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TEXAS 1986 SESQUICENTENNIAL COMMISSION

Final Report

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TEXAS 1986 SESQUICENTENNIAL COMMISSION

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Former members of the Commission are listed in Appendix M.

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1.

A Peoples' Celebration

On September 17, 1985, Vasile Bolos, a Rumanian emigre and naturalized American citizen, left the San Jacinto Monument heading east toward the Sabine River. He was beginning a 4,195 mile journey that would take him around the perimeter of Texas . . .

On foot.

Bolos, a Woodlands, Texas resident since his defection from Rumania in 1977, started his walk around the Lone Star state without fanfare or publicity. He had no sponsors or outside financial support. He had walked more than 2,900 miles and had reached Mentone (Loving County) on the Pecos River in far west Texas before Sesquicentennial organizers learned of his trek. He continued his walk on to El Paso, down to Brownsville and up the Gulf Coast, arriving back at the San Jacinto Monument at high noon on February 14, 1986. He accomplished his walk in 150 days.

When asked why he performed his remarkable journey, Bolos said, "I did it to celebrate the Texas Sesquicentennial and the joy of being a free man."

Vasile Bolos' walk around Texas personified the "people" aspect of the 1986 Sesquicentennial celebration. Unlike the Centennial of 1936, which focused on a single event in one Texas city, the Sesquicentennial observance was a grass roots celebration involving 252 of the 254 Texas counties.

Texans organized 235 associations and 1,012 local committees to take part in more than 4,000 officially sanctioned events during 1986. Notable achievements of a peoples' celebration included:

- The Wagon Train's 4,000 mile trek around Texas, an event that involved thousands of Texans, visited hundreds of Texas communities and touched the lives of millions of others.

- A tour of four Texas cities by the Prince of Wales, a visit that attracted international attention to the Sesquicentennial.

- Activities, such as the publication of James Michener's *Texas* and the Public Broadcasting System's eight part television series, *Lone Star*, renewed interest in and awareness of the historical events and cultural influences that forged the Texas mystique.

- The ABC Television Network's production of *Texas 150: A Celebration Special* which was seen in 15 million homes across the nation.

- A television movie about the life of Sam Houston entitled *Gone to Texas*.

- A film production based on the siege of the Alamo: *Thirteen Days to Glory*.

- The national television showing of the movie, *The First Texan*, tagged with an eleven minute travel promotional piece on Texas.

- Texas cities were selected as 1986 sites for the NBA All Star Game (Dallas) and the American/National League All Star Baseball Game (Houston).

- Twenty major state and national companies participated in the corporate sponsorship program that utilized the Sesquicentennial logo in packaging, advertising and promotional campaigns.

- The sale of more than \$15 million in commemorative and promotional Sesquicentennial products that produced over \$860,000 in royalty income for the state.

- The initiation of major renovation and restoration programs, such as the state capitol project.

- Community events and projects with a long-range cost/value of over \$176 million that generated more than \$59 million in economic benefits at the local level in 1986.

- The impact on tourism -- Texas Tourist Development Agency officials estimated 40 million visitors spending over \$16 billion.

- Statewide observances of Independence Day (March 2) and San Jacinto Day (April 21) were highlighted by 144 community celebrations culminating on the evening of April 21 with the world's largest coordinated fireworks display in seven Texas cities.

- Community international exchange programs with South Australia, Great Britain and West Germany that strengthened the bonds of goodwill that exist between Texas and nations abroad.

- An international Air Show in Waco that featured the SST Concorde and attracted a quarter million visitors.

- A round-the-world flight by a Texarkana chiropractor to call attention to the Sesquicentennial celebration.
- An extended State Fair of Texas that attracted a record breaking 4 million-plus visitors.
- The issuance of a special commemorative postage stamp by the U.S. Postal Service to honor the 150th anniversary of the year Texas became a republic.
- The hundreds of local communities involved in oral and written history projects that will preserve images, impressions and observations for future generations.

Texas also capitalized on its attraction to the rest of the nation. In addition to television spectaculars and radio remote broadcasts, Texas and Texans were profiled and featured in publications such as *NEWSWEEK*, *U.S. NEWS & WORLD REPORT*, *TIME*, *WALL STREET JOURNAL*, *CHRISTIAN SCIENCE MONITOR*, New York *TIMES*, Washington *POST*, Philadelphia *INQUIRER*, Chicago *TRIBUNE*, Atlanta *CONSTITUTION* and San Francisco *EXAMINER*. Numerous travel magazines called attention to Sesquicentennial events taking place during the year. And statewide media supported Sesquicentennial activities through regular feature articles such as "News From the Republic," "Sesquicentennial Minutes" and public service announcements.

Yet with all of its measurable successes, it was a celebration not without disappointments. A sharp downturn in the state economy seriously hampered fund-raising efforts, particularly as Sesquicentennial organizational activities reached critical stages in the last six months of 1985 and in early 1986.

Signs of impending financial problems loomed as early as 1985, when the 69th Legislature convened. Facing budgetary restraints and more pressing funding priorities, the Legislature cut the Sesquicentennial budget request from \$2,916,896 to \$727,609.

To provide an alternative funding source, the Legislature passed Senate Bill 1002, which changed the primary thrust of the Sesquicentennial Commission from an organizational and information dissemination agency to a marketing and product sales implementation agency.

The bill specified that royalties earned from product sales, in conjunction with income generated from a corporate sponsorship program, were to finance two major Sesquicentennial efforts:

1. A Sesquicentennial advertising and promotion campaign conducted by the Texas Tourist Development Agency; and,

2. Sesquicentennial projects and programs developed by the Texas Commission on the Arts.

As economic conditions worsened, the projected income goals from product sales and the corporate sponsorship program had to be revised downward -- again and again.

In an attempt to rally the business community to the support of vital Sesquicentennial related projects, (including the TTDA advertising campaign, funding for Commission on the Arts projects, and the state capitol restoration program), invitations went out to representatives of the top 42 Texas corporations to attend a meeting in Austin in August, 1985. The purpose of the meeting was to seek a \$400,000 donation from each corporation -- a total of \$16.8 million. Despite the unanimous consensus that the projects merited support, the business community was unable to commit dollars on such an ambitious scale. Though many corporations did participate on a more modest sponsorship basis during the Sesquicentennial celebration, the prevailing economic slump curtailed sharply the corporate ability to fund outside projects.

Additionally, other worthwhile Sesquicentennial projects fell victim to hard economic times. Perhaps the most significant loss, and certainly so to the Texas communities that keyed local Sesquicentennial activities to its existence, was the Texas Independence Express.

The Texas Independence Express was an officially sanctioned Sesquicentennial association that planned to run an authentic 19th century steam train across the length and breadth of Texas rail lines. It would carry historical exhibits that demonstrated the tremendous contributions of the railroad industry to the development of Texas. Like the Wagon Train, it would take the Sesquicentennial celebration to the people in those Texas communities who might not have the opportunity to participate in the major events taking place in larger cities and at historical sites like the Alamo, Washington-on-the-Brazos and the San Jacinto Monument. The Texas Independence Express was an eagerly awaited "happening" all across Texas.

Again, economic conditions aborted a worthwhile endeavor. The necessary private financial support failed to materialize. The final fatal blow to the TIE came when cost estimates for liability insurance totalled more than \$1 million. The project had to be abandoned.

But the downside of the Sesquicentennial celebration can be measured only in economic terms. In terms of involving people celebrating a milestone in history, it was an unqualified success.

In 1986 Texans by birth and by choice commemorated a spirit, one forged in the experience of good times and hard times. Down through its 150 years, Texans have weathered secession, reconstruction, drought and depression. Through the years the spirit prevailed.

The Sesquicentennial celebration gave Texans a chance to look back, take stock, give thanks and renew purpose. In the Texas tradition, Texans did it with style. Texans put together a celebration consisting of parades, pageants and picnics -- recreations, restorations, dedications and coronations -- rodeos, roundups, reunions and trail drives -- shootouts, hoedowns, cook-offs and pow-wows -- walkathons, bikathons, marathons and triathlons -- fairs, fetes, fiestas and fireworks -- jamborees, soirees, carnivals, workshops, salutes, tours, time capsules and bell ringings.

1986 was a vintage year for Texas.

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2.

Structuring and Promoting The Celebration

Historical

The Texas Sesquicentennial Commission was created in 1979 by the 66th session of the State Legislature with the passage of Senate Bill 236.* Its purpose was to:

"coordinate celebrations of the 150th anniversary of Texas' independence as a republic and progress as a state. The celebration will emphasize the historic, cultural, environmental and social aspects of Texas, including appropriate past, present and future highlights."

In essence, the primary charge to the Commission was to put together a grass roots celebration involving Texans at every level throughout the state.

The grass roots emphasis came about only after extended debate regarding the basic direction of the Sesquicentennial celebration. Some factions contended that the celebration should be patterned after the Centennial observance in 1936. Other factions argued for an observance that allowed more Texans in more communities the opportunity to have a voice in the planning and execution of Sesquicentennial activities at the local level.

Both sides presented persuasive arguments. And the pro-Centennial faction has a strong historical precedent -- the Centennial celebration in 1936 was regarded as one of the more spectacular and successful expositions ever to take place in the nation.

**Highlights of the bill are included as Appendix A.*

Planning for the Centennial began as early as 1923 when a Manhattan public relations executive addressed the Advertising Clubs of Texas on "What Texas Has to Advertise and How to Advertise It." His speech fired imaginations and resulted in Governor Pat Neff issuing a proclamation calling for a Centennial meeting. Some 2,000 Texans attended. A Centennial Board was established.

In 1931 Texas voters passed a constitutional amendment that enabled Texas to issue bonds and utilize tax money to stage an exposition. \$3,000,000 was appropriated to that purpose, supported by a matching \$3,000,000 contributed by the federal government.

With a \$6,000,000 funding base, state officials decided to focus the observance on a single event in one Texas city. Cities bid for the host rights. Dallas won the bidding contest by putting up \$9,000,000 and dedicating 100 city blocks as a site for the show. The stage was set for a truly Texas-sized spectacular exposition.

To generate publicity for the event, a special Centennial train was chartered to travel to towns and cities in the south, east and midwest. Governor James Allred led the tour, highlighted by his appearance on horseback in the financial district of New York City. A photo of Governor Allred, wearing a tuxedo and white western hat, a palomino pony at his side, appeared on the cover of TIME magazine.

When the Dallas exposition opened its six month run on June 6, 1936, with a parade and official dedication by President Franklin D. Roosevelt, more than \$25,000,000 in public and private money had been invested in the celebration. Of that sum \$12,000,000 was credited to exposition exhibitors (largest: Ford, \$2,250,000, followed by General Motors, \$950,000 and Chrysler, \$500,000; Concessionaires put up another \$5,000,000). The Centennial was a birthday party like no other ever celebrated.

From a publicity standpoint the Centennial was an overwhelming success. It attracted visitors from around the world. The Texas mystique flourished. Though the exposition lost money and was assailed from many quarters as extravagant excess in difficult times, the state would reap long-term economic benefits from a one-of-a-kind event.

The huge outlay of depression dollars in the Centennial celebration became a prime issue in planning the 1986 Sesquicentennial observance -- how many 1980-type dollars would it take to translate into a 1936 \$25 million? There also surfaced a long submerged and broad based resentment against the idea of a one-event celebration.

A vast majority of citizens in Texas towns and cities felt left out of the Centennial celebration. As a result, that majority prevailed and plans began to conduct a grass roots celebration observed in Texas communities across the state.

Basic Planning

The fundamental responsibilities charged to the Texas Sesquicentennial Commission were:

1. To encourage organizational development and assist in planning activities.
2. To gather and disseminate information to the general public about Sesquicentennial activities.
3. To develop standards for Sesquicentennial activities organized by individuals, private organizations and local governmental bodies and to sanction activities that comply with the standards.
4. To invite national and international participation in the Sesquicentennial.
5. To encourage persons living outside the state to attend Sesquicentennial activities.
6. To sanction commemorative products of the state Sesquicentennial, such as a stamp, medallion and flag.*
7. To develop an appropriate graphic symbol, trademark or logo of the Texas Sesquicentennial, intended for the use of officially sanctioned community organizations and statewide non-profit associations.

Sesquicentennial Publicity Planning

To promote the varied celebrations, the Commission's task was to facilitate the flow of information and ideas between state and local organizations.

At the state level the Commission worked in official cooperation with the Texas Historical Commission, the Texas Tourist Development Agency, the Texas State Library and Archives Commission, the Texas State Historical Association, the State Fair of Texas, the Texas Commission on the Arts, the State Department of Highways and Public Transportation, the Texas Film Commission, the Institute of Texan Cultures, the East Texas Historical Association and the Panhandle-Plains Historical Museum, as well as many other statewide organizations. For more information about these eleven cooperating agencies, see *Appendix B*.

**This objective was amended by legislative action in 1985. The changes are presented in Chapter 4, Marketing the Sesquicentennial.*

One of the first assignments of the newly created Commission was to select a logo through a statewide competition. The contest attracted thousands of entries. The winner was Tim Finnell of Bridge City, Texas. His winning submission was formally introduced to the public on May 5, 1981 by Governor Clements and Commission Chairman Semos.

To serve as an information clearing-house, two Sesquicentennial newsletters communicated information about the celebration.

THE TEXAS NATIONAL DISPATCH was the original newsletter. First issued in 1981, it incorporated the format of a newspaper published during the time of the Texas republic. The DISPATCH carried news of Sesquicentennial projects and activities, as well as "News from the Republic," a popular series of articles reprinted from actual newspapers of the republic era.

In 1985 STARS ACROSS TEXAS began publication. STARS presented news about current Sesquicentennial happenings in a colorful, contemporary format.

The two newsletters alternated publication months through the end of 1985, when budgetary restraints cut out publication of the DISPATCH and reduced STARS to a quarterly basis.

The newsletters were distributed free to those who requested it in writing. Circulation surpassed 42,000 by the end of 1985. Though most of the circulation was concentrated within the state, more than 2,500 copies per month went to readers in other parts of the country and overseas.

Once Sesquicentennial community organizational activities began to take shape, additional communication elements were integrated into the information program. They included brochures, a monthly "Leaders' Letter" (which contained specific information for community organizers) and a slide show, a ten minute audio-visual presentation describing Sesquicentennial goals and system of organization. The slide show was available to all interested groups for a refundable deposit fee of \$15.

Later, a videotape version of the slide show was made available for a refundable deposit fee of \$30.

In late 1985 the Commission introduced a computerized bulletin board system -- the Sesquicentennial Alert Machine (SAM). The service provided up-to-date information about Sesquicentennial events, historical facts and planning tips. Information could be accessed through a telephone modem 24 hours a day, seven days a week. SAM processed more than 3,000 inquiries during its operation.

Press Relations

The Commission's press relations campaign included press releases, press conferences and personal contacts. A clipping service kept track of print media coverage of Sesquicentennial activities. Between 1984 and early 1986, when the clipping service was terminated because of budget cutbacks, thousands of stories on Sesquicentennial activities that appeared in daily and weekly Texas newspapers were processed through the Commission office. These clippings are included in Sesquicentennial materials stored in the State Archives.

A bi-monthly column, "News from the Republic," was distributed to Texas newspapers through the Texas Press Association. The column appeared regularly in Texas newspapers throughout the Sesquicentennial year. The Commission also produced a series of radio and television public service announcements (PSAs) relating to Sesquicentennial activities, historical events and marketing efforts.

A number of Texas television stations have sent to the Commission office videotape records of coverage of Sesquicentennial activities in local communities. These tapes are also stored in the State Archives.

Guide to Events

The Commission researched and compiled the basic information that went into the publication of the Official Guide to Sesquicentennial Events.

The Guide was originally conceived as a key element in the promotion of the Sesquicentennial celebration -- a slick, full color catalogue that offered a bold and exciting statement about the uniqueness of Texas, and presented a year-long calendar of the events held in communities around the state.

One million copies of the Guide were to be printed and distributed -- 500,000 copies through the Sesquicentennial Commission and other state agencies; the remaining 500,000 copies through various sales outlets in the state.

Cost estimates for the production and distribution of one million copies of the Guide ran \$2,000,000. That figure was included in the Commission budget request for fiscal 1986. The budget crunch facing the 69th session of the legislature resulted in a search for a Guide of less ambitious dimensions.

The finished Guide was printed in black and white on newsprint paper stock. Although it lacked the compelling color appeal that would have enhanced its marketability, it did present an accurate, up-to-date calendar of events taking place around the state.

Five hundred thousand copies of the Guide were printed by the Texas Tourist Development Agency, and were distributed, mainly, through local Sesquicentennial organizations, the facilities of the Texas Highway Department and by mail requests.

In the spring of 1986, the H.E.B. Grocery Company purchased through the Commission an additional five hundred thousand copies of the Guide to distribute through its retail store outlets.

The Commission and the local Sesquicentennial organizations owe a great debt of gratitude to H.E.B. for its demonstrable support of Sesquicentennial activities during the year.

State Agencies Support

Other state agencies contributed generously to the success of the Sesquicentennial celebration, both with manpower and resources.

They helped organize Sesquicentennial activities, distribute promotional information and feature Sesquicentennial themes in agency events. Their enthusiastic support focused attention on the celebration of independence throughout the year, long past the highlighted historical dates that occurred early in 1986.

Several agencies deserve a special mention in this report. The Parks and Wildlife Department organized and conducted the commemorative celebration of the Battle of San Jacinto. The agency produced an event that attracted international attention and hundreds of thousands of visitors to the San Jacinto Monument and park facilities. It was a highlight event of the year.

The Department also produced the film "Independence," a re-enactment of the signing of the Texas Declaration of Independence at Washington-on-the-Brazos, March 2, 1836.

The Texas Tourist Development Agency worked in close harmony with the Commission to plan and coordinate its promotional campaign with Sesquicentennial activities.

Its advertising themes, "Have a big time in Texas," called attention to the significance of the anniversary and to specific activities taking place around the state. That message registered millions of reader impressions in national publications, reaching the vast potential tourist market outside state boundaries.

Through a series of monthly press releases targeting national tourist publications, TTDA disseminated news information about Sesquicentennial activities. TTDA also promoted the celebration through public service television and radio announcements, a tour of the "Trail of the Texas Revolution" for national travel writers, the mailing of Sesquicentennial information packets to national and international tour operators, and traveling exhibits and displays with a theme of Texas history and Sesquicentennial events that toured travel shows in the United States and abroad.

TTDA promotional efforts succeeded to the point that the Texas economy experienced its greatest tourist year ever, attracting more than 40 million visitors who spent \$16 billion -- up \$ 2 billion from the previous year.

The Department of Highways and Public Transportation directed a major campaign inside Texas borders to promote the celebration.

Their efforts began in 1985 with the placement of new "Welcome to Texas" signs at every highway entrance to the state. The Department also kicked off a multi-million dollar clean-up, anti-litter campaign along Texas' 73,000 miles of roadway.

In early 1986 the Department issued millions of colorful vehicle license plates proclaiming the state's 150th anniversary. And Sesquicentennial flags flew over 12 tourist bureaus and almost 600 departmental buildings around Texas. The Department produced Infoboards for 98 comfort locations that were seen by more than 25 million visitors.

The Sesquicentennial logo appeared on several million pieces of departmental stationery and on over 7 million pieces of travel literature and maps. The Travel and Information Division distributed 187,200 special Sesquicentennial directory of events -- 43,200 were distributed through mail requests and 144,000 to tourist bureau visitors.

The Travel and Information Division also brought the Western Association of State Highway Officials to Texas for its 1986 annual convention.

More than 20.6 million people viewed FESTIVAL 150, a 16 mm film and videotape produced by the Travel and Information Division to publicize the Sesquicentennial. The 12-1/2 minute feature was also booked for showing 398 times on television stations across the United States.

TEXAS HIGHWAYS MAGAZINE, the official publication of the Department and the designated official publication of the Sesquicentennial, devoted over 25 feature stories to Texas' 150th anniversary.

TEXAS HIGHWAYS, already the fastest growing state publication in the nation, grew at twice its normal rate during 1986, from a monthly circulation of 339,000 to 376,000. A residual effect of the Sesquicentennial on the popularity of *TEXAS HIGHWAYS* was reflected in the January, 1987 issue which soared to a circulation of 395,100.

Department officials attribute most of the phenomenal growth of *TEXAS HIGHWAYS* to the fact that a large percentage of its editorial content featured stories on Sesquicentennial activities, particularly those special issues devoted to historical highlights, such as the five-part series on Texas history by the renowned Texas historian Dr. Joe B. Frantz.

In the Texas tradition, state agencies rallied to the support of a worthwhile enterprise that affected the lives and life styles of Texans. Their contributions -- and particularly their generosity of spirit -- played a major role in making the Sesquicentennial a memorable event in the history of Texas.

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3.

Organizing Communities and Associations

Communities

The prime measure of the success of the Sesquicentennial celebration lay in the ability of Texans to organize, finance and execute activities at the grass roots level.

Texans rose to meet the challenge. 1,012 local Sesquicentennial committees were organized in 252 of the 254 counties.

The commission's role in community organization was to:

1. Help local communities establish Sesquicentennial organizations to conduct activities and events.
2. Suggest project ideas.
3. Sanction proposed Master Plans of Sesquicentennial activities and events submitted by local organizations.
4. Serve as an information exchange for communication of Sesquicentennial activities taking place around the state.
5. Function as a liaison between the local organization and other communities, the state commission and other agencies.

To implement the organizational program the Commission divided the state into four geographic regions (see *Appendix C*). Program officers were assigned to each of the regions. They began field operations in 1983. Their initial task was to contact mayors and county judges who had been requested by the governor and the Commission executive director to designate local chairmen of a Sesquicentennial Coordinating Committee. The committee itself was to be composed of a cross section of the county/community as a whole, with membership balanced in terms of age, sex, ethnicity, and include representatives from key sectors of the community/county.

Once the committee met the criteria for formal recognition by a resolution of the city council or the commissioners' court, it also met the basic criteria for sanctioning by the state Commission.

After the coordinating committee was recognized, the Commission program officers assisted local committees in preparing to meet the standards established for sanctioning as a Texas Independence Community/County. (See the "Procedural Checklist" in *Appendix D* and the "Application for Sanctioning" in *Appendix E*.)

Program officers made available a list of 100 project ideas for Sesquicentennial activities to help stimulate the organizational activities. (See *Appendix F*.)

The four Commission program officers worked grueling schedules to cover the 262,000 square miles of Texas. A typical "road trip" consisted of week long forays hitting several county/community organizations per day. As often as not, eight hour days turned into twelve and fourteen hour stints. Program officers adjusted their schedules to that of the local organization's ability to get people together.

Frequently meetings had to be postponed because of a poor turn out and the lack of a representative quorum. Still the program officer persevered and eventually organizational goals were met and often exceeded.

A typical organizational meeting went something like this:

The visiting program officer would screen the slide show or videotape presentation that presented a Sesquicentennial overview. Then the program officer explained the basic criteria for organizing a local celebration. To conclude the presentation, the program officer explained the five basic benefits the community/county could expect from Sesquicentennial participation. They were:

1. To celebrate our heritage and learn more about the people and events that shaped our destiny.
2. To initiate community improvement programs, whether they be as modest as a tree planting or as grand as a downtown renovation and restoration program.
3. To have a "party" -- a local celebration that will revitalize community spirit and encourage tourism.
4. To involve students and young people in the planning and conduct of the celebration. (A special publication was created to

help this goal. Entitled "Bringing History Home," the booklet outlined a curriculum and step-by-step system for teaching Texas history to young people.)

5. To celebrate the ethnic diversity of the state and their rich contributions to the cultural activities of the state.

These benefits proved to be the heart and soul of the celebration, inspiring community participation in a creative diversity of activities throughout the Sesquicentennial year.

Program officers scheduled regular visits to help communities/counties put together the celebration. They conducted follow-up organizational meetings, sanctioning ceremonies, regional and statewide motivational conferences; wrote a "roadrunner" column that appeared in the TEXAS NATIONAL DISPATCH, and the "Leaders' Letter."

One program officer logged more than 100,000 automobile miles in three years of organizational work -- most of that mileage being logged the first two years since budgetary cutbacks brought program officer travel to a virtual halt in 1986.

That sort of dedication resulted in many local Texas organizations achieving ambitious Sesquicentennial goals during the year. And local organizations accomplished those goals without any state funding.

Organizational Problems

A chief problem program officers encountered in community organizational activities was the name of the celebration itself -- "Sesquicentennial."

There was considerable resistance to the name. "Sesquicentennial" was long and difficult to pronounce. Why not a simpler term -- that was the complaint. Why not a term easy to say and catchy to the ear, like South Australia's "Jubilee 150"? It took a persistent, up-beat selling campaign by program officers to overcome community opposition and generate enthusiasm. In some cases their efforts were never totally successful. Some people could never accept the name or master the pronunciation.

Another key problem among local organizations was the confusion over the Sesquicentennial marketing program and the guidelines for local organizations to follow to sell promotional products. The problem was exacerbated by situations where local organizations were short on retail experience and unprepared to take on the additional problems created by

vendor relationships, taxes, insurance and areas of jurisdiction. Then guidelines changed by legislative mandate in 1985 when the Sesquicentennial marketing function assumed a larger role in the celebration. As a result, existing problems were compounded to such an extent that promotional product sales suffered from the lack of a coordinated statewide program.

There was the problem endemic to any situation where one must cover Texas -- the sheer size of the state. Texas was simply too big for four program officers to cover. Too many miles, too many people, not enough hours.

Lastly, the 1985-86 budget cutbacks that virtually eliminated program officer travel strapped the local organizations' ability to function at maximum potential.

Late 1985 was the critical time frame for program officer involvement at the local level. Program officer counsel was vital to on-the-spot assistance, maintaining communication lines between communities, and demonstrating active Commission support for the conduct of local activities.

Associations

Texas Independence Associations -- organized as non-profit bodies to promote a specific Sesquicentennial activity -- had to meet sanctioning standards similar to those established for Texas Independence Communities (see *Appendix I*).

Notable Sesquicentennial achievements were registered by the Texas Wagon Train Association, the State Fair of Texas, the Equine Events Association, the South Australian Exchange, the Lone Star Cafe of New York City, the Texas State Technological Institutes in Amarillo and Waco, and the Texas Heritage Quilt Society. Their achievements were well documented by the press before and during the celebration.

Major disappointments included the Texas Independence Express (steam train), 150 and Soaring (a traveling hot air balloon tour), Scotland to the Alamo and the Texas Embassy in London. Again, a depressed economy deprived worthwhile projects of adequate funding. Projects were abandoned before they got off the ground.

One of the more unusual sanctioned activities -- an activity that could happen only in Texas and one that attracted widespread publicity -- was the official Sesquicentennial longhorn bull -- "Texas USA."

A Nebraska bred longhorn, "Texas USA," was born with a perfect replica of the perimeter outline of Texas on his forehead. An enterprising Fort Worth cattleman came up with a unique promotional idea. For a \$1,500 fee he would breed "Texas USA" to a heifer by artificial insemination. An offspring of that mating was registered as an official Sesquicentennial calf. If the calf bore a forehead marking identical to that of the sire, the breeder would pay \$50,000 to the owner of the calf.

Actually, the breeder wanted to pay a bonus of \$150,000, but no insurance company would write such a premium.

The breeder planned to mate "Texas USA" with 150 heifers. From each breeding fee of \$1,500, the Sesquicentennial Commission would receive a 10% royalty -- \$150.

Unfortunately, "Texas USA" died in the summer of 1986 as the result of a breeding accident.

No calf sired by "Texas USA" bore his unique Lone Star marking.

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4.

Marketing The Sesquicentennial

The marketing role in Sesquicentennial organizational activities underwent a significant change in emphasis during the course of the celebration.

As first envisioned, and as established by legislative mandate, marketing was to serve a subsidiary role in the Sesquicentennial. Its purpose was to sanction a limited number of products as official commemoratives. Such products would include (although not be limited to) a coin or medallion, a Sesquicentennial flag and a Texas Patriotic Kit.

In 1984, the Commission office began soliciting written proposals from firms to manufacture and market 28 official Texas Sesquicentennial products.

The firm could then submit a product marketing and distributing program to the Commission to be considered for the sanctioning. After sanctioning, a firm was granted the right to market, distribute and sell their products as "Official commemoratives of the Texas 1986 Sesquicentennial" between January 1, 1985 and August 31, 1987. The firm would remit an agreed-to royalty figure to the state during that period.

The commemorative products had to display the Sesquicentennial logo. The commemoratives had to have a commemorative value and had to be appropriate to the Sesquicentennial theme of Texas' independence as a republic and progress as a state.

The guidelines established for evaluating and selecting products to be sanctioned included quality standards, financial strength, negotiated royalty, delivery obligation and a marketing plan.

Once officially sanctioned, the vendor and Commission entered into a written agreement stipulating terms. Then the vendor was to supply monthly statements of accountability.

The original program was designed to achieve modest goals and required a minimum of administrative manpower. With the state economy booming and tax revenues swelling the state coffers, there was no need to structure the Sesquicentennial Commission as an income producing state agency. But when the Legislature convened in 1985, economic conditions were changing rapidly. The state was going to be hard pressed to balance the budget. As a result the Legislature had to find new methods to generate the millions of dollars necessary to promote and advertise the celebration.

Consequently, Senate Bill 1002 (passed in the 69th Session of the Legislature) authorized the Commission to expand the marketing function so that product sanctioning would include a broad range of items to be sold in "commemorative" and "promotional" categories. The bill also authorized a "corporate sponsorship" program to involve the private sector in the celebration.

Royalty income earned from product sales and fees from the corporate sponsorship program would be utilized in three areas:

1. To fund a major advertising campaign of the Texas Tourist Development Agency aimed to promote tourism during 1986.
2. To fund special Sesquicentennial related programs of the Texas Commission on the Arts.
3. To fund Sesquicentennial activities through the state Commission.

Corporate Sponsorship Program

As explained in the introductory chapter of this report, the effort to rally support from the private sector met with disappointment. The goal was to raise \$16.8 million from 42 major corporations doing business in Texas -- a \$400,000 contribution per corporation. An economy in recession rendered that objective an impossibility.

A less ambitious program proved more fruitful. Twenty private sector companies became involved as corporate sponsors in the celebration. These companies contributed either \$10,000 or \$3,500, depending on their size-- ranking companies in the FORTUNE 500 contributed \$10,000; other companies \$3,500. Corporate sponsors included American Airlines, Maryland Club Coffee, John B. Stetson Company, Burleson Honey, Sunshine Bullion

Company, Miller Brewing Company (Lite brand), Fidelity Investments Southwest Company, the South Australia Brewing Company (Broken Hill Lager), Nabisco, Texas Utilities Company, H. E. Butt Grocery Company, Procter & Gamble - Makers of Duncan Hines, Coca-Cola USA, RE/MAX, Schenley Industries, Mobil Oil Corporation, Tide, Oasis Water Company, Outline, and Kelly Childs Productions, Inc.

The Revised Product Sales Program

In the final analysis, after it was determined that product marketing had to generate income to cover a major funding shortfall and after a revised program was put in place, product sales of commemorative and promotional products through the vendor network topped \$15,000,000 and resulted in a royalty income of more than \$860,000.

The sales performance is difficult to evaluate. At the time of the passage of Senate Bill 1002, there had been some rather ambitious predictions for anticipated royalty income. Some estimates ran as high as \$20 million. Some higher.

To have earned such royalties would have meant the sale of over \$400 million in Sesquicentennial products. That indeed would have been an extraordinary achievement, one that would have rivaled the sales and earning performance of many of the top corporations of the nation, corporations that have been, in most instances, in business for many years.

Nor were there any standards for one to project accurately the performance level of such an endeavor -- particularly a state agency with a staff of less than two dozen members taking part in a one-of-a-kind effort.

In the final analysis, however, 756 commemorative and promotional products were sanctioned by the Commission. This involved 201 vendors and/or manufacturers. A list of products, vendors and royalty income is included in *Appendix K*.

The state earned royalty fees ranged from .25% to 41.5% on the wholesale price of commemorative products. Promotional products had to be sold through local Sesquicentennial community organizations with royalty fees of 7% on the wholesale price going directly to the State. Sesquicentennial community organizations made their profit from buying the products at wholesale and reselling the products at retail prices. The arrangement was later modified by the implementation of the "Major Retail Program." That subject will be presented under another category heading in this section.

Prospective vendors and/or manufacturers submitted proposals for official sanctioning. The proposals included the same type of qualifying information originally requested when the product program was first established -- product data, company background, financial accountability, distribution, marketing and advertising programs, and sales goals.

Officially sanctioned Sesquicentennial products were sold through normal retail outlets plus special Sesquicentennial stores. The Commission also operated a Sesquicentennial Showroom in the World Trade Center in Dallas, the world's largest merchandise mart. The Showroom was available to the more than 500,000 retail buyers who visit the World Trade Center annually.

Corporate/Industrial

The Corporate/Industrial program was initiated to encourage participation of corporations in the product categories. Corporate/Industrial products were customized with the Sesquicentennial logo, with the corporation logo appearing on the sanctioned products. The Corporate/Industrial products could be distributed as a giveaway or for-sale item. The royalty on Corporate/Industrial products was 6%, going directly to the state.

Major Retail Plan

This program was initiated in 1985 to facilitate the sale of both commemorative and promotional products through major retail outlets, such as K-Mart stores and J. C. Penney.

The plan circumvented a major stumbling block that lay in the path of more productive sales -- the necessity to sell promotional products exclusively through local Sesquicentennial organizations. Under the Major Retail plan, retailers could now sell promotional products provided they remitted a percentage of the wholesale cost back to the local committee.

To promote the plan, the Texas Association of Retailers printed details of the retail plan in the December, 1985 issue of its state publication. The Commission also mailed invitations to major buyers to attend a private showing of sanctioned products at the Sesquicentennial Dallas Showroom. The list of buyers was provided by the World Trade Center in Dallas.

Despite these cooperative efforts, the plan failed to produce the anticipated results. The change in policy proved to be confusing to participants because of misunderstandings, misinterpretations, overlapping community jurisdictions and various degrees of marketing sophistication by vendors, retailers and local communities.

Overall, the plan suffered from the same shortcomings that plague many marketing programs in transition -- drastic policy changes, lack of funding and lethargic economic conditions. The times -- and the timing -- were not conducive to the success of a sophisticated marketing venture.

Private Sector Projects

Those Sesquicentennial marketing projects of demonstrable educational or informational value fell into the category entitled Private Sector Projects.

Originally, these projects were designed for the private sector in toto. But after the legislative mandate of 1985, the guidelines were changed to read "for non-profit entities." Those "for profit" projects that were sanctioned before the 1985 ruling could continue to function during 1986, although all new requests had to be denied. Only the "non-profit" projects were considered for sanctioning after 1985.

Private sector projects were distinguished by a logo variation developed specifically for that purpose.

Major private sector projects included a special Sesquicentennial edition of the *TEXAS ALMANAC*; telephone directory covers with art work depicting a montage of key events in Texas' 150 years of independence; the PBS television production of "Lone Star"; a 30-minute Sesquicentennial videotape program produced by and aired over the facilities of the Texas Cable Network; historical publications; the Tejas-Kiid Express; the film "Independence" produced by the Parks and Wildlife Department; and the cookbooks, school plays, posters and hundreds of media information projects conducted by local schools, societies and civic organizations.

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Community Projects & Events

With 46% of the sanctioned Sesquicentennial local organizations reporting*, counties/communities and associations initiated local projects during the celebration with a cost value of \$176,876,753.

To fund those local projects, local Sesquicentennial organizations have raised \$59,322,746.

A number of projects, such as the Buffalo Bayou Revitalization Program in Houston and the Stockyard Development Project in Fort Worth, are long-range fund-raising efforts with continuing community benefits.

The economic impact of these projects on local communities is a boon not previously factored into the Sesquicentennial celebration. It reflects the grass roots nature of the organizational efforts of Texans in 252 of the 254 Texas counties. More significantly, it reflects the character of those participating Texans, whose enthusiasm and individual efforts contributed to the enduring qualities of a peoples' celebration.

Typical projects initiated by local organizations ranged from capital improvement and renovation/restoration programs to pageants, parades, cookoffs and quilting bees.

The data compiled on the extent of the economic impact of local projects is based on information received in response to a questionnaire sent to each committee and association sanctioned by the Texas Sesquicentennial Commission.

* as of December 31, 1986

The questionnaire asked the local organizations to list projects, to report on the status of these projects, to itemize costs and funds raised to date, and to report sources of funding, whether from product sales, grants, donations or city/state funding.

The questionnaires were sent out with cover letters to local organization chairmen. The questionnaire asked for a description of the projects and specified that the projects reported be only those initiated for the Sesquicentennial.

COMMUNITY/ASSOCIATION PROJECT RECAP

(46% Reporting)

| Organizations | Cost/Value | Raised |
|----------------------|-------------------------|------------------------|
| Associations | \$ 34,427,269.00 | \$ 2,793,058.00 |
| Cities over 50,000 | 92,423,672.00 | 20,779,574.00 |
| Cities under 50,000 | 50,025,812.00 | 35,750,114.00 |
| Totals | \$176,876,753.00 | \$59,322,746.00 |

**TOTAL PROJECT INFORMATION REPORTED
By Region**

| Region | Number of Forms | Percent of Sanctioned | Cost/Value | Raised |
|--------------|-----------------|-----------------------|-------------------------|------------------------|
| Associations | 52 | 26% | \$ 34,427,269.06 | \$ 2,793,058.56 |
| Region 1 | 205 | 64% | 29,200,878.49 | 23,603,899.19 |
| Region 2 | 44 | 36% | 54,568,622.09 | 17,563,511.02 |
| Region 3 | 57 | 35% | 54,801,881.15 | 12,040,067.72 |
| Region 4 | 61 | 56% | 3,878,102.21 | 3,322,209.51 |
| Total | 419 | 46% | \$176,876,753.00 | \$59,322,746.00 |

419 responses from sanctioned entities represents 46% of those on roll.

28 responses from major cities represents 85% of the 33 identified major cities in Texas.

DOLLARS OF REPORTING MAJOR CITIES

Cities of 50-100,00 Population

| Region | City | Cost | Raised |
|-----------------|---------------|-----------------------|-----------------------|
| 1 | Laredo | \$ 83,500.00 | \$ 63,500.00 |
| 1 | Victoria | 44,000.00 | 27,000.00 |
| 2 | Baytown | 111,500.00 | 111,500.00 |
| 2 | Galveston | 340,481.00 | 29,481.00 |
| 3 | Grand Prairie | 26,300.00 | 20,700.00 |
| 3 | Longview | 48,000.00 | 29,200.00 |
| 3 | Mesquite | 22,000.00 | 69,777.00 |
| 3 | Plano | 3,674,300.00 | 1,067,000.00 |
| 3 | Richardson | 40,000.00 | -0-* |
| 3 | Tyler | 60,000.00 | 60,000.00 |
| 3 | Wichita Falls | 40,000.00 | 40,000.00 |
| 4 | Abilene | 25,000.00 | 8,000.00 |
| 4 | Odessa | 11,950.00 | 21,650.00 |
| 4 | Midland | 117,600.00 | 77,300.00 |
| 4 | San Angelo | 370,000.00 | 370,000.00 |
| Subtotal | | \$5,014,631.00 | \$1,995,108.00 |

DOLLARS OF REPORTING MAJOR CITIES

Cities of 100-200,000 Population

| Region | City | Cost | Raised |
|-----------------|-----------|---------------------|---------------------|
| 1 | --- | --- | --- |
| 2 | Beaumont | \$120,000.00 | \$50,000.00 |
| 2 | Pasadena | 85,000.00 | -0-* |
| 3 | Arlington | 100,000.00 | 60,000.00 |
| 3 | Garland | 206,857.00 | 198,857.00 |
| 4 | Amarillo | 1,028.00 | 1,028.00 |
| 4 | Lubbock | 75,770.00 | 75,770.00 |
| Subtotal | | \$588,655.00 | \$385,655.00 |

DOLLARS OF REPORTING MAJOR CITIES

Cities of 200,000 and Over

| Region | City | Cost | Raised |
|-------------------------------|----------------|------------------------|------------------------|
| 1 | Austin | \$ 85,500.00 | \$ 132,000.00 |
| 1 | Corpus Christi | 13,995.00 | 16,495.00 |
| 1 | San Antonio | 1,440,000.00 | 60,000.00 |
| 2 | Houston | 43,450,000.00 | 8,850,000.00** |
| 3 | Dallas | 4,016,975.00 | 2,185,800.00 |
| 3 | Fort Worth | 37,093,916.00 | 6,934,516.00 |
| 4 | El Paso | 720,000.00 | 220,000.00 |
| Subtotal | | \$86,820,386.00 | \$18,398,811.00 |
| TOTALS Major Cities | | \$92,423,672.00 | \$20,779,574.00 |

*Cities not reported

**Figures not finalized

HIGHLIGHTED ASSOCIATIONS

Projects/Dollars

| Project | Cost/Value | Raised |
|--|----------------|----------------|
| Vietnam Veterans Memorial-honoring the 450,000 Texans who fought in Vietnam | \$2,500,000.00 | \$1,500,000.00 |
| Texas Wagon Train Association 6 month, 3,000 mile trek through-out the state | 1,000,000.00 | -0-* |
| "Lone Star" - PBS TV Series | 1,200,000.00 | 950,000.00 |
| Texas Art Education Association-statewide celebration of art by Texas' youth | 5,000.00 | 5,000.00 |
| Texas/Spain Committee-photo exhibit and tour, funding for Rice University Museum | 47,500.00 | 47,500.00 |
| Waco Air Show - five day air show (over 150,000 in attendance) | 189,000.00 | 189,000.00 |

* Not reported

ORGANIZATIONAL PROJECTS

By Category

| Category | No. | Total | Raised |
|--|--------------|-------------------------|------------------------|
| Beautification Projects (plantings) | 870 | \$5,779,494.00 | \$538,083.00 |
| Cemetery (improvements) | 16 | 29,325.00 | 19,275.00 |
| Church Related | 24 | 1,257,944.00 | 1,109,660.00 |
| City Halls (improvements) | 23 | 1,831,044.00 | 1,685,044.00 |
| City Halls (new) | 2 | 900,000.00 | 900,000.00 |
| Civic Centers (group buildings or pavillions) | 54 | 5,888,763.00 | 4,593,607.00 |
| Community improvements | 214 | 40,939,396.00 | 10,898,966.00 |
| Contests | 50 | 47,346.00 | 28,948.00 |
| Conventions | 10 | 39,519.00 | 40,476.00 |
| Cookbooks | 37 | 158,865.00 | 149,573.00 |
| Dinners | 69 | 101,381.00 | 146,898.00 |
| Events | 551 | 7,598,149.00 | 3,040,455.00 |
| Fountains | 5 | 49,400.00 | 6,550.00 |
| Gazebos | 6 | 85,500.00 | 59,930.00 |
| Historical Markers | 184 | 138,433.00 | 177,913.00 |
| History Books | 140 | 989,025.00 | 742,132.00 |
| Home Tours | 27 | 184,009.00 | 52,739.00 |
| Lectures | 20 | 255,870.00 | 47,865.00 |
| Libraries (improvements) | 17 | 2,135,022.00 | 2,022,022.00 |
| Libraries (new) | 11 | 2,222,700.00 | 1,367,600.00 |
| Memorials | 39 | 28,438,493.00 | 2,884,910.00 |
| Museums (improvements) | 98 | 933,565.00 | 535,800.00 |
| Museums (new) | 48 | 29,129,307.00 | 2,139,404.00 |
| New Society Groups | 5 | 51,025.00 | 50,675.00 |
| Operating Funds | 9 | 26,236.00 | 47,850.00 |
| Pageants (beauty/musical) | 90 | 916,128.00 | 864,684.00 |
| Parades/Floats | 34 | 111,279.00 | 122,011.00 |
| Parks (improvements) | 45 | 11,625,840.00 | 8,178,059.00 |
| Parks (new) | 50 | 24,522,729.00 | 11,754,029.00 |
| Products | 54 | 398,431.00 | 542,486.00 |
| Publications | 88 | 454,174.00 | 294,575.00 |
| Quilts and Quilt Shows | 40 | 31,697.00 | 23,665.00 |
| Renovations | 5 | 1,370,000.00 | 310,000.00 |
| School Related | 8 | 8,036,860.00 | 3,746,860.00 |
| Time Capsules | 27 | 199,804.00 | 200,002.00 |
| Totals | 2,970 | \$176,876,753.00 | \$59,322,746.00 |

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6.

In Retrospect

In concluding the report on Sesquicentennial activities, members and staff of the 1986 Commission would like to direct a few words to organizers and participants of the 2036 Bicentennial celebration.

It is an easy task to second guess from the vantage point of hindsight. It is easier yet to criticize -- to identify shortcomings, re-evaluate policies and procedures, consider alternative courses of action. No event, and particularly an event of the scale and scope of a Texas-size endeavor, is without flaw. The more ambitious the venture, the more perilous the risks.

When our 2036 counterparts begin to plan a Texas celebration appropriate to that time, we hope they can profit from the Sesquicentennial experience. Perhaps this report will help serve that purpose.

Whatever course of action is taken with the Bicentennial celebration, count on it being a rich and unforgettable experience.

It is your turn. Good luck.

APPENDIX A
(Excerpts - Original Bill)

ENGROSSED

By Harris, Santiesteban

S.B.No. 236

A BILL TO BE ENTITLED
AN ACT

relating to the Texas 1986 Sesquicentennial Commission; amending Section 7, Chapter 84, Acts of the 66th Legislature, Regular Session, 1979 (Article 6145-11, Vernon's Texas Civil Statutes).

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Section 7, Chapter 84, Acts of the 66th Legislature, Regular Session, 1979 (Article 6145-11, Vernon's Texas Civil Statutes), is amended to read as follows:

"Section 7. DUTIES. The commission shall:

"(1) encourage individuals, private organizations, and local governmental bodies to organize activities celebrating the state's sesquicentennial;

"(2) help individuals, private organizations, and local governmental bodies that organize sesquicentennial activities to coordinate the activities;

"(3) gather and disseminate information to the general public about sesquicentennial activities conducted in the state;

"(4) develop standards for sesquicentennial activities organized by individuals, private organizations, and local governmental bodies and sanction activities that comply with the standards;

"(5) invite national and international dignitaries to attend sesquicentennial activities conducted in the state;

"(6) encourage persons living outside the state to attend sesquicentennial activities conducted in the state;

"(7) develop a logo to be used by the commission and permit other persons to use the logo if the commission considers the use appropriate; and

"(8) sanction *and may sell* products, such as a commemorative calendar or flag, commemorating the state's sesquicentennial."

SECTION 2. The importance of this legislation and the crowded condition of the calendars in both houses create an emergency and an imperative public necessity that the constitutional rule requiring bills to be read on three separate days in each house be suspended, and this rule is hereby suspended, and that this Act take effect and be in force from and after its passage, and it is so enacted.

APPENDIX B

ASSISTANCE FROM STATE AGENCIES AND ASSOCIATIONS

A number of state agencies and statewide special-interest associations offer programs designed especially to aid communities in various local improvement projects, and would perhaps be of great help to your local committee in its project and celebration planning. The Sesquicentennial Commission itself, based in Austin, exists solely to coordinate the statewide anniversary of Texas' independence in 1986. Because the Commission is a state agency, it maintains a working relationship with several other agencies and associations, many of which have an officially-cooperating relationship with the Sesquicentennial. The Commission welcomes requests for aid from state government and associations, and in its role as an information "broker" will try to match your request with the appropriate group. Or, you may approach the organizations directly.

The official cooperating agencies and associations of the Sesquicentennial Commission are:

(1) **The Travel and Information Division, Texas Department of Highways and Public Transportation** (DeWitt Greer State Office Building, 11th and Brazos, Austin, Texas 78701). The Travel and Information Division of the Highway Department serves travelers in Texas by supplying literature and guidance to the general public about travel and points of interest within the state. If there is a state tourist bureau in your area, it can be instrumental in pointing tourists toward your Sesquicentennial programs and celebrations. Publicity for local events is also available through the Department's **Texas Highways** magazine, and the twice-yearly **Texas Calendar of Events**. The Highway Department is also responsible for the upkeep of state highways and roads, rest areas, and the land and facilities associated with them. In this capacity, the agency will be extremely helpful with such Sesquicentennial possibilities as seeding area highways with wildflowers and dedicating new roadside parks to local citizens.

(2) **The Texas Commission on the Arts** (P.O. Box 13406, Capitol Station, Austin, Texas 78711) gives technical and financial assistance to local organizations wishing to provide arts programs and services to their communities. The Commission on the Arts offers financial assistance through matching funds for arts projects and/or operational support to non-profit organizations and major art institutions. The Texas Touring Program provides matching funds to local sponsoring organizations to bring a Commission on the Arts-approved performing company or exhibition to the sponsoring city.

(3) **The Texas Historical Commission** (P.O. Box 12276, Capitol Station, Austin, Texas 78711) is Texas' clearinghouse for historical preservation, and administers the National Historic Preservation Act for the state. The Commission's Texas Main Street

Project has been instrumental already in encouraging facelifts for the downtown districts of 15 Texas cities. The Historical Commission also sponsors an archeological program and holds periodic workshops in grant writing, historical preservation, downtown revitalization, and many other topics helpful to those interested in historical projects.

(4) **The State Library and Archives Commission** (P.O. Box 12927, Capitol Station, Austin, Texas 78711) administers the regional library system for the state, with support and encouragement for all public libraries. In this function, it administers the Regional Historical Resource Depository program for designated regional libraries as well. For those interested in planning genealogy projects for the Sesquicentennial, the Commission maintains and makes available to researchers the historical archives of Texas - among the most extensive and well-organized of any in the country.

(5) **The Texas Tourist Development Agency** (P.O. Box 12008, Capitol Station, Austin, Texas 78711) markets Texas as a travel and vacation destination to out-of-state and foreign visitors using massive media campaigns and public relations techniques. Since its creation in 1963, the agency has been responsible for raising Texas' standing from 23rd among the states in traveler spending to third in 1980. The Tourist Development Agency has close ties with the travel trade, including carriers, tour operators, local convention and visitors' bureaus, and travel agencies as well as the news media in selling Texas to clients. In this capacity, the agency will be instrumental in spreading the Sesquicentennial message to the rest of the nation and foreign countries.

(6) **The Texas Film Commission** (P.O. Box 12428, Capitol Station, Austin, Texas 78711) was established in 1971, and works to encourage motion picture production in Texas by maintaining ties with major motion picture studios, and by sponsoring special programs on motion picture development in the state.

(7) **The Institute of Texan Cultures, University of Texas** (801 S. Bowie, San Antonio, Texas 78205) Built in 1968 as a part of HemisFair in San Antonio, the Institute is a clearinghouse for historical information and exhibits designed to showcase the major ethnic and cultural groups which settled and developed Texas. The Institute offers numerous and varied publications, traveling exhibits, special programs and speakers, and an extensive historical photo and microfilm archive. This is one of the first places Sesquicentennial planners should look for assistance and resources for programs of Texas ethnic history.

(8) **The Texas Historical Association** (2306 Sid Richardson Hall, University of Texas, Austin, Texas 78712) is a statewide educational organization that works to promote the study of Texas history in colleges and public schools. The Association sponsors the many Junior Historians chapters in junior high and high schools, and the Webb Society chapters for students of Texas history in colleges. Workshops for teachers, scholarly publications on Texas history, and well-known Southwest Historical Quarterly publication are also coordinated by the group. The familiar Handbook of Texas, long

published by the Association, is in the process of revision for an all-new Sesquicentennial edition, scheduled for publication in 1986.

(9) **The East Texas Historical Association** (P.O. Box 6223, Nacogdoches, Texas 75861) is based at Stephen F. Austin University in Nacogdoches, and works to record, collect and preserve materials illustrative of the history of eastern Texas. The Association has numerous publications relating to East Texas history, including the twice-yearly East Texas Historical Journal.

(10) **The Panhandle-Plains Historical Museum** (P.O. Box 967, W.T. Station, Canyon, Texas 79016) houses the state's most extensive collection of artifacts and objects relating to the history of the plains area and the Texas Panhandle. Located on the campus of West Texas State University in Canyon, the Museum also conducts comprehensive public and school educational programs, traveling exhibits, archeological expeditions to historic sites within the Texas Panhandle, and various volunteer programs involving conservation, archeology, photography, and library and archival work. The Museum staff publishes the Panhandle-Plains Historical Review, an annual publication of scholarly articles relating to the history of the Panhandle area.

(11) **The State Fair of Texas** (P.O. Box 26010, Dallas, Texas 75226) has been held annually at Fair Park in Dallas since one year after its founding in 1886. The Centennial of Texas in 1936, however, was responsible for the development of the Fair into the first-class exposition it is today. Most of the buildings which house the Fair's exhibits and museums were built for the Centennial and these 50-year-old buildings are the focus of a massive renovation and restoration project for the fair grounds which will be one of the key Sesquicentennial projects for the City of Dallas. The State Fair will also be expanded into a special Sesquicentennial version in 1986, and will be instrumental in many other ways in Dallas' participation in the celebration.

APPENDIX C

SESQUICENTENNIAL REGIONS



APPENDIX D

PROCEDURAL CHECKLIST

Before you mail your application, here's a quick checklist of the simple steps involved in organizing as a Texas Independence Community/County.

1. A new Sesquicentennial Coordinating Committee is appointed by the community mayor or county judge. The Committee is a cross section of the community/county as a whole, with a membership balanced in terms of age, sex, and ethnicity, and including representatives from key sectors of the community/county.
2. The Sesquicentennial Coordinating Committee is formally recognized by a resolution of the city council/commissioners' court
3. Sesquicentennial Master Plan is prepared for the community/county.
4. The Sesquicentennial Master Plan is formally adopted by a resolution of the city council/commissioners' court.
5. A formal application for sanction as a Texas Independence Community/County is then prepared for submission to the Texas Sesquicentennial Commission. The application includes:
 - A. an application cover form (see page 19);
 - B. Sesquicentennial Coordinating Committee roster and biographical information;
 - C. a description of the community/county Master Plan;
 - D. a description of logo use involved in the community/county Master Plan;
 - E. finally, a resolution of adoption of the Master Plan by the city council/commissioners' court.

APPENDIX E

TEXAS INDEPENDENCE COMMUNITY/COUNTY

Application for Sanctioning by

The Texas 1986 Sesquicentennial Commission

| City or County | Population | Date |
|--|-----------------|-------|
| Sesquicentennial Coordinating Committee Chairperson | Mailing Address | Phone |

Directions for Completing Application:

1. On separate paper, 8 1/2" x 11", list the names, mailing addresses, and telephone numbers of each member of the Sesquicentennial Coordinating Committee appointed by the mayor and city council/county judge and commissioners' court. Include a brief (one or two sentence) biographical sketch of each member (i.e., age, occupation, ethnic group, etc.). (Attachment I)
2. Describe the community/county Master Plan for celebration of the 1986 Sesquicentennial - the projects and celebrations that are envisioned for 1986, the sponsoring individuals or groups, etc. Description of the Master Plan should be as full and complete as possible, but may follow a form and format of your choice. (Attachment II)
3. Describe all proposed uses of the Texas Sesquicentennial Logo by projects and celebrations included in the Master Plan (above). Please be as specific as possible. (Attachment III)
4. Please return this form, committee roster, project descriptions, description of logo use, and a resolution of adoption (Attachment IV) from the governing body of the community/county (per enclosed Commission guidelines) to:

Texas 1986 Sesquicentennial Commission, P.O. Box 1986, Austin, Texas 78767.

Best of luck! Help make 1986 a year Texans will long remember.

APPENDIX F

Project Ideas for the Texas Sesquicentennial

The project ideas section is a resource to help local planners begin designing their own unique celebrations of the Sesquicentennial. It is not intended as the "by all and end all" of community program development, but to provide suggestions to help community planners get started. We hope these project ideas serve that purpose. Good Luck!

1. Research and design a self-guiding "historical tour map" of the community. The map would take in all of the significant historical sites of the community and surrounding countryside, and would include such things as historic old homes, commercial and municipal buildings, places where significant events occurred, etc. For community members and visitors, the "tour map" would function as a basic resource for anyone interested in local history.
2. Print a special Sesquicentennial edition of the local newspaper - a commemorative edition focused upon the community's unique history, its present, and its future, with special emphasis on the past dimension of the community's life. Local historical societies, public libraries, and public schools might work with the newspaper staff to prepare a long-remembered Sesquicentennial edition. The special edition could serve as a permanent teaching resource for community history in local schools.
3. Begin an oral history project of early days in the community. The project could be based in public secondary school(s), or in the community at large. Tapes gathered during the Sesquicentennial Oral History Project could be prepared for permanent usage in community public libraries and public schools. For additional information on how your community can become more involved in the Sesquicentennial's statewide Oral History Project, write the Commission office at P.O. Box 1986, Austin, Texas 78767, or call (512) 475-1986.
4. Gather a file of volunteer speakers on Sesquicentennial-related topics. After listing the topic or topics about which they are interested and knowledgeable, speakers might be called upon to appear before a variety of local groups. They would discourse on their chosen topics and help prepare the community for its Sesquicentennial celebration.
5. Establish a special local history wing, archive, or collection in the community library. This might include: published works relative to the locality, family histories, genealogical reference materials, documents, historic photographs, oral history tapes, etc.

6. Begin a community "artifact museum" - a museum of tools, farming and ranching implements, household technology - the common objects of daily life at the turn-of-the-century or before. This would not be a "fine arts" museum, but a "museum of everyday objects," objects that have not for the most part attained the state of costly antiques. A legacy to future generations, the artifact museum would function as a "hands on" reference tool to all interested in daily life of the community's past.
7. Plan a full-dress historical re-enactment of some event, or series of events, in the community's past: the founding of the town, a famous trial, an Indian battle, etc.
8. Start an "exhibit of living history." Within a small replica of the earliest settlement in the area, the practitioners of a variety of folk arts, crafts, and technologies would ply their trades: candlemakers, wheelwrights, chairmakers, blacksmiths, gunsmiths, shingle makers, etc. - whatever trades and crafts are appropriate to the area. The craft areas would be manned on weekends for local people and tourists, and the craft items might be sold.
9. Hold a "local folklife festival" modeled upon the highly successful statewide festival of the Institute of Texan Cultures. On a given weekend, the practitioners of a wide variety of local folk crafts would demonstrate their skills. Storytellers could spin tales, housewives demonstrate home canning techniques, folk, country, and gospel groups could play, etc.

(Note that such an event would include many similar crafts displayed in the "museum of living history", but the latter envisions a permanent location for the event, replica buildings, etc.)

10. Hold a "Sesquicentennial Run" during the celebration year. It could be 1500 meters, 5000 meters, a mile or a marathon.
11. Hold a special "Old Times Community Reunion" during the Sesquicentennial Year. Encourage all the community families to plan family reunions at the same time and - just once - get everybody back for a memorable occasion to celebrate family history, community history, and Texas history, all at the same time.
12. Embark on a program to create permanent memorials of the 1986 Sesquicentennial. Such projects might include the erection or restoration of statues, rededication (with needed improvements) of historic grave sites, placement of commemorative markers and plaques, restoration and dedication of historic structures or sites, commemorative tree plantings, a special Sesquicentennial library, etc. The Sesquicentennial is an excellent time to plan a permanent legacy from this generation to those yet to come.
13. Begin an ambitious downtown revitalization program along the lines of the "Texas Main Street Project." With the help of the National Main Street Center in

Washington, D.C., Texas has launched a program promising economic, social, and cultural revitalization of small towns and cities across the state. Called the Texas Main Street Project, this pilot effort in selected communities will test techniques for rejuvenation within the context of historical preservation. As now projected, by 1986, some 25 communities will be actively participating in the Main Street program, and other Texas towns and cities are encouraged to adapt the Main Street model to revitalization within their own communities. (For information on the Texas Main Street Project, write: Texas Main Street Center, Texas Historical Commission, P.O. Box 12276, Austin, Texas 78711.)

14. Seed area roadsides and private fields with native wildflower species as a beautification project commemorating the Texas Sesquicentennial. Fall is the best time for a seeding program, and once seeded, the native wildflowers propagate themselves.

The State Department of Highways and Public Transportation will be pleased to work with you on this. For information on wildflower seeds and supplies, planting procedures, and advice on which flowers will do best in your area, write Herbert Neimann, Landscape Architect, State Department of Highways and Public Transportation, 11th and Brazos, D-18L, Austin, Texas 78701. For additional advice and possible assistance in seed dissemination, be certain to contact the maintenance engineer in your area office of the Highway Department. Help make 1986 a "Year of the Wildflowers!"

15. Survey your community's needs and develop a "Year 2000 Plan" to be announced on the eve of the Sesquicentennial. The Plan, based upon thorough research conducted in the years preceding 1986, would assess the community's present needs, problems, and resources, as well as project current trends up to 2000 AD. The Year 2000 Plan would set community goals for the year 2000 and suggest practical strategies for attaining them. It would be a functional "20-year growth plan", a gift to the community in the year of the Sesquicentennial.
16. Develop a "Native Wildlife Zoo" displaying animal species present in the general area of your community during 1836. For much of Texas, the Native Wildlife Zoo could include the American bison, the black bear, the red wolf, the grey timber wolf, and the cougar, as well as the more familiar current species. Another possibility, the Texas Longhorn ran wild across much of the southern part of the state in 1836. The zoo should display the native species in as "natural" a habitat as possible.
17. Hold a contest to design a community flag for the Sesquicentennial. Display it, along with the Lone Star Flag, in public and private places during 1986.
18. Invite each local church to research and write its official history in honor of the Sesquicentennial. Compile those histories in a book for community libraries. (This

same pattern could be followed for local businesses, clubs and organizations, media, etc.) Local communities need their own history - history designed for local use - and the Sesquicentennial is a good time to see to its creation.

19. Encourage teachers and curriculum specialists in local public schools to develop special "Local studies/local history" units as permanent legacies of the Sesquicentennial year. These materials would supplement curriculum in Texas and United States History courses and link the "big picture" history of school textbooks to the unique experiences of local folks, i.e., "Bring History Home." (The Texas Sesquicentennial Commission published a pamphlet of project ideas on this theme, "Bringing History Home: Classroom Projects for the Sesquicentennial.")
20. Encourage local secondary schools to begin publishing a local oral history/folklore magazine patterned upon the student journal, *Foxfire*. Work on the magazine could go on during Texas History journalism or English classes, or in special classes set up to research and publish the magazine. Over 200 *Foxfire*-patterned magazines exist around the country, many with a good deal of commercial success. (For information about starting a local "Foxfire project," interested persons may contact any of the excellent Texas-based *Foxfires*. For example: **Loblolly**, Gary High School, Box 88, Gary, Texas 75643; **Old Timer** Albany High School, Box 188, Albany, Texas 76430; **Chinquapin**, Douglass School, Box 38, Douglass, Texas 75943.)
21. Collect taped reminiscences from the area's oldest settlers to preserve the oral history of the community for future generations. Segments from the tapes could be aired periodically on radio "talk shows," published in the local newspapers, and otherwise used to stimulate interest in local history and the Sesquicentennial.
22. Establish sister-city relations with a similar-sized community in one of the eight European countries that recognized the independent Republic of Texas. Invite them to participate in the community Sesquicentennial celebrations by sending a special group of delegates to plan various exchange programs for the Sesquicentennial year.
23. Establish a "heritage farm", a pioneer homestead, typical of the area in the late Nineteenth Century. This working farm, manned by volunteers would provide an educational experience in a recreational setting. A living display of rural life in the area a century ago, the "heritage farm might well develop into a considerable tourist attraction.
24. Using the facilities and teaching personnel of the public school system, hold a special adult education course in Texas and community history for all who wish to attend. This might be held at night in a school building. It would educate Texans old and new about the unique heritage being celebrated in the Sesquicentennial year.

25. Set up a "living history" program in which elderly volunteers from the area go into classrooms for informal discussions and interviews about early days in the community. This is another powerful strategy for "bringing history home."
26. Ring every bell in town on Texas Independence Day (March 2), San Jacinto Day (April 21), and the day of Statehood (December 29).
27. Hold a contest to design the best store window display on a Sesquicentennial theme. Feature the winner, selected by a committee from the local chamber of commerce, on the front page of the local newspaper.
28. Hold a Sesquicentennial poster contest to develop an "official" community poster to be displayed during the Sesquicentennial year and sold as a commemorative item.
29. Hold a contest to develop an additional graphic symbol, trademark, or logo of the community's Sesquicentennial, to be displayed along with the official Sesquicentennial logo on all correspondence, to appear on the masthead of the community newspaper during the Sesquicentennial year, etc.
30. Research and compile a general community history tracing events from settlement times to the Sesquicentennial year. Use both documents and oral history in its preparation. (Note that the Texas Historical Commission in Austin has prepared an excellent guide on how to go about this: "The Voice of Experience: On Publishing a County History" by Quillian Garrison. Write for it to THC, P.O. Box 12276, Austin, Texas 78711.
31. Plan a special celebration of the "charter" or "founding day" of the community - the day of official incorporation as a town.
32. Plan special festivities around the sequence of days that are of such central importance to the Texas Republic: Texas Independence Day (March 2), San Jacinto Day (April 21,) and the day the Republic became a state (December 29).
33. Sponsor a special "historic photograph exhibit" in the public library. Encourage families to bring in their heirloom photos for a period of public display in honor of the Sesquicentennial. Offer prizes for the oldest photo, best family photo collection, best street scene of the early days of the town, etc. If possible, copy the historic photographs for permanent library resources before returning the originals to their owners.
34. Prepare a series of programs on the most important events in community history (the big fire of 1906, the coming of the railroad, the great flu epidemic of 1918, etc.) and present them to community schools, organizations, and clubs. This traveling

exhibit would greatly aid the Sesquicentennial Coordinating Committee in its efforts to stimulate interest and involvement in the plans for 1986.

35. Hold a one-act play competition to award a prize for the best presentation on an historical theme, the winning entry to be performed at the high school.
36. Keep a formal scrapbook on all Sesquicentennial activities and events. Place the completed scrapbook in the public library as a permanent record of the community's Sesquicentennial celebrations.
37. Hold contests in the public elementary, junior high, and high schools for the best themes, short stories, and paintings on Sesquicentennial subjects.
38. Arrange for the reprinting, perhaps in facsimile form, of an important early historical work about the community, county, or region.
39. Publish (perhaps as a fund-raising enterprise) a cookbook of treasured family recipes from the area. For general interest, include some of the personal and social information that gives these recipe special significance to the contributing family, and possibly to the community at large.

For example, what about various "make do" recipes from the hard days of the Great Depression? Special recipes linked to important holidays such as Christmas, New Year's Day, East, Juneteenth, the Cinco de Mayo, etc? This can be both a functional cookbook and a modest social history of the community. You can have your history and eat it too!

40. Create an art/antique show of "community heirloom treasures" to be displayed in some public place for a week or a month.
41. Embark on a no-holds-barred clean-up, paint-up, fix-up campaign for the whole community. Involve everybody. Make it a real occasion!
42. Why not "adopt a museum" for the sesquicentennial? Many communities have pre-existing arts and/or historical museums that are sorely in need of friends, refurbishing and (last but not least) financial support. Take up the cause of one of these worthy institutions as a Texas Sesquicentennial project. Make it something the community can really be proud of. Perhaps what the American Bicentennial has begun, the Texas Sesquicentennial can finish!
43. Design, mint, and sell a special community medallion to commemorate the Sesquicentennial and to raise funds in support of other local projects.

44. Bury a "time capsule" containing characteristic objects of the 1980's. Designate it "not to be opened until March 2, 2036" - Independence Day of the Texas Bicentennial Year.
45. Hold a "community firsts" contest to determine the oldest living native, the oldest house, oldest family photograph, oldest tree, family living longest in the same place, etc. Acknowledge and honor these "community firsts" in the local newspaper.
46. Hold a contest to design an appropriate cover for the 1986 community telephone directory - the best cover design on a Sesquicentennial theme. Make numbered editions of the cover available for purchase as a special commemorative item.
47. In honor of the community's earliest settlers, build a "founder's park" in the community for perpetual use by all community residents, present and future.
48. Publish a book entitled "Daily Life in Longview in 1920" (or etc.). Based upon oral history, newspaper accounts, municipal records, etc., sketch a thorough picture of the common details of daily community life some 60 years ago - streets, municipal lighting, athletic teams, details of home and business technology - a snapshot social history of the things formal history often neglects.
49. As a fund-raising enterprise to support other Sesquicentennial projects, hold a series of special arts and crafts (or antique) shows during the Sesquicentennial year.
50. Promote and publicize 1986 as a special year for family reunions in the community. As a regular feature, recognize these reunions in the local newspaper. A prize might be awarded for the largest family reunion during the Sesquicentennial year.
51. Develop a comprehensive, "twenty-year plan" for community beautification and clean-up, beginning in 1986. This might include the improvement of parks, the planting of roadside shrubbery and flowers, the revitalization of downtown areas, etc.
52. Research, compile, and publish an historic photograph album of the community as a special Sesquicentennial publishing project. Historic photos may be found in local museums and libraries, in newspaper files, and in the files of longtime community photographs. In addition on a series of weekends, persons with large family photograph collections may be persuaded to bring them in for selective copying. A "visual history" of the community might then be sold as a local commemorative item.
53. Develop a step-by-step process for securing the means to preserve historic building - the "best" procedure for accomplishing this in your community. This method of raising funds would include a list of agencies or groups willing to finance or supplement preservation and restoration costs.

54. Establish an "Ethnic Historical Council." The Council, composed of representatives from all ethnic groups contributing to community history (i.e., Germans, Swedes, Blacks, Mexicans, etc.), would encourage the collection of data to document these contributions.
55. Establish a special Sesquicentennial Historic Marker -- a special marker for presentation to persons instrumental in the restoration and preservation of historic community buildings.
56. Hold a "Brotherhood Service" -- a Sunday morning, non-denominational religious service for the whole community in a local sports stadium or other public place.
58. Develop and produce a yearly historical outdoor drama similar to "The Last Colony," "Unto these Hills," or "Texas."
59. Incorporate existing celebrations, activities, and festivals in the Sesquicentennial by encouraging all organizations sponsoring an annual event to plan programs with appropriate Sesquicentennial themes. Make these established celebrations bigger and better than ever before.
60. With the aid of the high school bands, sponsor a series of "old fashioned band concerts in the park." In addition, schedule community sing-songs, gospel or country music concerts. Bluegrass festivals, barbershop quartet singings, etc. Make the Sesquicentennial a "year of music" in the community.
61. Set up (with the aid of high school and college biology classes) a "self-guiding nature trail" in the community and its environs.
62. Sponsor a combination "farmers' market"/arts-and-crafts fair to be held on one weekend each month during the Sesquicentennial year.
63. Plan a Sesquicentennial Fair featuring any or all of these "old-time" events: an opening day parade, Miss ? beauty contests, talent contests, fishing tournaments, an old fiddlers' contest, horseshoe pitching contests, a strongest man event, arm-wrestling competitions, hush puppy fry-offs, chili cook-offs, bake-offs, pie (or cow chip) throwing contests, watermelon (or jalapeno, etc.) eating contests, greased pole climbs, tug-o-wars between large teams, a battle of local bands, pony rides, fire truck rides, quilting bees, etc. You name it!
64. Research, record, and publish a comprehensive cemetery survey of all community (or county) cemeteries.
65. Locate, purchase, and renovate a one-room school in the locality. Set it up as a special museum of the old common school district system, and fill it with "Texas education artifacts" from the county schools.

66. Using the facilities of the local TV station, produce a TV or radio show on community history as a special project for the Sesquicentennial year. This would be intended for local viewing during 1986 and for permanent use in community schools.
67. Hold a Sesquicentennial Ball with participants dressing (more or less!) in the frontier style of 1836.
68. Get together a comprehensive collection of local folklore. The forms collected might include: riddles, folk songs, folk remedies, "ghost stories," legends, old sayings, tall tales, hunting and fishing stories, etc. (Consult a good folklore text for the many other possibilities, and don't neglect ethnic variations in folklore.) The folklore project might be centered in the high school English and social studies classes, and much of the material may be collected by telephone. The folklore collection might then be placed in the public library. (For an account of just such a community project, see Richard and Laura Tallmaln, *Country Folks: A handbook for Student Folklore Collectors*, Arkansas College Folklore Publications, Batesville, Arkansas, 1978.)
69. In honor of the Sesquicentennial, organize an honorary chapter of Junior Historians in the public schools, and/or a Webb Chapter in the local college or university. (For information on how to go about this, write: Texas Historical Association, 2306 Sid Richardson Hall, The University of Texas, Austin, Texas 78712.)
70. Design a special community bumper sticker. Sell it as a commemorative item to raise money for other Sesquicentennial projects.
71. Embark on a fund-raising drive to drastically upgrade the state and local history holdings of local libraries. Link this to a general campaign to increase the "historical literacy" of area school children and citizens.
72. Prepare and publish an "historical site map: for the community and its environs. (Note that the standard USGS "topographic maps" are often readily adaptable to this purpose.) Place this basic reference tool in community classrooms and libraries.
73. In honor of the Sesquicentennial, lay out walking (jogging), bicycling, and bridle paths in the area.
74. Hold a "Texas Film Festival," showing films made in and about the State of Texas.
75. Organize a "Sesquicentennial Horse-Drawn Parade" -- a living panorama of horse-drawn vehicles and equipment which played a major role in the development of early economic and social life. The parade might include: riders on horseback, wagons (agricultural wagons, freight wagons, etc.), buggies, fire-fighting equipment, beer delivery rigs, etc.

76. As a special Sesquicentennial feature, publish a weekly column on community/county history in the local newspaper. Volunteers from the local historical society and public schools could help research column materials. At the end of the Sesquicentennial year, the column could be compiled and published as a commemorative item.
77. To publicize the approaching Sesquicentennial celebration, hold a treasure hunt over a period of several weeks. Hide a valuable prize somewhere in the community, and give successive clues -- all linked to local history -- to aid the search. The clues would become more and more "explicit" until someone figured it out, located the treasure, and won the contest. This is an excellent way to raise peoples' awareness about their local history as the Sesquicentennial approaches.
78. In every way possible, promote the community as a meeting site for trade and professional associations, clubs, hobby leagues, and church groups during the Sesquicentennial year.
79. As an attention getter, stage a dramatic recreation of a famous and flamboyant local court trial.
80. With the aid of local 4-H clubs, rodeo clubs, and FFA-FHA organizations, sponsor a special Sesquicentennial Youth Rodeo (or "games day") for the young people of the community. Promote it as a fund raiser for other projects.
81. After community-wide competitions to select the winning designs, paint commemorative murals on the blank walls of downtown buildings, or on community water towers.
82. Plan a "culinary arts festival and cookbook" -- local cooks donate their best recipes for a special "Sesquicentennial Cookbook" to be published and sold. For the festival, each person cooks the recipe he or she contributed to the Cookbook.
83. As a fund-raiser for other Sesquicentennial projects in the community, hold a "games night" competition to determine winners in bingo, checkers, dominoes, chess, monopoly, scrabble, etc.
84. To raise money, hold a Sesquicentennial Walkathon. Pledges are given to the Sesquicentennial Project Fund for every mile sponsored contestants walk.
85. As a funding project to support other Sesquicentennial activities, hold a giant, community-wide "white elephant sale and flea market."
86. Hold a local crafts fair and sale, which might include homemade quilts, handwoven items, braided rugs, needlework, wood carvings, etc. If possible, include a live exhibit of folk craftspersons demonstrating their respective crafts.

87. Is your community located along the Mexico border? If so, give your Sesquicentennial an international flavor by planning joint celebrations with a sister-city on the Mexico side of the Rio Grande/Bravo. (An excellent example occurred in 1981 when the cities of El Paso and Juarez celebrated their quad-centennial. For more information about the planning and activities of "4 Centuries 81", write the Arts Resources Department of the City of El Paso, 3 Civic Center Plaza, El Paso, Texas 77901).
88. As a Sesquicentennial project in the arts, compile and publish an anthology of short stories, poetry, and/or essays from creative community writers. The selection process, which might begin with previously published materials, could include a special contest to attract new writings.
89. With the assistance of the local historical museum and/or public library, develop a special museum exhibit on the theme: "Your Town/Community/Region in 1836."
90. Form a group to rejuvenate a creek or stream in or around the community. Free-flowing streams provide important scenic and environmental resources, but are often neglected. Make your local stream a community showplace in 1986 by cleaning the banks and streambed, setting up a volunteer program to improve water quality, reintroducing native species of plants and aquatic animals, developing a nature trail along the stream banks (or a canoe trail, if that seems more appropriate), etc.
91. Rename a street after a pioneer or leading citizen of the town. The person should have exerted a significant influence on community history. Rededicate the street on an important celebration day during the Sesquicentennial year.
92. Hold a special Texas Sesquicentennial Fireworks display incorporating the Texas State Flag and the Sesquicentennial Logo.
93. Recognize a local woman (or women) for significant contributions to community and State history. Make the presentation during a special "Sesquicentennial Woman's Day" in 1986. Groups might commemorate the day women acquired voting rights and/or similar milestones. Along with this, develop a history of "Women in the Community."
94. Does one of the famous Texas cattle trails pass close to your community? If so, plan a special "Sesquicentennial Trail Drive" retracing some local portion of the trail during Spring, 1986, culminating in a community "round-up" celebration.
95. Promote a dramatic presentation of community history by school children. They would interview old-timers and examine old newspapers and documents for their

material. Scripts, costuming, and staging would be done by the children themselves, with assistance from teachers, and performances would be held for the entire community. Stand back and really let the children do it!

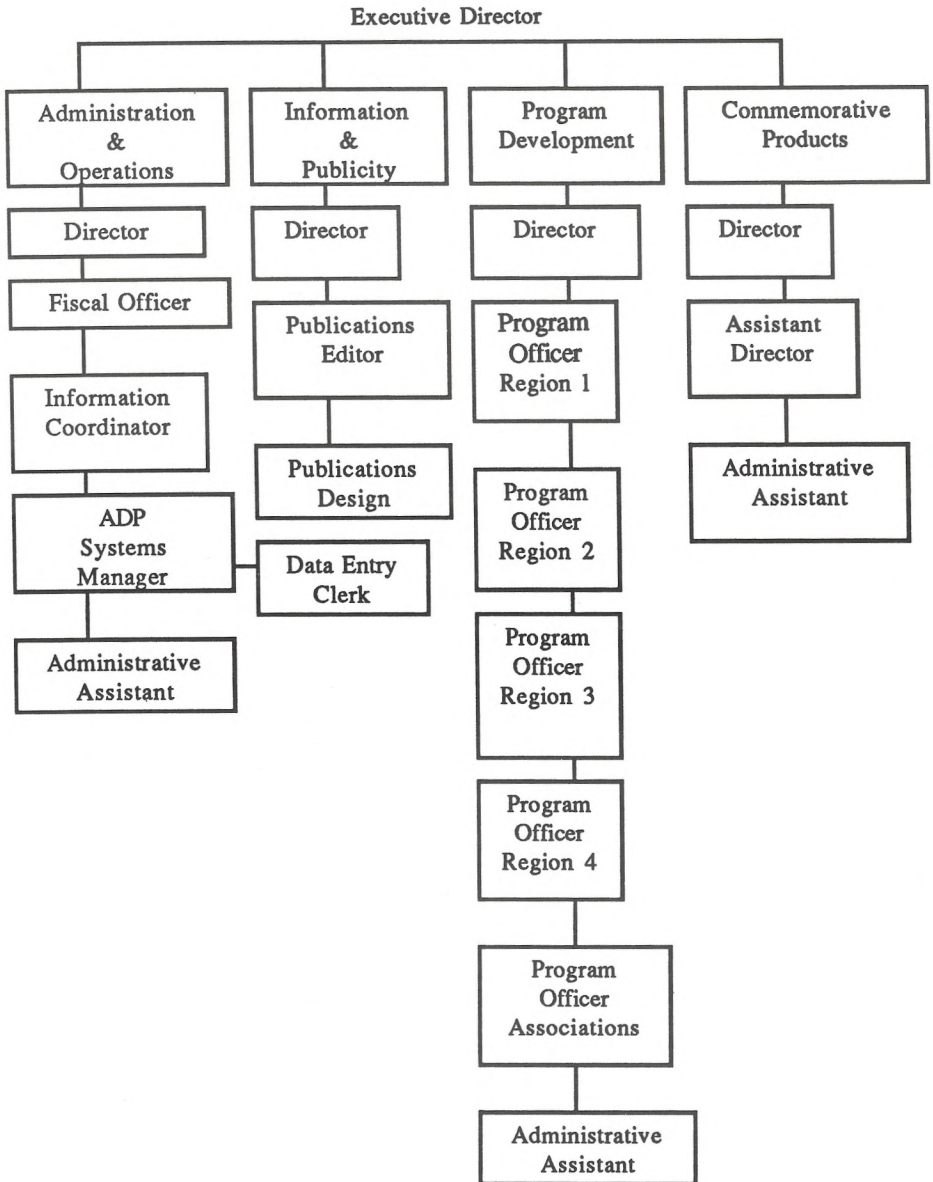
96. To raise money, hold a Sesquicentennial Rockathon. Solicit pledges to the Sesquicentennial Project Fund for every minute sponsored contestants rock in their rocking chairs.
97. Hold a county-wide contest for the best family history written especially for the Sesquicentennial. Contestants should use both written documents and oral traditions in their research. Compile all entries into a larger "Sesquicentennial Family History Collection" for permanent inclusion in the local library.
98. Plan a botanical garden to include various native plant species of the area. Interested participants, perhaps from school science classes, garden clubs, and the parks system, should spend several Saturdays transplanting native trees and plants from the surrounding countryside to the garden. The space provided will depend on cost and availability, but could range all the way from a very small plot featuring only the most common native species to a very large space with ponds, footpaths, etc. This project would provide a celebration of the community environment during the Sesquicentennial year, as well as a permanent educational and aesthetic resource for the community.
99. Celebrate the Sesquicentennial by plotting a new tourist route through the city, linked to one of the regional state highway trails. The route, beginning where the state trail passes closest to the area, could guide visitors through the community and return them to the state trail at or near the point of departure. Directive signs would mark the starting point of the community trail, pinpoint each successive turn in its course, and identify local sites of interest along the way. The following Texas Trails travel throughout almost every region in the state: Brazos Trail, Forest Trail, Forts Trail, Hill Country Trail, Independence Trail, Lakes Trail, Mountain Trail, Pecos Trail, Plains Trail and the Tropical Trail. Maps of each may be ordered free-of-charge from the State Department of Highways and Public Transportation, Travel and Information Division, Austin, Texas 78763.
100. Plan a community "Folk Crafts School" once a month during the Sesquicentennial year. At the school, local persons especially competent in a folk craft would teach mini-courses to those interested in learning their skill. This would not only provide a demonstration of the folk skill, but also a brief hands-on training session in "how to do it." Community folk might learn how to: rive shingles, construct log houses, whittle, construct folk toys, make sunbonnets, build brush brooms, churn milk to make butter, make a basket out of white oak splits, sew a quilt, preserve vegetables and fruits by canning, make lye soap, use herbal remedies, shuck corn, plow with a mule, weave on a loom, wash clothes in an iron pot, tan hides, make dipper gourds,

make cornshuck mops/dolls/hats, identify wild plant foods, build a dry stone wall, make bird traps/deadfalls/rabbit boxes, make folk instruments, construct a homemade water jug, and do simple blacksmithing. What else? Ask folks in your community what they know!

101. From here on, it's up to you! What are **your** good ideas for celebrating Texas' 150th birthday? We hope to hear from you and to feature your ideas in the pages of the **Texas National Dispatch**. Write to Thad Sitton, Editor, **Texas National Dispatch**, P.O. Box 1986, Austin, Texas 78767.

APPENDIX G

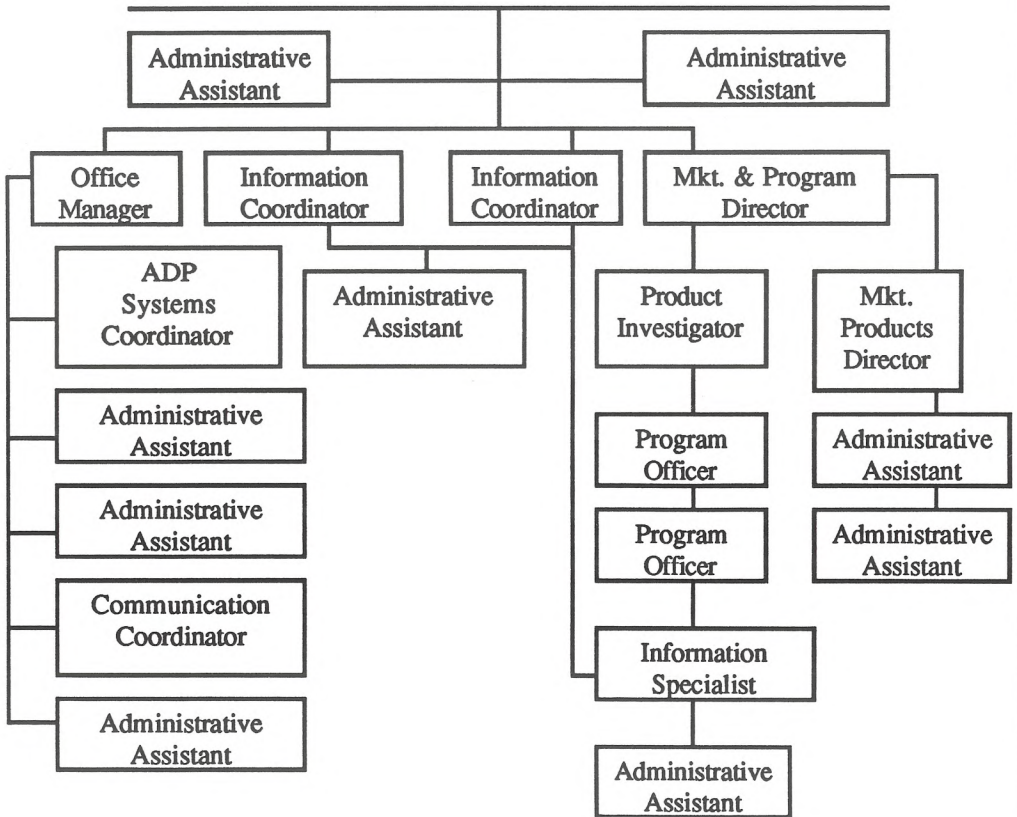
ORGANIZATIONAL CHART- 1985



APPENDIX H

ORGANIZATIONAL CHART-1986

Executive Director



APPENDIX I

PROCEDURAL CHECKLIST

A final note...Before you mail your application, here's a quick checklist of the simple steps involved in organizing as a Texas Independence Association.

1. A Sesquicentennial Planning Group is established within the association, with members appointed by the chairman, president, or board of trustees. The Planning Group is a cross section of the association as a whole, with a membership balanced in terms of age, sex, and ethnicity.
2. The Sesquicentennial Planning Group prepares a Master Plan for its association's celebration of the Texas Sesquicentennial.
3. The Sesquicentennial Planning Group receives approval of the Master Plan from association chairman, president, or board of trustees.
4. The Master Plan is submitted by written application to the Sesquicentennial Commission for evaluation and sanctioning. Once again, the Master Plan must carefully specify all intended uses of the Sesquicentennial Logo outside of the customary uses granted by section .003 of the Program Guidelines.

APPENDIX J
TEXAS INDEPENDENCE ASSOCIATION

Application for Sanctioning by
The Texas 1986 Sesquicentennial Commission

| Association Name | Number of Members | Date |
|--|-------------------|-------|
| Sesquicentennial Planning Group Chairperson | Mailing Address | Phone |

Directions for Completing Application:

1. On separate paper, 8 1/2" x 11", list the names, mailing addresses, and telephone numbers of each member of the Sesquicentennial Planning Group appointed by the chairman, president, or board of trustees. Include a brief (one or two sentence) biographical sketch of each member (i.e. age, occupation, ethnic group, etc.). (Attachment I)
2. Describe the Association Master Plan for celebration of the 1986 Sesquicentennial -- the projects and celebrations that are envisioned for 1986, the sponsoring individuals or groups, etc. Description of the Master Plan should be as full and complete as possible, but may follow a form and format of your choice. (Attachment II)
3. Describe all proposed uses of the Texas Sesquicentennial Logo by projects and celebrations included in the Master Plan (above). Please be as specific as possible. (Attachment III)
4. Please return this form, association roster, project descriptions, description of logo use, and a resolution of adoption (Attachment IV) from the governing body of the association (per enclosed Commission guidelines) to: Texas 1986 Sesquicentennial Commission, P.O. Box 1986, Austin, Texas 78767.

Best of luck! Help make 1986 a year Texans will long remember.

APPENDIX K

Texas 1986 Sesquicentennial Commission

| Sanctioned Vendor | Product Category* | Sanctioned Products | Royalty To State | Royalty Paid as of 3/17/87 |
|--|-------------------|---|------------------|----------------------------|
| *C - commemorative | | *P - promotional | | *CI - corporate/industrial |
| Achievement Products East Hanover, N.J. | P | balloons, bumper stickers, buttons, lapel pins | 7% | \$ 2,941.75 |
| Advertising Assoc. Houston, Texas | C | blazer buttons, carry-all bag, coasters, lunch bag, paperweight, pen & pencils, stained glass | 10% | 1,957.76 |
| Alamo Printing Austin, Texas | C | bumper stickers | 15% | -0- |
| Alief Distributing Houston, Texas | P | beverage holder, pennant, magnets, lapel pin, plaque, playing cards, post-cals, stickers | 7% | 13,686.63 |
| | C | coloring books, playing cards | 6-10% | |
| | CI | all promotinal products plus visor | 6% | |
| American Country Waco, Texas | CI | plastic cups | 6% | |
| American Quilt Dallas, Texas | C | quilts, pillows | 8% | withdrew |

| Sanctioned Vendor | Product Category* | Sanctioned Products | Royalty To State | Royalty Paid as of 3/17/87 |
|---|-------------------|---|----------------------------|----------------------------|
| *C - commemorative | *P - promotional | | *CI - corporate/industrial | |
| Aro Designs Baytown, Texas | C | cross stitch needlework | 10% | 490.00 |
| Art Enterprises McKinney, Texas | C | bronze sculptures | | -0- |
| Association of Certified Texans Austin, Texas | C | certificates | 10% | 189.00 |
| Associated Arts Lakewood Co. | C | poster | 10% | 5,123.14 |
| Audion Austin, Texas | C | travel tape | 15% | -0- |
| Austin Junior Form Austin, Texas | C | cookbook | 1/4% | 373.58 |
| Austin Screen Graphics Austin, Texas | C | t-shirts | 7% | 4,864.85 |
| Avery, James Kerrville, Texas | C | charms, key chain, lapel pin, ring, tie tack | 10% | 7,506.81 |
| BJ Specialty Odessa, Texas | C CI | jackets jackets | 10% 6% | -0- |
| Badge Man's Recognition Houston, Texas | CI | litter bags | | withdrew |
| Balcones Company Austin, Texas | C | book, coloring book electric train, post cards, posters | 3-10% | 6,727.35 |

| Sanctioned Vendor | Product Category* | Sanctioned Products | Royalty To State | Royalty Paid as of 3/17/87 |
|--|-------------------|---|----------------------------|----------------------------|
| *C - commemorative | *P - promotional | | *CI - corporate/industrial | |
| Bankers Products, Inc. Tyler, Texas | CI | bank envelopes | 6% | 920.75 |
| Barrels Plus Fort Worth, Texas | C CI | plastic oil barrel plastic oil barrel | 10% 6% | 1,248.65 |
| Benham, Mary Rose Co. Pleasanton, Texas | C | mug, pitcher, plate | 10% | 625.60 |
| Bennett, Brad Studio Olympia Fields, Ill. | C | cards, posters, calendar, book, painting | 10% | withdrew |
| Blasted Signs, Inc. Webster, Texas | C | plaques | 7% | 434.75 |
| Blue Bayou Brass Houston, Texas | C | belt buckles | 15% | 359.10 |
| Blue Cross Blue Shield Dallas, Texas | CI | calendar | 6% | withdrew |
| Bluebonnet Perfume Houston, Texas | C | perfume | 10% | withdrew |
| Brady Hull & Associates Woodlands, Texas | CI | lapel pins | 6% | -0- |
| Brassworks San Francisco, Ca. | C | key ring | 10% | 77.50 |
| Briar Patch Kyle, Texas | C | cookie cutters | 5.7% | 163.76 |
| Bright of America c/o N.J. A. & Assoc. Austin, Texas | C P | laminated placemat candle | 10% 7% | 4,121.40 |

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|---|-------------------|--|----------------------------|-----------------------------|
| *C - commemorative | *P - promotional | | *CI - corporate/industrial | |
| Broken Spear Cattle Co. Berthoud, Co. | C | old world duster, summer coat, winter coat, jackets | 15% | 647.50 |
| Brown & Bigelow St. Paul, Minnesota | C | calendar | 5% | 12,946.72 |
| | P | bag tag, clock, coasters money clip, paper clip, pen, plate, thermometer | 7% | withdrew all promotional |
| Brown Comm. Richardson, Texas | C | cookbook | 12.6% | withdrew |
| Brownback Sales, Inc. Odessa, Texas | P | flag | 7% | 826.24 |
| Brunswick Bowling San Antonio, Texas | CI | bowling ball | 6% | 2,489.76 |
| C&C Specialty Austin, Texas | P | candy mints | 7% | 54.50 |
| | CI | candy mints | 6% | |
| Caliente Specialties Austin, Texas | P | cap, drink wrap, ice chest, Lapel pin, mug T-shirt, visor | 7% | 6,744.80 |
| Camaram Media Corp. Clyde, Texas | C | posters | 20% | 192.00 |
| Carolina Manufacturing Company Greenville, S.C. | | bandanna | 6% | 8,783.43 |
| W.R. Case & Sons Cutlery Bradford, Pa. | C | knives | 10% | 25,423.00 |

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|-------------------|-------------------|---------------------|------------------|----------------------------|
|-------------------|-------------------|---------------------|------------------|----------------------------|

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|---|----|---|-------|-----------|
| Champion Awards & Advertising Houston, Texas | C | belt buckle, calendar jade bookend, jade ornament, paperweight, clock | 7-15% | 5,575.22 |
| | P | barometer, bumper sticker, calendar, hot pad, jar, money clip, mug, paperweight, pen, pitcher and tumbler set, rain gauge, Texas flyer, visor | 7% | |
| | CI | barometer, belt buckle bookends, bumper sticker, calendar, clock, decal, flying disk, hot pad, jade ornament, jade pen set, jar, keytags, money clip, mug, paperweight, pitcher/ tumbler set, rain gauge, tile, visor, pen | 6% | |
| Cheerleader Supply Co. Dallas, Texas | C | jacket emblems | 5% | -0- |
| Claremont House Dallas, Texas | C | key ring | 10% | 1,285.67 |
| Clay Bin Ceramics Richardson, Texas | C | ceramic candy dish cowboy hat, lid covers Texas magnet, paperweight salt/pepper shakers | 10% | 74.46 |
| Coleman Company, Inc. c/o N.J.A. & Assoc. Austin, Texas | P | jug | 7% | -0- |
| Collector's Showplace, Inc. Denton, Texas | C | marble etchings | 6-8% | 22,244.60 |
| | CI | coaster, paperweight | 6% | |

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|---|-------------------|--|------------------|----------------------------|
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| Collegeville Flag and Manufacturing Collegeville, Pa. | C | flag | 12% | 10,009.47 |
| | CI | flag | 6% | |
| Collins of Texas Medina, Texas | C | purses | 10% | 577.90 |
| Colonial Coins, Inc. Houston, Texas | C | bullion | 2% | 23,597.93 |
| Colonial Coins, Inc. Houston, Texas | C | medallions | 6.2 to 16.4% | 3,753.52 |
| Colt Industries Hartford, Ct. | C | pistol | 7% | 9,000.00 |
| Conrad Industries c/o N.J.A. & Assoc. Austin, Texas | C | jacket emblems, key ring, lapel pin, money clip, tennis visor | 8% | 5,794.56 |
| | P | applique, cap, cuff links emblems, key ring, lapel pin, money clip, painter's cap, golf shirt, T-Shirt, visor, windbreaker | 7% | |
| Burt Constanza Carpeting Houston, Texas | C | carpeting | 10-12.5% | withdrew |
| Cook Specialties Austin, Texas | P | lapel pin | 5% | 1,457.32 |
| | CI | belt buckles, calendar, golf cap, coaster, glassware, apothecary jar, key tag, lapel pin, leather sets, | 6% | |

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|--|-------------------|---|----------------------------|----------------------------|
| *C - commemorative | *P - promotional | | *CI - corporate/industrial | |
| | | mug, paperweight, pen/pencil set, pen, pencil, pendants, portfolios, watches | | |
| Creative Force, Inc. Arlington, Texas | C | posters | 15% | 2,540.93 |
| Crews & Associates Garland, Texas | C | scarf, umbrella | 8% | 1,174.41 |
| Crews Manufacturing Pawnee, Texas | C | bits & spurs | 20-40% | -0- |
| Cups Illustrated Lancaster, Texas | P CI | plastic cups plastic cups | 7% 6% | 2,837.86 |
| Dart Inc. Henderson, Nebraska | C P | bell, clock, cup, cup & saucer, jar & lid, knife, paperweight, pewter boot, pewter hat, pitcher, plate, salt & pepper set, spoon, tankard, thimble, Winchester, Christmas ornament jar & lid, knife mug, pewter box | 7-41.5% 7% | 52,831.92 |
| Distillers Somerset Ltd. New York, N.Y. | C | decanter | 8% | 23,460.77 |
| Double Eagle Enterprise Groveton, Texas | C | painting & prints | 33.3% | withdrew |

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|-------------------|-------------------|---------------------|------------------|----------------------------|
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|---|----|---|-----|-----------------------------|
| Drew Pearson Enterprises Plano, Texas | C | golf woods, hat, jacket running suit, shirt, sweat- suit, sweater, T-shirt, towels, visor | 10% | withdrew |
| Driftwood Station | C | frames, quilt, holder, stools | 10% | 6.05 |
| Du-on Plastics Austin, Texas | C | clock, cutting board | 10% | withdrew |
| Echo Publications c/o N.J.A. & Assoc. Austin, Texas | C | jigsaw puzzle | 7% | withdrew |
| Ecosystems Screen Print Austin, Texas | CI | calendar, towels | 6% | withdrew |
| Enbee Company Houston, Texas | CI | brass box, folder glass, greenskeeper, key ring, knife, lighter, magnifier, money clip, paperweight, pocket secretary, portfolio, ring binder, ruler, shirt, windbreaker | 6% | -0- |
| Essential Industries Engraving c/o N.J.A. & Assoc. Austin, Texas | C | decanter, beverage glasses, goblet, mug, paperweight, crystal pitcher, crystal platter, vase | 7% | 158.36 |
| | P | admiral tankard, decanter, beverage glasses, goblet, mug, | 7% | withdrew all promotional |

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|--|-------------------|--|------------------|----------------------------|
| *C - commemorative | | *P - promotional | | *CI - corporate/industrial |
| Etc. Unlimited Dallas, Texas | C | paperweight, crystal pitcher, crystal plate, crystal platter, vase plate | 1% | withdrew |
| Everhard, Vickie L. Rockdale, Texas | C | charted Sesquicentennial design | 1% | 11.16 |
| Executive Awards Co. Fort Worth, Texas | C P | Christmas ornaments horse blanket, cap, coasters, fuzzy people, license plate, mug, thermometer, visor | 23.5 to 25.6% | 807.02 |
| Executive Incentives Irving, Texas | C | medallion, key ring | 10% | 9,583.49 |
| Farris, Bill Irving, Texas | C | pewter collection boots, hat, six-shooter, rifle & base | 10% | -0- |
| Fellers Company San Antonio, Texas | C CI | pencil calendar, pencil watch | 6% 6% | -0- |
| Flags Unlimited, Inc. St. Charles, Ill. | P | flags | 11% | 20,047.47 |
| Fort Manufacturing c/o N.J.A. & Assoc. Austin, Texas | C | bell, bolo tie bookmark, charm, credit card holder, key holder fob, key holder, key ring, knife, letter opener, | 7% | 3,409.59 |

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|-------------------|-------------------|---------------------|------------------|----------------------------|
|-------------------|-------------------|---------------------|------------------|----------------------------|

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|---|---------|--|-----------|----------|
| | P | sunray magnet, money clip, mug, paperweight, sheriff's badge, shoe horn, shot glass, spoon, tankard, teaspoon, tie tack bell, bracelet, cuff links, pilsner glass, shot glass, greens repairer, key holder, letter holder, money clip, necklace, note holder, paperweight, pen base, pencil holder, spoon, stickpin, tankard, tie clip, tie tack | 7% | withdrew |
| Gene Fowler & Friends Sun City, Arizona | C CI | almanac almanac | .5% 6% | 211.13 |
| Fredieu Custom Spurs and Bits Fort Worth, Texas | C | spurs & bits | 10% | withdrew |
| Gallery of the Southwest Sugar Land, Texas | C | sculpture of mockingbirds | 10% | -0- |
| Gerber Legendary Blades Portland, Oregon | C | knives | 5-6% | -0- |
| Glen's Sporting Goods Irving, Texas | C | black powder revolver | 5% | withdrew |

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|---|-------------------|---|----------------------------|----------------------------|
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| Gorham & Company Springfield, Mo. | C | plant sticks | 20% | withdrew |
| Ken Graham Houston, Texas | C | poster | 10% | 573.80 |
| Graphic Glass by Reji Austin, Texas | C | etched glass pieces | 20% | -0- |
| Griffin Properties Dallas, Texas | C | swords | 5% | withdrew |
| Havard Design Fort Worth, Texas | C | posters | 20-25% | 5,174.00 |
| Hazel Harris Enterprises Fort Worth, Texas | C | bluebonnet package | 6% | 112.20 |
| Heatherly Sales Prom.Co. San Antonio, Texas | P | bumper sticker, decal drink wraps, tote bag, baseball shirt, nightshirt | 7% | 375.29 |
| Hennington Publishing Company Wolfe City, Texas | CI | yearbook | 6% | withdrew |
| Hi-Yo Silver Enterprises Austin, Texas | C | silver ingot | 10% | withdrew |
| Hill Country Confections Ingram, Texas | C | Texas caviar, coffee cake, toffee | 5% | withdrew |
| Hill Country Wholesale Austin, Texas | C | pistol | 7% | 4,884.21 |

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|---|-------------------|--|------------------|----------------------------|
| *C - commemorative | | *P - promotional | | *CI - corporate/industrial |
| Holmes, James A. c/o Roman Gold Jasper, Texas | C | pendant, ring | 10% | -0- |
| Don Hunt Gatesville, Texas | C | sculpture | 5% | 225.00 |
| Huth, Jr., Gilbert H. Houston, Texas | C | flags and holder | 5% | 36.25 |
| Imagebuilders Houston, Texas | C | planter kit | 8% | withdrew |
| Interentre Group, Inc. c/o HCI Dallas, Texas | C | balloon, key ring, letter holder, meat carving set, mirror, paperweight, plaque plates, puzzle, laundry sack, small saddle, ship model, spurs, tote bag, towel, wagon kits, watch, barbecue mits, chess set, cigarette box, cups, frames | 8-10% | 3,488.31 |
| Iralgo, Inc. Fort Worth, Texas | C | T-shirt | 10% | 3,921.39 |
| | P | apron, litter bag, balloon, beach ball, beverage holder, binder, book cover, bumper strips, calendar, clock coaster, growth chart, hat, ice bucket, jacket, jar, key light, labels, license plate, | 7% | |

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|--|--------------------|--|------------------|----------------------------|
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| | | lighter, luggage tag, memo pad and cube, mug, night light, photocube, portfolio, ruler, shirt, shorts, stadium cushion, T-shirt, Tex-ses cowboy, thermometer, tie, bolo tie, tote, towel, tray, tumbler, vase | | |
| | | apron, balloon, beach ball | 6% | withdrew all CI |
| | | beverage holder, binder, book cover, bud vase, bumper strips, calendar, clock, coaster, convention bag, growth chart, hat, ice bucket, ice chest, jacket, jar, jogging shorts, key light, labels, license plate, light, litter bag, luggage tag, mug, night light, paper ad cube, photocube, portfolio, ruler, tray, shirt, stadium cushion, Tex-ses cowboy, thermometer, bolo tie, tie, tote, towel, tumbler, watch | | |
| J & B Enterprises Taylor, Texas | C | poster | 10% | withdrew |
| J.R.'s Secret Kitchen Lewisville, Texas | C | gourmet and mesquite sauce | 6% | 1,456.85 |
| J.W.K. Incorporated Dallas, Texas | C | food tins fruit cake in tins | 4% | 5,558.72 |

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|--|-------------------|---|----------------------------|----------------------------|
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| JC Penney Financial Services | CI | calendar card | 6% | 288.86 |
| Jeffrey Laurence Marketing Dallas, Texas | C | visor | 8-12% | withdrew |
| Johnson Matthey Ref. Rochester, N.Y. | C | cuff links, medallion pendant, tie tack | 8.3-10% | 6,042.25 |
| Jones, Johnny Adv. Texas City, Texas | CI | belt buckle | 6% | 95.25 |
| Joshua & Company Plano, Texas | P | banner, display board flag, magnets | 7% | withdrew |
| Judie Ince & Company Dallas, Texas | C | paper goods, cups napkins, plates | 10% | 5,854.59 |
| Kara's Handpainted China Arlington, Texas | C | spoon | 10% | withdrew |
| Kavanaugh, Charles Dallas, Texas | C | poster | 10% | withdrew |
| Kiva Enterprises Austin, Texas | C | poster | 10% | 119.80 |
| Klebba, Louise Port Arthur, Texas | C | bookmarks | 5% | 22.40 |
| LS Ranches, Inc. Fort Worth, Texas | C | bull, TX Longhorn | 10% | 1,200.00 |

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|--|-------------------|------------------------------|----------------------------|----------------------------|
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| Lama, Tony Company El Paso, Texas | C | boots | 5-7% | 5,911.50 |
| Largo Sculptures Dallas, Texas | C | sculptures | 10% | 308.85 |
| Lehman, Dan Austin, Texas | C | calendar, poster, prints | 10% | 5.05 |
| Lion Mountain Enterprises Seal Beach, Ca. | C | reflector | 8% | withdrew |
| Lone Star Candy Co. Royse City, Texas | C | candy | 20% | 1,804.06 |
| Lone Star Ribbon Co. Ennis, Texas | C | certificates, ribbons | 10% | 1,425.69 |
| Lynese Octobre Gallerie Abilene, Texas | C | sculpture | 20% | 360.00 |
| Lynn's Specialties Houston, Texas | CI | litter bag | 6% | withdrew |
| Lynx Manufacturing c/o N.J.A. & Assoc. Austin, Texas | C | match stick with base | 7% | 55.02 |
| M.D. Anderson Houston, Texas | C | Christmas cards | 1/2% | 240.40 |
| Mach Corporation Houston, texas | CI | baseball cap, windbreaker | 6% | 155.46 |

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|---|-------------------|---|----------------------------|----------------------------------|
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| Medallic Art Company Danbury, Ct. | C | paperweight | 10-12.8% | 3,701.12 |
| Metro Flag, Inc. Dover, N.J. | P | flag | 7% | 9,178.82 |
| Miles, David B. Inc., Arlinton, Texas | C | oil derrick, pump jack | 10% | -0- |
| Mullulla Publishing Co. Dallas, Texas | C | Children's book | 15% | 46.80 |
| N & Out Publishing Richardson, Texas | C | book | 10% | -0- |
| N.J.A. Associates, Inc. Austin, Texas | C P CI | bank, bottle bank, bottle radio | 8% 7% 6% | 1,415.55 withdrew withdrew |
| NEDI Products Ltd. Dallas, Texas | C | belt buckle | 15% | 260.05 |
| National Pen c/o N.J.A. & Associates Austin, Texas | C P | pen, stein coffee cup, key tag, pen, pencil | 10% 7% | 5,079.43 |
| Nel-Mar Enterprises Wimberley, Texas | C | books | 8% | 1,013.40 |
| Omega Watch Corp. c/o N.J.A. & Assoc. Austin, Texas | C | watches | 5% | 15,917.89 |
| Onyx Companies Austin, Texas | C | musical mug | 7.5% | withdrew |

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|-------------------|-------------------|---------------------|------------------|----------------------------|
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|--|----|--|---------|----------|
| Orc Productions Corp. Dallas, Texas | C | Total Depth game | 5% | 548.14 |
| Originals by Cindy Dallas, Texas | C | apron, baseball shirt lap shirt, shirt, sweatshirt, T-shirt, tote | 10% | 2,791.43 |
| Photo Logo Systems Pasadena, Texas | C | Camera kit, certificates | 2.5-10% | 576.03 |
| Plato Productions Beaumont, Texas | C | taco shell | 10% | -0- |
| Polotical Research, Inc. Dallas, Texas | C | book | 15% | 1,125.74 |
| Poynter Company Bedford, Texas | C | jacket, ornament wall decoration | 9% | 1,295.38 |
| | P | beverage holder, brush jacket, sunglasses watch | 7% | |
| | CI | beverage holder beverage glasses, jacket | 6% | |
| Pudden and Peaches Austin, Texas | C | refrigerator magnet | 10% | 12.35 |
| R & E Enterprises Fort Worth, Texas | C | Bingo Game | 15% | -0- |
| R & L Machine Shop & Auto Company San Antonio, Texas | C | mud flaps | 8% | 596.41 |

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|---|-------------------|--|------------------|----------------------------|
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| R.J.G. Inc. Hurst, Texas | C | deed package, jacket knife, watch, clock | 9-10% | 20,589.80 |
| | P | baseball cap, coverall jacket emblems, baseball jersey, golf shirt, T-shirt, vest, windbreaker | 7% | |
| RCA/ARIOLA Int. New York, N.Y. | C | album of Texas tunes | 2% | 4,139.20 |
| Ramm Enterprises Houston, Texas | C | paperweight | 10% | 3.75 |
| Ran Industries, Inc. Houston, Texas | P | luggage tag | 7% | withdrew |
| Remo Southwest, Inc. San Antonio, Texas | C | tambourine and drumhead decals | \$.10-.20 | 250.00 |
| Resistol Hats Garland, Texas | C | hats | 7.5% | 1,431.26 |
| | P | visor | 7% | |
| Reynolds, Joe G. & Associates Dallas, Texas | C | charm, display for lapel pins, key chain, lapel pin/tie tack, medallion, stickers | 10% | 19,355.84 |
| | P | ashtray, beverage glasses goblet, hat pin, jar, mug, boot, mug, plate, tankard, iron-on transfer | 7% | |
| Rocky Mountain Bank Note Denver, Co. | CI | checks check order | \$.75 per | 18,299.25 |

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| Ryman & Vinsten, Inc. Houston, Texas | C | Alamo childs game | 10% | -0- |
| SJM Austin, Texas | C | album, "The Father of Texas" | 10% | -0- |
| San Jacinto Artifacts Austin, Texas | C | sculpture | 7-12% | -0- |
| Saroha Bedford, Texas | C | Tex-Pan container | 5% | -0- |
| Sheyenne Sales Co. Dallas, Texas | C | boot bag, garment bag hustler bag, roper bag, travel bag | 10% | 812.40 |
| Sign Factory Austin, Texas | C | real estate signs | 5% | -0- |
| Silver Creations Carrollton, Texas | C | bullion | 2% | 1,160.90 |
| Silver Creations Carrollton, Texas | C CI | medallions medallions | 10-17.5% 6% | 5,365.73 |
| Cindy Slaughter Dallas, Texas | C | print | 25% | 1,575.00 |
| Yolanda L. Smith Edinburg, Texas | C | Sesquicentennial magnet | 10% | 525.85 |
| Snitz c/o N.J.A. & Assoc. Austin, Texas | P | canvas bag, tote bag, flying disk, pillow | 7% | 391.27 |

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| Southlan Sales c/o American Scrimshaw Norwell, Ma | CI | belt buckle, cuff links, knife, money clip, pendant, tie tack | 6% | -0- |
| Southwest Media Corp. Dallas, Texas | C | book | \$.25 per copy when 500,000 sold | -0- |
| Neil Sperry McKinney, Texas | C | calendar | 7% | 8,838.54 |
| Spiritline Inc. Dallas, Texas | C | badges | 10% | 36.00 |
| Squires Agency Dallas, Texas | C | silver bar | 10% | withdrew |
| Texas Commemorative Sesquicentennial Coins Dallas, Texas | C | medallions | 4.6%-16.4% | 27,007.22 |
| Tam Records Dallas, Texas | C | music, cassette, album display record for "No Place But Texas" | 10% | -0- |
| Tamm Vogt Company St. Louis, Mo. | P | decal | 7% | 92.96 |
| Tarko's Doll Company George, Ia. | C | dolls | 10% | -0- |
| Texas 150 Years J.V. Humble, Texas | C P CI | belt buckle belt buckle belt buckle | 20% 7% 6% | 55,488.06 |
| Texas Doll Ranch Rusk, Texas | C | dolls with stand | 10% | 637.80 |

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| Texas Dry Goods, Inc. Fort Worth, Texas | C | can insulator, cap, jacket, jigger, mug, boot mug, plate, baby shirt, shirts, sweatshirt, T-shirt, windbreaker | 10% | withdrew |
| Texas Gumbo Souvenirs Houston, Texas | P | Texas shaped clay | 7% | -0- |
| Texas Imagineering San Antonio, Texas | C | bell, dominoes key ring, letter opener, magnet, thimble | 8-10% | 6,957.40 |
| Texas Sesquicentennial Press Austin, Texas | C | Texas maps (1836, 1845, 1986) | 5% | 1,017.63 |
| Texas Trivia, Inc. Irving, Texas | C | Texas Trivia game | 15% | 607.04 |
| Texcennial Corporation Houston, Texas | C | calendar, coloring book lamp, poster, stuffed animal (R.T. Texadillo) | 7% | 40,747.40 |
| Texoma Leather & Brass Denison, Texas | C | belt buckle, leather coaster, paperweight | 10% | 45,533.00 |
| The Banc, Inc. Austin, Texas | CI | checks, Sesquicentennial print, statement stuffers | 6% | withdrew |
| Tracy-Locke Dallas, Texas | CI | burger King plastic cup | 6% | 420.00 |

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| Tri-State Refining & Investment Company Sioux Falls, S.D. | C | cuff links, medallions, pendant, tie tack | 13-30% | 7,357.20 |
| Tropar Trophy Mfs. Ennis, Texas | C | clocks, pen set, plaque, trophies, ribbons | 10% | 3,839.84 |
| Trophy Town Longview Texas | C | ribbons | 10% | 188.67 |
| U.S. Crownco, Inc. Houston, Texas | C | pompom cap, baseball cap | 12% | 13,972.88 |
| Universal Match Corp. St. Louis, Mo. | C CI | matchbook | 15% 6% | 894.66 |
| Vantage Custom Classics Dallas, Texas | C | hooded sweat suit shirts, robe, sweaters, tennis shorts, warm-up suit | 10% | 978.91 |
| Vaughan, Virginia Manor, Texas | C | poster | 5% | withdrew |
| Vernon Company Dallas, Texas | C | barbecue tongs | 8% | withdrew |
| Vernon, Leslie E. Katy, Texas | C | map of gold & silver locations | 10% | 326.57 |
| Vince's Bridge Trading Company Pasadena, Texas | C | book, calendar, stamps | 5% | 407.40 |
| Voyager Emblems, Inc. Sanborn, N.Y. | C | emblems | 12% | -0- |

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|--|-------------------|---|------------------|----------------------------|
| *C - commemorative | | *P - promotional | | *CI - corporate/industrial |
| W.N.W. Mint Industries Amarillo, Texas | C CI | bolo tie, key ring, medallions, money clip necklace, bolo tie, key ring | 10% 6% | 10,514.42 |
| Wildseed, Inc. Houston, Texas | C | Texas Flower Mix package | 10% | 151.20 |
| Williams, Bob & Assoc. Dallas, Texas | C | bubble gum | 5% | withdrew |
| Williams, Jack Group Inc. Carrollton, Texas | C | tankard/mug/plate set knife, mug | 11% | 5,410.02 |
| Wilton Company c/o N.J.A. & Assoc. Austin, Texas | C P | boot jack, clock ice bucket, mug, mug & breadtray, napkin holder, pitcher, plate, platter, wall plaque coaster, boot mug, pistol mug, strap handle mug, plate | 7% | 3,324.57 |
| Windberg Enterprises Inc. Austin, Texas | C | limited edition print | 10% | withdrew |

APPENDIX L
FORMER MEMBERS

Texas 1986 Sesquicentennial Commission

The Honorable Hugo Berlanga
The Honorable Betty Andujar
Fairfax Randall
Dr. S.L. Abbott
Margaret V. Williams
Frank Hildebrand
Vidal Cantu, Jr.
Allan Longacre
Jack Maguire
William Griggs
Calvin Guest
Joel Smith
Tom Taylor
Dr. James Pohl
Dr. Tuffley Ellis
Dr. Dorman H. Winfrey
Nancy E. Canion
Joe Dealey

APPENDIX M

Employees of the 1986 Sesquicentennial Commission

1980

Joanne Brown
Debbie Goodwin
Randy Lee (Executive Director)
Thad Sitton

1981

Joanne Brown
Debbie Goodwin
Randy Lee (Executive Director)
Susan McClelland
Thad Sitton

1982

Nancy Arrigona
Joanne Brown
John Devenport
Debbie Goodwin
Randy Lee (Executive Director)
Sheldon Lippman
Susan McClelland
Thad Sitton
Joan Welsome

1983

Nancy Arrigona
Brenda Batten
Sallie Bow
Joanne Brown
John Devenport
Sharon Eisenmenger
Richard Franck
Debbie Goodwin
Jeanine Hicks
Randy Lee (Executive Director)
Susan McClelland
Sam DeShong Ratcliffe
Thad Sitton
JoAnne Starr
Westley Storey
Joan Welsome

1984

Nancy Arrigona
Brenda Batten
Cordelia Bolt
Sallie Bow
Joanne Brown
Anthony Canton
Sou-Yinn Cheng
John Devenport
Sharon Eisenmenger
Carolina Faz
Richard Franck
Wood Harper
Lena Hayek
Jeanine Hicks
Randy Lee (Executive Director)
Sharon Lee
Lynn Lumpkin
Susan McClelland
George Quinten McGown
Karen Mosman
Thad Sitton
JoAnne Starr
Westley Storey
Ann Thornton
Robert Vrendenburg
Joan Welsome

1985

Joanne Brown
Anthony Canton
Shou-Yinn Cheng
Karen Clem
Peter Comer
Sharon Eisenmenger
Carolina Faz
Richard Franck
Sam Garner
Wood Harper
Jeanine Hicks
Jaclyn Jeffrey
Dorothy Kelly
Randy Lee (Executive Director)
Sharon Lee
Lynda Lotspeich
Lynn Lumpkin
Susan McClelland
George Quinten McGown
Shari Meadows
Yvonne T. Martinez
Karen Mosman
Lynn Nabers (Executive Director)
Dee Peterson
David Powers
Venugopal Rao
Rebecca Richards
Thad Sitton
JoAnne Starr
Westley Storey
Patrick Terry (Deputy Executive Director)
Ann Thornton
Robert Vrendenburg
Joan Welsome

1986

Cordelia Bolt
Joanne Brown
Shou-Yinn Cheng
Karen Clem
Peter Comer
Sharon Eisenmenger
Carolina Faz
Sam Garner
Wood Harper
Jeanine Hicks
Sharon Lee
Lynda Lotspeich
Yvonne T. Martinez
Shari Meadows
Karen Mosman
Lynn Nabers (Executive Director)
Dee Peterson
Rebecca Richards
JoAnne Starr
Westley Storey
Patrick Terry (Executive Director)
Ann Thornton
Benita Wright

1987

Joanne Brown
Karen Clem
Carolina Faz
Sam Garner
Yvonne T. Martinez
Shari Meadows
Patrick Terry (Executive Director)