



TEXAS A&M UNIVERSITY-TEXARKANA

College of Business

P.O. Box 5518 • 2600 N. Robison Rd. • Texarkana, TX 75505-5518
(903) 223-3021 • FAX (903) 223-3121

19 DEC 05

Bethany Hanna, Executive Director
Main Street Texarkana
P.O. Box 631
Texarkana, TX 75504-0361

Diane Atkinson, AICP
Environmental Resource Planner
Ark-Tex Council of Governments
P.O. Box 5307
Texarkana, TX 75505-5307

Bethany, Diane:

Thanks for giving my students the opportunity to work on projects associated with the Texarkana downtown area.

Two classes worked on two projects this semester:

Downtown atmospherics assessment: Undergraduate marketing students in a consumer behavior class assessed the atmospherics of the Broad Street area as one of the course projects. Specifically, they were asked to identify the kinds of consumers that we might expect to have an interest in this area, to outline the task definition, antecedent states, and other such characteristics of these kinds of consumers, and to assess the state of downtown with regard to meeting the characteristics of these consumers. The general conclusion from these reports is that our downtown needs to give the appearance of being a less empty, more busy place before it will be conducive to attracting consumers for retail and entertainment products. Tactical suggestions included creating more visuals with regard to signage and overtly noticeable lighting (e.g., flashing neon, not just safety lighting) and to creating overtly noticeable noise (e.g., loud music that reaches the street).

Downtown tactical assessment: MBA students in a marketing management class conducted a tactical assessment of the Broad Street area for a term project. In a previous class, students had conducted an assessment of the downtown area to identify consumer segments, to identify strategic business units that currently exist to service those segments, and to identify strategic business units that need to be added in order to service those segments. This semester, students did a tactical extension of those strategic recommendations by revisiting consumer segment needs and wants, but with the objective of identifying more specific kinds of businesses that are necessary to meet the