

WE ARE a community
of **EXCELLENCE** and we achieve it
when we **work together** with common
purpose for the **GREATER GOOD.**

TexarkanaCAN
2015 LIFT REPORT to the Community



WHAT IS THIS “LIFT REPORT?”

I didn't grow up in Texarkana. Truth be told, I did not want to move here. I had driven through Texarkana many times as a child, pre-interstate, and from what I saw from my window, I didn't think it had much to offer. However, in the three decades since settling here, I have gotten to know it very well and am now an active advocate and an actively involved resident.

The more I learn about everything there is to love about our community, the more PRIDE I feel and the more I CARE about being part of the community's future.

This same phenomenon repeats itself annually when thirty residents like you and me, from every walk of life and demographic, come together once a month as part of Leadership Texarkana to learn about all that is going on here. The most usual reaction of participants, including natives: “I had NO IDEA!!!”

With new eyes for our community these folks go away from each session with newfound excitement about Texarkana, and with a heightened commitment to taking responsibility for moving it forward - because they also come to understand that it is INDIVIDUALS who produce the RESULTS we are wanting.

The LIFT question is: What added RESULTS might be possible in our community if even more citizens became excited about creating our desired future?

Every successful business leader knows the power unleashed in an organization when stakeholders are regularly reminded of their focus for the future, their reasons for pride, are given values-based progress, along with a common agenda and challenge for moving forward. It's catalytic.

Given the work we are involved in each year, and believing Texarkana USA to be the collective business of all who live here, this LIFT Report sets out to provide some of the same for the residents of Texarkana USA.

Ruth Ellen Whitt, Executive Director
Leadership Texarkana/LIFT

**LIFT is the Leadership Initiative for Texarkana, a program of Leadership Texarkana designed to engage all citizens in working together for community excellence, pride and progress. This report does not include every bit of progress of importance in our community; it simply can't. Due to limits on space and human energy, it is focused primarily on public institutions and organizations in Texarkana USA and the individuals who make them go.*

Today, after 35 years of programs, Leadership Texarkana is represented in the community by over 750 past participants, from every walk of life, working in every sector, to make a positive difference in Texarkana, USA



Top to Bottom & L-R Photos courtesy of—and featuring Texas A&M Texarkana student center; Domtar volunteers at Harvest Texarkana, Holiday Springs Water Park Txx AR, TAMU-T student on new soccer field, TYTL students at Kidtopia park, Morriss school benefactors Martha and Josh Morriss, Jr.

TEXARKANA USA

*...a thriving center for
education, business and culture
which attracts and serves us all*

It is no accident that our community enjoys the riches that it does.
We work for it.

Over the past five decades, the pictures painted by the community's citizens in repeated visioning exercises have consistently reflected what we value: **Community Excellence, Pride, Progress, and—always—Working Together.**

In particular, citizens' ideals have focused on:

- **Commitment to Working Smart & Excellence**
- **Superior Educational Opportunities**
- **Cultural Riches**
- **Community Pride**
- **Economic, Social and Personal Well-being**

Residents desire ACTION and continuous progress around these things that matter to us and that we highly value. We seek **RESULTS.**

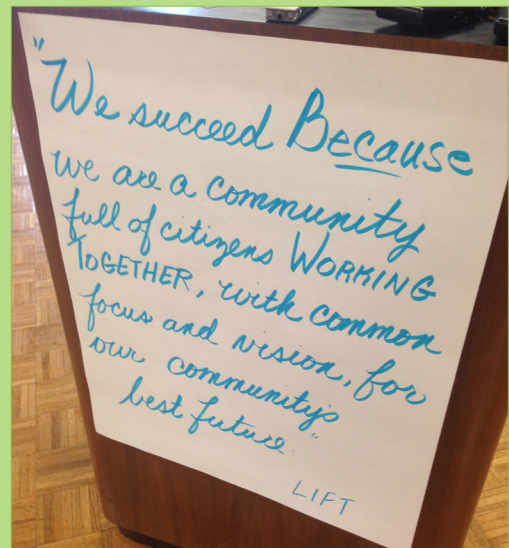
Our community has no claims to perfection—(nor do any communities we'd guess)—but having at least two of most everything, and often more, yields competitive dynamics that have created abundant first-class outcomes, with many authentically second to none.

**We succeed when we are Working Together
with common focus and vision for our
community's best future.**

Read on for some highlights on how....

TexarkanaCAN... and does

The partners who contributed to this document all reported pursuits of operational excellence, with updated strategic plans, maximized budgets, and operational efficiency in serving their constituents. For space limitations, we have reported what was beyond that, to move community forward in ways that matter to us.



**Texarkana USA
can claim superlatives including:**

*A community of local to federal courts,
with a first class legal community.*

*A hub for medical services drawing from
a multi-county region.*

*Three institutions of higher education
with border-blind tuition
all developing workforce for every sector.*

*Award winning public education
Nationally recognized STEM Education.*

Robotics, Technology, Arts in Schools.

*World class historic and new cultural facilities with
cultural events from Broadway, Symphonic Music,*

Mardi Gras Parades, Rodeos.

Diversified industry, valued businesses.

*Industrial parks with TexAmericas Center
attracting international prospects.*

*Local businesses with international clients.
Two convention centers bringing in hundreds.*

Outstanding sports and rec facilities.

*A community of faith featuring churches
from one- to one hundred years old.*

Non-profits to meet most every need.

Voluntarism and service-honored citizens.

Post Office uniquely on the state line.

Courthouse uniquely on the state line.

Championship golf courses.

Hunting and fishing.

Green Beauty.

*At the hub of a highway system
with all roads leading to Texarkana.*

Working Smart for Excellence

Key RESULTS citizens desire...

WS1: Working together where there is benefit to all—communicating, coordinating and cooperating—to face common obstacles or opportunities. Developing and implementing coordinated plans to achieve outcomes we want.

WS2: Investing time and money in maintaining, growing and capitalizing on our economic and cultural assets.

WS3: Working smart with a long view, even if it requires current sacrifice.

WS4: Developing value equal to and beyond other communities our size—from connectivity, to communications, creativity, sustainable infrastructure and resources, quality of life. Seeking out best practices; fostering local innovations

PROGRESS to celebrate:

WS1

• The City of Texarkana AR attracted to Texarkana—and coordinated—the [Governor's Conference on Tourism](#), the first time this statewide group met south of Hot Springs.

• The City of Texarkana, AR invested time and energy to [improve relationships](#) with officials in Texarkana, TX and in Miller County.

• The City of Texarkana AR built on partnerships with the University of Arkansas to [develop UACCH-T](#) (the Texarkana AR campus of the UA Community College of Hope) and for the ongoing success of the UAMS-SW (UA Medical System of Southwest AR).

• The second annual [LIVE UNITED BOWL](#) was held in December as a Win-Win for the community and for the non-profit organizations served by the United Way, as well as for the community at large.

In postgame "Thanks" from the Athletic Director of Southern Oklahoma State University to Allen Brown and the local Live United Bowl Team: "The hospitality and attention to detail was incredible... I can assure you Texarkana has many new fans that will frequent your businesses as we travel to and from our games."

• Elected officials from Texarkana AR and TX, with city staffs, participated in Leadership Texarkana's/LIFT-hosted [Joint City Meeting](#) in February, to build on the 2013 City Leaders' Summit, laying a foundation for developing structure and process for joint board conversations in the future.

• In March, The City of Texarkana, TX hosted a conversation on [Regional Economic Development](#), for development leaders from communities throughout the region.

• TexAmericasCenter (TAC) is partnering with the Texarkana Chamber of Commerce (CofC) on the Chamber's [Business Retention and Expansion program](#), with the Ark-Tex Council of Governments (ATCOG) on grant opportunities, and with Bowie County and ATCOG on a Texas Capital Fund project, and assists with LIFT and Leadership Texarkana efforts.

WS2

• At their extensive site for industrial development, TexAmericasCenter (TAC) has [tripled their industrial prospect](#) leads since hiring Eric Voyles as Executive Vice President/Chief Economic Development Officer. This year they added a new lease with an international energetics company.

• TAC continued making ongoing [infrastructure improvements essential for maximizing utilization their property](#), including: • environmental cleanup on former Lone Star Army Ammunition Plant property, • installation of a supervisory control and data acquisition (SCADA) system for the water, wastewater and industrial wastewater system operated for Red River Army Depot and all customers; and • completed construction of a new entrance from Hwy 82 in Hooks.

• The CofC partnered with ATCOG to launch a regional and community conversation on the potential in developing a [Texarkana Broadband Initiative](#).

• The Texarkana Chamber of Commerce (CofC) continues to lead the advocacy and funding efforts to [save RRAD](#) from a Stealth BRAC.



4 L-R Photos courtesy of—and featuring—Governor's Conf on Tourism in Texarkana AR Convention Center, Tsk TX Farmers' Market, CEPalmer honorees Curt Green and Lucille Cook from Tsk Chamber of Commerce, Campus growth at Univ of Ark Community College at Hope in Texarkana...



RESULTS to track this coming year:

WS1

• Regional public safety providers will [pursue a critical up-grade](#) in the current obsolete and failing radio system.

* The City of Texarkana AR plans to [seek common ground](#) with Texarkana, Texas on issues that may arise, and will seek solution-based efforts that both can work on together

• Mayors Bell and Bruggeman are working together to preserve the [heritage of the Downtown Post Office](#), as a historical and local icon where our two cities meet on StateLine.

WS 2

The Texarkana Chamber of Commerce plans to -

• [Develop their Business Retention and Expansion Program](#), from their survey of 80-120 companies on community perceptions, expansion/contraction plans, workforce needs etc.

• Advance a communications strategy to reflect the reality of our world class business climate

• [Relaunch Legislative Affairs Groups](#) for advocacy in both Little Rock and Austin.

• Work on the development and improvement of [TXK airport for its long term sustainability](#).

• TACenter plans to [further develop infrastructure](#) at TAC-East and with • environmental cleanup, • freeing up several hundred acres of development areas • major road improvements and building upgrades • a first demolition contract of buildings • installation of signage and streetlights on TAC-E

WS4

• TAC will [add value to what they offer prospects](#) • by ensuring “quick ready” facilities available for prospects to allow them to move in quickly, • by enhancing the local and state incentive package offered to prospect, along with grant opportunities, and • secure grant dollars to upgrade the utilities and infrastructure available to

• Based on its success to date, the city of Texarkana, TX has received a grant that permits [hiring a full-time Farmer's Market Manager](#). The program will be expanded to include community gardening, with [at least three community gardens](#) prepared this year throughout the city on city-owned properties.

• In April 2016, Leadership Txk will publish the [2nd Annual LIFT Community Report](#), including progress around the plans listed here, and detailing the goals being planned in all sectors for next steps in moving forward.

Did You Know: *The Texarkana Chamber of Commerce has set up a “Save RRAD” website to enable the community to help save the defense complex, with a goal of 1000 pledges of \$10/month. Go to [SaveRedRiverArmyDepot.com](#).*

WS3

• After 30 years, the Chamber of Commerce, under the leadership of Curt Green saw [I-49 officially become an Inter-state](#) with completion of the final segment from Shreveport, LA across the AR border to Texarkana AR. The ultimate goal is to connect with Fort Smith, into Missouri and then Kansas City. The I-49 International Coalition under Curt's leadership includes the cities, counties, towns, and chambers of commerce along the way. For this and more, the CofC honored Curt Green with the CE Palmer Award.

• Texarkana TX invested Hotel-Motel Tax (HOT) monies to build a Convention Center, diverting funding from other priority community assets and organizations, but with the consequent [long term goal of maximizing the HOT fund](#) to support all.

• The City of Texarkana AR fostered a public-private partnership that resulted in the [development of the Hotel/Convention Center/Water Park complex](#) at the Crossroads.

WS 4

• The newest stretch of University Avenue near Bringle Lake has been built as a full service community boulevard, including [sidewalks and modern lighting providing for around-the-clock pedestrian friendly environment](#) while accommodating current and future traffic. The extension of renamed Galleria Oaks is also a full service roadway accommodating not only vehicular traffic but is also pedestrian friendly.



...Live United Bowl, LT Class Tour of RRAD operations, Txk AR tourists arriving at US Post Office/Federal Courthouse downtown, Txk TX and AR elected officials at LIFT hosted Joint City Meeting .

Educational

Excellence

Key RESULTS citizens desire...

- EE1: Excellence in area schools and higher education which equips graduates for the workforce we need now - as well as one we can only imagine, with capacities flexible enough to be valued in any position.
- EE2: Educational opportunities which develop our local creative and innovative potential.
- EE3: Education which yields citizens with the knowledge, skills and attitudes we identify as being critical to our community's future, i.e., civil, innovative, engaged.
- EE4: Citizens of the region who pursue education from preschool through completion of secondary and post-secondary education.

PROGRESS to celebrate:

EE 1.

- The value of Texarkana College (TC) to area residents for higher education and workforce development was apparent when voters approved increasing the College's taxing district to include all of Bowie County. The resulting support provided by TC alum Ross Perot, along with the added recurring tax funds, has enabled renewed pursuit of [higher education valued](#) by area residents. In November, the TC Foundation received a \$1 million donation, in honor Dr. William Patterson, who established TC's nursing program in 1959.

- In 2014, TC partnered with the City of Texarkana, TX to establish a 14-week-long Fire Training Academy, with field training occurring at the city's [state-of-the-art fire training facility](#).
- Diesel mechanics is now offered through a TC at TexAmericasCenter partnership.

- In Spring 2015 the University of Arkansas Community College at Hope-Texarkana (UACCH-T) began offering two on-site UALR [Bachelor degrees](#) and will expand those offerings ..
- UAMS-SW works to increase the number of family practice physicians in the area as UAMS-SW residents settle here.

- LEISD's [career and technical ed courses](#) and facilities are a district priority, with a variety of industry certifications offered so graduating students enter the workforce with jobs that pay.

- Texarkana TX ISD's STEM Program received the Comprehensive [STEM Award](#) from the International Association of STEM Leaders in April, 2014.

- TAC partnered with TC and TAMU-T [students projects](#).

- For the past seven years, Texarkana Regional Arts and Humanities Council's (TRAHC's) ArtsSmart artists have served in advisory and teaching positions at TAMU-T to train student

teachers in [arts integration](#) for educational excellence.

EE 2.

- In March 2015, TC announced a new Presidential Scholarship program by which top graduating high school seniors from across TC's service area are automatically eligible for up to 2 years of [college credit for free](#). The cohort of high achieving students will be part of the TC Honors College, which will begin in Fall 2015.

- The number of Arkansas High students taking AP classes at the high school level has increased since the district began offering high school courses at seventh and eighth grade levels, putting students on a fast track to taking [advanced placement](#) classes in high school.

- TASD has achieved 1:1 technology for over 85% of the district students and teachers. All TASD students and staff have access to [state-of-the-art technology](#) in every classroom.

- TISD passed a bond issue in November, 2014, that will allow for the [continued growth](#) of the district in both student numbers and academic programs.

- TASD was the only school district in the state of Arkansas awarded the 2013-2016 Magnet School Assistance Program (MSAP) grant totaling \$9.9M. In a recent report from the Office of Education Policy, several TASD schools were recognized in various categories for [most improved test scores](#).

- PGISD ACT scores for our high school students continue to [rise annually](#) (Avg. score is 20, PG grads avg. is 22.8).

- In 2012 [Texarkana College](#) was identified by the Lumina Foundation as a "[Leader College](#)" in the national Achieving the Dream: Community Colleges Count initiative and serves as a mentor for other community colleges in the national net



work to help students have a better chance of realizing greater economic opportunity and achieving their dreams.

- TRAHC has partnered with all four city school districts and others to building [the creative capital essential](#) to today's workforce through its national model ArtsSmart. ArtsSmart has been named a Kennedy Center Partner, along with all four local districts (the first in the nation with a five-member team representing five different organizations).

- Ag Education has been offered to hundreds of elementary children through the Four States Entertainment Center Agriculture Learning Center, offering [essential understanding](#) of our world which is unknown to many children today.

EE 3.

- In 2014-2015, TAMUT faculty organized a lecture series on the environment. The series was open to and well-attended by the public, and was an important first step in establishing TAMUT as a ["public square" for the community](#), as a place where difficult issues can be explored and discussed.

- TAMU-T initiated [iServe Week](#) in fall and spring to rally students to participate in community service projects across the region.

- TC partnered with the Texarkana Museums System (TMS) to curate an exhibit with historical artifacts and information needed to replicate the cotton office setting of Ross Perot's father in Texarkana. The exhibit will develop into the [Perot Leadership Museum](#) over the next two years.

EE 4

- Following an education and faith summit called by the Twin City Ministerial Alliance, the group has held "Super Sundays" with the ISDs and higher ed—when TAMU-T and TC presidents and staff visit African-American churches to [encourage college attendance](#); afternoon workshops also provide support for filling out applications for student aid.

- TAMU-T implemented PEP (Partnership, Engage, Prepare)—partnering university students as mentors to Texarkana, USA high school students identified by counselors as "at risk," encouraging college attendance.

- Texarkana College and Texas A&M University-Texarkana University officials signed a Dual Admissions Agreement and Financial Aid Consortium formalizing a partnership benefiting students with [seamless transitions](#) and pathways for students who want more than an associate degree.

- USNEWS reported that Arkansas High School College and Career Readiness [ranks highest in the area](#).

- TISD finalized an agreement with TC to offer [dual diplomas](#) to students in TISD, by which students of TISD could receive an Associates Degree at the same time as they receive their High School Diploma.

RESULTS to track this coming year:

All educational institutions are dedicated to increasing student success...

EE 1

- The "Professions" building at UACCH-T will be opened Fall 2015 where [technical programs will be offered](#) which include Commercial and Residential Equipment Repair, Supply Chain Management, and Health Careers.

- TAC plans to enhance their partnership with TAMU-T and TC on [student internship and research projects](#).

- LEISD is proactively investing in district infrastructure and technology to provide a [state of the art learning environment](#) to prepare students for high quality jobs.

EE 2

- TISD is planning full implementation of the IDEAs academy at Texas Middle School. The [IDEAs academy](#) (Innovative Design and Exploration of the Arts) offers every course through the lens of technology and the arts expressed through technology, with the use of 3D printers, programming, coding, etc.

- PGISD administration is pursuing a [successful Bond election](#) for the construction of a new elementary campus.

EE 3

- TASD is implementing Project Based Learning (PBL) across the district, to provide [real-world relevance](#) for and active learning in which students not only understand content more deeply but also learn how to take responsibility and build confidence, solve problems, work collaboratively, communicate ideas, and be creative innovators.

- TAMU-T will be hosting its first [home soccer games](#) as it further develops athletic programs as one facet of providing the full university experience for students.

Did You Know?: TAMU-T is the envy of all the other A&M sytem campuses for the community support garnered through and invested in the instution through Women for A&M–Texarkana.



.....TC and TAMU-T presidents sign Dual Admissions Agreement for student benefit, Building careers through Truck Driving Academy at Texarkana College (TC) , Technology tour at TISD.

Cultural Riches

Key RESULTS citizens desire...

CR1: Maximizing the potential of our cultural resources for connecting and growing our community and the people who live here,

CR2: Growing our creative community.

CR3: Developing a vibrant downtown that reflects our history, with modern conveniences and attractions

CR4: Ensuring community-supported funding to sustain our historic buildings, to restore and preserve historical landmarks.

CR5: Events and performances year-round which serve and appeal to diverse audiences of all ages.

PROGRESS to Celebrate:

CR1

• Texarkana's Public Library (TPL) has enhanced technology for computer and wireless services to patrons, plus access to hundreds of [downloadable e-books](#) and audio books.

• The Downtown Texarkana Arts & Historic District partners (Main Street, TMS, TRAHC, TSO) and the Texarkana Cities established a [downtown website and new highway signage](#) directing traffic from I-30 to downtown cultural destinations.

• TRAHC's (the Texarkana Regional Arts and Humanities Council) ArtsSmart Director was [one of five panelists](#) invited to address a Texas Senate committee on community arts integration as it relates to [asset building for a 21st Century Creative Economy](#); the panelists from IBM, AT&T, NASA relayed experiences of how involvement in the arts enhanced their creative skills and talents.

• The Texarkana Symphony Orchestra (TSO) participated in the development of a public value messaging tool kit for orchestras to be [used by orchestras nationwide](#).

CR2

• The TC Music Dept established a [new Church Music Certificate](#) for local musicians and church music directors who want to further their skills in that specific area.

• TRAHC developed Arts on Main at Stewart Title to offer year round public [classes in art for student and adults](#), with full and partial scholarships for underserved populations.

• TSO generated a 10% [increase in ticket revenue](#) across the last 3 years. TSO has worked to achieve more exposure of the orchestra musicians in Texarkana—smaller chamber concerts in diverse venues, providing musical resources to area businesses and governmental groups, bringing musicians in

to work with students in both TYSO and area school systems.

• As [active professional musicians](#), TC's full-time music faculty introduces students to the life of professional musicians.

• Texarkana Regional Chorus (TRC) has become part of the TC music curriculum enabling students to enroll for credit. TRC is the only large-scale community chorus of the area, [attracting singers](#) from every corner of the Ark-La-Tex.

CR3

• Main Street Texarkana's report on downtown, includes:
• An engineering study as a first step in a [Courthouse Square Initiative](#) to improve this as a tourist stop, with the assistance from Texas' statewide effort for preservation.
• A Better Block event was held in 2014 downtown.
• As winner of Benjamin Moore's Main Street Matters through public votes, over [40 buildings were painted](#) downtown.
• [New businesses downtown](#): Berridge Bikes, Bubblecraft Soapworks, Downtown Galleries, Hospice of Hope, Scubasteer's Aquatics, Silvermoon Children's Theatre, Southern Athletics Baseball Academy, Tea for 12, The Omega, • as well as Pecan Point Brewing Co. (financed in part by CDBG and Facade loans from the City of Texarkana, TX).

• The Antique Auto Museum has been developed with support from the City of Texarkana AR into an [attraction worth visiting](#).

• TRAHC applied for an NEA Our Town Grant to plan for [creating an "arts plaza."](#) a two-block area where the Perot Theatre, the City Offices and the Regional Arts Center are located,

• The Texarkana Museums System (TMS) has [begun repairs](#) of the Ace of Clubs house, and completed Phase I of the restoration of the Ahern home.

• The unique Dual Musical Tesla Coil Exhibit was installed in the Discovery Place Museum: TMS also [offered six exhibits](#) from the Smithsonian Institute Traveling Exhibits program.



CR4

• TRAHC dba Perot Theatre Management Company, for the City of Texarkana, Texas, has overseen projects to widen balcony aisles and steps, install hand rails, add video monitors in the house and back stage, new curtaining, a large ADA seating area and [new historical carpet](#) in the Perot Theatre, along with the long needed LED aisle lights affording our theatre-goers a wonderful new experience.

• The Texarkana, TX City Council approved a resolution committing loan funds to a [Hotel Grim redevelopment](#) project from CDBG, EPA Brownfield, and other municipal loan programs upon the award of the New Market Tax Credits for the Grim Hotel development project proposed by developer Jim Sari.

CR5

• Based on audience demand, TSO seasons now include both classical masterworks and symphonic pops concerts, with [internationally acclaimed artists](#) who both perform and participate in educational activities. TSO reviews concerts annually to reflect the mission and reach a diverse audience.

• TRC has partnered with local/regional music organizations to present [unique musical programs](#) with broad repertoire.

• The Texarkana African American Committee (TAAC) of TRAHC creates and hosts the only broad-based citywide programs on the [African American history, culture and heritage](#). Citizens in a 50 mile radius of Texarkana participate and attend the annual programs, which have garnered awards of excellence from throughout the community. TAAC's annual calendar includes Motown Revues, MLK Celebrations, exhibitors, readers' theatre, book club, and children's programming.

RESULTS to track this coming year:

All reporting organizations are planning to further develop their various key programs - as well as.....

CR1

• TC's KTXK Radio will have a new [state-of-the-art studio](#) in 2015 due to an anonymous donor; it is the area's only NPR Affiliate with 100,000 watts of power.

• TMS plans to finish [digitalization](#) of the TMS archives.

• TPL is planning service innovations to patrons via "library as space," with [meaningful use of library space](#) a priority; enhanced technology will include charging stations, faster bandwidth, and portable devices for checkout.

• TSO will celebrate its 10th Anniversary with special programming: A [new interactive education program](#) commissioned for its January 2016, Student Concerts featuring the life and work

of Antonín Dvořák. TSO will also offer a weeklong residency and concert with the [Harlem String Quartet](#) in February of 2016. TSO is partnering with area school districts, housing authorities, and colleges/universities in non-traditional educational outreach programs. These events will culminate in a concert with the TSO highlighting the phenomenal role minorities have played in classical music in America.

CR2

• The TC Music Dept plans to [increase enrollment](#) in our full-time Associate of Music program two-fold by Fall 2016

• TRAHC will [expand classes](#) for all ages at Arts On Main.

• TRC plans to [partner with other choruses](#) to present larger-scale programs, expanding its enrollment with performing outreach concerts in various venues in the next two-years.

CR3

• Main Street will be: Painting the rear elevations in the 100 block of E. Broad; beginning a ["Buy Downtown"](#) promotion, taking next steps on design for the Courthouse Square Initiative, and developing their web presence.

• TMS will complete preservation repairs on the Ace of Clubs, complete Phase Two of the restoration of the Ahern Home, and complete landscaping of all properties. They plan to add [new science and technology programs](#) and exhibits at Discovery Place, host two traveling exhibits, and update exhibit galleries at the Museum of Regional History

• TRAHC and Main Street and the City of Texarkana, TX are pursuing plans for a [renovation of the Scott Joplin Mural](#).

CR4

• In support of Grim Hotel Redevelopment, the TT City Council, staff and citizen group will [assist the developer](#) in meeting the multiple project targets and funding application deadlines identified in the project timeline from Fall 2014.

• TRAHC plans to upgrade the parking lot entrance at the RAC into an [additional primary entrance](#) with an ADA Compliant Ramp and the addition of ADA Compliant Parking Spaces.

• TRAHC is working with the City of TT on plans for improving the Perot Theatre [audience experience](#) and competitive relative to newer regional performing arts centers, with improving restrooms; lighting elements to accent the beautiful architecture, and a new digital marquee and canopy lighting.

CR5

• TRAHC's TAAC plans to [continue developing](#) their projects.



...Students at Txx Public Library, Leadership Txx at Discovery Place, Bethany window at FUMC-AR, Txx African American Committee celebration,

Pride from Beauty

Key RESULTS citizens desire...

- B1:** Corridors of Texarkana which are places of both natural and planned beauty and cleanliness, that tell those who pass through Texarkana that we take pride in our community, and that we are smart enough to know it matters.
- B2:** A commitment to beauty, urban integrity (vs. decay) and cleanliness throughout the community that instills pride, minimizes crime, and enhances safety, personal and economic well-being.
- B3:** Public policies, code enforcement and priorities which foster beauty and pride.
- B4:** Community support for green spaces and assets that foster citizen affection for place.

PROGRESS to celebrate:

B1

- City Beautiful Commission (CBC) of Texarkana AR, culminated a twelve-year effort by installing a handsome WELCOME monument sign seen by traffic arriving into the city on I-30. A [long needed "welcome mat"](#) wrote Gazette's Les Minor.
- In 2014, Keep Texarkana Beautiful (KTB) worked through political channels to motivate TxDOT into [maintaining new I30 landscaping](#), vs. ignoring it. The urgency was upped by the impending arrival of a State Tourism group to Texarkana.

B2

- The Cities of Texarkana, AR and Texarkana, TX, in partnership with CBC and KTB respectively, organized and conducted [multiple neighborhood cleanups](#) with residents.
- Arkansas High's Environmental and Spatial Tech (EAST Team) recycled almost 6 tons of paper and cardboard in a month for [first place in AR](#) for Keep America Beautiful.
- Under Brandy Chewning-Lewis as staff at Texarkana AR, [recycling rate has doubled](#) since the creation in 2013 of the Texarkana AR program.
- With TxDOT finances, the City of Texarkana, TX staff installed [new sidewalks, vintage streetlights](#), landscape plantings, trees, flower planters and benches from 4th street to West Broad and Main to Texas Boulevard.
- Main Street Txk with KTB and CBC volunteers, and with the city assistance, put [pots and plants on Broad Street](#).
- A LIFT [Summit on Beautification](#) was held with two Texarkanas, CBC, KTB, multiple organizational and school reps; consensus agreement was that litter and Stateline corridor were the two highest priority issues in Texarkana USA. KTB

worked with educators to foster community-wide anti-littering projects; students and mascots from the four city HSs created an anti-littering video which ran in 1000 spots on Cable TV. An anti-littering Guinness Record of recyclable hats was held for elementary students community-wide led by Texarkana AR.

- The CBC and KTB have joined forces on several different endeavors for community-wide beautification, including rotating [monthly Beautification Awards](#), which are awarded in City Halls and celebrated in the Texarkana Gazette each month.
- KTB leaders worked with the Texarkana Gazette to highlight and celebrate [outstanding Christmas Light displays](#).

B3

- The city of Texarkana TX is [actively demolishing](#) the dilapidated residential structures which demonstrate property owner disregard for neighbors and neighborhoods, at two per month. The cost to the city for each is approximately \$6,000 including environmental hazard assessment and abatement.

B4

- In recent years, the City of Txk AR has invested [hundreds of thousands of dollars](#) in developing and beautifying city parks, trails and greens spaces, safe trails to schools, providing lighting and playground equipment, and AR's Jeffurson Dog Park.
- The Texarkana Area Rotary Clubs' Splash Pad and the new Dog Park at Springlake Park are both well-used, requiring TT parks department to add amenities at the splash pad to accommodate the users. The projects were [community driven](#).
- Work on the [new park at Bringle Lake](#) and the renovation of the existing park was completed in 2014. The park(s) feature a new elevated boardwalk 1,500 feet long connecting the two spaces. The new park, Bringle East, features ten new pavilions, playground, new park roads, security lighting, bathroom facilities, new trails and a floating fishing dock. The existing



park, Bringle West, renovations included: exercise equipment, sand volleyball courts, sidewalks, boat ramp, floating fish dock, expanded parking, drainage improvements, sidewalks, and walking trails. In total, the parks cover approximately 15 acres.

ABOUT CITY PARKS:

*(Submitted by TT Parks; but equally true for TA Parks)
While a great deal of time and effort goes into the upkeep of our parks, parks departments also heavily invest in programs for our youth, whether through a partnership with one of the local sports organizations or programs that the city department creates and supervises. We take great pride in the fact that our department provides a setting for family recreation in our parks, offers low or no-cost enrichment programs for our youth, and manages regional and state sports tournaments which add to the bottom line for our City [Cities].*

- The trails in the parks and the trail around the lake spurred a relationship between the City of TT with TAMU-T and Partners for Pathways, resulting in not only a renewed trail but one that also addresses the environment and captures the opportunity for [environment education](#), with information for visitors to read about the plant and animal life along the trail.

- In the past three years, Partnership for Pathways has
 - Extended Trice Elementary School trail
 - Added distance and usage markers along Phillip McDougal Trail in Spring Lake Park
 - contributed \$30K to extend Sister Damian Trail south along Cowhorn Creek Road
 - Partnered with TAMUT and City of Texarkana, Texas on \$199,500 Texas Recreational Trail grant for trails on east side of Bringle Lake. Partnership provided \$50,000 cash match. • Contributed \$6,000 toward extension of Nix Creek Trail and bridge over Jones Creek
 - Collaborated with TAMUT Advertising and Technology departments on improving the [marketing plan for trails](#) in the Texarkana area
 - most recently they began working with Texarkana, Arkansas on extensive Nix Creek extension projects on north and south ends of the trail.

Did You Know? Partnership for Pathways is a 100% volunteer-operated non-profit and more than 99% of the money raised ends up in the ground as multi-use trails in our community. There are no Partnership “staff” members or offices. The group annually hosts the Run The Stateline Half Marathon, in recent years attracting over 600 runners to the event

The City of TT also partnered with TAMU-T on improvements to the campus, including the [on-campus lake restoration](#), a pedestrian trail and the planting of trees around the lake.

- For Arbor Day, Members of Keep Texarkana Beautiful, City Beautiful, the Texarkana College Earth Club, TAMU-T, Texarkana Water Utilities, the City of Texarkana, Arkansas, Parks

and Recreation Department, and the City of Texarkana, Texas Planning and Community Development Department joined forces to plant 2,000 bare root seedlings of mixed species. The trees will be grown to a larger size in the city’s greenhouse for future [planting in city parks](#), on publicly owned green spaces, and along public streets. The public was invited; trees were given to volunteers in thanks.

RESULTS to track this coming year:

B1.

- The City Council of Texarkana TX has directed city staff to move forward with a welcome sign similar to the one installed on Interstate 30 West bound by Texarkana, AR. TxDOT has a [Gateway Monuments program](#) that the city will work through to get an approved structure built, once funding is appropriated by council.

B2.

- Masonic Lodge property clean-up by property owners.

B3.

- For needed demolition of decaying structures, the City of TT is [exploring help](#) from the Texas National Guard wherein Combat Engineer and Construction Engineer units of the National Guard can use demolition as part of their annual training. They have not addressed commercial structures.

B4.

Partnership for Pathways [goals include:](#)

- Oversee construction and completion of Bringle East trail. Install signage to discourage littering.
- Collaborate with Texarkana, Arkansas to design trails connecting north Nix Creek trail to Trice Trail.
- Collaborate with Texarkana, Arkansas to apply for grants and design trails connecting Nix Creek South to old Boys & Girls Club
- Collaborate on Bringle West trail upgrades (grant writing)
- Create (with Main Street Texarkana) a historic walking loop around downtown which includes audio about important city historical and architectural points
- Oversee construction of Cowhorn Creek trail (joint project with CHRISTUS St. Michael associates)

- TT Parks Goals are to increase [Park Usage](#) by all variety of community use groups, including reservation-based gatherings, and public concerts. • To facilitate opportunities to participate in active recreation • Provide leadership to mobilize community-wide initiatives • Inform and educate public about healthy lifestyle choices..

Did You Know: Places need to be attractive, and perceived safe, before people want to be there.



...Txk AR HS award-winning recycling efforts, Txk AR City Beautiful Commission’s (CBC) welcome sign, Txk TX honoring Daugherty Property Group for beautification by KTB; Partnership for Pathways ribbon cutting at trail at Tx Tourist Bureau.

Pride from Knowing

Key results citizens desire...

- PK1: Citizens of our regional community are proud of what we are and what we offer because they know about it.
- PK2: Citizens support the opportunities and activities offered throughout the region today, they take advantage of them and champion them to others, because they know about them.
- PK3: Citizens know and celebrate our unique heritage, as manifested in our downtown and beyond.
- PK4: Citizens recognize and value our commitment to service, generosity and care for one another.

Texarkana USA is a thriving center for business, education and culture - but how many of us know WHY?

Ensuring full knowledge about our community is a bit more challenging than the other outcomes we seek, with significant numbers of residents remaining largely unknowledgable about the many assets, world-class riches and outstanding events that we enjoy here, are unaware of our heritage as well, and of the outstanding efforts being made by thousands of community residents in developing our assets.

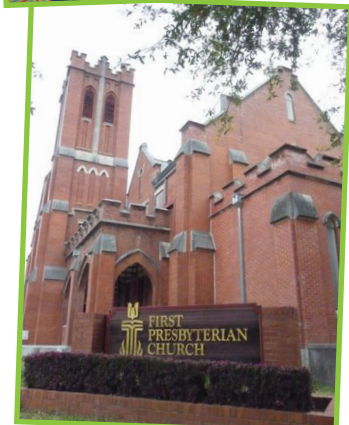
We have multiple print sources for periodic news, as well as several informative local television and radio outlets. We have evermore online sources for understanding who we are, what's going on and what we have to offer, but no real comprehensive narrative about it all, nor uniform intent to champion the community as a whole. As an artifact of our unique political set-up and geography, there is no central source for all matters Texarkana USA.

The Texarkana Chamber of Commerce has historically been the resource for the rosters of community assets, which they are called upon to provide tens of thousands of times a year, to those looking in to visit or settle here as their primary audience for the facts.

In recent years, the Main Street City Guide has also annually published beautiful City Guides, with community overview that visitors and newcomers seek.

But for thirty-five years it has been Leadership Texarkana which has been in the business of fostering in Pride through comprehensive community Knowledge. Participants who have lived here for decades are amazed at all that they did NOT know. But until five years ago, the numbers of residents annually benefitting from the program was limited to 25, and a small number of youth beyond that.

This LIFT report has been compiled to build that pride from knowing on a broader scale within our community, as a foundation for engaging ever more citizens in taking personal responsibility for it.



RESULTS to track this coming year:

The LIFT intent is to annually provide a broadly distributed annual LIFT Report to the Community, compiling reports of progress made and new results being pursued in the community focusing around the key result areas or values reflected by citizens over decades, and by so doing, to garner the natural momentum and expectations for action that comes from good folks all looking toward—and working together toward—common desired outcomes.

At the LIFT-hosted joint city meeting with officials from Texarkana AR and TX, the elected officials identified joint marketing as one of the clearcut opportunities for mutual benefit.

The Chamber of Commerce intends to make strategic Community Communications a priority going forward.

All this being said: This is a high priority area where we should expect to see concrete results and action in the 2016 annual LIFT Report to the Community.

YOUR OPPORTUNITY...

Thousands of individuals drive THROUGH Texarkana each day... on their way from here to there. What if even just a small percentage of them decided to pull off the road for a bit, for a meal or adventure, or just to stay an extra night? How much more of their cash might they spend in Texarkana as a result?

WHAT IF... all they needed was some insiders advice on some truly good reasons to hang around.... for a special meal, or an experience, or an opportunity? GO TO Leadership Texarkana's facebook page.... and SHARE YOUR HOT TIPS.

Don't leave Texarkana before ... WHAT?

Did You Know??

The Four States Fair/Entertainment Center has become known as the best equine facility for 150 miles in either direction, the place to come for barrel races, rodeos, cutting shows. It has 600 horse stalls in facilities all connected to the Entertainment Center by covered walkways, with protection from the weather. The full service facility and hospitable staffing, along with partnerships with local hotels who house them, has many people ready to bring events to Texarkana.

Did You Know??

First Presbyterian Church in downtown Arkansas was one of only two churches west of the Mississippi with a set of change ringing bells in a bell tower when they were installed in 1984. Although there have been more sets installed in the nation since, the set of eight memorial bells remains a unique treasure for our community, attracting change ringers from around the country and other nations to share in this special activity. Each bell

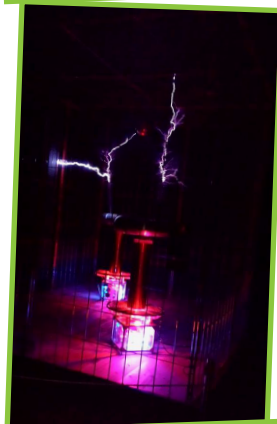
requires an individual ringer, whose pull on the long attached rope sends the bell in a compete circle. Eight ringers stand in a circle and work as a team to produce the special music that such bells have provided for centuries to send their messages to the people—of joy or sorrow.

Did You Know??

The City of Texarkana AR is able to host its new line-up of community festivals and events at the Front Street Plaza each year—such as Mardi Gras, Railfest—because leaders there had the foresight to invest in the infrastructure and power sources at Front Street which are required to make such events possible.

Did You Know??

Texarkana USA will welcome a new daylong Wine Festival in early May at Springlake Park, to benefit the Tri-State Alzheimer's Alliance and its programs, with lots of art and kid friendly fun.



Economic, Social, Personal Well Being

Key RESULTS citizens desire... Economic Well-Being - Social Well-Being - Personal Well-Being.

All of these follow from progress around -
Working Smart for Excellence • Educational Excellence • Cultural Riches • Community Pride
All are part of being a thriving center for education, business and culture, that attracts and serves all ages

PROGRESS to celebrate

• We are attractive as a community because we make this a place **WE** want to live, It's a community filled with individuals who find ways to help...

who step up and serve...
who fuel the organizations - the many non-profits
who fund the efforts - through their businesses
who people the institutions - and run for office
who come together with other citizens to SERVE
on boards and councils and commissions -
for the good of the PEOPLE who live here.

We're neighborly, connected and TWICE AS NICE....
And we succeed because we Work Together for
Excellence.

• Citizens serve one another and support one another through numerous non-profits which exist to ensure social and personal well-being for every citizen, of every age...

Hospice - Komen Race for the Cure - Alzheimer's Alliance Opportunities Inc - CASA - Temple Memorial Treatment Center Domestic Violence Prevention - Teen Court - Boy and Girl Scouts - Hands On Texarkana Volunteer Center - Churches Friendship Center - Salvation Army - Junior Achievement LifeNet - Harvest Texarkana - Auxiliaries and Friends Organizations... and many more!

Citizens support the events hosted by the community organizations to raise funds such as: Taste of Texarkana - Tinis and Tunes - Wine and Jazz Duck Race -Heart Ball- Live United Bowl - Mistletoe Fair and more....

Some highlights of progress related to Social and Personal Well-Being:

Over recent years, Harvest Texarkana has

- Provided over 6.7 million lbs of food and 4.5 meals to hungry families in Texarkana and the surrounding communities, serving over 250,000 individuals.
- Provided over 2,300 low-income elementary school children with nutritious meals and snacks to sustain their diets when school provided meals are not available through Harvest's "Backpacks For Kids" Program
- Grown its hunger relief by increasing our partnerships with area churches, schools, emergency shelters and other human service organizations.
- In 2014 the Food Bank hosted its first Cooking Matters In the Store event, in association with Walmart and the Arkansas Hunger Relief Alliance. Cooking Matters teaches skills for healthy shopping on a restricted budget.

Randy Sams' Shelter: Moved 150 people from Shelter into stable, sustainable housing in 2014

- Collaborated with multiple organizations to seek grant funding; Texarkana became pilot program city for coordinated access efforts for social services- beginning a move toward a no wrong door approach to receiving services for those in need. Randy Sams' serves as one of three points of entry for the coordinated access program.

* Last year, community leaders joined Hospice of Texarkana for the groundbreaking of the area's first, freestanding Hospice Inpatient Care Center, a 12-bed facility. Hospice of Texarkana, Inc. is celebrating its 30th year of community-based, non-profit service in 2015.



Did You Know - Hospice of Texarkana was founded by the Jr. League of Texarkana (JLT) in 1985. Other key organizations launched by the JLT include TRAHC, TSO, as well as the Volunteer Center, TMS Discovery Place, moving the TPL, Dental Clinic, and more. JLT currently focuses on serving children each year through Shoes for the Soul, Holiday from the Heart, Spring into Reading, Teacher Take Wing grants, all made possible by funds raised during Mistletoe Fair and Touch a Truck.

Last year, LifeNet non-profit ambulance provider donated over 30 medical standbys for community events, and offered hands only CPR to 2500 citizens; LifeNet works through our 7-county, 3-state region to heighten survival stats for all residents.

Wadley Medical Center celebrated:

- The opening of their Senior Clinic, to increase access for the medicare population; the wildly successful Community Room allows for educational presentations, support groups and exercise classes for area seniors.
- Introduction of the Wadley Scan to Texarkana and the surrounding communities, as a cost effective screening for Heart and Stroke risks.
- Purchasing of the hospital in Hope, Arkansas, to serve that community.
- Purchasing of Advanced Imaging in North Texarkana
- Becoming Texarkana's first dual certified Level III Trauma Center (both Arkansas and Texas)
- Recertification as Texarkana's first designated Primary Stroke Center, passing with no recommendations.
- Bringing robotic surgery to Texarkana, with a focus on urology because many men were forced to leave Texarkana for robotic prostatectomy; it is also now being utilizing for gynecological surgery as well as general surgery.
- Recently reopening the Wadley Wound Care Center, and is also leasing space to Collom and Carney Clinic to open up a Radiation Oncology Department

• CHRISTUS St. Michael celebrated:

- Affiliation with the Cleveland Clinic & Vascular, the No. 1 heart program in the nation for 20 years according to U.S. News and World Report
- Magnet recognition by the American Nurses Credentialing Center (ANCC) Only 7% of U.S. hospitals have achieved Magnet designation
- Level III Trauma Designation for Arkansas and Texas
- Primary Stroke Center as designated by Joint Commission and Target Stroke Honor Roll Gold Plus Award
- Distinction as a 100 Top Hospital: The Thomson Reuters 100 Top Hospitals® study uses objective research and independent public data to recognize the best U.S. hospitals. Hospitals do not apply, and winners do not pay to market this honor. The study evaluates performance in 10 areas.
- Recognition as Modern Health Care Best Place to Work, and a Women's Choice Award-America's 100 Best Hospitals for Patient Experience

For Public Safety

- The City of Texarkana TX is upgrading firefighting fleet to provide more efficient and effective service to city residents,
- Social media has become an integral part of the department's efforts to communicate with residents. Thousands of citizens receive timely alerts about crimes, crime prevention, traffic safety and police responses in a matter of minutes.
- Three Neighborhood Area Coordinators have been specifically assigned to liaison with neighborhoods and residents to address targeted problems that impact their concerns about crime, fear of crime and quality of life.

RESULTS to track in the coming year:

- Harvest Texarkana's goal is to increase their current food distribution from 2.3 million lbs to 3 million lbs of food and 2.5 million meals by 2016. They are committed to the construction of a commercial grade, walk in freezer, in order to increase the capacity to accept, store and provide frozen meats and fresh produce to the community. The food bank is also committed to achieving AIB Food Safety certification by 2016, which involves passing a rigorous, third-party, food safety audit.
- Randy Sams Shelter goal is to move 200 people from Shelter into permanent housing.
- In 2016, Hospice of Texarkana will move into the much needed in-patient facility and offer a state-of-the-art, yet homelike, experience to patients and families at the end of life.
- CHRISTUS St. Michael is working to decrease use of Emergency Department for non-emergent care by redirecting patients to the more appropriate setting of care while reducing the demand of emergency resources that are designed and best used to address an already high volume of physically emergent patients.
- UAMS-SW will have a new location opening December 2015. Their goal, along with their physician training, is to meet the communities' needs for health services, often for underserved populations.

Did You Know? - *The Randy Sams Shelter is an emergency Shelter for adult men and women who are homeless or at risk of becoming homeless. They are the only emergency shelter In Bowie County and the largest free shelter for adult men and women in an 85-mile radius.*

WHERE DO YOU FIT IN?



...Txk AR Farmers' Market abundant spread, CHRISTUS St. Michael celebrating Magnet Announcement for Nursing Excellence, Hospice of Txk ground-breaking for new in-patient facility, City of Txk AR Jeffurson Dog Park grand opening. 15