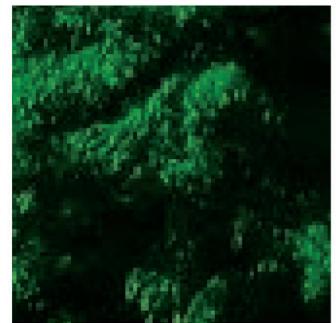
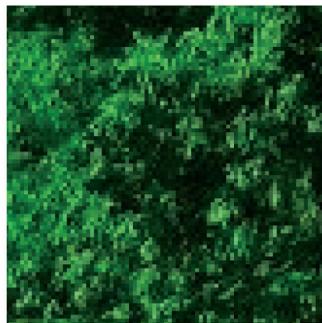


# WHAT IF?

2015 LIFT **CHALLENGE** to the Community

## Texarkana**CAN**



### **HELP** us spread the word:

*Give extra copies to your neighbor, friend, co-worker, customers.*

*Leave several in your lobby. Invite all to own it...*



LIFT/Leadership Texarkana  
PO Box 311  
Texarkana, USA 75504-0311

# What If... ? **If** we are a community of excellence and succeed when we work together...

Clean. Attractive.  
Beautiful.



TexarkanaCAN

## DID YOU KNOW?

Littering and the look of the Stateline Avenue corridor were identified as the highest priority needs to address during the LIFT Joint Summit on Beautification in May of 2013 attended by representatives from numerous organizations and institutions doing work on beautification.

## What if we focused the might of our collective efforts on being clean, attractive, and beautiful?

We have so much natural and manmade beauty to enjoy, BUT our appearance is an issue of concern to more than a few citizens and a topic that comes up repeatedly around tables in Texarkana USA.

Some neighborhoods around our community are concerns, with many independent and city-led efforts currently underway making a positive difference in them. More often than not, however, the areas that generate the most concern among residents are our public byways and public areas.

The questions folks ask are:  
Why can't we do something about...



The litter?  
Unsightly corridors?  
Unkempt sidewalks and medians?  
The neglect and decay of buildings by some property owners?

We have been talking about these things for decades. Why? Given that we succeed when we have common agendas, the best answer is this: We are not unified in our efforts.

We are a community of smart, generous, caring citizens whose primary challenge is that we lack a unifying focus for action on beauty.

What if we made this a high priority goal as a community and worked on it together? What if a critical mass of citizens take the initiative to take action on "making Texarkana that much more beautiful?"

What if we became the community that passers-by talk about, saying "Wow, This is such a clean and pretty place!"

Through LIFT, we have an opportunity to act as catalyst in the community by offering focus - motivation - common purpose - and a rendering of the results folks desire to launch the conversation and issue a call to action.

**TexarkanaCAN!**

## Texarkana Working Together with common purpose is HOW.

If you're thinking - HEY! I'M not the problem  
I KEEP UP my property and my business and my home!  
If you are pointing fingers at someone or something else  
**READ ON**

*Organizations, institutions, businesses, are only the vehicles through which individuals work to garner collective impact, make group decisions on priorities, set policy, to organize and inspire others to act. Each individual can take a lead .*

When local folks picture a  
“pretty” community, they see  
one that’s...

**Clean**

Picked up. No litter.  
Refreshed: Painted Washed

**Neat**

Sidewalks, Medians, Parking Lots  
without weeds, junk or eyesores;  
No decayed or vacant structures left standing

**Green**

Plantings and Trees  
Natural Beauty vs. all concrete

**Pretty**

A look that says we’re a community of  
people who CARE!  
A look that makes people WANT to be here.

There are many good people in city departments, in  
businesses, and non-profits who are already making  
wonderful progress along all of these fronts with  
city-led neighborhood clean-ups, tree-give aways,  
landmark signage, and much more.

Our City governments cannot do it all.

**The difference can be YOU!**  
**HERE’S HOW....**



# If nothing else...

**SAY “I’M IN”** as an individual, or business, or organization, or institution  
via Facebook - Go to Leadership Texarkana  
via Email - at [leadershiptxk@cableone.net](mailto:leadershiptxk@cableone.net)  
via written note - to LT, PO Box 311, Texarkana, TX 75504-0311

**TAKE THE SURVEY** - found on facebook at Leadership Texarkana  
or down load the survey at [LeadershipTexarkana.com](http://LeadershipTexarkana.com)  
Share YOUR thinking, plus positive, creative ideas for getting NEW results.

**Add your voice to the community conversation on  
making our community more CLEAN and ATTRACTIVE**

# You CAN do MORE

## SPEAK UP!

- Post a clean and attractive sign at your place of business that says “We’re In!” and let folks know what you’re doing to make a difference.
- Talk about it at home, at work, and at play. Put heads together and organize your own efforts. Create scorecards. Set measurable goals to challenge one another. Give prizes.
- Share what you are doing with the rest of the community. If your stadium needs more litter containers, ask for them!
- Tell city leaders what priority you put on this and what you are willing to do to help.
- Ask others to get involved - Challenge one another. Invite others to participate in whatever YOU have going on...
- Most importantly: **REPORT YOUR RESULTS.**



**THERE IS NOTHING SO COMPELLING IN TIPPING THE SCALES ON ONE PERSON’S BEHAVIOR THAN THE EXAMPLE OF ANOTHER!**

## SIGN UP!

- Participate in the activities of those who are already making great things happen. Turn yourself in and sign up to be notified of opportunities already in place.
  - Through your city government:**  
[arkansas@txkusa.org](mailto:arkansas@txkusa.org) AND [ci.texarkana@tx.us](mailto:ci.texarkana@tx.us)
  - Through non-profits - including:**  
AR City Beautiful Commission - [marynwendell@cableone.net](mailto:marynwendell@cableone.net)  
TX Keep Texarkana Beautiful - [tsadowski@cableone.net](mailto:tsadowski@cableone.net)
- Adopt a Spot and be responsible for:  
Go to Texarkana TX - [ci.texarkana@tx.us](mailto:ci.texarkana@tx.us) - Public Works page

## TAKE THE LEAD BY YOUR EXAMPLE!



## PICK UP!

- Pick up and dispose of your personal litter when you leave—meeting, a movie, or a ballgame. Ask others to do it too. Especially if you run the place - Provide plenty of trash bins and empty them often.
- Teach kids by example, Quit conditioning young people to expect that someone’s going to clean up after them.
- Don’t put litter in the back of your pick-up truck; it flies out. Understand that cigarette butts are litter.

***Leave every place cleaner than you found it.***

There then must be a change in the public conversation from speaking about what others should do to speaking into the possibilities that we as citizens have the capacity to create.

**Peter Kageyama**  
**For the Love of Cities**  
**Google Peter for more inspiration**

## WHY should we care?

The same reason a business cares.  
We must imagine that Texarkana is our business, because it is!

The first order of business is to ensure that people want to be there.  
If something is broken or dilapidated, it speaks volumes and invites destructive behavior around the property.  
It becomes a safety issue.

We only have one chance to make a first impression.  
Clothes make the man and OUR appearance makes us.

## THE GOAL IS NEW RESULTS.

If we want new results, the question is:  
What are we each willing to do to achieve it?  
Our city governments cannot do this alone.

Our greatest opportunity for success comes from the joint and coordinated efforts of all sectors -  
public, non-profit, private and media.

**Let's make THIS the community conversation and put our collective might behind producing new RESULTS.**

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**Don't wait for someone to give you an assignment or permission!**

*The authority and the responsibility are yours.*

Get creative and get started.  
**Speak Up • Sign Up  
Pick Up**

**Community results will be reported next April in the second annual LIFT Report to the Community.  
Keep track and report in.**

**Because *TexarkanaCan.***

“This is a town you can make a difference in.”

- *Brian Goesl*



### **How cool would this be?**

If you're a school, how about a goal that by end of sports season your fans will be disposing of every bit of trash they generate.

Take pictures at the beginning, and more at season's end...

Make it a priority.

Get your PTA to buy trash boxes to augment your cans.

Let's make this a “We each take responsibility for our own messes” kind of town.

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“The aesthetics of our community affects our behavior as one of the main elements directly responsible for the emotional connection between citizens and their community and the connection of citizen to community is proportional to their investment in the community.”

- Peter Kageyama