



August 2014 - 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.

FOOD TRUCKS, TEXAS WINE, AND LIVE MUSIC! FIRST ANNUAL HILL COUNTRY FOOD TRUCK FESTIVAL



FREDERICKSBURG, TX — The First Annual Hill Country Food Truck Festival featuring more than a dozen food trucks, Texas Hill Country wine and a lineup of live music will take place from **Noon until 11:30 p.m. on Saturday, August 2**, in Luckenbach Texas.

Nearly a dozen Hill Country wineries will offer wines for purchase by the glass and bottle from Noon until 9:00 p.m. Wineries include 4.0 Cellars, Messina Hof Hill Country, Kerrville Hills Winery, Fall Creek Vineyards, Texas Hills Vineyards, Singing Waters Vineyards, Becker Vineyards, Texas Legato Winery, Westcave Cellars Winery and William Chris Vineyards.

More than a dozen food trucks will also be in attendance with a variety of food truck fare for purchase. Participating food trucks include Cheesy Jane's, Clear River Pecan Company, Come and Get It Chuckwagon, Crazy Carl's, KHILL BBQ Company, Mr. Meximum, Red Bud Roasters, Ritts Twisted Brisket, SaWeet Cupcakes, Slider Provider and SpiceSea Gourmet.

The Americana live music schedule will kick off at Noon and continue until 11:30 p.m. Headlined by The Greencards, performers include Milk Drive, Martin & Lewis, Paul Cauthen, Bonnie Bishop, Dan Dyer, Steve Poltz, Rosie Flores, and more.

Proceeds will benefit the Texas Center for Wine and Culinary Arts (TCWCA), a planned 30,000 sq. ft. facility which will be located in downtown Fredericksburg, the hub of the wine industry in the Texas Hill Country. The TCWCA is a non-profit organization dedicated to the awareness, understanding, and celebration of Texas food, wine and agriculture through educational programming and hands on experiences for wine and culinary enthusiasts, for food and hospitality professionals and for high school and college students.

For complete News Release > <http://www.texaswineandtrail.com/texas-festival-food-trucks-wine-music/>

Featured August Events in the Texas Hill Country

Marble Falls

Lakefest Drag Boat Race

Date/Time Date(s) -

08/08/2014 - 08/10/2014 *All Day*

Location Lakeside & Johnson Park



Categories

Annual Event

Over 100 boats on a liquid quarter mile, reaching speeds up to 250 mph.

<http://marblefalls.org/events/lakefest-drag-boat-race/>

New Braunfels

Lone Star Gourd Festival

August 15 - 17

The Texas Gourd Society presents it's annual festival in New Braunfels. Come out to see how artists have transformed gourds into fine art. The event features competition pieces from all over the U.S. Visitors may purchase gourd art, raw gourds, tools to create gourd art and lessons on how to do it. Details can be found on the website. -

See more at:

<http://innewbraunfels.com/event/lone-star-gourd-festival/>



Fredericksburg

Antique Tractor & Engine Club Heritage Show

Aug 21 2014 to Aug 24 2014

Running in conjunction with the Gillespie County Fair and featuring tractor pulls and games, hay baling, blacksmithing, sawmill demonstration, kids' events and more. Free with regular admission to the Fair and held at the Gillespie County Fairgrounds.

Address: 530 Fair Drive off Hwy 16 South Phone: (830) 889-9348

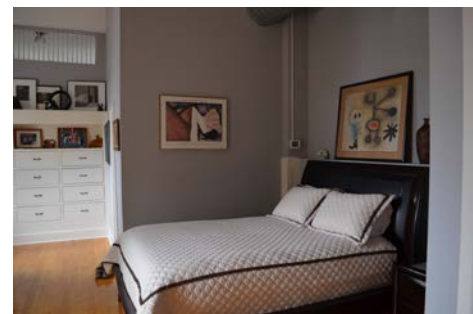
[Visit Event Website](#)



HILL COUNTRY HAPPENINGS....



The Texas Hill Country Trail Region partners met in July at a downtown landmark: The Old Post Office in Lampasas. Constructed in 1938 in Roman Classic Style, the former post office boasted many features including Federal-style windows, hardwood floors, and 14 and 21-foot ceilings behind the former post office counter - now the living room and kitchen. The historic building has been restored into the private home of Joe and Maricela Corcoran who graciously opened up their residence to us for our meeting. We had a remarkable turn out of participants who came early for lunch at Giovanni's and continued on for a wonderful time of networking along with an amazing tour of the Old Post Office!



TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

JOIN US FOR OUR NEXT MEETING....

Texas Hill Country Trail

September Meeting

Thursday, September 18, 2014

1:00 p.m.

Meeting Location:

Moye Retreat Center

602 London Street

Castroville, TX 78009

830-931-2233

Come early at 11:00 am
for a tour of the Moye
Retreat Center!

Lunch will be provided
at Noon compliments of
the Castroville Area
Economic Development
Council!

Please RSVP to:
hctrail@verizon.net
so they know how much
food to prepare!



Texas Historical Commission Texas Heritage Trails Program Update

Advertising/Public Relations/Travel Shows/Other:

The Texas Heritage Trails Program (THTP) advertising campaign continued in June 2014 with full page advertisements in the *Texas State Travel Guide*, *Texas Highways* and *Texas Monthly*. A new magazine, *Southern Living*, was added in June in their Travel Planner section. This section is designed to drive leads for more information on the THTP. The ad in *Southern Living* ran in the Southwest edition which covers Texas (58% of circulation), Louisiana, Arkansas and Oklahoma – for the total monthly circulation of 622,000.

Online banner advertisements continued in June on a variety of lifestyle, travel, outdoor/activity lifestyle, news/information and local media websites as did the feature on TourTexas.com. We are continuing a presence on the TTIA VacationFun.com as part of our added value package with the See Texas First insert.

The web traffic is largely driven by the online components of the campaign. The average click through rate (CTR) in June was 0.27%. The June digital display campaign continued to perform above the industry average of 0.15%.

TexasTimeTravel.com saw a total of 7,846 visits and 14,852 page views in June, 2014.

WHAT'S COOKING IN THE TEXAS HILL COUNTRY?

Gruene Recipe

BRONZE CATFISH WITH TEQUILA SAUCE

3 catfish fillets McCormick's Cajun seasoning Limes

Tequila Sauce:

2 sticks butter, softened Salt and pepper to taste
2 tablespoons tequila 2 tablespoons chopped cilantro
1 clove fresh garlic Dash of lemon juice

Combine all ingredients for Tequila Sauce and mix well. Refrigerate until ready for use. Season catfish fillets with McCormick's Cajun seasoning; grill or sauté until done. Top with one tablespoon of tequila butter and a squeeze of lime.



Texas Hill Country Trail Region

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