



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

updated 12/1/2019

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## **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 in 2003 as the 6<sup>th</sup> activated Heritage Trail Region under the Texas Historical Commission's award-winning Heritage Trails Program (founded in 1968; adopted under the THC, 1997–98), 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; in fall 2017, the headquarters were moved again, to Spur. 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 travel in and to the region, capitalizing on its history, culture, attractions, and events
- 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](#) (our "parent" organization)
- [Amarillo Convention and Visitor Council](#)
- [Big Spring Convention and Visitor Bureau](#)
- [Caprock Partners Foundation](#)
- Center for the Study of the American West, WTAMU
- [GoTexan](#), Texas Department of Agriculture
- [High Ground of Texas](#)
- [Lubbock Heritage Society](#)
- National Park Service
- National Trust for Historic Preservation
- [Office of the Governor, Economic Development & Tourism](#)
- [Ogallala Commons](#)
- [Panhandle Tourism Marketing Council](#)
- [Preservation Texas](#)
- [Southwest Collection/Special Collections Library](#), Texas Tech University
- Texan by Nature
- [Texas Association of Convention and Visitor Bureaus](#) (TACVB)
- [Texas Association of Museums](#)
- Texas Children in Nature
- [Texas Downtown Association](#)
- Texas Film Commission
- [Texas Highways](#), Texas Department of Transportation
- [Texas Living History Association](#)
- [Texas Main Street](#)
- [Texas Midwest Community Network](#)
- Texas Music Office/Texas Music Heritage Trail
- [Texas Panhandle Heritage Foundation](#)
- [Texas Parks & Wildlife](#)
- [Texas State Historical Association](#)
- [Texas Travel Industry Association](#)
- [Texas Travel Information Centers](#)
- [TravelHost of West Texas](#)
- [Visit Lubbock](#)
- [West Texas Historical Association](#)
- West Texas Trails Association
- [West Texas Trip](#): driving loop itineraries for tourist groups and motor coaches

**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, four times annually. If you are interested in serving on the Plains Trail Board, please contact the Executive Director or Board members.

**Executive Committee 2019–20**

Vicki Hamblen, President, West Texas A&M University, Canyon  
Dolores Moser, Vice President, Lubbock  
Danyel Parkhurst, Treasurer, Cal Farley’s Boys Ranch, Oldham County  
Tai Kriedler, TTU Southwest Collections, Lubbock  
Ramon Johnston, Past President, West Texas TravelHost

**Board Members 2019–20**

Kathy Allen, Sherman County Development Committee, Stratford  
Suzanne Bellsnyder, Spearman Chamber of Commerce, Spearman  
Wendie Cook, The Citadelle Art Foundation, Canadian  
Pat Cruse, Garza County Historical Museum, Post  
Paula Sue Hatfield, Snyder  
Ada Lou Lester, Mobeetie/Wheeler County  
Virginia Scott, Wolf Creek Heritage Museum, Lipscomb  
Jim Brokenbek, Amarillo  
Linda Germany, Carson County Historical Society, White Deer  
Julie Hodges, National Ranching Heritage Center, Lubbock  
Hayley Herrera, Visit Big Spring, Big Spring

*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. \* = deceased

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

\* Bobbye 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**

- 50th Anniversary Tourism Passport to the Texas Plains and Panhandle
- 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](http://www.QuanahParkerTrail.com)
- League of Red River War Heritage Partners
- Bankhead Highway in Texas promotions
- Route 66 National Heritage Corridor promotions
- 2015–present 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. Returning in 2021.

## **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.

## **TPTR: Here's What You Can Do to Get the Best Out of Your Investment**

1. Invite us to speak at your events. Lions, Rotary, Kiwanis, EDC, Chamber banquets, annual meetings, industry association meetings, travel and study groups. Plus, please invite us to your special events: centennials, annual celebrations, major tourist events; historic preservation events
2. Participate fully in all cooperative marketing promotions (some are free and require only your information and approval; others involve a fee)

3. Send us your travel literature for distribution (and let us help with critiques and design suggestions)
4. Post your events on our calendar, and send us your press releases and newsletters
5. Run our articles in your annual community guides
6. Include our TPTR logo in your tourist brochures, and post our decal in the windows of your museums and heritage tourism destinations
7. Promote your arrow on the Quanah Parker Trail
8. Review your community's information on our website at least annually, and send us updates
9. Download and make use of our free photo library of more than 20,000 images
10. Participate fully in our annual Roundup and periodic board meetings

### **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	