

TEXAS TREASURE BUSINESS AWARD

Planning an Award Presentation Event FAQ

Q. Who designates the award? A. The Texas Historical Commission (THC) is authorized by the Texas Legislature to honor businesses that have existed in this state providing employment and supporting the Texas economy for 50 years or more with the Texas Treasure Business Award. Award certificates are signed by your state senator and representative, the THC chair and executive director.

Q. Who plans award presentations? A. Award presentations are most often planned by the nominating party whether that is the business, a local organization or the office of a senator or representative. The Texas Historical Commission (THC) does not plan award presentations but hopes to have an announcement on the floor of the Senate and the House during legislative session every two years that will list the recipients of this award during the previous biennium.

Q. What's right for you? A. Award presentations take many forms and are planned by agreement of all parties including elected officials, the business, the nominator, and involved community groups.

Q. How do I request THC participation? A. A representative of the THC is always happy to participate if scheduling allows. Please complete and return the Presentation Event Notification form four weeks prior to your event. This form can be downloaded from the THC website.

Q. Who is involved in scheduling an event? A. Scheduling an event takes collaborative planning. You may want to consider the following:

- Offer your state senator and representative the opportunity to present the award. Contact their office staff to see if they are available and discuss potential dates and locations.
- Coordinate scheduling with the business and the community calendar. Your event may receive greater support if planned to coincide with other local celebrations, commemorations, statewide, or national programs such as Preservation Month.
- Contact local officials, community leaders or groups that will be included in the event.
- Check the THC website calendar for agency or regional events scheduled in the area.
- If the THC is notified of the event we will pass the information on to participants in the Texas Main Street Program, Certified Local Government, County Historical Commission, and Texas Heritage Trails Program as appropriate.

Q. Where will the presentation event take place? A. Public presentations are typically held in the community where the business maintains its headquarters although other arrangements may be considered. Recent presentations have taken place in a variety of locations such as:

- A press event outside a business front door in downtown.
- In a community center followed by a reception.
- Inside the business building.
- At the county commissioner's monthly meeting or a city council meeting.
- At the State Capitol, planned by a representative's office.
- On a stage during a music festival in a historic town square.
- In a historic building restored by the architecture firm receiving the award.
- In the county historical museum.

Q. Should invitations be sent? A. The THC does not provide invitations. Many events happen without invitations. Some are planned with digital invitations sent electronically. Some event planners rely on word of mouth and media exposure and some have professionally designed announcements. See attached examples from past events.

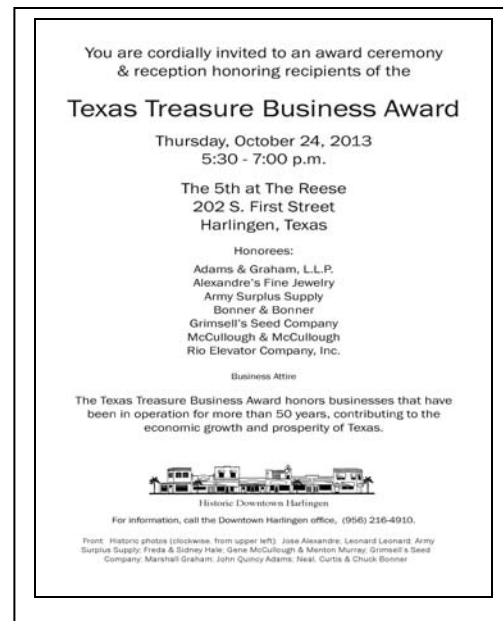
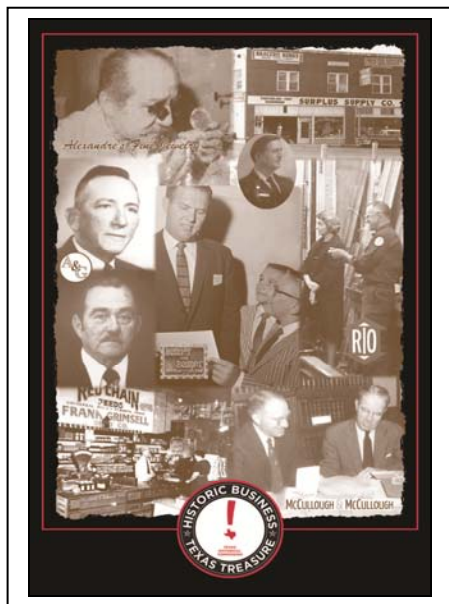
Q. Is a program necessary? A. Just like invitations, having a program is a choice the event planner makes. Examples from recent events are attached. If all the following entities are in attendance, most often the mayor or city official will act as master of ceremonies, a THC representative will talk briefly about the award program, and state elected officials will present the award. If the nominator is an organization such as Main Street, the County Historical Commission, an economic development corporation or the chamber of commerce, they will often provide remarks on the history of the business or businesses.

Q. How is the media invited? A. When an award is designated, two templates are provided in the award packet to assist with a Media Advisory and Press Release. The Media Advisory alerts your media contacts ahead of time about the upcoming event by providing the basic information of who, what, when, and where. The Press Release for distribution the day of the event provides a story on the event with spaces for participant quotes. Both templates may be adapted for your specific needs.

Q. What about photographs? A. Determine when photos should be taken either during the presentation or immediately following. Plan who will be responsible for taking the photos and how they will be distributed to media channels. The THC appreciates receiving event photos that include the names of those pictured and will include them in our social media posts whenever possible.


SAMPLE INVITATIONS CREATED BY EVENT ORGANIZERS

Harlingen Main Street distributed this invitation (front, back) for an award event honoring multiple recipients.




Matagorda County Historical Commission held their award ceremony at the recipient's place of business.

Join us at the Luther !




Rep. Dennis Bonnen, Jack Findley & the Matagorda County Historical Commission cordially invite you to attend the

***Texas Treasure Business Award Presentation
& Luther Hotel 110th Anniversary Celebration***



Saturday, November 9, 2013 at 9:30 a. m.
408 South Bay Boulevard, Palacios, Texas



Refreshments will follow the presentation.

For more information, call or email Jack at (361) 972-2312 lutherhotel@warpspeed1.net

Visit Historic Matagorda County, Texas...Where History Awaits You !
www.historicmatagordacountytexas.com

SAMPLE PROGRAMS

This example was printed the size of half an 8 ½"x11" inch paper.

TEXAS TREASURE BUSINESS AWARD
Starcke Furniture Company


Monday, August 12, 2013
3:00 P.M.
State Capitol of Texas Agricultural Museum

Welcome Representative John Kuempel
District 44


Remarks Mark Wolf, Executive Director
Texas Historical Commission
Senator Judith Zaffirini
District 21
Senator Donna Campbell
District 25
Mayor Don Keil
Seguin

Comments Hilmar H. Starcke III
Starcke Furniture Company, Seguin

Closing Representative John Kuempel



The Matagorda County Historical Commission prepared a four-sided educational program.



Charles & Elsie Luther

BAY VIEW – HOTEL PALACIOS – THE LUTHER

1903 - Bay View Hotel built on East Bay by Palacios Townsite Company

1905 - Bay View Hotel building moved to South Bay, East and West wings added, opened as Hotel Palacios

1919 - Ben & Mina Ehlers purchased Hotel Palacios from C. W. Hess

1924 - Hotel purchased by Illinois businessmen, Dr. W. Van Wormer, E. J. Seaward and F. O. Jennings

1936 - Charles and Elsie Luther purchased Hotel Palacios

1941 - Following renovations, the hotel reopened as The Luther Hotel

1965 - Listed as a Recorded Texas Historical Landmark

2010 - Listed on the National Register of Historic Places

2013 - Texas Treasure Business Award

Luther Hotel History
http://www.rootsweb.ancestry.com/~tmatago/hotel_luther.htm

Program

Opening Remarks.....Ona Lea Pierce
 Matagorda County Historical Commission Chairman

Congratulatory Remarks.....Nate McDonald
 Matagorda County Judge

Congratulatory Remarks.....John Sardelich
 Palacios Mayor

Congratulatory Remarks.....Bruce Webb
 Palacios Chamber of Commerce President

History.....Jack Findley
 The Luther Hotel Owner

Reminiscences.....Margaret Lynn
 Matagorda County Historical Commission Member

Presentation of Award.....Dennis Bonnen
 Texas State Representative


Presentation of Proclamation.....Dennis Bonnen
 Texas State Representative

Closing Remarks.....Jack Findley
 The Luther Hotel Owner

Please join us for refreshments, a picture slide show and a tour of The Luther following the presentation.

*Special thanks to the
 Matagorda County Historical Commission
 and to all those who have worked to make this day possible.*

For more information on Matagorda County, visit
www.historicmatagordacountytexas.com



About the Texas Treasure Award


The Texas Treasure Business Award Program recognizes the accomplishments of Texas businesses that have provided employment opportunities and support to the state's economy for at least 50 years. Created in 2005 by Senate Bill 920, authored by Sen. Leticia Van de Putte of San Antonio and sponsored by Rep. Charles "Doc" Anderson of Waco, the program pays tribute to the state's well-established businesses and their exceptional historical contributions toward the state's economic growth and prosperity.

Businesses can be nominated for this award by any elected state official or a business representative and must meet the following criteria:

- Have been in continuous for-profit operation in Texas for at least 50 years.
- Continue to operate the same or a very similar type of business as it did at least 50 years ago.
- Have a continuous record of employment for at least the past 50 years.
- Continue to operate as an independent, for-profit business (i.e., it cannot be operating as a subsidiary of or have been absorbed into another business)
- Maintain a good business relationship with the state.

Businesses that can also establish that they have been continuously owned by the same family or have operated continuously from a building that is at least 50 years old and have maintained its architectural integrity will receive additional recognition.


The Luther Hotel
 (Bay View Hotel-Hotel Palacios)
 1903 - 2013



**Texas Treasure Business Award
 &
 110th Anniversary Celebration**

November 9, 2013
 9:30 am

408 South Bay Boulevard
 Palacios, Texas




TEXAS HISTORICAL COMMISSION
real places telling real stories

www.thc.state.tx.us