

PROJECT PROFILE



A+ARLINGTON, “ADDING RELEVANCE TO RIGOROUS ACADEMICS” ‘99 - ‘02

A program of the Arlington Chamber of Commerce, in partnership with the Arlington ISD, linking business and education to prepare students for a world of opportunity.

Project Partners established committee and staff structure, program of work and collaboration of resources for this industry/education school-to-life program within the quality workforce development department of the Arlington Chamber of Commerce. Recruited, trained, and managed 150 corporate executives and community leaders a year for the 8th and 9th grade Arlington Scholars presentations, the individual campus requests for industry participation, the “Principal for a Day/CEO for a Day” event, and the AISD JobsNow Hiring Expo, a job fair for graduating seniors. Designed all presentation materials, managed the marketing and community outreach of the program, coordinated all initiative and event details, and prepared and presented an annual report to the AISD school board and the chamber board of directors. A+Arlington earned awards from the AISD Foundation, TBEC and Score a Goal in the Classroom and served the community for almost a decade.

“It seems that all that Lerii Smith and her team at Project Partners touches, turns to gold. I want to thank them for continued extraordinary achievement of goals laid out for the A+Arlington community initiative.”

Dr. David Sampson, President & CEO, Property Casualty Insurers Association
Former President and CEO, Arlington Chamber of Commerce

“Project Partners forged a powerful partnership with the Arlington ISD. Among many accomplishments, our district’s Arlington Scholars program became a model throughout the state, thanks to the organization and direction Lerii and her group brought to the project. I highly recommend Project Partners to organizations looking for top notch program implementation.”

Dr. Mac Bernd, Former Superintendent, Arlington ISD

PROJECT PROFILE



STAR TELEGRAM PECAN
STREET FESTIVAL '02
*Arlington Chamber of Commerce,
Downtown Development*

Thirteen weeks from the event date, Project Partners stepped in for an absent staff member and managed this community street festival for 15,000 that served as a catalyst for the redevelopment of downtown Arlington and supported the hospitality and tourism industry. With steering committee members, and in record time, we secured \$26,500 in cash sponsorships and more than \$50,000 of in-kind sponsorships, created promotional materials and managed media and marketing, vendors, artisans, special features and promotions, entertainment and all logistics.

“Thank you for being our partners on the Pecan Street Festival this year. I know that the committee and community enjoyed the event. The committee thought your company did an excellent job. We appreciate your hard work and commitment to making the festival a success.”

Julie Johncox, Former Vice President, Downtown Development
Arlington Chamber of Commerce

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PROJECT PROFILES

CORNERSTONE ARLINGTON '98, '99
Arlington Chamber of Commerce, Economic Development Division



Coordinated volunteers, marketing plan, prospecting, cultivating and soliciting of donors. Secured contributions toward the \$350,000 private sector funding for the economic development program that attracts and retains businesses in Arlington.

TEXAS EXILE '00
Texas Public Policy Foundation - Austin, Texas



Designed statewide \$2 million fundraising initiative for public awareness campaign “Gun Crime Means Hard Time.” Texas Exile involved a joint program among the Office of the Attorney General of the State of Texas, federal law enforcement offices, and local prosecutors in Texas.

“Lerii, you really have an eye for talent and you attract personable, experienced, professional staff. We appreciate the work of the Project Partners team. Thanks for all you do for us.”

Don Ellis, Former Vice President, Workforce Development
Arlington Chamber of Commerce