Google, Banners, and Bears!
Progress from the ARCO Region

Carla Vaught – County Agent Polk County
ARCO Board Member
Google...

- Workshops held in counties to help businesses learn the importance of an online presence

- Emphasized the necessity of having googling and search words for things such as trip advisor
Banners...

Banners designed, purchased, and hung on all but 3 non-streetscaped blocks in Mena.
...and Bears!

City of Waldron welcome signs

Waldron – Where the West is Still Wild!
Business Stats

• Mena/Polk Co Chamber reports 60 new members in the past 2 years – 26 are new businesses

• Mena Advertising and Promotion reports a steady increase in revenue – budget approaching $300K
New Businesses
Art District and Celebration
Beautification
ARCO Region Branding Initiative

• “One More Day” Webinar and meeting on Branding
• Online survey of residents of Montgomery, Polk and Scott Counties
• Looking for assets to help brand the area
• Used by Thoma and Thoma as a base for developing a logo and tag lines
  - “Heart of the Ouachitas” has emerged as the most probable brand
Adventures of All Kinds!
Hiking, Biking...
and Riding
And Entertainment
Education and Resources

Montgomery County Economic Opportunity Meeting
Tasty Acre Project

Tasty Acre Garden Project
School Gardens
Community Garden
Oh, the confusion of some mountains!
We continue to work on our identity crisis!
Then...
And now... Our Future is Very Bright!