadde@dfwinfo.com>>) or Gregg Dawson at 817.608.2321 ([gdawson@dfwinfo.com](mailto:gdawson@dfwinfo.com) <<mailto:gdawson@dfwinfo.com>>) to RSVP or if you have any questions.

<<PIO Forum Agenda.doc>>



**REGIONAL PUBLIC INFORMATION FORUM  
DECEMBER 11, 2002  
NCTCOG TANSPORTATION BOARD ROOM  
9:00 AM**

**AGENDA**

- |                              |  |
|------------------------------|--|
| 1. Welcome                   | <b>Gregg Dawson, NCTCOG Emergency Preparedness</b>                 |
| 2. Round Table Introductions | <b>All Participants</b>  |
| 3. One Voice Concept         | <b>Pat Svacina, City of Fort Worth PIO</b>                         |
| 4. Small Pox Update          | <b>Texas Department of Health</b>                                  |
| 5. Restricted Access Website | <b>Bill Gross, City of Dallas Emergency Management Coordinator</b> |
| 6. Open Discussion           |  |
| 7. Next Meeting Date         |  |

**Gregg Dawson, NCT COG Emergency Preparedness**

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**From:** Tara Wilson <twilson@redcrossdallas.org>  
**To:** Tara Wilson <twilson@redcrossdallas.org>  
**Date:** 12/2/02 5:11PM  
**Subject:** FREE Community Disaster Education Presentation

Hello again! My name is Tara Wilson and I currently am an AmeriCorps member with the American Red Cross at the Denton County Branch. This month we are trying to focus on educating the community on how to be more disaster prepared. What this entails is a group of American Red Cross volunteers coming to your establishment and talking about how to be more disaster prepared. The presentation can be from 30-60 minutes long and we can tailor it to the topics in which you would like for us to speak about. We can do big groups or many small groups or classes. I have also enclosed a copy of our flyer that we use for promotion. Please do not hesitate to give me a call. Thanks for taking the time to read this.

<<cde flyer.doc>>

Tara Wilson  
American Red Cross  
Dallas Area Chapter  
Denton County Branch  
AmeriCorps-Corps aCross Texas  
twilson@redcrossdallas.org  
(940)384-0880

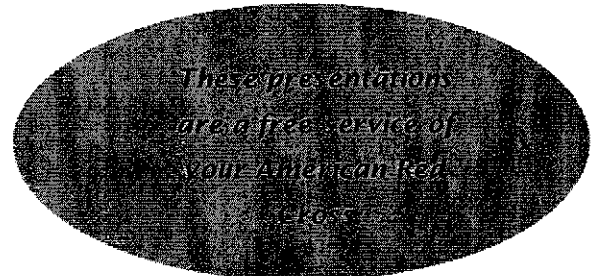
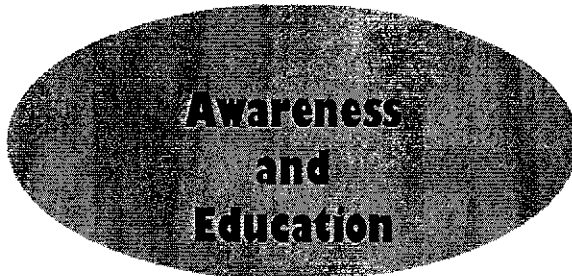


## Disaster Services

### **Community Disaster Education Presentations**

The American Red Cross can assist you and your organization in preparing for disaster. Presentation topics can include: weather safety, disaster preparedness, and terrorism awareness. Call or mail in the form below to plan your customized presentation today.

For more information, please contact: Adam Lewin or Tara Wilson at 940-384-0880



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\_\_\_\_\_ YES! I am interested in disaster/fire safety education presentations.

Organization: \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone number: \_\_\_\_\_

Best Time to Call: \_\_\_\_\_

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