



About The Texas Plains Trail Region: Who We Are and What We Do

updated 9/1/16

Texas Plains Trail Region Vision Statement

Our vision is to stimulate economic development through tourism in the 52-county Texas Plains Trail Region by enhancing awareness and appreciation of the cultural, heritage, and natural resources.

Texas Plains Trail Region Mission Statement

Through promotion, preservation, and education, the Texas Plains Trail Region assists in the development of its unique cultural, heritage, and natural resources for communities and their visitors.

History

The Texas Plains Trail Region (TPTR), designated as the 6th activated Heritage Trail Region under the Texas Historical Commission's award-winning Heritage Trails Program (2003), continues to be governed by a 20-member Board of Directors with representatives from throughout the 52-county Region. The first regional office in Borger, Texas, and our non-profit 501(c)(3) status, were established in August 2004. The office later moved to Vega and then to Lubbock. The Texas Plains Trail Region features a 650-mile driving route which now serves as a backbone to the regional tourism initiative serving all counties. The Plains Trail organization strives to:

- Promote the region, its history, attractions, and events as a premier place to visit and live.
- Foster historic preservation in the region.
- Help develop local and regional heritage tourism leadership.
- Educate the public about aspects of Texas heritage, culture, and scenic and natural resources in the Texas Plains Trail Region.
- Aid in improving communities and sites in the region through education, promotion, networking, and advocacy.

Contact Information

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Texas Plains Trail Partners & Affiliations

Texas Historical Commission (parent agency)
Texas Main Street
Texas Travel Industry Association
Texas Association of Museums
Texas Department of Agriculture, GoTexan
Preservation Texas
Texas Parks and Wildlife Department
Texas Film Commission
Office of the Governor for Econ. Dev./Tourism

Southwest Collection/Special Collections Library,
Texas Tech University
West Texas Historical Association
West Texas Trails Association
WestTexasTrip.com
Panhandle Tourism Marketing Council
Texas Downtown Association
Lubbock Chamber of Commerce

Texas Plains Trail Region Board of Directors

The Board of Directors is the decision-making entity that facilitates the program strategies of the Texas Plains Trail Region. Members are selected by a nomination-by-application process of community leaders from within the region. The board is composed of no more than twenty-five (25) voting members who are elected for a three-year term. There is a commitment of one board meeting every other month, plus additional time spent working on such issues as historic preservation, economic development, promotion, education and heritage tourism. Board

meetings are open to the public and are typically held on the third Thursday of every other month. If you are interested in serving on the Plains Trail Board, please contact the Executive Director or Board members.

Executive Committee 2016–17

Kristine Olsen, President, Dalhart Area Chamber of Commerce, Dalhart
Danyel Parkhurst, Co-Vice President, Cal Farley’s Boys Ranch, Oldham County
Stephanie Price, Co-Vice President, Panhandle-Plains Historical Museum, Canyon
Vicki Hamblen, Secretary, West Texas A&M University, Canyon
Kathy Beach, CPA, Treasurer, Post/Garza County

Board Members 2016–17

Kathy Allen, Sherman County Development Committee, Stratford
Lana Payne Barnett, Tulia/Swisher County
Kathy Beach, Post/Garza County
Suzanne Bellsnyder, Spearman Chamber of Commerce, Spearman
Jim Brokenbek, Potter County/Amarillo
Vicki Hamblen, West Texas A&M University, Canyon
Rita Isbell, Cottle County Historical Commission, Paducah
Ramon Johnston, West Texas TravelHost, Lubbock
Tai Kreidler, Texas Tech Southwest Collection/WTHA, Lubbock
Kay Lard, White Deer Land Museum, Pampa
Ada Low Lester, Mobeetie
Kristine Olsen, Dalhart
Danyel Parkhurst, Cal Farley’s Boys Ranch, Oldham County
Patty Pharis, Heart of West Texas Museum, Colorado City
Stephanie Price, Panhandle-Plains Historical Museum, Canyon
Virginia Scott, Wolf Creek Heritage Museum, Lipscomb
Abby White, Lake Meredith Aquatic and Wildlife Museum, Fritch

Our board works diligently giving their time, talent, and treasures to the TPTR organization. They serve as strong advocates and ambassadors for heritage tourism. They help set the regional board policies and strategies for moving the organization forward. The Plains Trail Region is fortunate to have such willing and passionate individuals serve on its board.

Texas Plains Trail Emeritus Board

The Texas Plains Trail Region would not be what it is today without these individuals who paved the way. They were the true Trail Blazers that accomplished putting together the site inventories, creating By Laws, the Charter, 501(c)3 status, getting funded, site evaluations, the brochure launches, establishing an office, hiring coordinators, strategic planning meetings, creating marketing materials such as the playing cards and DVDs. From a grass-roots organization to receiving state and nationally recognition and through laughter, tears, thousands of unpaid hours, and many frustrated moments, these amazing people gained the support from the 52+ Counties to make this region come alive. Our hats are off to these admirable and wise people who we still rely on to make the Plains Trail Regional Organization stronger.

Phil Barefield, Briscoe County
Harry Bob Martin, Dickens County
Lana Barnett, Swisher County
Deborah Bigness, Lubbock County
Judy Burlin, Donley County
Anne Christian, Armstrong County
Linda Drake, Oldham County

Bobbie Hill, Wheeler County
Viola Moore, Carson County
Marie Neff, Garza County
Virginia Scott, Lipscomb County
Sammie Simpson, Cochran County
Verna Anne Wheeler, Crosby County
Paula Goff, Gray County

Janet Parnell, Hemphill County
Paula Edwards, Deaf Smith County
Wendi Fuller, Mitchell County
Gina Gillespie, Hansford County
Carolyn Hardy, Floyd County
Marisue Potts, Motley County

PROJECTS

- 52-County Tourism Literature Distribution Project
- Texas Fifty-Two-Step Virtual Tour via Weekly Newsletters and related promotional campaigns
- Hunt for History on Amarillo's Route 66
- Partner Window Decal project
- Regional Book Publishing Project
- Quanah Parker Trail and giant arrow marker placement www.QuanahParkerTrail.com
- League of Red River War Heritage Partners
- Bankhead Highway in Texas promotions
- Route 66 National Heritage Corridor promotions
- 2015–16 West Texas Trip motor coach tour itineraries
- 2013–present TPTR Museum Guide, Visitor Guide with West Texas TravelHost Magazine
- 2012–present \$52.00 TPTR Fan Club
- 2012-13 TPTR Marketing Portfolio (new maps, DVD, Playing cards, Activity Book, etc.)
- 2010 Special 52-County, 52-Week Stamp Cancellation Project
- 2010-2011 TPTR Photo Archive Project by Rick Vanderpool
- 2010–present Tourism Literature Distribution at Palo Duro Canyon State Park Visitor Center

ANNUAL TOURISM & PRESERVATION ROUNDUP

The Plains Trail annually hosts a two-day tourism workshop for community and business leaders who recognize the importance of tourism for rural Texas. The day is packed with pertinent speakers to help boost the region with best practices, marketing and preservation resources.

OTHER BENEFITS FOR REGION PARTNERSHIPS

- Resource for grant opportunities such as Partnership Grants
- We offer community assistance in festival planning, board training, workshops, organization presentations.
- Media representation in regional newspapers, radio, and television
- Develop educational programs for schools districts, Service Learning Projects and 4-H Extension, and other youth organizations
- Monthly newsletters
- Calendar of events on website and in newsletter
- Advocacy network
- Large networking opportunity with regional and state tourism groups
- Use of TPTR logo on website and marketing ventures
- Participation in our bi-monthly board meetings held in the region
- Become a part of an organization that strives to promote tourism, build stronger communities, revitalize local economies, and highlight the authentic heritage places in the region
- We help visitors find the fun, unique and genuine places to visit in the Plains Trail Region.

SUPPORT OUR YEARLY MARKETING PACKAGE

Although partially funded by a grant from Texas Historical Commission, the Plains Trail relies on financial support help from County, Community, and other businesses and organizations to use directly on projects that promote the region and its events and attractions. Based on county population, we request annual Marketing fees to assure the sustainability of this program. We feel strongly that the benefits offered by the Plains Trail Region far outweigh the nominal fee requested. Your contributions make us able to continue our work to preserve our rich West Texas heritage and enhance tourism and economic development.

PROUDLY SERVING THE 52 COUNTIES OF THE TEXAS PLAINS TRAIL REGION

Armstrong	Dickens	Howard	Parmer
Bailey	Donley	Hutchinson	Potter
Borden	Floyd	Kent	Randall
Briscoe	Foard	King	Roberts
Carson	Gaines	Knox	Scurry
Castro	Garza	Lamb	Sherman
Childress	Gray	Lipscomb	Swisher
Cochran	Hale	Lubbock	Terry
Collingsworth	Hall	Lynn	Wheeler
Cottle	Hansford	Mitchell	Yoakum
Crosby	Hardeman	Moore	
Dallam	Hartley	Motley	
Dawson	Hemphill	Ochiltree	
Deaf Smith	Hockley	Oldham	