



Tejas Storytelling Association

Name: Dalton Gregory

Title: TSA Treasurer Emeritus

Project: Texas Storytelling Festival





Background

The Tejas Storytelling Association (TSA) is a 501 (c) 3 nonprofit, arts organization, headquartered in Denton, that serves the traditional area of Texas (Tejas) that includes the region.

- The TSA Board is comprised of member volunteers from the state & region.
- Mission of TSA is to foster an appreciation of storytelling as an oral traditional, a performing art, and an educational tool.



The Texas Storytelling Festival

- Produced annually at the Denton Civic Center in March:
 - March 12-15, 2026, 5-9 pm Thursday, 9 am – 10 pm Friday & Saturday; 8-2 pm Sunday
- Attendance: 2713 in 2025; 2763 in 2024; 2672 in 2023.
- Events include: Story Concerts, Ghost Tales, Liars Contest, Story & Poetry Slams, Story Swaps, Kids' Day, Workshops, Master Class, Music, with outreach via Tellers in the Schools.



Tourism

- Target Audience for TSF is well-educated 40-70 year olds with disposable income from Texas, the region, the nation and internationally. Special interest groups related to storytelling & the tellers, and families with children are also targeted.
- Spread over 4 days with popular, featured storytellers and opportunities for others to perform, TSF attracts overnight stays from storytelling enthusiasts and puts heads in beds in Denton.
- Marketing efforts used to promote tourism in the City of Denton include radio, tv, print ads, online, social media, direct mail and email. Efforts are made to saturate the market.
 - Readers/viewers numbered in the millions for TV, radio, and online and traditional print ads.
 - Hunter Digital Insights Consulting reported on website analytics/geography, Facebook, and Google ads.
 - For example, Facebook views in 2025 were recorded as 970,517.

Future Plans



- Tejas Storytelling Association (TSA) has produced the Texas Storytelling Festival for 40 years in Denton.
- It is the premier event of its kind in Texas.
- TSA plans to continue producing it.

Questions?

