



Saline County Economic Development Corporation
Economic Development Strategic Plan
April 2013



Saline County Economic Development Corporation
Economic Development Strategic Plan
April 2013



Lamont Cornwell, Saline County Economic Development Corporation



Saline County Economic Development Corporation
Economic Development Strategic Plan
April 2013





Observations

- Proximity to Little Rock is both an asset and a challenge
- Community support for and investment in public education is a significant strength
- Available land for development, particularly for industrial projects, is limited
- Visual pollution must be addressed
- Healthcare cluster is significant and diverse
- Hot Springs Village offers a “hidden” workforce



Observations

- Cooperation across the county could be improved
- Out-migration of the workforce offers opportunities for future employers
- Growing retail sector should be supported
- Elected leaders must work to ensure infrastructure keeps pace with population growth
- Community is eager to support economic development efforts



Benchmarking Research

- Blount County, TN
- Faulkner County, AR
- Madison County, MS
- Newton County, GA
- Williamson County, TN



Group Discussions/Input Sessions

Strengths

Proximity to Little Rock

K-12 Educational Opportunities

Educational Attainment of Workforce

Premier Retirement Community

Transportation Infrastructure

Higher Education Opportunity

Low Cost of Living/Affordable Housing



Group Discussions/Input Sessions

Challenges

Lack of Long-Term
Economic Development
Funding

Competition between
Areas Within the County

Out-Migration of
Workforce

Wet/Dry Issue

Road Improvement Needed

Proximity to Little Rock



Group Discussions/Input Sessions

Business/Industry Sectors

Healthcare

Technology

Education

Manufacturing

Aerospace/Aviation

Retail



Group Discussions/Input Sessions

What Needs to Happen to Be Successful?

County-Wide Cooperation

Four-year Degree Program

Long-term Funding

More “Livable”
Communities

Improve Aesthetics of Area



Targeted Sectors



Aerospace/Aviation



Business Services



Healthcare Services



Supply Chain Management



Megasite Users



Strategic Recommendation Categories

Business Recruitment & Support

Education/Workforce

Marketing & Communications

Economic Development Organization/Funding

Product Development

Quality of Place