



# TEXAS FOREST TRAIL REGION

We've been welcoming travelers to Texas long before it was even a state. In fact, we named it! Our native settlers the Caddo, blazed-the-trail over 2,500 years before greeting the first Spanish explorers as "Tejas" meaning friends. From Oklahoma-Arkansas border to the Gulf of Mexico, East Texas is the place for your next adventure. We've got the oldest cities and the tallest trees: 15 state parks, 4 national and 5 state forests, the first US national preserve, the largest cypress grove in the world, the earliest boomtowns, and the Texas State Railroad.

## What We Do

We bring tax dollars and travelers to every county in East Texas, and provide communities with the tools, training, and professional support they need to preserve their history and successfully market their tourism sites & attractions.

## Return on Investment

In FY 2016, the State of Texas invested **\$38,306** in the Forest Region. The amount was not enough to pay a full-time staff member to serve our 35-county region, however, we leveraged the capital to generate **\$66,383** in revenue and **\$85,760** of in-kind donations. The summary of deliverables below offers a glimpse of our 2016 activities, but does not reflect our complete scope of work.

## Forest Trail Region Deliverables FY 2016

Operations	
1	Full-time Employee (insurance & benefits)
all	Organizational Overhead (accounting, taxes, phone, internet, postage)
4	Regional Board Meetings (12 person volunteer board)
4	Reports (3 quarterly reports, 1 annual report)
\$69,226	Cash Match (generated through programs & services)
\$85,760	In-kind Donations
Education & Regional Support	
2,372	Volunteer Hours developing Economic Development in East Texas
19	Communities Visited
13	Regional Presentations
4	Regional Workshops
3	Student Scholarships to attend State Tourism Training
9	Multigenerational Itineraries (created by 60 SFASU Student Advocates)
Marketing & Advertising	
\$861,000	Brochure Fulfillment - economic impact estimate (dmawest.org)
3	Regional Event Brochures Designed (Fall/Winter, Spring/Summer)
57,145	Regional Heritage Brochures Distributed
13,662	Regional Brochure Requests Fulfilled
5	Travel Shows
10	Advertising Campaigns designed for State/National Publications
4	Partner Logos Designed
Online Promotions & Traveler Communication	
\$2,400,000	Social Media—estimate of ad value (ayzenberg.com, socialchorus.com)
2,378	Social Media Posts (Instagram, FB, Twitter, Tumblr, Pinterest, Flickr)
366,040	Traveler Interactions via Social Media (Likes, Comments & Shares)
45k-75k	Travelers Reached Weekly via Social Media
55,917	Unique Website Visitors

**Texas got a heckuva lot for \$38,306.**

*The State of Texas pays \$66,383 for 1 employee ([www.SAO.Texas.gov](http://www.SAO.Texas.gov))*

**HOUSE DISTRICTS**  
1, 3, 4, 5, 6, 7, 8, 9, 10, 11  
15, 16, 18, 19, 21, 22, 57

**Direct Spending:**  
\$461 million+

**Tax Revenue:**  
\$42.9 million+

**SENATE DISTRICTS**  
1, 3, 4, 5

**Direct Spending:**  
\$587.5 million

**Tax Revenue:**  
\$53.6 million

**SERVING 35-COUNTIES**

- ANGELINA
- ANDERSON
- BOWIE
- CAMP
- CASS
- CHEROKEE
- GREGG
- FRANKLIN
- HARDIN
- HARRISON
- HENDERSON
- HOUSTON
- JASPER
- JEFFERSON
- MARION
- MONTGOMERY
- MORRIS
- NACOGDOCHES
- NEWTON
- ORANGE
- PANOLA
- POLK
- RED RIVER
- RUSK
- SABINE
- SAN AUGUSTINE
- SAN JACINTO
- SHELBY
- SMITH
- TITUS
- TRINITY
- TYLER
- UPSHUR
- WALKER
- WOOD