

**NOTICE OF A PUBLIC MEETING**

**AN AGENDA OF A REGULAR MEETING OF THE *Fort Concho Museum Board***

**THE CITY OF SAN ANGELO, TEXAS**

**November 15, 2023 3:30 pm**

**Barracks 1 Visitor Center 630 South Oakes Street**

**Masks optional when within the building**

**BARRACKS 1 IS ACCESSIBLE TO PERSONS WITH DISABILITIES. IF ADDITIONAL ASSISTANCE IS NEEDED TO OBSERVE OR COMMENT, PLEASE NOTIFY THE FORT CONCHO BOARD LIAISON, BOB BLUTHARDT, 630 South Oakes, 481-2626 AT LEAST 24 HOURS PRIOR TO THE MEETING.**

*As a courtesy to those in attendance, please place your cell phone on "Silent" or "Vibrate"  
Thank You!*

**I. OPEN SESSION**

- A. Call to Order**
- B. Determination of a quorum**
- C. Approval of excused absences**
- D. Introduction of Guests**
- E. Presentations**
- F. Public Comment**

The Board takes public comment on all items in the Regular Agenda. Public input on a Regular Agenda item will be taken at its appropriate discussion. Public input on an item not on the Agenda or Consent Agenda may be identified and requested for consideration by the Board at this time. The Board may request an item to be placed on a future agenda, or for a Consent Agenda item, to be moved to the Regular Agenda for public comment.

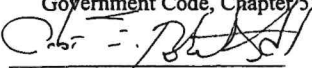
**II. CONSENT AGENDA**

- 1. Consideration of approving the September 19, 2023 Minutes
- 2. Treasurer's Report
- 3. Site Manager's Report

**III. REGULAR AGENDA: PUBLIC HEARING AND COMMENTS**

- 4. Staff Reports
- 5. Review of 2023 Polo on the Concho and Plans for 2024 Event
- 6. Report on Site of Concho Mail Station
- 7. Building and Grounds Updates
- 8. Collections & Exhibits Update
- 9. Christmas at Old Fort Concho 2023 Update
- 10. Consideration of Canceling December Board Meeting
- 11. Discussion on new Fort Concho Logo
- 12. Board Appointments and Officers for 2024
- 13. Fort Concho Foundation Report
- 14. Update on Barracks/Mess Halls 3-4 Reconstruction
- 15. Future Agenda Items
- 16. Announcements

Given by order of the Fort Concho Museum Board and posted in accordance with Title 5, Texas Government Code, Chapter 551, Thursday, November 9, 2023

  
Robert F. Bluthardt  
Site Manager

**Fort Concho Museum Board Minutes  
September 19, 2023**

**I. OPEN SESSION**

**A. Call to Order** - In the absence of President Sherley Spears, and after waiting for a quorum, Vice President Don Barnhart called the meeting to order at 3:34 p.m. at Fort Concho Officers Quarters 8, 215 East Avenue D.

**B. Determination of a Quorum** - Bob Bluthardt, Site Manager, confirmed that having 9 members in attendance, a quorum was present: Don Barnhart, Dave Schaller, Tommy Earnest, Sarah Clemens, Tracy Simpson, Colleen Haddad, Dr. Jason Pierce, Penny Roberts, and Lisa Marley.

**C. Approval of Excused Absences** - A motion was made by Dave Schaller to excuse the absences and Penny Roberts seconded the motion which carried by unanimous vote. Absences were Sherley Spears, Kathy Keane, Monty Stanley, LTC John McAllister, Yukio Kuniyuki, and George Balli.

**D. Introduction of Guests** - Tom Johnston, Tom Green County Historical Society and Cheryl DeCordova of Representative Darby's Office

**E. Presentations** - None.

**F. Public Comment** - None.

**II. CONSENT AGENDA**

**1. Approval of the August 15, 2023 Minutes** - Dr. Jason Pierce moved to approve the minutes of August 15, 2023. Sarah Clemens seconded the motion which carried unanimously.

**2. Treasurer's Report** - Lisa Marley presented the financials for August 2023. Income for August was down from 2022, but is 9% above the ten-year average. Admissions were down due to month-long heat wave. Christmas income will see a big boost in September. Miscellaneous income represents many caterers paying their 10% fees. Year-to-date income is only \$10K below last year and 7% above the past 10 year average. Heat wave pushed down admissions but gift shop is doing better. More income is expected in September for Christmas and Membership. Higher interest rates are pushing interest income up. Overall

expenses are near 84% of the budget at the 92% mark of the fiscal year. Total income for August was \$1,109,202, while operating expenses were \$1,042,656. This nets a positive fund balance of \$66,546. Budget should finish the fiscal year in the black. Congratulations to all for their work to keep within budget. Fund balance does not disappear but stays in fund balance for emergencies and repairs. Colleen Haddad moved to accept the Treasurer's Report. Dave Schaller seconded the motion which carried unanimously.

**3. Site Manager's Report** - This report was deferred to later in the meeting due to guests being present for other agenda items.

Following item 15, this item was discussed:

Bob Bluthardt reported on the passing of past board member, Alma Perez, two-time Mayor Dick Funk and area rancher Bud Upton. In addition, the mother-in-law of Juanita Thompson (Administrative Assistant) passed. The Librarian position remains open at this time. Two candidates were offered the position, and both declined the position. Recruitment continues and discussions are underway to consider raising the salary range for the position. There are a number of events scheduled for October and there will be a media blast for advertising them. The relationship with the Art Museum is one of an MOU for a shared collection storage space in the State building. That MOU remains in effect even with the changes in management at the Museum.

### **III. REGULAR AGENDA: PUBLIC HEARING AND COMMENTS**

**4. Staff Reports** - None.

**5. Request to host State Employees Annual Picnic on October 12 and waive all charges** - Cheryl DeCordova informed the board that this year will be the 32nd annual picnic for State employees. The picnic previously was held at the State Park, but moved to Fort Concho in 2015. Due to the COVID years, the picnic has not been held. Approximately 900 to 1000 employees usually attend. This is a big event for the employees. Food and gifts are provided. The board concurred that this is a good public service for Fort Concho. Penny Roberts made the motion to approve the request to host the event and waive all charges. Dr. Jason Pierce seconded the motion, which carried unanimously.

**6. Review of 2023 Polo on the Concho with Courtney Mahaffey and Plans for 2024 Event** - Courtney Mahaffey contacted Bob Bluthardt to have this

item deferred to the October meeting. There were issues with the field conditions that concerned the polo participants. As we recall, the Symphony provided about \$5,000 in water for the field preparation, and a similar amount in labor and fertilizer, in order to make the parade grounds polo ready. The Cavalry event occurred a week or two ahead of the polo match. This will also be the case in 2024. There is some concern that we need to find a way that the monies that are provided for the grounds are preserved for the polo event. The obvious solution is that the polo event go before the Cavalry event, but this isn't possible. The polo players are only available after the Cavalry event, and the Cavalry event is attached to Frontier Days, which is tied to the Lions Clubs and that is connected to the state convention. Bob Bluthardt will meet with Courtney Mahaffey to reach an equitable solution for all. Any solution for this will be discussed at the October board meeting. Colleen Haddad inquired if the polo display that Joan Murtz provided could be left up for a longer period of time following the polo event in future years. Perhaps with a future event, the display could be placed at another Fort Concho building that isn't rented the following week, thus allowing increased viewing by the public. The good news is that one half of all Fort Concho facilities are already rented for next fiscal year. So it is not always easy to find a block of buildings needed for an event because there are so many existing bookings.

**7. Review of Ruffini Building assessment and any moving/documentation proposal** - James Robinson, the presenter from last month's meeting, measured the building and drew up some plans, but no proposal has been presented. He originally wanted the building to be moved to Old Town, but it's unclear if he's talked with anyone about this. Bob Bluthardt will reach back out to Mr. Robinson.

**8. Review of 2024 proposal for a Renaissance Festival on Parade Ground** - Response to Bob Bluthardt's email has not been received. Their initial proposal included renting several buildings and use of the entire parade ground. This item will be moved to the October meeting.

**9. Report on Site of Concho Mail Station** - Tom Ashmore invested in some grounds keeping equipment and solicited some assistance from the homeless people at the site to keep the trails open. Rains have made grass and weeds grow extensively. The Fort Concho Foundation voted for \$1000 in support money to help him. The next logical step is a feasibility study and that is being researched. A grant would need to be written for a study to occur as it could cost between \$15,000 - \$20,000. There might be other local foundations that are willing to



cover it. Tom Ashmore will be the guest speaker at the last Speaker's Series on September 27.

**10. Report on Tom Green County Historical Society and its future plans** - Tom Johnston informed the board that the Society has had a good relationship with Fort Concho since the 1940s. Meetings were previously held at Fort Concho on a monthly basis, but then during COVID, meetings were suspended. Several members passed away due to COVID and membership/attendance dropped off to 8 people. The society is currently inactive but has maintained its non-profit status for fund raising and scholarship possibilities. Mr. Johnston is involved in stirring interest. Many ideas have been explored such as scholarships from the Society to deserving people in an essay contest, as an example. Mr. Johnston is interested in any new ideas to support the Society being active once again. He thanked the board for their support over the years and just wanted to let the board know the current status.

**11. Fort Concho Membership Drive Report** - Bob Bluthardt reported that \$43,000 has been received. The goal is \$47,000. There is one \$5,000 donation still outstanding, additionally 55-60 renewal letters and 75 letters to perspective new members were sent out. It is still possible to meet or exceed the goal.

**12. Building and Grounds Updates** - Crews are working to keep the grounds tidy with all the rain. This is a good problem to have. The facilities are in good shape so far. Efforts are now gearing up for Christmas at Old Fort Concho. An assessment of facilities will be done with a focus on the Christmas event, in addition to regular maintenance.

**13. Board Appointments for 2024** - There are three board members who will rotate off the board: Sherley Spears, Dave Schaller and Kathy Keane. Those positions will be open for appointments. There are an additional three board members who are eligible for full additional terms: Colleen Haddad, Sarah Clemens and Lisa Marley. If they are interested in remaining on the board, they must let Bob Bluthardt know and also re-apply on the City website prior to the completion of their current appointment. Discussion for replacements will be placed on the October agenda.

**14. Fort Concho Foundation Report** - Their next meeting will be in November. The Foundation Board voted to fund a few mini-projects including the exhibit improvements in Barracks 1. The tipi has arrived! Also the new exhibit

barrier interpretive items for all of the buildings was approved by the Foundation Board. Cory will be added to the October agenda with some new items that were received from Dr. Langelier, which included a Quartermaster helmet.

**15. Update on Barracks/Mess Halls 3 - 4 Reconstruction** - The last report from the architect is that they would be finished at the end of September, however there have been weather delays due to the extreme heat. It may be necessary to block the buildings somehow for the Christmas event. It would be nice to clear a path at least for Barrack 4, where visitors can enter through one door and exit through another door, and there could be some two dimensional exhibits on what the buildings will be upon completion. Staff will check further on whether this is feasible.

**16. Future Agenda Items** - Don Barnhart informed the board that it was suggested that a committee be formed on the subject of the Fort Concho logo, and this topic would be on the agenda in either October or November, once Sherley Spears returns.

**17. Announcements** - None.

**Adjournment** - At 4:40 p.m. Don Barnhart asked to adjourn the meeting. Colleen Haddad made the motion. Dave Schaller seconded the motion, which carried unanimously.

Respectfully submitted for Kathy Keane,

/s/ *Lisa Marley*

Lisa Marley, Treasurer

**Fort Concho Museum Board****Site Manager's Report****October 18 – November 15, 2023****Programs/Events/Public Service**

Staff and volunteers have managed and created a high number of programs and events these past few weeks. Indeed, for the month of October the fort served over 7000 people with all programs, tours, rentals, events, and meetings. This may have been our busiest October in thirty years.

The Fort Concho Murder Mystery programs of Friday/Saturday, October 27-28 and the Haunted House of the same weekend attracted over 1100 guests with clear weather and a full moon both nights. Virtually all staff had a hand in one or the other event, and we commend Leslie for coordinating the Haunted House and Brendalee for organizing the Murder Mystery.

The annual SAMFA En Plein Air event went well and our thanks to Baily, Max, Jonathan and George for assisting in all logistics and set up that weekend.

Sarah Ross logged some miles with her volunteers covering events at Fort Stockton and Fort Belknap on October 20 and 28, plus an ASU football game artillery presence on October 21 and November 4 and 11.

We participated in the Veterans Day Parade on November 10 and the Fairmount Cemetery Memorial Program on November 11. The site remained open for the Veterans Day holiday of November 10 with free admissions for all veterans and their families.

We had a tasty Volunteer Thank you supper on November 2 with about forty volunteers and family members attending. Thanks to board members Tommy Earnest, Don Barnhart, Dave Schaller, and Kathy Keane for attending and saying a few words.

Cory spoke to the local genealogy society on November 7. Brendalee and Sarah covered an info table at a Central HS event on November 9

**New Archivist**

We welcome Eunice Tibay of San Angelo to our staff as the new site archivist effective November 16. Her education and professional experiences, training, and credentials make her a superb new staff member.

**Green Fields**

Thanks to field aeration and seeding plus some very substantial and timely rains, our Parade Ground is quite lush. While it will become less emerald-like as the winter approaches. It will provide a good root structure for the spring season and the events we have planned. Our thanks to the City Parks Department for their assistance and the San Angelo Symphony for funding the seed and materials.

**Social Media Report**

Our ad/marketing vendor, McLaughlin Advertising, has created an aggressive social media campaign to fill the gaps left by our declining traditional print venues. A half-year report is enclosed. The recent larger audiences for the Halloween events reflect their efforts.

**Rust Street Ministry Lot**

Our neighbors to the east finished their parking lot project using a sliver of land the fort board and city allocated on a 50-year lease. Recently they erected a wooden fence that will "make good neighbors." Extra points for anyone knowing the reference.

**Best Preserved Fort**

True West Magazine editors have declared Fort Concho the best-preserved fort for 2024! Hoorah!

Respectfully submitted



Robert F. Bluthardt

Site Manager



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FORT CONCHO MONTHLY INCOME

September

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
Admissions	518	604	556	0	1,101	1,118	780	747	691	822	640	490	491
Shop Taxable	2,071	2,033	1244	2,255	2,567	1,629	1,526	1,490	1,317	1,636	801	910	751
Shop Non Taxable	0	0	0	0	110	0	0	181	91	102	0	0	0
Xmas at FC	35,400	30,925	12,450	0	16,275	29,975	28,753	26,725	6,450	12,500	15,050	15,750	20,400
Membership	3,825	3,455	1280	7,555	3,440	3,040	1,670	2,490	1,575	1,690	1,215	1,325	1,861
Living History	500	0	0	0	0	0	0	75	0	0	50	100	210
Rent	3,638	11,105	32,331	9,650	15,550	9,101	11,597	18,297	7,512	10	6,700	4,350	0
Miscellaneous	620	0	0	15,098	15,441	0	1,582	566	1,414	1,155	246	68	0
Donations	671	806	93	696	149	2,951	1,182	172	100	480	543	123	181
FC Press Taxable	0	0	0	0	0	0	0	0	0	0	0	0	0
FC Press NoTax	0	0	0	0	0	0	0	0	0	0	0	0	0
State Bldgs	28,333	27,500	27,250	26,250	25,417	24,612	24,612	24,583	24,163	25,000	25,000	24,587	23,061
Discounts	0	0	0	0	0	0	0	0	0	0	9	6	0
Special Events	280	176	176	0	0	0	0	800	500	770	0	0	0
Special Projects	0	0	0	0	0	15	0	0	0	0	0	0	0
Interest	1,384	992	164	0	1,054	17	593	285	214	136	114	50	10
Programs/W'shops	0	0	0	0	0	0	50	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	77,240	77,596	75,804	61,504	81,104	68,424	72,345	76,411	43,955	53,947	50,386	54,100	52,031

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FORT CONCHO MUSEUM

End of Year Income

Projected f FY 2023	2022-23	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14	2012-13	2011-12
16,000 Admissions	7,537	13,277	2,945	8,913	15,726	13,371	13,913	11,701	9,583	8,989	10,208	9,958
27,000 Shop Taxable	19,790	21,273	25,817	18,224	28,889	20,874	21,963	20,180	19,184	18,370	17,728	20,015
250 Shop Non Taxable	214	75	0	0	110	22	0	181	243	102	122	98
110,000 Xmas at FC	98,816	115,191	45,325	79,671	92,281	118,422	96,361	133,044	136,462	76,664	110,458	71,849
47,000 Membership	44,550	48,065	46,180	35,660	43,638	47,406	46,470	41,700	44,090	51,750	41,075	47,375
1,000 Living History	1,100	0	498	500	500	740	1,921	724	283	50	1,341	1,806
120,000 Rent	129,458	135,336	118,139	55,800	109,591	123,244	123,359	134,933	110,073	87,751	75,962	51,105
5,000 Miscellaneous	4,790	1,183	1,037	16,589	24,353	6,823	10,419	11,438	10,849	13,014	12,418	10,926
5,000 Donations	4,978	5,969	11,704	7,095	4,112	8,441	5,288	8,718	8,239	1,753	1,853	2,484
100 FC Press Taxable	0	0	0	0	0	0	0	0	0	50	0	0
0 FC Press Non Tax	0	0	0	0	0	0	0	0	0	0	0	0
340,000 State Buildings	340,000	330,000	330,000	315,000	305,000	296,348	295,348	295,000	290,000	300,000	300,000	295,000
50 Discounts	0	0	0	0	0	0	40	0	0	0	84	125
4,000 Special Events	4,228	5,241	982	2,808	3,260	5,489	2,805	2,005	4,340	5,468	3,462	4,786
4,000 Special Projects	3,919	4,999	2,771	1,090	1,570	810	4,788	5,090	1,731	1,000	8,440	500
8,317 Interest	17,091	6,141	1,823	7,941	11,272	4,959	1,886	843	498	434	386	240
1,500 Prgams/W/shops	0	0	80	555	1,298	0	933	1,898	0	2,350	2,601	1,645
0 Other	0	19	0	1,175	0	0	0	0	0	0	0	0
689,217 TOTAL	676,471	686,769	587,301	550,961	639,540	645,948	625,491	665,213	635,573	567,745	586,138	517,910

**Fort Concho Museum YTD Expenses END of FISCAL YEAR**  
**October 1- September 30**

Summary of Accounts	2022-2023			2021-2022		
	Budgeted	Spent	Percentage	Budgeted	Spent	Percentage
Salaries & Benefits	855,200	780,098	91.20%	779,020	735,481	94.40%
Supplies & Services	308,050	279,491	90.70%	309,794	256,171	82.70%
Christmas Event	49,700	44,796	90.10%	51,195	45,331	88.50%
Special Events	5,750	4,290	74.60%	5,750	2,751	47.80%
Living History	6,500	5,491	84.50%	7,000	4,364	62.30%
Gift Shop	18,848	19,564	103.80%	18,848	12,507	66.40%
Programs/W'Shops	1,500	0	0	1,500	315	21.00%
<b>GRAND TOTAL</b>	<b>1,245,548</b>	<b>1,133,730</b>	<b>91.00%</b>	<b>1,173,107</b>	<b>1,056,920</b>	<b>90.10%</b>

FORT CONCHO MUSEUM	Monthly Income			October							
	2023	2022	2021	2018	2017	2016	2015	2014	2013	2012	2011
Admissions	962	984	2,736	2,815	3,423	1,311	918	745	690	990	783
Shop-Taxable	3,445	1,143	1,848	899	1,636	1,250	870	1,051	1,260	1,235	1,068
Shop Non Taxable	0	0	0	0	22	0	0	0	0	0	0
Christmas	9,510	8,700	9,950	8,150	6,300	6,215	18,745	35,200	27,950	16,725	9,700
Membership	2,100	725	35	355	975	520	200	100	70	675	620
Living History		0	0	0	0	50	0	205	0	0	186
Rent	5,400	8,640	6,925	3,300	10,325	12,024	9,773	9,675	7,856	6,915	6,225
Misc	0	0	194	964	750	1,144	1,448	947	622	452	1,287
Donation	126	230	334	192	250	158	251	0	45	82	74
FC Press	0	0	0	0	0	0	0	0	0	0	0
FC Press Non Tax	0	0	0	0	0	0	0	0	0	0	0
State Buildings	32,500	28,333	27,500	25,417	24,612	24,612	24,583	24,167	25,000	25,000	24,583
Discounts	0	0	0	0	0	0	0	0	0	9	6
Special Events	7,868	1,786	398	0	0	0	0	0	0	0	0
Special Projects	0	0	0	0	0	0	0	0	0	0	500
Interest	1,462	840	155	681	25	23	19	22	0	0	19
Pro/W'shops	0	0	0	0	0	0	0	0	0	36	0
Other	0	0	0	0	0	0	0	0	0	0	0
TOTAL	63,373	51,381	55,127	42,773	48,318	47,307	56,537	72,612	63,495	52,119	45,051

Fort Concho Museum		Monthly Expenses		October		8.3% of FY	
Summary of Accounts	2023			2022			
	Budget	Spent	Percentage	Budget	Spent	Percentage	
Salaries & Benefits	900,437	80,280	8.90%	855,200	73,840	8.6%	
Supplies & Services	300,042	16,648	5.50%	306,050	20,026	6.5%	
Christmas Event	51,200	1,500	2.90%	51,200	1,907	3.7%	
Special Events	5,740	0	0	5,750	0	0	
Living History	7,000	1,129	16.10%	7,000	0	0	
Gift Shop	18,848	1568	8.30%	18,848	317	1.70%	
Programs & Workshops	1,500	190	12.70%	1,500	0	0	
GRAND TOTAL	1,284,767	101,219	7.90%	1,245,548	96,100	7.70%	



**GROUND CONTROL Digital Marketing Report**

**McLaughlin Advertising**

		Imprssns	Clicks	Placement Type		Hour of Day	Feature Day
				website	mobile app		
Apr-23		246,447	1281	5,427	228,923	10:00 PM	Sunday
May-23		200,918	1322	2,402	189,582	5:00 PM	Monday
Jun-23		277,143	1413	4,054	261,883	9:00 PM	Thursday
Jul-23		304,186	1544	10,743	280,826	7:00 PM	Sunday
Aug-23		227,711	1466	4,799	212,089	10:00 PM	Tuesday
Sep-23		250,933	1321	3,865	236,153	10:00 PM	Friday
Oct	Camp Dis	255,079	1184	13,179	227,760	8:00 PM	Tuesday
	Oct Events	955,585	3440	647,317	269,594	8:00 PM	Wednesday

## CHRISTMAS AT FORT CONCHO

Kick off the holiday season by visiting Fort Concho's largest annual event. Held during the first full weekend in December, Christmas at Old Fort Concho transforms the fort's forty acres and twenty-four buildings into a winter wonderland. Each day at Fort Concho visitors can experience the Winter Rendezvous, campsites with hundreds of re-enactors and period traders who bring the 1800s to life. During daylight hours the many troops on the Parade Ground will drill, ride, and shoot their weapons. The artillery demonstrations (blanks-of course) will definitely catch your attention! Inside the fort's many original buildings, merchants and artisans from across Texas and the Southwest offer many items to start your Christmas shopping. A Food Court will offer various food options; strolling musicians and staged musical activity will keep the grounds lively, and the Children's Areas will provide many crafts and activities free for all youngsters.



## CONCHO CHRISTMAS CELEBRATION

In 1994, a Christmas Lights Walking Tour was presented to the San Angelo community in the El Paseo de Santa Angela area featuring several minor lighted scenes. In 1995 twenty-one sponsor Christmas greeting cards were added. In 1996, the opportunity to expand the event developed with a new and permanent home along River Concho Drive. The tour thus evolved from a walking tour to a driving tour.

In 1997, the Concho Christmas Celebration Opening Ceremony took place at the Bill Aylor Sr. Memorial River Stage. The ceremony featured performances by the San Angelo Community Band and student choirs from the San Angelo Independent School District. The Concho Christmas Light Tour now displayed seven major and twelve minor lighted scenes, twenty-four lighted angels, forty-six lighted decorations, thirty-six sponsor Christmas

cards and over two million lights. In 1998, community radio station KCSA-97.1 FM offered holiday music through a community radio station to enhance the experience of those driving through the tour.

The Concho Christmas Committee added new lighted scenes and accessories each year. "The Tunnel of Lights", one of the most dramatic Concho Christmas attractions, was completed in December 2001. Hirschfeld Steel designed and fabricated the hundred foot-long tunnel which continues to be a major signature feature. Dubbed "Community Hosts," business and volunteer groups now became actively engaged in Concho Christmas Celebration. Throughout December, the hosts serve as greeters, passing out canned goods and collecting donations from guests.

2001 featured the first "Lights of Christmas Parade". To supplement the parade the Christmas Tree Lighting Ceremony moved from the River Stage to the corner of Chadbourne Street and Concho Avenue in 2004.

By 2006, "The Twelve Days of Christmas" was declared complete with the purchase of "Two Turtle Doves, Three French Hens, Nine Ladies Dancing, Eight Maids a Milking and the Twelve Drummers." Also in 2006, Concho Christmas joined forces with the San Angelo Lizards to offer a non-competitive run through the light display. The event gained popularity and was labeled "Run Rudolph Run."

Another partnership blossomed as First Christian Church offered a live nativity scene presentation during three weekends in 2007. During that same year, community radio station KCSA 95.7 FM, which had been airing holiday music, expanded into year-round programming (now KCSA 97.1 FM) broadcasting music of the 1950's as well as community concerts provided by the San Angelo Symphony and the Angelo State University Chorus. Today, the Concho Christmas Tour of Lights is a 2.5-mile drive along the banks of the Concho River and lit by over three million lights. Visitors remark that lights reflecting on the river appear to duplicate the amazing displays.

Presently, Concho Christmas Celebration has become a cherished tradition with locals and visitors alike.





**FOR IMMEDIATE RELEASE**

November 6, 2023

For more information contact:

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## The Winning Streak: San Angelo's Travel and Tourism Sector Achieves Pre-COVID Success

San Angelo, TX - The heart of West Texas is beating stronger than ever as the San Angelo Chamber of Commerce's Destination Marketing Organization (DMO) is pleased to report that the statistics for the third quarter of 2023 are in, and we are pleased to report that the figures for hotel revenues have rebounded to pre-pandemic levels. This is a clear testament to our city's resilience and the Destination Marketing Organization's unwavering commitment to providing an exceptional travel experience for all visitors.

The future continues to look bright with a surge in bookings for events with total bookings more than doubling compared to this time last year. This growth underscores San Angelo's growing reputation as an ideal location for gatherings, exhibitions, and conferences, offering excellent facilities and top-notch services.

Not to be overshadowed, our world-class visitors' center has undergone significant improvements, including a brand-new mural which will be unveiled on November 14<sup>th</sup>, ensuring a warm and inviting welcome to all who visit our wonderful city. These enhancements reflect our commitment to providing the best possible experience for tourists and travelers.

San Angelo's resilience, innovation, and unwavering spirit have brought us back to the vibrant and thriving community we know and love. As we look ahead, we are confident in the city's continued success and in maintaining the momentum that has propelled us back to pre-COVID numbers.

Jeremy Bartz, VP of the Destination Marketing Organization says, "As a true grass roots native of San Angelo, I have always been proud to call this city my home. Every interaction I've had with visitors to our city over the last couple of months has ended with, ""The hospitality shown to us by the businesses and citizens of San Angelo is something you don't find everywhere, and we will be back!"" To me, this signifies what I've witnessed my entire life. Whether someone is here for a meeting or conference, family visit, or just a weekend away, the welcoming and hometown feel of San Angelo never goes unnoticed, and as a Destination Marketing Organization, we thrive on leading the efforts to get that message out. A huge thank you goes out to all of our citizens in San Angelo for simply being yourselves and extending that warm hospitality we're all known for!"

Walt Koenig, President and CEO of the San Angelo Chamber says "The Chamber and the DMO stand committed to serving our community and our local economy. The return to pre-COVID hotel revenues

represents an important milestone in the continued growth of the critical travel and tourism sector of our economy. The year over year doubling of event bookings will certainly lead to continued hotel revenue growth going forward.”

For more information about the San Angelo DMO, please visit [DiscoverSanAngelo.com](http://DiscoverSanAngelo.com).



# WESTERN ROUNDUP

FOR DECEMBER 2023

## GUN SHOWS

### THE ORIGINAL FORT WORTH GUN SHOW

Fort Worth, TX, December 30-31: With more than 1,000 tables at the Will Rogers Center, the show will have what you are looking for. The public is invited to buy, sell or trade. 817-732-1194 • premiergunshows.com

## MUSIC & STORYTELLING

### COWBOYS ON MAIN

Bandera, TX, December 3-31: Enjoy live music and storytelling at the Frontier Times Museum with Kenny James. 760 786-3200 (DVNP) deathvalley49ers.org

## HOLIDAY FESTIVALS & RAIL ADVENTURES

### SANTA'S LIGHTED FOREST AND NORTH POLE ADVENTURE

Georgetown, CO, Through December 24: Enjoy hot cocoa, cookies and candy canes from Santa and his helpers aboard decorated train coaches. 888-456-6777

georgetownlooprr.com

### CHRISTMAS IN DODGE CITY: PARADE OF LIGHTS, CHILI COOK-OFF AND MORE

Dodge City, KS, December 1-31: Christmastime in Dodge City is celebrated with holiday concerts, tree-lighting ceremonies, light parades, decorating contests and several visits from ole Saint Nick. 800-OLD-WEST • visitdodgecity.org

### CHRISTMAS AT OLD FORT CONCHO

San Angelo, TX, December 1-3: This 1867 fort celebrates the different cultures of Texas with three days full of Christmas cheer, including shopping, living history and much more. 325-481-2646 • fortconcho.com

### CHRISTMAS PAST AND PRESENT

Grand Island, NE, December 1-3 & 8-9: This lamp-lit tour of Railroad Town offers live music in a festive celebration of the spirit of Christmas. 308-385-5316 • stuhrmuseum.org

### HIGH PLAINS CHRISTMAS

Gering, NE, December 2: This High Plains holiday gathering features hayrides, marshmallow roasts and bonfire cowboy coffee. 308-436-1989 • legacyoftheplains.org

### 69TH ANNUAL PRESCOTT COURTHOUSE PARADE & LIGHTING

Prescott, AZ, December 2: Festive and fun for the entire family, the parade begins



Courtesy Grand Canyon Railway

### GRAND CANYON RAILWAY POLAR EXPRESS

Williams, AZ, December 1-30: Every winter the Grand Canyon Railway's Polar Express comes to life on a journey from the nighttime wilderness of Williams, Arizona, to the enchanted beauty of "the North Pole"—where Santa Claus and his reindeer are waiting with a jingle bell for every good boy and girl. thetrain.com • 800-843-8724

at 1 p.m.—and the lighting of the plaza ceremonies begin at 6 p.m.

28-777-1100 • visit-prescott.com

### LIGHT OF THE WORLD CHRISTMAS PAGEANT

Minden, NE, December 3-10: Minden celebrates "108 Years of Lights" with 15,000 lights strung throughout downtown. 308-832-1811 • mindenne.org

### A FRONTIER ARMY CHRISTMAS AT FORT LARNED

Larned, KS, December 9: The fort's annual Christmas Past celebration will feature pictures with Santa in the North Officers' quarters, 1860s holiday food in the Barracks Mess Hall, carriage rides around the fort grounds and 19th-century crafts and games for the children. 620-285-6911 • nps.gov

### WICKENBURG CHRISTMAS PARADE OF LIGHTS

Wickenburg, AZ, December 8: Enjoy the beauty of the holiday season amid the glittering lights of the 29th Annual Christmas Parade of Lights "Out Wickenburg Way." 928-684-5479 • wickenburgchamber.com

### ANNUAL TOMBSTONE CHRISTMAS BALL

Tombstone, AZ, December 9: Join an evening of dancing and mingling in Tombstone's

historic Schieffelin Hall for the annual Tombstone Christmas Ball. All proceeds from this event go to the Tombstone Children's Fund to help ensure every child has an amazing Christmas.

520-457-9317 • discovertombstone.com

### TOMBSTONE'S ANNUAL LIGHT PARADE

Tombstone, AZ, December 9: Enjoy the sound of caroling in the streets, the glow of a thousand twinkling lights and the "Ho-Ho-Ho" of Santa and his sleigh. Great Old West fun for the entire family.

520-457-9317 • tombstonechamber.com

### CHRISTMAS AT THE CODYS'

North Platte, NE, December 15-20: Celebrate the holidays in Buffalo Bill Cody's 1886 mansion with caroling and horse-drawn rides. 308-535-0835 • visitnorthplatte.com

## RODEO

### WRANGLER NATIONAL FINALS RODEO & COUNTRY CHRISTMAS

Las Vegas, NV, December 7-16: The Wrangler NFR is the richest and most prestigious rodeo in the world and an event like no other, an extravaganza for fans to enjoy the roping and riding activity of today's cowboys. 702-260-8605 • nfrexperience.com

TWMag.com:

View Western events on our website.

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**ANDREWS****Holly Jolly Weekend**

Dec. 1-3

Celebrate the season over three days, starting with the lighted Christmas parade and followed by the annual Sugar Plum Market. The market features vendors, a winter playground, and special readings by Mrs. Claus. Ace Arena, 1441 SH 176 East. 432-523-2695; [andrewstx.com](http://andrewstx.com)

**ANSON****Texas Cowboys' Christmas Ball**

Dec. 14-16

Delight in the traditions of the Old West as the city once again holds its long-running Christmas ball. The original was held in 1885; the traditions of days past are honored and brought to life each year for this special event. Michael Martin Murphy performs Dec. 14, followed by Jody Nix on Dec. 15-16. Pioneer Hall, 2301 Ave. G. 325-696-9040; [texascbb.com](http://texascbb.com)

**CANYON****Christmas Open House**

Dec. 2

This museum event offers opportunities for kids to make holiday crafts and hear storytellers weave Christmas tales in a cozy setting. Panhandle-Plains Historical Museum, 2503 Fourth Ave. 806-651-2244; [panhandleplains.org](http://panhandleplains.org)

**LUBBOCK****Carol of Lights**

Dec. 2

Visitors can view a 38-foot Christmas tree, a 20-foot wreath, and more than 25,000 lights surrounding Memorial Circle. Watch the lighting ceremony while enjoying hot cocoa and listening to Christmas carols performed by Tech's combined choirs. Science Quadrangle, Texas Tech University, 2500 Broadway. 806-742-2011; [100.ttu.edu/caroloflights](http://100.ttu.edu/caroloflights)

**POST****Light Up Post**

Dec. 2

This Christmas celebration in downtown Post has unique vendors and shops, the Post Toastie Express train, Santa visits, and a lighted Christmas parade. Downtown Post, 105 E. Main St. 806-495-2011; [postcitytexas.com](http://postcitytexas.com)

**SAN ANGELO****Christmas at Old Fort Concho**

Dec. 1-3

Stroll through the fort's 24 historic buildings for holiday shopping, en-

tertainment, food, special exhibits, and living history. Fort Concho National Historic Landmark, 630 South Oakes St. 325-657-4441; [fortconcho.com](http://fortconcho.com)

**SWEETWATER****Applause! Christmas Special**

Dec. 2

The holidays come to Sweetwater in the form of a student art show and a Christmas concert featuring the Lubbock Christian University Choir and Band. Sweetwater Municipal Auditorium, 400 Locust St. 325-518-9407; [sweetwaterauditorium.org](http://sweetwaterauditorium.org)

**WICHITA FALLS****The Grand Ol' Christmas Show**

Dec. 22

Produced by The Grand Ol' Production Company, this retro radio program is broadcast in front of a live studio audience with the N-O-E-L Radio Orchestra and Gospel Singers. Their sketch comedy is driven by the music of all-time Christmas classics. The Wichita Theatre, 919 Indiana Ave. 940-723-9037; [wichitatheatre.com](http://wichitatheatre.com)

**PINEY WOODS****GLADEWATER****Christmas Parade**

Dec. 9

Gladewater hails the coming of the holiday season and offers a warm winter welcome to all with a festive Christmas parade. In honor of the 150th celebration of Gladewater's rich train and oil history, the theme this year is Joy to the Rails. Downtown Historic Gladewater, East Pacific St. 903-845-5501; [gladewaterchamber.org](http://gladewaterchamber.org)

**JEFFERSON****Candlelight Tour of Homes**

Dec. 2, 7-9

Take narrated tours of historic homes that are decorated for an old-fashioned Christmas with live greenery, candlelight, and trees adorned with tinsel, ribbon, and sparkling glass balls. Docents in period costumes greet guests and chronicle each home's origins and finery. Various locations, 220 N. Polk St.; [jeffersoncandlelight.com](http://jeffersoncandlelight.com)

**NACOGDOCHES****Nine Flags Christmas Parade**

Dec. 2

Held downtown on the first Saturday in December, the parade of brightly lit cars is followed by fireworks. The parade offers

great entertainment along the brick streets of the oldest town in Texas. Downtown Nacogdoches, 200 E. Main St. 936-564-7351; [visitnacogdoches.org/nine-flags](http://visitnacogdoches.org/nine-flags)

**PALESTINE****Dogwood Jamboree**

Dec. 9

This Branson-style show features classic country music and family-friendly comedy. Palestine High School Auditorium, State Highway 287 South and Loop 256. 903-729-7080; [visitpalestine.com](http://visitpalestine.com)

**THE WOODLANDS****The Ice Rink at The Woodlands Town Center**

Through Jan. 15, 2024

Enjoy ice skating this holiday season at the indoor ice skating rink located in the heart of The Woodlands. The Cynthia Woods Mitchell Pavilion, 2005 Lake Robbins Drive. 281-367-1151; [visithewoodlands.com](http://visithewoodlands.com)

**PRAIRIES AND LAKES****CAMERON****S'more Holidays and Elf Cart Parade**

Dec. 16

Make your own s'mores over fire pits, see an Elf Cart Parade, and watch an outdoor movie on the square. Bring your lawn chair or blankets. Stroll around the square and shop with local businesses, or enjoy some food and drinks. Downtown Cameron, 102 E. First St. 254-697-4979; [cameron-tx.com](http://cameron-tx.com)

**CLEBURNE****Whistle Stop Christmas**

Through Jan. 1

Much of the city is festooned with more than a million lights. The Lighted Christmas Parade takes place the evening of Dec. 1, followed by festivities in the park with food and gift vendors. In addition, there are children's train rides in the park on Fridays and Saturdays. Hulen Park, 900 Hillsboro St. 817-645-2455; [visitcleburne.com/wschristmas](http://visitcleburne.com/wschristmas)

**CLIFTON****Norwegian Country Christmas Tour**

Dec. 1-2

Celebrate the town's Norwegian heritage by touring historic homes, learning about the area's history, and viewing unique art. There's also a lighted Christmas parade, a Norwegian luncheon, and free

Home  
Hale  
m mt

late  
Elin Chisholm

Faith Matias

Ashley Ann

Ryan Huchale

Ananya Amey

M'Kenno  
Gillespie

Min Flores

Thank you so much for hosting  
us for our City as Text: Introduction  
to San Angelo event! We love  
our community and are thankful  
for any opportunity to share it with  
our students. Thank you for your  
influence and contribution.

- The ASU Honors Program