

Texas Rose Festival



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From Then...

The year was 1933. Most of the country was in the grips of the Great Depression, but even then, Tyler was different. Thanks to the Oil Boom, the local economy was growing and thriving, and civic leaders had reason to celebrate. A group of women in the Tyler Garden Club created a plan to focus attention on the importance of the rose industry to the Tyler area, while also showcasing the town's elegance and beauty. Enlisting the help of local rose growers, the Chamber of Commerce and others, they organized the first Tyler Rose Festival. Thousands came and spread the word about the lovely East Texas city where "everything was coming up roses."

As the years passed, the festival became part of Texas legend. For a state previously known for its cattle, cotton and oil, the inspiring beauty of its roses was a welcome change. Dignitaries including governors, presidential candidates, First Ladies and others who visited brought national attention to Tyler. And the name soon changed from the Tyler Rose Festival to the Texas Rose Festival.



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