TEXAS FOREST TRAIL REGION
ANNUAL REPORT 2013-2014
Greater than the Sum of our Trees
The Annual Report serves as the principal mechanism for reporting the Texas Forest Trail Region’s activity to private and public funding sources. This Annual Report showcases key activities and initiatives undertaken for Fiscal Year 2014 (Sept. 1, 2013 – Aug. 31, 2014).

WHO WE ARE
The Texas Forest Trail Region was designated by the State in 2001 as an official “Heritage Region” of Texas. It is one of 10 regions in Texas which comprise the award-winning Heritage Trails Program developed by the Texas Historical Commission.

WHO WE DO
The Texas Forest Trail Region supports communities, historic sites and attractions in East Texas, encouraging economic development through heritage tourism, education, marketing, and historic preservation initiatives.

WHO WE SERVE
The Forest Trail Region serves communities in and travelers to 35 counties in East Texas. Our headquarters are located in Nacogdoches in the historic Gladys Hampton Building, City Hall.

contents

our history 04
our impact 06
our services 08
our partners 10
our team 12
our projects:
education & networking 14
marketing & advertising 22
new media promotions 26
research & resources 28
our finances 34
our year 36
our future 38
The Texas Forest Trail is one of 10 heritage tourism regions designated by the state of Texas. The program originated in 1968 as 10 scenic driving trails created by Governor John Connally and the Texas Highway Department (now TxDOT) as a marketing tool for tourism. In 1997, the heritage trails became a statewide economic development initiative under the guidance of the Texas Historical Commission (THC).

Over several years, the 10 driving trails expanded and became trail regions - encompassing the historic highways, historic sites, state and local parks, communities and cultural attractions surrounding the original trail route. The Texas Forest Trail Region received its official designation in 2001. Together, the 10 Heritage Trail Regions work in concert with the THC to increase visitation to cultural and historic sites through education, historic preservation and state and regional marketing.

Each Trail functions as an independent 501(c)(3) led by a regional board and an executive director. Funding for the Heritage Trails, formerly granted by the Texas Department of Transportation will expire in August 2015. In an effort to maintain the program, the THC has added the Texas Heritage Trails as an exceptional item to their legislative appropriations request. The Trails have not been guaranteed funding, so legislative advocacy efforts have begun statewide.

our region
35 counties in East Texas

Texas Heritage Trails

$8 return for every $1 invested

$652k community grants

$1.7m cash contributions

$3m in-kind contributions

Heritage Tourism

our impact

Heritage Tourism: traveling to experience the places and activities that authentically represent the stories and people of the past and present, including historic, cultural and natural resources.

Texas ranks second in the U.S. in the number of cultural and heritage travelers visiting the state. These tourists are learning more about Texas’ heritage while making a valuable contribution to the state’s economy.

$67.5 billion was generated by Travel to Texas in 2013. The industry supported 601,000 jobs and generated $4.7 billion in state and local taxes.

Heritage travel to Texas accounted for 5.4% of all day trips, 11.6% of all overnight stays and $8.7 billion in direct spending.

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Protects Resources

Educates Travelers

Preserves History

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our services

We provide large and small organizations an opportunity to better leverage their marketing dollars and showcase their community to potential visitors.

EDUCATION & NETWORKING
Our regional programming and online media library provide easily accessible educational opportunities, essential training tools and valuable consulting to our communities.

MARKETING & ADVERTISING
Our statewide marketing programs work to increase visitation to cultural and historic sites and bring needed dollars to our rural Texas communities.

NEW MEDIA PROMOTIONS
Our new media marketing regularly engages an average with 25,000 people weekly - driving potential East Texas travelers to our partner sites and communities.

RESOURCES & RESEARCH
Our participation in the Heritage Trails program and its network of industry professionals help the Forest Trail put our partners and their communities in touch with state resources and regional tourism advocates.

“The Texas Forest Trail is our source for educational opportunities and insight into tourism training. Because of this, we are able to stretch our boundaries and reach new visitors. We LOVE the Texas Forest Trail!”

-Faustine Curry
Mount Pleasant - Titus County Chamber
PARTNER PROGRAM
In February, we unveiled a new Partner Program. The streamlined look and easy-to-read format showcased our updated partnership levels and enhanced benefits. A few of our new benefits are highlighted below:

SERVICES CREDITS
- FREE credit- to be used like cash towards products/services

MEDIA LIBRARY
- FREE access to training tools via the “Roger Brooks Library”

ADVERTISING LOTTERY
- Chance to win FREE ad space in our events brochure

Congrats to our 2014 Spring Lottery Winner MyETX.com.
2014 brought new faces, new skills and change across the Forest Trail Region. At the close of FY13 we were faced with the challenge of bringing in a new Executive Director.

After a thorough search, the hiring team felt Marty Prince’s background in tourism and advertising would be a perfect fit for the Trail’s growing marketing needs. In June, Marty left her position as tourism specialist for the Nacogdoches CVB and has proven to be a great addition to the Forest Trail team.

Our primary focus for 2014 was marketing the historic cities, picturesque Main Street districts and the natural beauty of our 35-county region. We increased our brochure distribution, web updates and social media activity. Through targeted campaigns, we attracted the attention of 65,500 potential travelers and captured the hearts of more than 20,000 people, who now tune in regularly for Forest Trail updates on Facebook, Twitter and Instagram.

Building partnerships in the Pineywoods was a high priority in 2014. As new director, Marty visited 20 Forest Trail communities and made multiple trips to Dallas, Austin and Round Rock for advocacy and education.

In January, we launched a new version of our partnership program – with streamlined giving levels and increased benefits. The program saw an overall growth of 11% and a 26% increase in contributions from existing partners selecting higher benefit levels.

Sustainability is an ongoing quest for the Forest Trail. In 2014, we tightened our belt, reduced our outsourcing, controlled our overall expenses and increased our project revenue by 50%. Financially, our bottom line is in great shape, but in 2015 we will face our greatest fiscal challenge to date.

MESSAGE FROM OUR PRESIDENT

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EXECUTIVE SUMMARY

The Texas Forest Trail Region is -

A Place: “The Gateway to Texas” - some 900 miles and more than 7 million trees from the Red River to the Gulf Coast.

A People: Ordinary citizens, representatives of state and national parks, museums and historic sites, cities, chambers and visitors centers - all invested in the heritage and prosperity of our region.

A History: East Texas lays claim to the state’s oldest cities, earliest explorers, and the larger-than-life heroes that called the “Piney Woods” their home.

A Culture: From historic sawmills and steam trains to graceful Victorian homes and rugged rodeos; our southern plantations, timberlands, bayous, and oil boomtowns offer visitors an authentic Texas experience.

A Mission: The encouragement and support of heritage tourism in the 35 most eastern counties of the state.

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Over the past year, we have faced the challenges of change and as a team we have overcome each obstacle and grown exponentially in its wake. I am confident in the talent and innovation of our board and am very proud to serve with such a committed group of professionals as we provide direction and leadership for the Forest Trail.

On behalf of the Board of Directors, I want to thank our state and regional partners. You give us the means and support to continue our advocacy for East Texas.

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The Annual Retreat plays a critical role in development and implementation of the Forest Trail's goals and projects in the areas of advocacy, education, sustainability, and marketing.

The purpose of the Annual Retreat and Board Training is to recognize the organization's successes of the previous fiscal year, welcome new board members to the Forest Trail team, and collaborate on new programming for the upcoming year.

The FY14 retreat was held in Palestine in June 2013. The FY15 retreat was held in Mount Pleasant in June 2014.

Directors reviewed the guiding principles of the Forest Trail Region, evaluated the previous year's scope of work, discussed regional challenges and set goals in the areas of sustainability, education, partnerships and marketing.

Attendees included tourism, economic development, education and historic preservation professionals from across the region. Participants represented Beaumont, Conroe, Gladewater, Hughes Springs, Huntsville, Mount Pleasant, Mount Vernon, Nacogdoches, Palestine, Stephen F. Austin State University Texas Parks & Wildlife and Tyler.

2014-2015 INCOMING LEADERSHIP

EXECUTIVE TEAM
Breezy Lake-Wolfe, President Palestine
Kimm Thomas, Past President Huntsville
Faustine Curry, Pres-elect Mount Pleasant
Carolyn Teague, Secretary Mount Vernon
Melissa Sanford, Treasurer Nacogdoches

CONTINUING BOARD MEMBERS
Robert Johnson - Gladewater
Chay Runnels - Stephen F. Austin State
George Fite - Hughes Springs
Lynne Spivey - Tyler/North Texas
Barbara Parmley - Texas Parks & Wildlife

NEW BOARD MEMBERS
Sherry Morgan, Conroe
Holli Conley, Tyler
Elizabeth, Eddins Beaumont

education & networking
annual retreat & board training
On April 24, 2014, the Forest Trail welcomed members and special guests from across our 35-county region for a full day of learning, networking, and partnership building.

The 2014 Forest Trail Region Summit included presentations in contemporary best practices for marketing communities, tips to improve traffic to historic sites and attractions, and two marketing research presentations, featuring Forest Trail partner members the Tyler CVB and the City of Palestine.

**SUMMIT SESSIONS**

- **TALES FROM THE TRAIL: YEAR IN REVIEW**
  Marty Prince, Forest Trail Director

- **MARKETING STUDIES: TYLER & PALESTINE**
  SFA Students & Dr. Chay Runnels, professor

- **NEW MEDIA MARKETING: TIPS & TRICKS**
  Dr. Chay Runnels & Marty Prince

- **TELLING YOUR COMMUNITY’S STORIES**
  Bob Phillips, The Texas Country Reporter

**KEYNOTE ADDRESS**

The highlight of the event was a keynote presentation by Bob Phillips, journalist, storyteller and host of the popular television program "Texas Country Reporter." On the show, Phillips travels the back-roads of the Lone Star State to uncover the history, people and places that make Texas unique. In his presentation, Phillips shared his personal experiences and highlighted the importance of discovering and telling your community’s unique stories. A casual Q&A after Phillips’s presentation provided an opportunity for a candid conversation with partners. This dialog proved most beneficial to our attendees.

Many thanks to our Summit Sponsor - the Nacogdoches CVB & and our breakfast sponsor Nacogdoches Main Street.

“The Forest Trail is an essential resource in our tourism development and regional networking. Being a member of the TFTR has made it possible to reach a market previously unavailable to us. All this plus great workshops! We love Texas Forest Trail Region!”

- Carolyn Teague
  Main Street Mount Vernon
“Partnering with the Texas Forest Trail Region and using their resources is a vital key to Huntsville becoming a “Texas Friendly” destination and spreading the word about our great community.”

-Kimm Thomas
Huntsville Tourism

**education & networking**

**tourism toolkits**

Forest Trail Tourism Toolkits are regional workshops designed to assist partner members in bringing timely, targeted programs to their local community.

The format enables the host community to work with the Forest Trail to select dates, locations and relevant content that will best serve their local audience. The Forest Trail then works with the community to provide workshop content, speakers and promotional materials.

We held three very successful Toolkits in FY2014.

- **OCT 13** – HUGHES SPRINGS
  DIY Design: Marketing & Graphic Design Workshop

- **FEB 14** – PALESTINE
  Texas Friendly: Hospitality & Destination Training Workshop

- **MAY 6** – HUNTSVILLE
  Texas Friendly: Hospitality & HOT Tax Training
  Featuring: Dave Lieber, The Yankee Cowboy

**toolkit workshops**

3

**attendees**

100+
“Being a member of The Texas Forest Trail Region has given our organization access to the renowned Roger Brooks Library. We have been able to offer the series monthly as a way of educating volunteers in an entertaining and professional way—all thanks to the Trail! “

-Tracy Cox
Main Street San Augustine

This year, in an effort to provide our partners with convenient access to relevant educational tools quickly and cost effectively, the Forest Trail offered Partner access to the renowned Roger Brooks Library.

Brooks is a nationally known expert on destination marketing and developing successful downtowns. The video library offers a vast number of titles covering a variety of economic development topics including: branding, tourism, community development and more.

In January 2014, the City of San Augustine, its Main Street program, County Chamber of Commerce and Mission Dolores, in Partnership with the Forest Trail, launched a 12-part community development series, featuring a video from the Roger Brooks Library each month. The free event was designed to engage the entire community in regular scheduled conversations about economic development. The videos have provided the community with a common language to discuss downtown development.
marketing & advertising
travel shows

For 2014, the Forest Trail joined our sister Trails in sponsoring booths to promote our regions at the State Fair of Texas, the McAllen Travel Show, the TTIA Travel Fair in South Padre and the Dallas Travel and Adventure Show.

STATE FAIR
The Texas State Fair is one of our partners’ favorite marketing opportunities of the year. Over the three weeks of the fair, more than 800,000 people pass through the Food and Fiber Pavilion.

In 2014, our region contributed 80+ hours of representation by Forest Trail staff & volunteers.

PARTICIPATING COMMUNITIES INCLUDED:
Athens, Huntsville, Longview, Mount Vernon, Mount Pleasant Nacogdoches, & Palestine.

“Our membership with the Texas Forest Trail Region is an invaluable partnership that allows us to stretch our tourism dollars through its marketing efforts, giving Athens added exposure and publicity.”

-Sherri Skeeters
City of Athens Tourism

80hrs
contributed by
Forest Trail Staff & 
Partner Volunteers
marketing & advertising
print and media

BROCHURES
Our Regional Heritage Brochure and twice-annual Seasonal Events Brochures are distributed online and in 70+ locations across the state. These publications deliver professionally designed coverage of our regional attractions and heritage sites.

NEWSPAPER FEATURES
40+ articles in 18 Forest Trail communities including: Athens, Atlanta, Daingerfield, Gilmer, Henderson, Houston County, Hughes Springs, Huntsville, Longview, Marshall, Mineola, Mount Pleasant, Nacogdoches, Palestine, San Augustine, Shelby County, Toledo Bend, and Tyler.

MAGAZINE/WEB FEATURES
County Line Magazine, Ride Texas, Texas Monthly and Texas Monthly’s: Bound for Heritage & Culture,

RADIO INTERVIEWS
KTXR Family Radio Network 99.7 FM South East Texas

HERITAGE TRAIL ADS
Newspaper/Magazine/Web Texas Highways, Texas Monthly, Southern Living, Ride Texas, the Houston Chronicle, Dallas Morning News, Austin American Statesman, and the Texas Association of Museums Conference Program.

$1.1m* annual economic impact
115k total brochures distributed
+15%
22.4k personal requests
+10%
92.2k mass distribution
+7%
2.9k downloads

“The Forest Trail’s co-op advertising opportunities are extremely helpful to a small community like Shelby County. Our partnership with the Forest Trail helps us leverage our marketing budget and makes it easy and affordable for us to promote our community events to a statewide audience.”

—Pam Phelps
Shelby County Chamber of Commerce

*Estimated economic impact based on the 2014 study for WACVB Education & Research Foundation
The Forest Trail currently uses 7 social media platforms to drive state & national attention to historic sites, preservation initiatives and regional attractions across East Texas. On average, our content reaches 25,000 people a week and engages nearly 5,000 active fans.

Stop by and see us!
• facebook.com/texasforesttrail
• flickr.com/groups/txforesttrail
• youtube.com/EastTexasForestTrail
• pinterest.com/txforesttrail
• instagram.com/etxtraveler
• twitter.com/etxtraveler
• tumblr.com/etxtraveler

This year, the Forest Trail assisted TradeMark Media in conducting a SEO (search engine optimization) audit on texasforesttrail.com. The audit analyzed our existing website traffic, evaluated important search terms & keywords, and studied how our web performance compares to similar websites. The THC and the Forest Trail have begun implementing many of the proposed optimizations.
resources & research
destination marketing project

Each year, SFA Hospitality Administration students, under the direction of Dr. Chay Runnels, evaluate destinations across the nation and analyze their social media/marketing/demographics. Their valuable research findings are presented to the participating destinations free of charge.

This year, 14 lucky Texas Forest Trail partners had the opportunity to participate.

PROJECT OUTCOMES
- Destinations received Oral & Written Reports
- Best Practices for Destination Marketing
- Missed Marketing Opportunities
- Tips To Improve Traffic to Sites & Attractions

BONUS BENEFITS
- Generated new East Texas advocates
- Increased student awareness about East Texas
- Created student-driven social media
- Students returned as visitors with friends/family
- Educating future hospitality professionals

“Partnering with the Texas Forest Trail allowed my students to have hands-on experience while working with professionals who gave them a lot of input. The intersection between academia and professional practice is essential to prepare students for careers in the tourism industry.”

- Dr. Chay Runnels
SFASU Hospitality Administration

PARTICIPANTS
- Gladewater
- Hughes Springs
- Huntsville
- Livingston
- Mount Pleasant
- Mount Vernon
- Nacogdoches City
- Nacogdoches CVB
- Palestine
- Pittsburg
- San Augustine
- Shelby County
- Texas State Railroad
- Tyler

14 partner sites & communities
14
60+ students
The purpose of the “We Pine for East Texas” photo contest is two-fold, to build a library of high-quality promotional images for our regional partners and to raise awareness of the Pineywoods as a travel destination.

This year’s contest sported a new logo and a fresh marketing campaign. The contest was advertised on Facebook and promoted on our website and Instagram, Twitter, Tumblr and Flickr accounts. Posters and press releases were distributed to Forest Trail partners, regional photographers and photo clubs, and to over 70 media outlets.

As a result of our increased marketing and accessibility, submissions doubled over the past two contest years.

Judges awarded 9 Best of Show Awards: a Grand Prize winner, 2 Blue Ribbon winners and 6 Red Ribbon winners.

Additionally, the Forest Trail and 10 regional partners sponsored 12 themed photo categories, and each selected an individual winner.

A “Fan Favorite” was selected by voters the week following the contest’s close on July 27.

21 honorable mention recipients were also selected and each received a thank you letter, certificate, cookies, candy, custom soap, Forest Trail window sticker and pen.

“The annual photo contest is one of the most beneficial perks to our membership. Through our sponsored category, we now have access to over 40+ new images of our county to use in promotions. This one perk pays for our entire annual membership—we would never be able to get such quality photos for such a great price!”

–Melissa Sanford
Nacogdoches CVB
photo contest

GRAND PRIZE: $500
- Ken Millet - Smith Co - p8

BLUE RIBBON: $250
- Luke Mauldin - Jefferson Co
- Randee Oliver - Rusk Co - p38

RED RIBBON: $100
- Larry White - Cherokee Co - p2
- Paul Prosperi - Jefferson Co
- Kristi Thomas - Marion Co
- Lee Loveless - Anderson Co
- Julie Rhone - Houston Co
- Tiffany Terry - Nacogdoches Co - p24

FAN FAVORITE: $150
- Alex Shaw - Nacogdoches Co

SPONSORED CATEGORIES $250
- Forest Trail Region - Rhonda Swanson
- Forest Trail Region - Michael Engleman
- Beaumont CVB - Sue Skinner
- Mt. Pleasant/Titus COC - Grace Garcia - p15
- City of Palestine - Jennifer Willard
- Shelby County COC - Jonathan Liker
- Nacogdoches Main Street - Randee Oliver
- City of Huntsville - Tiffany Terry - p36
- Nacogdoches CVB - Stacey Plaisance

SPONSORED CATEGORIES $100
- MYETX.com - Grant Barto
- Tyler CVB - Mark Vidal
- Mt. Vernon Main Street - Charles Rutherford

HONORABLE MENTION
- Aaron Gilcrease, Adam Skinner, Alyson Stringer

22 awards
21 honorable mentions
$4.3k prizes

Visit www.txforesttrailcontest.com to see all winners & honorable mentions.
our finances

$123,958 ASSETS
- $91,608 CHECKING AT BEGINNING OF PERIOD
- $21,319 CERTIFICATES OF DEPOSIT
- $1,785 FIXED ASSETS
- $9,245 ACCOUNTS RECEIVABLE

$117,915 INCOME
- GRANT FUNDS
  - $75,000 TRANSPORTATION ENHANCEMENT FUNDS
- PROJECTS
  - $23,375 PARTNER CONTRIBUTIONS
  - $16,824 CO-OP ADVERTISING & PROMOTIONS
  - $2,485 WORKSHOPS & EDUCATIONAL SERVICES
  - $231 INTEREST

$79,325 EXPENSES
- $46,446 SALARIES, BENEFITS, AND PAYROLL
- $8,929 TRAVEL, WORKSHOPS & TRAINING
- $8,305 BANKING, INSURANCE, PHONE, EQUIPMENT
- $6,875 ACCOUNTING & CONTRACTED SERVICES
- $6,687 ADVERTISING & PROMOTIONS
- $2,083 POSTAGE, PRINTING, AND SUPPLIES

$79,325 NET BALANCE
- (INCOME + ASSETS) - EXPENSES

$64,323 IN-KIND GIFTS

+36%
project income

-32%
overall expenses

“The Texas Forest Trail program has helped us to better market our historic downtown; because of this we have seen an increase in heritage tourism and sales tax revenue.”

- Robert Johnson
Gladewater Economic Development

Lake Conroe - By Erin Boone - Awarded: Honorable Mention 2014 - Montgomery County
“The Texas Forest Trail Program brings dollars to our Texas communities by promoting the heritage, culture and natural beauty that’s available right here in East Texas.”

Barbara Parmley
Texas Parks & Wildlife

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Nov-13 4 SEO Audit with Trademark Media – Online
10 Forest Trail Advocate/Regional Marketing Rep, Dallas Adventure Show – Dallas
Facilitator, new partner benefits launched, Super Brooks Library – Online
11 Organizer, new Tumblr blog launched – Online
15 Photo Blogger, Forest Trail Instagram featured by TX Monthly – Online

Dec-13 4 Community Visit/Photo Blogger – Crockett & Jasper
4-5 Participants, Statewide Heritage Trails LLC Meetings – Round Rock
6 Volunteer, Partner Event: Nike Flap Festival – Nacogdoches
7 Facilitator, Statewide Heritage Trails Meeting – Beaumont
13/10/20, 26/27 Participants, SEO Audit with Trademark Media – Online
19 Participants, Asian Women in Communications Webinar/Tweet Chat – Online
27 Community Visit/Photo Blogger – Athens & Franklin

Jan-14 2 Community Visit/Photo Blogger – Pawnee & Bowie Counties
3 Community Visit/Photo Blogger – Jacksonville
6-7 Heritage Trail Representative, THC BTP Travel Guide Committee – Austin
1/13/14 Participant, SEO Audit with Trademark Media, Google ADS – Online & phone
16 Facilitator, SFASU Marketing Study launched, 12 Partner Sites – Online & Online
31 Facilitator/Presenter, TFTR 2nd Quarter Board Meeting – Nacogdoches

Feb-14 12 Heritage Trail Representative, THC BTP Travel Guide Committee –Online
17 Organizer/Presenter, Workshop, Texas Friendly Training – Palestine
18 Community Visit/Photo Blogger – Jacksonville
24 Facilitator, TFTR brochure consultation with TX Monthly – Teleconference
25 Participant, Statewide Heritage Trails Meeting – Teleconference
27 Partner Consultation, Mount Pleasant/Titus Co. Chamber – Nacogdoches
29 Facilitator, SFASU Research Presentation: Hughes Springs/Gladewater – Gladewater

Mar-14 12 Community Visit/Presenter, Palestine Rotary – Palestine
14 Community Visit/Photo Blogger – Anderson/Burnett
15 Facilitator, TFTR brochure consultation with TX Monthly – Teleconference
20 Participant, Statewide Heritage Trails Meeting – Teleconference
21 Partner Consultation, Mount Pleasant/Titus Co. Chamber – Nacogdoches
26 Participant, SFASU Research Presentation: Shelby Co/San Augustine – Nacogdoches

Apr-14 2 Participant, Governor’s Office Tourism Assessment Roundtable – Nacogdoches
3 Partner Consultation, Texas State Railroad
7 Facilitator, SFASU Presentation: Texas State Railroad/Livingston – Nacogdoches
12 Organizer/Presenter, TFTR 3rd Quarter Board Meeting – Nacogdoches
13 Organizer/Participant, TFTR Early Bird Social, Liberty Hall – Nacogdoches
14 Organizer/Participant, Texas Forest Trail Council workshop – Nacogdoches
15 Organizer, TFTR 3rd Quarter Board Meeting – Nacogdoches
29 Facilitator, SFASU Research Presentation: Huntsville/Pittsburg – Nacogdoches
30 Community Visit/Photo Blogger – Athens & Cherokee & Rusk Counties

May-14 5 Community Visit/Photo Blogger – Houston County
6 Organizer/Presenter, Workshop, Texas Friendly Training – Huntsville
12 Community Visit/Presenter, Shelby Co Chamber of Commerce – Center
14 Partner Consultation, Caddo Mounds State Historic Site
19 Organizer, TFTR Nominations Committee – e-mail/phone
21 Speaker, KTRK Family Radio Network 97.7 FM – Beaumont
27 Participant, Nacogdoches Tourism Assessment – Nacogdoches

Jun-14 4 Visitor/Participant, Workshop/Winning for Impact, Texas Assoc of Museums – Huntsville
15/17/22 Participant, Statewide & Heritage Trails LLC Meetings – Round Rock
16-20 Partner Consultations, TFTR brochure consultation with TX Monthly – Email/phone
23 Organizer/Participant, Budget Workshop – Conference Call
24-25 Facilitator/Participant, TFTR Annual Retreat – Beef Barn
27 Organizer, SFASU Research Presentation: Huntsville/Pittsburg – Nacogdoches
30 Facilitator/Presenter, TFTRnth Quarter Board Meeting – Nacogdoches
31 Organizer, Ad Campaign & Photo Contest launch – Online (Jan 27-Aug 31)

Jul-14 11 Organizer, Advertising Campaign, Texas Forest Trail Photo Contest – Online
18 Participant, Texas Association of Museums Workshop – Online
21 Participant, Statewide Heritage Trails Directors – Conference Call
29 Organizer, SFASU Research Presentation: Shafter/Bowie Co – Nacogdoches
17/28 Participant, Heritage Trails LLC, e-Commerce – Conference Call
6 Organizer, SFASU Research Presentation: Huntsville/Pittsburg – Nacogdoches

Aug-14 1 7 Coordinator, Photo Contest, Fan Favorite Voting & Winner Announcement – Online
14/27 Coordinator, Photo Contest Winners Announcement – online
15/21 Organizer, Heritage Trails LLC, e-Commerce – Conference Call
21 Participant, Destirtion Travel Assessment Community Meeting – Nacogdoches
23 Organizer, SFASU Research Presentation: Huntsville/Pittsburg – Nacogdoches

Sep-14 1 Facilitator/Presenter, TFTR 4th Quarter Board (make up) Meeting – Nacogdoches

36 Huntsville State Park - By Tiffany Terry - Awarded: Huntsville Sponsored Category 2014 – Walker County
37 Texas Forest Trail Region 2014 Annual Report
## SECTOR I: ORGANIZATIONAL SUSTAINABILITY

**Goal:** Build capacity for institutional sustainability through long-range planning, new & diversified revenue streams and an increase in regional leadership and board engagement.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>ACTION/TASKS</th>
<th>DESIRED OUTCOME</th>
<th>GOAL DELIVERABLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.1</td>
<td>Plan for long-range sustainability of TFTR</td>
<td>Create plan to attain financial stability</td>
<td>Increased revenue</td>
</tr>
<tr>
<td>I.2</td>
<td>Increase &amp; diversify income revenue streams</td>
<td>Develop new investments &amp; income generating products</td>
<td>Increased revenue</td>
</tr>
<tr>
<td>I.3</td>
<td>Plan for TFTR Regional organizational leadership</td>
<td>Develop opportunities for board member leadership &amp; involvement</td>
<td>Increased board engagement and organizational strength</td>
</tr>
<tr>
<td>I.4</td>
<td>Collaborate with Trails on sustainability</td>
<td>Participate in Heritage Trails LLC activities</td>
<td>Increased value of Trail assets</td>
</tr>
</tbody>
</table>

### Sector II: Products & Services

**Goal:** Maximize the potential power of regional tourism partners by providing relevant training & education tools, industry resources & research and opportunities for organizational leadership & recognition.

<table>
<thead>
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<tbody>
<tr>
<td>II.1</td>
<td>Develop partner program marketability &amp; benefits</td>
<td>Refine &amp; promote partner program &amp; benefits</td>
<td>Increased awareness &amp; participation in partner program</td>
</tr>
<tr>
<td>II.2</td>
<td>Provide partners with research/resource opportunities</td>
<td>Develop relevant research opportunities &amp; resources</td>
<td>Increased value &amp; marketability</td>
</tr>
<tr>
<td>II.3</td>
<td>Invest in/provide TFTR partners with educational tools &amp; training</td>
<td>Create new &amp; relevant training tools, educational opportunities for partners</td>
<td>Increased partner skills &amp; confidence</td>
</tr>
<tr>
<td>II.4</td>
<td>Honor partner success</td>
<td>Create awards program to honor partner success</td>
<td>Increased awareness of ETX tourism &amp; build partner pride</td>
</tr>
</tbody>
</table>

### Sector III: Marketing

**Goal:** Entice travellers to East Texas, by showcasing the beauty & history of our region through high-quality promotional materials, engaging social/interactive products, statewide collaboration and ongoing communication of regional events/heritage attractions.

<table>
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<tbody>
<tr>
<td>III.1</td>
<td>Build awareness of the Forest Trail as a destination &amp; utilization</td>
<td>Continue current &amp; produce new high-quality promo materials for download/print</td>
<td>Increased visibility of TFTR, ETX &amp; our partners, attractions &amp; events</td>
</tr>
<tr>
<td>III.2</td>
<td>Develop relationships with travellers using new media</td>
<td>Engage with travellers and provide effective info on regional events/heritage attractions</td>
<td>Increased online engagement with potential travellers</td>
</tr>
<tr>
<td>III.3</td>
<td>Generate enthusiasm, interest and pride in East Texas</td>
<td>Showcase the beauty &amp; history of ETX with locals and travellers through Social/interactive travel products</td>
<td>Increased engagement with travellers, TFTR partners &amp; ETX assets</td>
</tr>
<tr>
<td>III.4</td>
<td>Collaborate with other Trails to market the Heritage Trails Program</td>
<td>Continue current &amp; create new co-op marketing opportunities for all 10 Trails</td>
<td>Increased awareness and support for the Heritage Trails program</td>
</tr>
</tbody>
</table>