



Campaign Fact Sheet

May 11, 2010

What is "Pride in the Falls"?

Pride in the Falls is a community-wide marketing campaign used to raise funds, awareness and a proud sense of what Wichita Falls has to offer.

For the first time, all four city entities in Wichita Falls – City of Wichita Falls, Chamber of Commerce & Industry, Convention & Visitors Bureau, and Downtown Wichita Falls Development – are uniting to establish a proud identity for the city.

How long will this take?

For the next three years, the city will roll out a strong, unified brand through advertising, online outreach and the media to attract more families and business development in Wichita Falls.

How much money has "Pride in the Falls" raised?

\$1.5 million to be used over the next three years, half of which was matched by the city's 4A tax board.

Did you know?

- The City of Wichita Falls more than triples in size during working hours
- Within a 60-mile radius, Wichita Falls can boast a population of more than 715,000
- More than 60 businesses and retailers have either moved or developed an additional location within Wichita Falls during the past 36 months
- Wichita Falls' own "Hotter than Hell" is the country's largest sanctioned bike race
- The name of Wichita Falls is derived from the Choctaw Indians who were the original settlers of the area in the early 1700's. The name "wia chitoh," which means "big arbor."
- Midwestern State University was the first public university in Texas to establish a core curriculum
- Wichita Falls is home to Tommy Tune, Mia Hamm, "Cowboy" Morgan Evans and Bowling for Soup
- The Wichita Falls ISD is one of only a handful of school districts in Texas that does not require its students to attend a particular school in the district based on their residency. Instead, all schools have magnet programs to attract students, such as the Washington Jackson Math & Science Center.
- Sheppard AFB shares one runway with Wichita Falls Municipal Airport under a joint civil-military arrangement
- Riverside Cemetary is the burial place of Quantrill Raider Allen Parmer and his wife Susan James (sister of Jesse & Frank James), Governor James V. Allred, Bank Robbers Elmer "Kid" Lewis and Foster Bill Crawford, and world renowned Shakespearian scholar Charles William Wallace, Ph. D.