

City of Texarkana, Texas

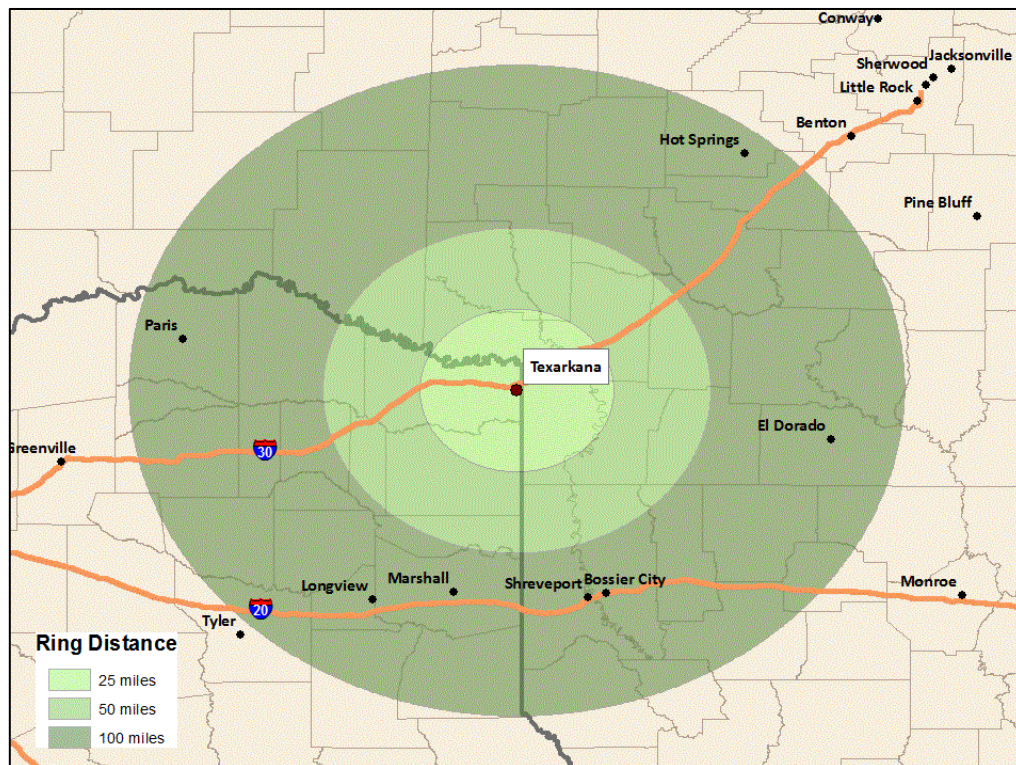
Located in the Northeast corner of Texas, the Texas-Arkansas state line bisects Texarkana. Despite each city having its own local government, the divide does not affect day-to-day life. In fact, this unique situation encourages the community to take a regional approach to many issues including support for nonprofit organizations and redevelopment projects. Texarkana also serves as the hub for nineteen counties in four states and is a major stopping point along Interstate 30. It is this diverse group of local residents as well as interstate travellers that Texarkana considers its cultural arts audience. In 2009, Texarkana's population was 37,103 people.

Texarkana's approach to the arts focuses on: 1) supporting a regional arts and humanities council, 2) rejuvenating downtown through the concentration of arts groups and activities, and 3) improving educational excellence in the local schools through an infusion of the arts into curricula.

Key Findings & Lessons Learned from Texarkana

- Public-private partnerships have been a critical success factor for the cultural arts in Texarkana. The Texarkana Regional Arts and Humanities Council is allowed to use facilities owned and maintained by the City of Texarkana (Perot Theatre) and Bowie County (Art Center) free of charge. Without this public sector support, the Texarkana Regional Arts and Humanities Council would have to shift resources away from programming and outreach efforts.
- Through the ArtSmart education program, the Texarkana Regional Arts and Humanities Council serves over 40,000 students from 66 campuses each year. Each participating student receives an introduction to the arts that not only improves skills development, but the program fosters the next generation of artists, cultural arts consumers, and donors.
- Since its restoration in 1981, the Perot Theatre has attracted over 1.3 million attendees to its performances and shows. In 2009, the Perot Theatre's operating expenditures and nonlocal attendee spending on tickets, food, lodging, and shopping generated almost \$2.5 million in economic activity, more than \$0.8 million in earnings, and roughly 36 full-time jobs.

Figure 13: Texarkana Region



Source: TXP, Inc.

Texarkana Regional Arts & Humanities Council (TRAHC)

As the largest local arts organization, TRAHC works with cultural organizations to actively promote and enhance the arts in the Texarkana region. In 1989, TRAHC was the first multi-disciplinary community arts organization accepted in the NEA Advancement Program. In 1991, the organization won an NEA Advancement/Challenge Grant. Over its more than three decades of operation and numerous awards, TRAHC has grown into an impressive organization with an annual budget in excess of \$1.5 million.

TRAHC's Regional Arts Center is located in the former Bowie County U.S. District Courthouse. The historic courthouse was built in 1909. TRAHC renovated the facility in 1992 with the purpose of using it as the Arts Center. While Bowie County owns the building, TRAHC operates the Regional Arts Center. This public-private partnership is one example of how TRAHC leverages support from the public sector to extend its impact beyond what its private sector financial contributions can support.

TRAHC has created several initiatives to reach out to the larger Texarkana community. Working with the school districts and the City of Texarkana's Parks and Recreation Department, TRAHC created the "In the Style Of" project. Local students transform trash barrels for local parks into original art by replicating the style of famous artists. Begun in late

2008, there are now approximately 20 painted trashcans in four city parks. For the total programmatic cost of \$50 per can, the trashcan beautification program has created a demonstrable increase in community appreciation for parks and has significantly decreased vandalism and littering. This has allowed the City of Texarkana to reallocate some staff members responsible for park monitoring and trash pick-up to other tasks.

TRAHC has also collaborated with the law firm of Norton and Wood to promote public art and creative spaces. Using the law firm's donation of a parcel of downtown land and three years of fundraising, TRAHC created Art Wall Park. As one of the few green spaces in downtown, the Art Wall features removable panels which are changed to display original art work from area schools each quarter.

Currently in its fourth year, TRAHC hosts a Holiday Arts Market. This free-to-the-public juried arts show builds a continuing relationship between local artists and the greater Texarkana community by encouraging the public to meet and talk with artists while viewing and purchasing their work. Because Texarkana does not have many for-profit art galleries in town, the Holiday Arts Market at the Regional Arts Center helps fill the demand for local artists to display their works. Based on attendee surveys, the Holiday Arts Market attracts visitors from a 100-mile radius of Texarkana.

TRAHC has developed a specific strategy to engage Texarkana's African American community. In 2001, the African American Advisory Committee was created to support this plan. Specifically, the Committee connects TRAHC with area churches, fraternities, and other organizations serving the local African American community. In an effort to demonstrate that the arts are more than symphony and ballet performances, TRAHC has hosted performances by prominent national dance groups and bands who appeal to a broader audience. Since the Committee was created, African-American participation in TRAHC events, including donations and membership, has increased noticeably.

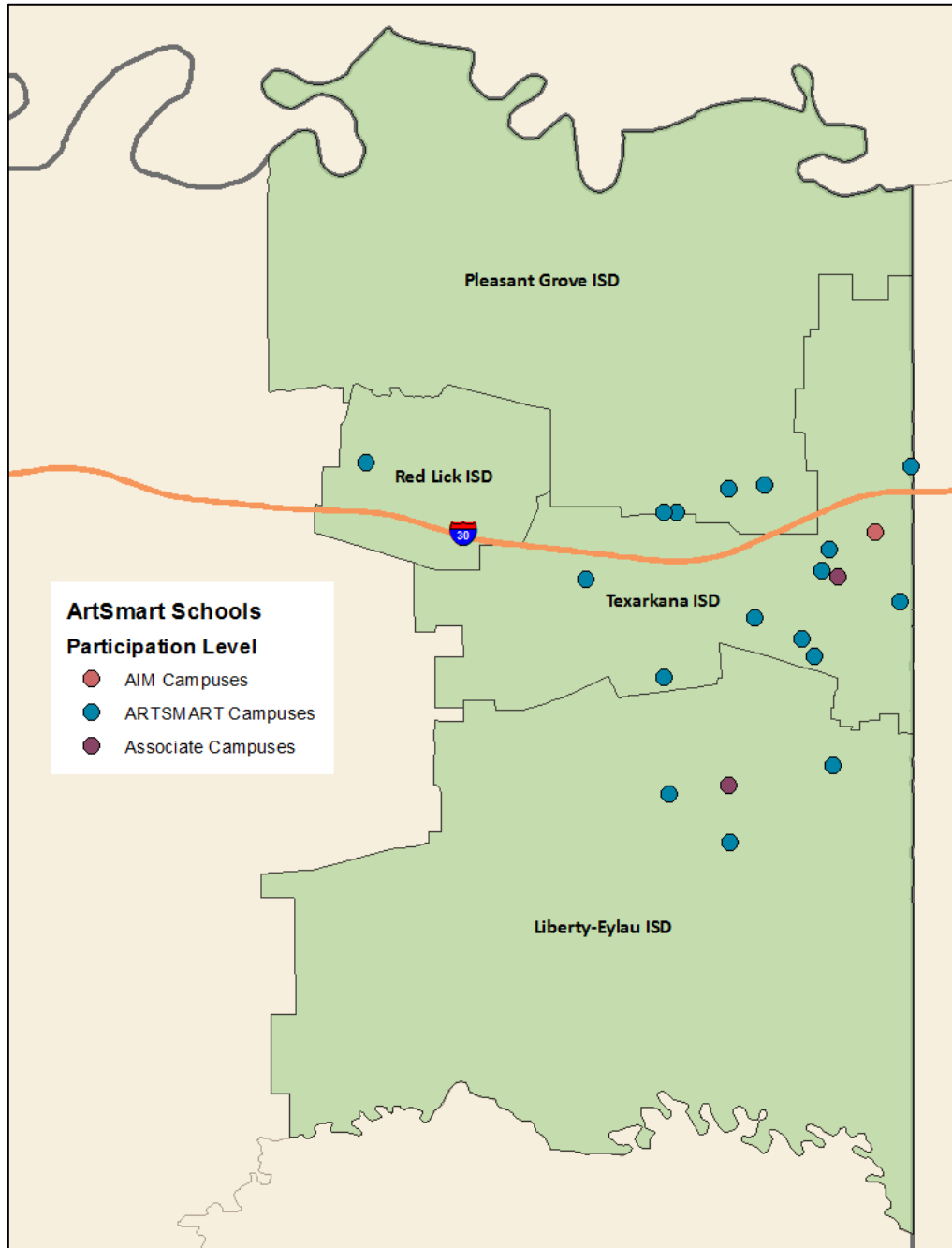
ArtSmart Program

Outreach programs are not the only way TRAHC impacts local citizens and businesses. Another TRAHC priority is to improve the region's workforce by strengthening the local educational system. With its nationally renowned and comprehensive arts educational program named ArtSmart, TRAHC has provided the resources for educators to integrate the arts into all subject areas for more than two decades. During the most recent school year, the ArtSmart program worked with 32 schools in nine districts in Arkansas and Texas.

In 2003, the U.S. Department of Education awarded ArtSmart its prestigious Innovation and Dissemination grant in the amount of \$750,000. ArtSmart was given this award to recognize its past success and to highlight a national model for the use of the arts to achieve

educational excellence. In 2009, TRAHC and local school districts were invited to participate in the Kennedy Center's *Partners in Education* program which provides support for school and community partnerships to promote professional development in the arts for classroom teachers. TRAHC has expanded its geographical reach to include other cities in Arkansas, Mississippi, and Florida by providing consulting services in arts integration, arts infusion, and the importance of the arts in the 21st Century creative workforce.

Figure 14: ArtSmart Participating Schools



Source: Texarkana Regional Arts and Humanities Council, TXP, Inc.

The four Texarkana, Texas school districts have made district-wide commitments to the ArtSmart program. ArtSmart is designed to allow for different levels of participation at the school level. This encourages buy-in from administrators and parents, as they can increase the school's participation level after experiencing the initial positive results. The three levels of participation build upon each other, adding new programs and increasing the professional development support provided to educators. Depending upon their participation level, each school contributes \$6-10 per student towards the cost of the program.

All students at schools participating in TRAHC's ArtSmart program attend one of the ten show live performance series, *Theatre for Young Audiences*, in the historic Perot Theatre. This is the basic level of participation, or the "Associates-in-the-Arts" campus model. During the 2009-2010 academic year, the ArtSmart program hosted more than 15,000 students to these performances at the Perot Theatre.

The next level of participation, the "ArtSmart" campus model, provides professional development workshops to teaching staff in order to help them better utilize the arts as a pedagogical tool for all subject areas. These workshops encompass skills-training and familiarity-building in the arts as well as trainings and discussions of best practices in the incorporation of their curricula. With the "ArtSmart" campus model TRAHC also acts as a liaison between the schools and other local arts organizations to facilitate the "artist-in-residency" program. This brings professional artists into the classroom, providing hands-on experiences with professional artists for both students and teachers. TRAHC supported 29 visiting artists and provided 300 event days in participating schools through the artists-in-residency program and other related performances during the 2009-2010 academic year.

At the most advanced level of participation, the "Arts-Intensive Model" (AIM) campuses have an explicit commitment to integrating the arts in order to help their students achieve academic success. For these two campuses, TRAHC offers the most intensive teacher trainings. It works specifically with educators and artists to foster dialogue, modify teaching practices, and promote the most effective classroom residencies through the ArtSmart Model of Embedded Professional Development.

Perot Theatre

TRAHC also operates the Perot Theatre. The 1,600-seat historic Perot Theatre is the single largest entertainment attraction in downtown Texarkana. Built in 1924 and restored in 1981, this historic theatre is the home of TRAHC's *Perot Theatre Series* and *Theatre for Young Audiences* along with the Texarkana Symphony Orchestra series. It also provides the performance space for numerous rentals each year, such as the Texarkana Community Ballet's *Nutcracker*. The seven *Perot Theatre Series* productions during the 2009 season generated an audience of more than 6,500 people and 5,000 man hours of works beyond the

TRAHC staff. The City of Texarkana, Texas owns the Theatre, but TRAHC operates the facility. In fact, it was in 1980 when TRAHC assumed management of the newly restored Theatre that its role and visibility in the arts community of Texarkana began to increase dramatically.

Since its restoration in 1981, the Perot Theatre has had 1,352,348 attendees to its performances with approximately 52,000 in the 2009-2010 program year. In 2009, the Perot Theatre operating expenditures and nonlocal attendee spending on tickets, food, lodging, and shopping generated almost \$2.5 million in economic activity, more than \$0.8 million in earnings, and roughly 36 full-time jobs.

Table 11: Total Economic Impact of the Perot Theatre & TRAHC

	Output	Value Add	Earnings	Employment
Agriculture & Forestry	\$6,779	\$2,274	\$874	0
Mining	\$0	\$0	\$0	0
Utilities	\$31,433	\$18,796	\$7,102	0
Construction	\$10,012	\$5,075	\$3,497	0
Manufacturing	\$54,114	\$18,061	\$9,941	0
Wholesale Trade	\$43,282	\$29,240	\$13,215	0
Retail Trade	\$101,363	\$66,457	\$33,760	1
Transportation & Warehousing	\$86,426	\$40,168	\$30,578	1
Information	\$42,517	\$22,981	\$9,668	0
Finance & Insurance	\$80,331	\$49,147	\$21,993	0
Real Estate, Rental, & Leasing	\$155,480	\$115,594	\$6,040	0
Professional, Scientific, & Technical Services	\$31,567	\$21,055	\$14,653	0
Management of Companies & Enterprises	\$7,140	\$4,399	\$2,759	0
Administrative & Waste Management Services	\$38,314	\$25,184	\$17,216	1
Educational Services	\$7,910	\$4,498	\$3,567	0
Health Care & Social Assistance	\$107,954	\$66,187	\$49,622	1
Arts, Entertainment, & Recreation	\$1,440,582	\$868,547	\$529,758	26
Accommodation	\$80,285	\$51,621	\$23,754	1
Food Services & Drinking Places	\$103,247	\$53,766	\$31,628	2
Other Services	\$47,622	\$24,214	\$14,300	1
Total	\$2,476,356	\$1,487,264	\$823,924	36

Source: TXP, Inc.


Summary

Texarkana has chosen to promote and manage many of its cultural arts programs through TRAHC, an umbrella arts organization for the region. TRAHC, performances at the Perot Theatre, and other outreach programs reinforce each other. Through the ArtSmart education program, TRAHC serves over 40,000 students from 66 campuses each year. Each participating student receives an introduction to the arts that not only improves workforce skills development, but it fosters the next generation of artists, cultural arts consumers, and donors. Public-private partnerships are the foundation for arts and culture in Texarkana.