Why a Regional Coalition?

- AEDC Focus on Regionalism

- Montgomery, Polk, & Scott = 10\textsuperscript{th} Largest City

- ARCO strengthens region, fosters relationships, & enhances lobbying efforts
Partners for the Future

- Dr. Mark Peterson UAEX “Breakthrough Solutions”

- ARCO, RMCC, and U of A Division of Agriculture
Partners for the Future
Why is it Important?

- Rural West Central Arkansas
- Sluggish Economy
- Reduced Consumer Spending
- Local Governments under Fiscal Stress
Partners for the Future
Why a Partnership?

- Partnerships = Successful Communities
- Pooling of Ideas, Talents and Resources
Partners for the Future

- Identify Common Assets like Tourism

- Leverage Assets
<table>
<thead>
<tr>
<th>Location</th>
<th>Travel Expenditures</th>
<th>Travel Generated Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery</td>
<td>$26 Million</td>
<td>$4.2 Million</td>
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<tr>
<td>Polk</td>
<td>$21 Million</td>
<td>$3.8 Million</td>
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<tr>
<td>Scott</td>
<td>$5.9 Million</td>
<td>$1 Million</td>
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</table>
ARCO Initiatives

- Downtown Revitalization
- Put ARCO on the Map with GYBO
- “One More Day”
“One More Day”

- Tourism Increase of 31%
- Revenue Increase of $16.5 Million
- Increase in Jobs & Local Taxes
ARCO Brand/Logo

- Used for Websites, Signage, Email, Print...

- ARCO Survey to create Brand