

Communications Committee

July 20, 2023



TEXAS HISTORICAL COMMISSION

**AGENDA
COMMUNICATIONS COMMITTEE**

Saint George Hall
113 E. El Paso
Marfa, TX 79843
July 20, 2023
9:45 a.m.

(or upon adjournment of the 9:00 a.m. Architecture committee meeting, whichever occurs later)

This meeting of the THC Communications Committee has been properly posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members may discuss and/or take action on any of the items listed in the agenda.

1. **Call to Order** — *Committee Chairman McKnight*
 - A. Committee member introductions
 - B. Establish quorum
 - C. Recognize and/or excuse absences

2. **Consider approval of the April 27, 2023, Communications Committee meeting minutes** — *Chairman McKnight*

3. **Communications Division update and committee discussion** — *Chris Florance*
 - A. Updates
 - B. Major Projects Status
 - C. THC Mobile App
 - D. Future Planning

4. **Adjournment**

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact Paige Neumann at (512) 463-5768 at least four (4) business days prior to the meeting so that appropriate arrangements can be made

TEXAS HISTORICAL COMMISSION

MINUTES COMMUNICATIONS COMMITTEE

Embassy Suites Austin Central
Agave A-B

5901 N. Interstate Hwy. 35
Austin, TX 78723

April 27, 2023
11 :03 a.m.

Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512.463.6255.

Commissioners in attendance: Catherine McKnight, Renee Dutia, and Donna Bahorich.

1. Call to Order

The meeting was called to order by Chairman Catherine McKnight at 11:03 a.m. She announced the meeting had been posted to the *Texas Register*, was being held in conformance with the Texas Open Meetings Act, Texas Government Code, Chapter 551 and that notice had been properly posted with the Secretary of State's Office as required.

A. Committee member introductions

Chairman McKnight called on commissioners to individually state their name and the city in which they reside.

B. Establish quorum

Chairman McKnight reported a quorum was present.

C. Recognize and/or excuse absences

Commissioner Donna Bahorich moved to excuse the absence of Commissioner Jim Bruseth and Commissioner Garrett Donnelly. Commissioner Rene Dutia seconded the motion which passed unanimously.

2. Minutes

Commissioner Bahorich moved to approve the January 31, 2023, committee minutes. Commissioner Dutia seconded the motion which passed unanimously.

3. Communications Division update and committee discussion-Chris Florance

Florance provided an update on projects underway by the Communications Division. He outlined the promotional ads for Real Places through social media and the THC Newsletter. The traffic to the Real Places website increased significantly as well as the traffic to the Historic Sites.

Florance announced progress for the website redesign, which will be available in November 2023. Florance highlighted a new vendor will provide Drupal 10. Florance thanked Mike Marchio, Website Coordinator, for all the work on the website. He also mentioned Marchio will attend an accessibility conference to provide support for the special needs of the public.

Florance described preparations for an upcoming event at the Bush Family Home SHS.

Florance introduced Texas Living History Week, May 7-13, 2023, a collaboration between Historic Sites, Heritage Trails Program and Communications Division which will feature events at the sites and promotions highlighting [TexasTimeTravel.com](https://www.texas-timetravel.com).

Florance announced upcoming brand awareness research and the 2024-25 Communications Plan.

Commissioner Bahorich mentioned possible collaborations with the Governor's Office and Texas Education Agency. Commissioner Dutia is pleased we will have Drupal 10 for the website redesign.

Commissioner McKnight suggested weekly media updates be sent to all the commissioners.

Adjournment

At 11:21 p.m., on the motion of Commissioner McKnight and without objection, the Communications Committee meeting was adjourned.

Quarterly Report

Communications Division
April–June 2023

SOCIAL MEDIA

This quarter, digital engagement topics have included Imagine the Possibilities tours (IPT) for Preservation Month in May and Asian American and Pacific Islander (AAPI) Heritage Month (also May).

We shared 11 city-based IPT posts and one program design post across social platforms, garnering 19,692 engagements (5 percent) and reaching 381,574 people.

During AAPI Heritage Month, the agency shared five stories across a total of 17 posts (Facebook, Instagram, Twitter, LinkedIn). These included the Jingu family of San Antonio's Brackenridge Park, the Tongan community of Euless and their role in aviation history, and the hurricane research of Ted Fujita and Texas Tech. AAPI heritage posts reached a total of 211,584 people, with a 5.8 percent average engagement rate.

WEBSITES

Traffic to the agency website, thc.texas.gov, increased by about 1.5 percent compared to this quarter last year (391,787 vs. 397,603). Among the most-visited sections of the agency site were the home page, the historical markers landing page, and state historic site pages.

The agency website redesign project passed significant milestones in the last quarter and is well on track to be complete by the November 1 deadline. The overall architecture and navigation of the site have been set and should improve visitor experience and usability across the site. Cleanup of the site's current content is ongoing, with many unneeded pages, resources, and files removed from the live site. Applications such as Historic Highways and the Green Book Maps are being decoupled from the current site and will relaunch in 2024.

A key requirement of the site—built in translation for web pages—has already been planned out, with services and technologies identified and ready for implementation on the testing site.

Web Content Coordinator Mike Marchio attended a well-regarded training in Austin for digital compliance with the Americans with Disabilities Act.

VIDEO/PHOTOGRAPHY

At the Bush Family Home in May, Communications Division staff shot footage and photographs of the ribbon-cutting ceremony and site. While in Midland, staff also took photos of Recorded Texas Historic Landmarks, part of the continued effort to produce photographs for the mobile app project.

We are continuing to work with Human Resources on a recruitment video for use on social media.

HISTORIC SITES

The Communications Division continues to prioritize the promotion of in-person travel, site amenities, and upcoming living history, historic foodways, and seasonal events at the THC's state historic sites. General promotion of the sites as well as upcoming in-person and digital events continue to be highlighted on the agency website, social media, email marketing, public relations, and paid advertising efforts.

Print advertising continues to promote visitation to historic sites with ads placed in *Texas Highways*, *AAA Texas Explorer*, *Texas Highways Events Calendar*, *Texas State Travel Guide*, *Authentic Texas*, and *USA Today*. Digital ads are running through search, native, YouTube, and social media to promote historic sites and convert clicks to our state historic sites webpages.

Through lead generation campaigns with Travel Texas, TxDOT, and TourTexas.com—as well as past

webinar attendees, new subscribers on the agency's GovDelivery email network, and collection of emails at the historic sites point of sale system—there are now over 290,000 email addresses to promote initiatives and events at our state historic sites each month. This quarter, over 15,000 new subscribers were added to state historic sites promotional email lists.

Branded promotional graphics are developed in partnership with select state historic sites that request marketing materials for promotion.

Since January 1, total pageviews to the state historic site pages on the THC's website have increased by 13 percent over the same period last year (324,245 vs. 287,817).

MEDIA RELATIONS

Significant media coverage over the last quarter included Living History Days at the state historic sites, the Bush Family Home welcome event, and open applications for THC Preservation Awards.

We continued participating in our weekly Texas Time Travel Stories segment on Dallas' Radio Caravan, highlighting the Bush Family Home, San Antonio, and agency participation in Google Arts and Culture, as well as DFW-area historical attractions.

Talking points were prepared for the Bush Family Home event, the Woody Kutch marker dedication event in Fort Worth, and the Denison Main Street Retreat.

EMAIL OUTREACH

The June edition of the monthly agency e-newsletter went to 138,205 subscribers, while the March issue of the quarterly Heritage Traveler newsletter went to 39,546 recipients. Some of the most-clicked links included blog posts on TexasTimeTravel.com about historic cemeteries and botanical gardens, the Google Arts and Culture project featuring Casa Navarro and Landmark Inn, and a blog post about last year's Juneteenth webinar.

Other key email outreach efforts focused on numerous webinar and event promotions offered by the THC and our historic sites, as well as the Museum Services Program, THC press releases and job

opportunities, and the Friends of the THC. We also focused on internal communications, with the development of a suite of branded Outlook templates for various announcements to be shared with THC staff by agency leadership.

DESIGN/BRANDING

Print projects have included the spring 2023 edition of *The Medallion*, with the summer edition in the works. We have continued to distribute the monthly employee newsletter.

In June, agency leadership approved a Real Places 2024 design, which will be used in upcoming announcements, promotions, and collateral.

We also created a new text treatment for Texas Archeology Month, which will be used in promotions leading up to and during the October events.

TEXAS HISTORICAL COMMISSION

Texas Living History Week May 7-13, 2023 | Promotion Analysis

Executive Summary

In celebration of National Preservation Month and National Travel and Tourism Week, the Texas Historical Commission (THC) partnered with the heritage trails program to promote existing living history programming at 19 participating state historic sites for Texas Living History Week, May 7-13.

Goals

- Recognize National Preservation Month and National Travel and Tourism Week
- Raise awareness of our state historic sites to first time visitors
- Encourage future travel through heritage tourism and in support of state historic sites

Promotional Channels

- **Social Media**
 - o The THC promoted the event via posts across Facebook (including a Facebook event), Instagram, Twitter, and LinkedIn.
- **Email Marketing**
 - o Marketing emails were sent to the state historic sites marketing list and the THC newsletter list to promote the events.
- **Press Release**
 - o A press release was sent to statewide media and submitted to Travel Texas for their promotion of upcoming events as part of National Travel and Tourism Week.
- **Website**
 - o An event banner was created for the THC homepage and an [event landing page](#) on Texas Time Travel was developed to cross promote historic businesses near THC historic sites.
- **Print Flyer**
 - o A print flyer was developed for display at participating state historic sites.

Results

- **Attendance:** Over 7,700 people visited 19 participating state historic sites during May 7-13.
- **Social Media:**
 - o Total reach: 27,757
 - o Total impressions: 29,101
 - o Total engagements: 1,236 (4.2% engagement rate)
- **Email:**
 - o April 19 promotional email: 276,426 subscribers; 24% open rate (65,060 unique opens); 2% click rate (5,359 unique clicks); 819 unique clicks were to the event landing page
- **Website:**
 - o From April 18-May 15, the event pages on Texas Time Travel had over 3,300 page views. The largest traffic source was from email marketing.

Texas

LIVING HISTORY

Week



Step back into history for tours and activities demonstrating how Texans spent their daily lives. From ornate Victorian mansions to everyday inns, frontier forts to 20th-century leaders' homes, there's a state historic site for everyone.

May 7-13, 2023

Scan to find events and activities at our state historic sites, or visit...



TexasTimeTravel.com/LivingHistoryWeek

TEXAS
HISTORICAL
COMMISSION 
REAL PLACES TELLING REAL STORIES

TEXAS HISTORICAL COMMISSION

Texas Historical Commission Digital Engagement Quarterly Report – Q2 2023

Executive Summary

- **Total Social Media Followers:** 441,922 (2.6% increase)
- **Total e-Newsletter Subscribers:** 357,721 (18% increase)
- **Total Reach on Social Media:** 8,636,197 (75% increase)
- **Total Engagements (likes, comments, shares, etc.):** 462,932 (31% increase)

Social Media Followers, Agency Accounts

- **Facebook:** 117,987 (3.3% increase)
- **Instagram:** 58,849 (0.6% increase)
- **Twitter:** 22,696 (2.8% increase)
- **LinkedIn:** 5,853 (5.2% increase)
- **YouTube:** 25,052 (3.2% increase)

Total Social Media Followers, Including Historic Sites

- **Facebook:** 289,428 (2.8% increase)
- **Instagram:** 85,777 (1.5% increase)
- **Twitter:** 22,921 (1.2% increase)
- **LinkedIn:** 6,716 (5.2% increase)
- **YouTube:** 28,882 (4.6% increase)

Engagement Rate by Platform, Agency Accounts

- **Facebook:** 2.5%; **Instagram:** 5.4%; **Twitter:** 2.3%; **LinkedIn:** 7.0%; **YouTube:** 4.7%

Online Video

- **Total Video Views in Q2**
 - YouTube: 922,226
 - Facebook: 38,860
- **Top Videos (by number of views in Q2)**
 - [Speaking Texas German](#): 532,326 (7,709,581 total views)
 - [Visit Historic Texas](#): 274,850 (387,916 total views)
 - [Vaqueros of South Texas](#): 12,077 (706,328 total views)

e-Newsletters

- **Total Subscribers:** 357,721 (18% increase)
- **Top Email Topic Subscriptions**
 - THC State Historic Sites Updates and Promotions: 322,810
 - THC e-Newsletter: 137,743
 - Heritage Traveler e-Newsletter: 39,934
 - History Museum Outreach and Education: 30,974
 - Marker Program Updates: 18,911
- **Total Unique Email Opens:** 1,098,844 (21.7%)
- **Overall Engagement Rate:** 47.9%
- **Unique Link Clicks:** 114,351 (2.3%)
 - [Tribal collaboration Museum Services webinar](#): 808 clicks
 - [3 Famous Texas Forts](#): 759 clicks
 - [Texas Living History Week](#): 571 clicks

Agency Blog

- **Total Blog Views in Q2:** 61,566 (6.7% increase over Q1)
- **Top Blog Posts:**
 - [Visit Eight State Historic Sites to Experience the Republic of Texas Era](#): 4,319 views
 - [Find Historic Refuge in These 3 Famous Texas Forts](#): 1,809 views
 - [Flags of the Texas Revolution](#): 1,740 views

Top Social Media Posts

- **Facebook**
 - [NMPW, Int'l Museum Day](#): 1,289,549 reach, 54,259 engagements
 - [Elizabeth Patton Crockett/Acton SHS](#): 757,658 reach, 62,248 engagements
 - [Promoting Freddy Fender marker dedication, San Benito](#): 657,161 reach, 32,878 engagements
- **Instagram**
 - [Balmorea](#): 15,146 reach, 1,444 engagements
 - [Promoting Broken Spoke marker dedication, Austin](#): 14,390 reach, 1,204 engagements
 - [Audie Murphy](#): 12,315 reach, 1,113 engagements
- **Twitter**
 - [Juneteenth](#): 12,232 impressions, 302 engagements
 - [Museum on Main Street announcement](#): 8,293 impressions, 185 engagements
 - [Goodnight Ranch](#): 6,268 impressions, 285 engagements
- **LinkedIn**
 - [Promoting Broken Spoke marker dedication, Austin](#): 2,510 impressions, 224 engagements
 - [Fulton Mansion](#): 2,482 impressions, 210 engagements
 - [Executive director position](#) (pinned post): 1,991 impressions, 193 engagements

Historic Sites Performance, Facebook

- **Most Engaged Historic Site Facebook Posts**
 - [Celia Allen \(Juneteenth\)](#), San Felipe de Austin: 766,997 reach, 55,656 engagements
 - [San Jacinto Monument stats](#), San Jacinto Battleground: 345,204 reach, 17,263 engagements
 - [Marine with bicycle](#), NMPW: 47,802 reach, 3,645 engagements
- **SHS videos on Facebook:**
 - Historic sites shared 43 videos in Q2 with a total reach of 72,688 and 59,431 total views
 - **Most viewed SHS videos:**
 - [Bluff ScheutzenFest promo](#), Kreische Brewery (paid ad): 45,409 views
 - [The herd grazing](#), State of Texas Longhorn Herd: 2,130 views
 - [Lighthouse view of Easter egg hunt](#), Port Isabel Lighthouse: 1,145

Texas Historical Commission

Key Metrics

Summary of key metrics indicating account performance, growth, and engagement.

112K Change in Subscribers [more details](#)
Net change in subscribers to your account

151K Change in Subscriptions [more details](#)
Net change in subscriptions to your topics

2.0 Subscriptions Per Subscriber [more details](#)
Average number of topic subscriptions that each subscriber has as of 06/2023

47.9% Engagement Rate [more details](#)
Percentage of recipients who opened or clicked on a link in a bulletin in 90 days prior to 06/2023

5.28M Impressions
Total number of bulletin opens and link clicks

107.3% Network Impact [more details](#)
Percentage growth in subscribers as a result of using the GovDelivery Network

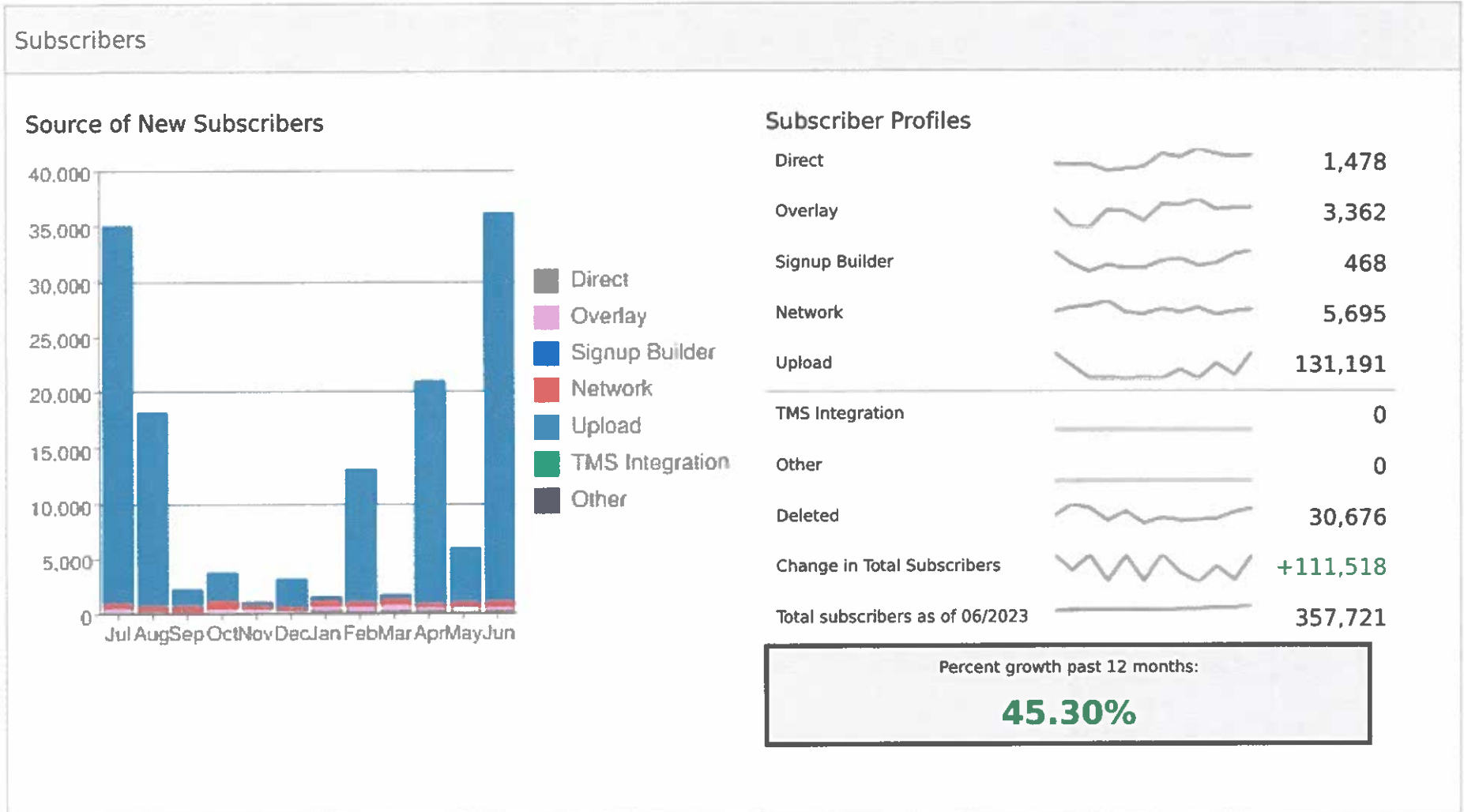
Total Subscribers



Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.



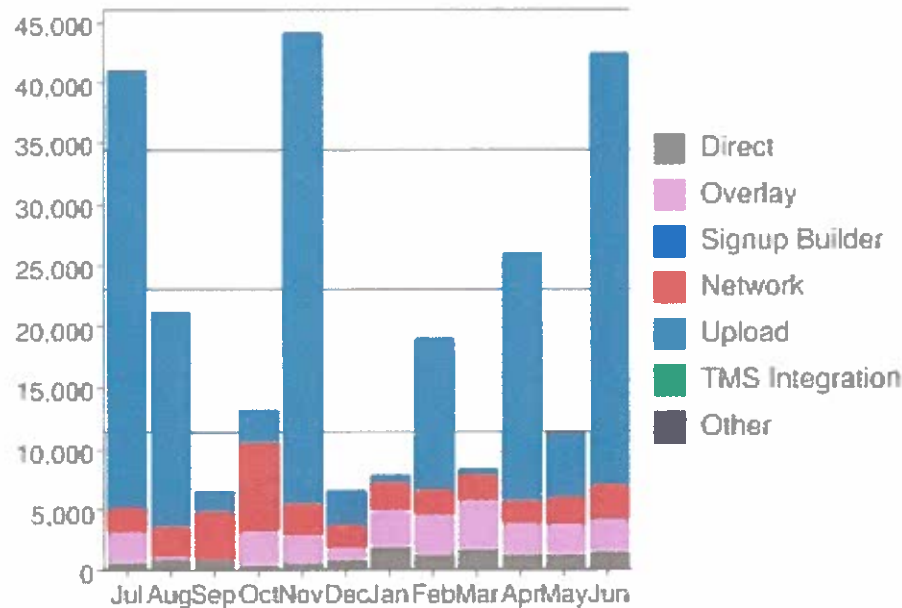
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Subscriptions

Source of New Subscriptions



Subscriptions

| | | |
|-----------------------------------|--|----------|
| Direct | | 11,567 |
| Overlay | | 27,482 |
| Signup Builder | | 621 |
| Network | | 33,390 |
| Upload | | 172,883 |
| TMS Integration | | 0 |
| Other | | 975 |
| Deleted | | 96,039 |
| Change in Total Subscriptions | | +150,879 |
| Total subscriptions as of 06/2023 | | 699,704 |

Percent growth past 12 months:

27.49%

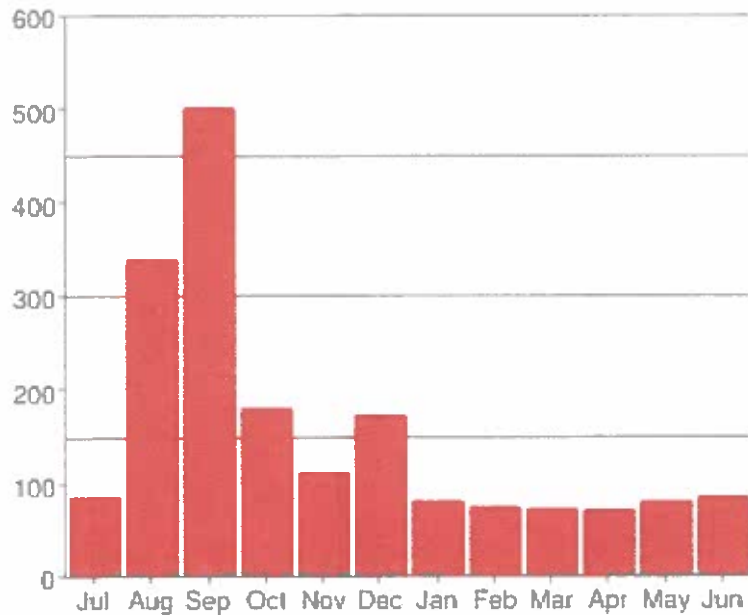
Texas Historical Commission

Effectiveness

See how your organization is increasing reach and which sources are bringing in the most subscribers.

Network impact

New Network Subscribers as Percentage of Direct



Top Contributors to Your Account

| Agency | Subscribers to Your Account | Current |
|--|-----------------------------|---------|
| Office of the Governor Texas | 673 | ✓ |
| Teacher Retirement System of Texas | 627 | ✓ |
| Texas Department of Family and Protective Services | 413 | ✓ |
| Nueces County, Texas | 274 | ✓ |
| Texas Education Agency | 267 | ✓ |
| Texas Health and Human Services Commission | 255 | ✓ |
| Texas Real Estate Commission | 253 | ✓ |
| City of Fort Worth, Texas | 241 | ✓ |
| Texas Workforce Commission | 237 | ✓ |
| Workforce Solutions Gulf Coast | 233 | ✓ |

Increase in New Subscribers using GovDelivery Network past 12 months:

107.29%

Texas Historical Commission

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Engagement

Month

| Month | Engagement Rate* |
|-------|------------------|
| Jul | 47.92% |
| Aug | 45.99% |
| Sep | 48.52% |
| Oct | 49.21% |
| Nov | 50.62% |
| Dec | 47.68% |
| Jan | 43.56% |
| Feb | 42.45% |
| Mar | 45.37% |
| Apr | 48.19% |
| May | 48.94% |
| Jun | 47.92% |

Engagement by Month

| Month | Unique Recipients | Engagement Rate* |
|----------|-------------------|------------------|
| Jun 2023 | 312,170 | 47.92% |
| May 2023 | 313,173 | 48.94% |
| Apr 2023 | 294,552 | 48.19% |
| Mar 2023 | 294,120 | 45.37% |
| Feb 2023 | 282,397 | 42.45% |
| Jan 2023 | 285,093 | 43.56% |
| Dec 2022 | 285,520 | 47.68% |
| Nov 2022 | 288,438 | 50.62% |
| Oct 2022 | 287,716 | 49.21% |
| Sep 2022 | 286,150 | 48.52% |
| Aug 2022 | 270,590 | 45.99% |
| Jul 2022 | 238,187 | 47.68% |

Texas Historical Commission

Engagement

View your most popular topics and how many subscribers are engaging with your communications.

Topic activity

Popular Topics among Subscribers

| Topic Name | Net Change in Subscriptions |
|---|-----------------------------|
| THC State Historic Sites Updates and Promotions | 112,652 |
| Friends of the THC Updates and Events | 18,634 |
| Nonprofits and Fundraising Workshops and Webinars | 8,728 |
| History Museum Outreach and Education | 6,150 |
| Texas Holocaust, Genocide, and Antisemitism Advisory Commission | 5,031 |
| Historic Cemetery Preservation Announcements | 3,903 |
| Real Places Conference | 3,356 |
| Upcoming Events | 2,706 |
| Archeology Division Updates and Events | 2,468 |
| Texas Heritage Trails Program Updates | 2,391 |

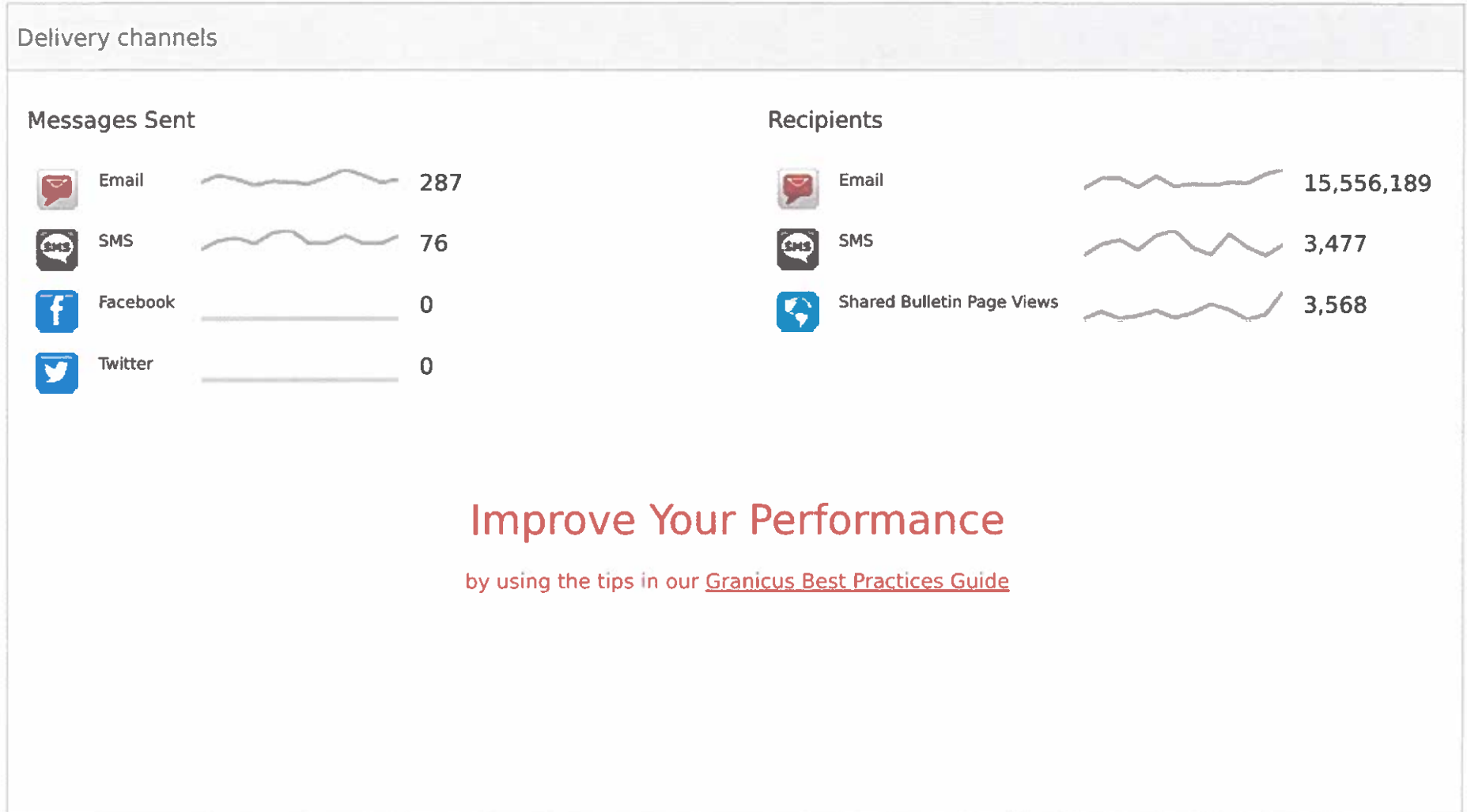
Topics with the Most Bulletins Sent

| Topic Name | Bulletins Sent |
|---------------------------------------|----------------|
| History Museum Outreach and Education | 100 |
| Upcoming Events | 66 |
| French Legation | 65 |
| Sabine Pass Battleground | 57 |
| Casa Navarro | 57 |
| Sam Rayburn House | 56 |
| Washington-on-the-Brazos | 56 |
| Varner-Hogg Plantation | 56 |
| Starr Family Home | 56 |
| Star of the Republic Museum | 56 |

Texas Historical Commission

Efficiency

Explore which online channels you are leveraging to maximize the impact of your communication efforts.



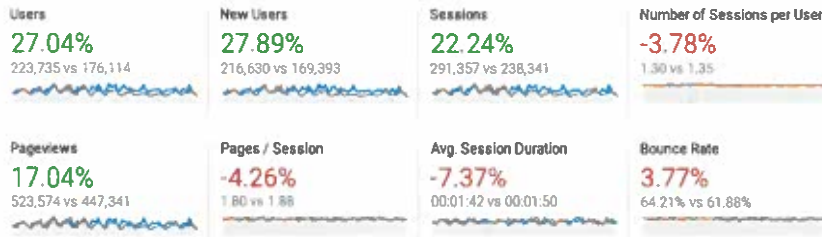
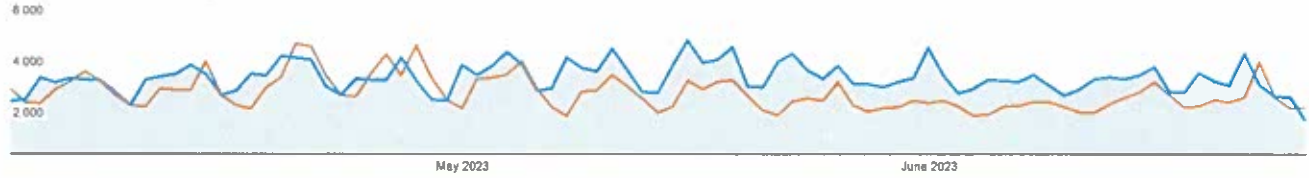
Audience Overview

All Users
+0.00% Users

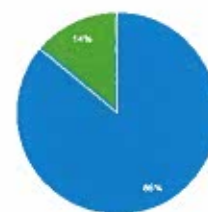
Apr 1, 2023 - Jun 26, 2023
Compare to: Apr 1, 2022 - Jun 26, 2022

Overview

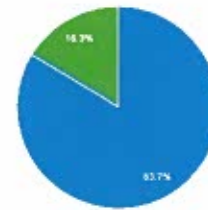
Apr 1, 2023 - Jun 26, 2023: ● Users
Apr 1, 2022 - Jun 26, 2022: ● Users



■ New Visitor ■ Returning Visitor
Apr 1, 2023 - Jun 26, 2023



Apr 1, 2022 - Jun 26, 2022



| Language | Users | % Users |
|----------------------------|---|---|
| 1. en-us | | |
| Apr 1, 2023 - Jun 26, 2023 | 215,723 | 96.16% |
| Apr 1, 2022 - Jun 26, 2022 | 168,005 | 95.54% |
| % Change | 28.40% | 0.65% |
| 2. en-gb | | |
| Apr 1, 2023 - Jun 26, 2023 | 2,034 | 0.91% |
| Apr 1, 2022 - Jun 26, 2022 | 1,530 | 0.87% |
| % Change | 32.94% | 4.20% |
| 3. en | | |
| Apr 1, 2023 - Jun 26, 2023 | 844 | 0.38% |
| Apr 1, 2022 - Jun 26, 2022 | 1,368 | 0.78% |
| % Change | -38.30% | -51.64% |
| 4. en-au | | |
| Apr 1, 2023 - Jun 26, 2023 | 773 | 0.34% |
| Apr 1, 2022 - Jun 26, 2022 | 539 | 0.31% |
| % Change | 43.41% | 12.41% |
| 5. es-us | | |
| Apr 1, 2023 - Jun 26, 2023 | 562 | 0.25% |
| Apr 1, 2022 - Jun 26, 2022 | 474 | 0.27% |
| % Change | 18.57% | -7.06% |
| 6. en-ca | | |
| Apr 1, 2023 - Jun 26, 2023 | 531 | 0.24% |
| Apr 1, 2022 - Jun 26, 2022 | 426 | 0.24% |
| % Change | 24.65% | -2.30% |
| 7. de-de | | |

| | | |
|----------------------------|----------------|----------------|
| Apr 1, 2023 - Jun 26, 2023 | 353 | 0.16% |
| Apr 1, 2022 - Jun 26, 2022 | 207 | 0.12% |
| % Change | 70.53% | 33.67% |
| 8. es-419 | | |
| Apr 1, 2023 - Jun 26, 2023 | 345 | 0.15% |
| Apr 1, 2022 - Jun 26, 2022 | 269 | 0.15% |
| % Change | 28.25% | 0.53% |
| 9. en-us@posix | | |
| Apr 1, 2023 - Jun 26, 2023 | 319 | 0.14% |
| Apr 1, 2022 - Jun 26, 2022 | 477 | 0.27% |
| % Change | -33.12% | -47.58% |
| 10. zh-cn | | |
| Apr 1, 2023 - Jun 26, 2023 | 294 | 0.13% |
| Apr 1, 2022 - Jun 26, 2022 | 168 | 0.10% |
| % Change | 75.00% | 37.17% |

TEXAS HISTORICAL COMMISSION

Media – April 1 – June 30, 2023

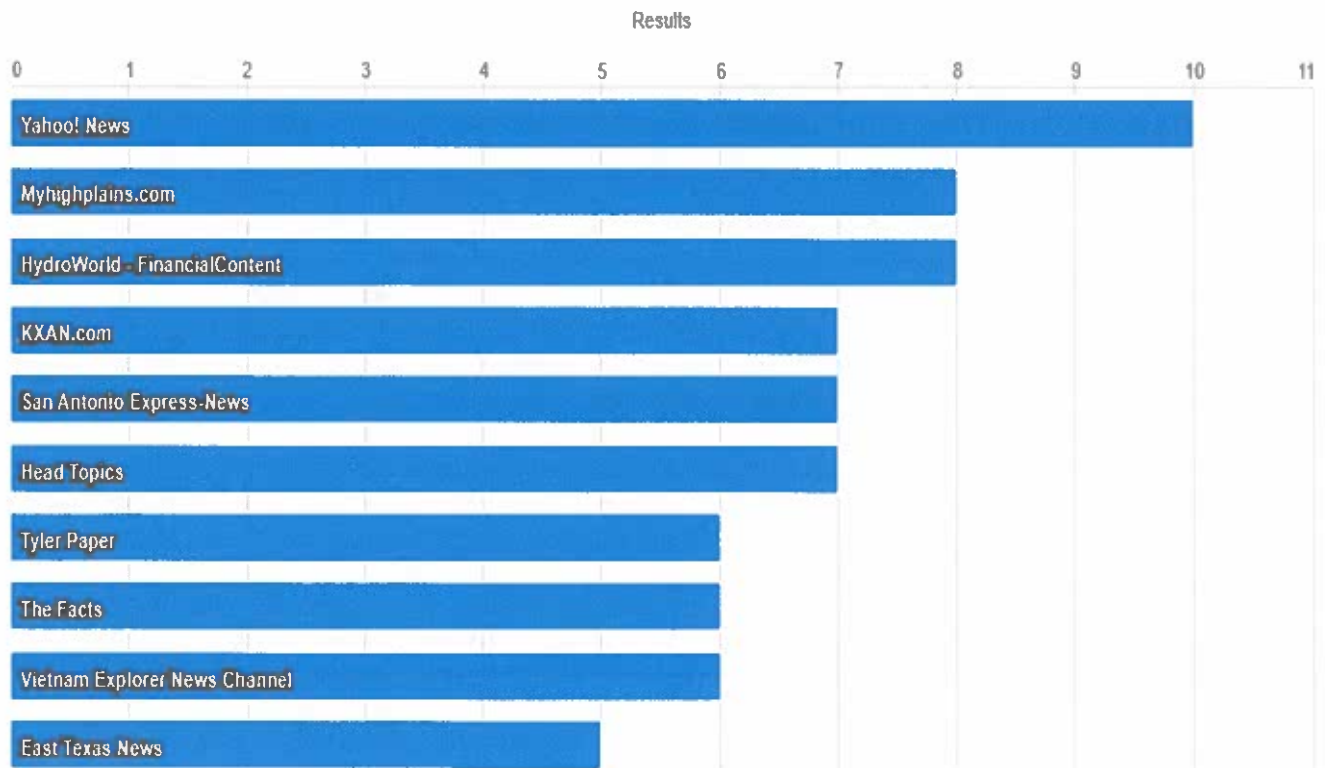
Print

| Month | Publications | Clips | Column Inches | Advertising Value | Readership |
|-------|--------------|-------|---------------|-------------------|------------|
| April | 159 | 371 | 22,567 | \$1,132,046 | 4,792,278 |
| May | 140 | 320 | 19,105 | \$688,414 | 3,867,025 |
| June | 149 | 359 | 22,834 | \$1,293,987 | 3,951,339 |

Digital

| Month | Media Exposure | Potential Reach | Advertising equivalent |
|-------|----------------|-----------------|------------------------|
| April | 292 | 1,257,790,000 | \$11.6 million |
| May | 160 | 742,760,000 | \$6.9 million |
| June | 310 | 750,840,000 | \$6.7 million |

Apr 1, 2023 - Jun 30, 2023



Bankhead Highway
FY2023 Brochure Distribution

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------|----------|
| | 2022 | 2022 | 2022 | 2022 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 |
| Calls & Written Requests | 147 | 264 | 13 | 3 | 5 | 127 | 16 | 24 | 128 | 1 | | |
| Direct Mail | | | | | | | | | | | | |
| Legislative Requests | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| TourTexas | | | | | | | | | | | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Trav. Guide | | | | | | | | | | | | |
| Web Site | 194 | 137 | 128 | 125 | 232 | 210 | 507 | 686 | 60 | 229 | | |
| Subtotal | 341 | 401 | 141 | 128 | 237 | 337 | 523 | 710 | 188 | 230 | 0 | 0 |

| | | | | | | | | | | | | |
|-------------------------------|--------------|------------|------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------|----------|
| Box Requests (500 per box) | 5 | 0 | 0 | 2 | 3 | 4 | 2 | 1 | 0 | 0 | | |
| Total | 2,841 | 401 | 141 | 1,128 | 1,737 | 2,337 | 1,523 | 1,210 | 188 | 230 | 0 | 0 |

start date for
distribution 7.1.14
12.3.15 to State
School



Texas Forts Trail Region
FY2023 Brochure Distribution

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|-----------|---------|----------|----------|---------|----------|-------|-------|------|------|------|--------|
| | 2022 | 2022 | 2022 | 2022 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 |
| Calls & Written Requests | 51 | 117 | 13 | 3 | 24 | 101 | 5 | 60 | 150 | 1 | | |
| Certified Folder | | | | | | | | | | | | |
| Legislative Requests | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| Tour Texas | | | | | | | | | | | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Trav. Guide | | | | | | | | | | | | |
| Web Site | 54 | 32 | 26 | 66 | 100 | 49 | 41 | 58 | 75 | 237 | | |
| Subtotal: | 105 | 149 | 39 | 69 | 124 | 150 | 46 | 118 | 225 | 238 | 0 | 0 |

| | | | | | | | | | | | | |
|-------------------------------|-----|-----|----|-----|-------|-----|-------|-------|-----|-----|---|---|
| Box Requests (200 per box) | 4 | 0 | 0 | 4 | 5 | 3 | 5 | 6 | 1 | 0 | | |
| Total: | 905 | 149 | 39 | 869 | 1,124 | 750 | 1,046 | 1,318 | 425 | 238 | 0 | 0 |

Texas Hill Country Trail Region
FY2023 Brochure Distribution

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|-----------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|----------|----------|
| | 2022 | 2022 | 2022 | 2022 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 |
| Calls & Written Requests | 1 | 167 | 13 | 0 | 23 | 101 | 58 | 110 | 125 | 1 | | |
| Certified Mail | | | | | | | | | | | | |
| Legislative Requests | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Texas Approach | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| Tour Texas | | | | | | | | | | | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Trav. Guide | | | | | | | | | | | | |
| Web Site | 59 | 31 | 59 | 36 | 76 | 73 | 55 | 302 | 79 | 105 | | |
| Subtotal: | 60 | 198 | 72 | 36 | 99 | 174 | 113 | 412 | 204 | 106 | 0 | 0 |

| | | | | | | | | | | | | |
|-------------------------------|--------------|------------|------------|------------|--------------|------------|--------------|------------|------------|------------|----------|----------|
| Box Requests (200 per box) | 7 | 0 | 4 | 4 | 6 | 3 | 6 | 2 | 0 | 0 | | |
| Total: | 1,460 | 198 | 872 | 836 | 1,299 | 774 | 1,313 | 812 | 204 | 106 | 0 | 0 |

*Brochure launched April 2010



Hispanic Texans: Journey From Empire to Democracy
FY2023 Brochure Distribution

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|----------|----------|
| | 2022 | 2022 | 2022 | 2022 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 |
| Calls & Written Requests | 18 | 52 | 31 | 0 | 24 | 77 | 71 | 49 | 39 | 2 | | |
| Newspaper | | | | | | | | | | | | |
| Monitor Mailroom | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| Tour Texas | 96 | 99 | 87 | 69 | 119 | 127 | 168 | 89 | 112 | 55 | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Trav. Guide | | | | | | | | | | | | |
| Web Site | 45 | 20 | 17 | 10 | 37 | 79 | 27 | 27 | 31 | 105 | | |
| Subtotal | 159 | 171 | 135 | 79 | 180 | 283 | 266 | 165 | 182 | 162 | 0 | 0 |

| | | | | | | | | | | | | |
|------------------------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|----------|----------|
| Box Requests (90 per box) | 7 | 4 | 5 | 8 | 9 | 8 | 4 | 7 | 2 | 2 | | |
| Total | 789 | 531 | 585 | 799 | 990 | 1,003 | 626 | 795 | 362 | 342 | 0 | 0 |

Brochure launched on April 29, 2015

public 5.4.15

Media and Legislators



Texas Hispano-Viaje Desde El Imperio Hasta La Democracia
FY2023 Brochure Distribution

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|
| | 2022 | 2022 | 2022 | 2022 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 |
| Calls & Written Requests | 3 | 51 | 31 | 0 | 5 | 10 | 14 | 14 | 30 | 0 | | |
| Newspaper | | | | | | | | | | | | |
| Legislative Requests | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| Tour Texas | | | | | | | | | | | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Trav. Guide | | | | | | | | | | | | |
| Web Site | 16 | 10 | 5 | 6 | 13 | 9 | 11 | 11 | 12 | 58 | | |
| Subtotal | 19 | 61 | 36 | 6 | 18 | 19 | 25 | 25 | 42 | 58 | 0 | 0 |

| | | | | | | | | | | | | |
|------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------|----------|
| Box Requests (90 per box) | 5 | 3 | 3 | 8 | 6 | 5 | 3 | 3 | 1 | 2 | | |
| Total | 469 | 331 | 306 | 726 | 558 | 469 | 295 | 295 | 132 | 238 | 0 | 0 |

Brochure launched in September 2015



**Texas State Historic Sites Guide
FY2023 Brochure Distribution**

| | September | October | November | December | January | February | March | April | May | June | July | August |
|--------------------------|-----------|----------|----------|------------|-------------|-------------|------------|-------------|------------|-------------|----------|----------|
| | 2022 | 2022 | 2022 | 2022 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 |
| Calls & Written Requests | 0 | 0 | 0 | 0 | 794 | 105 | 96 | 645 | 350 | 252 | | |
| Certified Folder | | | | | | | | | | | | |
| Legislative Requests | | | | | | | | | | | | |
| Public Relations | | | | | | | | | | | | |
| Southern Living | | | | | | | | | | | | |
| Texas Highways | | | | | | | | | | | | |
| Texas Monthly | | | | | | | | | | | | |
| TourTexas | | | | 60 | 119 | 140 | 168 | 89 | 7 | 55 | | |
| TTIA Insert | | | | | | | | | | | | |
| TX State Travel Guide | | | | | | | | | | | | |
| Web Site | | | | 59 | 1015 | 790 | 536 | 1076 | 190 | 764 | | |
| Subtotal | 0 | 0 | 0 | 119 | 1928 | 1035 | 800 | 1810 | 547 | 1071 | 0 | 0 |

| | | | | | | | | | | | | |
|-------------------------------|----------|----------|----------|------------|--------------|--------------|------------|--------------|------------|--------------|----------|----------|
| Box Requests (400 per box) | | | | | 7 | 0 | 0 | 0 | 0 | 0 | | |
| Total | 0 | 0 | 0 | 119 | 4,728 | 1,035 | 800 | 1,810 | 547 | 1,071 | 0 | 0 |

Arrived 12.16.22 @ warehouse-108 boxes @400/ 1 @300=43,500 copies
Start distribution 12.19.22



Texas Heritage Trails Program: Regional and Thematic Brochures

| TRAIL REGION BROCHURE | INITIAL PRINTING QUANTITY | DATE | REPRINT (1) QUANTITY | DATE | REPRINT (2) QUANTITY | DATE | REPRINT (3) QUANTITY | DATE | REPRINT (4) QUANTITY | DATE | YTD QUANTITY | INITIAL PRINTING COST | REPRINT (1) COSTS | REPRINT (2) COSTS | REPRINT (3) COSTS | REPRINT (4) COSTS | TO DATE COST | NUMBER LEFT |
|--|---------------------------|-----------|----------------------|-----------|----------------------|-----------|----------------------|--------|----------------------|------|------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|--------------------|--------------|
| <i>Texas Heritage Travel Guide</i> | 500,000 | (12/9/14) | 50,000 | (8/10/15) | 35,000 | (9/24/21) | N/A | N/A | N/A | N/A | 585,000 | 300,751.44 | 63,605.25 | 73,510.92 | N/A | N/A | \$437,868 | Out of Stock |
| <i>Texas Forts Trail Region</i> | 250,000 | (9/30/98) | 250,000 | (10/01) | 100,000 | (07/06) | 500,000 | (4/10) | N/A | N/A | 1,100,000 | \$69,889 | \$55,280 | \$24,491 | \$75,984 | N/A | \$225,644 | 600 |
| <i>Texas Independence Trail Region</i> | 300,000 | (9/00) | 350,000 | (1/31/02) | 450,000 | (1/31/05) | N/A | N/A | N/A | N/A | 1,100,000 | \$69,768 | \$57,395 | N/A | N/A | N/A | \$127,163 | Out of Stock |
| <i>Texas Forest Trail Region</i> | 400,000 | (4/02) | 250,000 | (6/2005) | 250,000 | (05/11) | N/A | N/A | N/A | N/A | 900,000 | \$68,000 | \$49,565 | \$88,372 | N/A | N/A | \$205,937 | Out of Stock |
| <i>Texas Lakes Trail Region</i> | 450,000 | (10/03) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 450,000 | \$85,966 | N/A | N/A | N/A | N/A | \$85,966 | Out of Stock |
| <i>Texas Brazos Trail Region</i> | 450,000 | (8/04) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 450,000 | \$82,481 | N/A | N/A | N/A | N/A | \$82,481 | Out of Stock |
| <i>Texas Plains Trail Region</i> | 450,000 | (3/06) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 450,000 | \$84,647 | N/A | N/A | N/A | N/A | \$84,647 | Out of Stock |
| <i>Texas Mountain Trail Region</i> | 550,000 | (2/07) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 550,000 | \$92,431 | N/A | N/A | N/A | N/A | \$92,431 | Out of Stock |
| <i>Texas Tropical Trail Region</i> | 500,000 | (1/08) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 500,000 | \$90,000 | N/A | N/A | N/A | N/A | \$90,000 | Out of Stock |
| <i>Texas Pecos Trail Region</i> | 550,000 | (5/09) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 550,000 | \$91,375 | N/A | N/A | N/A | N/A | \$90,000 | Out of Stock |
| <i>Texas Hill Country Trail Region</i> | 550,000 | (4/10) | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 550,000 | \$83,480 | N/A | N/A | N/A | N/A | \$83,480 | Out of Stock |
| Total | 4,950,000 | | 900,000 | | 835,000 | | 500,000 | | 0 | | 7,185,000 | \$1,118,788 | \$225,845 | \$186,374 | \$75,984 | \$0 | \$1,605,617 | 600 |

| THEMATIC BROCHURE | INITIAL PRINTING QUANTITY | DATE | REPRINT (1) QUANTITY | DATE | REPRINT (2) QUANTITY | DATE | REPRINT (3) QUANTITY | DATE | REPRINT (4) QUANTITY | DATE | YTD QUANTITY | INITIAL PRINTING COST | REPRINT (1) COSTS | REPRINT (2) COSTS | REPRINT (3) COSTS | REPRINT (4) COSTS | TO DATE COST | NUMBER LEFT |
|--|---------------------------|----------|----------------------|---------|----------------------|----------|----------------------|---------|----------------------|----------|------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------|
| <i>African Americans in Texas</i> | 150,000 | 3.1.99 | 125,000 | 8.1.99 | 200,000 | 11.10.10 | 200,000 | 5.11.11 | 200,000 | 10.12.16 | 875,000 | \$59,757 | \$53,526 | \$83,541 | \$83,256 | \$128,057 | \$408,137 | Out of Stock |
| <i>Hispanic Texans: Journey From Empire to Democracy-English</i> | 350,000 | 4.1.15 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 350,000 | \$267,767 | N/A | N/A | N/A | N/A | \$267,767 | 34,920 |
| <i>Texas Hispano: Spanish</i> | 109,310 | 8.1.15 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 109,310 | \$110,574 | N/A | N/A | N/A | N/A | \$110,574 | 10,350 |
| <i>Texas in the Civil War</i> | 200,000 | 5.1.99 | 125,000 | 12.1.10 | 450,000 | 1.3.10 | N/A | N/A | N/A | N/A | 775,000 | \$35,471 | \$122,955 | N/A | N/A | N/A | \$158,426 | Out of Stock |
| <i>The Great War WWI</i> | 125,000 | 10.24.17 | | | | | | | | | 125,000 | \$41,186 | | | | | \$41,186 | Out of Stock |
| <i>Chisholm Trail</i> | 550,000 | 7.2.02 | 250,000 | 6.1.17 | N/A | | N/A | N/A | N/A | N/A | 800,000 | \$88,574 | \$58,420 | N/A | N/A | N/A | \$146,994 | Out of Stock |
| <i>Texas In WWII</i> | 200,000 | 8.5.05 | N/A | | N/A | | N/A | N/A | N/A | N/A | 200,000 | \$42,970 | N/A | N/A | N/A | N/A | \$42,970 | Out of Stock |
| Total | 1,684,310 | | 500,000 | | 650,000 | | 200,000 | | 200,000 | | 3,234,310 | \$646,299 | \$234,901 | \$83,541 | \$83,256 | \$128,057 | \$1,176,054 | 45,270 |