



A Project of the Bandera Business Association (BBA)
PO Box 1764
Bandera, Texas 78003

July 2021

Dear Bandera Businesses,

With Bandera being recognized as "The Cowboy Capital of the World" by the State of Texas in 2013, and as the "Head of the Western Trail" in 2014, this means we must work even harder to live up to those titles!

This year, the Bandera Business Association is again heading up the celebration of the National Day of the American Cowboy. It will be held on July 24, 2021 on the Court House Lawn, 9:30 am to 3:00 pm. Who could celebrate this National Day any better than the official "Cowboy Capital of the World"?

Bandera events begin on Friday July 23, 2021 at the Frontier Times Museum, 6:30 pm, with the Induction Ceremony for the Texas Heroes Hall of Honor. Check out their site: www.FrontierTimesMuseum.org for more information.

Saturday, July 24th events on the Courthouse lawn will be free to the public and will include everything about Cowboys and Cowgirls you can imagine. Of course, we have the Bandera Cattle Company (I think they are even planning a shot gun wedding!), antique wagon displays, 10 "invitation only" vendors with cowboy items, and a few food vendors will also attend. We also plan on featuring our local Guest Ranches that have helped put Bandera on the map for many decades!

A special cowboy breakfast at 9:30 am consists of coffee, with biscuits and gravy donated by local restaurants. This kick-off breakfast is free to the public! There will be lots of activities for the youngsters, and old-fashioned favorites for everyone. The entire Courthouse area will have entertainment ranging from the John Wayne hat toss, Picker's Circle, storytelling, horseshoe and washer pitching, to the Ridin' the River Cowboy Fellowship's "Little Wrangler's Ranch Rodeo", and...well, you get the idea!

This family fun event will include historical reenactments and campsites, along with educational displays, learning opportunities for children and so much more. Admission is free, so we will attract folks to Bandera for a weekend of history, gunfights and old-fashioned fun at the Courthouse, while they stay and shop in Bandera!

And, it doesn't stop when the sun goes down! The evening means you can head to Mansfield Park for the Ridin' the River Cowboy Fellowship's Ranch Rodeo, with gates opening at 6:30 pm. It's all about keeping the Cowboy in The Cowboy Capital of the World!

Please join us as a Sponsor and help us continue the legacy of Bandera as "*The Cowboy Capital of the World*"! The event program will be a period piece like a "Wanted Poster", and as a Sponsor you can be included! We rely on donations from sponsors like you to fund these important community events, and they cannot happen without your support. Please know that every contribution is greatly appreciated and important to promoting the Western heritage of Bandera, Texas! *Be sure to wear your Cowboy boots and hat on July 24th!*

Sincerely,

Cindy Beckham, President
Bandera Business Association

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