



GO TEXAN.

Big State. Big Backyard.
Come Play.

Ready? Set. GO TEXAN!

*From Todd Staples, Commissioner
Texas Department of Agriculture*

Just like you, thousands of rural communities, businesses and civic organizations have said “yes” to Texas Yes! since the program first took root in 2003.

Now, Texas Yes! has proudly become the GO TEXAN Rural Community Program.

The GO TEXAN Rural Community Program will leverage the resources, expertise and marketing muscle of the GO TEXAN brand. The now familiar mark taps into Lone Star loyalty, persuading the 24 million Texans who shop, dine and travel to choose the state’s bounty — most often found in the heart of rural Texas. And every dollar spent in rural Texas creates jobs and generates income for all of Texas.



To take advantage of the exclusive GO TEXAN Rural Community membership benefits — funding, marketing, networking, recognition and more — Texas Yes! members must reapply to the new program. There is no cost to join, and the application process is as easy as before.

Ready? Set. GO TEXAN! Together, we preserve the past, celebrate the present and anticipate the future of rural Texas.

Todd Staples

GROWING SUCCESS

Rural Texas is growing a whole 'nother kind of crop – jobs, tourism and business investments.

Be part of the success story. Join the GO TEXAN Rural Community Program for members-only access to the expertise, resources, marketing and networking opportunities yielding a bumper crop of economic development successes for the future.

Texas Yes! members must reapply.

The Texas Yes! program has expired. There is no cost to join the GO TEXAN Rural Community Program.

Certified Membership

Open to non-metropolitan counties and cities with a population of less than 20,000. City limits may not adjoin another city or group of cities’ city-limit boundaries with an aggregate population of 50,000 or more. Metropolitan counties may be found at www.gotexan.org under “GO TEXAN Communities.”

Associate Membership

Open to those committed to support and promote rural Texas such as: chambers of commerce, economic development corporations, councils of government, convention and visitors bureaus, individuals, organizations and associations. Also eligible are sole proprietors, partnerships, cooperative organizations and corporations whose principal place of business is in Texas and have a location in rural Texas.

Member benefits of the GO TEXAN Rural Community Program include:

- Grant funding programs for certified members
- Recognition and statewide media coverage for certified members
- Promotional campaigns, online resources highlighting member communities
- Use of the GO TEXAN mark and tagline
- Tourism workshops, infoletters and e-mail alerts
- Networking resources and insider tips from members on small-town success



For more information and an application, visit www.gotexan.org, call (877) 99GO-TEX or e-mail ruraltexas@tda.state.tx.us.

STARS and BUCKS

Hometown STARS Program

(Supporting Tourism and Rural Success)
This matching fund program for certified members reimburses half of tourism promotional costs with awards up to \$10,000.

The next application round will be Aug. 1 – 30 for events occurring between Dec. 1, 2008, and Mar. 31, 2009.

Bootstrap Bucks Program

This fund program for certified members reimburses promotional costs with awards of up to \$2,500 in one or more of four eligible categories including banners, posters, newspaper advertisement and radio/television spots.

The next application round will be July 1 – 31 for events occurring between Oct. 1 and Dec. 31.

For application deadlines and more information, call (877) 99GO-TEX, visit www.gotexan.org or e-mail ruraltexas@tda.state.tx.us.

HARD WORK REWARDED

Recognizing the dedication, leadership and ingenuity of community volunteers, business owners and city and county officials, we celebrate the 10 communities selected for the 2007 Hardworking Rural Community Awards.

The city of Hamilton received top honors as the Shining Star with a \$3,000 grant award. The nine communities receiving a \$1,500 grant were Brady, Center, Clifton, Columbus, Eden, Monahans, Throckmorton County, Tye and Yoakum. The grants can be applied to future community development efforts.

For more about the recognized communities and for information, visit www.gotexan.org.

COMING TO A TOWN NEAR YOU

Empowering rural communities across the state, the GO TEXAN Rural Community Program works in partnership with the Texas Travel Industry Association, conducting tourism workshops across the state. Six of these educational workshops will occur before the end of the year.

Topics include:

- Marketing on a Small Budget
- Assessing and Developing Tourism Resources

- Branding
- Developing an Integrated Marketing Plan
- Strategic Partnerships
- And much more!

The first informative workshop will be held on Aug. 14 in Kingsville. For more information, visit www.gotexan.org.

Interested in attending a future tourism workshop? E-mail us at ruraltexas@tda.state.tx.us.

FOODIES' DELIGHT

The next time you dine out, choose a restaurant with a big Texas accent.

The GO TEXAN Restaurant Program links Texas restaurants to local producers of Texas-grown or Texas-made foods, bringing the quality of Texas to the table!

- **Online:** Locate participating members by checking the online GO TEXAN Restaurant Program listing.
- **At a Restaurant:** Look for the GO TEXAN decal in the window of participating restaurants.
- **In Your Community:** Find restaurant members at events such as the Texas Hill Country Wine and Food Festival in Austin, the New World and Wine Food Festival in San Antonio and Wine Week in The Woodlands in Houston. For a list of events and activities, go to www.gotexan.org.
- **Local Restaurants:** To highlight their hometown flavor, invite your local restaurants to join the GO TEXAN Restaurant Program. For member information, visit www.gotexan.org.

For more information about the GO TEXAN Restaurant Program, contact Sarah Riggins at sarah.riggins@tda.state.tx.us.

RESTAURANT ROUND-UP OCTOBER 1, 2008

Help us celebrate the restaurant owners and chefs who care about serving local ingredients and pride themselves in Texas quality.

To find a participating restaurant or for more information, visit the GO TEXAN Restaurant Program link at www.gotexan.org.



GO TEXAN Rural Community Team

We're ready and set to GO TEXAN!
Have questions? We're here to help.
(877) 99GO-TEX, www.gotexan.org
ruraltexas@tda.state.tx.us

For general program information including Membership, Hardworking Communities and Workshops:

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