

*Welcome to the Heart of North Louisiana!*

*Yes, you have discovered the “heart of North Louisiana.” But certainly you’ve found so much more. For here in Lincoln Parish there is a heartbeat that has allowed this historic yet progressive community to position itself as the hub of the regional I-20 corridor while earning raves as the best kept secret around. Perhaps it’s because the pulse of Lincoln Parish resonates from something far deeper than the expected veneer. Its uniqueness can’t be missed. So pull up a chair and plan to stay a while. You will experience why this nugget of quintessential Americana is known for so much more than its signature peaches and pines.*

*Explore the gorgeous landscape of rolling hills that frames the area. Breathe in the crisp, clean air. Drink in the sparkling water. True to its Sportsman’s Paradise roots, Lincoln Parish offers recreational opportunities for every age—parks and lakes, a nationally acclaimed golf course, mountain bike trails, and the new Rock Island Greenway, a shared-use walking, running, and bicycling path and linear park that will eventually run almost 6 miles across Ruston while connecting neighborhoods, businesses, educational institutions, and recreational amenities. The first of its kind in the region, the Greenway is designed to foster a vibrant and active culture, something that powers the pulse of the parish.*

*Within that active culture is a thriving college-town atmosphere driven by nationally renowned, Tier 1 Louisiana Tech University as well as Grambling State University, the powerhouse historic African American college. In addition, this education-focused parish features a thriving Delta Community College site, award-winning schools of every variety—public, private, laboratory, Montessori—the Louisiana School for the Blind, and Howard School on the Methodist Children’s Home campus. This focus on education drives high-tech innovation at all levels while creating a synergistic vigor that feeds vibrancy throughout the parish.*

*Experience such vivacity in the unique shopping and destination dining of historic downtown Ruston. Savor the flavors of our Cajun neighbors to the south as well as the distinctly southern specialties that flavor the traditions of the area. Engage in the effervescent arts scene through festivals and special events featuring symphonies, bands, theatre, and artist showdowns. Participate in the local Farmer’s Market, Fashion Show, or Maker’s Fair. Take a seat at a local café for unique coffees and exuberant conversation. Buy a ticket for high energy sports. Join in the faith-based and service-oriented alliances that permeate this community. Feel the pulse of this parish. When you do, you will realize that it is the heart of Lincoln Parish that sets it apart from all others.*

*So whether you are here to work in our flourishing timber, natural gas, or manufacturing industries, you’ve come to see why Ruston has been named one of the Most Charming Towns of the South, or want to see why Lincoln Parish is listed among the top retirement locations--know that you are welcome here in the heart of North Louisiana. It is our sincere desire that you truly feel the pulse of this parish and experience the heartbeat of this great community, one of a collected vision that is driven by humanity, kindness, and a true heart of service. For it is within that vision that we draw our hope for the future. Within that hope is a place for you and others who have discovered all that lies beyond our signature peaches and pines.*

*As Chairman of the Board of Directors for the Ruston-Lincoln Chamber of Commerce, it is my distinct pleasure and privilege to invite you to explore our community. Here we not only cultivate a healthy business environment, we cultivate an environment that is healthy for business. We believe this is part of the pulse that makes Lincoln a pearl of a parish, one to be treasured for the gem that it is. May you feel that heartbeat too.*

*Cathi Cox-Boniol, Chairman*