Breakthrough Solutions 3.0
New Tools to Shape the Future of Your Community

2019 Breakthrough Solutions Pre-Conference Workshop
Creating Connected Communities – ARCO in Action

Dr. Mark Peterson, Professor
Community and Economic Development
Great to be here
Great to be here

New Tools
ARCO in Action
Argenta – Vision and Action
The most important person in the room
Six Ground Rules

1) Turn off your electronic devices
2) Everyone participates
3) Respect every person
4) We can learn from every person
5) Think outside the box
6) Have fun
If you want to go fast, go alone. If you want to go far, go together.

Source unknown
Breakthrough Solutions – based on the premise that incremental improvements are insufficient in a time of rapid change.
Key Drivers of Change
Key Drivers of Change

1) DEMOGRAPHY: Millennials, Boomers, Tradition
2) TECHNOLOGY: Faster, mobile, connected, social
3) GLOBALIZATION: A global marketplace
4) REGIONALIZATION: Gaining critical mass
Key Drivers of Change

1) DEMOGRAPHY: Millennials, Boomers, Tradition
2) TECHNOLOGY: Faster, mobile, connected, social
3) GLOBALIZATION: A global marketplace
4) REGIONALIZATION: Gaining critical mass
5) URBANIZATION: People moving to urban areas
6) LOCALIZATION: Local foods, arts, music, drama, history, businesses, unique products
7) QUALITY OF PLACE: Livable, walkable, healthy, great places
8) SUSTAINABILITY: Green & sustainable long-term
County Population Gain & Loss

- 67% Counties Losing Population
- 33% Counties Gaining Population
County Population Growth vs. National Average
Great challenges require empowered leaders with compelling vision and powerful tools
To build a simple house, you need simple tools.
To build a beautiful house, you need great tools.
How can we:

* build on what has worked and is working (strategic planning, visioning, asset-based development, systems, technology, strategic doing, Heart and Soul),

* create a development process that is:
  - truly strategic,
  - inclusive, and
  - empowering, that leads to action?
Breakthrough Solutions 3.0
Creating Vibrant, Sustainable Communities and Regions

* Community Driven
* Asset Based
* Technology Enabled
* Action Driven
* Results Oriented
How Communities and Organizations Deal With Change

Key Drivers Of Change → Normal/Status Quo

Mark Peterson and Emily Smith, U of Arkansas Cooperative Extension Service
The University of Arkansas System Division of Agriculture is an equal opportunity/equal access/affirmative action institution.
How Communities and Organizations Deal With Change

Transformation
  \arrow{Reimagine}
  \arrow{Reinvent}

Community Project
  \arrow{Reaction}
  \arrow{Crisis/Opportunity}

Key Drivers Of Change
  \arrow{Normal/Status Quo}

Stay the Course & Hope it Improves
  \arrow{Decline}

---

Mark Peterson and Emily Smith, U of Arkansas Cooperative Extension Service
The University of Arkansas System Division of Agriculture is an equal opportunity/affirmative action institution.
EIGHT STEP COMMUNITY DEVELOPMENT PROCESS

STEP 1: Begin the Process
- Meet with key leaders
- Ask what do you want to see happen & why
- Describe the process, timeline, & outcomes

STEP 2: Create Your Team
- Recruit a broad-based group of committed community leaders
- Start the strategic thinking process

STEP 3: Engage Your Community
- Use community survey & focus groups
- Meet with organizations, community
- Reach out with social media

STEP 4: Develop a Strategic Action Plan
- Conduct strategic assessment
- Employ Action Planning Process to create an action plan
- Include funding and finance

STEP 5: Seek Feedback & Commitment from the Community
- Share with key stakeholders & groups
- Engage external stakeholders

STEP 6: Launch the Action Plan
- Publish the plan in hard copy & make available online
- Create a memorable launch event

STEP 7: Implement the Plan
- Organize for action
- Hold regular, effective meetings
- Support & hold action teams accountable

STEP 8: Review, Renew, & Celebrate
- Hold annual review session
- Celebrate successes
- Set priorities to move forward

Mark Peterson and Emily Smith, University of Arkansas System Division of Agriculture Cooperative Extension Service

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.
How can we get from a list of assets to opportunities and priorities?
Strengths and Assets Map
Wealth in Your Community

**Economic Engines and Infrastructure**
Economic drivers, value chains, businesses and business support systems; infrastructure, built assets

**Leaders, Networks & Organizations**
Leadership, organizations, bridging & bonding networks, trust, cooperation, inclusion

**Political Capital**
Elected officials, connections, ability to influence and make public policy

**Talent**
Talents, knowledge, skills, work ethic of community residents

**Quality of Life & Place**
Culture, activities, and amenities: retail, housing, health care, education, public spaces, trails, walkability

**Natural Resources & Environment**
Water, land, plants, minerals, & animals; natural environmental, biodiversity

**Financial Assets**
Financial assets of investors & donors, banks, foundations, tax revenues, special districts

**VIBRANT, SUSTAINABLE COMMUNITIES**
You visit a community that is struggling, and ask them what their assets are. Here is what they tell you:

* Acorns, pine cones, gumballs, and hickory nuts
* A small river with snags and deadly floods
* A lot of cardboard
So what would you tell them to do, to create economic opportunities?

* Acorns, pine cones, gumballs, and hickory nuts
* A small river with snags and deadly floods
* A lot of cardboard
WELCOME TO HEBER SPRINGS

VISIT OUR LOCAL BUSINESSES
TAKE HWY. 25B
Breakthroughs are advances, innovations or leaps forward that can transform a community.

* Acorns, pine cones, and hickory nuts

Patti Upton,
Aromatique,
*Creator of Decorative Fragrance*
Breakthroughs are advances, innovations or leaps forward that can transform a community.

* Acorns, pine cones, gumballs, and hickory nuts

* A small river with snags and deadly floods
Breakthroughs are advances, innovations, or leaps forward that can transform a community.

- Acorns, pine cones, gumballs, and hickory nuts
- A small river with snags and deadly floods

Greers Ferry Dam and Lake
Breakthroughs are advances, innovations or leaps forward that can transform a community.

* Acorns, pine cones, gumballs, and hickory nuts
* A small river with snags and deadly floods
* A lot of cardboard
Breakthroughs are advances, innovations or leaps forward that can transform a community.

World Championship Cardboard Boat Races

* A lot of cardboard
Breakthroughs are advances, innovations or leaps forward that can transform a community.

* Acorns, pine cones, gumballs, and hickory nuts
* A small river with snags and deadly floods
* Cardboard
ASSET OPPORTUNITY TREE
ASSET OPPORTUNITY TREE

Opportunities
What can you do with artists, craftsmen and women, and music?
ASSET OPPORTUNITY TREE

- Low Priority Projects
  (Could do Later)
- Must Do Projects
  (Critical for the Future of Your Community)
- Low Hanging Fruit
  (Easy, Short-term Wins)
Phase I. Initial meeting – WEDNESDAY, MAY 8
Visit to Three Counties Identified These Key Issues:
  1) Workforce Development
  2) Marketing, Tourism, and Branding
  3) Business Development and Recruitment, and Broadband
  4) Quality of Life and Place
  5) Funding and Finance

Phase II. BTS Partners Visit the ARCO Region – MAY 31
Identify assets and opportunities in each issue area

Phase III. BTS Pre-Conference Workshop in NLR – June 25
Drill down in to issues to identify strategic opportunities and resources
Breakthrough Solutions Conference in LR – June 26

Phase IV. Launching ARCO in Action – July
ARCO in Action Launch Event in the ARCO Region
Launch action teams and report on low hanging fruit projects
Messy
Mix of county and regional action
Focus on opportunities and action
Always start with assets
Identify ideas, strategies, and resources that will really move the ARCO region forward.
Report on Low Hanging Fruit Projects
* Amy Monk, Montgomery County
* Sherry Johnston, Scott County
* Gar Eisele, Polk County
Action Planning Process to Address Issues in Your Community and Region

- Community Assets
- Externals Resources & Best Practices
- Major Forces & Trends
Action Planning Process to Address Issues in Your Community and Region

1. Form Your Team (5 mins)
   - Who needs to be on your team?

2. Answer the WHY Question (5 mins)
   - What is going on and WHY is it important?

3. Describe Your Desired Outcomes (8 mins)
   - For this issue or project, what would success look like for your community?

4. Identify Your Assets (10 mins)
   - What are your community assets that relate to this issue?

5. Assess Your Situation (10 mins)
   - What is working well?
   - What is not working well?

6. Brainstorm possibilities (10 mins)
   - What are all the things you could to address this issue or project?

7. Look for Low-Hanging Fruit (7 mins)
   - What is your low-hanging fruit and must do projects?

8. Set Action Steps (5 mins)
   - Who will do what before your next meeting?
   - When and where will you meet again?
   - Who else needs to be involved and who will invite them?

---

Community Assets

Exterals Resources & Best Practices

Major Forces & Trends

Asset Opportunity Tree

Low Priority Projects

Must Do Projects

Low Hanging Fruit

High Potential/Profit

Describe a good and energizing.

- take action
What would happen if this step is not done well?
ARCO in Action - Action Teams

1) Quilt Trail – Kim Magee
2) Broadband – Noah Washburn
3) Funding and Financing Community and Economic Development – Roby Robertson
4) Workforce Development - Mark
5) Quality of Life and Place – Jerry Smith
6) Marketing, Tourism, and Branding - Tandee White
7) Business Development & Entrepreneurship Phil Plyler
Funding and Financing Community and Economic Development

Assets
- Funding streams for local government, schools, college, hospital, economic development
- Fundraising events
- Grantsmanship abilities

External Assets & Best Practices
- Arkansas Community Foundation
- Planning & Development Districts
- On-line funding mechanisms
- “Show Me The Money” publication

Major Forces and Trends
- On-line presence & social media are critical
- On-line funding mechanisms
More Tools and Resources
Show me the money

A Guide to Funding and Financing Community and Economic Development in Your Community or Region

Community & Economic Development
Strengthening Arkansas Communities
Creating Economic Development Opportunities For Communities and Regions

Mark Peterson and Emily Smith, University of Arkansas System
Division of Agriculture Cooperative Extension Service

Community & Economic Development
Strengthening Arkansas Communities

Agriculture & Manufacturing
Agriculture & Manufacturing
Growing Your Community’s Economy: The C.A.R.E. Model

C – Create
A – Attract
R – Retain
E - Expand
The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.
* Downtown Revitalization
* Tourism Economic Impact
* Advertising
* Public Plazas
* Parking

* Tourism Development
* Marketing & Branding
* Social Media
* Signage & Wayfinding
* Farmers’ Markets
Breakthrough News

Purpose: to equip communities and regions to become vibrant and sustainable in the 21\textsuperscript{st} century economy
The difference between a successful person (or community) and others is:
* not a lack of strength,
* not a lack of knowledge,
* [not a lack of money], but in a lack of will.

Coach Vince Lombardi
Dr. Mark Peterson, Professor of Community and Economic Development
U of Arkansas Cooperative Extension Service
mpeterson@uaex.edu
501.671.2253

Breakthrough Solutions – Because life is too short for ordinary strategic planning.