

On The Vine

GRAPEVINE HISTORICAL SOCIETY

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A HALF CENTURY EDUCATIONAL LEGACY...

The Creation of Dove Elementary School

It was the week before Christmas, fifty-five years ago. The Grapevine School Board delivered a present to the community — approval to build a new elementary school to address the city’s growing population for decades to come. In a meeting on December 17, 1970, they decided to build a new campus northeast of downtown, out on the open land by Dove Road.

It was definitely time. In 1970, the district had over 1250 students attending grades K-5, split between Colleyville Elementary School, W. F. Cannon Elementary (built eleven years earlier) and Central Elementary School, which in 1969 had taken over the space that had lately housed Grapevine Middle School. THAT space was actually the ground floor, often-modified, of Grapevine’s original 1916 High School building.



In 1970, the area that Dove Elementary would occupy was empty land. Two-lane Dove Road is along the bottom third; the mattress factory is the building at bottom right.

Three years earlier, in 1967, a school bond election had been held based on expectations of an imminent growth spurt for the community. A new airport was soon to be built just south of town. More people would soon call Grapevine home. 3.5 million dollars was made available to handle school campus expansion plans for the next five years.

Part of the bond money was earmarked for renovating the old high school building further in order to improve the elementary educational experience. But after more review and consideration, on that Christmas week in 1970 the board concluded that the Central building was simply too old to be worth repairing. Perhaps a new building could replace it in a few years, but there was a pressing need for an entire new campus.

A site on Dove Road was selected — an area that was mostly still open farm land. There were no immediate neighborhoods as yet, other than a mobile home community a bit northeast of the site on the Dove Road extension to Grapevine Lake. Just to the southeast, where Dove Road turned west and began its route to the old Dove community, was the site of the Grapevine Mattress Factory. Rather, the mattress factory HAD been there - but it had burned to the ground just six weeks previously. Sewer lines

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MUSINGS FROM THE MAYOR

The History and Legacy of the Convention & Visitors Bureau

The City Council established the **Grapevine Tourist and Convention Bureau** and the **Hotel Occupancy Tax** in August 1974, years before the area’s major hotels came into existence. The Airport Marina Hotel — later called the Amfac Hotel, and now known as the Hyatt Regency Hotel — was also built in 1974.



When first established, the Grapevine Tourist and Convention Bureau had no staff, only an Advisory Board that made presentations to City Council on how to spend the Hotel Occupancy Tax.

Today, the Grapevine Convention & Visitors Bureau, as it is now known, has a staff of 65 and is funded by the Hotel Occupancy Tax along with revenues from attractions, facilities, the Grapevine Vintage Railroad, and annual festivals and events. The CVB does not receive any funds from the City’s General Fund or Ad Valorem taxes.

Whilst the Convention & Visitors Bureau does not cost the citizens a dime, it produces many benefits for the citizens and helps fund many of the quality-of-life experiences that

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FIVE DECADES OF EDUCATION SAW THE NEIGHBORHOOD GROW UP, TOO

Dove Elementary School fulfilled a growing city's needs

were just being extended to that part of Grapevine. Much nearby home construction wouldn't take place until 10-15 years in the future. This northern elementary school would be well-placed to take advantage of the city's projected growth.



Dove Elementary School just prior to opening in August 1972, and in December 2025



This new school campus would be as modern as the half-million-dollar budget would allow. There would be twenty classrooms, with carpeting and air con-

ditioning. For the first time, hot lunches would be served from a "cafetorium." Adjacent to the school, the city planned an Olympic-sized swimming pool.

In March 1971, the school board was shown their first models of the projected school, then labeled "North Elementary." Construction bids were sought, and in July, Ponderosa Construction of Duncanville won the contract. Construction began in the fall of 1971, and *The Grapevine Sun* periodically reported on the progress of what officially became known as "Dove Elementary." Things proceeded smoothly during the 1971-1972 school year. Meanwhile, the School Board concluded that the 1916-era building being used for Central Elementary was no longer fit for classes, and decided to close it for the 1972 school year, and to use the space for offices and storage for awhile longer. District lines were redrawn to assign students to the updated campuses.

And so on August 24, 1972, Grapevine School Superintendent Dr. Mike Taylor welcomed 350 students to classes in the contemporary Dove Elementary campus. Over the decades, the once-bare landscape has filled in with trees and apartments and homes and families, and Dove has served the community for 53 years since. This year, with the population shifting and school budgets in flux, its future fate hangs in the balance. Whatever happens, its past presents an enduring half-century history of growing young minds.

-- Larry Groebe

THE OBJECT IN QUESTION

William Jennings Bryan Campaign Ribbon

This little white ribbon pictured was posted for sale on eBay this fall. It's an interesting bit of 1896 Presidential campaign memorabilia, evidently belonging to local supporters of William Jennings Bryan, who was running on the Democratic ticket that year... and the People's Party at the same time. Despite dual affiliations, the 36-year-old Bryan lost the November election to William McKinley. McKinley defeated Bryan a second time in 1900, but was felled by an assassin's bullet a year later. Bryan tried and lost a third Presidential race in 1908.

Today, William Jennings Bryan is best remembered as the prosecution lawyer at the 1925 Scopes Monkey Trial in Tennessee -- the trial that found Clarence Darrow guilty for teaching the theory of evolution. But Bryan had been a popular public figure for decades, emphasizing the wisdom of the common people and (as the ribbon proclaims) espousing support for "free silver." This was a big economic issue in 1896 - should both gold and silver coins be minted in fixed proportions, or whether silver should be used more freely to produce currency. The Free Silver movement was popular in the southern cotton belt, so it's not surprising that W J Bryan found some supporters in Grapevine.

The listing on eBay offered the ribbon at a price in low hundreds of dollars. It is not clear if anyone took them up on the offer, but the item is no longer listed.



FOUR DECADES OF HERITAGE ORNAMENTS

Merry and Bright -- and Historic

Have you decked your Christmas tree yet with the newest official Grapevine ornament? This year's bauble celebrates the Bushong Cabin, Grapevine's pioneer 19th-century log structure which was rescued, restored, relocated and rededicated on Main Street this year. The golden ornament with painted highlights depicts the one-room cabin (somewhat optimistically) sitting in snow as it originally looked in the years after the Civil War.

vine" in gold plate, with an image of the state surrounded by grapes and vines. 500 copies of the first ornament were struck, and selling well enough to eventually have 1,000 more produced.

The Friends decided to create a second ornament in 1988, this one honoring the new Gazebo, along with a Proclamation signed by the Mayor. 750 of those were created. In the later years, 1,000 ornaments were produced each holiday season. The idea was to limit the number of ornaments annually so they would be collectible and be used as a fundraiser for the Friends.

Proceeds from the ornaments were used for programs for the children's summer reading program, equipment like a slide projector, and other needs that were not part of the Library budget at the time. As they made money

for the Library and it was an easy project, the Friends continued acknowledging historic buildings that were unique to Grapevine. However, by 2010 the Friends of the Library decided to discontinue the project, mainly because the price of gold plating had gone up and they could no longer make any money at the price they were always sold for.

At that point the Convention & Visitor's Bureau took over production, and has continued creating new ones for the last 15 years.

All 39 ornaments are displayed in the CVB building at 636 S. Main Street. Ten of the Library's original 24 can still be purchased for \$10 each at the Library, while this year's Bushong Cabin is available at the CVB building for \$20.

They have proved to be a very good fundraiser for decades, and are a unique and sparkling way to recognize the historic buildings, homes, and families that have helped make Grapevine the great place it is to live.

-- Janis Roberson



The Bushong Cabin depiction is the 39th in a series of ornaments highlighting city landmarks and history. The series itself now represents a historic tradition going back four decades.

The tradition got started in 1987, when a Grapevine Library Board member, who was also one of the Friends of the Grapevine Library, saw a custom ornament for sale at a library meeting in Mineral Wells. They brought the idea to the Friends of the Grapevine Library as a fundraising proposal, where it was quickly accepted. The original 1987 ornament simply celebrated "Christmas in Grape-



FIFTY-ONE YEARS OF PROMOTING GRAPEVINE...AND REAPING THE BENEFITS

The Enduring Legacy of the CVB

enhance the visitor experiences while at the same time greatly enhancing the experiences for Grapevine’s citizens.

The original name “Tourist and Convention Bureau” was changed to “Convention & Visitors Bureau” in October 1980. Paul W. McCallum was hired away from Fort Worth’s convention bureau to become the Grapevine CVB Executive Director in June 1987, a position he has held through subsequent decades of expansive success.

The CVB recreated the Wallis Hotel building in 1991 to act as an incubator for restoration on Historic Main Street and in 2011 built the Convention & Visitors Bureau Headquarters to help incubate the Railroad District. The Convention & Visitors Bureau established the Settlement to City Museum Complex to save significant structures in Grapevine.

The Bureau, through its development of festivals and events, created a platform for citizens to volunteer and get to know one another while building community pride and brand for Grapevine. The CVB has led the way on public art and has made it possible for Grapevine’s story to be told through life-size bronze sculptures that preserve Grapevine’s heritage.

Grapevine’s Sister City program has greatly enhanced the lives and experiences of untold numbers of students and created lifetime friendships between the families of Grapevine and our four sister cities.

Grapevine has become known nationally and internationally through its festivals and events and is recognized by IFEA as a World Festival and Event City. *USA Today* named GrapeFest the top Wine Festival in the USA, and the *American Bus Association* named the Christmas Capital of Texas a Top 100 Destination in North America.

The Convention & Visitors Bureau has driven the preservation and restoration of the original township, which has enhanced community pride and heritage. The Convention & Visitors Bureau initiated the Grapevine Heritage Foundation and has been a major underwriter of the acquisition of the Cotton Belt Depot District, the Historic Palace Theatre, and Historic Nash Farm.

The Convention & Visitors Bureau drives more than \$2 billion worth of spending in Grapevine by visitors, and these visitors are responsible for generating 84 cents of every sales tax dollar collected in Grapevine. In turn, those sales tax

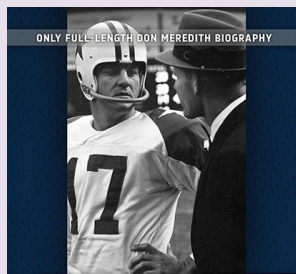


By 2011, the CVB had grown to need a purpose-built new space, a building that pays tribute to many different elements of Grapevine’s history.

dollars have been used to build better parks, recreational facilities, fund police and fire, build the rainy-day fund, and enhance Grapevine’s public sports facilities.

These are many of the quality-of-life experiences that we, as citizens, enjoy that the CVB has either incubated, developed, or maintains that are just too numerous to mention in this short article.

-- William D. Tate



DANDY DON MEREDITH

THE FIRST DALLAS COWBOY
DAVE LIEBER

January 26 Historical Society Meeting: Dandy Don Meredith by Dave Lieber

Author Dave Lieber always tells an entertaining story. Past visits have focused on Amon Carter and Ross Perot. Next month he returns with his latest book, the first-ever biography of Cowboys quarterback Don Meredith who found even more fame in the announcer’s booth on “Monday Night Football.”

**THE VINE ARTS CENTER • 225 W. WORTH
6:30 PM REFRESHMENTS • FREE EVENT**

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A 501(c)(3) non-profit organization supported by tax-deductible memberships and contributions. Become a member!

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