

IMAGINE LUBBOCK TOGETHER

COMMUNITY REPORT

MAY 14, 2013

Agenda

- Welcome from Co-Chairs David Seim and Connie Wharton
- Report from Gianni Longo, ACP
Visioning + Planning
- Elements & Goals
- Conclusion
- Questions

Steering Committee Members

- **Cathy Allen**
- **Rob Allison**
- **Jodey Arrington**
- **Adrienne Cozart**
- **Father David Cruz**
- **Mayor Pro Tem
Karen Gibson**
- **Jim Gilbreath**
- **Kathy Gilbreath**
- **Dr. Donald Haragan**
- **John Osborne**
- **David Langston**
- **Gabe Martinez**
- **Richard Parks**
- **Jorge Ramirez**
- **Chad Sales**
- **David Seim (Co-chair)**
- **Charlie Wall**
- **Connie Wharton**
(Co-Chair)

A Report to Lubbock

- To give closure to the vision process
- To gear up for implementation

Two Outcomes

- The Vision for the Future
- A Strategic Implementation Plan

The Vision...

- ⦿ Embodies what you told us you wanted
- ⦿ Its legitimacy stems from...
 - Sheer numbers
 - Diversity of participants
 - Clear themes from the ideas

The Vision...

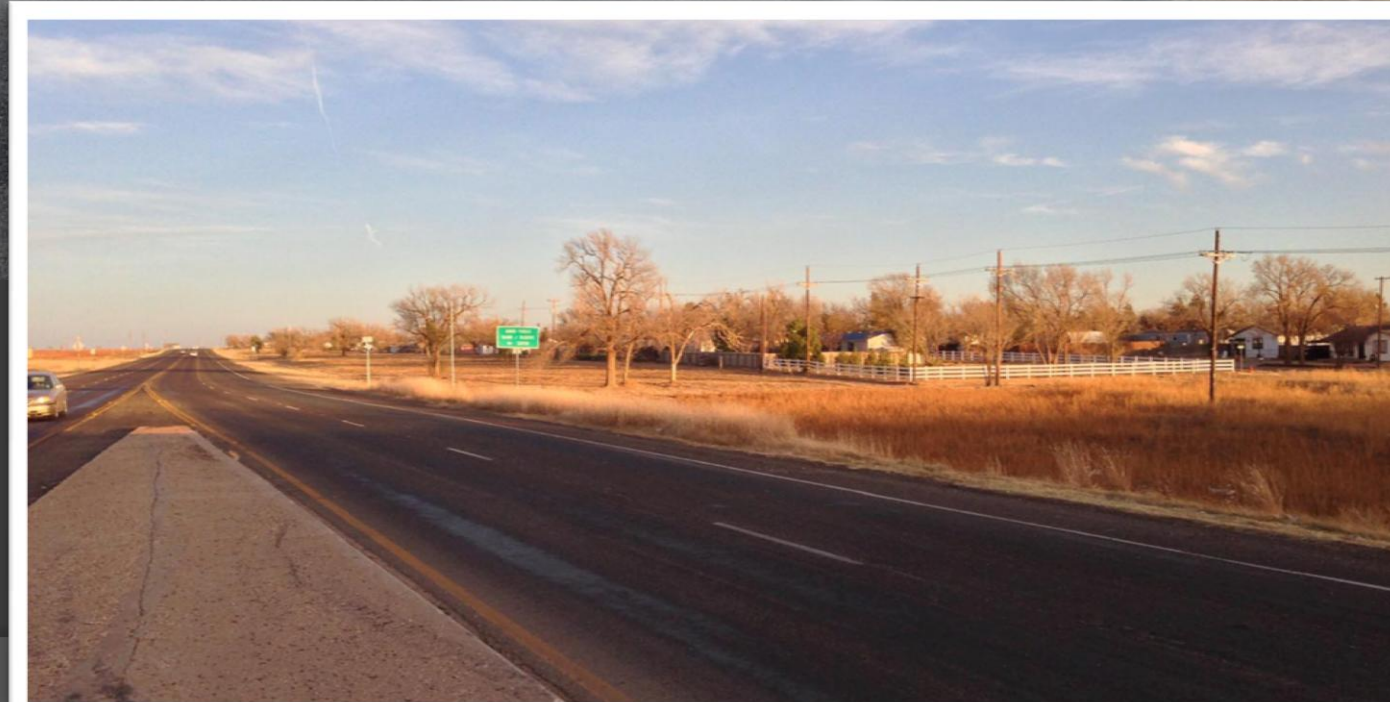
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Goals

5

Categories

What If: A Vision of Place



What If: A Vision of Place



What If: A Vision of Place



What If: A Vision of Place



What If: A Vision of Place



● How can this vision become a reality?

● How will it affect everyone's quality of life?

Turning The Vision Into Reality



Four Factors

- ① The vision and Summit priorities
- ② Stakeholder recommendations
- ③ Analysis of conditions and trends
- ④ The committee's personal and institutional knowledge of Lubbock

The Strategic Implementation Plan...

12 Recommendations

23 Steps

Implementation is a Journey

Property Owners
Local Businesses
LEPAA
Lubbock Art
LEDATA
Developers
LDDC
LHUCA
Alliance
Ballet
Lubbock
Realtors
Lubbock Chamber
Covenant Health
Lubbock Symphony
Orchestra
Downtown TIF Board
Community Organizations
County of Lubbock
South Plains
Keep Lubbock
Beautiful
City of Lubbock
TTU
College
Independent
School
Texas DOT
MEDIA
Lubbock Christian
Districts
Xcel Energy
Visit Lubbock
University
Community
Workforce
Lubbock Housing
Authority
Market Lubbock
Partnership
MPO

Implementation Matrix

1. ARTS AND CULTURE

Expand and improve Lubbock's role as a cultural center.

STEPS	SUB-STEPS	WHO SHOULD LEAD	WHAT OTHER ORGANIZATIONS SHOULD BE INVOLVED?	MEASURING SUCCESS	TIME-FRAME
STEP 1: Develop a catalytic project for the arts: address Coliseum and Auditorium, equestrian center, and performing arts center.	None	LEPAA (Lubbock Entertainment and Performing Arts Association) a new 501 (c) 3 organization a created and funded by CH and Helen Jones Foundations.	LHUCA (Louise Hopkins Underwood Center for the Arts), Lubbock Art Alliance, Civic Lubbock, Visit Lubbock, Lubbock Symphony Orchestra, Ballet Lubbock, Texas Tech Department of Theater/Dance, Texas Tech School of Art, City, County, Lubbock Christian University, South Plains College.	Completed fund raising for the Performing Arts Center. Performing Arts Center operating. Completed a feasibility study for Equestrian Center. Facilitated decision on Auditorium and Coliseum and Civic Center.	Started Ongoing
STEP 2: Emphasize, strengthen and promote visual and performing arts.	None	LEPAA	Arts coalition leaders, LHUCA, Lubbock Art Alliance, Civic Lubbock, Visit Lubbock, Lubbock Symphony Orchestra, Ballet Lubbock, Texas Tech Department of Theater/Dance, Texas Tech School of Art, City, County, Lubbock Christian University, South Plains College.	Increase in facilities and opportunities for art related activities and events, increase in attendance.	6 - 12-month Ongoing

Four Keys to Success

- ① Leaders, champions, and stewards
- ② Coordination and focus
- ③ Community pressure
- ④ Resources

A Final Thought

- The vision is the inspiration
- The Strategic Implementation Plan is an imperative

IMAGINE LUBBOCK TOGETHER



ARTS AND CULTURE

- ARTS & CULTURE: A community with a variety of arts and entertainment opportunities tied to Lubbock's unique culture, history, music and heritage.
- ATTRACTIONS & EVENTS: Lubbock is a regional center for entertainment by fostering the development of attractions for sports, music, shopping and other venues that attract visitors to the city.

PUBLIC IDEA SESSIONS



BASIC AND FUNDAMENTAL SERVICES - ENERGY

- **NATURAL RESOURCES:** A community that prepares for the future, practices system-wide recycling, pursues energy efficiency, preserves and conserves its natural resources, and aims at energy independence engaging residents, businesses and local governments.

BASIC AND FUNDAMENTAL SERVICES- WATER

- WATER: Residents, local governments, and businesses work together to conserve, recycle, and reclaim water while planning for long term water conservation and supply and engaging in water sensitive development.

BASIC AND FUNDAMENTAL SERVICES - MOBILITY

- ◎ ROAD & TRANSIT: A comprehensive multimodal transportation system that balances improved public transportation opportunities with private vehicle mobility, expands service, improves roads and thoroughfares, and connects the city to its region with regional rail connections.
- ◎ BIKING & WALKING: An improved network of bike lanes and accessible sidewalks throughout the community to make Lubbock a safer and healthier city.

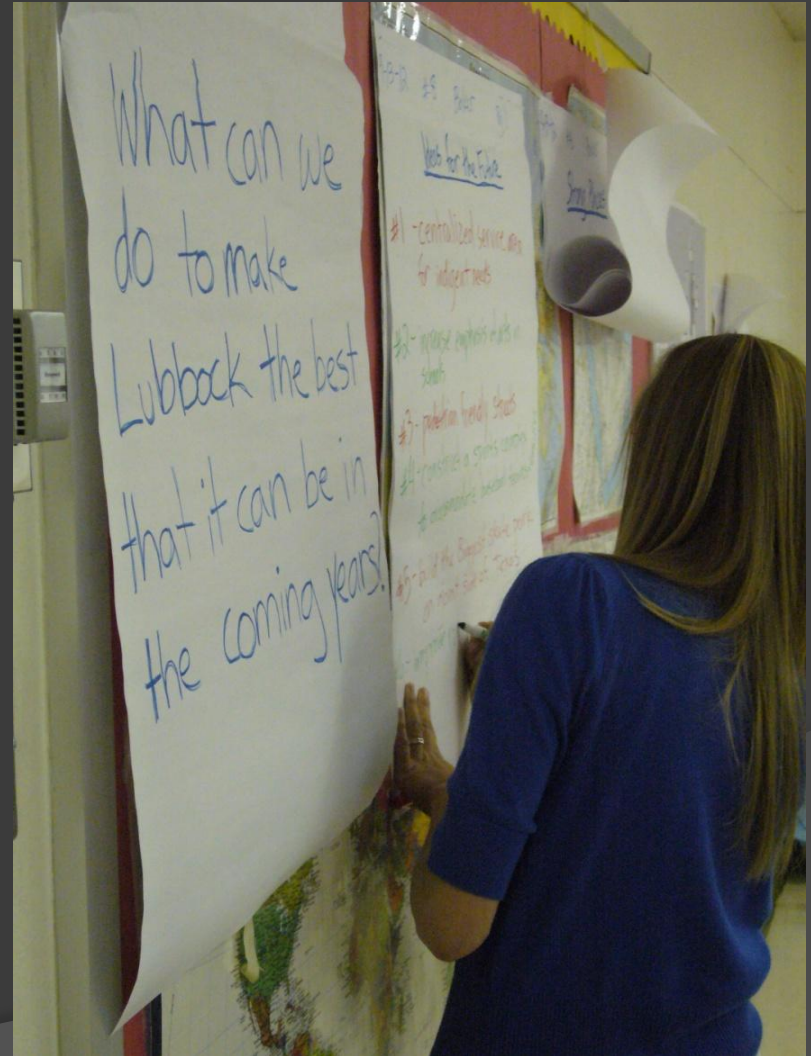
BASIC AND FUNDAMENTAL SERVICES - HEALTH

- HEALTH: A comprehensive health care system that supports the well-being of all Lubbock residents by ensuring access to high-quality medical facilities, providing health education opportunities, and promoting healthy lifestyles.

BASIC AND FUNDAMENTAL SERVICES - SAFETY

- SAFETY: Lubbock's residents and visitors feel safe, with a strong police presence, low crime rates, and reliable emergency services.

PUBLIC IDEA SESSIONS



BEAUTIFICATION AND IMAGE

- **BEAUTIFICATION:** A beautiful clean and well-maintained city with gateways that welcome visitors, water wise landscaping, sustainable tree planting, and public spaces that bring the community together.
- **MARKETING & IMAGE:** A comprehensive publicity and marketing campaign to highlight Lubbock's assets, enhance the community's image, attract new businesses, and connect visitors to key local attractions.

PUBLIC IDEA SESSIONS



DOWNTOWN

- ◎ DOWNTOWN: A revitalized downtown, connected to Texas Tech University, attracts residents, visitors, students and businesses with attractive buildings, housing, vibrant shops, markets and restaurants, and cultural facilities and events.
 - DEVELOPMENT PATTERNS: A city that encourages and supports appropriate planning and zoning for revitalization and future development.
 - SHOPPING, RESTAURANTS & NIGHTLIFE: A dynamic community where residents have the opportunity to meet their shopping and entertainment needs.

Presented by Charlie Wall

VISION SUMMIT



ECONOMIC DEVELOPMENT

- ECONOMIC DEVELOPMENT: Where Lubbock has the opportunity to prosper through a comprehensive economic development strategy that supports community-wide development through encouragement of entrepreneurship, small business development, solid infrastructure and service delivery, increased and improved air and rail service, and incentives and policies to attract a diverse array of industries to Lubbock.

Presented by Co-Chair David Seim

ECONOMIC DEVELOPMENT

- **JOBS & WORKFORCE:** Lubbock's workers shall be able to choose from a variety of well-paying job opportunities, with job creation initiatives succeeding in attracting new businesses and providing attractive employment options.
- **EDUCATION:** An equitable school system supports high quality education for all Lubbock students, with upgraded school facilities, increasing graduation rates, and access to a range of opportunities including higher education, a strong community college presence, and vocational training options.

PUBLIC DESIGN SESSION



EDUCATION

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PUBLIC DESIGN SESSION



ENTERTAINMENT AND RECREATION

- **ATTRACTIONS & EVENTS:** Lubbock is a regional center for entertainment by fostering the development of attractions for sports, music, shopping and other venues that attract visitors to the city.
- **SHOPPING, RESTAURANTS & NIGHTLIFE:** A dynamic community where residents have the opportunity to meet their shopping needs, and choose from a range of dining and entertainment options.



NEIGHBORHOODS

- **COMMUNITY SPIRIT:** A positive inclusive community that rallies together, ensures equality, cares, volunteers, and proactively participates in implementing its vision.
- **SOCIAL EQUITY:** Ensure strong, well-coordinated community (combination public/private) systems are in place to serve all populations, including the homeless, disabled people, and the elderly.



Conclusion: Next Steps for Imagine Lubbock Together

- Seek support and approval from City Council and County Commissioners Court in June
- Seek support and approval from Lubbock County's eight school districts
- Become the strategic plan's implementation committee
- Begin the jump start implementation portion of the plan
- Carry out the goals, elements, recommendations, steps, tasks, measures and timelines
- Ensure the plan remains dynamic, transparent, accountable, and inclusive

Please continue to help
*DEFINE LUBBOCK'S
FUTURE!*

Questions



THANK YOU TO OUR COMMUNITY PARTNERS!



- | | |
|------------------------------------------------|---------------------------------|
| United Supermarkets | Alderson Enterprises |
| The CH Foundation | Bar Association |
| Market Lubbock | Centennial Bank |
| TTU System | City Bank |
| McDougal Companies | Crenshaw, Dupree & Milam, LLP |
| Mullin Hoard & Brown, LLP | George McMahan Development |
| Lubbock Avalanche-Journal | Jones, Flygare, Brown & Wharton |
| Wilkerson Properties, Inc. | Marciano Morales |
| Peoples Bank | Morris Publishing |
| Benchmark Business Solutions | Parkhill Smith & Cooper, Inc. |
| UMC Health System | PlainsCapital Bank |
| Underwood Law Firm | Reese Technology |
| Happy State Bank | South Plains Foundation |
| ARMtech | Suddenlink Communications |
| Lubbock Area Foundation, Inc. | Talkington Foundation |
| Gibson Plumbing, Heating &
Air Conditioning | Trinity Church |
| | V-tech Environmental Services |



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