



Oktoberfest in the Historic Downtown McKinney Cultural District, one of Texas' newest official cultural districts. Photo: Brad Clawson.

New Cultural District Designation Events

With the September 6 approval of four new Texas cultural districts, TCA is looking forward to official designation events for each new cultural district this fall. The first two events are coming soon. Please join us in honoring these new cultural districts.

Old Spanish Trail Cultural Corridor Designation Event

Friday, October 26, 2018 at 10:00 AM

Centro Cultural Aztlan

1800 Fredericksburg Road, Suite 103

San Antonio

210/432-1896

<http://www.centroaztlan.org/ost-cultural-corridor>

The event will include welcoming remarks from State and local officials and a sampling of cultural activities that take place along the corridor. The Old Spanish Trail Cultural Corridor is a 2.5 mile stretch from West Elmira Street to Hildebrand Avenue along Fredericksburg Road in San Antonio. The area is divided into four sectors, and there are six registered neighborhoods

in the district, some with historic designation from the City of San Antonio. The Corridor has five nonprofit arts organizations: the Woodlawn Theatre, Classic Theatre, Network for Young Artists, Centro Cultural Aztlán and Jump-Start Performance Company. There are 47 restaurants, recreational opportunities, and over 13,000 hotel rooms for visitors to the district.

Historic Downtown McKinney Cultural District Designation Event

Saturday, November 10, 2018 at 4:00 PM

McKinney Performing Arts Center (west steps)

111 North Tennessee Street

McKinney

972/547-7510

<http://www.downtownmckinney.com>

The event will include welcoming remarks from State and local officials. McKinney elected officials will present a proclamation in honor of the designation. Signage for the district will be unveiled, and attendees will have an opportunity to see renderings of new public art projects in process for the Chestnut Commons Garage and Mitchell Park. Following the presentation, guests are encouraged to visit artist studios opened to the public for the [McKinney Art Studio Tour](#) and enjoy downtown activities in support of [Second Saturday](#). The Historic Downtown McKinney Cultural District is in the heart of the community and has a history dating back to 1848. It is a place that people love to visit because it is durable, walkable and adaptable. The District attracts citizens and visitors to experience shopping, dining and the arts through a variety of independently-owned shops, restaurants and events including McKinney Oktoberfest, Arts in Bloom, July 4th Hometown Parade and Home for the Holidays. Downtown McKinney is a nexus where the community gathers for inspiration, celebration and commemoration.

Cultural districts are special zones that harness the power of cultural resources to stimulate economic development and community revitalization. These districts can become focal points for generating business, attracting tourists, stimulating cultural development and fostering civic pride. The new cultural districts are the **Canadian Cultural District**, the **Historic Downtown McKinney Cultural District**, the **Old Spanish Trail Cultural Corridor** in San Antonio, and the **Sherman Cultural District**. This designation brings the total number of [cultural districts in Texas](#) to 40.

State Artist Nominations Due October 15



On behalf of the Texas State Legislature, the Texas Commission on the Arts is accepting nominations for the 2019 and 2020 Texas State Artists. Nominations are accepted for **Texas State Musician**, **Texas Poet Laureate**, **Texas State Artist 2D** (visual arts), and **Texas State Artist 3D** (visual arts). Any Texas citizen is able to nominate a living artist in any of the four categories and self-nominations are welcome. Nominees must be native Texans or have resided in the state for at least five years. They must have attained the highest levels of excellence and success in their respective disciplines and earned a statewide, regional or national reputation for their high caliber work. Nominations will be accepted online through **October 15, 2018**. The Texas Poet Laureate, State Musician, and State Artist Committee, composed of members appointed by the Governor, Lieutenant Governor and Speaker of the Texas House of Representatives, will make the final selections for the Legislature's consideration and approval in 2019.

The positions, created by SB 1043 of the 77th Legislature, are filled for one-year terms. The eight appointees for 2017 and 2018 were selected for the exceptional quality of their work and

for their outstanding commitment to the arts in Texas. Each Texas State Artist reflects the state's diversity and high-quality artistic offerings. The 2017 appointees are Texas Poet Laureate Jenny Browne of San Antonio, Texas State Musician George Strait of San Antonio, Texas State Artist 2D Kermit Oliver of Waco, and Texas State Artist 3D Beverly Penn of Austin. The 2018 appointees are Texas Poet Laureate Carol Coffee Reposa of San Antonio, Texas State Musician Marcia Ball of Austin, Texas State Artist 2D Sedrick Huckaby of Benbrook, and Texas State Artist 3D Beili Liu of Austin.

Learn more about the Texas State Artists nomination process and [submit your nominations](#) by October 15, 2018.

Upcoming TCA Application Deadline and Updates

TCA has an upcoming application deadline. As always, the TCA staff is happy to discuss your goals and eligibility to determine which programs are right for you. You may also request that a TCA staff member review your application and provide feedback. Ideally, these requests would be made at least two weeks before the application deadline.

Arts Respond Performance Support

This program provides professional artist fees to Texas nonprofits, schools, colleges, and units of government for hiring an artist from the [Texas Touring Roster](#) to do a performance. These applications are funded based on a percentage of contracted fees.

Activity dates must start: Between December 15, 2018 and March 14, 2019

Application deadline: Midnight on November 1, 2018

Application form: [Online](#)

Resources: [Grant guidelines](#), [contact TCA staff](#), [FAQ](#)

Arts Create & Arts Respond Project Grants Update

[Arts Create](#) grant contracts have been sent out by email and were due September 28. If your organization was approved to receive an [Arts Respond Project](#) grant, those grant contracts will soon be sent via email. TCA cannot pay any grant until original signed contracts are received from grantees. TCA also requires all grant recipients to contact their state representative and state senator to share news about their grant award and thank them for making these funds available. This is an opportunity to educate your elected officials about the work that you do in your community. You may use one letter to each legislator to acknowledge all of your TCA grants that were approved by TCA Commissioners in September. Please send TCA copies of these thank-you letters to attach@arts.texas.gov. If your organization is new to applying to TCA, you will also need to [get set up to receive your grant funds via direct deposit](#).

Making Your Case with Impactful Data: TCA Professional Development Webinar Series

Sign up now for TCA's next live webinar, **Making Your Case with Impactful Data**, at 2 PM Central on **October 17**. Want to impress funders? It's easy when you know how to measure the success of your programs! Presenter **Chris Dyer**, CEO and president of the Dr Pepper Museum, will share his experiences measuring programs. Chris will demonstrate how capturing the right data can illustrate the impact of your programs and activities. He will discuss methods



Chris Dyer

for measuring data, lessons learned, and how to leverage your new data to garner additional support. A question-and-answer session will follow the presentation. [Register](#) for the webinar now!

Chris Dyer was appointed CEO and president of the Dr Pepper Museum and Free Enterprise Institute in Waco in 2018. Since opening, the Dr Pepper Museum, housed in the original 1906 bottling plant, has attracted over 1,000,000 visitors by sharing the story of the soft drink industry and focusing on that industry as a practical model of the free enterprise system. Dyer previously served as CEO of the Arts Council of Brazos Valley. Under his

leadership, the Arts Council launched a new regional arts facility following a successful capital campaign, provided marketing and professional development support to over 60 organizations in a seven-county region and distributed approximately \$500,000 in direct funding support annually to arts, culture and heritage organizations in the Brazos Valley. Prior to serving as Arts Council CEO, Dyer was the executive director of the Williamson Museum in Georgetown. He earned his BA from Baylor University in Museum Studies & Forensics and his MA from Texas Tech University in Museum Science.

If you aren't able to attend the live webinar, or if you missed our August webinar, **Secrets of Radio Marketing with Greg Davis**, good news! All of our professional development webinars are recorded and available [online](#) for free.

National Cyber Security Awareness Month

October is National Cyber Security Awareness Month which is an annual campaign to raise awareness about the importance of cybersecurity.

The Internet touches almost all aspects of everyone's daily life, whether we realize it or not. This program is designed to encourage people to learn about cybersecurity threats, reflect on their own IT practices, and learn how to stay safe online. TCA hopes you will join us in raising awareness about the importance of cybersecurity at home and work this October. The [Stop.Think.Connect. Toolkit](#) is filled with tips, fact sheets, and free shareable resources.



National Cyber Security
Awareness Month

Catching Up with Young Master Mary Michael Patterson (Musical Theater, 2006)



Mary Michael Patterson

Since its inception in 2002, the [Young Masters](#) grant program has supported 328 Texas high school students' studies in the arts. We're using this month's newsletter to share an update from one of our early Young Master alumni.

Mary Michael Patterson grew up in Aledo, a small town west of Fort Worth. In her youth, she studied at Casa Mañana Theatre in Fort Worth. Mary Michael used her Young Master grant money to study at the Dallas Summer Musicals Summer Intensive in Dallas and the Broadway Theatre Project in Tampa, FL. Mary Michael recently commented, "I would not have been able to attend the Dallas Summer Musicals Summer Intensive when I was in 8th grade or Broadway Theatre Project the next year without the help of the Young

Photo: Ted Ely

Masters Program. There are so many wonderful camps and opportunities for young theatre actors these days, but they are often expensive. **My family didn't have the financial ability to send me, so with the help of TCA, I had an experience that I know is one of the reasons I have been working as a professional actor for the last ten years.**"

Since graduating with highest honors from the University of Michigan's prestigious Musical Theatre department, Mary Michael has worked all over the United States and on Broadway. Mary Michael most recently starred in the world premiere of *Luck Be a Lady*, a review celebrating the iconic music of Frank Loesser at Asolo Repertory Theatre. Other credits include Christine Daaé in *The Phantom of the Opera* on Broadway, the 2011 Broadway revival of *Anything Goes*, Liesl in *The Sound of Music* (Carnegie Hall), Marianne Dashwood in the world premiere of *Sense and Sensibility: The Musical* (Denver Center), Judy Haynes in *White Christmas* (Syracuse Stage), Kathy Selden in *Singin' in the Rain* (Pittsburgh Civic Light Opera, Music Theatre of Wichita) and Cosette in *Les Misérables* (Casa Mañana Theatre). Concert work includes guest appearances with the newly formed American Pops Symphony Orchestra in Washington DC, and the Fairfax Symphony Orchestra at the Shenandoah Valley Music Festival. Mary Michael has also done numerous shows at the St. Louis MUNY and the Pittsburgh Civic Light Opera. Mary Michael is a certified yoga teacher, and loves sharing the healing benefits of mindfulness.

TCA is proud to be a part of Mary Michael's development as an artist, along with our partners at the [Texas Cultural Trust](#).



NATIONAL
arts & humanities
MONTH

Since 1985, the month of October has been designated National Arts and Humanities Month to encourage all Americans to explore new facets of the arts and humanities in their lives, and to begin a lifelong habit of active participation in the arts. [Join the celebration!](#)



Texas Commission on the Arts

anina@arts.texas.gov
<http://www.arts.texas.gov>

The Texas Commission on the Arts receives funding from the Texas State Legislature, the National Endowment for the Arts, the Texas: State of the Arts license plate, the Texas Cultural Trust, and the Texas Women for the Arts.

Copyright © 2018. All Rights Reserved.