



San Fernando - San Antonio The Saga



TEXAS INDEPENDENCE TRAIL

TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM

Over 50 Years of Texas Trails

1968

- 50 years of the Texas Driving Trails (initially the blue-lined driving circles on the map as part of TXDOT)
- Kicked off for the 1968 HemisFair in San Antonio
- Late 1970s the program diminished
- Late 1990s reestablished the Trails under the Texas Historical Commission and became regions with all 254 Texas counties part of at least 1 of the 10 trail regions



TITR Mission & Vision Statements

MISSION

Through education and promotion, the Texas Independence Trail Region fosters the preservation and improvement of its historical, cultural, and natural resources to encourage tourism, enhance the regional economy, and celebrate the spirit of Texas Independence.



David Sanger Photography

VISION

The Texas Independence Trail Region will be recognized as the definitive resource for partnership in tourism to tell the story of Texas Independence.



Austin, Bastrop, Bee,
Bexar, Brazoria,
Caldwell, Calhoun,
Chambers,
Colorado, DeWitt,
Fayette, Fort Bend,
Galveston, Goliad,
Gonzales,
Guadalupe, Harris,
Jackson, Karnes,
Lavaca, Liberty,
Matagorda,
Refugio, Victoria,
Waller, Washington,
Wharton, Wilson

28 Southeast Texas Counties

Texas Independence Trail Region

Executive Board of Directors

- Edith Fischer
President
Brazosport –
Brazoria Co.
- Tracy Rohrbacher
Vice President
Pearland - Brazoria Co.
- Clint Hille
Treasurer
Gonzales - Gonzales Co.
- Myra Salinas
Secretary
Seguin – Guadalupe Co.
- Pam Summers
Past President
Bayou Vista - Galveston Co.



Texas Independence Trail Region

Board of Directors



- Anna Yowell
Houston - Harris Co.
- Fran Hunter
Bastrop - Bastrop Co.
- Nancy Brittan
Victoria - Victoria Co.
- Shawna Reid
Galveston - Galveston Co.
- Toni Franklin
THC – San Felipe de Austin
SHS

Partners

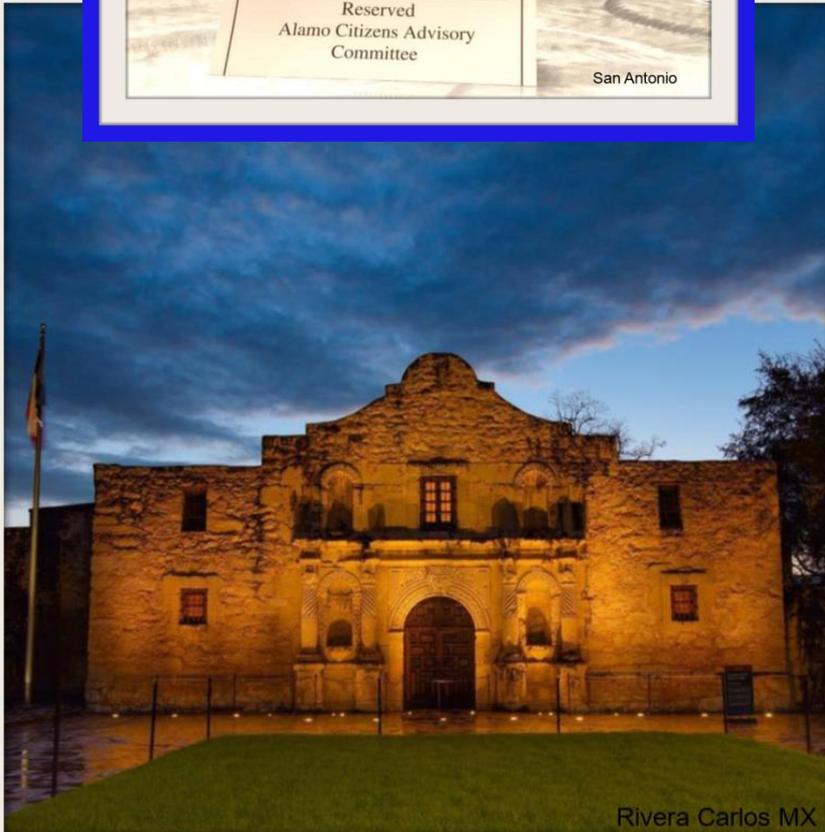
- \$ 41+K of partner projects, Texan Benefits, cooperative advertisements, programs & in-kind
- Over 400 volunteer hours by TITR Board of Directors & partners



The Alamo Citizens Advisory Committee



- 40 Members appointed by the City of San Antonio & the State of Texas
- Multiple meetings & discussions leading to the next steps to making The Alamo Complex a place of reverence for those fallen heroes, regain the battlefield and develop a world-class museum



Rivera Carlos MX

Texan Benefits

Chappell Hill - Larry White Photography



- Membership program, implemented for 10 years
- Benefits are offered on an Annual Anniversary Basis
- Open to Chambers of Commerce, Convention & Visitors Bureaus, Cities, Counties, Attractions, Businesses, Non-Profits & Individuals
- Opportunities for all budget levels
- Networking and cooperative marketing and advertising options
- Discounts for projects - certain levels

Texan Benefits Partners

- **Stephen F. Austin level**
 - Deer Park - City
 - Gonzales Tourism
 - Visit Pearland
 - Yoakum EDC
- **Col. Wm. Barret Travis level**
 - Baytown CVB
 - Brazosport CVC
 - Brenham DMO
 - Galveston Co Historical Inc
 - Visit Pasadena
- **Jim Bowie Level**
 - Discover Victoria TX
 - Chisholm Trail Heritage
Museum
 - Seguin CVB & Main Street



Texan Benefits Partners



- **Lone Star level**
San Felipe de Austin
SHS - Friends
- **The Texan level**
Museum of the
Coastal Bend
Pam Summers
Jennifer Eckermann
West Columbia
Chamber
Anna Yowell

Travel Shows

- 2025 – Lackland Air Force Base – Travel Show
- 2026 – Winter Texan Travel Show – McAllen & Brownsville
- 2026 – Dallas Travel & Adventure Show



Cooperative Advertising

HAVE FUN
RELIVING THE DRAMATIC EVENTS
LEADING UP TO THE FORMATION
OF THE LONE STAR STATE.

TRAVEL THE WHOLE TEXAS INDEPENDENCE TRAIL

PASADILLA LA BAHIA
Waymark Wednesdays June & July Sun-4pm. Reliving the History of the Republic to Day! 361-645-3752. PasadillaLaBahia.org

Baytown
Visit 21 Baytown landmarks and earn prizes through our GeoTour (GTTA) 281-691-6710. VisitBaytown.com

Brazosport
Visit the birthplace of TX freedom! Enjoy downtown shopping & dining, boutique, historic site, museums and more. Socialize, Learn & Relax @ Our Boutique. Brazosport.com

Brazosport
Your Spring Break Destination! Clubs - Frequent Lake Jackson - Surfside Beach - Quinlan 979-285-2501. VisitBrazosport.com

Pearland
Prepare to love Pearland in the Gulf Coast Region. Texas-reserved catering pairs with live music for wedding fun. 281-967-2870. VisitPearland.com

Chester
Chisholm Trail Heritage Museum, New Texas State Capitol Process Green House, Historic Homes & Great Houses 361-277-2866. ChisholmTrailMuseum.org

San Felipe de Austin State Historic Site
Win our new state-of-the-art museum during this year's reception and make your summer magical! 979-885-2181. VisitSanFelipeAustin.com

Columbus
Historic homes, majestic Live Oak & Magnolia trees, historical markers, boutiques, lodging & restaurants. 979-752-6343. ColumbusTexas.org

Giddings
Welcome to Rural Texas! Enjoy good BBQ, visit the Courthouse and Schowen's Watcher Museum. 979-842-3488. GiddingsTX.com

Smithville
Smithville Whiskey & Chili Cook-It-Up! Sept. 26, 2020. Contests for wings, chili, homebrew & cornhole. 512-237-2313. SmithvilleWhiskey.com

PLAN YOUR TRAILBLAZING AT
TexasIndependenceTrail.com

184TH ANNIVERSARY OF TEXAS INDEPENDENCE

- 2026 Texas Highways magazine – March
- 2026 Texas Events Calendar magazine – Summer
- 2026 Texas Events Calendar magazine - Fall

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PASADILLA LA BAHIA
36th Annual Goliad Massacre Reenactment & Living History Program March 28-29. 361-645-3752. PasadillaLaBahia.org

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Award-winning Chisholm Trail Heritage Museum, Proctor Green House - Historic Guest House 361-277-2866. ChisholmTrailMuseum.org

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184TH ANNIVERSARY OF TEXAS INDEPENDENCE

Gives partners a way to advertise but at a fraction of the cost by partnering with the Texas Independence Trail Region

Promotion & Advertising



Independence Trail Hat



Independence Trail T-Shirt



Independence Trail Mug



Independence Trail Sweatshirt



Communities

Our communities are a living testament to Texas's diverse heritage, warm hospitality, and community spirit.



Tex Heritage Shop

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Regional Events

Looking for something to do? There's something happening almost every weekend in all regions!



Historic Sites

Our regions have 17 historic sites to visit. From the Alamo to the Starr Family Home, have you seen them all?

- TexHeritage.com
New initiative – Retail opportunities for partners & photo contests

Looking Ahead



- Increase Texan Benefits (membership)
- Photo Contest
- Advertising & social media growth
- Grow Texian Rally Workshop attendees
- Texian Rally Workshop
Nov. 12-13, 2026
Baytown

Thank you for your support & look forward
to working with you!



For additional information:

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Executive Director, CTE

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