

“Bonnie & Clyde Days”

Revisiting The Great Depression in North Texas



October 8 – 9, 2010

PILOT POINT, TEXAS

Synopsis & Business Plan

3/23/2010

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BACKGROUND

Introduction – In the current economic environment it is very popular to say, “This is the worst economic downturn since the Great Depression.” Do people really understand what they are saying? The worldwide economic collapse in 1929, in which unemployment remained high for over a decade, caused massive levels of poverty, hunger, unemployment, displacement of families and political unrest.

It is a subject of history books but how did it affect the lives of people living in North Texas? How does it compare with what is happening today in our economy? What was it really like to live through the Depression?

Bonnie and Clyde – The Legend - Bonnie Parker and Clyde Barrow, both born in Texas, met on the east side of Dallas and were among the most famous of criminals during the time of the Great Depression. They captured the imagination of the American press and newspaper readers nationwide. Bonnie and Clyde’s exploits are a travelogue of North Texas. They visited cities all around Pilot Point including Kaufman, Hillsboro, Sherman, Grapevine and Denton. They never pulled a robbery in Pilot Point, however some old-timers swore they saw the two buying groceries and gas at times in town.



Legend has it that they hid out in the woods around Pilot Point which were then, as they are now, some of the thickest woods in North Texas. It was also said that they hid out in a house belonging to an aunt located on the outskirts of town, which is why they never robbed any business in Pilot Point.

Bonnie and Clyde Returns to Pilot Point - Bonnie and Clyde returned to Pilot Point some thirty-three years later. In 1967 producer and lead actor, Warren Beatty, was looking for quintessential small Texas towns to film *Bonnie and Clyde*. Many of the actual locations of Bonnie and Clyde robberies had simply disappeared over time or been swallowed by the growth of Dallas. Alternative locations were chosen for their perceived authentic look over the actual locations, which had been lost. Beatty chose Pilot Point and the Merchants & Farmer’s Bank Building for the scene of one of Bonnie and Clyde’s infamous robberies. In addition to the actors, Beatty recruited local Pilot Point citizens to be in the movie.



Bonnie and Clyde - The Film -

Film critic Roger Ebert called *Bonnie and Clyde* “a milestone in the history of American movies, a work of truth and brilliance”. Though wildly successful it was more than a popular gangster picture. As cinema, *Bonnie and Clyde* was an innovation. It redefined violence in film. Moreover, although the film is set in the 1930s, *Bonnie and Clyde*



metaphorically related to the 1960s by presenting the idea of resisting the Establishment. What thrilled and shocked audiences were the film's sudden changes of mood from farce to tragedy, from social observation to shocking violence. Set in the 30's, *Bonnie & Clyde* was very much a film of the late 60's, reflecting the turbulence, unrest and mistrust of that era.

Cinema was never the same after *Bonnie and Clyde*. A watershed film in Hollywood history, and *Bonnie and Clyde* ignited intense levels of screen violence but also the innovative shifting and mixture of tones within the movie. For the first time gangsters were portrayed as simultaneously loveable and funny as well as sick and dysfunctional.

The American Film Institute ranked *Bonnie and Clyde* as the #27 Greatest Movie of All Time. Warner Brothers had so little faith in the film, however, that, in an unprecedented move, it offered its first-time producer, Warren Beatty 40% of the gross instead of a minimal fee. The movie then went on to gross over \$50 million.

Marketing Rationale - Using the ongoing public fascination with Bonnie and Clyde as our “hook” to attract the attention of the public, Pilot Point will do more than simply exploit an event that happened in 1967. Our intent is to organize an event designed to increase understanding of what it was like to live through the Great Depression in North Texas. Over two days in October we will turn Pilot Point’s town square into a piece of living history.

BONNIE & CLYDE DAYS

Event Description – *Bonnie & Clyde Days* will combine entertainment and instruction in the form of re-enactments, events, demonstrations and lectures to give visitors an appreciation for what it was like in North Texas from 1932 – 1939.

Whenever possible all activities will have a “period” flavor. All participants and support personal for the event will be encourage dressing in costumes of the era. The only time the theme will be intentionally departed from is when it is in the best interest of the visitors and their enjoyment of the festival.

Dates – Friday, October 8 and Saturday, October 9, 2010

Location – *Bonnie & Clyde Days* will take place in Pilot Point’s town square. Lantana Marina and Resort will be the scene of a Friday night welcoming dinner and the staging area for the parade of vintage cars.

EVENT DESCRIPTION

Parade of Vintage Cars from Lantana to Town Square – The official kick-off of Saturday’s events will be the parade of 1930’s era vintage cars. These cars provided by the Dallas Model A Ford Club. The Dallas Model A Ford Club, Inc. is a for-profit corporation of Texas and is a chapter of the Model A Ford Club of America, Inc. Cars of the Dallas Model A Ford Club were used in the 1967 filming of *Bonnie and Clyde*.



The cars will assemble at the Lantana Marina and Resort main parking lot. They will parade the 2.1 miles from Lantana to Pilot Point’s town square, departing Lantana at 9:30 AM and arriving at approximately 9:45 Am. Accompanying the Ford Model A’s will be a vintage 1935 Peter Pirsch Hook and Ladder Fire Truck own and operated by the Denton County Historical Commission. The cars will be assigned parking spots around the

gazebo and next to the Farmers & Merchants Bank Building where they will be on display for the day.

Re-enactment of 1967 Filming of *Bonnie & Clyde* – Using student film crews from the University of North Texas, actors from UNT’s drama department, extras from Pilot Point ISD and Dallas Model A Car Club classic cars, will re-enact the filming of the bank robbery of the Farmers & Merchants Bank.

Some poetic license made be applied here to enhance the entertainment value for the audience and to involve as many volunteers as possible.

Casting for extras begins 9:00 in front of the Merchants & Farmers Bank. Filming will commence at 11:00 AM and will take approximately 40 minutes.



Farmer’s Market in Pilot Point Town Square – In keeping with the theme, *Bonnie & Clyde Days*, a Farmers’ market will feature items which could have been featured in a Farmers Market in the 1930’s. Specifically:

- **Locally and regionally farm grown and prepared foods.** Our goal is to replicate the “small-town experience” of buying produce directly from farmers. These are foods, which are both locally grown or locally prepared. Acceptable products are fresh vegetables, fresh fruit, herbs, nuts, eggs, diary products, meat, potted plants, flowers, flower and plant arrangements, as well as prepared foods such as baked goods, honey, preserves, cheese, candies and cider. Products, which are not acceptable, are live animals, canned foods and products purchased for resale.
- **Local Artisans** – A vendor who sells items that are hand crafted in Texas by the vendor in their home or shop. Artisan products booths will be limited to 25% of the market. Items, which are purchased, wholesale and resold at retail will not be accepted. Vendors will be accepted based upon how closely their offerings tie in with the Bonnie and Clyde theme.

The Farmers Market will be open from 8 AM until noon. The market area will be located around square on Main, Liberty and Jefferson streets.



Spaces will measure 10’ X 10’. Vendors will be charged a one time non-refundable fee of \$20.00 when a vendor applies for space. No vendor can purchase more than two spaces. If two spaces are purchased, those spaces will be adjacent to each other.

Cotton & Peanuts Growing – Cotton and peanuts were two major cash crops in North Texas in the 1930’s. To commemorate the role, which cotton and peanut growing played in North Texas during the Great Depression, vacant lots around the town square will be planted with cotton and peanuts.

The work will be done by volunteer farmers and in conjunction with the Pilot Point ISD Agricultural programs. Students will receive credit for tending the fields.

The cotton and peanut fields serve several purposes and benefits:

1. **Educational Purposes** - Most children and even many adults have never seen peanuts or cotton growing. Seeing it will be educational in and of itself. Presentations by local farmers and agricultural students will interact with visitors, explaining about how peanuts and cotton are picked and processed. Visitors will be encouraged to have a hands-on experience.
2. **Entertainment Purposes** - Cotton and peanut picking competitions will be held with school children with trophies going to the most product picked.



3. **Promotional Benefit** – Planted in the spring these field, located near the square will attract attention. Seeing these crops growing, even in Denton County is a rare occurrence. These fields will be fenced and will have promotional signs which will explain why the field is planted and will promote Bonnie & Clyde Days throughout the summer.

4. **Downtown Enhancement Benefit** – These otherwise vacant lots will become enhancements to the downtown area.

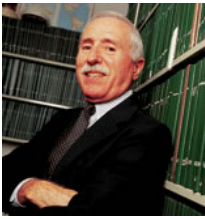
Lectures by Experts – Although *Bonnie & Clyde Days* Events will be entertaining they will also be informative. Authorities on Bonnie and Clyde and the Great Depression live in the DFW Area:



1. **Jeff Guinn** former books editor at the Fort Worth Star-Telegram is the author of the 2009 book *Go Down Together: The True, Untold Story of Bonnie and Clyde*. Mr. Guinn will discuss the myth, created largely by the successful film, versus reality of –the kids from a Dallas slum who were more inept than glamorous.



2. **John Neal Philips** is a Dallas native and author of the 2002 book *Running with Bonnie and Clyde*. Mr. Philips also conducts tours of the areas around the DFW area where Bonnie and Clyde lived and worked.



3. **Dr. Ronald Marcello** former professor of history at the University of North Texas will lecture on “The Great Depression in North Texas.”

4. Local Pilot Point historians and longtime Pilot Point residents will discuss “Life in Pilot Point in the 1930’s.”

Movie Screenings – The 1967 film *Bonnie and Clyde* will be shown along with vintage movies, classic short subjects and newsreels of the day.



Movies and classic short subjects will run throughout the day, taking guests back to the days when movies were a great escape. For all ages beginning with *Snow White & The Seven Dwarfs* (1937), “A Night at The Opera” and the extravaganza *42nd Street*. “Short subjects” like *Our Gang Comedies*, the *Three Stooges* and *Movietone Newsreels* will be spread in between feature films. Just like in the 1930’s, movies will only cost a nickel!

“Hooverville” Replica on South side of the town square. – To drive home the reality of the Great Depression a “Hooverville” will be built on the south side of the square. A Hooverville was the name for shanty towns built by homeless people during the Great Depression. They were named after the President Herbert Hoover, he was largely blamed for letting the nation slide into depression. Authorities did not officially recognize these Hoovervilles because they were on private land, but they were frequently tolerated or ignored out of necessity.



Volunteers who register to build a shanty will be supervised by a Depression Era expert. The volunteers will agree to make historically authentic shanties, will agree to appropriate dress, an appropriate code of conduct (including acquiring the ability to answer questions of visitors about their “lives” before and during” their stay in Hooverville and will agree to insurance waivers and to the prompt removal of all materials by sunset on the Sunday after the event. They will be given three days to

construct their shanties and will be able to spend Friday and Saturday night in their shanties should they wish.

“Hooverville” will serve several purposes and benefits:

1. **Educational Purpose** - A sobering piece of living history. Nothing will dramatize the plight of unfortunate working people who found themselves homeless during the Great Depression more than a Hooverville. They sprang up from Central Park in New York to Seattle. Texas had its share. (Although Pilot Point never was the location of a Hooverville, West Dallas was the location of an area called Shantytown which sat in the Trinity River’s flood plain near the place in East Dallas where Bonnie and Clyde first met in 1930.)
2. **Downtown Enhancement** – The creation of a Hooverville for *Bonnie & Clyde Days* will serve as a reason to clean up the South side of the square.

Classic Car Show – To complement the Model A parade and to provide a complete day for visitors Pilot Point will conduct a classic car show for cars 1985 and older. These cars will be displayed in a lot walking distance from the square.



The Bonnie & Clyde Days organizing committee will choose a panel of judges. Cars will be on display starting at 8:00 AM. Trophies will be awarded at 3:00 PM.

Trophies will be awarded to Best Bonnie and Clyde Car (1925 – 1939), Best Cruising Car (1950 – 1985), Best of Show and People’s Choice. First 200 entries will receive a *Bonnie & Clyde Days* Dash Plaque. The registration fee is a one time non-refundable fee of \$20.00.

Opera House Singers Present Songs of the Era – In spite of the gloomy times, some of our most fun and inspiring music came out of the Depression. “Life is Just a Bowl of Cherries”, “We’re in the Money”, “Happy Days Are Here Again”, “All of Me”, “Whistle While You Work” were all popular songs of the times.

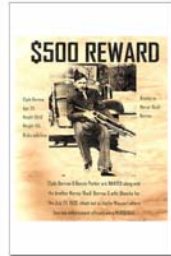
Soup Kitchen – The Tarrant Area Food Bank’s Community Kitchen will create a Soup Kitchen for lunch. Proceeds from the Soup Kitchen will benefit the Tarrant Area Food Bank. Volunteers will help serve the food and clear tables.

OTHER ELEMENTS

Expanded Bonnie & Clyde Activities –

Only a limited number of people can be involved in the reenactment. To help give everyone a sense that they participated we will have the following complementary activities:

Bonnie & Clyde Look Alike Contest – Judged in front of the Merchants & Farmers Gallery couples will be judged by a panel of experts to look the most like Bonnie & Clyde.



Bonnie & Clyde Wanted Posters – People can have their photo taken and have it converted into a Bonnie & Clyde Wanted poster.



Bonnie & Clyde Classic Pictures – Visitors can get their picture taken in the classic Bonnie & Clyde poses, complete with machine guns and berets.

Local Currency – To be historically accurate and to make *Bonnie & Clyde Days* as realistic as possible, local currency will be printed. The exchange rate will be equal to 1933 dollars. Currency will be available in denominations of a nickel, a dime and a dollar will be available at a cost of \$.83, \$1.66 and \$16.66 respectively. The currency will be sold 5 nickels for \$4.00. 3 dimes for \$5.00 one dollar for \$16.66 and a \$25.00 pack which contains 4 nickels, three dimes and one dollar. Money will be sold outside of the various venues and in a “bank booth” on the square.

The idea of printing local money has historical roots. Locally printed and distributed money became popular during the Great Depression of the 1930s when federal dollars were in short supply. Local currency was generally accepted and used to do business within a limited local area. Since local currencies are only accepted within the community, their usage encourages the purchase of locally-produced and locally-available goods and services. Thus, for any given level of economic activity, more of the benefit accrues to the local community and less drains out of the community.



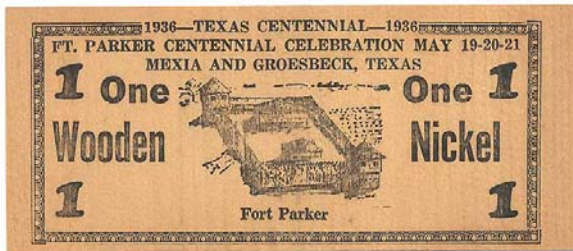
During The Great Depression there were literally hundreds of scrip issues that were put into circulation by a variety of agencies, including state governments, municipalities, school districts, clearing house

associations, manufacturers, merchants, chambers of commerce, business associations, local relief committees, cooperatives, and even individuals.

The most notable instance of this in Texas was in 1933. When President Franklin D. Roosevelt closed all banks, Leonard Brothers Department Store in Fort Worth continued to cash checks with "Leonard's Script." Local merchants accepted this paper money and eventually redeemed it at Leonard Brothers.

Leonard Brothers even managed to make a profit and built customer loyalty by this grand gesture. People kept enough of the scrip as souvenirs to pay for the cost of printing and more.

There is even a precedent in Texas for issuing local money to commemorate an event . In



1936 the town of Groesbeck, Texas printed "Wooden Nickels" to be used during the Ft. Parker Centennial Celebration. (Ft. Parker, built in 1833, was restored in 1936 thanks to federal stimulus money provided through the Civilian Conservation Corps.)

Bonnie & Clyde Days can emulate this practice by printing commemorative Bonnie & Clyde Days money, which will be good at the movie, which will cost a nickel (\$ 1.66), for an apple, which costs a dime. (\$.83) or for dinner at the soup kitchen which will cost a dollar. (\$16.61)

COLLABORATION

Collaboration –

University of North Texas will make several contributions:

- Students of the drama department will participate in the Hooverville project both building and manning the exhibition.
- Faculty of the history department will participate in lectures regarding the Depression in North Texas.

Pilot Point ISD –

- Students involved in agriculture will plant the cotton and peanut fields, tend to the fields, and assist in supervising and informing guests.
- Students in the drama department will serve as re-enactors.

Local Farmers –

- Local farmers will contribute time, equipment and expertise in the preparation, planting and harvesting of the fields.

The Denton County Historical Society will participate by featuring their 1935 vintage fire truck in the parade of cars.

Pilot Point Community Opera House –

- Will contribute community service hours to supervision and execution of the event.

Tarrant Area Food Bank's Community Kitchen –

- Will cook and serve meals to guests in Soup Kitchen style.

SPONSORSHIPS

The *Bonnie & Clyde Days* sponsorship program is offers a variety of levels to suit every advertiser. Our goal is to create a successful partnership for what we anticipate will be an annual fall event in North Texas. Sponsorship in this inaugural year gives advertisers a chance to customize their participation to their needs and to lock in your involvement for years to come.

SPONSORSHIP PACKAGES

Presenting Sponsor	\$2,500.00
<ul style="list-style-type: none">• Mention on promotional materials and press releases.• Logo presence on all signage and banners.• Logo on cover of event program & guide• Full page ad in event program & guide• Message from sponsor's President in event program guide• 100 copies of program guide• Logo, mention and link on festival web site.• Full page ad in Pilot Point Signal• Information booth• Title sponsor of one of the following events:<ol style="list-style-type: none">1. Movie Theater2. Lecture Series3. Cotton/Peanut Fields4. Model A Display area5. Classic Car Show & Display6. Welcoming Dinner6. Farmers Market7. Re-enactment filming8. Local Currency• Limit – four local – two national sponsor	
Contributing Sponsors	\$1,000.00
<ul style="list-style-type: none">• Mention of all promotional materials• Logo, mention and link on festival web site• Half page ad in event program & guide• Half page ad in Pilot Point Signal• 50 copies of program guide	
Participating Sponsor	\$500.00
<ul style="list-style-type: none">• Mention of all promotional materials• Logo, mention and link on festival web site• ¼ page ad in event program & guide• ¼ page ad in Pilot Point Signal• 50 copies of program guide	
Local Sponsor	\$200.00
<ul style="list-style-type: none">• Business noted on program guide map• Logo and link on web site• 50 copies of program guide• Logo presence on materials• Logo presence on web site	

In-Kind Sponsors – Sponsors who contribute their time and manpower

- Participation in event program & guide
- 50 copies of program guide
- Logo presence on materials
- Logo presence on web site

To become a *Bonnie & Clyde Days* sponsor, please complete the following. Make check payable to *Bonnie & Clyde Days*.

Contact _____

Company Name

Address

City _____

State _____ Zip _____

E-Mail _____

Website _____

Phone _____

Sponsorship Type _____

Amount \$ _____

ORGANIZATION

Bonnie & Clyde Days is organized under four committees and twelve events

Committees –

1. **Executive Steering Committee** - A group of prominent individuals, who can provide information, resources, advise, prestige and connections to maximize the potential of this event. The group meets “virtually” through emails and blogging. No face-to-face meeting is necessary.
2. **Events Committee** - Oversees and monitors the events including registration, staging, and execution and disassembling of events.
3. **Promotion Committee** -- Responsible for all publicity, promotion, social media, paid advertising and signage.
4. **Volunteer Committee** - Recruits and manages volunteers including determining the number of volunteers needed, their responsibility and supervising execution

Events –

1. Car Parade
2. Reenactment
3. Car Show
4. Farmers Market
5. Hooverville
6. Lectures
7. Peanut Growing
8. Cotton Growing
9. Local Currency
10. Movies
11. Soup Kitchen
12. Opera House Singers

TIMELINE

February

Present to Opera House Singers	Thursday, February 11
Send out Preliminary Draft to Key Organizers	Friday, February 12
Present to Opera House	Tuesday, February 16
Present to Rotary	Tuesday, February 23
Present to Main Street Advisory Board	Thursday, February 25
Determine Preliminary Events & Schedules	Friday, February 26
Begin Developing Marketing Plan	Friday, February 26

March

Preliminary Information to Jill Campbell for THC Grant	Monday, March 8
Create Sponsorship Offerings	Monday, March 8
Finalize Committees & Committees Chairs	Monday, March 19
Present to City Council	Monday, March 22
Present to and Secure Participants	March 1 – 30
Car Clubs	
Model A Club	
Farmers Market Vendors	
Farmers for peanuts and cotton	
Historians	
Property and building owners	
Boy Scouts	
Solicit Collaborators, Participants & Sponsors	March 1 – 30
University of North Texas –Drama – Film Departments	
North Star Bank	
Point Bank	
Stephens Ford	
Cotton Inc.	

Determine Working Schedule	Wednesday, March 31
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April

Begin Planting Cotton and Peanuts	Friday, April 1
THC Grant Application Deadline	Thursday, April 15
Finalize Participants	Tuesday, April 20
Finalize Marketing Plan	Friday, April 30

May

June

July

Finalize Sponsors	Monday, July 5
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August

September

Execute Marketing Plan	Monday, September 13
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October

Dry Run	Friday, October 1
Bonnie & Clyde Days	Friday, October 8 – 9

PRELIMINARY SCHEDULE OF EVENTS

Wednesday, October 6	Activity/Event	Location
8am	Hooverville Construction begins	South side of the Square
Friday, October 8		
5pm	Model A's arrive at staging area	Lantana
6pm	Opening Banquet	Lantana
Saturday, October 9		
8am	Farmers Market Open	Town Square
8am	Classic Car Display Opens for Participants	Baptist Church lot
9am	Casting for Bonnie & Clyde	Merchants & Farmers Gallery
9:30am	Model A Parade begins	Lantana
9:45am	Model A's arrive	Town Square
10:00am	Car Displays Open to the public	Town Square & Baptist Church lot
10:00am – 3:30pm	Lecture Series	Opera House
10:00am	Jeff Guinn	Opera House
	“The Real Bonnie & Clyde”	
11:30pm	Dr. Ronald Marcello	Opera House
	“The Great Depression in North Texas.”	
Noon	Farmers Market closes	Town Square
1:30pm	John Neal Philips	Opera House
	“Bonnie & Clyde in North Texas”	
3:30pm	Dr. Keith J. Volanto	Opera House
	“Cotton, Texas and The New Deal”	
2:00pm	Reenactment of Bonnie & Clyde filming	Merchants & Farmers Gallery
2:30pm	Cotton picking Contest	TBD
11:30 – 2:00pm	Soup Kitchen serving lunch	TBD
10:00am – 3:30pm	Movies on the Square	TBD
Noon – 3:00pm	Soup Kitchen serving lunch	TBD
5:00pm	Awards Ceremony	Gazebo
8:00pm	Dance Begins	Gazebo
11:00pm	Festival Closes	