

# DETERMINING THE ECONOMIC IMPACT OF FESTIVALS AND EVENTS

A “How-To” Guide for Communities

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# 1. INTRODUCTION

## **Purpose:**

The purpose of this guide is to provide information that will increase the understanding of local leaders and festival organizers related to the potential economic impacts of local festivals and events. The document provides some background on the fundamental concepts of an economic impact analysis (EIA), and provides step-by-step instructions on three different EIA methodologies that can be used in local communities to determine impacts.

This guide is divided into six sections. Section one provides an overview of the EIA process. The second section defines the economic analysis process and describes the various reasons for conducting an EIA. Section three covers the two methods of determining the economic impact of a local festival or event that do not require surveying event attendees. Section four discusses the method for determining economic impact that requires the use of a survey, and how LCRA's Community and Economic Development Department can help. Following the Conclusion, the Appendices provide several valuable tools and resources that can help in conducting EIAs, including a sample survey, a sample size estimator, a sample survey results spreadsheet, and a listing of Texas counties by state travel region.

## 2. ECONOMIC IMPACT ANALYSIS OVERVIEW

### What Is an Economic Impact Analysis (EIA)?

While contributing to the local quality of life, festivals and events are an economic generator that can leverage a significant amount of spending by their attendees. For example, a visitor to a festival may first eat at a local restaurant, fill up their car with gas, pay for parking, buy souvenirs, or even spend the night at a local hotel. Thus, the impact of a festival trickles down to many sectors of the local economy, and in turn, residents and business owners. It is important to quantify the economic impacts of a festival or event, and an EIA can do that.

An EIA on a festival or event is an estimate of the change in economic activity that results from spending by tourists who come from outside the community to attend the event. It represents incremental spending above and beyond what would be expected in the community if the event were not held.

It is the change in sales, income, and jobs in businesses or agencies that receive tourists' spending directly or indirectly. An EIA can also reflect these changes as a result of household expenditures from the income earned directly or indirectly because tourists came to the community and spent money there.

An EIA does not include spending at the event associated with local residents.

### Reasons for Economic Impact Analyses:

The rationale for conducting an EIA can vary. Here are several of the most common reasons:

- increase event sponsorship opportunities
- generate more governmental and community support for the event
- raise community awareness and enhance community pride
- highlight the economic benefits of local festivals and events
- compare competing worthwhile projects when faced with public funding constraints and shortages
- increase or justify allocation of public funds (e.g., hotel tax) for an event

Ultimately, no matter which rationale is used, the bottom line comes down to return on investment. The investment typically takes the form of public funds – usually hotel tax revenue – or private funds – like chamber of commerce revenue – that is allocated to organizations to help cover the costs of hosting an event. The returns are the economic benefits that the community realizes as a result of having the event.

While there are certainly many good reasons to conduct an EIA, the most important is determining the return on investment of the local hotel tax dollars (or other revenue sources) that were invested. An accurate EIA on a festival or event can help local leaders justify these expenditures and ensure the continued wise investment of public funds. In a world of scarce or diminishing fiscal resources, event organizers must be able to successfully compete for funds. One criteria often used by local leaders to evaluate the use of public funds is return on investment.

## **EIAs Are Not For Every Event**

Conducting an EIA on a festival or event can produce valuable results. However, it is not appropriate for every local event. Gathering the data necessary to produce credible estimates of an event's tourism economic impact takes time and effort. Event organizers should weigh the costs and benefits of this process carefully before making a decision. If your event matches one of the following descriptions, it is probably not worthwhile to conduct an EIA:

- If the event draws few, if any, people from outside the community (e.g., less than 10% of total attendees are tourists);
  - Only by bringing in new spending from outside the local area can the economic impact of an event be determined. Otherwise, only local spending is being measured.
- if there is no means to analyze the data
- when economic impact information is not needed
  - Local events that provide means for social time, getting the community together, celebration of culture, etc. do not require an EIA.

If your event is suitable for an EIA, the following sections demonstrate some methods for determining the economic impact.

## 3. NON-SURVEY METHODS

### Overview:

Data from existing sources makes it possible to estimate the economic impact of a festival or event without surveying festival attendees. Methods 1 and 2, described below, offer two ways of doing this. However, both methods require that some assumptions be made and that local leaders are comfortable in doing so.

### A Note About “Spin-off” Impacts

While methods 1 and 2 are the easiest ways to estimate the economic impact of a festival or event, they only tell part of the story. For as complete a picture as possible, the survey method described in Method 3 is the best option because it reports indirect and induced impacts in addition to the direct economic impact of the event.

Indirect and induced impacts are often referred to as “spin-off” effects, and can provide valuable information to a community. Indirect impacts occur as business recipients of visitor spending spend a portion of these receipts on local goods and services. Induced impacts occur when employer and employee incomes (e.g., wages and salaries) that are generated directly and indirectly from visitor spending are respent in the local economy. Indirect and induced impacts are the “trickle-down” impacts felt throughout the local economy as a result of the initial new spending.

When the direct and spin-off impacts are combined, the resulting total economic impact provides a complete and accurate estimate of how valuable local festivals and events can be to a community.

### Method 1:

Method 1 requires no attendee survey and is the easiest analysis to conduct. However, it also produces the least accurate data. This might be the best EIA option under any of the following conditions:

- if a very basic and generalized estimate is adequate for your needs
- if there is little time available to prepare and organize prior to the event
- if there are few volunteers available to survey festival attendees
- if no one is available to collect the surveys and enter the data into a database or spreadsheet
- if the number of festival attendees are known, or a good estimate is available.

## **Method 1 EIA Process**

The Office of the Governor, Economic Development and Tourism has divided the state into seven different travel regions. Each of Texas' 254 counties is located in only one of these regions. Because of the extensive research done on travelers by the Governor's Office, general per-person per-day spending estimates are available for each travel region.

These spending estimates are available online in the "Destinations" reports on the Office of the Governor, Economic Development and Tourism' [travel industry website](#). There are seven Destinations reports – one for each travel region of the state. The seven travel regions are as follows:

- Big Bend Region
- Gulf Coast Region
- Hill Country Region
- Panhandle Plains Region
- Piney Woods Region
- Prairies & Lakes Region
- South Texas Plains Region

To find out what region your county is located in, see the listing in **Appendix D**. Per person per day spending figures are also available by Metropolitan Statistical Area (MSA), however, they are not available by county.

The Destinations reports are available annually. To download the reports, visit the Governor's Office of Economic Development & Tourism's [travel industry website](#).

To find the spending estimates for any region, simply find the Expenditure Summary listed in the report's Table of Contents and go to that page. The figure used in this method is total expenditures per-person per-day. This figure includes average spending by visitors to this region on transportation, food, lodging, shopping, entertainment, and miscellaneous items.

Multiply the total per-person-per-day figure by the estimated number of event attendees, and this is the economic impact.

### **Method 1 Example:**

To demonstrate how Method 1 works, here is an example using a fictitious event.

The "Run Like the Wind Relay" was a running event held in Anytown, Texas on March 1<sup>st</sup>, 2008. Roughly 1,700 race participants registered for the event, many of whom spent the night in Anytown the night before.

- 1) Anytown is located in a county, which is located in the Prairies and Lakes Region. The 2007 average per person per day spending figure for the Prairies and Lakes Region is \$124.70.
- 2) Multiply \$124.70 x 1700 relay participants = **\$211,990 (Total Economic Impact)**

## Method 2:

Method 2 also does not require an attendee survey and is still fairly easy to do. It is slightly more accurate than Method 1. This might be the best EIA option under any of the following conditions:

- if there is some time available to prepare and organize prior to the event
- if you can secure the cooperation of local lodging establishments (e.g., hotels, motels, bed and breakfasts, etc.)
- if there are few volunteers available
- if the event organizer or a volunteer is available to contact the lodging places before and after the event and to record the data
- if the number of attendees are known, or a good estimate is available.

Method 2 uses actual lodging receipts and algebra to estimate the total economic impact of an event. In algebra, it is possible to determine unknown quantities by solving equations with known quantities. Method 2 uses the same concept. The hotel receipts are the known quantity and they represent a percentage of the total travel expenses on any trip. According to the Governor's Office, lodging expenditures represent 14 percent of the total trip expenditures in 2007 (based on statewide travel data). Thus, it is possible to determine the remaining 86 percent, as well as the total economic impact by using the hotel receipts figure.

### **Method 2 EIA Process**

Using the same example scenario as in Method 1, the process for producing an EIA using Method 2 is described below.

- 1) In advance of event, request that hotels and bed and breakfasts ask guests who check in on the nights during the event this question:
  - a) Are you here for the Run Like the Wind Relay? Ask the lodging facility to note the total number of rooms sold each night to visitors who are in town specifically for the relay event.
- 2) Following the event, call hotels and bed and breakfasts to ask for the "rack" rate or base rate that was charged for a room on the nights during the event. Also ask for the number of rooms used by relay participants and the number of nights stayed for each room sold.
- 3) Multiply number of rooms used at each property by the room rates charged at that property. Total each property's revenue figures. This will provide an accurate accounting of the lodging revenue associated with the relay event.
- 4) Make this assumption: By using known values such as hotel revenues, it is possible to estimate the total economic value to a community of a specific event.

- 5) This approach assumes one value, which is the percentage of visitor spending attributable to hotel expenses. Assuming that the 14% for hotel revenues at the state level is the same percentage at the local level, the following formula determines the remaining 86% of visitor spending, and ultimately, an estimate of total local visitor spending for the relay event.

<b>Direct Impact of the Run Like the Wind Relay = Hotel Revenue ÷ .14</b>
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**Method 2 Example:**

Hotel	# of Rooms Sold for Event	# of Nights Stayed for Event	Rack Rate	Revenue
Hotel 1	4	1	\$65	\$280
	3	2	\$65	\$390
Hotel 2	10	1	\$85	\$850
Hotel 3	30	1	\$60	\$1,800
	7	2	\$60	\$840
<b>TOTALS</b>	<b>51</b>	<b>7</b>		<b>\$4,160</b>

**\$4,160 ÷ .14 = \$29,714 (Direct Impact of the Run Like the Wind Relay)**

## 4. SURVEY METHOD

### Method 3:

Method 3 requires the use of attendee surveys, and involves several steps to complete. It also requires the use of special computer software to analyze the data. Since an EIA using this method is based on actual expenditures (as reported by the attendees), it is thus the most accurate of the three methods to use.

This might be the best EIA option under any of the following conditions:

- if you need the most accurate data possible
- if there is ample time available (1 to 3 months) to prepare and organize prior to the event
- if there are plenty of volunteers available to survey festival attendees
- if someone is available to collect the surveys and enter the responses into a database or spreadsheet
- if the number of attendees are known, or a good estimate is available.

If this type of EIA is suitable for your event or festival, LCRA's Community and Economic Development staff will guide you through the process and work with you on analyzing your event from start to finish.

As previously stated, using Method 3 provides a great deal of valuable information in addition to the direct economic impact. Each new dollar of spending generates indirect and induced impacts. Indirect impacts are reflected by spending on goods and services made by local businesses affected by the new direct spending. Induced impacts are the additional spending by the employees of these businesses who are paid wages and salaries for their services.

Together, the indirect and induced impacts are the "spin-off" that results from the initial spending at the festival (or in town while attending the festival). The following sample results demonstrate the type of information that is available when using Method 3 to determine the economic impact of a local festival or event:

#### **Method 3 Sample Results:**

The **\$35,148** in expenditures by non-local visitors to the Run Like the Wind Relay supports **\$9,478** in indirect and induced effects through local business purchases and as local incomes rise for a total increase of **\$46,691** in local business activity. This increase in economic activity also supports **.7** jobs earning **\$15,261** in employee compensation.

## **Method 3 EIA process**

### ***Sample Size:***

The sample size can be very important. It is necessary to get an adequate number of completed surveys to represent the spending behavior of the entire crowd. If the event is one that has been held in years past, there is likely a fairly accurate estimate of the number of attendees. Once the number of attendees has been determined, it is possible to calculate the number of people who should be surveyed. To help with this, a sample size estimator is located in **Appendix B**. If this is the first time the event is held, try to obtain a minimum of 275 to 300 completed surveys. It is also important to note that only non-residents should be surveyed. Local residents do not contribute to the economic impact of the event.

### ***Survey:***

The next step is to develop a survey. The survey should be very short and only take a few minutes for attendees to complete. A sample EIA event survey is found in **Appendix A**. Event organizers may opt to glean additional information from attendees, but the data necessary for an EIA include the following:

- Zip code
- Number in traveling party
- Number of days spent in Anytown
- Amount (or estimated amount) spent on the following:
  - Transportation
  - Food
  - Lodging
  - Shopping
  - Entertainment

### ***Surveying Location(s):***

If the event has controlled admission sites or gates, this makes it very easy on volunteers and attendees by surveying at the entry and exit gate(s). If the event does not have gated entry and exit locations, surveys can be collected at other key locations on the festival or event grounds. Locations to consider are concession stands, ticket booths, music stage, children's area, or other key activity areas of your event. Volunteers should be stationed at these locations in shifts throughout the duration of the event to survey the attendees.

### ***Volunteers:***

Volunteers will be needed to do the "on the ground" interviewing. Estimates on crowd size will be essential in determining the number of volunteers needed. In addition, a volunteer schedule should be developed that provides coverage throughout the entire festival. Surveying should be done every day of the festival if it lasts for more than one day. This will ensure a more accurate accounting of visitor spending.

Volunteers can be found in many community organizations. Anyone who is outgoing and friendly should be considered. If appropriate to the event, high school student groups like the cheerleaders, Student Council members, band members, and others would make excellent volunteers. Other more frequently used groups are service organizations like the Lions Club, Rotary, Pilot's Club, Sertoma, and others. Teachers and retired teachers make excellent survey volunteers. They are used to standing up for extended periods of time, and are very approachable people by nature.

Volunteers should also have some sort of uniform look that designates them as official representatives of the festival or event. This automatically associates them with the event and gives them credibility. As long as volunteers are dressed similarly – a cap, t-shirt, name badge, etc. – this will help attendees see them in their official capacity.

### ***Sampling:***

To get a random sample, volunteers should ask every “n<sup>th</sup>” person in their survey location to complete the survey. Just pick a number like every 5<sup>th</sup> person or every 10<sup>th</sup> person and try to maintain that interval. This eliminates bias on the part of volunteers who can tend to pick people that are not intimidating, they feel comfortable approaching, or are like them. If the person selected declines, volunteers should simply ask the next person in line.

The interval for surveying attendees will depend on sample size you have determined is appropriate for your event. Once you know how many people to sample, how many volunteers are available, and how many hours the volunteers will work, you can determine the sampling interval (e.g., every 4<sup>th</sup>, 7<sup>th</sup>, 10<sup>th</sup> person, etc.).

### ***Surveying:***

Since volunteers should only survey attendees from out of town, the first question that should be asked is the attendee's zip code. If they cite a local zip code, thank them for their time and move on to the next person. Local attendees will count toward overall event attendance, but will not be used to determine the economic impact of the event. Each person that is surveyed should also be instructed to report data that represents his or her entire family or traveling party. In other words, if a family of four attended the Run Like the Wind Relay, the survey data should reflect the spending of all four people – not just the one being surveyed.

Incentives are often used when conducting surveys. They are usually inexpensive trinkets or tokens to thank each person who takes the survey for their time. Many communities use existing festival promotional items with logos like pens, koozies, cups, etc. At some festivals, drink tickets might be in more demand. The use of incentives is optional, but can help encourage people to take the survey.

### ***Data Collection and Tabulation:***

Once the completed surveys have been collected, the event organizer or a volunteer must enter the data into a database or spreadsheet. An example of very easy-to-use

survey results spreadsheet is provided in **Appendix C**. Remember to record the data only from surveys with non-local zip codes.

**Analysis:**

Once the data has been entered into a spreadsheet, it is ready to be analyzed to generate the economic impact of the event. There is special computer software designed for this purpose. The three most commonly used software packages are RIMS II, REMI, and IMPLAN, and special training is needed to properly process the data.

LCRA’s Community and Economic Development staff uses IMPLAN to conduct EIAs. The IMPLAN model was developed by Minnesota Implan Group (MIG). The model uses economic theory combined with historical trends to anticipate changes in direct, indirect and induced employment and income generated due to the presence of a new business, industry, or event. The result of the analysis is the economic impact of the festival or event on your community.

## **This Can Be Done and LCRA Can Help**

Method 3 is by far the most accurate estimate of economic impact on a festival or event. However, this method is also more difficult to do without the help of professionals who are trained in this type of analysis. While the process may sound complicated, LCRA staff can assist you every step of the way.

## **Areas of Responsibility**

LCRA and the community where the event will be held share the responsibilities of conducting the EIA. The following is the break down of the areas of responsibility:

### **LCRA**

- planning and logistics to ensure adequate data collection and accurate data
- survey development
- provide volunteer training session (if desired)
- provide survey results spreadsheet
- be present at the event to be a resource and provide assistance
- analyze data with IMPLAN
- provide a written report detailing the results

### **Event Community**

- make copies of the survey for use at the event
- recruit volunteers to survey the attendees
- determine volunteer “uniform”
- determine whether or not to offer an incentive for completing the survey
- interview festival attendees using the volunteers
- collect the paper surveys
- enter survey data into the spreadsheet provided
- send the spreadsheet to LCRA for analysis

## 5. CONCLUSION

This guide was designed to clearly illustrate three different methods of conducting an economic impact analysis. Each method has varying degrees of complexity and accuracy. Each method also has its strengths and flaws, and only local leaders and event organizers can decide which method will work best for them.

The goal of this guide is to help local leaders and event organizers that have an interest in determining what their festivals and events mean to the local economy.

An economic impact analysis is a free service to communities within the LCRA service area. To discuss an economic impact analysis of a festival or event or any of our other community and economic development services, contact us at:

LCRA  
Community and Economic Development Department  
P.O. Box 220  
Austin, TX 78767-0220  
1-800-776-5272, Ext. 3399  
[ecodev@lcra.org](mailto:ecodev@lcra.org)  
[www.lcra.org/ecodev](http://www.lcra.org/ecodev)

## 6. APPENDICES

## APPENDIX A: Sample Survey

### Anytown Festival Economic Impact Study

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1. What is the zip code at your home address? \_\_\_\_\_
2. How many people (**including yourself**) are in your immediate group? This is the number of people for whom you typically pay the bills, like your family or close friends. \_\_\_\_\_ people
3. Which of the following days will you be in Anytown? (Please circle **all** that apply.)  
Friday, October 24th      Saturday, October 25th      Sunday, October 26th
4. To better understand the economic impact of the Anytown Festival on Anytown, we are interested in finding out the approximate amount of money you and those in your immediate group will spend, including travel to and from your home.

**During the course of your visit, what is the approximate amount your immediate group will spend in each of the following categories:**

	<b>Type of Expenditure</b>	<b>Amount spent in Anytown</b>
A.	Food Services and Drinking Places (restaurants, concessions, bars, etc.)	\$
B.	General Merchandise Stores (clothing, souvenirs, gifts, etc.)	\$
C.	Lodging Expenses (hotel, motel, etc.)	\$
D.	Other Accommodations (B&Bs, RV Parks, etc.)	\$
E.	Gasoline and Convenience Stores (gas, oil, repairs, etc.)	\$
F.	Food and Beverages (Grocery Stores, etc.)	\$
G.	Sporting Goods, Hobby, Book and Music Stores	\$
H.	Any Other Expenses	\$
	<i>Please identify</i> _____	\$

**Thank you for your time and your help with this important project!**

## APPENDIX B: Sample Size Estimator

<b>Number of Out-of-Town Attendees to be Sampled</b>					
Percentage Error Rate (Plus or Minus)					
# of Out-of-town visitors	1%	2%	3%	4%	5%
1,000	*	*	*	385	286
2,000	*	*	714	476	333
3,000	*	1,364	811	517	353
4,000	*	1,538	870	541	364
5,000	*	1,667	909	556	370
10,000	5,000	2,000	1,000	588	385
20,000	6,667	2,222	1,053	606	392

*Source: Measuring the Economic Impact of Visitors to Sports Tournaments and Special Events, John L. Crompton*

## APPENDIX C: Sample Festival Survey Results Spreadsheet

<b>Anytown Community Festival</b>											
<b>Economic Impact Survey Results</b>											
<b>Zip Code</b>	<b># People in Group</b>	<b>Days in Anytown</b>	<b>Money Spent</b>	<b>A. Food Services</b>	<b>B. Stores</b>	<b>C. Lodging</b>	<b>D. Other Lodging</b>	<b>E. Gas</b>	<b>F. Food &amp; Bevs.</b>	<b>G. Sptg. Goods</b>	<b>H. Other</b>
76011	4	2	65.00	15.00	25.00				10.00	15.00	
76028	11	2	200.00	100.00	50.00	10.00		20.00	20.00		
75202	2	2	180.00	40.00	20.00	100.00			20.00		
76628	2	2	356.00	30.00		86.00	100.00	100.00	25.00		15.00
76008	2	2	140.00	30.00		70.00		20.00	20.00		
75028	12	2	500.00	100.00	50.00	200.00		100.00	50.00		
77019	1	2	129.00	15.00		69.00		30.00	15.00		
76132	12	2	470.00	200.00	50.00	100.00	20.00	50.00	50.00		
77025	3	2	119.00	10.00		69.00			40.00		
77086	10	2	150.00	140.00							10.00
75034	2	2	300.00			150.00		100.00	50.00		
77009	10	2	145.00	20.00		100.00		20.00	5.00		
93924	12	1	0.00								
75070	1	2	520.00	120.00		300.00		100.00			
77027	8	2	775.00			500.00			200.00	75.00	
77532	4	2	1,005.00	50.00	50.00	710.00		120.00	75.00		
77316	3	2	525.00	200.00	200.00			75.00	50.00		
77803	2	1	0.00								
78240	1	1	0.00								
77450	12	2	685.00	30.00		300.00	170.00	100.00	55.00		30.00
78666	5	1	10.00	10.00							
77836	1	1	50.00	30.00					20.00		
77479	15	2	800.00	150.00		500.00		125.00	25.00		
<b>TOTAL</b>	<b>135</b>	<b>41</b>	<b>7,124.00</b>	<b>1,290.00</b>	<b>445.00</b>	<b>3,264.00</b>	<b>290.00</b>	<b>960.00</b>	<b>730.00</b>	<b>90.00</b>	<b>55.00</b>
<b>Avg.</b>	<b>5.9</b>	<b>1.8</b>	<b>\$29.32</b>	<b>\$1.07</b>	<b>\$0.06</b>	<b>\$43.47</b>	<b>\$0.01</b>	<b>\$19.62</b>	<b>\$0.13</b>	<b>\$0.73</b>	<b>\$0.10</b>
	<b>people/ party</b>	<b>days/ party</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>	<b>pppd</b>

## APPENDIX D: Texas Tourism Regions and Counties

### Big Bend Country

BREWSTER  
CRANE  
CULBERSON  
ECTOR  
EL PASO  
HUDSPETH  
JEFF DAVIS  
LOVING  
MIDLAND

PECOS  
PRESIDIO  
REEVES  
TERRELL  
UPTON  
VAL VERDE  
WARD  
WINKLER

### Gulf Coast

ARANSAS  
BRAZORIA  
CALHOUN  
CAMERON  
CHAMBERS  
FORT BEND  
GALVESTON  
HARRIS  
JACKSON  
JEFFERSON

KENEDY  
KLEBERG  
MATAGORDA  
NUECES  
ORANGE  
REFUGIO  
SAN PATRICIO  
VICTORIA  
WHARTON  
WILLACY

### Hill Country

BANDERA  
BLANCO  
BURNET  
COMAL  
CROCKETT  
EDWARDS  
GILLESPIE  
HAYS  
IRION  
KENDALL  
KERR  
KIMBLE  
KINNEY  
LAMPASAS

LLANO  
MASON  
MCCULLOCH  
MEDINA  
MENARD  
MILLS  
REAGAN  
REAL  
SAN SABA  
SCHLEICHER  
SUTTON  
TRAVIS  
UVALDE  
WILLIAMSON

## **Panhandle Plains**

ANDREWS  
ARCHER  
ARMSTRONG  
BAILEY  
BAYLOR  
BORDEN  
BRISCOE  
BROWN  
CALLAHAN  
CARSON  
CASTRO  
CHILDRESS  
CLAY  
COCHRAN  
COKE  
COLEMAN  
COLLINGSWORTH  
CONCHO  
COTTLE  
CROSBY  
DALLAM  
DAWSON  
DEAF SMITH  
DICKENS  
DONLEY  
EASTLAND  
FISHER  
FLOYD  
FOARD  
GAINES  
GARZA  
GLASSCOCK  
GRAY  
HALE  
HALL  
HANSFORD  
HARDEMAN  
HARTLEY  
HASKELL  
HEMPHILL  
HOCKLEY

HOWARD  
HUTCHINSON  
JACK  
JONES  
KENT  
KING  
KNOX  
LAMB  
LIPSCOMB  
LUBBOCK  
LYNN  
MARTIN  
MITCHELL  
MOORE  
MOTLEY  
NOLAN  
OCHILTREE  
OLDHAM  
PALO PINTO  
PARMER  
POTTER  
RANDALL  
ROBERTS  
RUNNELS  
SCURRY  
SHACKELFORD  
SHERMAN  
STEPHENS  
STERLING  
STONEWALL  
SWISHER  
TAYLOR  
TERRY  
THROCKMORTON  
TOM GREEN  
WHEELER  
WICHITA  
WILBARGER  
YOAKUM  
YOUNG

## **Piney Woods**

ANGELINA  
BOWIE  
CAMP  
CASS  
CHEROKEE  
GREGG  
HARDIN  
HARRISON  
HOUSTON  
JASPER  
LIBERTY  
MARION  
MONTGOMERY  
MORRIS  
NACOGDOCHES

NEWTON  
PANOLA  
POLK  
RUSK  
SABINE  
SAN AUGUSTINE  
SAN JACINTO  
SHELBY  
SMITH  
TITUS  
TRINITY  
TYLER  
UPSHUR  
WALKER  
WOOD

## **Prairies and Lakes**

ANDERSON  
AUSTIN  
BASTROP  
BELL  
BOSQUE  
BRAZOS  
BURLESON  
CALDWELL  
COLLIN  
COLORADO  
COMANCHE  
COOKE  
CORYELL  
DALLAS  
DELTA  
DENTON  
DEWITT  
ELLIS  
ERATH  
FALLS  
FANNIN  
FAYETTE  
FRANKLIN  
FREESTONE  
GONZALES  
GRAYSON  
GRIMES  
GUADALUPE  
HAMILTON

HENDERSON  
HILL  
HOOD  
HOPKINS  
HUNT  
JOHNSON  
KAUFMAN  
LAMAR  
LAVACA  
LEE  
LEON  
LIMESTONE  
MADISON  
MCLENNAN  
MILAM  
MONTAGUE  
NAVARRO  
PARKER  
RAINS  
RED RIVER  
ROBERTSON  
ROCKWALL  
SOMERVELL  
TARRANT  
VAN ZANDT  
WALLER  
WASHINGTON  
WISE

## **South Texas Plains**

ATASCOSA

BEE

BEXAR

BROOKS

DIMMIT

DUVAL

FRIO

GOLIAD

HIDALGO

JIM HOGG

JIM WELLS

KARNES

LA SALLE

LIVE OAK

MAVERICK

MCMULLEN

STARR

WEBB

WILSON

ZAPATA

ZAVALA