

*Tyler*

*A World Class Destination*

*Group Tour Planner*

*D*ear Group Tour Operator:

From the world famous Tyler Rose Gardens to the Azalea-adorned neighborhoods, Tyler offers a uniquely stress-free getaway for your group tour.

Discover the charm of Tyler's brick streets, which lead to dozens of antique shops, cultural attractions, historic sites, fine restaurants, lodging, and entertainment. Each spring visitors enjoy a floral wonderland during the annual Azalea and Spring Flower Trail and in October, visitors are captivated by the tradition and grandeur of the Texas Rose Festival.

Year around Tyler has a variety of events and activities for virtually anyone to enjoy. The following literature will provide you with detailed information on the activities and events occurring in the Tyler area. Please do not hesitate to contact the Convention and Visitors Bureau at 1.800.235.5712 for assistance with your group tour. I look forward to working with you in the near future.

A handwritten signature in cursive script, appearing to read "Susan Travis".

Assistant VP, Tourism/Servicing

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# *A Brief History of Tyler*

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**Early History:** The earliest Native Americans inhabiting what is now Smith County, Texas, were Caddo (or Tejas) Indians. The Spanish explorers knew these Indians as Tejas, for whom they named the present Texas. Although Texas was a province of Spain until Mexico 1821, few European settlers inhabited the area to become Smith County until after the Texas Revolution.

Surprisingly, the first immigrants into the Smith County region from across the Mississippi River were Cherokee and Kickapoo Indians moving in front of the westward movement of European settlement from the East. Their leader, Chief Bowles, cooperated with the Mexican government and secured a land grant like the other settlers arriving from the United States. Sam Houston negotiated a treaty with Chief Bowles for the infant Republic of Texas during the Texas War for Independence. This treaty was never ratified by the Republic, and the second president of Texas, Mirabeau B. Lamar, sent troops into East Texas to expel those Indians who refused to leave voluntarily in 1839. The campaign concluded with two battles, the death of Bowles, and the retreat of the Indians in East Texas to north of the Red River into what is now Oklahoma.



**County Established.** The forced removal of the Indians from East Texas in 1839 opened the area for Anglo settlement. At first, a few entrepreneurs moved in to take over the numerous salines, or salt works, formerly operated by the Indians. Later, settlers began clearing farms during the last years of the Republic of Texas, when the entire area comprised part of Nacogdoches County. Smith County was one of several new counties formed by the new Texas State Legislature in April of 1846. The new county was named for General James Smith, who came to Texas in 1816, fought for Texas' independence and served during the Indian Wars. Five commissioners- John Dewberry, William B. Duncan, James C. Hill, John Loller and Elisha Lott- were appointed by the Texas Legislature to select the boundaries of Smith County. The 939 square miles enclosed within the boundaries they selected have not changed to this day.

The Texas State Legislature required county seats be located within three miles of the geographical center of the new counties. The commissioners selected three hundred acres on a hilltop near the center of Smith County as the new county seat, to be named after President John Tyler. President Tyler was honored for his support for the annexation of Texas into the Union in 1845.

**Tyler Established.** The town site of Tyler was divided into twenty-eight blocks, five streets running north and south and four streets running east and west. A dense brush and wild plum thicket covered the square, where the first public auction for town lots was held on December 21, 1846. Three different log buildings were used as court houses until a brick building was constructed in 1852. Smith County's first election on August 8, 1846, selected the following: County Judge, County Clerk, District Clerk, Sheriff, Assessor and Collector, Treasurer, and a three-member County Commission. Three months later, the Commissioners Court held their first session, with their first case a suit for divorce.

The city of Tyler was officially incorporated in 1848. In the first election, a mayor and four aldermen were named to administer a town of 506 acres measuring three-fourths of a mile from the center of the courthouse square.

The county grew rapidly in population and wealth throughout the decade that preceded the Civil War, with a large portion of the population immigrating from Alabama. Smith County began the 1850's with a population of 4,292, of whom 717 were Negro slaves. In 1850, one of three branches of the Texas Supreme Court was located in Tyler. The following year, Congress established a Federal Court in Tyler, one of three in the District of Texas.

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# History of Tyler

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**Schools:** By 1850, seven private schools were established in Smith County and by 1860, 982 students attended thirty-one schools. The first newspaper published in Smith County, the Tyler Telegraph, was established in 1851 by David O. Clopton. The name of the paper was soon changed to the Tyler Reporter, still published today as the largest daily circulation paper in East Texas. The Methodists and Masons together built the first church in 1852 on Bois d'Arc Street, later moving across the street to become the present Marvin Methodist Church. By 1859, Baptist and Christian churches were erected near the square.

Agriculture remained dominant in Smith County throughout the nineteenth century, with cotton and other products reaching markets by flatboat down the Sabine River from Belzora or by ox-wagon to Jefferson and Shreveport. The first brick stores in Tyler were five two story buildings on the North side of the square built by Major A. Ferguson. Light frontier industries were established, including several flour and grist mills, and shops for making wagons, spinning wheels, cabinets, and guns.

The United States Census of 1860 recorded Smith County's population as 13,392, of whom 4,982 were Negro slaves. The largest city, Tyler, had by then grown to 1,024 persons. The raid on Harpers Ferry by John Brown and his band, together with a rash of mysterious barn and house fires in Northern Texas, excited the local population as the Secession Crisis and the Civil War loomed on the horizon. A large number of Smith County notables, including the assembly president, Oran M. Roberts, attended the Secession Convention in Austin in early 1861. After the Convention approved the Ordinance of Secession, Smith County voters approved the measure 1,149 for, to 50 against, on February 25, 1861. Smith County was solidly behind the Confederacy.

**The Civil War:** The Civil War brought a flurry of activity to Smith County as the entire population was caught up in the excitement. Over 1,500 Smith County men served in the armed forces of the Confederacy or the State of Texas on battlefields from Arizona to Pennsylvania. Nearly 15,000 Confederate troops were stationed in camps around Tyler in the spring and summer of 1862 preparing to march to the front in Arkansas. The Confederate Medical Department established the largest pharmaceutical factory west of the Mississippi River at the Headache Springs Medical Laboratory, three miles southeast of Tyler. The Quartermaster Depot at "Kirbyville" four miles northeast of Tyler, commanded by a Captain Kirby, manufactured wagons and shoes for the horses and mules gathered there for the Transportation Department. A private gun factory, begun by J. C. Short, William S. N. Biscoe, and George Yarbrough to make rifles for the State of Texas was purchased by the Confederate Government in 1863. The gun factory expanded into the Confederate States Ordinance Works at Tyler, made around 2,233 rifles, repaired thousands of other weapons, produced millions of small arms and cannon cartridges, and employed around 200 men and boys.

The most famous Civil War activity in Smith County was not the export of Confederate soldiers and manufactured goods, but the influx of thousands of Federal prisoners of war. A Confederate camp northeast of Tyler, variously known as Camp Hubbard, the Eastern Camp of Instruction for Conscripts at Tyler, and Camp Ford, slowly evolved from an important troop training facility to the largest Civil War prisoner of war camp west of the Mississippi River. With a peak of around 5,200 prisoners and over 1,000 guards, Camp Ford has the record of having the lowest mortality rate for a prisoner of war camp during the Civil War, North or South.

In May 1865, word of the end of the Civil War reached Smith County. Confederate facilities opened their doors to a destitute populace, but not until after riots, looting, and the destruction of the Ordinance Works through an explosion. Smith County survivors of the Confederate Army struggled home as Union occupation forces arrived to reestablish Federal control. A regional Reconstruction headquarters in Tyler replaced Confederate and duly-elected Texas authority for several years with the few new local Republicans and "carpetbaggers" from the North. Thousands of former slaves received assistance from a Freedman's Bureau office in Tyler.

Following the Civil War, Smith County began another period of rapid agricultural growth that continued through the turn of the century. Though hundreds of Smith County soldiers lost their lives to bullets or disease during the war, the conflict brought economic development without the wholesale destruction common throughout much of the South.

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# History of Tyler

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Railroads arrived in Smith County in the 1870's, including the "Tyler Tap Railroad" which granted access to the Texas and Pacific Railway in 1877. This rapid, economical transportation link marked the beginning of a new industrial age for Smith County and coincided with the official end of the Southern Reconstruction period.

As Smith County's population continued to grow through the 1870's, the citizens decided that the 1852 court house was too small. Rather than starting from scratch, however, the existing courthouse was expanded and updated by adding a third story and a bell tower. In 1886, a new Federal Building was constructed just off the Tyler Square and has been successively remodeled and expanded in 1908 and 1933 as a post office and federal district court.

**The Tyler Gang:** From around 1860 to 1890, a collection of Smith County leaders, known as the "Tyler Gang", strongly influenced Texas politics. This group included three who became Texas governors: Oran M. Roberts, Richard B. Hubbard, and James S. Hogg. Oran Roberts, as previously mentioned, served as president of the Texas Secession Convention, Chief Justice of the Texas Supreme Court, and became a noted historian. Richard Hubbard became an important railroad promoter, a two-term Texas governor, and the United States Ambassador to Japan. James Hogg served as the Speaker of the Texas House of Representatives before being elected Governor. All three served in the Confederate Army and had schools named after them in Tyler.

The last quarter of the Nineteenth Century witnessed enormous growth in agriculture in Smith County. Cotton remained an important cash crop as rail transportation replaced ox carts and flatboats. Local cotton gins, mills and other factories produced finished goods for outside markets. Fruit and vegetable canning factories were constructed along the railroad lines spreading throughout the county to take advantage of the expanding produce industry.

The agricultural boom in Smith County included the introduction of the rose-growing industry. Through much of the Twentieth Century, approximately half of all the rose bushes purchased in the country had been planted within fifty miles of Tyler. The rose grower's carriages and floats in local parades developed into the Texas Rose Festival in 1933, a tradition carried annually, except during the years of World War II . The Nations largest municipal rose garden and the Tyler Rose Museum and Gift Shop are open to the public year-round.

**Transportation:** Improved transportation brought a greater cultural diversity to Smith County by the turn of the century. New churches were built by a variety of denominations as families arrived from a number of foreign lands. Several large banks opened their doors making Tyler the financial center of northeast Texas. High culture arrived in the form of Albertson's Opera House in 1879 and the Grand Opera House in 1887. The Carnegie Public Library opened its doors in 1904 as the first free library in Tyler and serves today as home of the Smith County Historical Society's Museum and Archives. A sixth Smith County Courthouse erected in 1909 served the county until 1955, when it was torn down to route Broadway (Business Highway 69) through the Square. Extensive construction began on brick streets in Tyler, of which over fourteen miles remain for the enjoyment of residents and visitors.

**Higher Learning:** Smith County has long enjoyed quality institutions of higher learning. Several private academies and finishing schools thrived before and after the Civil War, many sponsored by churches or fraternal organizations. In 1894, the Methodist Church helped found the present Texas College, the oldest predominantly African-American college in Texas. In the late 1890's, Whitesboro Teachers Normal College moved to Tyler and consolidated with Tyler College to create the Tyler Commercial College. Known as the "largest commercial and shorthand school in the South", the school boasted a petroleum geology department, a world-renowned cotton grading department, and a school for radio station operation. The Tyler Junior College opened its doors in 1926 as a part of the public school district and an extension of Tyler High School. It moved to its present location in 1948 and has an enrollment of around 9,000. In 1972, what is now known as the University of Texas at Tyler opened its doors at it's present location to provide upper level instruction and today, the UT at Tyler stands as a four year accredited university.

Smith County provided several military units to serve in the Spanish American War and World War I. Both conflicts ended relatively quickly before many new industries were established locally to support the war effort. The Tyler area, like much of East Texas, continued to prosper throughout the 1920's.

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# History of Tyler

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**The Depression and World War II:** There was literally no Great Depression in Smith County in the 1930's as a result of the discovery of the great East Texas Oil Field in 1930. Thousands of workers and developers set up drilling rigs and work camps in the area. The population of Tyler and Smith County swelled as jobs became available in oil and other service industries. The construction of the "Big Inch" pipeline from East Texas to the East Coast in World War II constituted a major contribution to the Allied war effort.

World War II had an enormous impact on Smith County, very similar to that of the Civil War. Thousands of Smith County men and women served in the armed services or did war work in local factories or facilities. A local Congressman, Lindley Beckworth, was influential in bringing several major military facilities to the county. First, the Tyler Commercial College became home to a U. S. Army Radio School where almost 2,000 soldiers were trained in telephone and radio signal procedures from 1942 to 1943. A large Army Air Corps base was planned for construction northeast of Tyler, but instead transformed an expanded Tyler Municipal Airport into Pounds Army Airfield. The land northeast of Tyler became the Camp Fannin Infantry Replacement training Center from 1943 to 1946. Around 200,000 G.I.'s were processed at Camp Fannin and a large German Prisoner of War Camp was erected. These American troops came from all over the country and their presence among the local population resulted in hundreds of marriages. Many of these Camp Fannin veterans from across the nation deciding to start their businesses and their families in Smith County.

**Modern Tyler:** The postwar years brought renewed prosperity to Smith County. In addition to the expanding oil industry, many other businesses opened plants in Smith County. Major employers include: Levi Strauss, Continental Can Company, United Technologies/Carrier, Kelly-Springfield, National Homes, Trane Corporation, General Electric, Dearborn Brass, Brookshire's, etc. The health services industry is important, with Tyler serving as the medical center hub for East Texas. Trinity Mother Frances Health System opened two weeks early in 1937 to treat victims of the New London School Explosion, and is still expanding with new clinics in Tyler and throughout East Texas. The University of Texas Health Center at Tyler started as the East Texas Chest Hospital in leftover United States Government buildings and 614 acres of former Camp Fannin after World War II and today boasts over 1200 employees. East Texas Medical Center rounds out the three big hospitals in Tyler with several branch operations throughout the region. Several smaller specialty clinics and rehabilitation hospitals also operate in Tyler.

Smith County and Tyler continue to develop after more than 150 years in East Texas. Additional businesses and retirees relocate into the area each year because of the quality of life found. In 2000, Tyler was certified as the "First Certified Retirement City" in the state of Texas. With rapid growth and expansion has come an increased awareness among residents and visitors of the historic significance and charm to be found in the area. Dwellings, businesses, and even the brick streets are being restored to their former appearance as parts of Tyler's downtown and older residential districts return to the beauty of the past.

# Offering More Than Roses • Historic Homes of Tyler

## Escort Notes...

- 1765 Calahorra, a Spanish missionary, and twelve companions pass through present day Smith County en route to the salt deposits at Neches Saline. They are possibly the first Europeans to visit the area.
- 1836 Texas wins independence from Mexico and the Republic of Texas is established.
- 1839 The two-day Battle of Neches expels Cherokee and Kickapoo Indians from Smith County.
- 1840 The lands of East Texas are officially open for occupation under the Republic of Texas.
- 1846 Smith County is named for General James Smith, who came to Texas in 1816, and was deeply involved in the fight for Texas freedom.
- 1846 Texas is admitted to the Union, and Smith County is created and organized. It included 939 square miles of territory and its boundaries remain unchanged to the present.
- 1846 The first session of the County Court is held in an abandoned one-room log cabin. First county elections are held. The first cotton gin in Smith County is built near present day Bullard. The price of land is .50 to \$1.50 per acre.
- 1847 Growth is apparent. Smith County constructs its first post office and jail.
- 1848 William S. Caldwell build Tyler's first real store on present South College Ave. The first doctor to practice in Tyler arrives.
- 1848 Tyler was first incorporated as a city which consisted of 506 acres that were subject to taxation.
- 1850 With a population of 276 the town of Tyler is incorporated by the Texas Legislature.
- 1851 A brick courthouse is constructed on the public square. The Tyler Telegraph, published by David O. Clopton, was the first newspaper in Tyler.
- 1860 Population, 13,392. Smith County has forty schools in operation, forty-five churches, and six saw mills. Tyler and Smith County residents ride over land by stagecoach to Crockett, San Augustine, Marshall, Paris, Waco and Nacodoches.
- 1861 Texas votes to join the Confederate States of America.
- 1862 The Trans-Mississippi Dept. of the Conf. States selected a prison northeast of Tyler. Camp Ford held as many as 6,000 prisoners during the war and required 1,500 guards.



**Bonner-Whitaker-McClendon House**  
806 W. Houston  
Phone: 903.592.3533  
[www.mcclendonhouse.com](http://www.mcclendonhouse.com)  
Sat: 10am - 4pm  
Sun: 1pm - 5pm  
Reservations Required

**Bus parking available**

Visitors will enjoy touring one of the finest examples of Eastlake Bracketed Architecture remaining in east Texas. Built in 1878, the house is the birth place of Washington D.C. news correspondent, Sarah McClendon. The house has original furnishings from the 1800's and early 1900's. Four

distinct cultural periods are represented throughout the house, which has been totally restored.

Special group entertainment available:

- *Victorian Parlor games*
- *Murder Mystery Dinners*

**Dewberry Plantation**  
14007 FM 346 West  
903.825.9000  
[www.dewberryplantation.com](http://www.dewberryplantation.com)  
Please call to schedule tour  
Monday - Sunday

**Bus Parking Available**

Dewberry Plantation tours are designed to provide viewers with a complete analysis of the architectural styles used in the construction of the 1854 mansion as well as a comprehensive history of Colonel John Dewberry (1794-1877) and his impact on the settlement of East Texas.

During guided tours, visitors will step back in time to an era of American expansion characterized by budding new communities such as Tyler, horse drawn carriage, flat-boating of cotton to the Gulf of Mexico, and all of the other requisites of 1850's plantation life in the South. The estate is listed on the National Register of Historic Landmarks. Completed in 1854, Dewberry Plantation is the only original two-story, pre-Civil War house still standing in Smith County.



# Offering More Than Roses • Historic Homes of Tyler

## Goodman House and Museum

624 North Broadway

903.531.1286

Tue-Fri: 10am - 4pm

Sat: Noon - 5pm

Reservations required

**Bus parking available**

A delight for antique lovers and historians, this Tyler landmark brings the past to life with original furnishings, photographs and memorabilia dating from the mid-1800's. Built in 1859 by Samuel Gallatin Smith and in 1866 the home was sold to Dr. Samuel Adams Goodman, Sr. Dr. Goodman's son purchased the home and the adjoining 9 acres from his father for 3,000 gold dollars. The family made the stately house their home for 72 years. Extensive remodeling was completed in 1926, changing the appearance of the house from "Texas Colonel" to a Greek Revival. The Goodman Museum contains the original furnishings and



other Goodman family personal belongings. The Goodman house was bequeathed to the City of Tyler in 1939 and has gone through two recent renovations in 2002 and officially reopened its doors on March 21, 2003.

## Smith County Historical Society Museum and Archives

125 S. College

903.593.7989

Tues-Sat: 1pm - 5pm

Special guided tours available

Reservations required.

Handicapped accessible



Artifacts from Smith County's history dating from the days of Indian occupation to its life in the present day. Archives have information and photos on the county's past. This historical museum reflects the area's multicultural heritage. The museum is also the home of Payne Auditorium.



## Roseland Plantation/Hambrick House

2591 State Hwy 64W

Ben Wheeler, TX 75754

903.849.0205

Reservations required

**Bus parking available**

The Roseland Plantation/Hambrick House is a registered Texas State Historical Landmark available for tours & teas. There's also an Antique Shop on the grounds.

The grand antebellum home was built in 1854 by Burwell Hambrick and was a cotton plantation that encompassed 3,000 acres. Mr. Hambrick built the first cotton gin in Van Zandt County. For many years it served as a stage-coach stop.

# Offering More Than Roses • Tyler Attractions

## Escort Notes...

- 1863 Camp Ford, a facility to house Federal prisoners of war, is located in Tyler. Confederate arsenal moves from Arkansas to Tyler.
- 1865 The Civil War ends; the Tyler armory is disbanded and federal troops arrive.
- 1870 Bonner and Williams, the first recorded bank in Tyler, is founded.
- 1886 The first Federal Building was built in Tyler and remains at its present site, remodeled and expanded in 1908 and rebuilt in 1933.
- 1888 The first annual commencement of Tyler High School is held at Albertson's Opera House.
- 1890 The population of Smith County is 28,324; Tyler 6,098. Appetites are satiated by nineteen grocery stores and fifteen saloons.
- 1898 First motion picture in Tyler is shown at Marvin Methodist Episcopal Church.
- 1894 Texas College is founded by a group of ministers of the Christian Methodist Episcopal Church.
- 1901 Smith County votes to become a dry county and remains one to this day.
- 1903 Tyler receives funding from Andrew Carnegie, industrialist and philanthropist, for a new library.
- 1904 Carnegie Public Library opens at 125 S. College Ave. and today houses the Smith County Historical Society Museum.
- 1905 Fire Station at College and Locust Streets is recognized as the tallest two-story building in the world.
- 1906 Willis Carrier patents the air conditioner. Decades later Tyler becomes home of a Carrier manufacturing plant.
- 1906 the first automobile in Tyler arrives, owned by James P. Hanway.
- In 1906, the infamous Gov. James Stephen Hogg of Tyler dies from injuries suffered in a train wreck. Ironically during his tenure as governor he created the Texas Railroad Commission.
- In 1906, Smith County is the garden spot of the state, it produces over 35 percent of the fruits, berries and vegetables shipped from Texas.
- 1906 An automobile race between two men from Kilgore to Tyler is used to promote this new wave of transportation.
- 1910 The Texas State Railroad begins making runs between Rusk and Palestine and is still in operation today.



### Tyler Rose Museum and Gift Shop

420 Rose Park Drive  
903.597.3130  
www.texasrosefestival.com

### Rose Garden Center



### Tyler Municipal Rose Garden

420 Rose Park Drive  
903.531.1212  
Open all day, every day  
Handicapped accessible  
**Bus parking available**

The Tyler Rose Museum is a spectacular display of memorabilia and items related to Tyler's rose-growing industry, highlighting the sixty year history of the Texas Rose Festival. Queen's gowns, each a work of art, exemplify the pageantry and splendor associated with what has become Tyler's strongest tradition.

The Tyler Municipal Rose Garden consists of 14 acres, over 500 varieties and 30,000 rose bushes, making it the largest municipal rose garden in the country. Of special interest... is the Heritage Garden, with varieties 75 to 100 years and older.

Mon-Fri: 9am - 4:30pm • Sat: 10am - 4:30pm  
Sun: 1:30pm-4:30pm • Closed on Mondays, Nov-Feb  
Reservations required • Handicapped accessible



### Camp Ford

Hwy 271 and Loop 323  
903.592.5993  
Open every day dawn to dusk  
**Bus parking available**

A historical marker identifies the largest prisoner of war compound used for union troops west of the Mississippi during the Civil War. Between July 1863 and 1865, over 5,500 union prisoners were held there. Walking trails and interpretive exhibits help you relive this time in Am. history. Living history exhibits in the spring & fall.

### Historic Aviation Memorial Museum

150 Airport Dr.  
903.526.1945  
903.597.3629  
www.tylerhamm.com  
MWF 11am - 3pm, Sat: 10am - 4pm  
Appointments are welcome at other hours.  
Reservations are required for tours.  
Handicapped accessible  
**Bus parking available**



The mission of this museum is to pay tribute to the pioneers of flight and the patriots who were instrumental in the advancement of aviation in the 20th century. It houses a collection of aviation memorabilia and special exhibits at Tyler's Pounds Regional Airport.

# Offering More Than Roses • Tyler Attractions

## Kiepersol Estate and Winery

Hwy 69S, Merlot Lane  
903.894.3300

[www.kiepersol.com](http://www.kiepersol.com)

Hours vary with harvest

Restaurant open for breakfast, lunch & dinner.

Reservations are required

Group tours by appointment only

**Bus Parking Available**

Kiepersol Estates and Winery is located a few miles south of Tyler. The winery consists of a 14 acre vineyard, a bed and breakfast (with five rooms) and restaurant. There are tours of the winery and vineyard by horse drawn carriage and an Italian-style decorated wine tasting room. The restaurant and grounds are beautifully appointed and landscaped. Come and enjoy a day at the only winery in Smith County.

## Caldwell Zoo

2203 Martin Luther King, Jr. Blvd.  
903.593.0121

[www.caldwellzoo.org](http://www.caldwellzoo.org)

Mar-Labor Day: 9am - 5pm

After Labor Day-Feb: 9am - 4pm

Handicapped accessible

Reservations required for group tours

Gift shops, dining and picnic areas

Stroller, wagon and wheelchair rentals

Educational programs, activities and

Children's Petting Zoo.

**Bus parking available**

Deer are viewed through the eyes of mountain lions, river otters swim and play as they would in the wild, and alligators bask in the warm mid-day sun. At Caldwell Zoo over 2000 animals from 250 species live in minimal enclosures. See native American and exotic birds like flamingoes, macaws and bald eagles. Come and visit this award-winning facility and see why it is Tyler's #1 attraction.



## Brookshire's World of Wildlife Museum and Country Store

Old Jacksonville Hwy at WSW Loop 323  
903.534.2169

Tues-Sat: 9am - 12pm and 1 - 5pm

Reservations required. Picnic facilities & playground.  
Handicapped accessible.

**Bus parking available.**



## Tiger Creek Wildlife Refuge

State Hwy 14 North  
903.858.1008

[www.tigercreek.org](http://www.tigercreek.org)

Mon-Sat: 10am - 5pm

Educational activities.

**Bus parking available.**

Visit one of Tyler's most unique attractions, a non-profit big cat rescue facility serving as a permanent home to over 40 exotic and wild felines that were rescued from abuse, neglect or displacement. The organization has been featured on Animal Planet along with numerous other television and news broadcasts worldwide. Guests are welcomed and taken on a guided tour thru a park-like setting that intermingles around large natural habitats.

## Discovery Science Place

308 North Broadway  
903.533.8011

[www.discoveryscienceplace.org](http://www.discoveryscienceplace.org)

Mon-Sat: 9am - 5pm

Sunday 1 - 5pm

Reservations required for groups

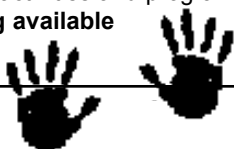
Handicapped accessible

Gift shop

Educational activities and programs

**Bus parking available**

Hands-on family fun for kids of all ages. View bats in the bat cave, trigger an earthquake into motion under your feet, snake your way through mysterious tunnels and explore the depths of a limestone cavern. Investigate the bones of "Big Ethel", the triceratops dinosaur. The Discovery Science Place offers two exhibit halls where kids of all ages are free to move around and explore. So, come be a kid again!



# Offering More Than Roses • Outdoor Activities

## Escort Notes...

- 1914 A blight destroys the peach crop in East Texas. The Cotton Belt Railway helps farmers convert to a tomato crop. In 1926, tomatoes become the area's cash crop with some 8,000 acres being grown. Jacksonville, TX is still known as the Tomato Capital of the World.
- 1917 Bonnie S. Shamburger begins shipping rose bushes by train throughout the nation.
- 1919 The 18th Amendment to the Constitution is passed and ushers in the age of prohibition. One year later, bootlegging becomes big business.
- 1920 Young women compete in the first Miss America Pageant in Atlantic City, N.J. and in 1942, a Tyler secretary, Miss Jo-Carroll Dennison captures the crown of Miss America.
- 1922 Over 50 variety of roses are grown in the area and in 1923 the use of field irrigation boosts rose production.
- 1929 Nurseryman Maurice Shamburger introduces azaleas to Tyler.
- 1931 The first producing oil well in Smith County is brought in by Guy Vernon Lewis. • The Cotton Belt Railroad inaugurates the "Blue Streak", the fastest freight train in the world. • Tyler Municipal Airport (Pounds Field) opens for service.
- 1933 The Tyler rose-growing industry is celebrated by the first Texas Rose Festival.
- 1936 Amphitheater at Bergfeld Park is dedicated.
- 1937 Mother Frances Hospital opens two weeks early due to explosion and fire at New London School that killed 310.
- 1940 Prohibition on the sale of beer takes effect in Smith County.
- 1943 April 25, Camp Fannin, army training camp, is established. Over 500,000 infantrymen are trained for combat during World War II.
- 1948 City of Tyler calls for bids for 2.5 million Lake Tyler Project. Plans for Bergfeld Shopping Center are announced, and the Municipal Board of Education names the \$225,000 football stadium Tyler Rose Stadium.
- 1951 The Texas Supreme Court rules that Broadway can be extended through the courthouse square, thus ending a longtime controversy. The Tyler Rose Garden is dedicated and becomes one of Tyler's foremost attractions.

### East Texas State Fairgrounds

2112 West Front Street  
903.597.2501  
www.statefair.tyler.com  
Sat-Sun: 9am - 5pm  
Every weekend except the month of Sept.  
Handicapped accessible  
Food/beverage vendors on site  
**Bus parking available**

Take a stroll through the flea market and find anything from antique farm equipment to collectibles.

The East Texas State Fair is an annual event scheduled two weeks in late September and early October.



### Fire Mountain Amusements

14722 State Hwy 155 South  
903.561.2670  
www.firemountainamusements.com  
Party rooms available  
Large groups may rent entire facility. Discounts available  
Children activities available  
**Bus parking available**

Two go-kart tracks, 18 hole miniature golf, bumper boats and games. This is a great facility for team building events for groups and small meetings.

### The Center for Earth & Space Science Education at TJC

1411 E Lake St  
903.510.2312  
Call for hours and show schedules  
Reservations required for groups  
Handicapped accessible  
Educational activities available  
**Bus Parking Available**

Forget Hollywood, come to Tyler to see "real" stars. At the CESSE Planetarium, there is an exhibit room, resource center and a state-of-the-art domed theatre. The Planetarium offers multimedia presentations. This is a favorite attraction for visitors of all ages!

### Briarwood

4511 Briarwood Road  
903.593.7741

### Eagles' Bluff Country Club

FM 344, 99 Eagles Bluff  
903.825.2999

### Garden Valley Golf Resort

Hwy 110N, FM 1995  
1.800.443.8577

### Hollytree Country Club

6700 Hollytree Drive  
903.581.7723

## Golf Courses

### Oak Hurst Golf Course

6212 CR152 West, Bullard  
903.894.7079

### Peach Tree Golf Club

3907 Pinedale  
903.894.6467

### Pine Springs Golf

5630 County Rd. 344  
903.526.4653

### Willow Brook

3205 W. Erwin St.  
903.592.6212



### Tyler State Park

Hwy 14N  
903.597.5338  
Hours: Open everyday  
Reservations required  
Handicapped accessible  
Picnic facilities and campgrounds  
Educational programs available  
**Bus parking available**

Camping, boating, swimming, picnicing, biking or hiking! Rent a canoe or paddleboat, too! You can do it all at Tyler State Park, 985 acres of natural beauty around a spring fed lake.

# Offering More Than Roses • Outdoor Activities

## Lake Palestine

15 miles SW of Tyler  
State Hwy 155

Facilities include: Marina, bait and tackle shops, swimming beach, boat launching ramps and camping areas.

**Great for student groups and boy and girl scout troops**

Gorgeous sunsets, sparkling waters and great fishing can be found on this 25,560 acre lake on the Neches River. Popular for boating, water sports and fishing.

## Lake Tyler and Lake Tyler East

12 miles SE of Tyler  
Hwy 110 south and FM 346 east

Facilities include: Marina, boat ramps, swimming area, camping and RV sites with hookups.

Reservations are required for overnight camping

**Great for student groups and boy and girl scout troops.**

Recreational opportunities abound with over 4,880 acres of boating, fishing, swimming and playing.



## Mercy Ships

15862 Hwy. 110 N  
Lindale, TX 75771  
903.939.7066  
www.mercyships.org  
8:30 - 4:30 Monday - Friday  
**Bus parking available**

Servicing groups of up to 40 people. It is possible to stay for lunch (must call ahead) in our Oasis Dining Room for a small fee of \$3.50. We are the International Office of Mercy Ships located on 430 acres in the Piney Woods at Garden Valley.



## Texas Freshwater Fisheries Center

Athens, Texas  
Phone: 903.676.BASS  
www.athenstx.org  
Tue-Fri: 9am - 4pm  
Sun: 1 - 4pm  
**Bus Parking Available**

Indoor and covered exhibits make for perfect entertainment year-round, rain or shine. With over 300,000 of aquaria, you'll have a chance to see practically every freshwater species of fish found in Texas! A new tram system will even take you and your group to the hatcheries for a specially guided tour!

## Moore Farms

22142 County Road 181 Off Hwy 344 W  
Bullard • 903.894.1030 • www.moorefarms.com  
Call for hours and program prices.  
**Bus parking available**

Moore Farms is a fifth generation farm in Smith County, begun in 1917 by Archie Louis Newburn with the purchase of 300 acres west of Bullard, Texas. It is still owned by the Newburn descendants. Moore Farms' goal is to educate the public about agriculture and farm life as well as market organic produce and homemade Texas goods.

**Fun for the whole family!**

*Programs available...see below:*

**Fall Hay Rides**

**Full Farm Pass • Corny Maze Craze The Pumpkin Package • Farm Camp**

**Fresh Cut Flowers**

**Subscription Farming Service**

## Cherokee Trace Drive-Thru Safari

Cherokee County,  
Ponta, TX  
www.cherokeetrace.org



See website or call for  
days & hours: 903.683.3322  
No pets or alcohol please

Nestled in the lush piney woods of East Texas, Cherokee Trace Drive-Thru Safari is home to hundreds of exotic and endangered animals. Enjoy a leisurely, self-guided drive through the hills and open savannahs of this 300 acre preserve. From the comfort of your own vehicle, observe, feed and photograph these beautiful creatures.

**Make the short drive to Cherokee Trace. It's fun...It's exciting...AND it's educational!**

# Offering More Than Roses • The Arts

## Escort Notes...

- 1954 The first escalator in East Texas is installed in the People's National Bank. • The site is approved for Tyler's first television station, and KLTV begins broadcasting from a converted hanger at Stewart Field.
- The 200 room Carlton Hotel is opened.
- 1962 The first tire is produced at Kelly Springfield plant in Tyler.
- 1963 Interstate Highway 20 is open from Swan to Shreveport, LA.
- 1969 General Electric announces an \$11 million expansion program for the Tyler plant. Carrier Corporation announces a \$6 million expansion.
- 1974 Construction begins on permanent campus of Texas Eastern University, later renamed the University of Texas at Tyler.
- 1977 Tylerite Earl Campbell receives the Heisman Trophy for outstanding college football player.
- 1981 John Tyler High School is 90% destroyed by fire. Three youths are tried and sentenced for arson.
- 1983 The University of Texas Health Center in Tyler opens, and the first open heart surgery is performed at Mother Frances Hospital.
- 1987 The first kidney transplant in East Texas is performed at Medical Center Hospital. • The Roman Catholic Church formally establishes the Diocese of Tyler.
- 1989 The Tyler Economic Development Council is established to actively seek means to broaden and diversify the economic base of Tyler/Smith County.
- 1991 Mike Carter Field, a project of Tyler Baseball Commission, Inc. opens.
- 1993 The new \$2.3 million Rose Garden Center Building is opened.
- Today, approximately one-half of all the rose bushes bought in the U.S. are started within fifty miles of Tyler.
- Lindale's known for its strawberries, Bullard and Flint for developing the fruit and tomato business, and Swan was a thriving fruit center. Realizing in the early 1890's that the fine fruits and vegetables produced in Smith County were comparable to those grown in other parts of the world.
- Charnwood Residential Historic District is located south of downtown and contains a variety of late 19th and early 20th century homes. Most of the homes in the twelve block District are modest cottages and bungalows. It is the large stately homes of Tyler's elite that capture the imagination. The red brick streets and rock lined drainage channels add to the

**Tyler Civic Ballet, Inc**  
903.596.0224  
www.tylercivicballet.com

Under the direction of Kym Lanier, the corps de ballet includes a Junior Company of students 10-12 years old and a Senior Company, ages 13 and up. The Ballet performs in the Tyler Jr. College's production of The Nutcracker each December. The repertoire includes classical favorites as well as contemporary works.



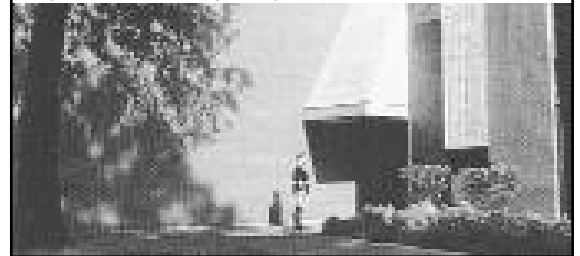
**East Texas Symphony Orchestra**  
903.526.3876  
www.etsso.org

Under the direction of Per Brevig, music director and conductor, the symphony offers a Masterworks series of five concerts, three School Concerts and one Family Concert. The ETSO is committed to providing the highest quality of symphonic entertainment through the presentation of classical and contemporary music.

**Tyler Museum of Art**  
1300 S. Mahon  
903.595.1001  
Tues-Sat: 10am - 5pm  
Sun: 1pm - 5pm  
Closed Mondays  
Group Reservations required  
Handicapped accessible  
Gift shop and tea room  
**Bus parking available**



Three galleries featuring traveling exhibits and a growing permanent collection of 19th and 20th century art and photography.



**Cowan Fine and Performing Arts Center**  
University of Texas at Tyler Campus  
903.566.7141



**Tyler Civic Choral**  
903.533.1777  
This select group of singers bring the finest choral music from a wide range of styles and periods. The 45-voice ensemble presents fall and spring concerts, providing an outlet for the talent of professional and non-professional singers in the area.

**Tyler Community Concert**  
903.592.6266  
Continuing a tradition of offering quality family entertainment at affordable prices, this organization allows all to enjoy a great season of

music. One of the most successful Community Concert Associations in the U.S.

**Tyler Civic Theater**  
903.592.0561  
Located at the Rose City Complex, the theater opened in 1951 as the first theater in America to be designed and built for the production of theater-in-the-round. Also a sponsor of STAR, a summer program for students in grades 1-9.

**Liberty Hall**  
903.595.7274  
Located on the downtown Tyler square, the theater was restored in 2011 and offers presentations of a variety of old movies, live music, comedy and theater.

# Offering More Than Roses • Special Interest Tours

## Specialty Tours

Tyler, Texas is known for its welcoming and warm East Texas hospitality and a number of specialty manufacturing companies as well. Many of them will gladly take you on a tour of their facility and show you the inter-workings of the plants. Any of the following tours can be arranged through contacting the bureau, at least 1 month in advance, and we will be happy to make arrangements for your group. (Please note not all tours are available all the time, but every effort will be made to accommodate your group. Maximum numbers are strictly adhered to.) *Please call 1.800.235.5712.*

### Coffee City USA

Product: coffee  
Maximum number of 50

### Crème Lure

Product: fishing lures

### Hebb Industries

Product: treadmills  
Maximum number of 25

### Keys Health and Fitness Products

Product: treadmills  
Maximum number of 25

### Map Production Company

Product: oil fields  
Maximum number of 25

### Satterwhite Log Homes

Product: log homes  
No limit on number in group

### Tyler Candy Company

Product: candy  
Maximum number of 20 (no children)

### Trane

Product: air conditioning

### Lindale Candy Company

113 Hubbard  
Lindale, TX  
Phone: 903.882.3511  
Open 7 days a week  
9am - 6pm (special extended hours at Christmas time)  
Public parking available  
Wheelchair accessible  
Seating for groups up to 20

The Lindale Candy Company has been in business for over 54 years. The candy company specializes in a number of treats for the sweet tooth, they include: peanut brittle, fudge, pecan logs, lollipops and of course peppermint. View the candy being made through a special viewing window and then sample what you see. They also serve ice cream, coffee and fountain drinks.

### East Texas Arboretum and Botanical Society

Athens, Texas  
Phone: 903.675.5630  
www.athenstx.org

Enjoy this living refuge of East Texas' natural beauty! The Arboretum spreads over one hundred acres-rising from marsh and swampland to pastureland, 80 feet higher in elevation.

Educational forums are planned throughout the year. Learn about flowers, herbs, greenery and other topics. Each year, the Arboretum hosts its Annual Fair.

### Black Beauty Ranch

Off FM 1803 North  
Athens, Texas  
Phone: 903.469.3811  
www.blackbeautyrancho.org  
Sat & Sun: 10am-3pm  
Open one weekend in the spring and one weekend in the fall - call for dates  
Limited wheelchair accessibility  
Guided walking tour  
**Bus parking available**

The ranch was founded in 1979 by Cleveland Amory and the Fund For Animals. This 1,252 acre ranch is home to many hundreds of animals, where animals can live out their lives in happiness, with only a helping hand and healthy food.

## Garden and Greenhouse Tours

### Blue Moon Gardens

13062 FM 279  
Chandler, Texas  
Phone: 903.852.3897  
www.bluemoongardens.com  
Mon-Sat: 9am - 5pm  
Sun: Noon - 5pm  
Concrete walkways  
Handicapped accessible  
Greenhouse tours by reservation only  
**Bus parking available**

Featured in Southern Living magazine in the summer of 1999. The nursery began in 1984 when owners Sharon Smith and Mary Wilhite, built the first greenhouse and began selling herbs. Now still growing herbs, they also produce a wide selection for the retail garden center. Stroll through the greenhouse and visit the retail and gift shop for a wide variety of candles, handmade soaps, decorative home accents & more.

### Blue Berry Hill Farms, Inc.

FM 314 South  
Edom, Texas  
Phone: 903.852.6175  
www.bbhf.net  
7am - 7pm, 7 days a week  
June and July ONLY  
Picnic tables available  
Public Restrooms  
Groups welcome  
Picking baskets supplied  
(bring your own cooler to transport berries)

Blue Berry Hill Farms is a 10 acre blueberry orchard where you can pick your own blueberries. This is a great way to spend the day in the country and create a lifetime of memories.

### Chamblee's Rose Arama

10926 Hwy 69N  
Tyler, TX 75706  
800.256.7673  
www.chambleerose.com  
Reservations required for group tours  
**Bus Parking available**

This nursery will give your group a "grand" tour! Offering a sit down educational seminar detailing the rose industry, Rose Festival and how it affects Tyler's economic impact. A bonus walk-through of their gardens is included.

# Offering More Than Roses • Musical Entertainment

## Escort Notes...

ambiance of the District. The Charnwood Residential Historic District is listed on the National Register of Historic Places.

- Hand-Mayfield-Hunt House
- Connally-Musselman House
- Jester-Butler-Clyde House
- Charles Porter House

There are many other houses of interest within the District. A booklet listing all of these is available from Historic Tyler, Inc.

- Douglas-Holland-Pollard House

This home was built in 1872, in the Second Empire design and was built by Tyler merchant and realtor, John B. Douglas.

### Other Points of Interest...

- Cotton Belt Railroad Passenger Depot

The Downtown Depot began serving passengers on the Cotton Belt Line in 1907. This is one of the oldest surviving structures in the "Levee" district of Tyler. The building is undergoing renovations and is located at East Oakwood and North Spring.

- Immaculate Conception Cathedral

This structure was built in 1934 using a combination of Spanish Colonial and mission architecture. Built of yellow brick and gray stonework, note the lone stars along the outer edges of the gables.

- Marvin Methodist Church

The original church was built across the street in 1852 and the congregation moved to the current location in the early 1890's. The church is built in the Gothic Revival style and has had several additions all maintaining the original style.

- People National Bank of Tyler

This building when constructed in 1932 and was the tallest building in the United States West of the Mississippi River. Built by Judge S.A. Lindsey, Jr. it was constructed of the finest materials available for the day.

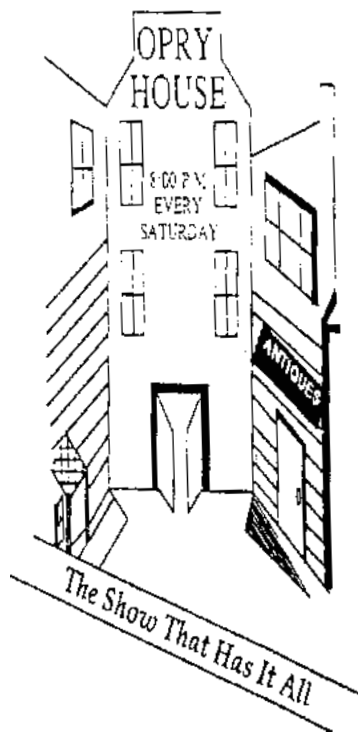
- Smith County Jail

Built in 1881 in the Italianate style, this jail house has recently undergone a complete renovation. Tours are available upon request.

- Ramsour House

Built prior to the Civil War, this house is one of the earliest surviving homes in Tyler. Built by Andrew Hosea Ramsour this home has a central breezeway and contains many simple elements of Classical style that were common among early Texas homes.

## Gladewater Saturday Night Opry Country Music Show and Comedy Stage Show Family Entertainment



108 E. Commerce St.  
Gladewater, TX 75647  
903.845.3600 [www.thegladewateropry.com](http://www.thegladewateropry.com)

The Show That Has It All!!! Two Hour Country Music Stage Show featuring:

- The Latest Top 40 Country Hits
- Gospel
- Patriotic Music
- 50s Rock-n-Roll
- Comedy
- Clogging

There is also a free Gospel show every Friday at 8pm with gospel bands, duets, quartets, singles and trios from around the area.

The house band for the Opry is "Texas Smoke". The band plays for all the entertainers performing on the Opry. They are all professionals who come from all around the Ark-La-Tex.

The Opry has been awarded the prestigious Eagle Award for the "Best Opry of the Year" by the Country Music Organization of America for four years in a row.

The Opry also holds the following Annual Specialty Shows: 'Awards Show', 'Fifties Show', 'Christmas Show', 'Tribute to Elvis' & 'Hee Haw Show'.

## In the Heart of the Piney Woods

### The Piney Woods Pick'n Parlor

115 E. Commerce St. Mineola, TX 75773  
[www.pineywoodspicknparlor.com](http://www.pineywoodspicknparlor.com)  
903-569-8037

Doors open at 7pm-Shows begin at 7:30pm

Established in 1989, the Piney Woods Pick'n Parlor hosts national touring musical artists of the highest order. Whether coming from across town, the surrounding northeast Texas region or neighboring Arkansas, Louisiana and Oklahoma, audience members always know an evening spent in these hallowed halls is well worth the drive.

The Piney Woods Pick'n Parlor comes to life in the Ballroom on the third floor of the Beckham Hotel in vintage downtown Mineola.



# History of Tyler's Rose Industry and Texas Rose Festival



Smith County's most unique and widely publicized enterprise is its Rose Industry. It is by no means a new industry even though it has only been in recent years that its existence and magnitude has been brought to the attention of the nation.

The growth of Tyler's rose industry has been neither sudden nor accidental. The business had its beginning in this area over seventy-five years ago and today ranks as one of the oldest industries in Texas. Several descendants of the pioneer nurserymen are now listed among the most successful rose growers of East Texas.

Shortly after the Civil War, nurserymen were attracted to Smith County and the adjoining counties by the excellence of the soil and climate. These early nurserymen devoted their efforts almost exclusively to fruit stocks and developed some outstanding varieties, especially peaches. Though a few roses and shrubs were raised, the growers continued to specialize in fruit and nut trees, and the industry had grown to rather large proportions when it was almost paralyzed by a series of setbacks. The San Jose Scale, brown rot and various root diseases destroyed many of the fruit trees and discouraged growers. The shrewd nurserymen then turned to roses and ornamental shrubs. As the demand for East Texas roses grew, the number of nurseries increased. Buyers flocked in from the North and East and without realizing it, Tyler had begun to attain nationwide prominence as a rose center.

Nurserymen of East Texas propagate more than one-third of the garden rose bushes produced in the United States today. Most of Texas' ten to twenty million plants are grown within a fifty-mile radius of Tyler. More than two thousand persons directly depend on rose growing operations or on distribution of the crops. During the fall of the year rose bushes are shipped to every state in the country and to over twenty-five foreign countries. Thousands are sold bare-root to Northern and Eastern retailers, but the bulk of the crop is now packaged in Tyler and sold under individualized labels to wholesale and retail outlets during the winter and spring.

So gradual and quiet was the development of this great industry, that many of the citizens of the community were not fully aware of its scope and importance. Some, however, did realize the value of the industry to the area. Among those were the women of the garden clubs who, moved by the rhapsodies of the ever-increasing number of visitors to the district, decided to share with the public the thrills and beauties of their rose gardens.

Accordingly, they enlisted the cooperation of the growers, Chamber of Commerce, and civic leaders and after only a few weeks of preparation and publicity, the portals of the City of Tyler were thrown open to a curious public in mid-October, 1933. Instead of the few hundred expected,

thousands... representing fifteen states visited Tyler. An international aspect was given the occasion by the presence of a number of rosarians from the Republic of Mexico. If the citizens of Tyler were amazed at this attendance, the visitors were even more astounded at finding the city literally blanketed with dollar-a-piece blossoms. The streets were festooned with them, and young women with great armfuls passed out rare buds to pedestrians. Others tossed bouquets into passing automobiles resembling mobile heaps of multi-colored roses, and moved between the dense masses of spectators while low-flying airplanes constantly showered the crowds with rose petals from the air.

As beautiful and impressive as all this was, the crowning event of the occasion was the tour of the visitors to the hundred or more rose farms where most of them witnessed for the first time the fields of roses in brilliant splashes of color.

Close upon the heels of the realization came the determination to make this an annual event, and so the East Texas Rose Festival became a permanent institution. During the Texas Centennial year, 1936, the Festival was renamed the Texas Rose Festival, a gala festival occasion inaugurated to proclaim and extol the beauty of Tyler's rose fields and to secure world-wide recognition of this area as the largest center of rose bush production in the United States and perhaps in the world.

The Festival has grown to enormous proportions and literally tens of thousands of people come from all parts of the nation each fall to see the gorgeous Rose Show, the Coronation of the Rose Queen in an elaborate ceremony, the great parade of spectacular floats and colorful bands, and many other events. The Festival, discontinued from 1941 through 1946 due to war conditions, was resumed in the fall of 1947 and has been held annually since that time.

The commercial aspect is not all, however. Texas rose growers are artists as well as businessmen and they take pride and pleasure in producing beauty. As a result, scores of lovely new roses have been created in the Tyler area, alongside those patented by distributors elsewhere and grown for them by Texas producers. Every modern method is employed to enhance the quality of the flowers and their beauty.

To compliment and supplement the nurseryman's practical knowledge of propagation and culture, experts have been employed to develop, through scientific investigation, facts and practices which will improve the quality of East Texas roses. During the past several years, investigational work in this direction has been in progress at the Overton Experiment Station under the supervision of a well-qualified research staff. The Rose Research Foundation now has a full-time research technician making cultural, marketing, and pathological investigations.

## Escort Notes...

• Woldert-Spence Manor - This home is actually two homes that were moved together and combined to create this beautiful Victorian style home. The Woldert-Spence Manor is available for tours and is also a Bed and Breakfast.

### Famous Tylerites...

• Ms. Estelle Burns, with her beautiful soprano voice was known around the world for her musical talents. Born in Tyler in May 1877, she gained early fame for her beautiful voice. Studying both locally and abroad she often received glowing reviews for her performances. In 1902 she opened the East Texas Conservatory of Music in Tyler which provided local residents with a source of musical instruction. After the death of her second husband in 1916, Miss Burns faded from public view and was last seen in Tyler in 1946 at the funeral of her mother.

• Sarah McClendon was a Washington correspondent for over 50 years, covering the administration of several presidents. Born in 1910, she began her career in Tyler writing for The Tyler Courier-Times before moving to Washington, DC.

• Johnny Horton, born in Tyler in 1929, became one of the early country music stars, known for the song "The Battle of New Orleans".

• Will Jennings, born in Kilgore, Texas on June 27, 1944, Jennings attended Chapel Hill schools and Tyler Junior College. Winner of two Academy Awards for songwriting, "Up Where We Belong" and "My Heart Will Go On".

• Miss Sandy Duncan was born in Henderson, Texas on February 20, 1946. This award-winning actress grew up in Tyler. She continues to perform on Broadway.

• Dooley Wilson, Arthur "Dooley" Wilson was born in Tyler, Texas in 1894. He became immortalized as Sam, the piano player who sang "As Time Goes By" in the 1942 movie Casa Blanca.

• Miss Mary Elizabeth "Sissy" Spacek

• Earl Campbell - Known as the "Tyler Rose" earned his place in history while at the University of Texas by winning the Heisman Trophy.

• Fred Coleman, born in Tyler on January 31, 1975, this football stand-out at Robert E. Lee High School, is our first NFL player to play on a winning Superbowl team (New England Patriots 2002).

While oil booms gave Tyler an economic head start in the 1930's, azalea and rose blooms gave the city its beauty. Azaleas were introduced to Tyler in 1929 by Maurice Shamburger, one of the city's early nurserymen. Pleased with results of a test garden of azaleas, Shamburger shipped the colorful plants here by the boxcar loads from Georgia.

After completing his garden in 1929, Shamburger discussed the beautification potential of azaleas with Mrs. Sara Butler of the Tyler Courier Times Telegraph. Mrs. Butler not only encouraged Shamburger to promote azalea plantings in the city, but planted a number of bushes at her own home on Charnwood Street.

That home site, along with several other gardens on Lindsey Lane, soon became springtime showplaces with their colorful azalea blooms, and Tylerites began buying the plants by the thousands. Some of the thick, towering azaleas at older homes on the Trail date back to the '30's and '40's.



The Belles were first used in 1964. The first group was made up of two chamber secretaries who made their own costumes and handed out brochures.

Today, thirty Belles are chosen from Tyler area high schools. They are selected as official ambassadors to greet visitors to the Tyler area. The Belles are happy to pose for pictures and give out information year round.

By 1960, the blooming azaleas were attracting much attention, and that year the Chamber of Commerce established a marked route. The first Trail featured about 60 homes on a five-mile route.

The Trail was an instant success. Within two years it had expanded to 75 homes and was attracting 15,000 visitors. By 1964, 25,000 people a year were coming to see the azaleas. In 1986, it expanded to two miles and as of 2004, the Azalea Trail stretches eight miles and attracts over 100,000 visitors to Tyler.

The homeowners make the Trail the success it is. They regularly increase their azalea plantings and spend countless hours making sure their yards are spotless for the annual visitors.

The Trail has been featured in numerous newspapers and magazines, including Southern Living and Texas Highways, drawing visitors from all over America.

## Azalea & Spring Flower Trail

**Began:** 1960 (5 miles long)

**Features:** 150 home gardens

**Distance:** 10 miles

**Attracts:** 100,000+ visitors

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# Offering More Than Roses • Self-Guided Tours

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## **TYLER ROSE SEASON/TEXAS ROSE FESTIVAL** October (Rose Festival weekend is Oct 18-20, 2012)

### **Thursday**

Rose Show and Museum...11am - Noon  
Lunch...12:15 pm - 1:15 pm  
Enjoy dinner at one of Tyler's fine restaurants

### **Friday**

Arts & Crafts Fair...10am - 11:30 am  
Lunch...11:45 am - 12:45 pm  
Rose Nursery Tours...1pm - 2:30 pm  
Coronation Matinee...1:30 pm - 4:30 pm  
Enjoy dinner at one of Tyler's fine restaurants.  
Evening performance of Queen's Coronation...7pm

### **Saturday**

Rose Festival Parade...9am - Noon  
Rose Museum & Rose Show...9am - 5pm  
Rose Nursery Tours...9am - 4pm  
Lunch... Noon - 1pm  
Arts & Crafts Fair...9am - 5pm  
Queen's Tea...1-3pm



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## **AZALEA & SPRING FLOWER TRAIL** March 15-April 7, 2013



**One-hour tour:** A straight drive through the 10-mile historic district lined with hundreds of azaleas, tulips and dogwood.

**Two-hour tour:** Allows for several stops off the motorcoach to walk through several of the beautiful blooming gardens and see the Azalea Belles (weekends only).

### **Special Areas for Viewing & Photographing:**

Lindsey Lane: turn west off of 300 S. Broadway to Lindsey Lane or Dobbs Street. One square block of residential gardens for walking. Motorcoach parking on corner of W. Rusk & College. Pyron/Davis/McGuire Gardens: Corner of Dobbs/College/Lindsey. Private enclosed gardens for viewing. Cook Garden: 1309 Belmont Street available for walking tours.



# Offering More Than Roses • Step-on Guide Tours



**The Tyler Convention & Visitors Bureau** offers Heritage Hosts to guide your group on a local tour. These step-on guides are available for one or two-hour tours and will give detailed narration including interesting facts and humor about Tyler. To make arrangements please call the **CVB at 1.800.235.5712, ext 224**. \*All Step on Guides need to be picked up at the Tyler Area Chamber of Commerce.

## THE WAY WE WERE

Your group will enjoy Southern hospitality at one of Tyler's stately antebellum homes, The Goodman Museum. Wind through the historic downtown square as you make your way to the Charnwood District of Victorian Homes dating back to the 1860's. Follow the brick streets to the Azalea District and admire homes built during Tyler's oil boom years. Stroll down Lindsey Lane and enjoy the view of the spectacular gardens unique to Tyler.

Fee Per Person \$3

Tour Time: 1-2 Hours

Dogwood Trees



Goodman Museum



College Street



Lindsey Lane



Butler Home



Bonner-Whitaker McClendon House

# Offering More Than Roses • Hub and Spoke Tours

## North East Texas

With its large variety of hotels ranging from luxury to economy makes it a perfect place to come and stay for awhile. East Texas offers a great many smaller towns that have a unique appeal to groups with their small town shops and great attractions.

A variety of East Texas cities offer attractions that are interesting and fun for groups of all ages. Many of these cities are within driving distance, making Tyler your perfect hub and spoke location for fun.

### Athens

**36 miles west of Tyler**

Catch some memories at the Texas Freshwater Fisheries Center, an innovative aquarium and hatchery complex with over 300,000 gallons of aquaria. Includes a museum where you can discover some of the earliest rods and reels ever invented, the Texas Angler's Hall of Fame and a 1.5 acre casting pond filled with thousands of rainbow trout and channel catfish. Also home of the Share Lunger Program and its breeding operations. A special treat for fishing enthusiasts of all ages. Located 30 miles from Tyler on Hwy. 31 West.

### Canton Flea Market

**3rd largest in the Nation**

**30 miles west of Tyler on IH 20**

Canton, well known for the famous First Monday Trade Days, has become more than a place to visit and shop. One weekend every month, a peaceful, friendly little East Texas town turns out the third largest flea market in the nation. Trade days began in the 1850's and has grown into an event that hosts up to 6,000 vendors and as many as 250,000 visitors. This is a must see!!! If shopping is not your thing, then outdoor enthusiasts can enjoy city and state parks, as well as nearby lakes and nature trails.

### Gladewater

**17 miles northeast of Tyler on Hwy. 271**

Known as the Antique Capital of East Texas. More than 200 antique dealers and craft shops all within walking distance. Don't miss the Crafter's Mall and Gift Shop with two floors to explore 8000 square feet of space chocked full of well-known collectibles, gourmet food items and a coffee shop.

### Hawkins

**20 miles north of Tyler, from I-20**

Known as the Pancake Capital of Texas, this is due to 2 special ladies, Ms. Jewell McCalla and Beth Bishop. Ms. McCalla is

the niece of one of the original Aunt Jemimas, the famous face on the Quaker Oats pancake mix. Ms. Lillian Richards (Aunt Jemima) was born in Hawkins, Texas in 1891 and moved to Dallas in 1911. She was hired by Quaker Oats in 1926 and played the role Aunt Jemima for the next 37 years. Ms. Richards is buried in the Fouke Memorial Cemetery in Hawkins, Texas. Her legacy, the pancake, is honored every year during the festival commemorating its oil history.

### Henderson

**30 miles east of Tyler on Hwy 64**

A Victorian downtown awaits you here with quaint shops and restaurants that fill the restored buildings. The Depot Museum and Children's Discovery Center complex includes: Arnold House, Agricultural Barn and more, for a one-stop East Texas history lesson.

### Jacksonville

**27 miles from Tyler on Hwy 69 South**

Home of World Famous Tomatoes. Attractions include Love's Lookout Park for the best scenic views of East Texas, and factory tours of Jacksonville Candy Company--where some of the best peanut patties in Texas are made - and Texas Basket Company - full of unique baskets, country crafts, toys and other gift ideas.

### Kilgore

**25 miles east of Tyler on Hwy 31**

Home of the World's Richest Acre which features twelve restored oil derricks. The fascinating East Texas Oil Museum houses the authentic recreation of oil discovery and production in the 1930's. This museum includes a full-scale town full of stores, people, animals and machinery depicting the lively activities of a town booming in oil. Also home to the Kilgore College Rangerettes Showcase Museum. Be sure to stop at the Country Tavern on your way to or from Kilgore to experience some of the "best ribs in Texas".

### Longview

**40 miles east of Tyler**

Located off I-H 20 between Tyler and Shreveport, LA, Longview has rich history in East Texas. Some of the attractions available for tours are One Hundred Acres of Heritage located in the Historic Downtown District. This is a self-guided tour that takes visitors through the history of Longview. The Gregg County Historical Museum, with many exhibits that illustrate the development of Gregg County with artifacts and historic photographs, as well

as a living history day on the first Saturday in December. Other attractions include the Longview Museum of Fine Arts and the R.G. LeTourneau University.

### Lufkin

**90 miles southeast of Tyler**

**The Texas Forestry Museum: A Texas Treasure**

Located in the heart of the East Texas Piney Woods, the Texas Forestry Museum is one of the largest museums of its kind in the United States. The Museum offers a historic look at early logging, lumberjacks, sawmill towns and the development of one of Texas' oldest industries: wood products. Visitors will find a full-sized logging locomotive, loader and caboose; a forest lookout tower; early equipment used to haul logs and make lumber and other relics from logging's early years. 903.632.9535

### Palestine

**46 miles from Tyler on Hwy 155 South**

Ride the steel ribbons of the Texas State Railroad which winds from Palestine to Rusk on a nostalgic 50-mile round trip through the Piney Woods on a turn-of-the-century steam-powered Iron Horse. Be sure to bring your camera and plenty of film, for photo opportunities abound as you'll cross some 30 bridges including one that spans the Neches River for a distance of more than 1,100 feet. Park facilities with pavilions are available adjacent to the historic depots at each end. Stately old homes, antique shops and historical markers also abound in this East Texas city. The Texas State Railroad may also be boarded in Rusk, Texas located 41 miles south of Tyler on Hwy 69 South. Call 903-683-2561 or 800.442.8951 (in TX) for information and departure schedule.

### Shreveport/Bossier City, Louisiana

**80 miles east of Tyler on IH-20**

If gambling is your game, travel a little more than an hour away for some non-stop excitement and action. Enjoy a fun-filled day on the boats with activities that include slot machines, table games and great entertainment. The casinos available are: Harrah's, Isle of Capri, the Horseshoe, Boomtown, and Hollywood.



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# Offering More Than Roses • Restaurants for Group Tours

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## **BERNARD MEDITERRANEAN CUISINE**

Contact: Bernard Gautier  
Telephone: 903.534.0265  
Location: 212 Grande Blvd., Grande Plaza  
No. of Rooms: 2  
Seating: Small: 30 Large: 50  
Cost: Free with meals  
Average Meal Cost: Lunch, \$8.95; Dinner, Varies  
Menu: Mediterranean, French & Italian  
Steaks and Seafood  
Service to Bus Tour Groups  
Catering Available

## **CURRENT'S**

Contact: Bob Asad  
Telephone: 903.597.3771  
Location: 1121 E. 2nd Street  
Meeting Rooms: 1  
Seating: 25  
Cost: Free with meals  
Average Meal Cost: Lunch, \$7.50, Dinner \$17.75  
Menu: Fresh Seafood, Steak, Lamb, Veal, Pasta  
Slide projector and screen included in room.

## **FAT CATZ LOUISIANA KITCHEN**

Contacts: Jennifer Henry, Matt Key or Cedric Fletcher  
Telephone: 903.593.1114  
Location: 3320 Troup Hwy Ste 170  
No. of rooms: 1  
Seating: 40  
Cost: Free with meals  
Average Meal Cost: \$12  
Menu: Delicious Cajun specialties & seafood  
Service to Bus Tour Groups with reservation

## **GILBERT'S EL CHARRO #2**

Contact: Gilbert Rameriz  
Telephone: 903.596.7222  
Location: 2623 E. Fifth Street  
No. of Rooms: 1  
Seating: 45  
Cost: Free with meals (minimum of 20)  
Average Meal Cost: \$7  
Menu: Mexican

## **JASON'S DELI**

Contact: Zach Rampy  
Telephone: 903.561.5380  
Location: 4913 S. Broadway  
No. of Rooms: 1  
Seating: 80  
Cost: \$25.00  
Menu: Deli sandwiches, muffetas, salad bar  
Average Meal Cost: \$5-\$7

## **KIEPERSOL ESTATES**

Contact: Elizabeth de Wet  
Telephone: 903.894.3300  
Location: 21508 Merlot Lane (11.3 miles off Hwy 69S)  
Meeting Space: 2 Private Rooms  
Seating: Sm 12, Lg 45  
Average Meal Cost: \$45.00 (with one cocktail)  
Menu: Steaks and Seafood a la carte  
Reservations Required

## **LAGO DEL PINO**

Contact: Stacy Rourke  
Telephone: 903-561-5246  
Location: 14706 CR 1134 (off Spur 364/Old Chandler Hwy)  
No. of Rooms: 3 Seating: 36 in each room  
Menu: Americana  
Service to bus tour groups with reservations

## **PAPACITA'S**

Contact: Roger Lumley  
Telephone: 903.581.7433  
Location: 6704 S. Broadway  
No. of Rooms: 1 (Sun-Thur)  
Seating: 40  
Cost: Free with meals  
Average Meal Cost: \$6.95  
Menu: Mexican

## **POTPOURRI HOUSE**

Contact: Les Ellsworth  
Telephone: 903.592.4171  
Location: 3320 Troup Hwy., Ste. 300  
No. of Rooms: 1 w/divider  
Seating: 50-100  
Cost: Free with meals  
Average Meal Cost: \$12  
Menu: Large Variety  
Service to Bus Tour Groups

## **SPRING CREEK BARBEQUE**

Contact: Manager  
Telephone: 903.561.5695  
Location: 5810 S. Broadway  
No. of Rooms: 1  
Seating: 60  
Cost: Free with meals (minimum of 20)  
Average Meal Cost: \$7  
Menu: Barbecue  
Service to Bus Tour Groups

# Offering More Than Roses • Restaurants for Group Tours

## **SWEET SUE'S**

Contact: Larry Priest  
Telephone: 903.581.5464  
Location: 3350 SSW Loop 323  
No. of Rooms: 2  
Seating: Sm 35 Lg 100  
Cost: Free with meals  
Average Meal Cost: \$8  
Menu: Buffet  
Service to Bus Tour Groups

## **TGI FRIDAY'S**

Contact: Brandon Gooding  
Telephone: 903.509.0344  
Location: 4300 S. Broadway  
No. of Rooms: 1  
Seating: 50  
Cost: Free with Meals  
Average Meal Cost: \$8  
Menu: Large Variety  
Reservations Required

## **TRADITIONS**

Contact: Robert Owens  
Telephone: 903.534.1111  
Location: 6205 S. Broadway  
No. of Rooms: 2  
Seating: Sm 40 Lg 100  
Cost: \$1 per person  
Average Meal Cost: \$8  
Menu: Hand-cut steaks, seafood,  
fresh vegetables and salads, scratch-bakery  
Service to Bus Tour Groups

## **VILLA MONTEZ LATIN KITCHEN**

Contact: Mundo or Carlos Villapudua  
Telephone: 903-592-9696  
Location: 3324 Old Henderson Hwy.  
No. of Rooms: 3 Seating: Small: 15; Med: 30; Large: 50  
Cost: Free with Meals  
Average Meal Cost: \$15-\$20  
Menu: Upscale Latin Cuisine  
[www.villamontez.com](http://www.villamontez.com)



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# *Offering More Than Roses • Antique Shopping*

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**ANTIQUES ON BROADWAY**

320 S. Broadway  
903.531.2399

**ANTIQUES & UNIQUES**

433 S. Vine Avenue  
903.593.2779

**BARHAM'S ANTIQUES**

308 S. Broadway  
903.593.3863

**BORDER MARKET**

3213 De Charles Street  
903.593.2783

**COUNTRY BEAR ANTIQUES**

3013 E. 5th Street  
903.566.3991

**ETHEL'S TREASURE QUEST**

731 N. Bois D Arc Avenue  
903.531.9955

**FRENCH PEAS**

4525 Old Bullard Rd.  
903.939.3907

**THE GIPSON GIRL**

302-B E. Locust St.  
903.593.9009

**HICKER' NUT HILL ANTIQUES**

Old Dallas Hwy.  
903.592.5450

**JOHN SAULS' ANTIQUES**

310 Rusk Street  
903.593.4668

**LATIF'S ANTIQUES**

13819 Hwy 69 North  
903.882.6031

**LONDON SHOP ANTIQUES**

S. Broadway at 8th Street  
903.592.4541

**OFF THE WALL GIFT STORES**

109 E. Eighth St.  
903.595.4799

**OLD CITY ANTIQUE MALL**

302 E. Locust Street  
903.533.1110

**OUR LITTLE CORNER**

16706 CR 196  
903.561.6468

**POTPOURRI HOUSE**

3320 Troup Hwy  
903.592.4171

**RUELLE'S**

526 S. Broadway  
903.595.2176

**SECOND HAND ROSE ANTIQUES**

612 State Hwy. 155  
903.876.5059

**SPECIAL EFFECTS**

4517 Old Bullard Road  
903.509.0020

**TYLER SQUARE ANTIQUES**

117 S. Broadway  
903.593.6888

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# Offering More Than Roses • Annual Tourist Events

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## JANUARY

### Business Expo

Over 200 exhibitors at Harvey Convention Center.  
Sponsored by the Tyler Area Chamber of Commerce.  
Call 903.592.1661

### Martin Luther King Parade

Located on Tyler's Downtown Square.  
903.592.7296

### Rose Gala

Rose Garden & Museum  
Call 903.597.3130

### East Texas Symphony Concert

Cowan Center at UTT  
Call 903.526.3876

## MARCH

### Azalea & Spring Flower Trail

Tyler celebrates spring with eight miles of residential gardens and historic home sites.  
Call 903.592.1661 or 800.235.5712

### 'Spirits of Oakwood' Living History Tour

Oakwood Cemetery  
Corner of Palace & Oakwood  
Call 903.593.4642

### Historic Tyler on Tour

Tour historic homes in the Azalea District.  
Call 903.595.1960

### Azalea Arts & Crafts Fair

Handcrafted items on display at Tyler's Bergfeld Park.  
Call 903.531.1361

### Annual Spring Art Show

Tyler Woman's Building  
Call 903.592.8519

### Main Street Flower Market

Scenic outdoor flower market on the grounds of the Goodman Museum.  
Call 903.593.6905

### Tyler Civic Ballet Spring Concert

Annual spring event at Wise Auditorium.  
Call 903.596.0224

### Camp Ford Living History Exhibit

Camp Ford Historical Park  
Call 903.592.1661

### Porcelain Art Guild

Woman's Building  
Call 903.593.6328

### Annual Spring Art Show

Woman's Building  
Call 903.592.8519

### McClendon House Tours

Group Tours, Evening Victorian Parlor Games  
Murder Mystery Nights by appt.  
Call 903.592.3533

### East Texas Embroiderer's Guild Biennial Show

Rose Garden Center  
Call 903.534.1963

### Four Winds Renaissance Faire

15 miles South of Tyler on Hwy 110 South. March - April  
Call 903.839.5271

## APRIL

### Apache Belles Spring Show

Tyler Junior College's nationally famous drill team, Apache Belles, perform their annual spring show.  
Call 903.510.2244

### East Texas Symphony

Cowan Center at UT Tyler  
Call 903.526.3876

### Azalea 10K, Fun Run & Kid's Dash

Benefiting prostate cancer, held at Bergfeld Park.  
Call 972.235.2513

### Spring Fling Plant Sale

Tyler Municipal Rose Garden  
903.531.1212

## MAY

### Spring Home Garden Tour

Citywide, various homes  
Call 903.592.1661

## JUNE

### Parade of Homes

Tyler Area Builders Assoc., showcases new homes.  
Call 903.561.3964

### Cattle Barons' Gala (American Cancer Society)

Headline entertainment, live and silent auctions, midway, children's party, dance band, gaming area and general store.  
Call 903.597.1348

### Juneteenth Celebration

Woldert Park  
Call 903.535.4817

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# Offering More Than Roses • Annual Tourist Events

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## **JULY**

### **Jaycees Fourth of July Celebration**

Lindsey Park hosts an annual firework extravaganza in celebration of our nation's independence.

Call 903.534.5954

## **SEPTEMBER**

### **East Texas State Fair**

Midway rides, carnival booths, livestock exhibitions and numerous shows are all part of the fair at East Texas State Fairgrounds.

Call 903.597.2501

## **OCTOBER**

### **Tyler Rose Season**

A month-long variety of events celebrating the Rose Season in Tyler.

Call 903.592.1661

### **Texas Rose Festival and Parade**

An annual event since 1933

Call 903.597.3130

### **Rose Show**

Thousands of fresh cut roses on display at the Rose Garden Center. Call 903.597.3130

### **Rose Queen's Coronation**

Crowning of Rose Queen at Cowan Center.

Call 903.597.3130

### **Queen's Tea**

Rose Queen and Tyler Court, dressed in full costume, greet visitors in the Rose Garden.

Call 903.597.3130

### **Festival on the Square**

The ultimate block party. Texas Music on Tyler's downtown square.

Call 903.593.6905

### **Rose Festival Arts & Crafts Fair**

Handcrafted items on display at Tyler's Bergfeld Park.

Call 903.531.1214

## **NOVEMBER**

### **Mistletoe & Magic**

A holiday shopping market, full of special gifts and events at Harvey Convention Center.

Call 903.593.1080

### **Parade of Homes**

Tyler Area Builders Assoc., showcases new homes.

Call 903.561.3964

## **DECEMBER**

### **AAUW Holiday In The Pines Tour of Homes**

Homes open for tours at various locations.

Call 903.534.0088

### **Santa Land**

Drive-thru theme park. Over 1.5 million lights.

Call 903.882.1518

### **Christmas Parade & Tree Lighting Ceremony**

Downtown Tyler, with special guest, Santa Claus.

Call 903.531.1349

### **Christmas Tea and Tour**

Roseland Plantation, Hwy. 64 West

Call 903.849.0205

### **Trinity Baptist Church's "Journey Through Bethlehem" drive-thru Nativity**

Robertson Street between 4th & 5th.

Call 903.593.3143

### **The "Nutcracker" Ballet**

Wise Auditorium, TJC

Call 903.510.2200

### **Up In Lights**

Drive-thru theme park. A portion of the proceeds go to various charities.

Call 903.596.8257

# Offering More Than Roses • Travel to Tyler

## Highways

Tyler is located approximately 90 miles east of Dallas on I-20, midway between Dallas and Shreveport. The following highways serve as major thoroughfares:

**US Highway 271** - North to Texarkana, Paris, Oklahoma and Arkansas

**US Highway 69** - North to Sherman- Denison; South to Lufkin, Beaumont, and Port Arthur; Connects to Houston and Baton Rouge, Louisiana

**State Highway 31** - West to Athens and Waco; East to Longview

**State Highway 155** - North to Big Sandy, Linden, and Texarkana; South to Palestine; Connects to Austin

**State Highway 110** - North to Grand Saline; South to Rusk

**State Highway 64** - West to Canton; East to Henderson

## Distance To:

Austin	225
Dallas	90
Fort Worth	130
Houston	200
San Antonio	300
Shreveport, LA	95

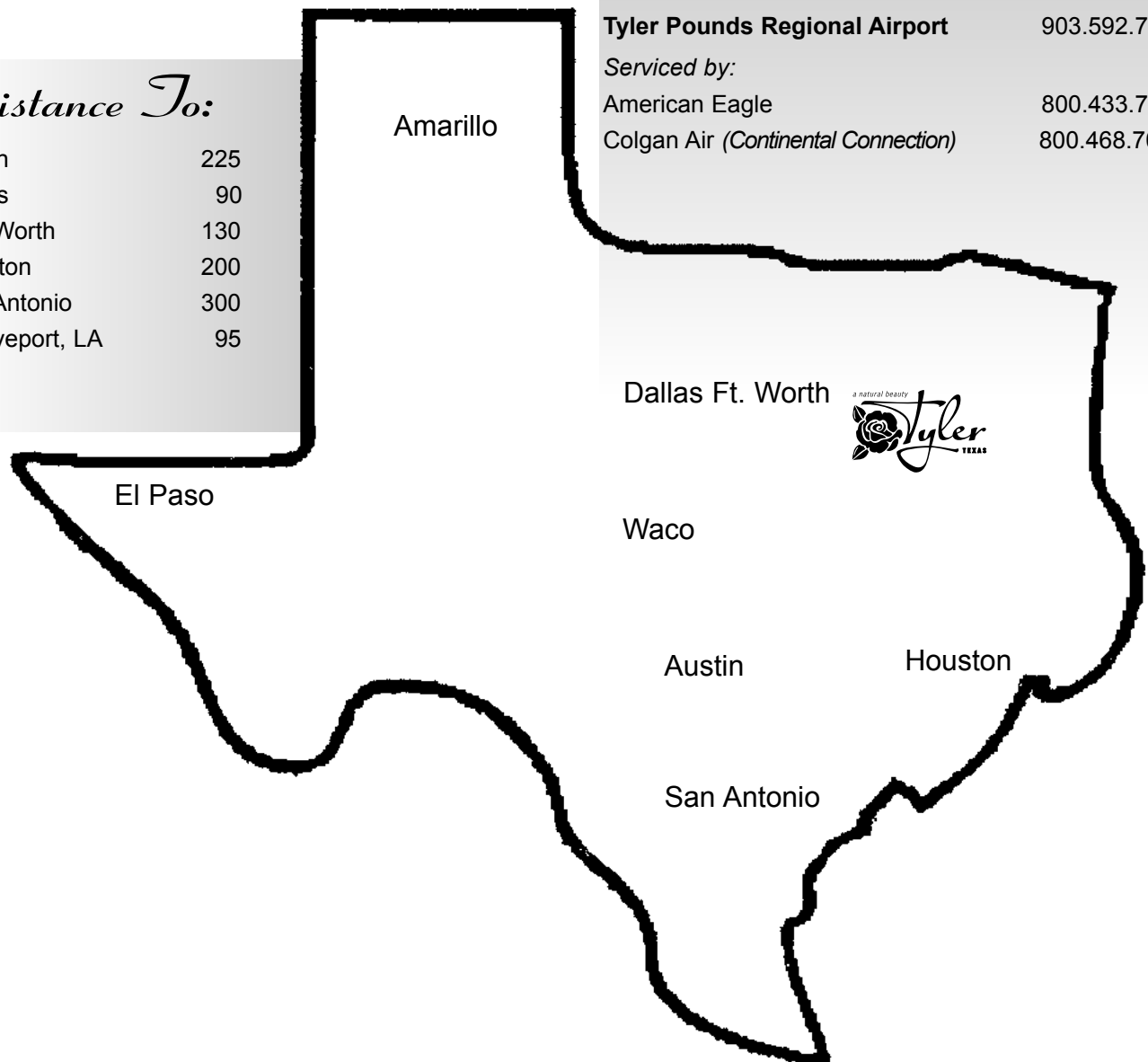
## Air Service:

**Tyler Pounds Regional Airport** 903.592.7395

*Serviced by:*

American Eagle 800.433.7300

Colgan Air (*Continental Connection*) 800.468.7022





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# Offering More Than Roses • Helpful Numbers

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## Dial Area Code 903:

**Airport** (Tyler Pounds Regional) ..... 903.531.1275

**Airline Carriers**

American Eagle ..... 1-800.433.7300  
Colgan Air (*Continental Connection*) ... 1.800.468.7022

**Buslines**

Airport Shuttle Service ..... 903.534.3688  
Chucks Travel Coaches, Inc. .... 903.597.4993  
Classic Coach & Carriage ..... 903.581.7566  
Greyhound Lines ..... 903.597.2010  
Lone Star Bus Lines, Inc. .... 903.561.6095  
Minibus, Inc ..... 903.593.7650  
Tyler Transit ..... 903.533.8057

**Car Rentals**

American Lift Aids ..... 903.581.8844  
Avis Rent A Car  
Tyler Pounds Field ..... 903.592.2613  
Budget Rent A Car  
Tyler Pounds Field ..... 903.595.3346  
Enterprise Rent A Car  
3221 SSW Loop 323 ..... 903.581.8998  
3922 Troup Hwy Tyler ..... 903.939.9588  
500 W. Front St. .... 903.526.2211  
5005 Old Jacksonville Hwy ..... 903.561.1790  
Hertz Rent A Car  
Tyler Pounds Field ..... 903.533-8700  
National Car Rental ..... 903.597.1375

**City Hall** ..... 903.531.1100

**Custom Transportation**

Airport Shuttle Service ..... 903.534.3688  
*Daily Airport Transportation to D/FW and Love Field  
Servicing Tyler, Longview, Kilgore, Shreveport & Dallas  
Mini-buses • Vans • Motorcoaches • Limousines*  
Classic Coach and Carriage ..... 903.581.7566  
*Mini-buses • Limousines • Town Cars*  
The Taxi Cab Company of Tyler ..... 903.592-3232  
*Taxis • Mini-bus Shuttle (seats up to 23)*

**East Texas Symphony** ..... 903.526.3876

**Harvey Convention Center** ..... 903.531.1349

**Hospitals & \*Clinics**

East TX Medical Center ..... 903.597.0351  
Trinity Mother Frances Health Care System .903.593.8441  
UT Health Center ..... 903.877.3451  
\*Acute Care of Tyler ..... 903.531.CARE

**Limousine Service**

Classic Coach & Carriage ..... 903.581.7566  
East Texas Limousine ..... 903.592.2525  
The Taxi Cab Company of Tyler ..... 903.592.3232

**Parks & Recreation** ..... 903.531.1370

**Public Library** ..... 903.593.7323

**Public Transportation**

Tyler City Transit ..... 903.533.8057

**Rose Garden Center** ..... 903.531.1212

**Rose Museum** ..... 903.597.3130

**Smith Co. Sheriff** ..... 903.535.0900

**Taxi**

The Taxi Cab Company of Tyler ..... 903.592.3232  
*...offers Mini Van Shuttle (seats up to 23)*

**Tyler Area**

**Chamber of Commerce** ..... 903.592.1661  
1.800.235.5712

**Tyler Civic Theatre** ..... 903.592.0561

**Tyler Convention**

**& Visitors Bureau** ..... 903.592.1661  
1.800.235.5712

**Tyler Metropolitan**

**Chamber of Commerce** ..... 903.593.9538

**Tyler Museum of Art** ..... 903.595.1001

**Tyler Police Dept.** ..... 903.531.1000

**Wheelchair Transportation**

Medicab ..... 903.592.3232

To order or exchange foreign currency, contact:

Regions Bank  
903.535.4347

Bank of America  
903.595.5555

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# Offering More Than Roses • CVB Information

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## *Striving to make your tour enjoyable and hassle free!*

Officially organized in 1986, the Tyler Convention & Visitors Bureau (TCVB) consists of three main departments: Tourism, Conventions and Sports Marketing. All three actively promote Tyler as a destination and offer a variety of services to meet the

specific needs of tourists, conventions, meetings and sporting events in Tyler. The following is a list of available support services for group tours.

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### **ITINERARY COORDINATION**

#### Itinerary Development

A customized itinerary can be coordinated and developed for group tours.

### **STEP-ON GUIDES**

#### Tyler CVB

The CVB and Historic Tyler offer a one and two hour tour at minimal cost. Call the CVB to make reservations.

### **ENTERTAINMENT**

#### Victorian Parlor Games

Enjoy a re-enactment of Victorian Parlor games at the historic McClendon House. Includes dessert and coffee. Prices vary.

#### Entertainment Resources

Information is given for local speakers, musicians, special feature acts and evening entertainment.

### **MATERIAL/PUBLICITY**

#### Group Tour Planner

A complete display of facilities, services, attractions and events is provided so that planning your tour is easy.

#### Promotional Material

We provide groups with complimentary items, such as stick-on roses, brochures, maps and goodie bags before and/or during tours, based on requests.

#### Pre-tour Publicity

Materials such as press kits, 16mm slides, videos and camera-ready designs are provided to help sell tours.

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*The Tyler Convention & Visitors Bureau is a member in good standing of these organizations:*

