



# Marketing Strategy for the Grand Theatre Restoration Project

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## Executive Summary

The University of Texas at Arlington's College of Architecture, Planning and Public Affairs has partnered with the Grand Theatre Project, to provide resources for revitalizing the historic Grand Theatre in downtown Paris, Texas. This partnership, Phase II, is part of the final capstone project for students enrolled in the MPA Program for Spring, 2021. The Fall, 2020 Capstone Team completed Phase I of the project by preparing an analysis of similar theatre revitalizations and providing a list of best practices for historic renovations (Chittamai et al., 2020). Restoring this historic theatre will enable growth in and around downtown Paris, Texas and add a rich cultural amenity to the community, through theatre arts, performances, movies, music and more.

The Spring 2021 Capstone Team has been tasked with preparing a comprehensive marketing plan for the Grand Theatre restoration project including recommendations for strategies in marketing, fundraising, and promotions to achieve viability, sustainability, and visibility.

The goal of the marketing team was to complete a SWOT Analysis of the Grand Theatre to bring attention to the available resources, advantages and achievements that will help them be effective in reaching their goal as well as the disadvantages, deficiencies and obstacles that may stand in the way of their success. The marketing team also sought to identify key target demographics and market segments in Paris, Texas and the surrounding areas and develop best practices for marketing the restoration of the Grand Theatre.

The fundraising team identified possible funding and revenue sources for the Grand Theatre restoration project including sponsorship opportunities, applicable grants, neighboring businesses in which the Grand Theatre can collaborate with for fundraising initiatives, non-profits and volunteer agencies for partnership opportunities. The fundraising team also developed recommendations for fundraising events based on target demographics as well as best practices for fundraising in the non-profit industry. Finally, the fundraising team suggests how to choose donors that are interested in arts and historic theatres which would ensure that they follow the project through completion.

The promotions team was tasked with examining current press coverage and social media presence of the restoration project; identifying media outlets in and around Paris along with the best way to engage them, successful promotional approaches of other historical buildings and/or entertainment venues. The team also identified social media best practices from academic resources, alternatives to traditional media for promoting the restoration project and stakeholders who might be interested in receiving regular updates about the project.

## Introduction

The Grand Theatre Project is a 501(c)3 nonprofit organization dedicated to restoring and reopening the Grand Theatre, a historic 700-seat theatre initially opened in 1912 in downtown Paris, Texas. There is a \$90,000 investment in the downtown, yet the restoration is not part of that effort. It is a separate project. The Paris Grand Theatre Project Board of Directors requested the assistance of UTA CAPP and the MPA Capstone Program to complete Phase II of the restoration program. Phase II involves developing a marketing program including a SWOT analysis, marketing strategy, fundraising strategy, and promotions strategy.

Each component of the marketing plan has its own set of objectives. In addition to completing a SWOT analysis, objectives for marketing are to identify key target demographics and market segments in Paris, Texas, and the surrounding areas as well as to develop best practices for marketing the restoration project by analyzing marketing plans from similar projects as well as academic literature.

Objectives associated with creating the fundraising strategy are to identify funding and revenue sources including sponsorship opportunities, create a list of grants that are applicable to the Grand Theatre through research and speaking to local government agencies, identify a list of neighboring businesses in which the Grand Theatre can collaborate with for fundraising opportunities, identify non-profits and volunteer agencies for partnership opportunities, develop recommendations for fundraising events based on target demographics, and develop best practices for fundraising in the non-profit industry by researching plans used by similar projects as well as academic literature.

Finally, objectives for the promotions strategy are to identify existing press coverage and social media presence for the Grand Theatre Project dating back six months, 10 media outlets in and around Paris that could cover the story of the Grand Theatre restoration project, five successful promotional approaches of other historical buildings and/or entertainment venues, 10 social media best practices from academic resources, 10 alternatives to traditional media for promoting the Grand Theatre restoration project, stakeholders who might be interested in receiving regular updates about the Grand Theatre restoration project, and 10 best practices for engaging the media about the Grand Theatre restoration project.

The scope of this report will highlight the development and implementation of the marketing plan including the methodologies, findings and recommendations for marketing, fundraising for and promoting the Grand Theatre restoration project. The cooperative effort of the Spring 2021 Capstone team members involved in-depth research and analysis along with a detailed display of efforts to provide valuable information for the restoration process. The Phase II Capstone Team faced constraints while completing this marketing strategy. First, team members were geographically dispersed throughout the country which made both in-person client meetings and visiting the Grand Theatre impossible. The COVID-19 pandemic also left many things uncertain, especially in terms of funding for projects such as the Grand Theatre restoration project. While there were many scenarios the capstone team could have considered while making recommendations, we ultimately decided to approach the project as if COVID-19 would have no impact on marketing, fundraising for, and promoting the theatre.

## Methodology

As previously discussed, the plan involves three primary components: marketing, fundraising, and promotion. Overall, the Spring 2021 Capstone Team employed a mixed method research design to understand the current market, identify funding mechanisms, and evaluate promotional opportunities. Mixed method research involves the combination of “elements of qualitative and quantitative approaches (e. g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.” (Johnson, Onwuegbuzie & Turner, 2007, p.123). Below, is a discussion of the data collection and analysis methods used for each primary component of this report.

### Marketing

To address the marketing component of this report, the marketing team first researched the use of marketing and strategic business plans for similar cities and historical theatres to extract the key elements of a marketing plan. From this research, it was found that the market research components of a high-quality plan include a SWOT analysis and market analysis (see e.g., City of Beaverton, 2015; City of Richmond, n.d.; E.M. Pemrick & Company, 2009; Janis A. Barlow & Associates, 2016; Power CDC, 2017; IMG Artists, 2013). These methods were employed to provide context for the development of marketing strategies.

The Grand Theatre Project’s strengths, weaknesses, opportunities, and threats (SWOT) were identified using interviews with the board’s representative, Julia Trigg Crawford, as well as a review and analysis of the Phase I Capstone Team’s report and literature reviews. The objective of a SWOT analysis is to provide stakeholders with a clearer understanding of the impact of an existing set of internal and external conditions on a future set of conditions. This analysis can be used to assess the current environment, identify strengths that can be used to exploit potential opportunities, adjust project plans, recognize weaknesses that might undermine project goals, and evaluate organizational success (International Institute of Business Analysis, 2015).

Market analysis involves defining the geographic areas from which a selected community generates most of its consumers, examining the demographic and socioeconomic characteristics of target markets, and identifying the existing business mix (University of Wisconsin-Madison, n.d.). This technique helps organizations acquire information to support decision-making processes and define appropriate business strategies (International Institute of Business Analysis, 2015). In this case, the Board can use the results of the market analysis to inform the tactics it chooses to implement to enhance the viability, visibility, and sustainability of the project.

For this element of the report, the team utilized data from the SimplyAnalytics database. This vendor compiles data packages from prominent sources such as Easy Analytic Software Inc., the U.S. Census Bureau, Applied Geographic Solutions, GfK MRI, Dun & Bradstreet, Claritas, Nielsen, and Simmons Research. The marketing team also incorporated data and research obtained from literature, business plans, and stakeholder interviews.

The study area for this marketing plan includes three potential markets: the local market, the primary market, and the secondary market. The local market is the population of Paris, TX, the primary market contains the population within 25 miles of Paris, TX, and the secondary market includes the population within 50 miles of Paris, TX. These areas were defined based on the target markets identified in other marketing plans for historical theaters (Janis A. Barlow & Associates, 2016).

## **Fundraising**

The fundraising team identified opportunities for financing the theatre restoration including potential items to sell, sponsorships, naming rights, and presenting rights. The first step in developing the fundraising strategy was to generate a list of prospective donors who may be interested and willing to contribute the restoration of the Grand Theatre. These donors included businesses that could assist in the sustainability of the theatre. A list of potential networking organizations and a list of available grants related to theatre renovations, arts and culture, and rebuilding National Parks were also identified as possible sources of income.

Findings indicate that Harrison Walker & Harper construction cooperation, Cotton Harvest Boutique were among the listed companies, including nearby schools and restaurants. Potential Networking Organizations included Paris Texas Small Business Development Centre and The National Trust for Historic Preservation. Available grants were provided detailing the contact information such as The MJ Murdock Charitable Trust, National Endowment for the Arts, and Historic Preservation Grants for National Parks. Grantors were selected according to their interest in theatre renovations, arts and culture, and National Parks restoration.

## **Promotions**

The Promotions team performed a thorough search to determine what stakeholders in and around the Paris, Texas area would be interested in and could benefit from the renovation of the Grand Theatre. These entities included television stations, radio stations, print media, and various social media outlets (Facebook, YouTube, etc.) which are listed later in this report. The Grand Theatre restoration project should utilize all available channels to announce plans for the renovation, project updates, and, in essence, get the media involved in the process. The project should emphasize the history of the theatre and its importance to the city, as well as how this renovation could substantially revitalize downtown Paris.

The promotions team also discovered various alternatives to general mass media to increase the chances of conveying the message of the future restoration, which are also listed in this report. These alternative outlets were found by doing an exhaustive search for other entities within Lamar County and the city of Paris that are not necessarily media-based (libraries, City Councils, school districts, etc.).

## Findings

### SWOT Analysis

The SWOT analysis of the current state of The Grand Theatre Project revealed an extensive list of strengths and opportunities including an established board of directors, a beneficial relationship with the City of Paris and numerous community events to enhance the visibility of the project. However, there are also several weaknesses and potential threats that could impede on the progress of the project including the Grand Theatre Project’s need for an Executive Director, the exorbitant cost of the renovation, and the present struggle of the theatre industry as a whole.

**Table 1. SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Historic 750 seat theatre in downtown</li> <li>• Established board</li> <li>• Established State and federal 501c3</li> <li>• Member of League of Historic American Theatres</li> <li>• \$15,000 in the bank</li> <li>• Supportive City leadership</li> <li>• Theatre artifacts intact</li> <li>• The cost-of-living index in Paris is 78.9 (1)</li> <li>• Existing area development plans for downtown</li> <li>• A vintage theatre is a key project in business district redevelopment (1)</li> <li>• 50-year rental agreement with the city for \$10 a year</li> <li>• City helps financially</li> <li>• Hosted successful fundraisers</li> <li>• Paris has a higher percentage of historical buildings than larger cities (1)</li> <li>• No similar theatre in the area</li> <li>• Support from historical commissions</li> </ul>	<ul style="list-style-type: none"> <li>• Entire theatre needs to be renovated</li> <li>• Renovation will cost at least \$1 million</li> <li>• \$250,000 to remove asbestos</li> <li>• Theatre has electricity, but no running water</li> <li>• Weak online and social media presence</li> <li>• Board members are busy with full-time jobs</li> <li>• In need of an Executive Director or someone who can dedicate one day a week to the project</li> <li>• Rodent and pigeon infestation</li> <li>• Public thinks board isn’t moving fast enough</li> <li>• COVID-19 has slowed down progress</li> <li>• Lacking someone with significant fundraising and grant writing experience</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Paris needs a thriving downtown to attract tourists and businesses</li> <li>• Potential for positive impact on the local economy (1)</li> <li>• Potential partnership with school districts in the area</li> <li>• Many local community events where project can be visible</li> <li>• Added value of a historical theatre as a local identifying landmark (1)</li> <li>• Possibility for unique programming and use of space</li> <li>• The Paris Community Theatre would like to use the theatre for performances</li> <li>• Paris has a lively music scene</li> <li>• Paris has a Comedy Club that hosts popular acts, but is not family friendly</li> <li>• Potential partnership with Chamber of Commerce and Tourism Bureau</li> <li>• Local restaurants and wineries support the project and have donated to fundraising events</li> </ul>	<ul style="list-style-type: none"> <li>• Large sum of money to fundraise</li> <li>• Poverty rate in Paris is 27.2% (1)</li> <li>• Small cities struggle to entice people to the area have many underused spaces (1)</li> <li>• May struggle to retain effective leadership (1)</li> <li>• Theatre industry is struggling to survive amidst COVID-19</li> <li>• Possible delay of the downtown revitalization project</li> <li>• Possible decline in economy</li> <li>• A formal architectural analysis has not yet been completed</li> <li>• Policymakers may perceive that suburban sprawl is affecting the viability of their downtowns (2)</li> </ul>

Sources: Chittamai, DeSoto, Halovanic, LeMaster, & Ruel, 2020; Giusti & Maraschin, 2017



## Marketing

This section analyzes the demographic, socioeconomic, business, and marketing characteristics of residents in the local, primary, and secondary markets as well as identifies marketing strategies found in both academic literature and marketing plans from similar historic theatres.

### *Market Profile*

When considering whom to target as a potential donor, there are several areas in the community to consider. First, for corporate donations and/or sponsorships, the Grand Theatre Project should look to the large employers in the area, such as Campbell Soup, Kimberly-Clark, Regional Medical Center, and the school districts (Paris Economic Development Corporation, 2015). Many of these companies have budgets for charitable contributions, as well as marketing and advertising budgets that may include sponsorship opportunities and will see revitalization as an improvement to the community for their employees (League of Historic American Theatres, 2012).

**Table 2. Business Major Industry Mix, All Employer Establishments, 2018**

NAICS Sector	Paris, TX	Lamar County, TX
All Sectors	n/a	1,225
Accommodation and Food Services	100	113
Administrative and Support and Waste Management and Remediation Services	28	52
Agriculture, Forestry, Fishing, and Hunting	n/a	n/a
Arts, Entertainment, and Recreation	n/a	15
Construction	n/a	123
Educational Services	3	5
Finance & Insurance	n/a	75
Health Care and Social Assistance	187	190
Information	n/a	23
Management of Companies and Enterprises	n/a	3
Manufacturing	n/a	54
Mining and Oil and Gas Extraction	n/a	n/a
Other Services	n/a	145
Professional, Scientific, and Technical Services	50	57
Real Estate and Rental and Leasing	39	45



Retail Trade	173	205
Transportation and Warehousing	29	52
Utilities	n/a	7
Wholesale Trade	n/a	56

Source: U.S. Census Bureau, (n.d.)

### Population.

Between 2016 and 2020, the estimated populations for both the local and secondary markets have slightly decreased, while the population for the primary market has slightly increased. Overall, the annual population growth rates for each market area have been fairly stable over this time period, ranging from -0.54% to 0.75%. Flat or declining growth rates may signal lower demands for goods and services, resulting in lower economic activity.

**Table 3. Market Area Population and Population Growth**

Market Area	2016	2017	2018	2019 (est)	2020 (est)	Population Growth (2016-2020 est)
Paris, TX	24,936	24,801	24,842	24,762	24,715	-0.89%
Within 25 miles of Paris, TX	69,090	68,995	69,161	69,294	69,423	0.48%
Within 50 miles of Paris, TX	211,563	210,849	212,494	211,497	211,346	-0.10%

Source: SimplyAnalytics, 2021

### Sex.

The percentages of males and females across the three market areas are relatively even, with the widest difference (approximately 7.4%) seen in the local market. Each area has a slightly higher female population. According to SimplyAnalytics and the US Census Bureau (n.d), 46.3% of the local market area population is male and 53.7% is female. The ratio for the primary market population is 48.2% male and 51.7% female, while the ratio for the secondary market is 49.3% male and 50.7% female. From a donation perspective, studies have found the relationship between gender and giving to be insignificant (Havens et al., 2006; Yao, 2015), while other research suggests that donor behavior does vary based on gender (Lilly Family School of Philanthropy, 2019). The higher percentage of females may benefit the theatre, as studies have shown that females attend performing and visual arts activities more often than men (National Endowment for the Arts, 2019).

**Table 4. Market Area Population by Sex, 2020 est.**

Sex	Paris, TX	Within 25 miles of Paris, TX	Within 50 miles of Paris, TX
Male	46.32%	48.21%	49.26%
Female	53.68%	51.71%	50.67%

Source: SimplyAnalytics, 2021

### Age.

Based on recent estimates, over 54% of the population of Paris, Texas is thirty-five years or older and the data is similar in the surrounding area. A survey conducted in 2017 showed that adults 65-74 years old were more likely to attend live plays or musicals. The Grand Theatre can use this data for targeted marketing purposes (National Endowment for the Arts, 2019).

**Table 5. Market Area Population by Age Range, 2020 est**

Age	Paris, TX	Within 25 miles of Paris, TX	Within 50 miles of Paris, TX
Under 5 years	7.29%	6.79%	6.01%
5 to 9 years	6.20%	6.00%	6.17%
10 to 14 years	6.72%	7.01%	6.69%
15 to 17 years	3.81%	4.24%	4.15%
18 and 19 years	1.36%	2.59%	2.75%
20 to 24 years	5.74%	5.84%	6.67%
25 to 34 years	14.25%	12.04%	12.34%
35 to 44 years	10.71%	10.96%	10.83%
45 to 54 years	11.61%	11.52%	11.69%
55 to 64 years	12.83%	13.18%	12.75%
65 to 74 years	9.31%	10.38%	10.56%
75 to 84 years	6.85%	5.74%	5.88%
85 years and over	3.21%	2.23%	2.02%

Source: SimplyAnalytics, 2021

### Race and Ethnicity.

The population of the market areas is predominantly white (73.7-79.2%) and non-Hispanic or Latino (87.7-92.1%). The local market area has the largest racial minority population, with 19.2% of residents identifying as Black or African American alone, 0.4% as American Indian and Alaska Native alone, 1.5% as Asian alone, 0.5% as Native Hawaiian and Other Pacific Islander alone, 0.9% as some other race alone, and 3.7% as two or more races. The racial compositions of the primary and secondary markets are fairly similar, with the exception that they both have higher percentages of residents who identify as American Indian or Alaska Native alone (2.4% and 3.6%, respectively) and as two or more

racers (4.2% and 4.5%, respectively). Around 92.1% of primary market residents identify as non-Hispanic or Latino, compared to 89.4% of local market residents and 87.6% of secondary market residents. The secondary market has the largest ethnic minority population, with 12.2% of residents identifying as Hispanic or Latino. The percentages of those identifying as Hispanic or Latino are slightly lower for the local and primary markets, 10.6% and 7.9%, respectively.

The relationship between giving and race and ethnicity is inconsistent. Some scholars suggest there is an insignificant relationship, while others have found that those who identify as White, non-Hispanic or Latino are more likely to donate than those of another race or ethnicity (Havens et al., 2006). As minority populations grow, Havens et al. (2006) suggest that nonprofits find ways to actively and appropriately engage donors of different cultures and backgrounds.

**Table 6. Market Area Population by Race and Ethnicity, 2020 est**

Race	Paris, TX	Within 25 miles of Paris, TX	Within 50 miles of Paris, TX
White alone	73.73%	79.20%	76.18%
Black or African American alone	19.22%	12.08%	9.89%
American Indian and Alaska Native alone	0.44%	2.45%	3.62%
Asian alone	1.52%	0.79%	1.28%
Native Hawaiian and Other Pacific Islander alone	0.51%	0.28%	0.22%
Some other race alone	0.87%	0.75%	4.19%
Two or more races	3.71%	4.29%	4.48%
Not Hispanic or Latino	89.39%	92.06%	87.75%
Hispanic or Latino	10.61%	7.88%	12.19%

Source: SimplyAnalytics, 2021

**Educational Attainment.**

Educational attainment of the population aged 25 years and over is relatively low across the market areas, with the majority of residents having less than a college degree. The percentage of residents with a bachelor’s degree or higher ranges from 14.3% in the local market area to 17.4% in the primary market and 17.2% in the secondary market. Research has shown that there is a positive correlation between donations and level of education (Neumayr & Handy, 2019; Lilly Family School of Philanthropy, 2019).

**Table 7. Market Area Population by Educational Attainment, 2020 est**

Educational Attainment, Population 25 years and over, 2020	Paris, TX	Within 25 miles of Paris, TX	Within 50 miles of Paris, TX
Less than high school diploma	19.74%	17.86%	17.03%
High school graduate (includes equivalency)	32.87%	31.80%	33.96%
Some college	27.03%	24.37%	23.92%
Associate's degree	6.01%	7.28%	6.58%
Bachelor's degree	11.20%	12.20%	11.51%
Master's degree	2.62%	4.13%	4.31%
Professional school degree	0.36%	0.66%	0.61%
Doctorate degree	0.07%	0.43%	0.82%

Source: SimplyAnalytics, 2021

### Household Income.

The median household income (SimplyAnalytics, 2021) in the local market area is estimated at \$33,478.00, with over half the households making less than \$40,000.00 per year. The household income ranges of the primary and secondary markets are similar to the local market, with the majority of households making under \$50,000.00. Lower household incomes suggest that the Board should expect smaller contributions from residents and should seek to create affordable entertainment for the local population.

**Table 8. Market Area Population by Household Income, 2020 est**

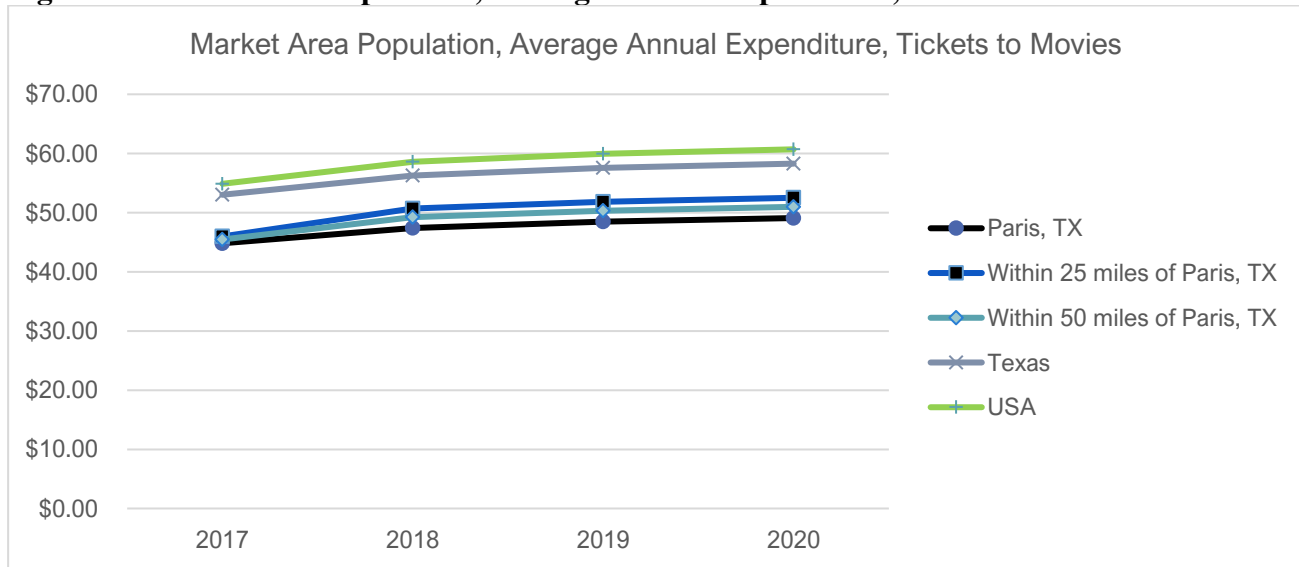
Household Income	Paris, TX	Within 25 miles of Paris, TX	Within 50 miles of Paris, TX
Households, 2020	10,096	26,855	79,128
Less than \$10,000, 2020	15.99%	11.18%	8.97%
\$10,000 to \$19,999, 2020	12.13%	11.36%	12.02%
\$20,000 to \$29,999, 2020	16.91%	12.93%	13.20%
\$30,000 to \$39,999, 2020	10.61%	11.52%	11.47%
\$40,000 to \$49,999, 2020	11.52%	9.00%	8.39%
\$50,000 to \$59,999, 2020	7.22%	7.80%	7.63%
\$60,000 to \$74,999, 2020	6.97%	9.01%	8.41%
\$75,000 to \$99,999, 2020	7.20%	9.74%	11.51%
\$100,000 to \$124,999, 2020	5.04%	5.67%	6.24%
\$125,000 to \$149,999, 2020	2.71%	4.10%	4.32%
\$150,000 to \$199,999, 2020	2.24%	3.46%	3.51%
\$200,000 or more, 2020	1.39%	2.83%	2.93%

Source: SimplyAnalytics, 2021

### Consumer Spending Patterns.

The household average annual expenditure for tickets to movies has steadily increased for all three market areas since 2017. In 2020, the average annual expenditure for tickets to movies was \$49.08 for the local market, \$52.51 for the primary market, and \$50.98 for the secondary market. These averages are between 10 to 16% lower than the state of Texas average and between 13 to 19% lower than the US average. Between 2017 and 2020, the average annual expenditure has increased 9.5% for the local market, 14.2% for the primary market, and 12.1% for the secondary market. The growth rates for the market areas are in line with or just above the growth rates for the state of Texas (9.9%) and the US (10.6%).

**Figure 1. Market Area Population, Average Annual Expenditure, Tickets to Movies**



Sources: SimplyAnalytics, 2021

Additional charts and maps detailing demographic information are included in Appendix A.

### ***Best Practices for Marketing a Historic Theatre Renovation***

In order to establish best practices for marketing the Grand Theatre during the fundraising and restoration process, the marketing team examined scholarly articles focused on promoting downtown revitalization projects and restoring historic buildings. *Downtown revitalization and urban space: A case study in downtown Bryan, Texas* by Cecilia Giusti and Clarence Maraschin provided recommendations for evaluating revitalization efforts of historic downtowns. One strategy from this case study included that making an initial investment in infrastructure and landscape shows commitment to the process (Giusti & Maraschin, 2017). François Colbert also offered several marketing recommendations in his study *Entrepreneurship and Leadership in Marketing the Arts* including encouraging the community to be involved in the restoration process, establishing a strong

and clear brand, and attracting potential patrons from outside the traditional arts market (Colbert, 2003).

When researching historical theatres and nonprofits, the marketing team found several organizations that provide guidance for revitalizing similar properties. One of these organizations, The League of Historic American Theatres, offers the *Historic Theatre Rescue, Restoration and Adaptive Reuse Manual* which outlines vision, community organizing, and financing as well as recommendations for marketing. One recommendation for marketing a historic theatre derived from this document included developing a set of talking points, with core positions, that are fully embraced by the group, but with one official spokesperson to ensure continuity of the message (Historic Theatre Rescue, Restoration and Adaptive Reuse Manual, 2012). Other suggested best practices are to have an up-to-date website where donations can be easily made, create an identifiable logo, build friendly relationships with the media, and create a newsletter to keep the public involved in the project.

The marketing team also identified best practices from two business plans for similar historic theatres that recently completed the restoration process. The Capital Feasibility and Program Business Plan for The Historic Dunbar Theatre in Wichita, Kansas suggests to “establish consistent name representation and usage, visual design and messaging guidelines,” (Power CDC, 2017) to help develop the brand during the restoration phase. The Competitive Analysis and Strategic Business Plan for Massachusetts International Festival of the Arts (MIFA) Victory Theatre in Holyoke, MA also suggests a multi-faceted approach to establishing institutional relevance and offered a brand strategy, start-up strategy and launch strategy.

The brand strategy should focus on the work done prior to the restoration and leverage brand equity to give the theatre a strong base from which to start an institutional marketing campaign once the theatre is operational (IMG Artists, 2013) while the start-up strategy should be used to create newsworthiness and focus on collecting names, emails and addresses of potential donors and patrons. The launch strategy is focused on the actual opening of the theatre and was not relevant to this project.

## **Fundraising**

Restoring theatres and downtown areas has proven to improve the local quality of life, create jobs and develop businesses in many communities like Paris, Texas. This is not a small undertaking as it involves many different moving pieces including the top priority of finding and allocating funds. All of the stakeholders must be dedicated and willing to put in the work needed to restore the historic theatre. The fundraising team discovered various ways of establishing funding for the Grand Theatre restoration project as well as tactics for sustaining the funding once the theatre is opened. Many of these practices have been successful with other historic renovation projects.

## ***Networking Opportunities***

Creating a diversified network of businesses throughout the community and state that will help create visibility and future opportunities for the Grand Theatre. While there are numerous organizations that would be beneficial to have in the Grand Theatre’s network, four organizations stand out: Paris Texas Small Business Development Center, Paris Texas Chamber of Commerce, The National Trust for Historical Preservation, and Texas Nonprofit Theaters. Paris Texas Small Business Development

Center “is a national program designed to provide small businesses with the practical assistance needed to survive, grow and prosper,” (Paris Texas Small Business Development Center, 2011). This organization provides different advising and growth management guidance for little to no cost for small businesses. The main objective for the Chamber of Commerce is to “help businesses prosper, increase job opportunities, encourage an orderly expansion and development of all segments of the community, contribute to the overall economic stability of the community, and promote the nation’s private enterprise system of competitive marketing,” (Chamber of Commerce, n.d.). The Paris Texas Chamber of Congress is useful because their website provides resources for small businesses located in Paris, Texas.

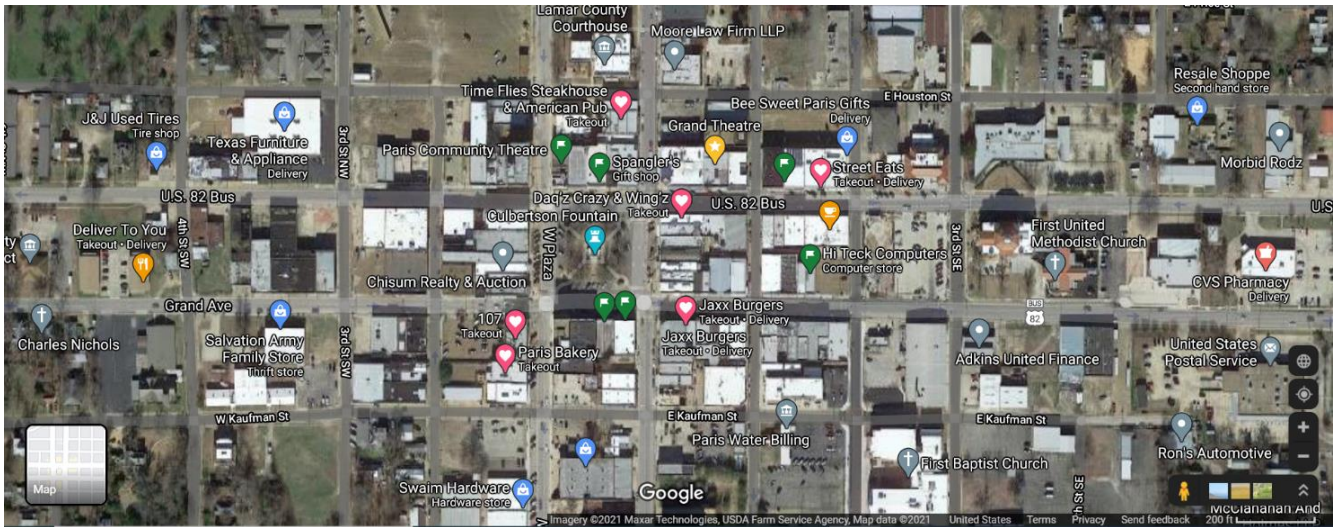
Additionally, The National Trust for Historical Preservation helps historic locations around the world by advocating for the importance of protecting these places while also helping find funding and investors. The National Trust for Historic Preservation describes their organization as, “a privately funded nonprofit organization, we work to save America's historic sites; tell the full American story; build stronger communities; and invest in preservation's future,” (National Trust for Historic Preservation, n.d.). Finally, Texas Nonprofit Theatres, Inc. is the statewide service organization for theatres in Texas providing services, educational workshops, performance & networking opportunities, (Texas Nonprofit Theatres, n.d.).

Below is a list of businesses and restaurants in close proximity to the Grand Theatre that might serve as potential partners for fundraising as well as a map of their exact location and closeness to the Grand Theatre.

**Table 9. Nearby Businesses and Restaurants**

Nearby Businesses	Nearby Restaurants
Kays Dresses	Paris Bakery
NeTex Consulting and IT Services	Jaxx Burgers
Main Trading Company	Time Flies Steakhouse and American Pub
Paris Economic Development Center Paris Lumber and Building Center	107
L&M restoration	Street Eats
Cotton Harvest Boutique	Main Café
Paris Plaza Community Theatre	Daq’z Crazy & Wing’z
Spanglers	Nancy’s Café
Green Boutique	Braum's Ice Cream & Burger Restaurant
Collegiate Shoppe	Aunt Mary’s Cafe





Source: Google map, 2021

### Grants

The fundraising team discovered a list of available grants for organizations focused on arts and culture, preserving theatres of historical significance and improving communities as a whole. Theatre renovation projects happen in stages and each stage should be carefully planned for the funding to be a success. There is a process for obtaining grants and donations and applications are often accepted on an annual basis.

#### Available Grants

<p>The MJ Murdock Charitable Trust, 703 Broadway, Suite 710 Vancouver, WA 98660, 360-694-8415</p>	<p>Their areas of attraction are arts and culture. Their focus of awarding grants of topic are projects that help enrich the cultural environment. They awarded the Deer Lodge in Montana a grant for \$300,000 from this donor/grant. “Half of the grants and awards that are given are given to capital improvement projects,” (M. J. Murdock Charitable Trust, n.d.).</p>
<p>National Endowment for the Arts, 1100 Pennsylvania Ave. NW Washington, D.C., 20506-0001, 202-682-5400, neh.gov</p>	<p>The National Endowment for the Arts (NEA) includes assistance for theater renovations under their Design Arts Program. Its funding includes feasibility plans for adaptive reuse, restoration and renovation. Funding can also be obtained for theaters involved in the revitalization of cultural districts. Money is available for the planning of theater renovations, but not actual construction</p>

	materials and costs. Apply for grant money for historic preservation, urban and architectural studies, and design planning through the NEA topic of “Design,” (National Endowment for the Arts, n.d.).
National Park Service, 1201 "Eye" Street NW (2256) Washington, DC 20005, 202-354-2020	Offered through the National Parks Service, the Save America's Treasures Grant Program includes theaters of historical significance. The program is a federal matching grant program designed to fund restoration projects across America. Matching programs require a two-part award - the grant funds a dollar amount, and the theater project committee must locate a non-Federal match for funding. Theaters must have historical significance to qualify. See the National Park Service program details for further information on applying, (National Park Service, n.d.).
Brown Foundation, <a href="http://www.brownfoundation.org/grants/">http://www.brownfoundation.org/grants/</a>	The purpose of the Brown Foundation, Inc. is to distribute funds for public charitable purposes, principally for support, encouragement, and assistance to education, community service, and the arts. This foundation specifically targets education and the arts, (Brown Foundation, n.d).
Communities Foundation of Texas, 5500 Caruth Haven Lane, Dallas, Texas 75225, 214-750-4222, <a href="https://www.cftexas.org/">https://www.cftexas.org/</a>	The Communities Foundation of Texas manages the philanthropic interests of donors who wish to contribute to community initiatives. Though their website does not specifically highlight school-based donations, the grant criteria does not exclude the possibility of school-based arts funding, (Communities Foundation of Texas, n.d.).
Texas Commission on the Arts, <a href="https://www.arts.texas.gov/">https://www.arts.texas.gov/</a>	The Texas Commission on the Arts offers funding opportunities to a diverse pool of arts organizations. Schools and school districts are eligible for funding through TCA, and this link provides information regarding these opportunities, (Texas Commission on the Arts, n.d.).

***Sponsorships***

The purpose of sponsorship is to allow individuals and corporations to further the mission of an organization which creates returning business and visibility of the organization as well as the donor

though a one time or annual contribution. The two most common forms of sponsorship are corporate sponsorships and individual sponsorships. When choosing what to include in each sponsorship, there are numerous options. Memberships are a common form of sponsorship that allows a person or a corporation to pay a designated amount of money that clearly states what perks come with that price. These memberships are put into groups from either the sum of money that is required per level or a group of people with discounted rates, such as a student membership.

***Individual and Corporate Memberships***

Below is an example of an individual membership and a corporate membership. The individual membership list below has been taken from Cinema Arts Centre. The individual membership is grouped by differing levels of membership fees and what is included in each membership. The corporate membership shown below has been taken from the Manhattan Class Company. Each membership level is grouped by price, with the items included in each level of membership increasing as does the fee.

**Figure 2. Example of Individual Memberships available at Cinema Arts Center**

<p><b>Individual Membership: \$60</b> (Valid for one person for a full year.)</p>	<p><b>Dual Membership: \$110</b> (Valid for two people for a full year.)</p>	<p><b>Senior Membership: \$45</b> (Valid for one person for a full year. Must be 65 with valid ID)</p>	<p><b>Senior Dual Membership: \$90</b> (Valid for two people for a full year. Must be 65 with valid ID)</p>
<p><b>Military/Veterans Individual Membership: \$45</b> (Valid for one person for a full year. Must demonstrate status with valid ID)</p>		<p><b>Military/Veterans Dual Membership: \$90</b> (Valid for two people for a full year. One member must demonstrate status with valid ID)</p>	

**Benefits at these levels:**  
(More levels below...)

- One FREE ticket PER MEMBER upon joining or renewing
- Pay only \$7 for regular tickets (\$5 savings)
- Pay only \$6 for Mon-Fri matinees (\$6 savings) – Matinee Pricing is for members only!
- Member discounts on special events and workshops
- Special members-only sneak peeks of new films before they officially open on LI!
- Members-first ticket buying periods for select events!
- Cinema Monthly Program Guide mailed to your home
- Discounts at selected restaurants & retailers with membership card! ([Click here for more info](#))
- Receive member ticket discount benefits at OTHER selected Art House Cinemas when you travel out of state!  
Click [HERE](#) for details and list of participating theaters.

Source: Cinema Arts Center, 2021

Figure 3: Example of Corporate Memberships available at Manhattan Class Company

## MCC Corporate Memberships

### New Home. New Conversations.

Join MCC Theater this season for the best seats in the house at our new state-of-the-art space, early access to complimentary tickets, and VIP group events for your clients and employees.

### Become a member today

Customizable memberships are available at three different levels

#### \$20,000

- 12 complimentary premium tickets
- 4 passes to post-show patron nights
- 4 opening night tickets
- 2 seats at the Spring Patron Dinner
- A VIP night for 50 people
- 10% employee discount on tickets to MCC Productions

#### \$10,000

- 8 complimentary premium tickets
- 4 passes to post-show patron nights
- A VIP night for 50 people
- 10% employee discount on tickets to MCC productions

#### \$5,000

- 8 complimentary premium tickets
- 2 passes to post-show patron nights
- A VIP night for 20 people
- 10% employee discount on tickets to MCC productions

*To discuss the program and determine which level of membership is right for your company, contact Emily Comisar, Manager of Institutional Giving, at [ecomisar@mcctheater.org](mailto:ecomisar@mcctheater.org) or (212) 727-7722 ext. 204*

All tickets subject to availability. Catering costs not included in the VIP night benefit

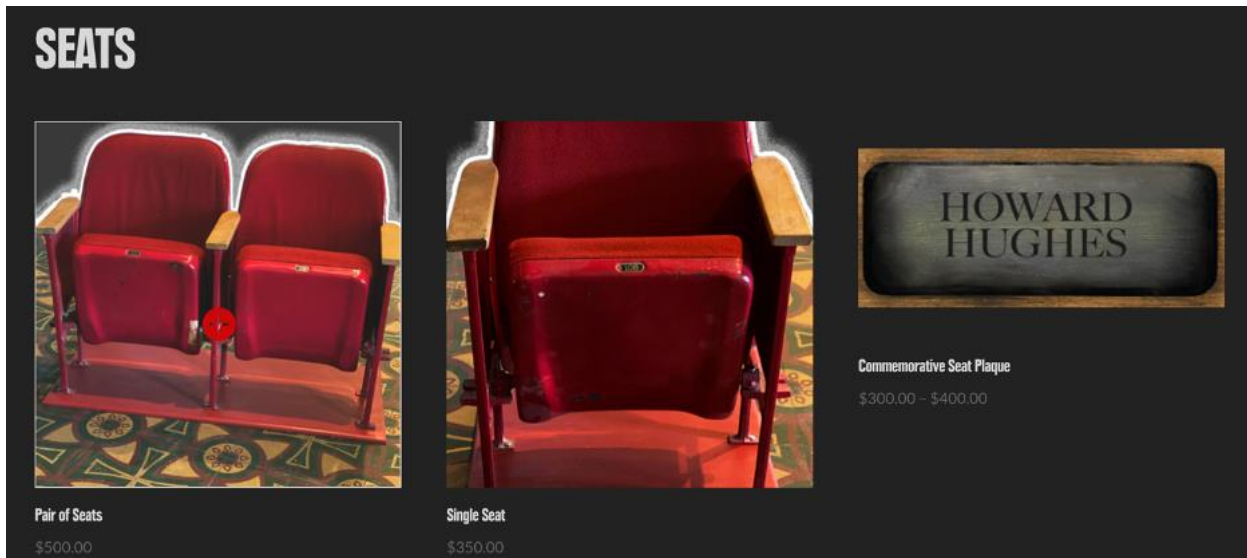
Source: MCC Theater, 2021

### *Naming Rights*

In addition to memberships, there are singular event sponsorships that can be purchased by either an individual or a corporation. Some common singular sponsorships are naming rights, title sponsorships, and presenting rights. Naming rights can range from naming a room or building to naming a seat or brick within a building. Title sponsorships are mainly used when a company's name is placed in the title of an event. Presenting rights are a form of naming rights that are spoken and are commonly used in the beginning of a broadcasting. Robins Theater in Warren Ohio allows sponsors to purchase seats. The price of the seat is contingent on the placement of the seats. The seat then has a gold plaque with the name of the sponsor honoring the sponsorship.

Additional resources for naming rights can also be found in Appendix B.

**Figure 4: Example of Naming a Seat**



Sources: Robins Theatre, 2012

***Additional Fundraising Strategies***

Finally, the fundraising team identified a list of additional strategies used in the theatre industry that may be used to sustain funding once the Grand Theatre has opened. These strategies are outlined in the chart below.

<b>Fundraising Strategies</b>	<b>Examples</b>
Dinner and a movie pairing, <a href="https://www.lyricopera.org/lyric-notes/November-2017/Dinner-and-a-Show-the-Perfect-Pairing/">https://www.lyricopera.org/lyric-notes/November-2017/Dinner-and-a-Show-the-Perfect-Pairing/</a>	Dinner and a movie are a timeless classic. The Lyric Opera in Chicago has paired with the restaurants Florian Opera Bistro and Sarah Peer Pederson Room to create an opera and dining experience that has been featured in many travel magazines, (Dinner and A Show - The Perfect Pairing, 2019).
Performances from local acting groups or schools	Allow local acting groups and local schools to rent out space to perform. An example of this is Texas High School Tiger Theatre Company rented out Texarkana’s John Thomas Theater January 29 <sup>th</sup> -February 3 <sup>rd</sup> , 2021 to perform their rendition of ‘Bright Star.’ The John Thomas Theater charges \$200 an hour for nonprofit organization and \$350 and hour for for-profit organizations to rent out the theatre,

	(Texarkana Texas Independent School District, n.d.).
Outdoor movie event, <a href="http://www.thebroadtheater.com/">http://www.thebroadtheater.com/</a>	Made more popular from the COVID-19 pandemic, drive-in or outdoor theaters have become a preferred way of seeing a movie. The Broad Theater in New Orleans has created an outdoor area that ensures 6 feet of distance from other guests, outdoor beverages and concession options, and comfortable seating while guests can enjoy a movie all in an outdoor setting, (The Broad Theater, n.d.).
T-shirts or other swag with promotional print <a href="https://thetexastheatre.com/product/mystery-box/">https://thetexastheatre.com/product/mystery-box/</a>	Sell paraphernalia to the public and at all events to make the community aware of the Grand Theatre restoration project. Texas Theatre in Dallas Texas has a mystery box that they sell for \$20. This box is described as “Each mystery box will include a shirt in the selected size, plus some other swag! Could be pins, patches, stickers, koozies; it’ll definitely be good stuff, (The Texas Theater, n.d).
Concessions, <a href="https://movietheaterprices.com/amc-concession-prices/">https://movietheaterprices.com/amc-concession-prices/</a>	There are many different options of concessions that can be sold. The most popular options are popcorn, candy, and other quick fast foods such as pizza and hotdogs, (AMC Concessions, n.d.).
Individual or corporate memberships, <a href="https://www.austintheatre.org/membership-benefits/">https://www.austintheatre.org/membership-benefits/</a> , <a href="https://mcctheater.org/support/corporate-memberships/">https://mcctheater.org/support/corporate-memberships/</a>	Memberships to a theatre can be broken down into individual memberships versus corporate memberships. The main difference in these memberships are the perks that are included in a membership. The prices of the fees to become a member are dependent on these perks as well as the needs of the theater. The Paramount Theater in Austin, Texas has individual memberships ranging from \$10 to \$834, (Memberships, 2021) whereas the MCC Theater in New York, New York has corporate memberships from \$5000 to \$20000 (Corporate Membership, 2021).
Host a community Gala, Dallas Theater Center- <a href="https://app.mobilecause.com/e/NIIPNw?vid=hzvph">https://app.mobilecause.com/e/NIIPNw?vid=hzvph</a>	Galas are a good way to get top investors involved in learning more about a theatre while having a fun-filled night. The galas can either be hosted in-person or virtually. The Dallas Theater Center will be holding a virtual gala in May 2021. During this gala there will be various performances, speakers, and auctions, (Dallas Theatre Center, n.d.).



Private movie screening, AMC- <a href="https://www.amctheatres.com/rentals">https://www.amctheatres.com/rentals</a> PrytaniaTheatre- <a href="https://www.theprytania.com/rentals-special-events">https://www.theprytania.com/rentals-special-events</a>	Due to COVID-19, renting out an entire theatre has become a popular option for many. Large movie theatres such as AMC have begun renting out individual theatres. However, many smaller theatres have found success in renting out their theatres for events such as birthday parties and holiday parties, (Prytania Theatre, n.d).
Dine-in movie, Alamo Draft House- <a href="https://drafthouse.com/about">https://drafthouse.com/about</a>	Alamo Draft House in Austin, Texas was the first dine-in movie theater. They began serving unique dinner and lunch option during evening screenings in 1997. Since then, this has become a popular model of delivering a one-of-a-kind experience, (The Alamo Draft House, n.d).

### Promotions

To develop a promotions strategy for the Grand Theatre restoration project, the promotions team focused on eight objectives including identifying current Grand Theatre restoration project press coverage and social media presence dating back six months, successful promotional approaches of other historical buildings and/or entertainment venues, social media best practices for the restoration project, media outlets in and around Paris and best practices for engaging them, alternative promotional resources, and stakeholders who might be interested in receiving regular updates about the restoration project.

#### *Existing Press Coverage and Social Media Presence*

Currently there appears to be two Facebook pages for the Grand Theatre, one called The Grand Theatre Project, with the last post published on October 11, 2019 with 829 people following the page. This Facebook page has a link to the defunct website, [www.restorethegrand.com](http://www.restorethegrand.com). Instead, the link directs to GoDaddy.com, where the domain is “parked free” and is currently available. The second Facebook page is called The Grand Theater. The last posted was published on April 10, 2020 with 370 people following the page.

The Grand Theatre is mentioned on the Paris, Texas, Instagram page, which is titled @visitparistx. Currently the Instagram page has 53 followers. A brief history of the Grand Theatre is described and includes various related hashtags such as #paristexasmovie; #paristexasfilm; #mainstreetrevival; #texasfilm; #texasmovie; and #texasfilmlocations.

The Grand Theatre does not have a dedicated Twitter page. However, *The Paris News* does and claims “*The Paris News* staffers provide information regarding events happening in the Red River Valley.” Another website, [www.cinematreasures.org](http://www.cinematreasures.org), provides a brief writeup regarding the current condition of the Grand Theatre, but the website has not been updated in a long time. Readers can post comments regarding certain theatres they are interested in and have information on. Seventeen comments are present on the page for the theatre, the latest being dated April 1, 2018.



Another website, [www.myparistexas.com](http://www.myparistexas.com), published an article on March 21, 2019, announcing the official launch of the Grand Theatre Project restoration event in downtown Paris. The article describes the theatre's history, the plans for the theatre, and ways patrons can donate to the cause. A brief history of the theatre is also found on [www.preservationtexas.org](http://www.preservationtexas.org), along with how to become a member of the organization and donate.

On YouTube, there are two videos showcasing the Grand Theatre. The first, titled "The Grand Theatre Project-Paris, Texas," was uploaded to the website on March 21, 2019, and is 2 minutes and 15 seconds long, (Wyatt, James 2019). As of March 12, 2021, it had 30 views. The video discusses the plans for renovation of the theatre and shows interviews with citizens who support its restoration.

The second video, entitled, "Expedition Texas – ET 0401 – Grand Theater Paris," was uploaded more recently, on December 30, 2020, and is 18 minutes long. As of March 12, 2021, it had 122 views. "Expedition Texas" host Bob Mauldin meets up with local architect Paul Denny for an inside look at all areas of the theatre, (Expedition Texas, 2020). Denny is extremely knowledgeable regarding the history of the theatre and the different attributes that were once present there. The video reveals the extent of the renovations needed to restore the theatre to its former glory.

### ***Promotional Approaches for Historical Buildings and Entertainment Venues***

To better appreciate the needs of the Grand Theatre, the promotions team researched best practices for preserving and restoring historic buildings and venues. The team sourced information from a mix of local, regional, and national organizations dedicated to protecting history. Successful promotional approaches involve:

- Connecting and partnering with the National Trust for Historic Preservation, (National Park Service, 2018).
- Connecting and partnering with local and regional historic preservation associations, (Paris, Texas, n.d.).
- Writing editorials and submitting advertisements to local media outlets, (Indiana Historic Architecture and Preservation, n.d.).
- Publishing frequently asked questions about historical restoration projects, (Indiana Historic Architecture and Preservation, n.d.).
- Creating a social media presence, (Indiana Historic Architecture and Preservation, n.d.).
- Create a virtual tour of the historical building or venue, (National Trust for Historic Preservation, 2016).
- Appearing on local and regional destinations websites, (Indiana Historic Architecture and Preservation, n.d.).
- Partnering with reputable ticket distributors and event management companies, (National Trust for Historic Preservation, 2016).
- Hosting events with other organizations, (National Trust for Historic Preservation, 2016).

### ***Social Media Best Practices for Restoration Projects***

Because most people learn about new happenings through social media, having a brand or campaign presence on such platforms are a necessity for exposure. The promotions team identified the best

practices for engaging an audience via social media. These best practices were found at both [www.khoros.com](http://www.khoros.com) and [www.mdgadvertising.com](http://www.mdgadvertising.com).

First, brands should know their audience before beginning to engage them which requires research. Next, brands should conduct an audit of their internet presence to gauge what work they have to do. Then, a brand can decide the voice and tone it wants to use in its campaign. When they are ready to start posting content, they should be mindful of the level of engagement they receive, take stock of the quantity and quality of it and then develop a schedule of best times to post and stick to them until circumstances demand a change.

Because managing social media accounts can be arduous and tedious, brands should look for opportunities to automate routine tasks. Further, when engaging with audiences, brands should promptly reply to requests for information, keep track of those interactions, and share feedback publicly as an opportunity to grow. When sharing content, presenting visual media is the best policy. Content with visual elements generate more interaction on social media. Lastly, brands should understand that these best practices are general rules of thumb, if their circumstances require changes or specialized interpretations, brands should be willing to adjust their approach to social media.

***Media Outlets in and Around Paris, TX***

The biggest element of promoting the theatre is creating opportunities for visibility. The fastest way to generate visibility is to generate press coverage. Many media organizations exist in and around Paris, TX. Here is a list of local, regional, and international media outlets:

<b>Outlet</b>	<b>Relevance</b>
CultureMap ( <a href="https://houston.culturemap.com">https://houston.culturemap.com</a> )	Online entertainment and arts outlet that publishes in Fort Worth, Dallas, Austin, San Antonio, and Houston. It regularly publishes travel pieces on destinations throughout Texas, (Travel, n.d.).
American Way ( <a href="https://www.americanway.com">https://www.americanway.com</a> )	American Airlines in-flight magazine. It regularly publishes articles about travel destinations. The Paris Grand Theatre could be a great option for a feature, given that Paris has other attractions and events that draw international audiences.
eParisExtra News ( <a href="https://eparisextra.com">https://eparisextra.com</a> )	This online news outlet covers Paris.
MyParisTexas ( <a href="https://myparistexas.com">https://myparistexas.com</a> )	This online news outlet covers Paris.
The Paris News ( <a href="http://theparisnews.com">http://theparisnews.com</a> )	This print newspaper covers Paris.
KXII ( <a href="https://www.kxii.com">https://www.kxii.com</a> )	This CBS- and Fox-affiliated television station primarily serves the Sherman, Texas, and Ada, Oklahoma, areas and reaches Paris.

KETR 88.9 FM ( <a href="https://www.ketr.org">https://www.ketr.org</a> )	This radio station is based in Commerce, Texas, and serves 250,000 Northeast Texas homes as a National Public Radio member station.
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Some households in the Paris, Texas area may receive signals from Dallas-Fort Worth television stations. Here are those television stations:

Outlet	Relevance
KDFW ( <a href="https://www.fox4news.com">https://www.fox4news.com</a> )	This Fox-affiliated television station primarily serves North Texas.
KXAS ( <a href="https://www.nbcdfw.com">https://www.nbcdfw.com</a> )	This NBC-affiliated television station primarily serves North Texas.
WFAA ( <a href="https://www.wfaa.com">https://www.wfaa.com</a> )	This ABC-affiliated television station primarily serves North Texas.
KTVT ( <a href="https://dfw.cbslocal.com">https://dfw.cbslocal.com</a> )	This CBS-affiliated television station primarily serves North Texas.
KXTX ( <a href="https://www.telemundodallas.com">https://www.telemundodallas.com</a> )	This Telemundo-affiliated television station primarily serves North Texas (Spanish language).
KUVN ( <a href="https://www.univision.com/local/dallas-kuvn">https://www.univision.com/local/dallas-kuvn</a> )	This Univision-affiliated television station primarily serves North Texas (Spanish language).

### ***Best Practices for Engaging Media Outlets***

Capturing the attention of media outlets can be arduous so the promotions team has identified 10 best practices for connecting with media outlets from *10 Winning Media Pitch Examples & Templates for 2021: Tried and True*, (2021); *Your Official 5-Step Approach to Getting Media Coverage*, (2021); and *Pitch Perfect: Pitching the Media*, (2020).

First, identify the most effective outlet/producer/editor to cover the restoration of the Grand Theatre (radio, local tv, print). For example, media contacts who write sports stories would not be interested in a local restoration project. Next, attempt to build a strong relationship with the local media through correspondence and face-to-face meetings, in general. Third, explain in the correspondence/pitch why your topic is important, especially to the interested city. Fourth, have a great “hook” to entice the media entity or entities to cover the requested topic. Explain what your city is trying to accomplish and how it could revitalize the downtown area. Also, be sure to follow up. If an email pitch submitted to a news outlet does not get a response, it might be in the best interest to follow up by phone to the outlet, and then again with another email, (Dragilev, 2021).

It is also an excellent idea to begin following the media and journalists on Twitter, LinkedIn, or in-person to get to know them and gain their trust so that the topic of restoration can be freely discussed.

In addition, be sure to respond to any query from the media regarding the project or requesting additional information promptly, (Patel, 2021).

Lastly, make sure your media contacts have plenty of advance notice before asking them to publish a story or make any sort of radio or tv announcement regarding the progress of the project. Be sure that when reaching out to any media contacts, you are certain of the best times to reach them. Avoid Mondays and Fridays, as the inquiries may be “lost in the shuffle” of a hectic Monday or a “looking-forward-to-the-weekend” Friday. Focus on Tuesdays, Wednesdays, and Thursdays for contact. Most importantly, be sure not to inundate the media contacts with any unnecessary information that is not immediately needed. Time your contacts with them to coincide with any major news regarding a restoration milestone or notify them of some event that is coming up soon. In other words, make any correspondence newsworthy, (Ruby, 2020).

### ***Alternative Promotional Opportunities and Resources***

Of course, traditional media outlets shouldn't be the only strategy for promoting the theatre. Brands also can put to great use the physical resources around them and the institutions they house. In the case of the Grand Theatre, Paris City Hall and the City Council, the Paris Public Library, the Lamar County Chamber of Commerce, and the Lamar County Historical Museum are among examples of locations and resources that could be used to help share a brand or campaign's message.

The Paris City Council offers a Citizen's Forum section at each council meeting. Anyone can speak for two minutes about topics not on the agenda which is a way to gain exposure for the project in front of affluent members of the community. The school board meetings for Paris ISD and North Lamar ISD have similar open forum sections on the agenda. These examples were inspired by the capstone group's initial meeting with Julia Trigg Crawford and online research of those locations via city, county, and chamber websites.

### ***Stakeholders Who Would Benefit from Updates About the Restoration Project***

The list of various stakeholders that would possibly have an interest in the Grand Theatre restoration project is extensive and includes several different types of entities, several of which are located in the city of Paris such as Paris Community Theatre, News 12 Paris, and local businesses. Others listed are Lamar County and the surrounding counties as well as the chambers of commerce, county judges, county commissioners, and county treasurers. This list is provided as Appendix C and includes contact name, addresses, and phone numbers.

## Recommendations

The goal of the capstone project is to create a marketing strategy for the Grand Theatre in Paris, Texas focusing on viability, sustainability, and visibility. Marketing, promotions, and fundraising were the three areas under review. The team utilized information provided by the client, along with research of other nonprofit organizations, including theatres, and revitalization projects, to identify best practices and recommendations. Recommendations resulting from this project include:

### Have a Clear Vision

Based on case studies found, successful theatre renovation projects had a clear mission and vision and with value propositions that illustrated to donors big and small, the community, and customers the goals and objectives of the project. This information was a basis for their marketing plans, (League of Historic American Theatres, 2012).

### Focus Locally

Another recommendation is to focus initial marketing to the local and regional community. Citizen engagement leads to feelings of ownership and continued support, (Colbert, 2003). If community members actively engage in expanding unique arts and cultural capacity, others will be attracted in time, (Markusen & Nicodemus, 2014). One promotional strategy to achieve local support is to collaborate with local restaurants to create a movie and dinner night. These nights could be sold as an event in which each restaurant has a set menu that the guests can choose from followed by a feature film. All of the restaurants are within either walking distance or a short ride share.

Another suggestion is for local businesses to collaborate with the theatre and create shopping days. These shopping days can be themed to create more excitement around the events. Some examples of potential themes are mother-daughter shopping and movie day, Father's Day Out shopping and movie day, or high school dinner and a movie night. Both collaborations would allow the community to get excited about the theatre reopening while also helping to create and sustain commerce for local businesses.

### Consider Participants Outside the Arts

Consider attracting consumers from outside the traditional arts market to increase audience. The only way to affect such an expansion is to make products, elements and dimensions more interesting to the less educated or people for whom appreciation of high art was not instilled in childhood. Price may be one incentive, but should not be the definitive solution, (Colbert, 2003). This suggestion corresponds with the demographics of the area. The median income and education level in Lamar County may necessitate a broader focus than traditional theatre patrons. By expanding the target, this also expands the fundraising and promotional opportunities. The client mentioned wanting to include the schools in events and fundraising. One way to achieve this is to partner with the school districts for student programs and summer camps.

## **Have a Multi-Source Strategy for Fundraising**

Research has shown that a multi-source approach to fundraising is the most effective for a sustainable revenue plan. Various grants are available for nonprofits, some specific to arts projects. Local fundraising events are also a successful tool for raising funds for revitalization developments as it improves the quality of life for the residents. Partnering with the city, especially as the property owner, is another fundraising tool through special district funding allocations, such as hotel/motel tax revenue or designating a Tax Increment Reinvestment Zones (TIF), (League of Historic American Theatres, 2012).

A hierarchical donor and sponsorship program, including naming rights, provides the opportunity to promote other businesses in the area while generating revenue to support the restoration phase of the project. This program can be as elaborate or simple as desired and cater to the needs of the community. There have been many successful donorship opportunities in nearby theatres. The most commonly identified sponsorship programs list donation amounts that correspond with a ranking system. Surveys conducted during Phase I of the project found that many theatres utilize all four of these strategies to engage the public and raise the funds needed to restore historical theatres in various communities, (Chittamai, J. et al, 2020).

## **Maintain an Up-to-Date Online Presence**

Specific recommendations include maintaining an up-to-date presence on social media platforms, such as Facebook and Twitter. The current Facebook page has not been updated since October 2019. More frequent posts will increase views to the page, increasing visibility. During research to determine the Grand Theatre's current social media footprint, it was discovered that there are two Facebook pages for the Grand Theatre, one with much fewer followers than the other. The less active one should be merged into the page that has approximately 829 followers, thus streamlining the Theatre's Facebook presence and minimizing confusion. The addition of a donation button on the social media platforms and any future website will give donors an easy way to give and is a common practice with nonprofits.

Adding links to other websites that have information on the project will also increase the media presence, such as including the link to the "Expedition Texas" episode on YouTube, which will give viewers an inside look at the theatre and hopefully gain support for its rehabilitation. As mentioned above, a dedicated Twitter page will possibly attract even more followers, thus broadening public awareness as to the status of the theatre renovation and its progress. Also, the Grand Theatre Project Board of Directors should develop an outreach plan to increase press coverage and social media presence of the restoration project based on best practices.

## **Think Strategically When Participating in Events**

A comprehensive list of events held in the area is included as Appendix D. The Grand Theatre Project Board should identify specific events to participate in to maintain visibility. It is not recommended to seek donations at all events due to donor fatigue, (Abramowitz, Y., 2004). However, providing information about the theatre in the form of a pamphlet or promotional item is a tangible way to promote the project. That is why The Grand Theatre Project Board must choose their events and

locales wisely, so that they may bring in the most money in the most effective and efficient ways possible.

### **Conclusion**

The Grand Theatre in Paris, Texas should be considered a historic landmark and restored to ensure future generations can experience theatre performances, movies, and other entertainment in the downtown area. The Grand Theatre Project's goal is to raise the funds necessary to rehabilitate the property and bring it back to life. The Spring 2021 Capstone Team was charged with creating a marketing plan which included promotional and fundraising recommendations to ensure the theatre restoration project is viable, sustainable, and visible.

Based on research of other nonprofit theatres, cities, and interviews with the client, the team has provided six recommendations to assist the Grand Theatre Project with their mission. The recommendations focus on branding, locality, various funding opportunities and the need to utilize online media outlets effectively. The capstone team hopes these recommendations will provide the Grand Theatre Project a path for success.



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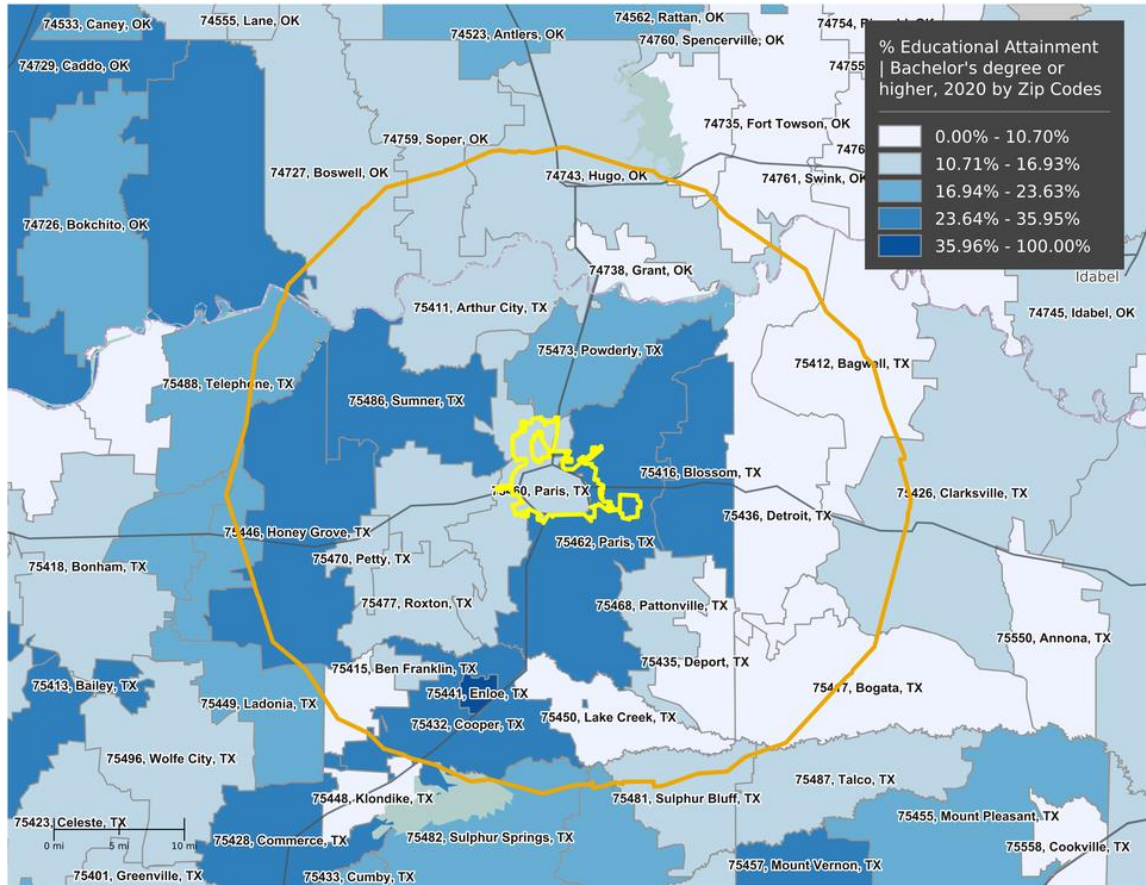
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## Appendices

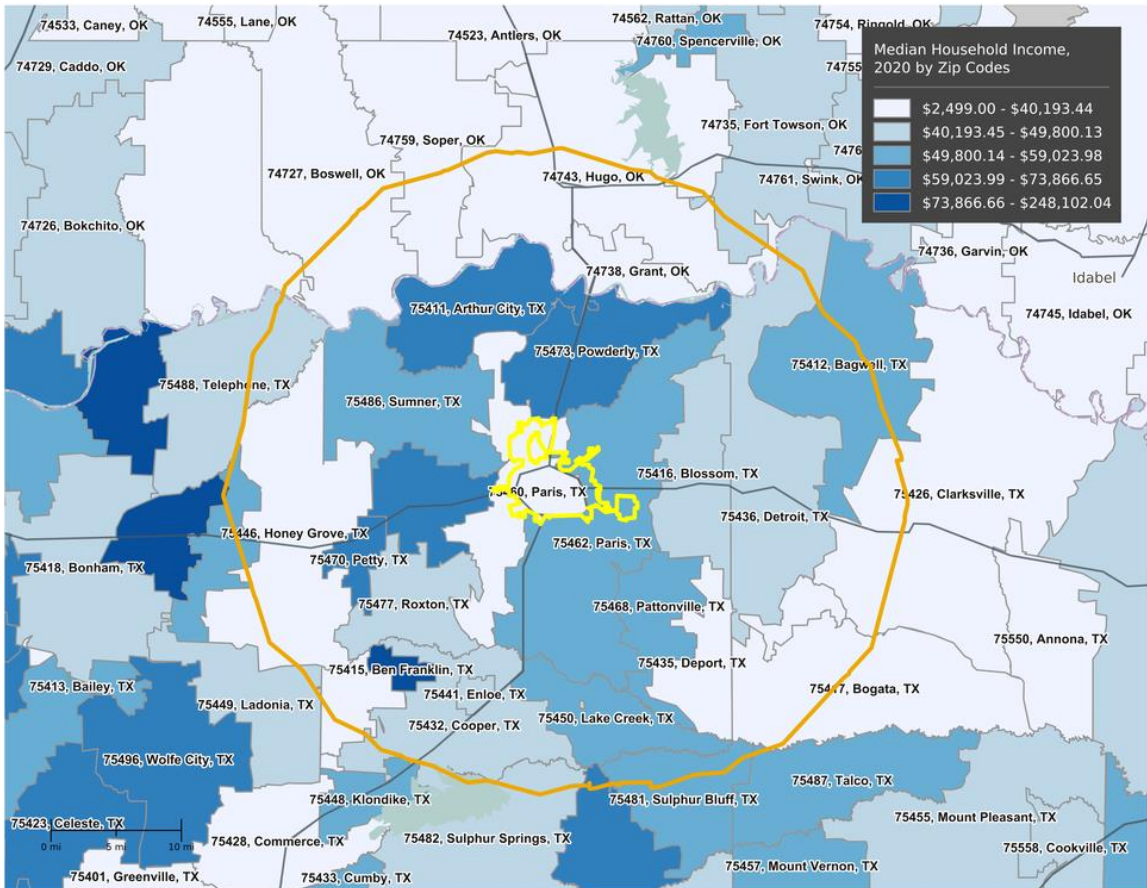
### Appendix A: Market Area Demographic Maps

**Figure 1.** Market Area Population, Educational Attainment, Bachelor's Degree or Higher, 2020



*Note.* Map displaying percentage of population with Bachelor's degree or higher by zip code. SimplyAnalytics, 2021.

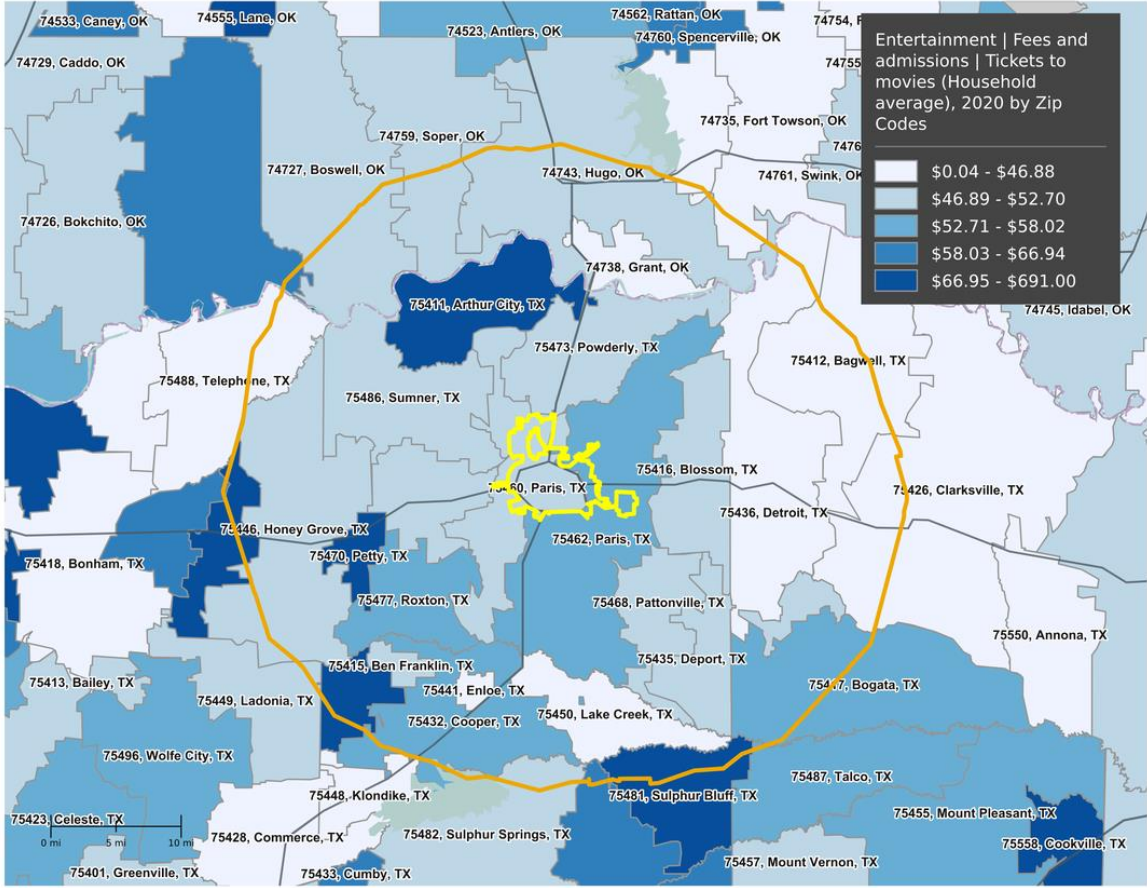
**Figure 2. Market Area Population, Median Household Income, 2020**



*Note.* Map displaying median household income by zip code. SimplyAnalytics, 2021.

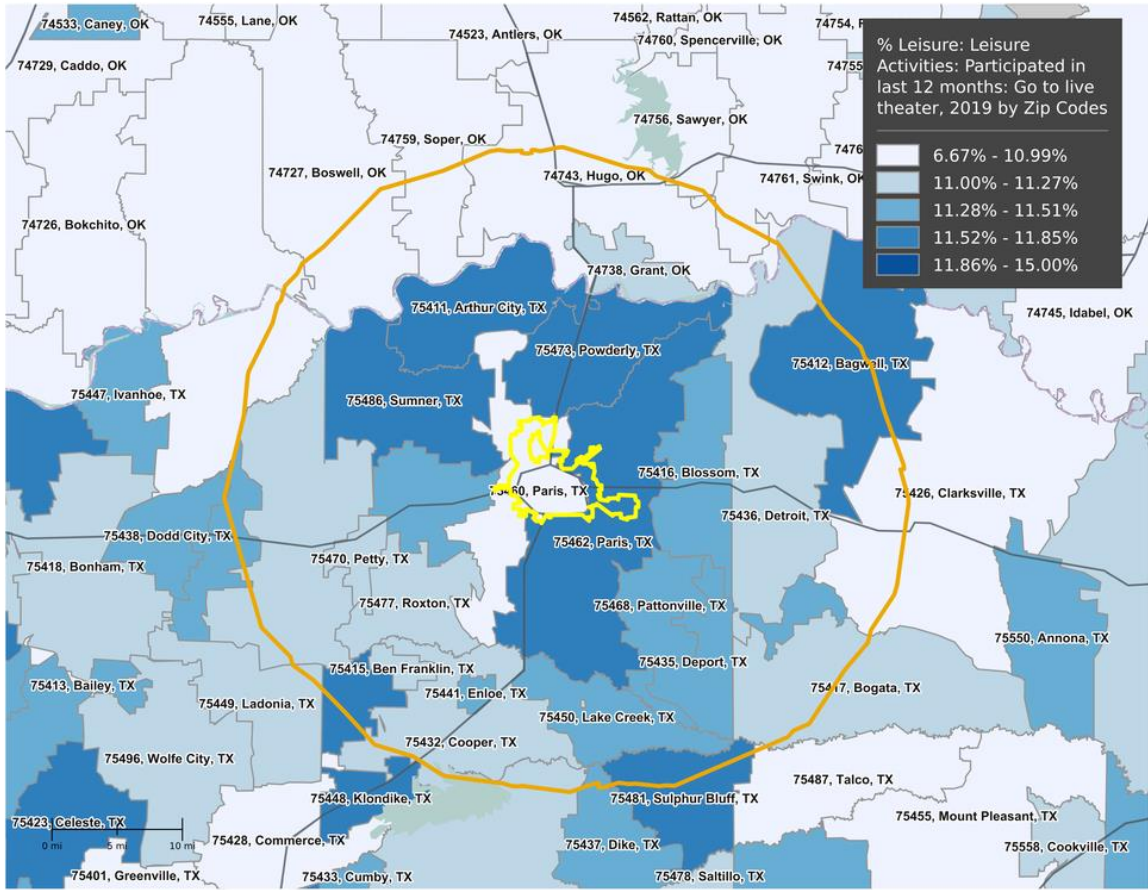


**Figure 3. Market Area Population, Average Annual Expenditure, Tickets to Movie, 2020**



*Note.* Map displaying household average annual expenditures spent on tickets to movies by zip code. SimplyAnalytics, 2021.

**Figure 4**  
*Market Area Population, Attended Live Theater in Last 12 Months, 2019*



*Note.* Map displaying percentage of population who attended live theater in the last 12 months by zip code. SimplyAnalytics, 2021.





## Appendix C: 50 Stakeholders Who Might Share an Interest in the Grand Theatre Restoration Project

1. Art Region of Texas
  - i. <http://artregionoftexas.com>
2. Paris Community Theatre
  - ii. <https://pctonstage.com/>
3. The Paris News
  - iii. 5050 SE Loop 286, Paris, TX 75460
  - iv. Phone: 903-785-8744
  - v. Email: [support@theparisnews.com](mailto:support@theparisnews.com)
4. MyParis Texas
  - vi. (903) 785-8899
  - vii. <https://www.facebook.com/myparistexas/>
5. News 12 Paris
  - viii. (903) 905-4977
  - ix. <https://www.facebook.com/News12Paris/>
6. Paris Community Theatre (Facebook Page)
  - x. 36 North Plz, Paris, TX
  - xi. (903)784-0259
  - xii. [https://www.facebook.com/pg/pariscommunitytheatre/about/?ref=page\\_internal](https://www.facebook.com/pg/pariscommunitytheatre/about/?ref=page_internal)
7. Downtown Texas
  - xiii. Paris Main Street Program
  - xiv. 903-784-9293
  - xv. [mainstreet@paristexas.gov](mailto:mainstreet@paristexas.gov)
  - xvi. <https://downtowntx.org/paris-texas>
8. Theatre Arlington
  - xvii. 305 W. Main St. Arlington, TX 76010
  - xviii. 817-275-7661, 817-261-9628
  - xix. [Info@theatrearlington.org](mailto:Info@theatrearlington.org)
  - xx. <https://theatrearlington.org/>
9. Britney's Steppin' Out Dance Studio
  - xxi. 3354 Loop 286 NE
  - xxii. Paris, TX 75460
  - xxiii. [bsodstudio@gmail.com](mailto:bsodstudio@gmail.com)
  - xxiv. <https://www.paristxdance.com/>
10. Richardson Symphony Orchestra
  - xxv. RSO Office: 399 W Campbell Rd Suite 200A Richardson, TX 75080
  - xxvi. 972-234-4195
  - xxvii. [Lgarvie@richardsonsymphony.org](mailto:Lgarvie@richardsonsymphony.org)
  - xxviii. <https://richardsonsymphony.org/>
11. Texas A&M University – Commerce Performing Arts Center
  - i. 2200 Commerce Street
  - ii. Commerce, Tx 75248
  - iii. 1-866-950-0694

- iv. <https://new.tamuc.edu/places/performing-arts-center>
- 12. Hopkins County Chamber of Commerce
  - i. 110 Main Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 885-6515
  - iv. <https://www.hopkinschamber.org>
- 13. Mount Pleasant-Titus County Chamber of Commerce
  - i. 1604 N. Jefferson Avenue
  - ii. Mount Pleasant, Tx 75455
  - iii. (903) 572-8567
  - iv. <https://www.mtpleasanttx.com>
- 14. City of Detroit, Texas
  - i. 190 E. Garner
  - ii. Detroit, Tx 75436
  - iii. (903) 674-4573
  - iv. [www.detroit.tx.citygovt.org](http://www.detroit.tx.citygovt.org)
- 15. Grayson Path, City Manager, Paris, Texas
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 16. Dr. Steve Clifford, City of Paris Mayor/Mayor Pro Tem
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 17. Paula Portugal, City of Paris Mayor Pro Tem
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 18. Renae Stone, City of Paris Council Member
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 19. Reginald Hughes, City of Paris Council Member
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 20. Gary Savage, City of Paris Council Member
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 21. Linda Knox, City of Paris Council Member
  - i. 135 SE 1<sup>st</sup> Street
  - ii. Paris, Tx 75460
  - iii. (903)784-9202
- 22. Clayton Pilgrim, City of Paris Council Member
  - i. 135 SE 1<sup>st</sup> Street

- ii. Paris, Tx 75460
- iii. (903)784-9202
- 23. Bonham Area Chamber of Commerce
  - i. 327 N. Main Street
  - ii. Bonham, Tx 75418
  - iii. (903) 583-4811
  - iv. <https://fannincountytexas.com/Contact>
- 24. Sean Pate, City Manager, Bonham, Texas
  - i. 514 Chestnut Street
  - ii. Bonham, Tx 75418
  - iii. (903) 583-7555
- 25. Honey Grove, Texas Chamber of Commerce
  - i. 540 N. 6<sup>th</sup> Street
  - ii. Honey Grove, Tx 75446
  - iii. (903) 378-7211
  - iv. <https://honeygrovechamber.com>
- 26. Lamar County Services
  - i. 231 Lamar Avenue
  - ii. Paris, Tx 75460
  - iii. (903) 737-2420
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
- 27. Lamar County Judge Brandon Bell
  - i. 119 North Main
  - ii. Paris, Tx 75460
  - iii. (903) 737-2467
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
- 28. Lamar County Commissioner Alan Skidmore
  - i. 119 North Main
  - ii. Paris, Tx 75460
  - iii. (903) 737-2467
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
- 29. Lamar County Commissioner Lonnie Layton
  - i. 119 North Main.
  - ii. Paris, Tx 75460
  - iii. (903) 737-2467
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
- 30. Lamar County Commissioner Ronnie Bass
  - i. 119 North Main.
  - ii. Paris, Tx 75460
  - iii. (903) 737-2467
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
- 31. Lamar County Commissioner Kevin Anderson
  - i. 119 North Main.
  - ii. Paris, Tx 75460
  - iii. (903) 737-2467
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)

32. Lamar County Court Clerk Nicki Bridgers
  - i. 119 North Main.
  - ii. Paris, Tx 75460
  - iii. (903) 737-2419
  - iv. [www.co.lamar.tx.us](http://www.co.lamar.tx.us)
33. Titus County Judge Brian P. Lee
  - i. 100 West 1<sup>st</sup> Street, Suite 200
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 577-6791
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
34. Titus County Commissioner Jeff Parchman
  - i. 100 West 1<sup>st</sup> Street, Suite 200
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 573-3030
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
35. Titus County Commissioner John Fitch
  - i. 100 West 1<sup>st</sup> Street, Suite 200
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 563-2867
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
36. Titus County Commissioner Dana Applewhite
  - i. 100 West 1<sup>st</sup> Street, Suite 200
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 563-3173
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
37. Titus County Commissioner Jimmy Parker
  - i. 100 West 1<sup>st</sup> Street, Suite 200
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 572-0402
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
38. Titus County Treasurer Sheryl Preddy
  - i. 100 West 1<sup>st</sup> Street, Room 100
  - ii. Mt. Pleasant, Tx 75455
  - iii. (903) 572-8723
  - iv. [www.co.titus.tx.us](http://www.co.titus.tx.us)
39. Hopkins County Judge Robert Newsom
  - i. PO Box 288
  - ii. Sulphur Springs, Tx 75483
  - iii. (903) 438-4006
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
40. Hopkins County Commissioner Mickey Barker
  - i. 118 Church Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 485-2040
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
41. Hopkins County Commissioner Greg Anglin

- i. 118 Church Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 438-4032
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
42. Hopkins County Commissioner Wade Bartley
- i. 118 Church Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 438-4033
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
43. Hopkins County Commissioner Joe Price
- i. 118 Church Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 438-4034
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
44. Hopkins County Treasurer Danny Davis
- i. 118 Church Street
  - ii. Sulphur Springs, Tx 75482
  - iii. (903) 438-4003
  - iv. [www.hopkinscountytexas.org](http://www.hopkinscountytexas.org)
45. Fannin County Judge Randy Moore
- i. 514 Chestnut Street
  - ii. Bonham, Tx 75418
  - iii. (903) 583-7455
  - iv. [www.fannin.tx.us](http://www.fannin.tx.us)
46. Fannin County Commissioner Edwina Lane
- i. 8665 Highway 56 West
  - ii. Savoy, Tx 75479
  - iii. (903) 965-7030
  - iv. [www.fannin.tx.us](http://www.fannin.tx.us)
47. Fannin County Commissioner A.J. Self
- i. 500 North Highway 69
  - ii. Leonard, Tx 75452
  - iii. (903) 587-3455
  - iv. [www.fannin.tx.us](http://www.fannin.tx.us)
48. Fannin County Commissioner Jerry Magness
- i. 18101 East FM 1396
  - ii. Honey Grove, Tx 75446
  - iii. (903) 378-2941
  - iv. [www.fannin.tx.us](http://www.fannin.tx.us)
49. Fannin County Commissioner Dean Lackey
- i. 1369 East Highway 56
  - ii. Bonham, Tx 75418
  - iii. (903) 583-2039
  - iv. [www.fannin.tx.us](http://www.fannin.tx.us)
50. Fannin County Treasurer David E. Woodson
- i. 101 East Sam Rayburn Dr., Ste 302

- ii. Bonham, Tx 75418
- iii. (903) 583-7457
- iv. [www.fannin.tx.us](http://www.fannin.tx.us)

**Appendix D: List of Events in Paris, TX Provided by Julia Trigg Crawford, Grand Theatre  
Project Board Member**

**JANUARY**

**Year-Round Paris Famers and Artisan Market**

400 SW 1<sup>st</sup> Street just off Downtown Plaza – Saturdays May thru October, 8:00a.m. – 1:00p.m. and November thru April 11:00a.m. – 1:00p.m.

Come experience fresh local fare and Artisan quality items!

**MARCH**

**Motorcycle Grand Tour of Texas** – March thru November. Folks will be riding their motorcycles to Paris during this time to visit local Motorcycle Shops and also Paris points of interest.

**Tower City Comedy Festival**

Downtown Paris, Thursday thru Saturday March 26<sup>th</sup> and 27<sup>th</sup> bringing entertainers and visitors for a fun weekend of Comedy.

**APRIL**

**Dog Show**

April 9, 10, 11 – Love Civic Center

Group Is expecting a large group of Dog Owners to participate in this show and will be staying several nights in our Hotels.

**Paris Steak Wars**

April 10<sup>th</sup> and 11<sup>th</sup> at South Main Iron – with Live Music and up to 25 Steak Teams participating!

**Junior Livestock Show**

April 14, 15, and 16 – Paris Fairgrounds

**ASA Southwest Shootout Archery Tournament**

Thursday, April 22 thru Sunday, April 25<sup>th</sup>

The Annual ASA Pro-Am Archery Tournament is hosted each year by the Paris Visitors and Convention Council and the Lamar County Chamber of Commerce at Love Civic Center.

Paris is one of six nationally sanctioned ASA Pro-Am Archery Tournaments conducted each year by the Archery Shooters Association. This Tournament features top Pro and Amateur 3-D archers from across the United States and overseas, competing for the largest cash prizes in archery. The shootout offers more, with competitors vying for the custom designed signature belt buckles presented by the Paris Visitors and Convention Council. The Chamber kicks the tournament off with the Chamber Shoot on the Thursday before the actual ASA tournament on Friday. The cost is \$15 and includes a sack lunch. Amateurs and Pros alike can participate with a cash payback for the first, second and third place in each class. Spectators are welcome, and the Civic Center is full of great shopping with Vendors from all over the Country. This event attract hundreds of Archery, Vendors and their families



for a great week of competition in Paris! They always look for fun and interesting things to do in the evenings.

## **MAY**

### **“Cinco de Mayo”**

Saturday, May 1<sup>st</sup>, Celebration Downtown Paris.

### **Kid’s Safe Saturday**

Pavilion next to Love Civic Center, Saturday, May 1<sup>st</sup>. Kids Safe Saturday, as part of the “Think Child Safety Program”, has been teaching safety for kids and seniors for over 25 years.

### **Uncle Jesse’s Memorial Big Bass Classic Fishing Tournament**

First Saturday in May at Pat Mayse Lake. Prizes for top anglers include \$5,000 in cash and assorted equipment. This fundraiser was started by Denver Pyle, who played Uncle Jesse on the Popular “Dukes of Hazzard” TV show, and benefits children’s charities in Lamar County. Uncle Jesse Fishing Tournament is a fun weekend for all, and Denver’s wife, Tippi, continues to attend and support the tournament.

### **“Eiffel in Love With Quilts” Juried Quilt Show on Mother’s Day weekend,**

Friday, May 7<sup>th</sup> and Saturday, May 8<sup>th</sup> at Love Civic Center – 2025 S. Collegiate in Paris

### **Red Bull National Qualifier Event at the New Pump Track Paris**

Memorial Day Weekend, May 28<sup>th</sup> and 29<sup>th</sup>

Friday, May 28<sup>th</sup> 2:00p.m. – 7:00p.m., Registration and Free Practice

Saturday, May 29<sup>th</sup> 9:00a.m. – 11:30 a.m. Registration & Free Practice

We are expecting at least 150 participants for this very specialized Qualifier Race!

## **JUNE**

### **SDBA – Southern Drag Boat Races “Paris Powerboat Grand Prix”**

Friday, Saturday and Sunday June 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> at Lake Crook in Paris. Show and Shine Downtown on Friday evening, June 5<sup>th</sup> on the Downtown Plaza. Races are on Saturday and Sunday. For more information, contact Lamar County Chamber of Commerce – 903-784-2501 or [chamber@paristexas.com](mailto:chamber@paristexas.com)

### **Red River Valley Tourism Association’s Annual HWY 82/287 Yard Sale**

Friday and Saturday, June 4<sup>th</sup> and 5<sup>th</sup> within the towns on a stretch of over 400 miles from New Boston to Quanah. Paris is the perfect place to spend the night while searching for treasures. Visit [www.redrivervalley.info](http://www.redrivervalley.info) for details.

### **Paris Municipal Band Concerts**

Paris is home to the oldest continually performing municipal band in the state since 1927. Music performed in the evenings in June and July at Bywaters Park.

### **North East Texas Classic Car Show – TBD**

Saturday, June 12, Love Civic Center will be packed with hundreds of classic vehicles, including a swap meet. Proceeds from this event help to benefit the Red River Valley Veterans Memorial. Friday evening, a parade of cars and then a fellowship is planned following the parade at the Pavilion next to the Civic Center. Visit [44vvm.com/car show](http://44vvm.com/car%20show) for more UpToDate information.

## **JULY**

### **Paris Municipal Band continued from June**

### **Tour de Paris Bicycle Rally and “Hell of North Texas Gravel Grind Weekend”- July 17<sup>th</sup> and 18<sup>th</sup>**

Saturday, July 17<sup>th</sup>, 37<sup>th</sup> Tour de Paris Bicycle Rally and Sunday, July 18<sup>th</sup>, “Hell of North Texas Gravel Grind, both starting at Love Civic Center, 2025 S. Collegiate. For up-to-date information, go to [www.tourdepairs.com](http://www.tourdepairs.com) and for Gravel Grind contact Kevin Lee at <https://www.facebook.com/spinsitry>

Two events will be added in 2021 to Tour de Paris weekend. A Criterium will be a bicycle race Downtown on Friday evening. This is a lapped race anywhere from half mile to 1.5 miles on a closed circuit. Total race distance is usually 15 miles (beginner) to 60 miles (professional); approximately 25 minutes to 1 hour 55 minutes. We are also adding a Kid’s event on our New Paris Pump Track on Saturday evening after Tour de Paris making this a fun filled cycling weekend!

## **AUGUST**

### **Bug Tussle Trek Antique Auto Tour**

Saturday, August 28, this parade of vintage cars and trucks “trek” from Farmersville, to Paris, and have been doing so for over 50 years! Expecting over 70 classic cars and trucks!

### **Paris Rodeo and Horse Club Rodeo with Co-Sponsored Lamar and Red River County Crime Stoppers**

August 12, 13, 14 at the Paris Rodeo Arena at the Paris Fair Grounds. For more information contact Sharon Barnes 903-249-4674 or [parisrodeoandhorseclub@gmail.com](mailto:parisrodeoandhorseclub@gmail.com)

## **SEPTEMBER**

### **Northeast Texas Travelers Classic Car Show**

Labor Day Weekend at Paris/Lamar County Fairgrounds on Saturday, September 4<sup>th</sup>.

### **Chaparral Square Dance Convention**

Thursday thru Sunday, September 2<sup>nd</sup> thru 5<sup>th</sup> on Labor Day Weekend at Love Civic Center. Do-Si-Do and promenade right plus so much fun! This wonderful group has been coming to Paris for the past 24 years from all across the United States.

### **Barber Hills “Hard Labor Day” Mountain Bike Race Sponsored by TMBRA**

September 3<sup>rd</sup> thru 5<sup>th</sup>, Labor Day Weekend – Pat Mayse Lake - TMBRA (Texas Mountain Bike Racing Association) will hold the first race of the 2021 fall season at Barber Hills Trail at Pat Mayse

lake north of Paris. Pre riding the trails and the Kids Cup clinic and races will be held on Saturday, September 4th. The main races will be held on Sunday the 5th. There are 40 different classes for riders of all ages and abilities. For more information, contact: [bryan@hargiselectric.com](mailto:bryan@hargiselectric.com)

### **Paris Balloon and Music Festival**

September 10<sup>th</sup> and 11<sup>th</sup> – Hot Air Balloon lift off (weather permitting) early mornings of September 11<sup>th</sup> and 12<sup>th</sup> and two nights of Hot Air Balloon Glows at dusk, vendors, Kid's Fun Zone, food trucks, and live music concerts September 10<sup>th</sup> and 11<sup>th</sup> making it a fun filled festival weekend! Paris/Lamar County Fairgrounds, 570 East Center Street Paris, Texas

Contact: [www.praisballoonandmusicfestival.com](http://www.praisballoonandmusicfestival.com) or [parisballoonandmusicfestival@gmail.com](mailto:parisballoonandmusicfestival@gmail.com) or Chamber at [www.paristexas.com](http://www.paristexas.com)

### **Trail Racing Across Texas Marathon**

September 24<sup>th</sup> and 25<sup>th</sup> - Marathon on the Trail de Paris, and parts of the NETT, North East Texas Trail.

This will attract runners from all over our state and beyond!

Contact: [www.trailracingovertexas.com](http://www.trailracingovertexas.com)

### **Southern Gospel Music Association Concerts**

Gospel Concerts Friday and Saturday evening at Love Civic Center. Admission is free – Concessions available. Contact Lamar County Chamber for more information

**Red River Valley Fair – Paris/Lamar County Fair Grounds** – September 29 thru October 2<sup>nd</sup>

## **OCTOBER**

### **Annual Lamar County Chamber of Commerce Banquet**

Tuesday, October 19<sup>th</sup> at Love Civic Center – 903-784-2501

### **RAT RACE – “Ride Across Texas”**

Ride Across Texas Bicycle Tour with one of the overnights in Paris on Saturday, October 9<sup>th</sup>

### **TEXPACC Square Dance Convention**

Thursday thru Sunday, October 14<sup>th</sup> thru 16<sup>th</sup> at Love Civic Center

A weekend of dancing, fun, and fellowship with Dancers and Callers from all across the United States.

### **Main Street Mannequin Night in Downtown**

Saturday evening, October 16<sup>th</sup>. A fun event in which volunteers dress in costume according to a predetermined theme and pose as mannequins at Downtown businesses. Many Businesses and restaurants remain open for shoppers. This event also features a children's movie in the downtown area, a live band, and food trucks. Admission and parking is free.

### **Festival of Pumpkins**

Saturday, October 23<sup>rd</sup> in Downtown Paris. Festival full of fun for the whole family! Vendors, Food, and Games! 9:00a.m. to 4:00p.m.

### **NOVEMBER**

#### **Paris Junior College Homecoming Weekend** – Date TBD

Call 903-785-7661

#### **Annual Turkey Trot**

Thanksgiving Morning. This event is hosted by Paris Fitness & Aquatics, Inc. This is a fun filled way to burn off Thanksgiving Day calories before they are consumed. Held on the Trail de Paris starting at the trail head located at Love Civic Center. Online registration only at [www.pfaparis.com](http://www.pfaparis.com).

#### **Paris Downtown Association “Christmas Open House”**

Saturday date in November to be decided later.... Christmas Open House with Downtown merchants showcasing holiday items to kick off the Christmas shopping season.

#### **“Christmas in Paris” Arts and Crafts Show**

Saturday, November 20<sup>th</sup> from 9:00a.m. to 4:00P.m. Come and Shop with the vendors at the “Christmas in Pairs” Arts and Craft Show at Love Civic Center 2025 S. Collegiate hosted by our local Boy Scouts Troop 2.

#### **Downtown Christmas Tree Lighting**

Saturday, November 20<sup>th</sup> - 6:00p.m. -Bring your family and friends to Historical Downtown Paris for the lighting of the 30-foot-tall Christmas Tree. See the Live Reindeer and enjoy Christmas carols with the Paris Community Choir. Watch for Santa in the Downtown area and get in a visit with the Jolly ole man himself!

#### **Shop Small Business Saturday, a Main Street Event**

Saturday, November 27<sup>th</sup>. Shop and support local at your small businesses on this special day founded by American Express and observed nationwide on the Saturday after Thanksgiving.

### **DECEMBER**

#### **All-Breed Bull Sale**

Tuesday, November 30<sup>th</sup>. The Lamar County Chamber of Commerce hosts this event, bringing buyers and sellers together from a five-state area. In addition to supporting the Chamber, proceeds from this sale provide scholarships for local 4-H and FFA students and support for the Lamar County Junior Livestock Show. The annual chili supper will be served the day before the sale on Monday evening, November 29<sup>th</sup>. Chili supper and sale held at Cattlemen’s Livestock Commission.

### **“Christmas in Fair Park”**

Friday and Saturday, December 3<sup>rd</sup> and 4<sup>th</sup>. Fairgrounds will be bustling with Vendors for fun Christmas Shopping ideas. Held at Paris/Lamar County Fair Grounds. For more information call 903-785-7971.

### **Lighted Christmas Parade**

Saturday, December 4<sup>th</sup>. Anticipated all year, this annual parade lights the streets with thousands of lights and holiday cheer starting at 6: 00p.m Downtown, Paris. [DOWNTOWNPTX.COM](http://DOWNTOWNPTX.COM) for entry forms and more information

### **Wassail Fest**

Saturday, December 11<sup>th</sup>. Wassail is a delicious hot or cold spiced cider on tea. Please join the Paris Downtown Association and you be the judge! Visit with at least 10 of the participating Downtown businesses to be entered into the drawing for door prizes. You decide who wins the Traveling Wassail Meister Trophy each year. Look for the balloons at Participating locations.

### **Christmas at the Museums**

Saturday, December 11<sup>th</sup>.... Information TBA closer to event

Appendix E: Examples of Promotional Items to Give Away at Events

