

Breakthrough News
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Breakthrough Solutions is a program of the University of Arkansas Cooperative Extension Service, with partners in the public, private and non-profit sectors

The purpose of Breakthrough News is to help communities and regions become vibrant, sustainable and resilient in the 21st century economy

Editor: Mark Peterson, Professor – Community and Economic Development

In This Issue

- **Ten Issues, Opportunities to be Addressed at May 8 Breakthrough Solutions Conference**
 - **Hammerschmidt, Jones to be Honored on May 8**
 - **Harnessing the Creative Economy - Mountain View, Folk Music Capitol of the World**
 - **Arkansas Delta Endowment Grant Funds Soon Available**
 - **Eureka Springs Charrette Describes Options for Vacant High School Campus**
 - **KIVA City Little Rock Initiative Launched**

 - **Story of the Month – The Transparent Factory of Dresden, Germany**
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Introduction

Welcome to the latest issue of Breakthrough News. In this issue, you will learn more about Building Innovative, Sustainable Communities in a Rapidly Changing World (our 2013 Breakthrough Solutions Conference on May 8), a great story about harnessing the creative economy, a new grant program, creative uses for a vacant high school, crowdfunding, and an incredible story from Germany. You won't want to miss it!

Best regards,

Mark Peterson
Professor – Community and Economic Development

Coming Events

- April 26: 2013 Entrepreneur Task Force Conference**, El Dorado Conference
Center: www.startupeldorado.com.
- May 1-3: Placemaking and the Power of Preservation**, North Little Rock:
<http://preservearkansas.org>.
- May 7-8: 2013 Breakthrough Solutions Conference - Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World**, Arkansas 4-H Center, Ferndale: <http://www.vworks.org/>.
- May 9: Creating a Highly Effective Board**, Little Rock –
www.acenonprofit.org
- May 13: Exploring Innovation: Community Development in Times of Austerity**, sponsored by the Little Rock Branch, Federal Reserve Bank of St. Louis:
http://www.stlouisfed.org/community_development/events/index.cfm?id=456
- May 14-16: Rural Development Conference**, Hot Springs: www.arkansas.gov/drs
- May 19-21: 15th Annual National Value-Added Agriculture Conference**, Rogers:
www.regonline.com/NVAAC2013
- June 6: Small City Economic Leadership Empowerment Summit**, Conway:
<http://houseaboutit.org>
- July 20-24: 2013 Community Development Society Annual Conference**, Charleston SC: www.comm-dev.org
- July 29-August 2: 2013 Community Development Institute**, sponsored by the UCA
Center for Community and Economic Development:www.ueca.edu/cdi.
NOTE: Several scholarships are available for CDI 2013; for more

information,
send an e-mail cdi@uca.edu or call 501.852.2930.

Ten Issues, Opportunities to be Addressed at May 8 Breakthrough Solutions Conference

“The Breakthrough Solutions Conference was one of the best conferences I attended last year in terms of content and relevancy, and I think our community leaders could benefit tremendously by attending this year’s conference.”

***Heather Maxwell, Executive Director,
Crossroads Coalition***



Community and regional leaders will have a unique opportunity on May 8 – to hear experts address ten pressing issues and challenges facing Arkansas communities. With the theme “Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World”, the conference will address how communities can successfully navigate these uncertain times. The 2013 Breakthrough Solutions Conference will take place at the C.A. Vines Arkansas 4-H Center west of Little Rock, with pre-conference workshops on May 7.

In addition to addressing how our economy has changed, these topics will be addressed: federal budget impacts on Arkansas communities, developing a 21st century workforce, regional foods projects, community divisiveness, apps and IT opportunities, youth involvement, drugs in the workforce, community resilience, and the creative economy. Pre-conference workshops on May 7 will address strategic marketing, funding community development and entrepreneurship, entrepreneur-friendly communities, and building support for public facilities. The evening will include a skill-building exercise at the 4-H Center.

Keynote speaker Sharon Gulick, Director of University of Missouri Extension’s Community Economic and Entrepreneurial Development Program will bring fresh insights that will be most helpful for community leaders, businesses, local government officials, and citizens. Three Arkansas communities will each describe a project they propose to implement with the potential to have a major impact on their community. They are competing for a \$1,000 seed money grant, sponsored by the Arkansas Community Development Society.

Conference registration is still open - pre-conference workshops (\$45), conference registration (\$65), and lodging (\$31). To see the conference agenda and register for the conference, go here: <http://www.vworks.org/conference/default.htm>.

The Breakthrough Solutions Partners invite you to join us for a great learning experience as we learn how to build vibrant, sustainable, resilient communities and regions. The 4-H Center will be gorgeous in May, the conference should be very stimulating, and you need a break!

Hammerschmidt, Jones to be Honored on May 8



John Paul Hammerschmidt and Jeff Jones

Former U.S. Rep. John Paul Hammerschmidt and Jeff Jones of CenturyLink will be honored at the 2013 Breakthrough Solutions Conference on May 8 at the C.A. Vines Arkansas 4-H Center.

They each will receive the Breakthrough Solutions SOAR Award, which is given to communities, regions, or individuals who best exemplify the Breakthrough Solutions SOAR process in their community development work.

Hammerschmidt, who served 13 terms in Congress, was instrumental in forming Harrison CORE - the Central Organization for Revitalization and Enhancement formed to create a vibrant, healthy downtown, that can lead to a vibrant, healthy community and county, and become a catalyst for jobs and economic development. Since its inception, Harrison CORE helped form a local SCORE chapter, the Historic Harrison Business Association, and a Harrison Historic Walking Tour. It also secured funding for trees and trash receptacles for Lake Harrison Park, and attracted more than 30 new businesses into the downtown Harrison district.

“John Paul was really the founder and originator of our CORE group; it was through his contacts and influence in the community that got the group together and allowed us to gain momentum,” said Layne Ragsdale, CORE facilitator. “Through it all, he was very insistent that the group was inclusive and open to the entire community.”

Jones is the Manager - Market Development for CenturyLink in Arkansas, Louisiana, Oklahoma, and Mississippi. He was a founding supporter of Development Information Network of Arkansas, a program to help rural communities market themselves online to the world. He was also involved at the beginning of the Arkansas Broadband Initiative, which led to the formation of Connect Arkansas, a statewide organization that engages the telecommunication community in providing broadband services to communities and counties across Arkansas.

Jones has served on the Breakthrough Solutions Advisory Council since its inception, has supported Breakthrough Solutions financially, has spoken at Breakthrough Solutions conferences, and will be co-presenting a pre-conference workshop on strategic marketing on May 7 at the Arkansas 4-H Center.

“What I appreciate most about Jeff is his ability to understand the real potentials that broadband has to make a difference in rural communities and regions,” said Mark Peterson, Professor of Community and Economic Development. “The world has changed dramatically in the last 20 years, and Jeff’s vision and understanding have been invaluable to the Breakthrough Solutions Program and communities.”

Harnessing the Creative Economy - Mountain View, Folk Music Capitol of the World



Road Trip Participants Interact with Mountain View Chamber of Commerce Members

One of our speakers at the 2013 Breakthrough Solutions Conference is Jimmie Edwards, Director of Group Sales, Ozark Folk Center and board member, Mountain View Chamber of Commerce. We visited him, other chamber members, and county Extension faculty at Mountain View AR on our ARCO Vibrant Communities Road Trip last December.

Mountain View is known for its beautiful scenery, its festivals, and its wonderful arts, crafts, and music. It was an incredible visit, and these key insights emerged on how they have leveraged the creative economy:

- **Build on your community's traditions:** Before our roads improved, people would come to town and bring their fiddles and banjos. In the 60's, back-to-the-landers (hippies) came, and they brought their crafts with them.
 - **Develop an infrastructure to support your economic base:** The Ozark Folk Center preserves the mountain culture and draws visitors from many states, while the Ozark Craft Guild markets local art and crafts all over the U.S.
 - **Become a year-round destination:** February is time for the Valentine's Day event and St. Patrick's Day; March is the bluegrass festival; April is for the Ozark Folk School and Folk Festival; June is for the barbecue contest on the square; July is for the 4th of July celebration; August is for the Mountains, Music, and Motorcycle festival; September is for the Off the Beaten Path Studio Choir and Chuck wagon Cooking Contest; October is for the Beanfest and Arkansas Championship Outhouse Race; November is for the Mountain View Bluegrass Association event at the Ozark Folk Center, and December is for Caroling in the Caverns.
 - **Leverage your assets for creative breakthroughs:** Ten years ago, carolers starting singing Christmas carols in Blanchard Springs Cavern, an incredible experience.
 - **Target media with extraordinary experiences.** Representatives from the Travel Channel were invited to come and film Caroling in the Caverns, followed by an old-fashioned Christmas party in an Ozark Mountain cabin.
 - **Ride the wave:** Heritage tourism is a buzz word now, and attracts motor coach companies to our community.
 - **Create packages:** We put together packages of meals, lodging, and experiences that make it easy for tourists to enjoy our community.
 - **Engage organizations from across your community:** Preston Hipp, Stone County Agent – Staff Chair, stated: "The Pickin' Park is a Master Gardener project and one of the major attractions in Mountain View."
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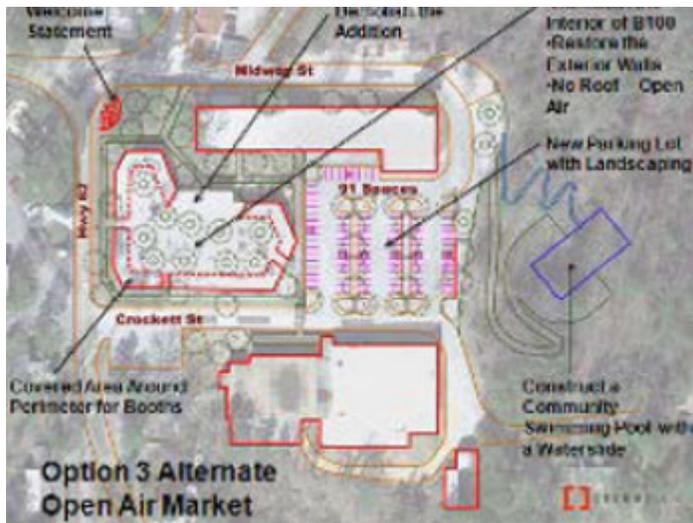
Arkansas Delta Endowment Grant Funds Soon Available

The Arkansas Community Foundation will be accepting proposals for grants from the Arkansas Delta Endowment for Building Community from May 1-22.

The Endowment was established through a gift to ARCF from the W.K. Kellogg Foundation to help improve social and economic conditions for children and families in the 26- county Delta region of Arkansas. Grants requests can begin at \$5,000 and go up to \$20,000. The Foundation is especially interested in supporting projects that involve collaboration among multiple organizations, have a clear plan for evaluating and demonstrating success, can be replicated or expanded to serve multiple communities and/or serve a broad range of people. Learn more at www.arcf.org or contact Program Director Chris Love, clove@arcf.org.



Eureka Springs Charrette Describes Options for Vacant High School Campus



Open Air Market Plan from Eureka Springs Charrette

When the Eureka Springs School District built and moved into a new high school campus, it left a big question – what to do with the old campus. To respond to this opportunity, the Eureka Springs School Board joined forces with the Greater Eureka Springs Chamber of Commerce and area business leaders to begin

researching options, studying possibilities and mapping out a path for re-development and use of the site. This included School Board Facilities Committee Chairman Sam Kirk, School Board Chairman Al Larson, Superintendent Curtis Turner, Jr., Mike Bishop, President/CEO of the Chamber, Diane Murphy, past Chairman of the Chamber Board of Directors, Mayor Morris Pate, Economic Development Coordinator Glenna Booth, Carroll County Extension Staff-Chair Randy Forst, and other community leaders.

This led to the school district contacting Breakthrough Solutions, and a three day charrette led by architects Ed Levy, Chris East, and John Mixon with Cromwell Architects Engineers, which yielded several alternative uses for the high school campus. “The meeting today [April 11] at the Gym was great. Ed and John did a great presentation on the different options, and they were received very well”, stated Randy Forst, Carroll County Extension Agent – Staff Chair. “All comments from Eureka Spring's population were positive. Due to the wide variety of personalities, this alone was a great accomplishment.”

“We were very impressed with the leadership of the Eureka Springs community and their desire to engage the community in this process,” states Mark Peterson, Professor – Community and Economic Development. “This tremendous asset has the potential to meet several needs in the community, and we look forward to good things happening in the community.”

KIVA City Little Rock Initiative Launched



Lenders from all over the world are investing in small businesses in Arkansas.

A new micro-lending initiative based in Little Rock was unveiled on March 15, when President Bill Clinton helped kick off the Kiva City Little Rock. The program aims to expand the availability of microloans for small business owners and aspiring entrepreneurs in central Arkansas. The program reaches underserved borrowers by “crowdfunding” loans – where online investors make small investments – to support existing and start-up businesses. Investors can lend as little as \$25, while loans can be as much as \$10,000.

To date, 10 Arkansas businesses have received a total of \$86,000 from lenders; another 13 businesses are asking for \$75,600. The loans are provided at no interest or fees to people who would not qualify for bank loans. The borrowers must be endorsed by a “trustee,” an individual or organization who can attest to the borrower’s credibility and character. Loans are also available to nonprofit organizations for community development projects. To become a lender, a

trustee, or a borrower, go to the KIVA website, <http://zip.kiva.org> or contact Terre McLendon at tamclendon@ualr.edu or Justin Renfro at Justin@kiva.org.

Breakthrough Solutions Funding Sponsors

Just a note to thank our funding sponsors for their support of the Breakthrough Solutions Conference and Program. We appreciate their investment in the future of Arkansas:

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- Arkansas State Chamber of Commerce
- CenturyLink
- Delta Center for Econ. Dev., ASU
- Entergy Teamwork Arkansas
- Federal Reserve Bank, Little Rock Branch
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- Arkansas Community Foundation
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- Cromwell Architects Engineers
- Electric Cooperatives of Arkansas
- Ken Hubbell and Associates
- U of A Division of Agriculture Cooperative Extension Service
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Story of the Month – The Transparent Factory of Dresden, Germany



If you were looking to revitalize your downtown, would you EVER consider bringing a manufacturing facility into your downtown, particularly as manufacturing plants are known for more noise, traffic, and even pollution? So -

- **What would you do if someone proposed to build a major manufacturing facility in your downtown area?**
- **What if their supply trains wanted to use your streetcar tracks?**
- **What if that manufacturing facility was also a museum and a tourist attraction, so clean you could eat dinner off the floor?**

Breakthroughs often happen when you combine two or more unrelated concepts, whether in cuisine, art, science, or community development. Take a look at the Transparent Factory of Dresden, Germany here: <http://www.flixxy.com/high-tech-car-factory.htm>.

Breakthrough Question: What could you create or bring in to your community that would serve multiple purposes?

Visit Our Community and Economic Development Unit at:

<http://www.arcommunities.org/>

<http://www.facebook.com/UACommunityDevelopment>

How to Strategically Impact Your Community:

If you want to impact your community in a powerful way, forward this e-mail newsletter to other individuals in your community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

More About Breakthrough Solutions:

Recipient of the Outstanding Program Award and Innovative Program Award by the international Community Development Society, Breakthrough Solutions is a program of the University of Arkansas Division of Agriculture Cooperative Extension Service, with partners in the public, private and non-profit sectors. For more information: www.vworks.org, vworks@uaex.edu, 501-671-2253.

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