

2019

# Texas Folklore Society Annual Meeting

## Promotional Grant Request



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## EXECUTIVE SUMMARY

The Texas Folklore Society (TFS, the Society) will hold its annual meeting in McKinney, Texas during the weekend of April 26-28, 2019. Members and prospective members will meet at the Sheraton Hotel on Gateway Boulevard to share folk songs and tell tall tales, present academic (and some not so academic) papers on a variety of folklore subjects and listen to folklore entertainment during a banquet. A tour of historic locations in McKinney kicks off the weekend. All sessions are open to the public.

The current Board will meet to discuss goals for the coming year and present a slate of the next year's officers for a membership vote. One of the Board's goals in 2019 is to increase membership, especially among colleges and universities in the Southwest region. One key to increasing membership at this level is advertisement of the annual meeting.

The Texas Folklore Society requests a grant for this event, which promotes the City of McKinney and meets five of the eight criteria as governed by Texas Tax Code § 351.101: advertising and promotional programs attracting tourists to the City; encouragement and application of the arts; historical preservation projects and activities; signage directing the public to historical sights and attractions that will be visited by hotel guests in the City; and use of transportations systems to transport tourists from the host hotel to the commercial center of the City.

2019 advertising plans include a short promotional video which highlights McKinney as the host city, a promotional poster in both hard copy and electronic format, and 3 x 5 promotional cards to pass out to students, faculty, and staff. Hard copies of the poster and promotional cards will be delivered in person to local colleges and universities. The theme of all advertising for the 2019 meeting is McKinney – Unique by Nature (or other as specified by the MCVB).

## MISSION

The Texas Folklore Society began in 1909, and its **mission** is to collect, preserve, and study folklore and folk cultures, with especial emphasis on the folklore, songs, tales, and literature of Texas and the Southwest. TFS is the third oldest academic organization in Texas, and it is the oldest state folklore organization continuously functioning in the United States.

## STRATEGIC GOALS AND OBJECTIVES

- Increase membership numbers via advertisement of annual meeting
- Collect and edit folklore for publication
- Publish folklore of Texas and the Southwest and collaborate with other Texas historical societies with objectives similar to those of the Texas Folklore Society

## SCOPE OF SERVICES: PRESERVATION OF FOLKLORE, PUBLICATIONS AND ANNUAL MEETINGS

The Society maintains a diverse interest in research areas. It has published over 100 volumes of folklore-related works from pamphlets on folk songs to full-length hard cover books on topics from the Mexican rodeo, folk music, to death customs and superstition. Seventy of its full-length publications are from the *Publications of the Texas Folklore Society* series, including a three-volume history of the organization from 1909-2000. The Society has also supported the publication of over two dozen single-author "Extra Books" on folklore, as well as numerous

monographs and newsletters. The annual membership fees include a copy of the current full-length publication, and current members also receive a 20% discount on all TFS books.

## STAFF AND DAY-TO-DAY OPERATIONS

The headquarters of the Texas Folklore Society had been at the University of Texas from 1909 until 1971, when it moved to the campus of Stephen F. Austin State University in Nacogdoches, Texas. It is governed by a Board of seventeen volunteers. The main office is **staffed** by Ken Untiedt, the Secretary-Editor, and Charlotte Blacksher, who is the Society's Treasurer and Office Secretary. Mrs. Blacksher is the only paid staff member: her salary is provided by Stephen F. Austin State University. Mr. Untiedt and Mrs. Blacksher carry out the Society's **day-to-day operations**, as follow:

- Communicate with TFS members via phone, email, and regular mail
- Publish TFS Folklore series, monographs, and newsletters
- Manage TFS financials and budget
- Collaborate with other Texas history organizations with which TFS shares membership
- Manage book sales

## II. TOURISM-RELATED EVENT

### EVENT DETAILS

The 2019 Texas Folklore Society 110th annual meeting from April 26 – 28 at the Sheraton McKinney

#### 1. Meeting Scope

- Annual meeting attendance consists of educators, students, and college professors who come from all over the state and the Southwest Region to attend the annual meeting and tour the host city.

#### 2. 2019 Meeting Goals and Objectives

- Provide an opportunity for TFS members to convene in the host city and share folklore about Texas and the Southwest
- Encourage college students to participate and gain experience in presenting an academic paper and provide them exposure to other state historical societies, for example, the Texas State Historical Association and the East Texas Historical Association.
- Focus advertising on the host city and increase membership numbers through a successful advertising campaign

#### 3. Target Audience

- Folklore enthusiasts and academicians throughout the state and region.

## HOW THIS INITIATIVE WILL PROMOTE THE CITY OF MCKINNEY FOR THE PURPOSE OF TOURISM

The annual meeting of the Texas Folklore Society will promote McKinney in the area of business development:

- **Sales tax revenue dollars** from guest room charges - meeting attendees will spend a minimum two nights' stay at the Sheraton McKinney.
- **Sales tax revenue dollars** - meeting attendees who will spend at least one afternoon shopping in downtown McKinney.
- **Sales tax revenue dollars** - Food and Beverage costs at the Sheraton McKinney.
- **Tourism** will be promoted during a guided tour of Chestnut Square and other historical attractions, as well as a self-guided member tour of Downtown McKinney.

**HOW THIS MEETING WILL FULFILL THE TEXAS FOLKLORE SOCIETY’S GOALS AND OBJECTIVES**

1. Increased awareness of the society and its goals and objectives via a targeted advertising campaign among students and faculty at colleges and universities will increase membership numbers:
  - Promotional documentary video
  - Promotional posters in digital and hard copy format
  - 3x5 reminder cards for students and faculty
2. Promote and preserve folklore of Texas and the Southwest: collect and catalogue academic papers for future publications

**PLANNED ACTIVITIES AND SCHEDULE**

<b>Friday, April 26</b>	
1:00 – 6:00 p.m.	Registration, Pre-Function Area
2:00 – 5:00 p.m.	Tour Chestnut Square and Downtown McKinney (meet in Hotel Lobby at 1:30)
7:00 – 8:00 p.m.	President’s Pre-Hootenanny Reception: Sponsored by Schreiner University
8:00 p.m.	Hootenanny
<b>Saturday, April 27</b>	
8:00 a.m. – 12:00 p.m.	Registration, Pre-Function Area (1st Floor)
8:15 a.m.	Welcome: TFS President Elaine Davenport and local dignitary
8:30 – 11:45 a.m.	Presentation of Papers, Sessions 1 - 4
11:45 a.m. – 1:30 p.m.	<b>Lunch / Board Luncheon</b>
1:45 – 5:00 p.m.	Second Session of Papers
6:00 p.m.	Cash Bar
7:00 p.m.	Banquet with Entertainment followed by another Hootenanny
<b>Sunday, April 28</b>	
8:45 – 11:45 a.m.	Presentation of Papers, Session 5
11:45 a.m. – 12:00 p.m.	General Business Meeting and Closing Ceremony: Introduction of new officers for 2019 – 2020

**ESTIMATED ATTENDANCE AND ADMISSION FEES**

- Typical meeting attendance is approximately 120 people. Successful marketing and advertising will have a direct impact on meeting attendance and increase this number.
- Meeting registration is capped at \$25.00 per person.

**VENUE FOR THE EVENT**

**Hotel:**  
 Sheraton McKinney  
 1900 Gateway Boulevard  
 McKinney, TX, 75070

**Historical Tour:**  
 Chestnut Square  
 Downtown McKinney Square  
 Self-guided tours at member choice:  
 Collin County History Museum, Heard-Craig Center for the Arts, and others

**EVENT TIMELINE**

<b>Task</b>	<b>Expected completion date Completed = ✓</b>
Select / form local arrangements team	✓
Contact Convention and Visitors’ Bureau	✓
Choose hotel site and negotiate final contract	✓ - Signed
Advertise to local universities and colleges to invite attendance as well as participation with a call for papers	August – December 2018
Plan historical tour for Friday, April 26	In process
Procure banquet entertainment	The Willows
Invite mayor or other dignitary to give welcome address Saturday morning, April 27	January 2019
Design program	In process
Print name tags and signage	March 2019
Call for member volunteers to help with registration	March 2019

**GOALS FOR GROWTH/EXPANSION IN FUTURE YEARS**

The Texas Folklore Society plans to increase membership as it continues to promote and preserve folklore and its cultural benefits to colleges, universities, and folklore enthusiasts throughout Texas and the Southwest.

**III. ALIGNMENT OF THIS EVENT WITH MCKINNEY CITY COUNCIL AND MCKINNEY CVB GOALS AND STRATEGIES**

<b>1. ELIGIBILITY UNDER TEXAS TAX CODE § 351.101</b>	
Every expenditure for the event will DIRECTLY enhance and promote tourism AND the convention and hotel industry in the City of McKinney	<ul style="list-style-type: none"> <li>▪ All advertising highlights McKinney as the host city</li> <li>▪ The advertising theme is McKinney: Unique by Nature (or other as directed by CVB)</li> <li>▪ Attendees will stay three days and two nights at Sheraton McKinney.</li> <li>▪ Sheraton Hotel Food and Beverage fee</li> <li>▪ Other meals consumed at area restaurants</li> <li>▪ Downtown and other shopping as needed</li> </ul>
Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the City	All advertising and promotions highlight McKinney as host city and historical tours in downtown McKinney, area restaurants
Encouragement, promotion, and application of the arts	<ul style="list-style-type: none"> <li>▪ Academic papers presentations</li> <li>▪ Hootenanny – folklore music presentations by attendees</li> <li>▪ Banquet entertainment – folklore music by The Willows</li> </ul>

Signage directing the public to sights and attractions that are visited frequently by hotel guests in the City	Signs in front of sites chosen for historical tour on Friday, April 26  Posters and pamphlets distributed to area merchants
Impact of local dining and shopping on investment in quality of life improvements in McKinney	All meeting attendees from out of town (approximately 100 people) will visit area restaurants for at least two meals during their stay.
<b>2. INFORMED FINANCIAL PLANNING</b>	
Long-term costs of the annual meeting	Planning and budgeting for future meetings
Budget consequences	The Texas Folklore Society has solicited this grant for a marketing campaign as part of our strategic objectives to increase membership.
<b>5. CONTINUE TO MARKET AND HIGHLIGHT MCKINNEY AS A UNIQUE DESTINATION FOR RESIDENTS AND VISITORS ALIKE:</b>	
<ul style="list-style-type: none"> <li>▪ Post-event success attendee survey</li> <li>▪ June newsletter event review</li> </ul> <p><b>Advertising for future events: reference McKinney as past host city in 1992 and 2019</b></p>	

#### TFS FINANCIAL STATUS AND THE IMPACT OF THE GRANT REQUEST ON TFS MISSION AND GOALS

The Texas Folklore Society has sufficient funds in a growth investment account to carry out day-to-day operations. This account was started approximately twenty years ago to pay for publications in advance as opposed to paying for each yearly publication after all the dues had been collected for the year.

Detailed on the **2017 Financial Statement** below are the revenue and expenditures for that year. The investment account is much like a checking account, and as long as the investments are doing well, there is cash to support a nice annual meeting.

Our financial goal is to have a little more freedom to hold quality cultural events such as the annual meeting without having to draw from the budget each year. The objective of this year's advertising campaign is to increase membership so that membership fees and registration and banquet fees collected for the annual meeting will help create a line item in the budget for future annual meetings.

We do not have audited financials available at this time, but we are in the process of procuring an accountant who can do this job for a reasonable fee. We did have an accountant three years ago who was going to do the audit for a reasonable fee, but she fell ill with a strange virus, went into the hospital, and passed away. We then procured another accountant, who fell ill with the same strange virus, went into the hospital, and passed away. Subsequent accountants in the Nacogdoches area require \$10,000 to do a yearly audit, an amount we currently find too high for our budget. We have not yet been able to procure another accountant who will do the audit for a reasonable fee.

FINANCIAL STATEMENT AND BUDGET FOR CURRENT YEAR

	<b>2017</b>
<b>NET ASSETS as of January 1</b>	<b>\$281,691.18</b>
<b>Revenue</b>	
Dues	\$8,395.00
Royalties	\$1,938.53
Permissions to Reprint	\$0.00
Memorial Gifts, Donations	\$4,165.00
Student Stipend Contributions	\$325.00
Investment Interest and Dividends	\$3,484.04
<b>TOTAL REVENUE</b>	<b>\$18,307.57</b>
<b>Expenditures</b>	
Publication, 2015: <i>Food Book</i>	\$10,884.68
Publication, 2016 <i>Thirty-Three Years</i>	
Meeting Overall Costs	\$365.44
Student Stipends awarded	\$400.00
Outreach (festivals, fairs, etc.)	\$771.43
Office Expenses	\$3,195.10
<b>TOTAL EXPENDITURES</b>	<b>\$15,616.65</b>
<b>Net Increase in Assets</b>	<b>\$12,542.64</b>
<b>NET ASSETS as of December 31</b>	<b>\$294,233.82</b>



BUDGET FOR THE 2019 ANNUAL MEETING OF THE TEXAS FOLKLORE SOCIETY

Year	2018	2019
Location	Lubbock	McKinney
<b>Donations:</b>		
Friday reception: Shriner University	\$1000.00	\$1000.00
Board Luncheon: East Texas Historical Assn.	\$300.00	(est.) \$300
<b>Total Donations:</b>	<b>\$1300</b>	<b>(est.) \$1300</b>
<b>Receipts:</b>		
Registration Fees	\$2125.00	\$2500.00
Banquet Fees	<b>\$2001.00</b>	\$2500.00
Late Reg/Banquet	\$281.00	TBD
Tour	<b>\$125.00</b>	(est.) \$300
Book sales/table fees	<b>\$137.50</b>	(est.) \$140
Ad sales	\$100.00	\$100.00
<b>Total Receipts:</b>	<b>\$4769.50</b>	<b>\$5,540.00 (est.)</b>
<b>General Expenses:</b>	Lubbock CVB	McKinney CVB
Goody Bags/Name Badges		
Program printing	\$60.34	\$350
2018 Advertising	\$84.00	
<b>2019 Advertising: promo poster/3x5 cards; promo video</b>		<b>\$6,000.00</b>
Refunds	pending	N/A
Entertainment	\$500	\$1200
Tour	\$125.00	\$600
Tour Transportation	\$480.00	McKinney CVB
Student presenters' stipend (\$200 each)	\$600.00	\$600
Photography	\$250.00	\$250.00
<b>Total General Expenses</b>	<b>\$2,099.34</b>	<b>(est.) \$8650.00</b>
<b>Hotel Food and Beverage</b>	<b>\$11,062.72</b>	<b>(est.) \$12,000.00</b>
<b>Total Expense</b>	<b>\$13,162.06</b>	<b>(est.) \$20,650.00</b>
<b>Meeting net cost (less Receipts &amp; Donations)</b>	<b>\$7,092.56</b>	<b>(est.) \$13,810.00</b>

#### IV. MARKETING AND OUTREACH PLANS

Fall semester 2018:

Advertise the annual meeting to English and History departments at local community colleges and universities in the Metroplex and throughout the state and Southwest region. Materials: poster in hard copy and digital format; 3 x 5 cards with meeting information. **Theme: McKinney**

- Personal visits to local colleges and universities in the North Texas Region with hard copies of poster and 3X5 reminder cards; send digital copies of poster and promo video
- Personal calls to other colleges/universities; send digital copies of poster and promo video; mail hard copies of poster and 3X5 reminder cards
- One month prior to meeting: send press release of the event in McKinney as the host city to local news organizations: newspapers, radio stations, TV stations:
  - Ex.: McKinney Courier-Gazette, McKinney Community Impact, Dallas Morning News
  - 90.9 KCBI, KLAK (K LAKE), KHYI The Range, KLTU
  - FOX 4, KXAS Channel 5, KTVT Channel 11

#### V. SUCCESS METRICS

- Meeting attendance and registration fees
- Number of hotel stays
- Post-meeting survey to attendees
- Membership numbers

#### VI. ACKNOWLEDGEMENTS

***If funding is approved by the MCDC board of directors, the Texas Folklore society will assure:***

- The Event for which financial assistance is sought will be administered by or under the supervision of the Texas Folklore Society.
- All funds awarded will be used exclusively for the Texas Folklore Society's annual meeting as outlined in this application.
- MCVB will be recognized in all marketing, advertising, outreach and public relations as a financial sponsor of the Event or Project, using a specific statement of recognition, for example: "This event is funded in part by VisitMcKinney" or "Funded in part by VisitMcKinney."
- Texas Folklore Society (TFS) officials who have signed the application are authorized by the TFS to submit the application.
- The Texas Folklore Society will comply with the MCVB Grant Guidelines in executing the Texas Folklore Society's 2019 annual meeting for which funds will be received.
- A final report detailing the success of the Event, as measured against identified metrics, will be provided to MCVB no later than 30 days following the completion of the Event.
- The Texas Folklore Society will submit invoices and receipts to MCVB as requested, for the initial provision of up to 80% of the approved grant on a reimbursement basis.
- The Texas Folklore Society will submit to MCVB all unpaid invoices, receipts, and documentation of fulfillment of obligations as well as a final report on the Event for the final installment of the approved grant.
- The Texas Folklore Society does not and will not knowingly employ an undocumented worker, in compliance with Texas Government Code.