

**Texas  
Book  
Festival**

**2016 ANNUAL REPORT**

# *FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR*

Welcome to the Texas Book Festival's first fully digital annual report! We are proud to present a dynamic look at our key accomplishments, program highlights, and impact in 2016.

The TBF's mission is to connect authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Our programs improve literacy and literary engagement throughout the state, thanks to the investment of board members, donors, sponsors, partners, and volunteers who believe in the power of reading to change lives.

2016 marked the annual Festival Weekend's twenty-first year. Despite the rain (breaking a decades-long running streak), the Festival drew its largest crowd ever, as 50,000 turned out to meet literary legends, up-and-coming authors, and our own founder Laura Bush.

The TBF was also hard at work inside the organization, embarking on the first year of a strategic plan that is guiding us in our ambition to make the annual Festival the very best in the country and to raise the profile and expand the scope of our outreach programs, all through sustainable growth and conscientious management of our resources.

The work we do is not possible without your involvement and support. Thank you for sharing our passion for books and commitment to the impact they make on our culture, educational future, and humanity.

Warm regards,



A handwritten signature in black ink that reads "Lois".

Lois Kim  
*Executive Director*



A handwritten signature in black ink that reads "Karen Brimble".

Karen Brimble  
*Board Chair*





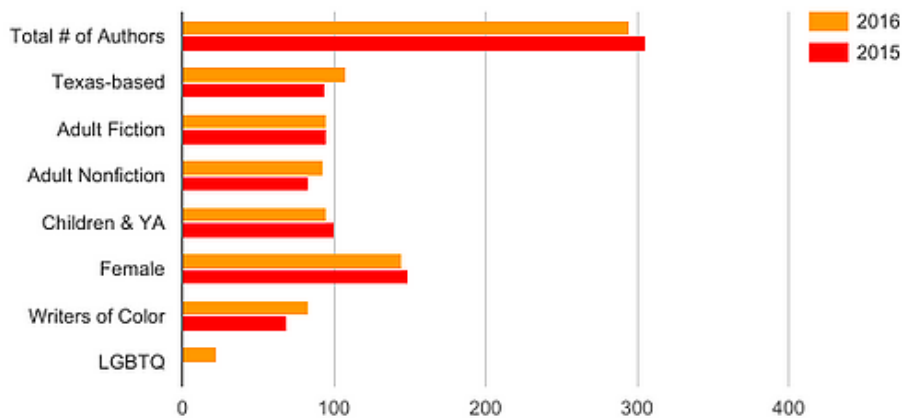
## STRATEGIC PLAN: LOOKING TO THE FUTURE

In 2016, the TBF made strong progress on our Year One goals. We increased our digital presence through more frequent blogs and social media posts, reached far and wide to ensure the diversity of our author list, and added additional revenue streams with ticketed Festival sessions, additional Festival book sales sites, and on-site Lit Crawl donations. On the outreach front, we raised funds and established a plan to bring Reading Rock Stars to Dallas in 2017, and increased the profile of the Texas Teen Book Festival through increased attendance and sponsorships.

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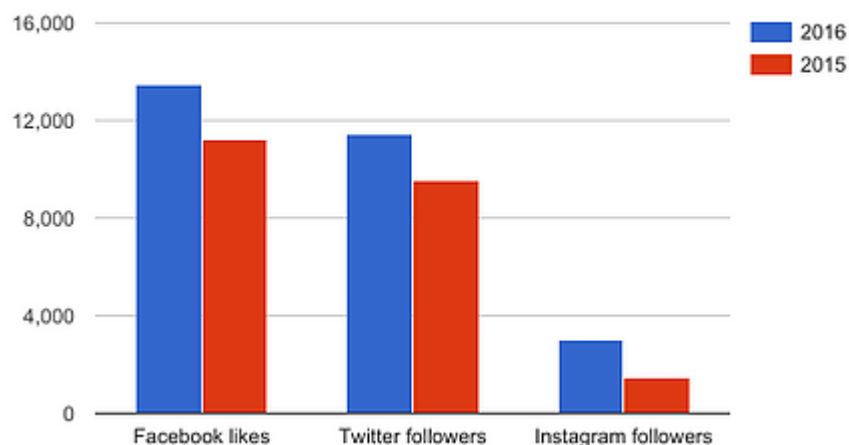
Festival Authors Comparison



## FESTIVAL IMPACT

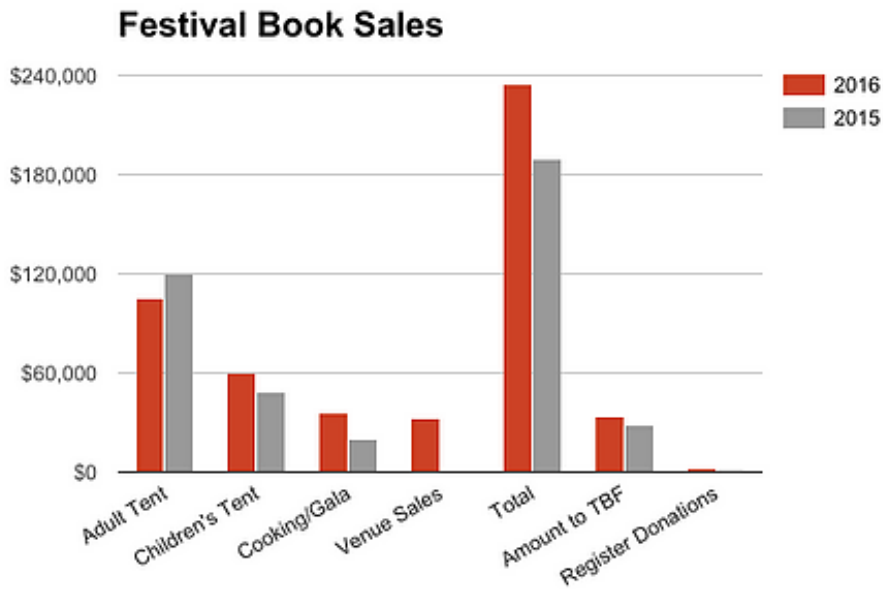
Rain didn't discourage 50,000 people from attending the 21st annual Festival Weekend, held on November 5 & 6 in and around the Texas State Capitol. New features this year included the Young Adult HQ tent, venue book sales, ticketed events, and a Marcus Samuelsson brunch at local favorite Olamaie. Even as the Festival grows and evolves, it remains free and open to the public, continuing to welcome and inspire all book lovers.

Social Media Engagement



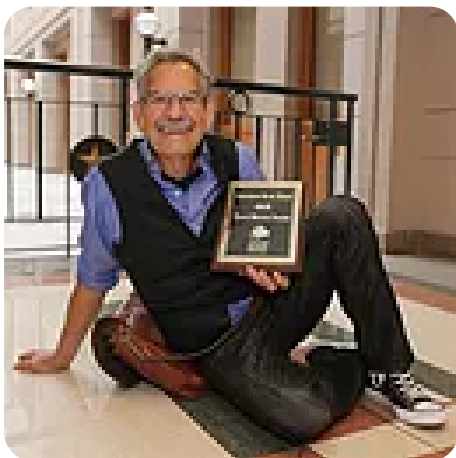
## BOOK SALES

In 2016, we increased book sales at the Festival by 19% to \$234,619. Strategies to increase book sales included making book tickets available in advance for Nick Offerman and T.C. Boyle, placing book sales and signings in select large venues, and messaging to convey that book sales not only support authors but also the Festival. Through book sales, the TBF is able to secure award-winning and popular authors, support the strong reputation of the Festival with authors and publishers, and increase Festival revenue as Barnes & Noble donates 15% of book sales to the TBF.



## JAN HUGHES VOLUNTEER AWARD

This year, we recognized Stephanie Kaynes and Christopher Thibert for their long-standing and invaluable service to the Festival.



## TEXAS WRITER AWARD

Author Benjamin Alire Sáenz received the Texas Writer Award in recognition of his outstanding contributions to Texas literature.



## LIT CRAWL

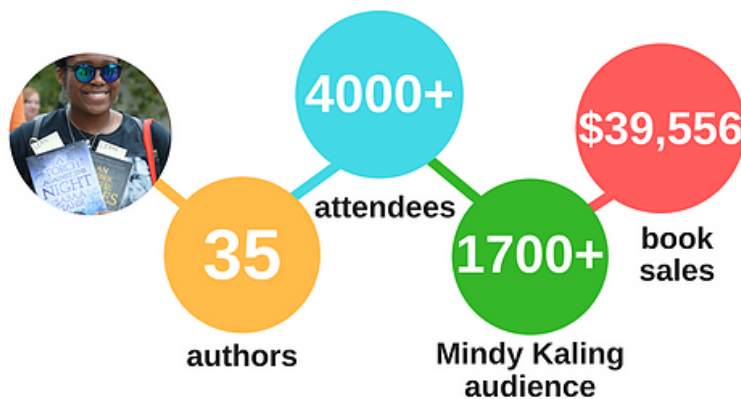
A collaboration between the Texas Book Festival and the Litquake Foundation, Lit Crawl Austin celebrated its sixth year of irreverent literary programming. On Saturday, November 3, more than 2,000 book enthusiasts and more than 50 authors and poets joined us on East Cesar Chavez for a night of performances, trivia matches, and all-ages storytelling sessions. Participating authors included R.L. Stine, Chigozie Obioma, and Eileen Myles. Partnering organizations included the O. Henry Museum, the Texas Library Association and Texas State Library and Archives Commission, fields, Deep Vellum Publishing, Awst Press, Newfound, American Short Fiction, Five Things, Mystery People, and Bat City Review.



## TEXAS TEEN BOOK FESTIVAL

The Texas Teen Book Festival was held at St. Edward's University on Saturday, October 1, 2016. For the first time ever, TTBF featured:

- Costume Contest, sponsored by Fierce Reads
- Barrio Writers Featured Author Sponsorship, given to Isabel Quintero in partnership with the Tomás Rivera Mexican American Children's Book Award
- Alamo Drafthouse Author Welcome Party and Film Screening, the first TTBF ticketed event



# IN 2016, THE TBF:



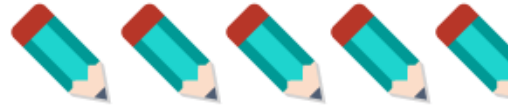
Awarded \$100,000 to Texas public libraries through our Library Grants program.



Gave 44 libraries collection-enhancement grants



Gifted 8,798 books to elementary school students in Title I schools in Austin, Houston, and the Rio Grande Valley through Reading Rock Stars.

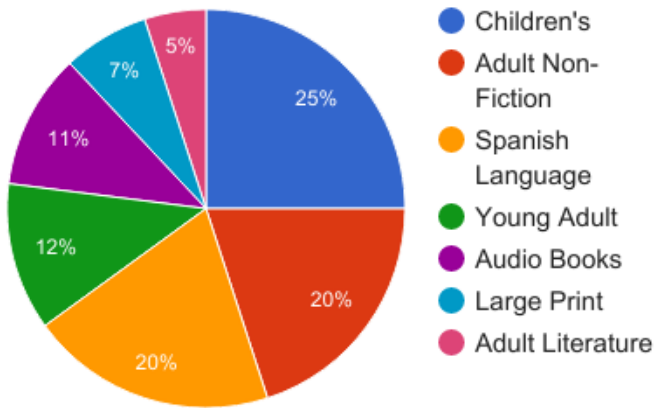


Coordinated 46 author visits, connecting authors to students



Made an impact in 15 Title I schools in Austin, Houston, and the Rio Grande Valley

## Library Grants Collection Allocations



Since 1995, the Texas Book Festival has given more than 81,000 books to Title I elementary students and nearly \$3 million to Texas public libraries. Through the Fresh Ink Fiction Contest, 81 teen authors have won recognition and participated in their own Festival panel.

*"I love the enthusiasm the authors/illustrators bring to the campus. They teach the kids to follow their dreams and find their passion. The students at our school would not be able to afford these books and to have them signed by the author is an added bonus."* - Reading Rock Stars teacher

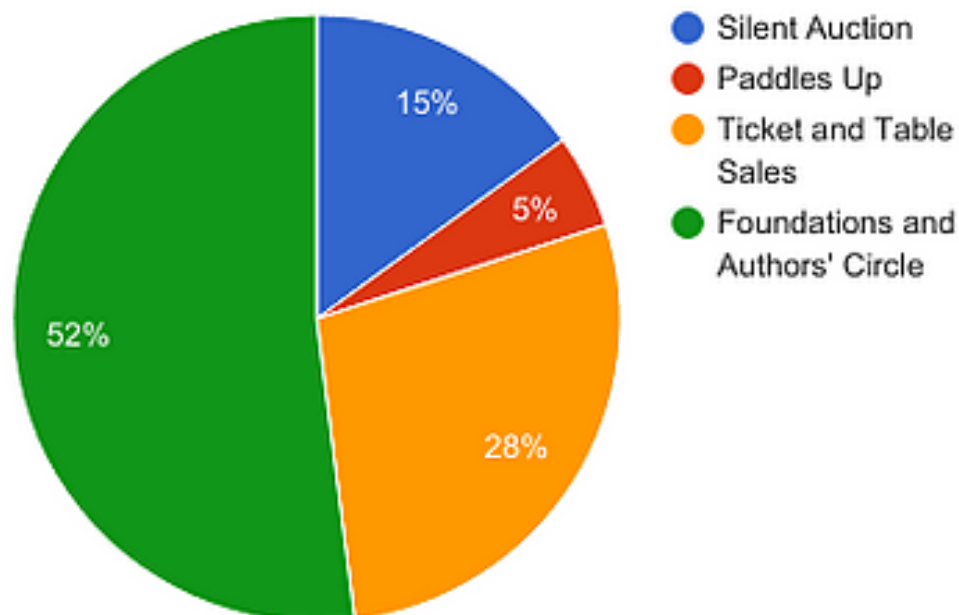




## FIRST EDITION LITERARY GALA

In 2016, the First Edition Literary Gala was held at the Four Seasons in Austin, Texas on Friday, November 3. The Gala raised a total of \$662,752, a 13% increase over 2015. The Gala featured authors Diane Guerrero, Ethan Hawke, Carl Hiassen, Greg Ruth, and Marcus Samuelsson, and was emceed by Jon Scieszka. All proceeds support libraries and schools in Texas, and keep the Festival free for all.

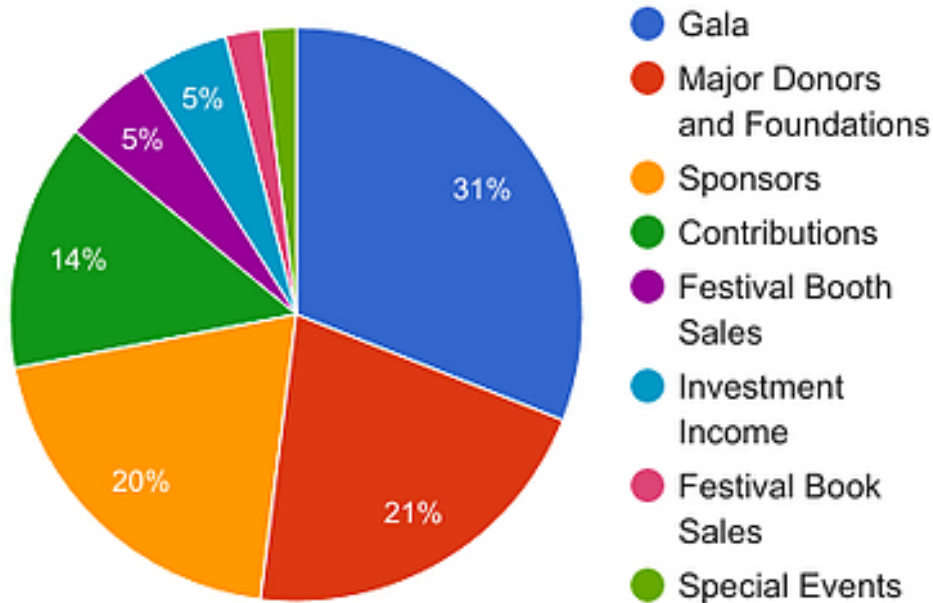
### Gala Revenue



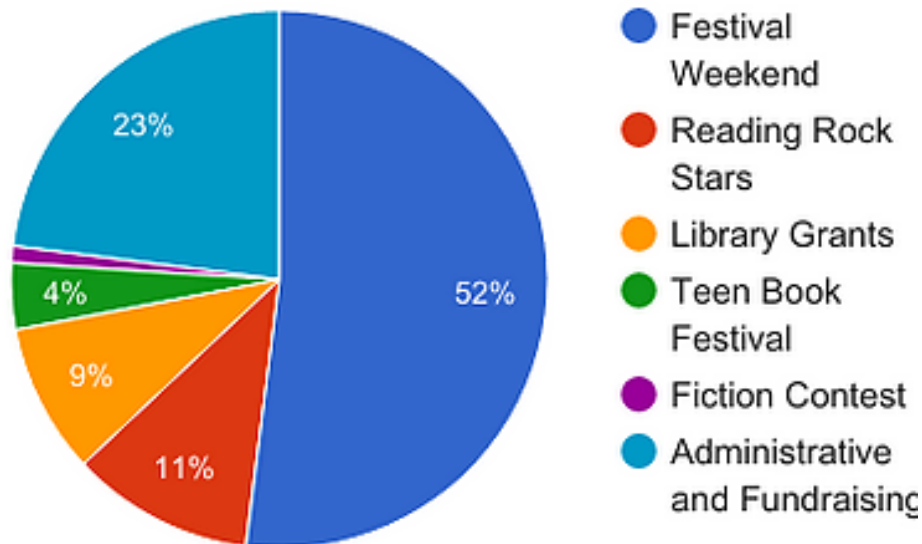


# INCOME AND EXPENSES

## INCOME



## EXPENSES



Foundations and individual sponsors continue to be crucial sources of income for the Festival in 2016. The TBF met budget with \$1,414,313 in contributions, and \$1,359,848 in expenses. Additional highlights in 2016 included \$8,810 from individual donors through Amplify Austin, a 19% increase in Festival book sales, and \$90,296.97 worth of in-kind donations.

## MAJOR SPONSORS



PRESENTING SPONSOR



# AT&T

PRESENTING SPONSOR

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and Family**

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*CentralMarket*  
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## CURRENT STAFF

Lois Kim, *Executive Director*  
Claire Burrows, *Development Manager*  
Julie Wernersbach, *Literary Director*  
Lea Bogner, *Outreach Coordinator*  
Lydia Melby, *Literary Coordinator*  
Maris Finn, *Administrative Assistant*

## 2020 BOARD OF DIRECTORS

Laura Bush, *Honorary Chair*  
Karen Brimble, *Board Chair*  
Sarah Bird  
Gigi Edwards Bryant  
Josefina Casati  
Mary Herman  
Regina Montoya  
Wolfgang Niedert  
Amy Paddock  
Janna Paulson  
Sarah Queen  
Kate Rogers  
Ana Ruelas  
Dave Shaw  
Maya Payne Smart  
Heidi Marquez Smith  
Jake Silverstein  
Brian Sweany

Darryl Tocker  
Gregory Vincent  
Leslie Ward  
Marc Winkelman  
Katherin Wright  
Zeynep Young

## GOLD LEAF SPONSORS

**\$25,000+**  
Betsy and Hughes Abell -  
Buena Vista Foundation  
T.L.L. Temple Foundation  
Tocker Foundation

## AUTHOR'S CIRCLE

**\$15,000+**  
Ruth and Kenneth Altshuler  
Laura Bush and President  
George Bush  
Karen and Ray Brimble - One  
Skye Foundation  
Kay and Elliot Cattarulla  
Eleanor Crook  
Regan and William Gammon  
Doug Pitcock  
Herbert Simon  
Suzanne and Marc  
Winkelman  
Katherine Wright - Wright  
Family Foundation

# THANK YOU!

Because of your support, TBF is able to provide the annual Festival free of charge and offer high quality literary programming and books to communities across Texas. Thank you for sharing Texas Book Festival's vision to inspire all Texans to love reading.

## VOLUNTEER

Texas Book Festival relies on nearly 1,000 volunteers during the Festival Weekend! If you're interested in volunteering, please contact Nicole Wielga, Logistics and Volunteer Coordinator, for more information, [nicole@texasbookfestival.org](mailto:nicole@texasbookfestival.org)

## ATTEND THE GALA

The First Edition Literary Gala is our main fundraising event of the year! It will be held on October 25, 2019, and will include a silent auction and inspiring program featuring some of the year's best authors.

