



January 2016 - 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.



## Wine Tourism Conference Heading to Texas in 2016!

NOVEMBER 20, 2015 BY **ALLAN**

We are extremely excited to announce the Wine Tourism Conference will be heading to Fredericksburg in the Texas Hill Country on November 8-10, 2016. **Registration is open now.** See below for early registration discounts.

The facts about the Texas wine industry and wine tourism are impressive:

- Texas has 3,500 acres of vineyards and 350 bonded wineries according to the Texas Wine & Grape Growers Association (TWiGGA)
- The Texas wine industry has a \$1.9 billion annual impact a third of that is due to wine tourism
- There are around 900,000 wine-related tourists in the state each year
- Texas was recently selected as a Top Ten Wine Travel destination in the world by Wine Enthusiast Magazine
- While neither Texans nor we think the comparison is apt, both Southern Living Magazine and CNN have called Texas "the next Napa"

What these bullet points don't tell you is what I saw when I visited Texas Hill Country in September. The wine world there is simply rocking.

Read more at the link below ....

<http://winetourismconference.org/from-the-organizers/wine-tourism-conference-heading-to-texas-in-2016/>

## Featured January Events in the Texas Hill Country

### Llano

January 9th, 2016 2:30 matinee and 7:30 evening performances

#### John Conlee @ the Llano Country Opry

113 West Main Street Llano, TX 78643

Heart of Texas Country Music Association presents the Llano Country Opry once a month at the beautiful historic LanTex Theater in downtown Llano. You may now purchase tickets online at [www.hillbillyhits.com](http://www.hillbillyhits.com) and print your tickets for the Llano Opry shows! You may also call the Llano Visitor Center to reserve your tickets by credit card: Mastercard, VISA and Discover cards accepted. Doors open an hour before showtime. The Lantex Theater seats approximately 400 guests.

<http://www.llanochamber.org>



### San Antonio

Monday, Jan 18, 2016 - Saturday, Jan 23, 2016

#### San Antonio Restaurant Week - \$10-\$35 - Varies By Restaurant

Various Restaurants and Various Locations, San Antonio, Texas

78209

210-822-9555

Taking place twice a year, in January and August, San Antonio Restaurant Weeks (SARW) are a celebration of the best dining in the city! Offering custom, three-course menus for both lunch and dinner, many of San Antonio's favorite restaurants participate in this bi-annual event. We invite you to participate in this opportunity to garner new customers while impressing existing guests. Benefiting Culinaria's Urban Farm, we hope that you will open your doors to welcoming our many guests.

[http://visitsanantonio.com/Browse-Book/Events/San-Antonio-Restaurant-Week-January-\(1\)](http://visitsanantonio.com/Browse-Book/Events/San-Antonio-Restaurant-Week-January-(1))



### Kerrville

January 29th - February 14th

#### "Getting Sarah Married"

F-SA 7:30pm; SU 2:30pm Comedy. Sara Hastings is a modern woman enjoying her career/life when a goon called Noogie arrives at her door with a very-special-delivery gift – an unconscious man. Sara's well-intentioned Aunt Martha has arranged for Noogie to "convince" Brandon Cates, a not-really-eligible bachelor, to pay Sarah a visit. Brandon slowly recovers his senses – including remembering his fiancé, Heather – but it just may be that Martha's gambit has succeeded in striking a spark. Will Martha's methods be enough to "Get Sara Married"? Find out in this wacky look at modern relationships written by the author of

last year's very popular Weekend Comedy. Playhouse 2000 VK Garage Theater, 305 Washington St.

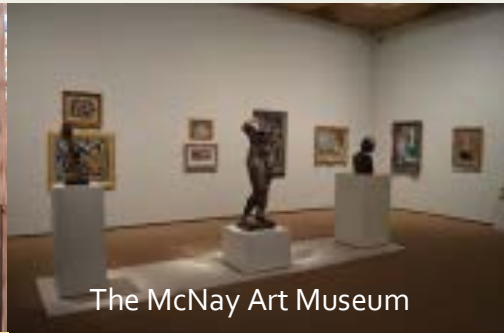
830-896-9393. <http://www.playhouse2000.com>



## A YEAR IN REVIEW IN THE TEXAS HILL COUNTRY....



Natural Bridge Caverns



The McNay Art Museum



Historic Moses Hughes Ranch



Sarah T. Page Consulting, LLC

Social Media Marketing Workshop



HERITAGE VILLAGE  
HOME OF THE MUSEUM OF  
TEXAS HANDMADE FURNITURE



Red Top Jail



Passport

TEXAS  
HILL COUNTRY  
TRAIL

Texas Hill Country  
Trail Region



Texas Rangers  
Heritage Center

### JOIN US FOR OUR NEXT MEETING....



**HAPPY NEW YEAR!**

Texas Hill Country Trail  
January Meeting  
Thursday, January 28, 2016  
1:00 p.m.  
Meeting Location:  
Landmark Inn State Historic Site  
402 E. Florence Street  
Castroville, TX 78009  
830-931-2133

**Optional Tours and  
Lunch Listed Below:**

**10:00 am Tour of the  
Moye Retreat Center -  
602 London Street**

**11:00 am Tour of the  
Landmark Inn State  
Historic Site**

**11:45 am Dutch Treat  
Lunch at the Castroville  
Cafe' across the street  
from the Landmark Inn.**

**Please RSVP to  
hctrail@verizon.net for  
any of these optional  
items so we will know  
how many to plan for!**



Texas Historical Commission  
Texas Heritage Trails Program Update

**Announcements/ Items for Immediate Action:**

**Economic Impact Study:**

The University of Texas with Rutgers University researched and wrote a substantial update to the THC's 1999 study, *Economic Impacts of Historic Preservation in Texas*. In addition to an overall update and study of the current data for major impacts covered by the earlier research, this new document serves as a technical report evaluating the statewide, regional, and local impacts of the Texas Heritage Trails Program (THTP) and heritage tourism. The report has been finalized. The executive summary can be found on the THC's website.

**Advertising/Public Relations/Travel Shows:**

The advertising campaign ended August 31, 2015 but a few print ads will continue in the Fall.

The Texas Heritage Trails Program participated once again in the Texas State Fair with a booth.

WHAT'S COOKING IN THE TEXAS HILL COUNTRY?

Boerne Recipe

CINNAMON CARROT BREAD

3/4 cup sugar	1 teaspoon ground cinnamon
1/4 cup brown sugar, packed	2 eggs
3/4 cup oil	salt
2 cups flour	2 cup carrots, grated
2 teaspoons baking powder	1/2 cup pecans, chopped
1 teaspoon baking soda	1/2 teaspoon vanilla

In a large bowl, beat together the sugar and oil. Sift all of the dry ingredients together, and add to the sugar mixture stirring well. Beat the eggs together and stir into the batter until everything is combined. Mix in carrots, pecans, and vanilla. Bake at 350 degrees for 1 hour, or until it tests done.



Texas Hill Country Trail Region

39350 IH-10 West, Suite 3

Boerne, TX 78006

830-739-1362



[www.txhillcountrypassport.com](http://www.txhillcountrypassport.com)

[www.txhillcountrytrail.com](http://www.txhillcountrytrail.com)