Nine Strategies for Creating Connected Communities

2019 Breakthrough Solutions Conference

Creating Connected Communities in the Emerging 21st Century Economy

Dr. Mark Peterson, Professor
Community and Economic Development
Good morning
Great challenges
How we can connect with ideas, resources, and opportunities in the world
The most important person in the room
Politics is almost as exciting as war, and quite as dangerous. In war you can only be killed once, but in politics many times.

Winston Churchill
A special thank you to our Breakthrough Solutions Sponsors

GOLD
Arkansas State Chamber of Commerce /
Associated Industries of Arkansas
Entergy
Mountain Home Area Chamber of Commerce
Nabholz Properties
Newport Economic Development Commission
Simmons Bank

BRONZE
Arkansas Community Development Society
Small Business Administration
UCA Center for Community and Economic Development
USDA Rural Development
Speakers & Moderators

2019 Breakthrough Solutions Conference • June 26th • Little Rock
USING VIRTUAL REALITY IN TOURISM

DEREK HUBER, FREELANCE SOCIETY
MOUNTAIN HOME AREA CHAMBER OF COMMERCE
JEFF PIPKIN AND ANGELA BROOME
The 21st Century Economy

* Global
* Digital
* Fast
The 21st Century Economy

* Global
* Digital
* Fast

DISRUPTIVE
The 21st Century Economy
* Global
* Digital
* Fast
LOADED WITH OPPORTUNITIES
Whale Jump Out of the Water
Welcome to the 21st Century Economy

* A horse named CloudComputing won the Preakness Stakes
Welcome to the 21\textsuperscript{st} Century Economy

* A horse named CloudComputing won the Preakness Stakes

* We have a president who tweets
Airbnb is now the biggest hotel company in the world, although they don’t own any properties.
Uber is a software tool that doesn’t own any cars but is now the biggest taxi company in the world.
And Uber’s goal is to replace its more than 1 million drivers with robot drivers as quickly as possible.
FOUR INDUSTRIAL REVOLUTIONS

1st Industrial Revolution – Machines
- Mechanization of iron & textile industries
- Steam and water power
- Railroads

2nd Industrial Revolution – Electricity
- Electricity, light bulbs, telephone
- Internal combustion engine
- Assembly line for mass production

3rd Industrial Revolution – Information Age
- Internet & personal computers
- Information & communication technologies
- Further automation of manufacturing

4th Industrial Revolution – Connective Systems
- Advances in communication & connectivity
- New ways technology is embedded in society
- Internet of Things, cloud technology, big data

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

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County Population Gain & Loss

- 67% Counties Losing Population
- 33% Counties Gaining Population
County Population Growth vs. National Average

- 89% of counties are keeping up with the national average.
- 11% of counties are lagging behind the national average.
The Rules for Success Have Changed
The Rules for Success Have Changed

“We need to reinvent our community without losing our soul.”
Breakthrough Solutions 3.0
Creating Vibrant, Sustainable Communities and Regions
* Community Driven
* Asset Based
* Technology Enabled
* Focused on Action and Results
Breakthrough Solutions – based on the premise that incremental improvements are insufficient in a time of rapid change.
COMMUNITY LIFE CYCLE

HIGH

Community Vitality

LOW

Growth  Development  Stagnation  Reinvent, Revitalize, or Decline

Time

Future Proofing  Pro-Active Repurpose  Decline

Adapted from David Darling, Kansas State University
Creating connected communities in the emerging 21st century economy

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Why is networking such an important part of this conference?
Nine Strategies for Creating Connected Communities
Strategy #1 – Become connected within your community.
Strategy #1 – Become connected within your community.
Examples

1) Community-wide Calendar of events
2) Overlapping boards
3) E-newsletters, social media
Strategy #2 – Become connected within your county.
Strategy #2 – Become connected within your county.

1) Conway County Connection

2) Conway County Connection
Strategy #3 – Become connected within your region.
Strategy #3 – Become connected within your region.

1) ARCO in Action

2) Regional Tourism Alliances
3) Planning and Development Districts
Strategy #4 – Become connected within our state.
Strategy #4 – Become connected within our state.
1) LeadAR, Leadership Arkansas, Community Development Institute, BTS Conference
2) AR Procurement Technical Assistance Center
3) AR Municipal League, Association of AR Counties
4) State agencies
5) State legislators
Strategy #5 – Become connected within our nation.
Strategy #5 – Become connected within our nation.

1) LeadAR, Leadership Arkansas
2) SBA, USDA Rural Development, & other agencies
3) Your congressional delegation
Strategy #6 – Become connected with the world.
Strategy #6 – Become connected with the world.

1) Your web presence / social media
2) AR Dept of Parks & Tourism
3) AR Economic Development Commission
Strategy #6 – Become connected with the world.

1) Your web presence / social media
2) AR Dept of Parks & Tourism
3) AR Economic Development Commission
4) Arkansas District Export Council
5) Sister Cities
6) LeadAR
7) Universities – travel courses
NOTES:
1. Each unique flag in a grid represents one or more companies from the same parent country. 2. The foreign-owned company list is on page two (or the reverse side of the page).

FOREIGN INVESTMENT IN ARKANSAS
(November 2018 Update)
The Global Innovation Network for the 787

Partners Across The Globe Are Bringing The 787 Together

THE COMPANIES

U.S.
- Boeing
- Spirit
- Vought
- GE
- Goodrich

CANADA
- Boeing
- Messier-Dowty

AUSTRALIA
- Mitsubishi
- Fuji

JAPAN
- Kawasaki
- KAL-ASD

KOREA
- Alenia
- Saab

EUROPE
- Messier-Dowty
- Rolls-Royce
- Latecoere
- Latecoere

- Nagoya, Japan
- Chula Vista, CA
- Grottaglie, Italy
- Nagoya, Japan
- Nagoya, Japan
- Nagoya, Japan
- Nagoya, Japan
- Washington, D.C.
- Foggia, Italy
- Charleston, S.C.
- Gloucester, UK
- Luton, UK
- Tulsa, Oklahoma
- GE-Enavdeale, Ohio
- Rolls-Royce-Derby, UK
- Winnipeg, Canada

WING/TAIL/FOOTPRINT
- Korea
- Australia
- France
- Canada
- Italy
- S. C. C.
Strategy #7 – Become connected with your community’s past.
* Creates a sense of identity
Strategy #7 – Become connected with your community’s past.

* Creates a sense of identity

1) Historical re-enactments
2) Cemetery walks
3) Community plays – Swamp Gravy
4) Murals and museums
5) Beatles at Walnut Ridge, Johnny Cash home in Dyess, Central H.S.
6) Homecoming weekends
Strategy #8 – Become connected with your community’s present.
Strategy #8 – Become connected with your community’s present.

1) Community survey that leads to action

2) Future Little Rock

3) Mayor Frank Scott, Jr. – Action teams and advisory groups
Strategy #9 – Become connected with your community’s future.
Strategy #9 – Become connected with your community’s future.

1) Mayor’s Youth Advisory Council
2) Involve EAST students in community
3) Survey your high school students
4) [Image of Kick Start Lonoke]
5) Fairfield Bay Vision 2035 Committee
Reinvention of Newport

Nine Pillars of Vibrant, Sustainable Communities in the Emerging 21st Century Economy

- Proactive, Collaborative Leaders
- Engaged, Connected Community
- Economic Drivers
- 21st Century Economic Base
- Skilled Workforce
- High Quality of Place
- Funding & Finance
- Healthy, Natural Environment
- 21st Century Infrastructure
- Culture of Innovation and Collaboration
- Robust Marketing, Branding & Web Presence
- Rituals
A True Story About the Past, the Present, and the Future
A True Story About the Past, the Present, and the Future

Erwin Elephant Revival Festival remembers Mary the elephant
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Breakthrough Solutions – Because life is too short for ordinary strategic planning.
Breakthrough News

Purpose: to equip communities and regions to become vibrant and sustainable in the 21st century economy