



2022 ANNUAL REPORT

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2022 marked the return of a fully in-person Texas Book Festival—and it was glorious!

Over 300 authors and 40,000 attendees joined us in and around the Texas State Capitol on November 5–6, 2022. We had a whirlwind of a weekend filled with thought-provoking conversations, joy, and laughter as readers of all ages connected with authors and discovered new books to love.

Last year we also brought our programs back to schools and organizations throughout Texas as part of Reading Rock Stars and Real Reads. We partnered with a record number of schools this year—29 total—and gave books to almost 14,000 students. Through our statewide Library Grants program, we awarded \$101,000 in acquisitions grants to support our public libraries.

Books and writers connected us during the pandemic, and they brought us back together in 2022—in schools in Austin, Dallas, Fort Worth, Houston, and the Rio Grande Valley, and at the Capitol on a beautiful weekend last November. In these pages we look back on a great year of impacting communities through a shared love of books. Thank you for being a part of this vision.

Warm regards,



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

Lois Kim
Executive Director



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

Anna Near
Board Chair



FESTIVAL IMPACT

In 2022, Texas Book Festival returned to a fully in-person Festival in and around the Texas State Capitol the weekend of November 5–6. We hosted a total of 304 authors in 195 Festival sessions ranging from children's and teen programming to a diverse slate of panels for adult audiences, including playful evening events as part of Lit Crawl.

Throughout the weekend, the Festival featured culinary legend and sixteen-time James Beard Award recipient Jacques Pépin; Screen Actors Guild Award recipient and nine-time NAACP Image Award winner Omar Epps; Grammy-nominated "Best New Artist" Margo Price; and other nationally and critically recognized authors including Angie Cruz, Janet Evanovich, Gabino Iglesias, Sandra Brown, David George Haskell, Rebecca Roanhorse, and many more. The National Book Foundation, PEN America, the Whiting Awards, the Writers' League of Texas, the Michener Center for Writers, *The Atlantic*, and the Austin Public Library participated in the Festival through programming and promotional partnerships.



TEXAS WRITER AWARD



The Texas Writer Award is given each year to a writer in recognition of outstanding contributions to Texas letters and literary arts. The 2022 recipient was Elizabeth McCracken, the author of eight books including *The Souvenir Museum* (long-listed for the National Book Award), *Bowlaway, Thunderstruck & Other Stories* (winner of the 2014 Story Prize and long-listed for the National Book Award), and *The Giant's House* (a National Book Award finalist). McCracken has received grants and fellowships from the Guggenheim Foundation, the National Endowment for the Arts, the Liguria Study Center, the American Academy in Berlin, the Fine Arts Work Center in Provincetown, and the Radcliffe Institute for Advanced Study. Her work has been published in *The Best American Short Stories*, *The Pushcart Prize*, *The O. Henry Prize*, the *New York Times Magazine*, and many other places.

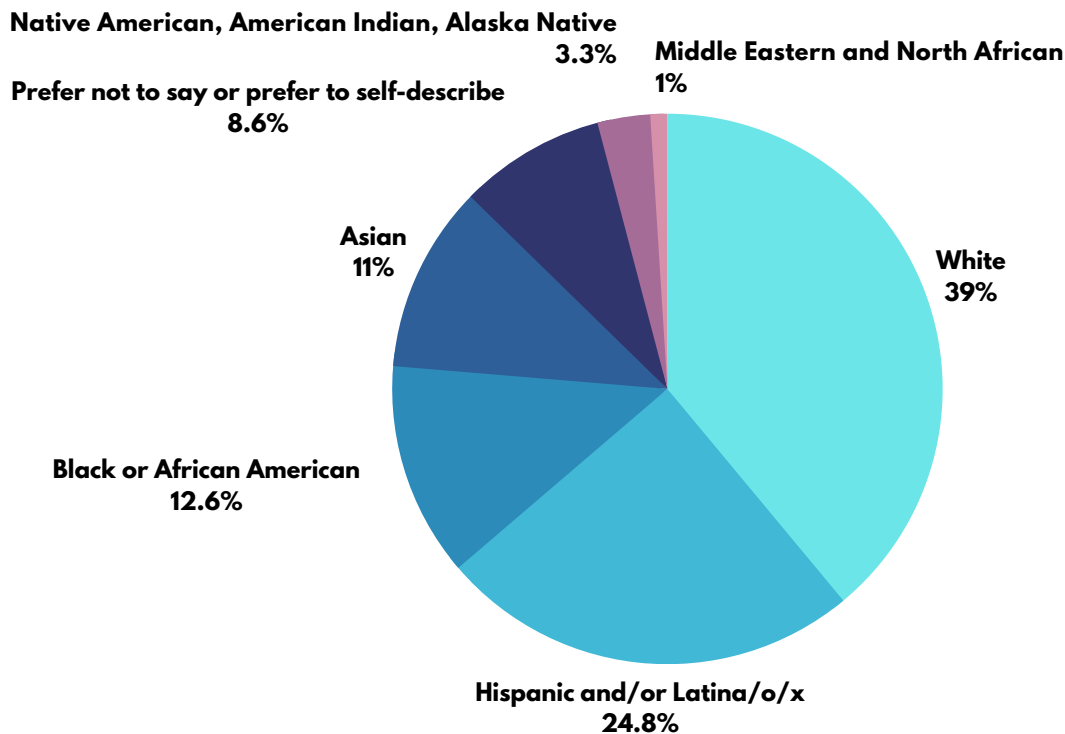
2022 FESTIVAL POSTER ARTIST



The 2022 Texas Book Festival poster artist was Minta Maria. Minta was born in Madrid and raised in San Antonio. She received her BA in Journalism from the University of Texas and MFA in Photography & Related Media from the School of Visual Arts. Over the past ten years of developing her art, Minta has had a variety of exhibitions and worked to build upon the themes of memory, tradition, and the fragility of information.

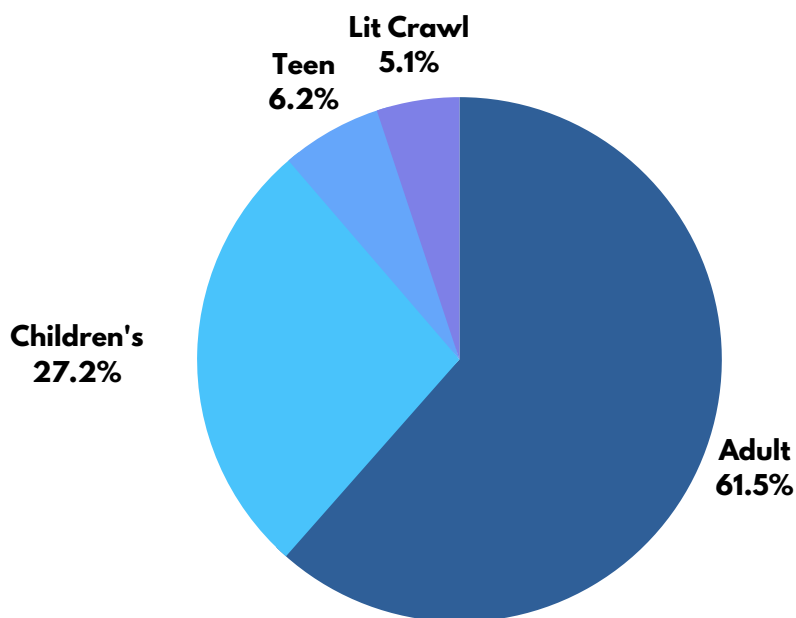
2022 FESTIVAL BY THE NUMBERS

Festival Sessions [author demographics]:



Festival Sessions [by genre]:

- Bilingual: 17
- Biography/Autobiography: 41
- Climate and Environment: 24
- Comics/Graphic Novels: 7
- Crime/Mystery/Thriller: 30
- Debut: 53
- Drama: 14
- Essays: 18
- Food/Cooking: 18
- History: 48
- Journalism: 22
- Memoir: 46
- Music/Film: 11
- Politics: 42
- Regional: 19
- Science/Social Science: 23
- Short Stories: 15
- Speculative and Psychological Fiction: 10
- Sports: 2
- Texas: 130
- Adult = 120
- Children's = 53
- Teen = 12
- Lit Crawl = 10



TOTAL SESSIONS = 195

YEAR-ROUND PROGRAMMING

We produced seventeen year-round sessions in 2022. Our year-round lineup included a virtual book club with Good Morning America "Buzz Pick" author Jenny Tinghui Zhang in partnership with Gen Padalecki and her Now & Gen book club. Later in the year, TBF hosted a virtual panel with Golden Globe Award–nominated actress Constance Wu about her memoir *Making a Scene*.

In 2022, TBF partnered for in-person events with Waterloo Greenway for their Morning Glories early childhood education series and with Austin Park Foundation on their Playdates in the Park series, bringing in children's authors Divya Srinivasan, Anne Wynter, Don Tate, and Nicholas Solis for story time events and book giveaways that were free and open to the public.

Additional authors in the year-round lineup included Selma Blair, Chandler Baker, Steve Harrigan, Sindya Bhanoo, Dalia Azim, Juli Berwald, Katie Gutierrez, Christina Soontornvat, Mark Updegrove, and Natalia Sylvester.



LIT CRAWL



Lit Crawl Austin celebrated its twelfth anniversary this year by featuring ten events across four venues in East Austin—Vintage Bookstore and Wine Bar, East Tiger E. 7th Street, Hillside Farmacy, and Saddle Up.

Lit Crawl Austin 2022 included programming partnerships with Diverse Voices Book Review, Literary Death Match, EcoTheo Collective / LOGOS, *American Short Fiction*, Writers' League of Texas, Noir at the Bar, Story Department, One Page Salon, and Librotraficantes.

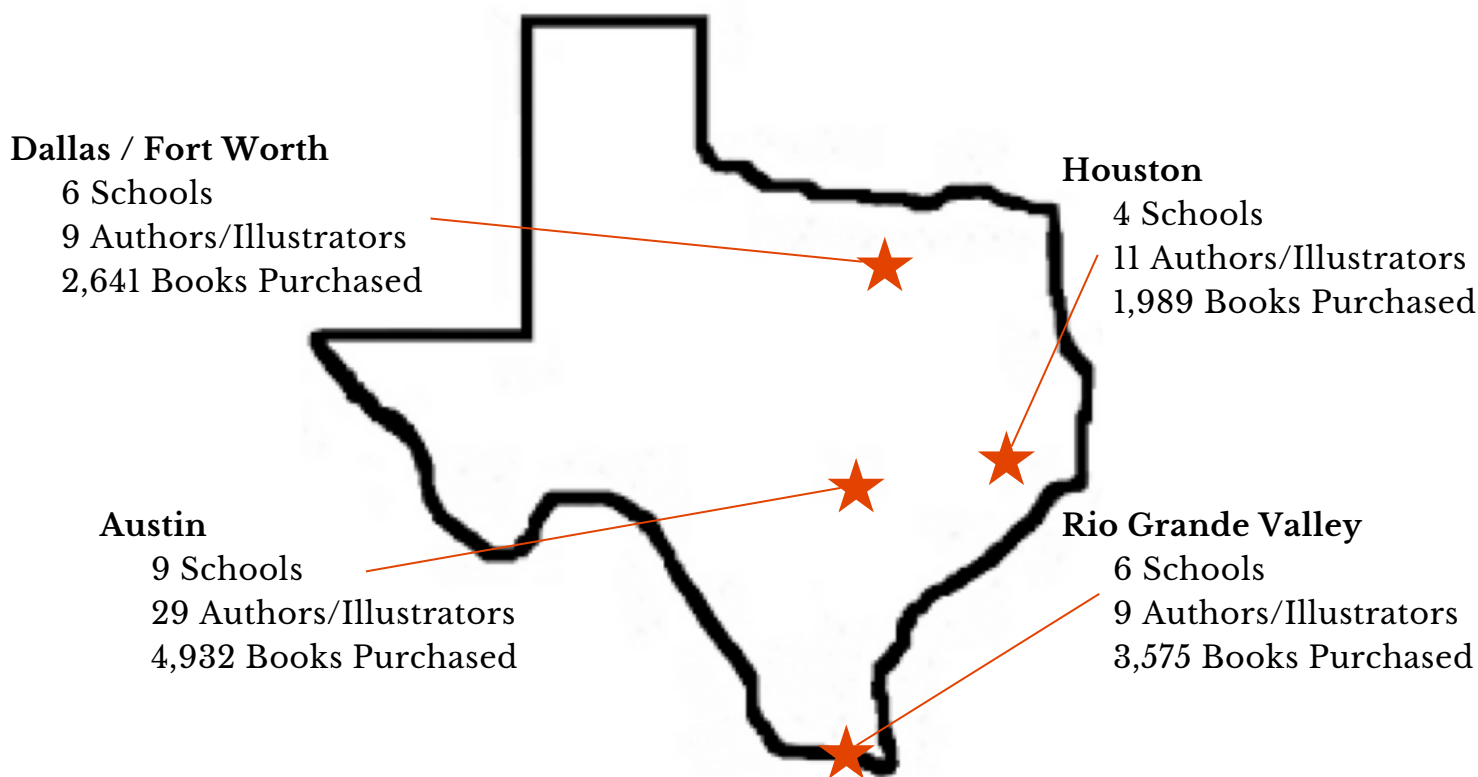
READING ROCK STARS

Reading Rock Stars brings nationally recognized children’s authors and their books to students in Title I elementary schools around the state of Texas. TBF makes a three-year commitment to each school in the program, providing resources and a comprehensive curriculum guide so students can fully engage with the book and author. Since the program’s inception, we’ve given more than 161,000 brand new, hardcover books to students and hosted more than 730 author visits in Austin, Houston, Dallas, Fort Worth, and the Rio Grande Valley.



"[In low-income communities] one book is available for every 300 children, versus an average of 13 books in middle- and high-income homes"

<https://www.literacytexas.org/every-texan-deserves-to-read/>



13,137 Total Books Purchased in 2022

2022 Authors:

Jon Scieszka
Steven Weinberg
Margarita Engle
David Bowles
Raquel Ortiz
Diana Lopez
Victoria Castillo
Anna Meriano
Angela Dominguez
Chris Barton
Varian Johnson
Xavier Garza
Jasminne Mendez
Nidhi Chanani
Nicholas Solis
Carmen Tafolla
Andrea Wang

Tonya Duncan Ellis
Brittany Thurman
Raul the Third
Don Tate
Bavu Blakes
Elisa Chavarri
Jennifer Ziegler
Angela Shanté
Lyla Lee
Minh Lê
Dan Santat
Celia C. Pérez
Van G. Garrett
Michaela Goade
Christina Soontornvat
Rebecca Balcárcel
Marcelo Verdad

Mac Barnett
Jon Klassen
Erin Entrada Kelly
Sherri Duskey Rinker
Monica Brown
Leo Espinosa
Xelena González
Jamar Nicholas
Tae Keller
Jarrett Pumphrey
Jerome Pumphrey
J. Elle
Frank Morrison
Matt de la Peña
Corinna Luyken
Noor Sofi
Julian Randall



REAL READS

In 2022, we held 5 Real Reads programs that provided young people with the opportunity to engage with acclaimed authors and their work. Through the program, 590 books were provided to students at Skyline High School, Austin Community College's Ascender program, Somos Escritoras, Girl Scouts, and Breakthrough Central Texas. Featured authors included Jasmine Warga, Julian Randall, Celia C. Pérez, Ruben Degollado, and Kalynn Bayron.

Thank you to all our Real Reads supporters, including the AT&T Foundation and Austin Community College.





LIBRARY GRANTS

In 2022, we gave \$101,000 in collection enhancement grants to **42 libraries across the state of Texas**. Since 1995, we have awarded more than \$3.2 million in grants, bringing much-needed brand-new books into communities, including books in languages that reflect those communities.

"Parents and caregivers have consistently expressed to staff that having a book format that reads to the child as the child holds the physical book has positively impacted early readers. Parents and caregivers are able to let their readers focus more on independent learning. When used in storytime sessions, over 100 people were in attendance when a VOX book was used."

- Librarian, Midland County Public Library

FESTIVAL FRIENDS

Every year, the Texas Book Festival works hard to engage and grow the Festival Friend donor community (donations between \$100-\$500). Thanks to the support of Libro.fm and *Texas Monthly*, we were able to thank these donors with priority access to exciting sessions, free Libro.fm audiobooks, and annual subscriptions to *Texas Monthly* for donors who gave \$250 or more. We raised \$46,417 from 325 Festival Friends.

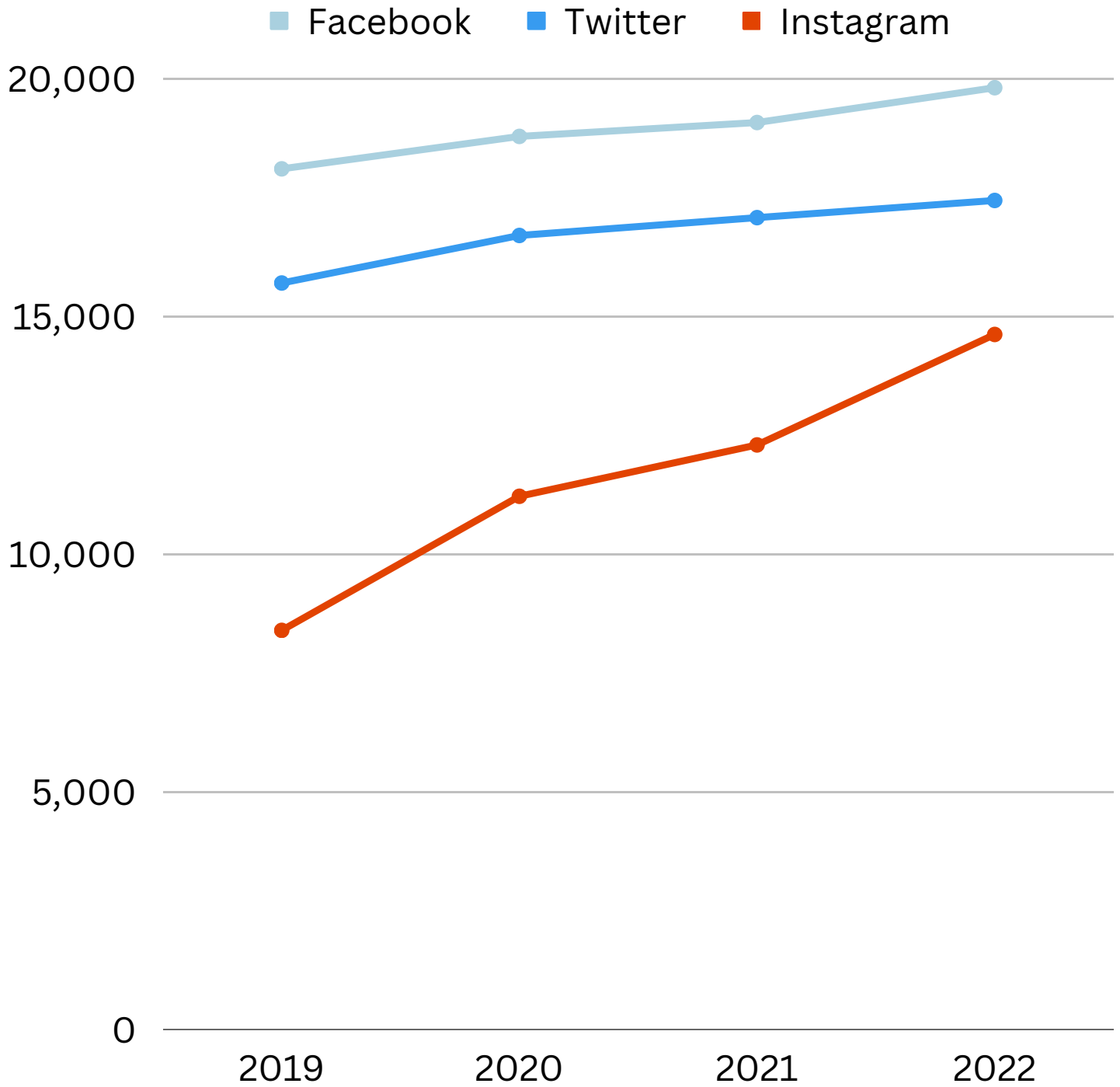
FIRST EDITION LITERARY GALA

The 2022 Texas Book Festival First Edition Literary Gala was held on Friday, November 4 at the Fairmont Hotel in downtown Austin. After many years at the Four Seasons, we needed to find a new venue to accommodate the 700+ guests who attended our 2022 Gala!

Beloved children's author Mac Barnett emceed a memorable night of literary programming that featured chef and author Jacques Pépin, authors Angie Cruz and Anand Giridharadas, and Elizabeth McCracken, who received the 2022 Texas Writer Award. Thanks to Gala Co-Chairs Katherine Goehring and Michelle Strauss, Board Chair, Anna Near, and the Gala Committee, the November event raised \$729,120 in ticket sales and sponsorships and an additional \$379,670 in auction and paddles up revenue.



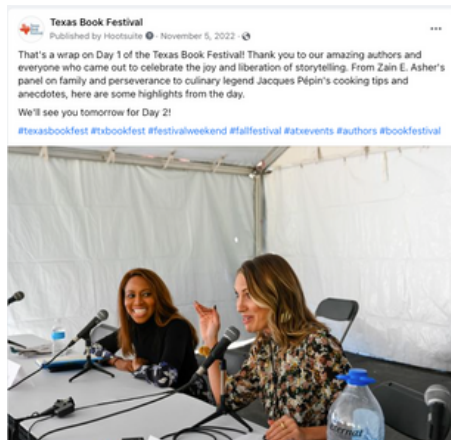
AUDIENCE GROWTH: SOCIAL MEDIA



TOP FACEBOOK POSTS OF 2022



146 REACTIONS
19,371 PEOPLE REACHED
1,744 ENGAGEMENTS



108 REACTIONS
9,135 PEOPLE REACHED
703 ENGAGEMENTS

TOP INSTAGRAM POSTS OF 2022



861 LIKES



730 LIKES

TOP TWITTER POSTS OF 2022



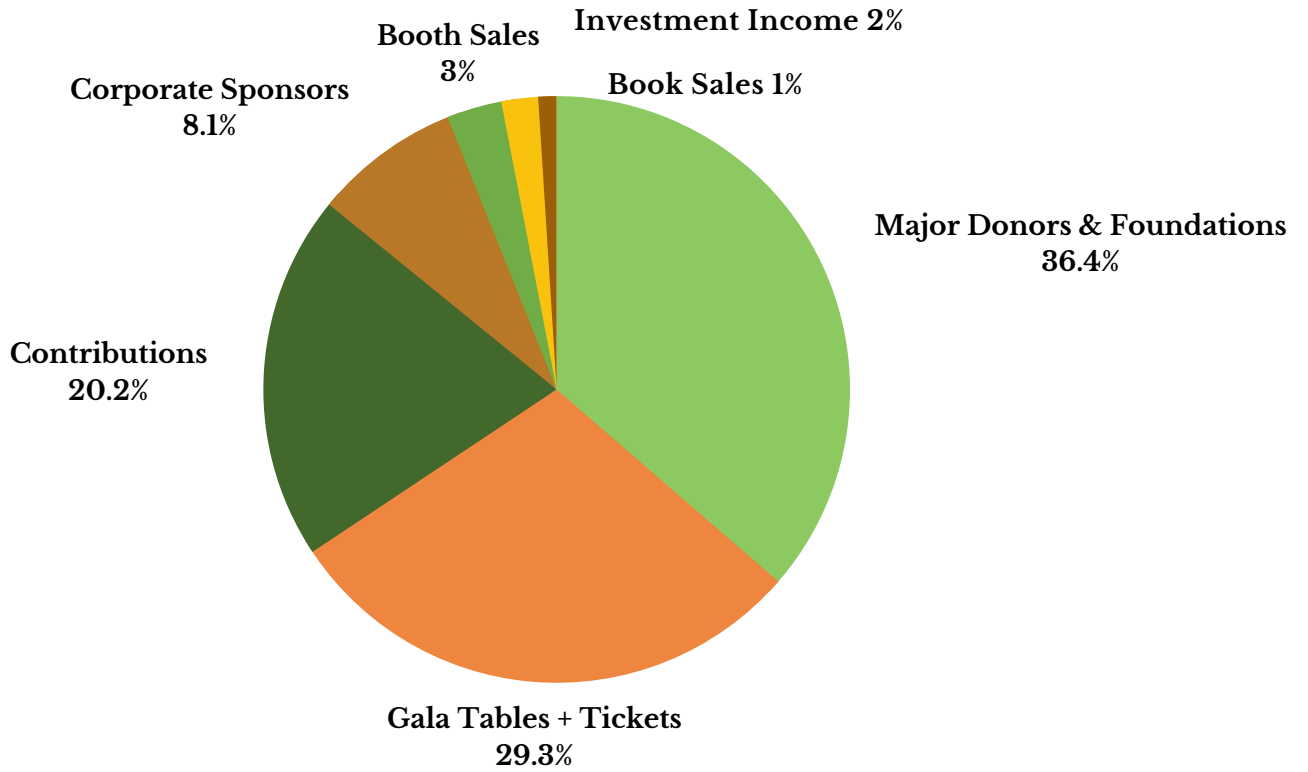
76,914 IMPRESSIONS
65 LIKES
21 RETWEETS



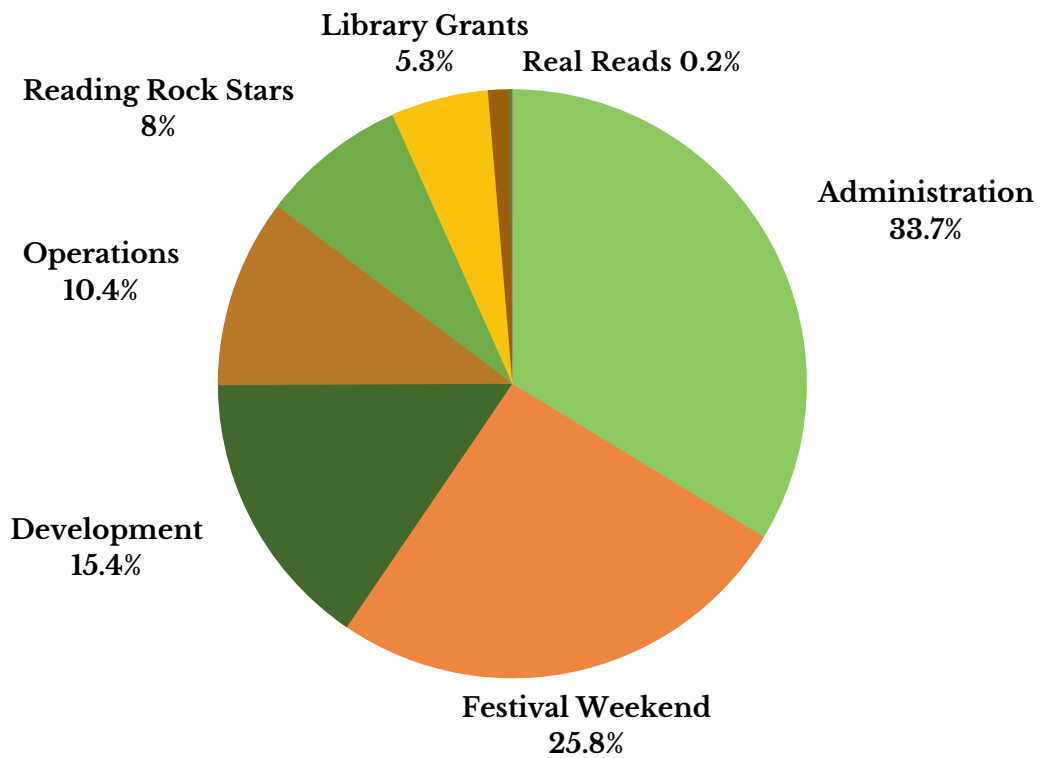
22,737 IMPRESSIONS
61 LIKES
21 RETWEETS

FINANCIALS

2022 REVENUE



2022 EXPENSES



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MAJOR SPONSORS

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and Family

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SPECIAL THANKS

MFI Foundation
 Sid Richardson Foundation
 Ryan Foundation
 Texas Commission on the Arts
 United Way for Greater Austin



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.

WANT TO GET INVOLVED?

VOLUNTEER

Texas Book Festival relies on nearly 1,000 volunteers during the Festival Weekend! If you're interested in volunteering, please contact Olivia Hesse, Event and Logistics Coordinator, for more information, oliviahesse@texasbookfestival.org

DONATE AND BECOME A FESTIVAL FRIEND

Every donation we receive goes directly to ensuring that the Annual Festival remains free and open to the public, as well as supports our state-wide outreach programs. As a Thank You for any donation of \$100 or more, we will send you a Festival Friends Pass, which provides special access to Festival sessions. To make your tax deductible donation today, visit texasbookfestival.org/donate.

ATTEND THE GALA

The First Edition Literary Gala is our main fundraising event of the year! It will be held on November 9, 2023, and will include a silent auction and inspiring program featuring some of the year's best authors.