



# A Monthly Arts Celebration Third Saturday Weekend

DOWNTOWN

MARSHALL



## ECONOMIC DEVELOPMENT INSIGHTS: Being Part of Many Artists' Journey

The Marshall Regional Arts Council (MRAC) and Texas Sounds International (TSI) are teaming up to bring you even more high-quality music and artistic performances into downtown Marshall, TX.

In August 2021, MRAC began planning its Third Saturday Weekend (TSW) free concert series with the intent to be a bigger contributor to our local Economic Development through Cultural Arts & Tourism. We have successfully accomplished this over this past year by promoting several events that took place during each month's Third Saturday Weekends in downtown Marshall. We did this by presenting and promoting our own TSW artistic performances on public stages while promoting the artistic performances on other privately owned stages located in our downtown. We also extended our promotional activities to include other events happening during TSW like Market on the Square (Harrison County Farmer's Market), events sponsored by The Michelson Museum and the Starr Home, and by promoting local Main Street businesses that provide Dining & Shopping opportunities in downtown Marshall. MRAC worked across many organizations to help create and promote a great experience for Marshall tourists.

When TSI moved its headquarters from Jefferson to Marshall earlier this year, a new cooperative opportunity for providing even more on-stage musical performances was born. In the time since making its move, TSI has actively engaged with MRAC looking for ways that our cooperative efforts would collectively make a bigger economic impact in Marshall than each of our organizations could make independently. Some new opportunities for economic development have grown out of that engagement.

This year, approximately 200 musicians from around the world will come to Marshall for the 2022 Texas Sounds International Country Music Awards. The awards will take place on the Memorial City Hall stage in downtown Marshall October 13-16, 2022. These awards will be taking place at the same time MRAC presents its final Third Saturday Weekend for the year. MRAC and TSI have recognized the mutually beneficial opportunities. We will be working more closely together in the future to help develop our local economy while helping local and international artists develop their music careers.

MRAC wishes to thank the following sponsors for being a part of many artists' journey whose support has helped us present several musical performances to our community this past year. Thank you!





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## Welcoming Ceremony – Telegraph Park – October 12, 2022 @ 5:30 PM

	<p>Presentation of Colors – MHS Air Force JROTC <i>Star-Spangled Banner</i> - Pepper Holt (electric guitar) Parade of International Flags – MHS Air Force JROTC</p>	
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The ceremonial event will officially welcome each international performer to Marshall by announcing their name and home country. Greater than 40 MHS JROTC Cadets will serve as an International Color Guard creating a parade of flags marking each nation having ever had a musician ever be a part of TSI's Country Music Awards. The flags, 33 in all, will be posted in an ellipse around the perimeter of the Historical Harrison County Courthouse.

## Home Countries of Welcomed Performers

### 2022 Texas Sounds International Country Music Awards

 Mexico	 Eswatini	 Canada	 Republic of Georgia	 Spain
 Sweden	 USA	 Kenya	 Malaysia	 South Africa
 Hungary	 Belgium	 Netherlands	 Norway	 Australia

The flags shown above are for all 15 nations being represented in this year's awards and will fly on the north side of the Historical County Courthouse until after the music awards have concluded on October 16. There will also be an additional 18 flags (not shown) that will be posted and fly on the south side of the courthouse representing each nation that has ever had musician perform in any previous Texas Sounds International Country Music Awards.



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## The Official Sponsored Schedule of Events

### Texas Sounds International Country Music Awards + MRAC Presents Third Saturday Weekend

#### Wednesday, October 12, 2022

5:30 PM – 6:00 PM: Welcoming Ceremony – Telegraph Park Stage  
10:00 PM – Until: Afterhours Jam Sessions – Locations TBA

#### Thursday, October 13, 2022

3:00 PM – 4:30 PM: Performance (from Eswatini) – **Misses Roses** – Marshall Place Gallery  
6:00 PM – 10:00 PM: Country Music Awards Performances – Memorial City Hall Stage  
10:00 PM – Until: Afterhours Jam Sessions – Locations TBA

#### Friday, October 14, 2022

2:00 PM – 4:00 PM: Performance (from Mexico) – **Country Rio** – Telegraph Park Stage  
4:00 PM – 6:00 PM: Performance (from Mexico) – **Alamo Country Band** – Telegraph Park Stage  
6:00 PM – 10:00 PM: Country Music Awards Performances – Memorial City Hall Stage  
10:00 PM – Until: Afterhours Jam Sessions – Locations TBA

#### Saturday, October 15, 2022

9:00 AM – 11:00 AM: Fall Fashion Show – Universal Miss Texas – Telegraph Park Stage  
11:00 AM – 12:00 PM: Cookie Contest – Marshall Regional Arts Council – Telegraph Park  
2:00 PM – 4:00 PM: Performance (from Sweden) – **Ingvar Olsen** – Telegraph Park Stage  
4:00 PM – 6:00 PM: Performance (from Hungary) – **The Restless** – Telegraph Park Stage  
6:00 PM – 10:00 PM: Country Music Awards Performances – Memorial City Hall Stage  
10:00 PM – Until: Afterhours Jam Sessions – Locations TBA

#### Sunday, October 16, 2022

3:00 PM – 5:00 PM: Presentations of 2022 Country Music Awards – Memorial City Hall Stage  
5:00 PM – Departure: Announcements & Final Photo Opportunities – Memorial City Hall

#### Country Music Award Performance Schedules (Subject to changes)

Thursday	Friday	Saturday
Texas Sounds House Band Brooke LaFleur - USA Vanessa Bourne - Australia Josep Ponsà - Catalonia Spain HunTer Leite - South Africa Pamela Rooney – Canada The Wild Horses – Spain Payton Pierce – USA	Texas Sounds House Band BlindDog Cook - USA Max Tyler - Max Tyler Country Rio – Mexico Heidi Gabrielle & Fox Gino - Belgium/Netherlands Steve Rogers – Kenya Cleopatra Methula – Eswatini A Nyughatatlan – Hungary	Texas Sounds House Band David McElheny - USA Nduduzo Ngongo - South Africa Pablo Martin – Spain Dusty Boots Band - USA Sophie Hanson – Sweden Lyia Meta – Malaysia Alamo Country Band - Mexico





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## Hotel Accommodations

MRAC & TSI are proud to welcome our visitors for Texas Sounds International and Third Saturday Weekend with the following hotels offering blocks of rooms. There are blocks of rooms available for groups and families needing as little as 1 or as many as 15 rooms available to accommodate your stay. You should check with each hotel to determine if your needs will be met as well as book your rooms as soon as possible.

		<p><b>Hampton Inn by Hilton</b> 5100 South East End Boulevard Marshall, Texas, 75672 (903) 927-0079 <b>\$99/Night</b></p>
		<p><b>Clarion Pointe Marshall</b> 5301 E End Blvd South Marshall, TX 75672 (903) 927-0009 <b>\$109/Night</b></p>
		<p><b>Holiday Inn Express</b> 500 I-20 Marshall, TX 75672 (903) 934-9700 <b>\$139/Night</b></p>
		<p><b>Fairfield Inn Express</b> 105 I-20 Marshall, TX 75672 (903) 938-7666 <b>\$189/Night</b></p>
	<p><b>Additional area hotels can be found on the Visit Marshall Texas website (<a href="http://www.visitmarshalltexas.com/hotels">www.visitmarshalltexas.com/hotels</a>).</b></p>	



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### Post-2022 Country Music Awards Plans

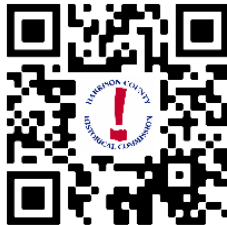
MRAC and TSI will continue making plans promoting Cultural Arts & Tourism for next year's Country Music Awards. With our continued strong support from the City of Marshall for becoming a Certified Texas Music Friendly city, we will have even more opportunities for promoting performances in 2023.



It would be preferred to announce the City of Marshall becoming Texas Music Friendly Certified in conjunction with the commencement of the 2022 TSI Country Music Awards. However, we still must wait for the state to get us on their schedule.



Becoming Texas Music Friendly Certified is critical for our plans to succeed. We will need the support of our community for this certification. Since the Texas Music Office is hosting the **Texas Sounds & Cities Conference** at The Stockyards in Ft. Worth, TX on **November 10 & 11, 2022**, we need to be there as a Certified Texas Music Friendly city. Many Texas Music Friendly Cities are expected to attend. MRAC, TSI, and the Director of Tourism and Economic Development have plans to attend. Besides learning more about how we can bring more tourism using others' successes, MRAC and TSI have begun exploring the possibilities of creating a Lone Star Rising Stars tour to give musicians exposure to new audiences within the family of Texas Music Friendly cities.



The Lone Star Rising Stars tour is currently being envisioned as a 4–6-week music tour that bring our performers into other Certified Texas Music Friendly cities. While still in its infancy, we expect the pathways for being able to even do such a tour would be because of what individual communities want and need to be able to participate in doing the same in our community, as well as the ability for MRAC, TSI, TMO, and other organizations able to work together to get the tour organized and ready to go.

We would continue to employ QR-Code technology to promote the tour as well as the related Texas Historical Monuments & Sites in and around the other Texas Music Friendly cities.



One of the current timeframes being discussed is somewhere from August 2023 through Mid-October 2023. This coincides with the beginning of the 2023 Texas Sounds International Country Music Awards that will take place on our Memorial City Hall stage. Another timeframe being discussed is starting the tour the week or two after the 2023 TSI CMA and through a prearranged agreement promote select artists that TSI and possibly a board would select.



The intent for this tour is to promote our local musicians at the same time we promote Texas Sounds International artists. The tour should expose the artists to new audiences across Texas while promoting to other Texans to come to Marshall for the 2023 Texas Sounds International Country Music Awards.



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## Certified Texas Music Friendly Cities



We're working on building up the Lone Star Rising Stars. We want for our musicians in Marshall and those from other Texas Music Friendly Cities to have paid performance opportunities here in Marshall and across Texas.

With Cultural Arts & Tourism as a foresight for creating this trail of music across Texas, the Marshall Regional Arts Council in cooperation with the City of Marshall and Texas Sounds International, we will be looking for ways we can create opportunities with each of these Certified Texas Music Friendly cities. We want to take our musicians to their cities to experience performing on their stages and provide their musicians with the experiences of performing on our stages.

MRAC & TSI will be teaming up to put together the plans necessary for taking a few of our local and a few of the Texas Sounds International musicians on a performance tour across Texas sometime in Fall 2023. This tour is intended to promote the musicians across Texas and to promote tourism to Marshall, TX with the 2023 Texas Sounds International Country Music Awards.

Music Friendly Cities	Population	County
Abilene	122,999	Taylor
Alpine *	6,035	Brewster County
Arlington	394,266	Tarrant County
Austin	1,028,225	Travis
Bastrop	9,420	Bastrop
Brenham	17,198	Washington County
Bryan	83,980	Brazos County
Conroe	87,654	Montgomery
Dallas	1,304,379	Dallas County
Denison	25,118	Grayson
Denton	139,869	Denton
Dripping Springs	4,650	Hays
El Paso *	678,815	El Paso
Fort Worth	958,692	Tarrant County
Grand Prairie	194,614	Tarrant County
Lindale	6,059	Smith
Lubbock *	258,871	Lubbock
Lufkin	35,510	Angelina
Marshall (almost, anyway)	23,091	Harrison
McAllen	142,210	Hidalgo
McKinney	195,308	Collin
Nacogdoches	33,542	Nacogdoches
New Braunfels	90,403	Comal
Odessa *	114,428	Ector County
Port Aransas	2,904	Nueces
Round Rock	119,468	Williamson
San Angelo *	100,215	Tom Green County
San Antonio	1,434,625	Bexar
San Marcos	63,509	Caldwell
Stephenville	20,897	Erath
Victoria	67,015	Victoria County
Vidor	10,522	Orange
Waco	138,183	McLennan County
Waxahachie	36,807	Ellis
Wimberley	3,112	Hays

\* Denotes that Certified Texas Music Friendly City location is greater than a 4-hour drive from Marshall.












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## 2022-2023 Stage Sponsorship Opportunities

 \$5,000		 \$5,000		<b>Texas Sounds International</b> All indoor and outdoor stage performances in Marshall between October 12 - 16, 2022. Sponsors receive regular annual support benefits with 4 evenings of having your brand with us on stage.			
 \$2,500		 \$2,500		 \$2,500		<b>Marshall Regional Arts Council</b> Now through August 20, 2023 <ul style="list-style-type: none"> <li>• All Arts Presentations <ul style="list-style-type: none"> <li>○ Mini-Monet</li> <li>○ Judged Art Competition</li> </ul> </li> <li>• All 2023 Stage Performances</li> </ul>	
		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

### Texas Sounds International

All indoor and outdoor stage performances in Marshall between October 12 - 16, 2022. Sponsors receive regular annual support benefits with 4 evenings of having your brand with us on stage.

### Marshall Regional Arts Council

Now through August 20, 2023

- All Arts Presentations
  - Mini-Monet
  - Judged Art Competition
- All 2023 Stage Performances

All Fall 2023 Lone Star Rising Stars tour stage performances.

To sponsor, or for additional information, please contact any of the following individuals.

Fran Hurley: (903) 926-1041  
Preston Taylor: (925) 497-3915  
Steven McFarland: (903) 926-1553

2023 Live Music Season Performance Schedule Memorial City Hall	
Ruthie Foster – April 1, 2023	
2023 Third Saturday Weekends	
March 17-19	St. Patrick's Day
April 14-16	Earth Day
May 19-21	Stagecoach Days
June 16-18	Juneteenth
July 14-16	American Heritage
August 18-20	Back To School
September 15-17	Hispanic Heritage
October 18-22	Texas Sounds International