

BILL ANALYSIS

Senate Research Center
87R4776 BHH-D

S.C.R. 22
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Administration
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AUTHOR'S / SPONSOR'S STATEMENT OF INTENT

In recent years, the Central Texas community of Kyle has begun to garner attention as the Lone Star State's premier source of delicious pies.

Kyle is home to the Texas Pie Company, where owner Julie Albertson has been baking her signature products for retail and wholesale customers for more than two decades; during that time, the business has grown from selling a few pies each day to selling up to 300, with three-quarters of those purchases being made by people from out of town.

Recognizing the community's importance in purveying these prized baked goods, city leaders have found numerous ways to build on that reputation. Kyle has hosted the annual Pie in the Sky Hot Air Balloon Festival since 2017, and the mayor has proclaimed January 23 as Pie Day, which coincides with the national celebration of the dish; almost two months later, residents continue the fun with a pun, as they commemorate National Pi (p-i) Day on March 14. Moreover, the city has joined the American Pie Council and has been granted a pie-related trademark from the United States Patent and Trademark Office.

Other local enterprises have also begun incorporating pie into their operations, with more than 40 businesses joining the city's "CertiPIEd" business initiative: the Hampton Inn gives out pie-shaped and scented candles to guests, Broadway Bank is sponsoring pie-eating contests, and Sky Realty Kyle presents pies to customers who buy a home. Looking to expand the brand, the city is actively recruiting pie-making companies and pie restaurants to move to Kyle.

Whether it's pecan pie, apple pie, blueberry pie, or pot pie, a pie is an occasion for celebration and delight, and the people of Kyle are making this beloved dish a special focus of their identity as a community.

RESOLVED

That the 87th Legislature of the State of Texas hereby designate Kyle as the official Pie Capital of Texas.

That, in accordance with the provisions of Section 391.003(e), Government Code, this designation remain in effect until the 10th anniversary of the date this resolution is finally passed by the legislature.