

The Sabine Parish Tourist and Recreation Commission held its monthly meeting on January 12, 2026

New board member Valerie Salter was sworn in by the Sabine Parish Clerk of Court.

Board members voted unanimously to approve the November minutes and also the financial statements for November and December.

Under old business, reminders and final details were given for board members who will attend the Louisiana Travel Association's annual meeting on January 22 in Lafayette.

Director Georgia Craven said that preparations and planning are underway for numerous events each month in 2026 in celebration of America 250. Hunter Lewing provided details of the various celebrations. A calendar of events is attached to this report.

Board member Suzanne Williams announced that La Public Broadcasting will air the Sabine Parish show on LPB channels at 8 p.m. on February 9.

A report was given regarding marketing and advertising programs in 2026. New Commercials promoting Sabine Parish will roll out on social media and streaming channels. Those commercials will focus on Toledo Bend Lake Country as a family destination. Additional commercials are being worked up that will target the lake country as a great place to retire, especially because of the lower cost of living and for people wanting to leave the coastal areas because of the high possibility of hurricanes.

The board voted to move the required ethics and training requirements from the last months of the year to the first three months of 2027 and thereafter.

G. Craven, in the monthly directors' report stated that the occupancy tax for the month of November was \$36,170 which was lower than previous month. However occupancy tax for the year of 2025 rose more than 10% from 2024.

In 2025 the Tourist Commission website received 212,000 visitors reflecting a 7% year-over-year decline. This trend is being seen across destination marketing organizations nationwide and is not unique to the Sabine Tourist Commission's website.

In 2025 each of three social media platforms (Facebook, Instagram, TikTok) experience growth in followers and engagement. Facebook has 72,768 followers, reflecting a 72% year to date increase.

Craven announced that the Bassmaster Classic tournament will be March 13-15. Another large event will be the Ducks Unlimited State Convention coming to Cypress Bend Resort in July 2026.

Next meeting will be February 10 at 12 noon.



Calendar of Events

JANUARY

Frontier of Freedom: Louisiana's Legacy in the American Story
January 31, 2026 Ft. Jesup State Historic Site

A Seabrook

Visit the El Nuevo Constante Exhibit
January-April, 2026 at Various Locations

\$95.00⁰⁰

FEBRUARY

Master Gardeners: Down & Dirty Seminar
February 28, 2026 at Cypress Bend Resort

*Amer. Theme His
Master Gardeners*

MARCH

Many High School Band America 250 Celebration Concert
March 10, 2026 at Many Community Center

Remembering Louisiana Maneuvers & Victory Belles Concert
March 7, 2026 at Zwolle Festival Grounds

40's style party.

Ft. Jesup State Historic Site Living History Program
March 21, 2026 at Ft. Jesup State Historic Site

MAY

Echoes of Today: A Sabine Parish Time Capsule
May 21, 2026 at Sabine Parish Courthouse

JUNE

Louisiana's Saturday Night: Let Freedom Ring Concert
June 27, 2026 at Zwolle Festival Grounds

Wayne Toops free 5 pm 34 hrs.

JULY

Toledo Bend Boat Parade & Fireworks Show
July 4, 2026 at Toledo Bend Lake and Cypress Bend Park

SPR.

Town of Many Patriotic Parade

July 5, 2026 in Downtown Many, Louisiana

Stewart Family and Friends God Bless America Concert
July 5, 2026 at Many Community Center

SEPTEMBER

'Round the Bend Quilting Show
September 12, 2026 at Sabine Council On Aging

Amer. theme.