



Howdydoo!

It is my honor and privilege to serve as the new Executive Director of the Texas Lakes Trail Region!

With more than fifteen years of experience in museum leadership, historical interpretation, and heritage-focused programming, I bring a passion for Texas history and a talent for creating meaningful visitor experiences.

As a published illustrator and lifelong steward of Texas heritage, I have led museum revitalizations, designed immersive exhibits, and built strong partnerships that elevate tourism and connect communities to their stories. My creativity, collaboration, and ability to bring history to life will make me passionate about serving and strengthening our region.

I am honored to step into this role and excited about the opportunities to promote and preserve the incredible stories found across the Texas Lakes Trail Region. This region offers so much history, beauty, and culture, and I look forward to working with our communities to showcase all it has to offer!

Wade Dillon, Executive Director

info@texaslakestrail.com - 682-207-5266

texaslakestrail.com



Where
Cowboys,
Culture,
and Recreation
Meet!

2025-2026 BOARD OF DIRECTORS

President - **Kristin Gibson**, Assistant Director at Visit Granbury

Vice President - Vacant

Secretary - Vacant

Treasurer - **April Luter**, Director of Partnership Development & Programs

Lisa Dalton - Director of the Grapevine Visitor and Cultural Services

Denise Salerno - President of the Fort Worth Poetry Society

Sara Dedeluk - Director of Visit Grand Prairie

Kelsey Jistel - Curator of Educational Programs, Denton County Office of History and Culture

Dennis Moore - Somervell County Historical Society/ Nancy Smith Cemetery Association, Glen Rose

Amy Borders - City of Justin

John Akers - Ex Officio, Texas Historical Commission Historical Sites, Eisenhower Birthplace & Sam Rayburn House Museum

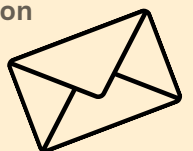
Patty Bushart - Ex Officio, Cedar Hill Museum of History

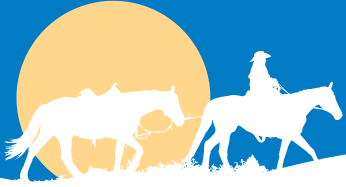
Doug Harman - Emeritus, Harman Consulting

JOIN OUR BOARD!

Email President Kristen Gibson

kgibson@granbury.org





Dear Heritage Partner,

On behalf of the Board of Directors for the Texas Lakes Trail Region, I would like to personally invite you to join us – or renew your partnership – for 2026.

The Texas Lakes Trail Region has long been a place where history, culture, nature, and community come together. Spanning 31 counties across North Texas, our region tells the story of Native communities, frontier settlements, ranching traditions, railroad expansion, vibrant downtowns, and the lakes and landscapes that continue to shape our communities today. Through heritage tourism, we have the opportunity not only to preserve these stories, but to share them in ways that strengthen local economies and inspire future generations.

Our mission remains clear: to promote and preserve the unique heritage, cultural, natural, and leisure resources of the Texas Lakes Trail Region. As we look ahead to 2026, we are energized by new momentum within the organization and excited about the opportunities ahead.

This year, we proudly welcomed Wade Dillon as our Executive Director who has already brought fresh ideas, renewed enthusiasm, and exciting new programming to the organization, while also enhancing the beloved programs and initiatives that have long connected our communities across the region. From heritage tourism promotion and educational opportunities to community partnerships and preservation advocacy, we are committed to continuing to grow and strengthen the impact of our work.

None of this is possible without the support and collaboration of partners like you.

Your partnership helps us champion the stories, destinations, events, museums, downtowns, and cultural treasures that make our communities unique. Together, we can continue promoting heritage tourism as an important economic driver while preserving the authentic character and history that define our region.

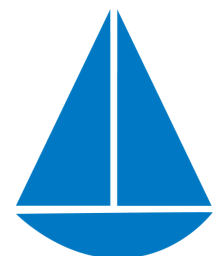
We are excited about the future of the Texas Lakes Trail Region and hope you will join us as a 2026 Heritage Partner. Whether you are renewing your commitment or becoming a partner for the first time, your involvement plays a vital role in advancing heritage tourism throughout North Texas.

Thank you for your continued dedication to preserving and promoting the heritage of your community. We look forward to partnering with you in the coming year.

Warm regards,

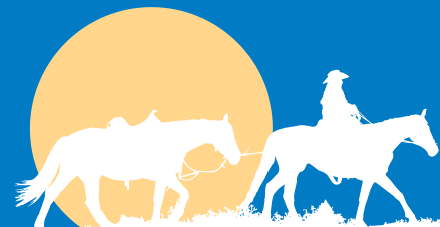
Kristen Gibson

President, Board of Directors
Texas Lakes Trail Region





TEXAS HISTORICAL COMMISSION



Rolling out our
New Membership Program

Become a HERITAGE PARTNER!

As your heritage tourism promotional and advisory partner representing 31 counties, Texas Lakes Trail Region staff and volunteers can help stretch your marketing, programming, and training dollars for your benefit—and that of your visitors. We know your resources and staff are limited. That's why we're here to let people know about the authentic stories and authentic places of the Lone Star State as a way to help preserve our heritage and make our communities attractive places to visit, live, and work. Your contribution covers the following promotions and programs:

Individuals - \$50

Cities/Counties/Chamber/CVB/DMOs

Budget less than \$5 million - \$300

Budget over \$5 million - \$500

Businesses

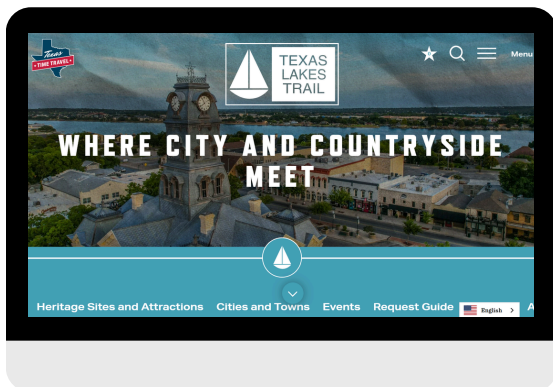
Budget less than \$500,000 - \$100

Budget over \$500,000 - \$300

Museums

Budget less than \$500,000 - \$100

Budget over \$500,000 - \$300



SERVICES & PROGRAMS

Although the Texas Heritage Trails are partially supported statewide by the Texas Historical Commission, state financial support currently covers less than half of our modest operating expenses. We can help our heritage partners in direct proportion to your annual monetary contribution.

MARKETING

- Listing On TexasLakesTrail.com
- Events Listing On TexasTimeTravel.com
- Social Media Marketing
- Trail Map Partnership/Ad Opportunity
- Constant Contact E-mail Campaigns

TRADESHOWS & FAIRS

- Dallas Travel & Adventure
- Multiple Statewide Trade Shows
- Local Business Expos
- History Events

PUBLICATIONS

- Regional Travel Map
- Lakes Trail One Sheet
- Texas Heritage Travel Guide

WORKSHOPS & MORE

- Travel Information Center (TIC) Tours
- Museum Round-up
- Texas Lakes Trail Traveling Exhibits



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Your participation contributes to...

- Promote Heritage Tourism Sites: The heritage tourism amenities of the region are promoted and tourism dollars are generated.
- Develop Heritage Tourism Amenities: As sites are identified or are created, the Texas Lakes Trail Region is active in the development of the asset.

Additional Benefits of the Program:

- Grassroots organization of the Texas Historical Commission's Texas Heritage Trails Program.
- Liaison to the Texas Historical Commission.
- Travel and Leisure show participation opportunities: TTIA Travel Fair , Home & Garden, Winter Texans, etc.
- Presence on the Texas Lakes Trail website.
- Presence on Texas Lakes Trail social media pages.
- Free subscription to The Medallion, the Texas Historical Commission's monthly magazine.
- Use of the Texas Lakes Trail Region logo.



Photo Courtesy of
Travel Texas



Our Current List of Heritage Partners

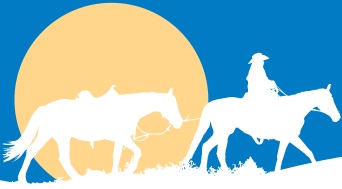
1. Arlington CVB
2. Bosque Museum
3. Bosque Arts Center
4. Bowie Chamber of Commerce
5. Cedar Hill Museum
6. City of Cedar Hill
7. Chandor Gardens
8. Clark Gardens
9. Cleburne Chamber of Commerce
10. Clifton Chamber of Commerce
11. Commerce Chamber of Commerce
12. Visit Dallas
13. Discover Denison
14. Eisenhower Birthplace
15. Ellis County Museum
16. Ennis Convention and Visitors Bureau
17. Farmers Branch Historical Park, Farmers Branch
18. Frisco CVB
19. Frisco Heritage Museum
20. Garland Convention and Visitors Bureau
21. Visit Granbury
22. Grand Prairie Tour Information
23. Grapevine Convention & Visitors Bureau
24. Heard Natural Science Museum and Wildlife Sanctuary
25. Historic Mesquite
26. Hood County Development District
27. Hubbard Chamber of Commerce
28. Lamar County Chamber of Commerce
29. Layland Museum
30. Log Cabin Village
31. Mansfield CVB
32. McKinney CVB
33. Museum of the American Railroad
34. National Cowgirl Museum and Hall of Fame
35. No. 1 British Flying Training School Museum
36. Nocona Chamber of Commerce
37. Pilot Point Main Street
38. Plano Convention and Visitors Bureau
39. Rockwall Historical Foundation
40. Sam Rayburn House Museum
41. Sam Bell Maxey House
42. Texas Heritage Museum
43. Terrell Chamber of Commerce/CVB
44. Waxahachie Convention and Visitors Bureau
45. Weatherford
46. Wills Point

Become a Heritage Partner Today!

Wade Dillon, Executive Director
info@texaslakestrail.com
682-207-5266



Heritage Partner Application



To apply for membership please complete all questions.

Applicant's Name Date:

Name of Participating Organization

Description of Organization

Contact Information

Full Name:

Address:

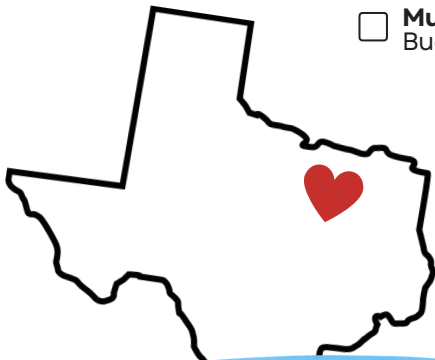
City: Postal Code:

Phone: Email:

Heritage Partner Details

The Heritage Partner Membership program renews annually. Payment may be made by check or card. Invoices will be sent via Quickbooks.

- Membership Type:** **Individual - \$50**
Check the box that applies to your organization
- Cities, Counties, Chambers, CVBs, DMOs - \$300**
 Budget under \$5 million
- Cities, Counties, Chambers, CVBs, DMOs - \$500**
 Budget over \$5 million
- Museums - \$100**
 Budget under \$500,000
- Museums - \$300**
 Budget under \$500,000
- Businesses - \$100**
 Budget under \$500,000
- Businesses - \$300**
 Budget over \$500,000



Applications are to be sent to
 Wade Dillon, Executive Director
 info@texaslakestrail.com
 116 W. Bridge Street
 Granbury, TX 76048
 683-207-5266

