



TO: Cross Plains and area businesses
FROM: Project Pride

As a business that sees the value of tourism, you are invited to join Project Pride and help promote Cross Plains to a far reaching audience. Project Pride owns and operates the Robert E. Howard Museum as a tribute to the local writer who single-handedly put Cross Plains on the literary map around the world. Although some folks focus on Howard strictly as the creator of Conan the Barbarian, he created so many more characters that have extended his appeal to scholars and fans alike.

Project Pride helps facilitate the annual Robert E. Howard Days in June and this two day event brings over 100 visitors who spend two to four days here. These folks typically come from about 30 different states and 3-4 foreign countries. As a business owner, you can readily acknowledge the thousands of dollars that are generated right here in town; restaurants do a booming business from individuals and small group meetings, local and area housing are reserved in advance, the ATMs get maxed out, gallons of gas are purchased and local stores are searched for souvenirs. A dinner for 150 people in the Community Center is catered locally and the American Legion hosts the Silent Auction that is held in conjunction with the dinner. Panel discussions and seminars are held at the Methodist Church. Gaming and other activities are held at the library along with the opportunity to view rare papers belonging to Howard.

These visitors return to their homes touting the friendliness and fascinating small town atmosphere of Cross Plains. Many of them have been coming here for this event since it began about 35 years ago. And occasionally some of them return during the year for special celebrations, funerals, fund-raisers and to present special programs.

In addition to the Howard Days, the Museum is always open for pre-arranged tours. A typical month finds several tours with visitors coming from all over the U.S. and occasionally from a foreign country. Local school groups use the museum as a resource to supplement their curriculum. Our group also provides a luncheon for the school personnel during in-service days, participates in the Cancer Walk and library activities, financially supports Project Graduation and other school activities as well as decorating the windows at Higginbotham's and the Museum grounds at Christmas time.

You are encouraged to join Project Pride as a business for the upcoming year. Dues are only \$10.00, which is certainly a good investment for the money. Your membership benefits your business and reputation by helping generate good-will via Project Pride activities. There are various ways you can be actively involved as a business—just give us a call.

More information may be obtained by contacting Arlene Stephenson, 254-270-0998 or 325-206-0968 or at ProjPride@yahoo.com

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**PROJECT PRIDE**  
**Business Membership**  
**2025**

Name \_\_\_\_\_

Full Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_ Amount enclosed \_\_\_\_\_

Please make checks payable to Project Pride and mail to PO Box 534, Cross Plains, TX 76443

Or you may pay through PayPal at ProjPride@yahoo.com