



April 2015 - Newsletter

MISSION

The Texas Hill Country Trail Region will preserve, protect and promote the cultural, historic and natural resources of its 19 counties.

VISION

The Texas Hill Country Trail Region will develop partnerships to protect our heritage and sustain our natural and cultural resources through promotion, preservation, education and tourism.



Save the Texas Heritage Trails Program

YOUR ACTIVE ENGAGEMENT WITH THE TEXAS LEGISLATURE IS NEEDED NOW AT THIS CRITICAL TIME IN THE BUDGET PROCESS.

Although the Texas Heritage Trails Program is viewed favorably by most elected officials, both the **House Appropriations and the Senate Finance committees did not allocate any funds for the Program but *did* move the request to Article XI where it can still be considered.**

We **desperately need your ongoing involvement** as we continue to move through the budget process. A failure to fund the Program means that years of award-winning promotion, education and assistance with rural economic development through heritage tourism will come to an end — as soon as August 2015.

Since this Program MAKES money for Texas, instead of costing money, the Texas Heritage Trails Program should be fully funded.

<http://www.texasheritagetrailsprojects.com/get-involved.html>

Featured April Events in the Texas Hill Country

Castroville

Saturday, April 4th - 2015 Fourth Annual Tour de Castroville

8am - Bicycle ride start and 9 am - Walk/run start

Walk/Run/Ride Event.

Walk or run on the Castroville Historic Tour or bicycle through Castroville and into the neighboring towns of LaCoste and Rio Medina.

<http://castrovilletx.gov/tourdecastroville>

Marble Falls

April 9-11, 2015

9th Annual Paint the Town Plein Air Competition & Art Auction Artist Registration Invitation



COMPETITION DETAILS Artists may begin painting as soon as they are register and their canvases, watercolor paper or other materials are marked. Artists may prepare as many pieces as they like but may enter **TWO** pieces for the competition and live auction. Only artwork created during the event on marked materials will be eligible for judging.

PRIZES 1st Place - \$ 1000 to 5th Place - \$200

LIVE AUCTION " The Live Auction will begin at 4:00pm Saturday. " Artists will establish retail and reserve prices for their contest entries

RECEPTION " Friday, April 10 from 5:00pm-7:00pm - Welcome Reception for artists/sponsors

If you have any questions, please don't hesitate to contact (bill@marblefalls.org) or by phone (office - 830-693-2815).

<http://www.paintthetownmftx.org>

Fort Martin Scott

04/24-26/2015 "TEXAS HISTORY DAYS"

This is the 3rd Texas History Days event co-produced by the Former Texas Rangers Foundation and the Fort Martin Scott Friends. This compelling presentation represents Texas History during the entire 19th Century through Military, Ranger and Civilian living history interpretations. Period Arts, Crafts, Music and Storytelling with Real Texas Rangers, Cowboys and Native Americans.

Friday - April 24th - Education Day - 10am to 2pm

Saturday - April 25th - Living History - 9am to 4pm

Sunday - April 26th - Cowboy Church & Brunch - 11am

Free Admission. Parking \$5.00 per Vehicle.

www.ftmartinsscott.org



HILL COUNTRY HAPPENINGS....

PARTNER OPPORTUNITY! RESERVE YOUR SPOT NOW!

The Texas Hill Country Trail Passport program encourages travelers to explore the Texas Hill Country, collect stamps from participating attractions or historic sites and earn great prizes. The passport will feature up to 30 stops creating an interactive way for visitors to experience the Texas Hill Country and will be similar to an official government passport printed in full color.

- The Texas Hill Country Passport has an estimated launch date of July 2015.
- Each page will be devoted to a single attraction or historic site.
- The cost is \$650.00 to participate.
- Participating partners will need to submit one high-resolution photo along with 100 words text about their attraction or site to hctrail@verizon.net.
- Travelers will be instructed to visit the site on each page and obtain a stamped image on their passport.
- When visitors complete 75% (or 22 stops) on the passport they will mail them to the Texas Hill Country Trail Region office to receive a Texas Hill Country experience or prize.
- Prizes will be determined by various destinations offering the experience or prize package. For example: Cedar Park will provide 2 tickets to ride the authentic steam train, the Hill Country Flyer.
- Passports will be mailed back to the visitor along with their prize for a keepsake.
- Passports will be available at participating stops or can be ordered by emailing hctrail@verizon.net.



JOIN US FOR OUR NEXT MEETING....



Texas Hill Country Trail

May Meeting

Thursday, May 21, 2015

1:00 p.m.

Meeting Location:

Museum of TX Handmade Furniture

1370 Churchill Drive

New Braunfels, TX 78130

830-629-6504

[Optional Dutch Treat Lunch](#)

Time: 11:30 a.m.

McAdoo's Seafood Company
196 North Castell Avenue

They have chicken and cheeseburgers too for the non-seafood eaters! :)

Please RSVP so I can get a table(s) large enough for us all to eat together!

hctrail@verizon.net



Texas Historical Commission Texas Heritage Trails Program Update

Advertising/Public Relations/Travel Shows/Other:

The Texas Heritage Trails Program (THTP) advertising campaign continued in February, with a full page advertisement in the 2015 Texas State Travel Guide (1.2 million projected distribution in 2015). The Winter edition of the Texas Events Calendar continued in February 2015.

All other print advertising was dark in February and will begin again in March.

Online display banner advertisements returned in February. Presence continued on TourTexas.com and the TTIA VacationFun.com as part of our added value package with the See Texas First insert program.

The digital display campaign went live in February, as the 2015 travel season increases in travel planning activities. February delivered almost 2.1 million impressions (2,088,652 impressions), with 9,412 clicks. The click through rate (CTR) started off very strong at 0.45%, outperforming the travel industry average of 0.15% by 66%. This could be attributed to the timing as the digital display campaign was showing signs of wear out toward the end of 2014. With the 2-month hiatus in December and January, the campaign has started off 2015 with a strong performance.

WHAT'S COOKING IN THE TEXAS HILL COUNTRY?

Dripping Springs Recipe

LAVENDER-INFUSED SANGRIA

1 large orange, sliced
1 lime, sliced
1 lemon, sliced

1/4 cup good-quality brandy
1 bottle (750 ml) red wine
1 bottle (12-ounce) club soda

Lavender Syrup

1 cup water
2 Tablespoons dried culinary lavender buds

1 cup sugar

Make the Lavender Syrup. In a small saucepan, bring water and sugar to a boil and stir until dissolved. Remove from heat and add lavender buds. Cover and allow syrup to stand for 1 hour. Strain into a glass container, cover and keep refrigerated for up to a few weeks. In a large glass pitcher, combine the fruit slices. Add the brandy, Lavender Syrup, and wine. Stir to blend well. Refrigerate until well chilled, about 2 hours. When ready to serve, fill wine glasses with ice and fill glasses one-half to two-thirds full of the sangria mixture. Top with desired amount of club soda. Add fruit slices to glasses. Yield: About 1 1/2 quarts



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