



Tejas Storytelling Association



Name: Dalton Gregory

Title: TSA Treasurer Emeritus

Project: Texas Storytelling Festival

42nd Annual – March 11-14, 2027

Background



- First festival was held in 1986 at the Patterson Appleton Art Center. It has become an annual event with 2027 being our 42nd Festival
- The festival is produced by the Tejas Storytelling Association, a 501 (c) (3) non-profit with a volunteer board of elected and appointed members.
- Festival attendance over that last four years averaged 2,591 (attendance is the total for each separate festival event).
- Mission of TSA is to foster an appreciation of storytelling as an oral traditional, a performing art, and an educational tool.





Festival

- The 42nd Texas Storytelling Festival will be March 11-14, 2027, at the City of Denton, Texas Quakertown Civic Center
- Ours is the premier storytelling event in the Southwest Region.
- We will continue to offer our Tellers in Schools program where the association covers half the costs for storytellers to provide programs in Denton area public schools.
- We also provide free programing at the Emily Fowler library for families with children.

Tourism

- Target Audience for the Festival 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 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.
- From registration zip codes 32% of attendees come from less than 50 miles, 14% between 50 and 100 miles, 14% between 100 and 200 miles, and 40% from over 200 miles. **54% attendees from more than 100 miles means heads in beds!**
- The attendance total including the various concerts and workshops was 2,218 in 2026. There were an additional 162 kids and parents at the Kid's Day activities.
- 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. Marketing media included Facebook and Google ads, Broadcast on KERA FM and TV, KXT FM, WRR FM, and print media including Texas Highways, Texas Library Assn, Texas Monthly, and Tour Texas. Direct marketing included the National Storytelling Network, Minnesota Storytelling Festival, and the Texas Folklore Society.



Future Plans

- The Tejas Storytelling Association plans to keep Denton as it's base of operations. We are constantly revising our marketing to reach more attendees. We look forward to celebrating our 50th Texas Storytelling Festival in 2035 in Denton.



Questions?

