



**Texas
Book
Festival**
2017 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

The Texas Book Festival's vision is to inspire Texans of all ages to love reading. 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.

2017 marked the annual Festival Weekend's twenty-second year. This past November 4 - 5, the Festival drew its largest crowd ever, as 50,000 turned out to meet literary legends like Jeffrey Eugenides, breakout novelists like Min Jin Lee, critically acclaimed YA authors like Jason Reynolds, beloved members of Texas's former first family Jenna Bush Hager and Barbara Bush, and the one and only Tom Hanks.

The Texas Book Festival, though, is so much more than a festival. 2017 marked a year of intentional, creative growth throughout the state. We piloted our Reading Rock Stars program in Dallas, held our first literary salon in Midland with Skip Hollandsworth, and expanded our Board of Advisors to include advocates from Galveston to El Paso (797 miles!).

The work we do would not be possible without your involvement and support. Thank you for sharing our commitment to literacy and literary culture in Texas.

Warm regards,



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

Lois Kim
Executive Director



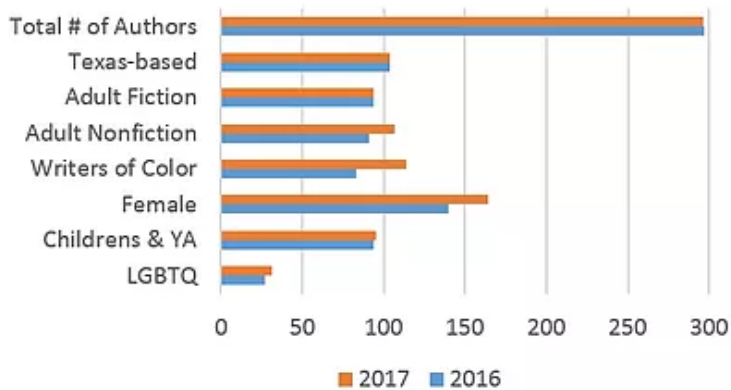
A handwritten signature in black ink that reads "Karen Brimble".

Karen Brimble
Board Chair



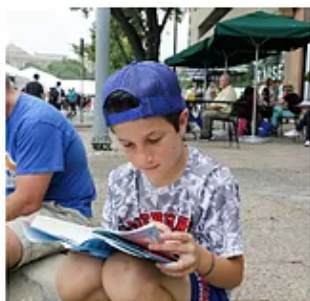


2017 Festival Authors Comparison



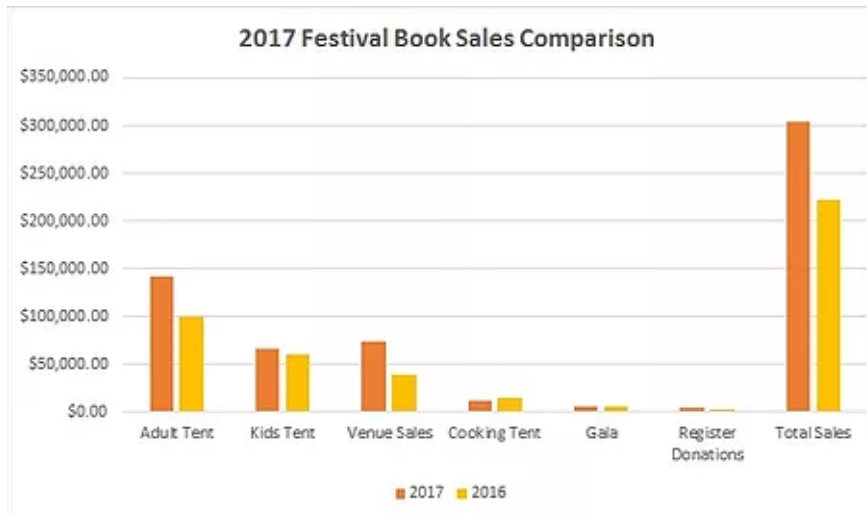
FESTIVAL IMPACT

50,000 people attended the 22nd annual Festival Weekend, held on November 4 & 5 in and around the Texas State Capitol. New features this year included the Young Adult HQ tent, venue book sales, ticketed events, and a Gail Simmons brunch at local favorite Olamaie as well as a Mark Bittman brunch at Emmer and Rye. Even as the Festival grows and evolves, it remains free and open to the public, continuing to welcome and inspire all book lovers.



BOOK SALES

We had two exciting developments in book sales for 2017. First, local Austin bookstore BookPeople came on as the official Festival bookseller! Second, we increased book sales at the Festival by 35% to \$299,052.58. Attendees were able to pre-purchase books for Tom Hanks, Jenna Bush Hager and Barbara Bush, and Dan Rather. Through book sales, the TBF is able to secure award-winning and popular authors, and support the strong reputation of the Festival with authors and publishers. Plus, generous donors gave \$5,550 at the registers to replace books destroyed by Hurricane Harvey in the Houston and Gulf Coast regions. These donations were matched by the Texas Book Festival and the Tocker Foundation. Thank you!



JAN HUGHES VOLUNTEER AWARD

This year, we recognized Festival volunteer extraordinaires Vera Vera Muniz and Molly Dahlstrom Ledbetter for their long-standing and invaluable service to the Festival.



TEXAS WRITER AWARD

Author and legendary journalist Dan Rather received the Texas Writer Award (a pair of custom cowboy boots) 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 eighth year of irreverent literary programming. On Saturday, November 4, 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 Min Jin Lee, Simeon Marsalis, Margarita Engle, Meg Gardiner, and Dan Chaon. 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.



ANTONE'S STAGE

Even though we're all about the books, we can't have a festival in Austin without music! This year we were so lucky to have Antone's Nightclub, Austin's Home of the Blues, and the Clifford Antone Foundation sponsor and program the live music tent at the Festival. Featuring Antone's signature blues music, two full days of musical talent kept true to the Live Music Capital reputation!



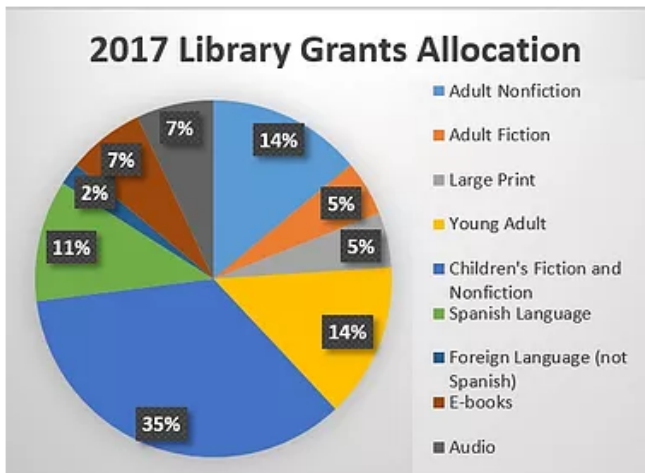
IN 2017, THE TBF:



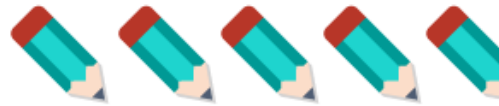
Awarded \$100,000 to Texas public libraries through our Library Grants program.



Gave 44 libraries collection-enhancement grants



Gifted 9,325 books to elementary school students in Title I schools in Austin, Dallas, Houston, and the Rio Grande Valley through Reading Rock Stars.



Coordinated 47 author visits, connecting authors to students



Made an impact in 16 Title I schools in Austin, Dallas, Houston, and the Rio Grande Valley

Since 1995, the Texas Book Festival has given more than 87,000 books to Title I elementary students and more than \$3 million to Texas public libraries. Through our Fresh Ink Fiction Contest, 90 teen authors have won recognition and participated in their own Festival panel.

A few of our favorite 2017 stats:

- After Reading Rock Stars, schools reported an average 30% increase in school library circulation and 85% of teachers report students demonstrated a greater interest in reading.
- 70% of RRS authors in 2017 were authors of color, reflecting the demographics of the schools.
- TBF awarded a library grant in all ten Texas Library Association's districts.

"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



OTHER OUTREACH INITIATIVES

On May 19, we piloted Reading Rock Stars in Dallas with authors Laura Bush, James Luna, and Hena Khan. We gave 580 students their own book, and for many this is the first book they will own. With three-year commitment to every Reading Rock Stars school, we look forward to returning and expanding the program in Dallas-Fort Worth.

Partnering with Breakthrough Central Texas, we brought a group of ambitious students from low-income communities who will be the first in their families to earn a college degree. These students had a private session with authors Nic Stone and Jason Reynolds, received a copy of Angie Thomas' book *The Hate U Give*, as well as a book of their choice, thanks to the Topfer Family Foundation.

A similar partnership with KIPP Austin brought KIPP students to the Texas Teen Book Festival. These students had a private session with author Jason Reynolds and received a copy of his book, *Long Way Down*, and a book of their choice thanks to JIMMY Books. One stunned student was heard saying, "I'm going to book nerd so hard!"

A huge thanks to AT&T for funding this specific outreach to our teen students, readers, and the future of Texas.

TEXAS LIBRARY ASSOCIATION IN DALLAS

On April 3-6, we attended the annual Texas Library Association Conference in Dallas. We met hundreds of librarians from across the state, and thanked them for their hard work. On April 5, we announced more than \$100,000 in Texas Library Grants to 48 libraries. These grants are for collection enhancement and pay for the books that each community needs the most. These books include Spanish YA books, grief counseling books, large-print novels, and children's STEM books.



YEAR-ROUND ACTIVITIES

For the first time ever, we created a Texas Book Festival Fiesta medal that we unveiled at the 2017 San Antonio Book Festival. We are proud to help celebrate San Antonio's rich and diverse cultures!





TEXAS TEEN BOOK FESTIVAL

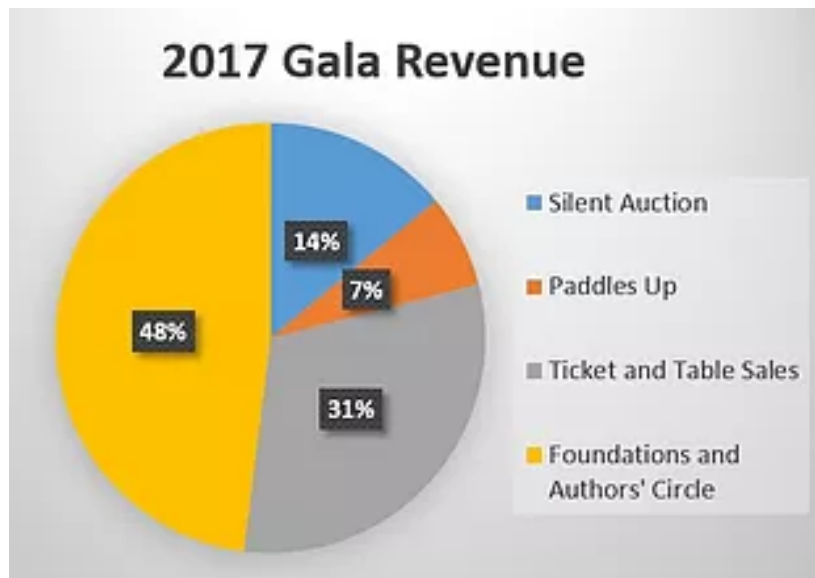
The Texas Teen Book Festival was held at St. Edward's University on Saturday, October 7, 2017. More than 5,000 teens, YA fans, teachers, and librarians spent the day spent the day meeting authors, discovering new favorite books, and celebrating the joy of reading with their peers.

Some of our favorite Texas Teen Book Festival highlights include:

- The brand new iTent! Centrally located, this unique interactive space included four AMA (Ask Me Anything) sessions with Festival authors and a zine (self-published magazine) making session with authors Jennifer Matheiu and Tillie Walden!
 - A costume contest sponsored by Fierce Reads! Just a few of the amazing book-themed costumes were Athena, Severus Snape, and Squirrel Girl.
 - Jason Reynolds, author of *Miles Morales: Spider-Man* and *Long Way Down*, not only presented on a panel and gave a keynote, but also gave a private session to a group of KIPP Austin students.
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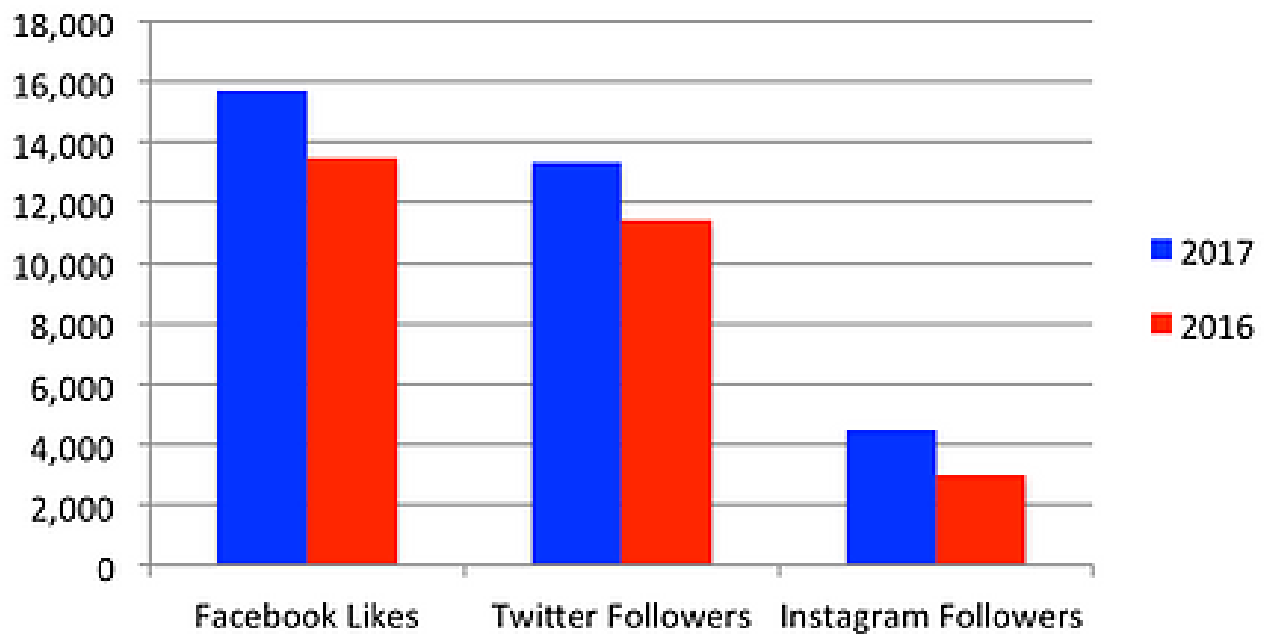
FIRST EDITION LITERARY GALA

In 2017, the First Edition Literary Gala was held at the Four Seasons in Austin, Texas on Friday, November 3. The Gala featured authors Min Jin Lee, Kevin Young, Attica Locke, Walter Isaacson, and Skip Hollandsworth as the emcee. All proceeds support libraries and schools in Texas, and keep the Festival free for all. Overall, the Gala raised more than \$726,500 for the Texas Book Festival!

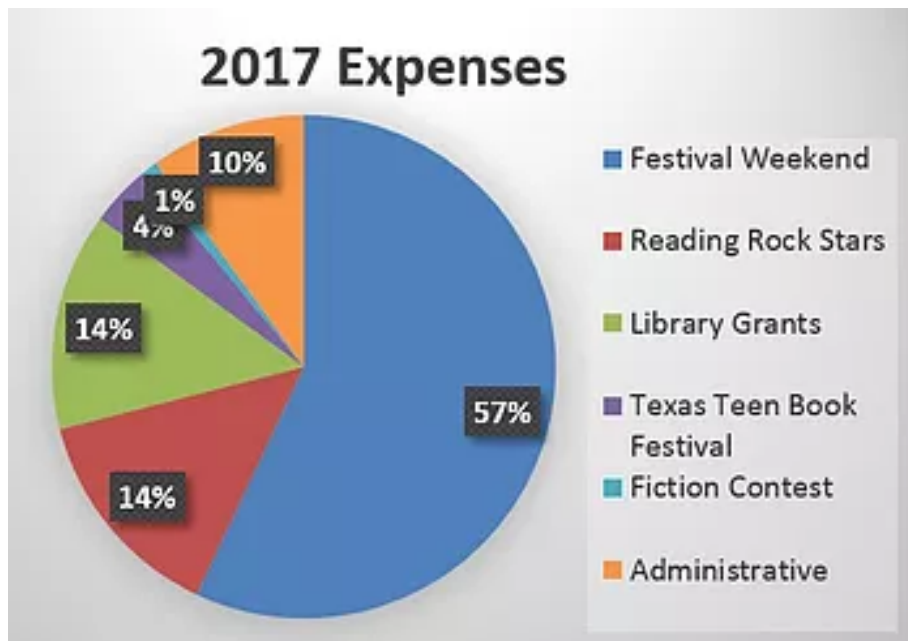
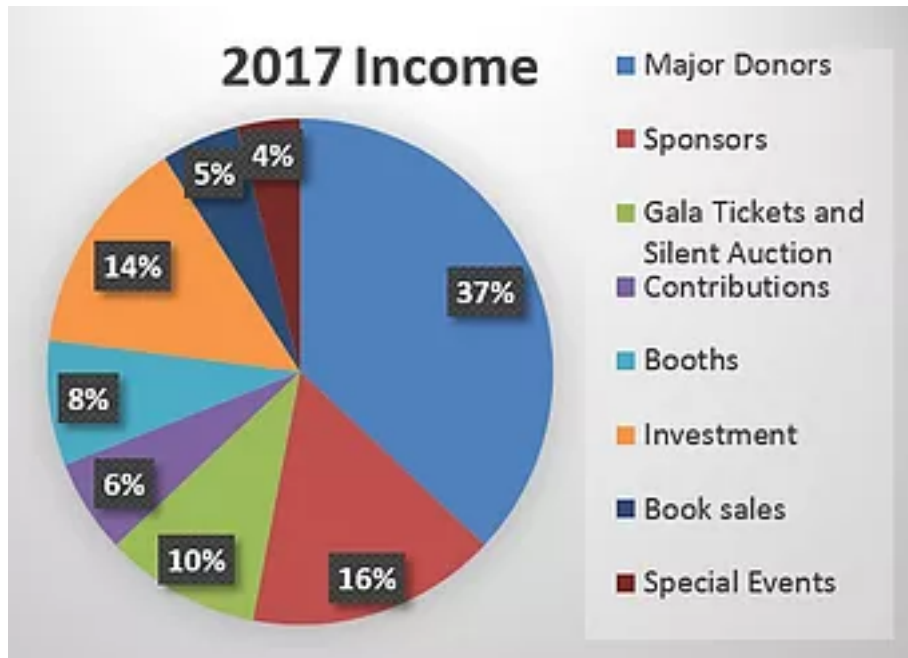


ENGAGING OUR COMMUNITY

Social Media Engagement



INCOME AND EXPENSES



We are grateful for every individual donor, foundation, and corporation that supports the Texas Book Festival's operating budget of \$1.5 million. Notable campaigns and new supporters included \$11,600 from individual donors during Amplify Austin; new corporate sponsors Texas Capital Bank, Cirrus Logic, and Applied Materials; and a first-time grant from the David Nathan Meyerson Foundation for a Reading Rock Stars pilot program in Fort Worth.



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Lydia Melby, *Literary and Communications Coordinator*
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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

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.

