

ADDITIONAL AWARD RECOGNITION

Q. Must a business be continuously owned by the same family? Although not required, businesses that have been continuously owned by the same family for 50 years or longer will receive a special designation on their certificate. Ownership may pass through cousins or in-laws and still qualify for this recognition. Relationship by blood, marriage, or adoption are all acceptable.

Q. What kind of “architectural integrity” must a business retain to receive special recognition on a certificate? If a building still looks much like it did when it was new, it maintains its architectural integrity. If it has been changed so that it no longer looks the way it did (for example, if brick is covered with stucco, windows are replaced, or entrances are moved) then it probably doesn't have its architectural integrity. The THC staff will make this determination using photographs you provide with your nomination.

AWARD WINNERS

Q. How and when is the award presented? The THC will send an award packet to you by mail which includes a decal for your business door or window. If preferred by all parties, a presentation of the award can be held at an appropriate setting as agreed upon by your state senator or representative, their office staff, and/or the staff of the THC. If a public presentation is made, it is typically held in the community where you maintain your headquarters, but other arrangements may be considered.

Q. Our headquarters is located in north Texas, but our primary place of business is in south Texas. May we decide where we want to receive this award? The presentation of this award should be held in the community where your headquarters is located, but another location can be considered.

Q. We have several branches in senate and house districts all over Texas. Which of our state senators and representatives will be notified if we win this award? The THC will notify the senator and representative whose districts are identified on your nomination form as being in the area where your primary place of business is located. We would urge you to let other public officials know about the award.

Q. We operate throughout Texas and we see the receipt of this award as a great public relations tool. Can we hold multiple award presentations at our various branches? We strongly support public recognition of your achievement. If you believe that additional presentations/announcements would have a positive impact on the reputation of your business, we encourage you to contact us and the state senators and representatives in the districts where your branches are located to see if we can participate in such events.

Q. Will you put out a press releases about our business winning this award? A template press release and media advisory will be provided so you can let your community know about your achievement.

Q. Will there be a statewide announcement about this award? We hope to have an announcement on the floor of the Senate and the House during the legislative session every two years that will list the recipients of this award during the previous biennium.

ADDITIONAL INFORMATION

Q. What happens if the business is sold or moves to a new location after receiving special awards recognition for being in the same family or preserving the architectural integrity of the previous business building? The business deserved that recognition at the time it was presented, and can continue to display the award.

For more information about the Texas Treasure Business Award, please contact Mallory Laurel, Texas Heritage Tourism Program Specialist at the Texas Historical Commission, via email at mallory.laurel@thc.texas.gov.



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