## Agenda

### Welcome & Introductions

### Background

- Regional
- Retail
- Process

### Asset Mapping Presentation

### Round Table Discussions

- Round 1: Strengths
- Round 2: Challenges
- Round 3: Opportunities

### Next Steps & Concluding Remarks
Introductions
What is CREATE BRIDGES?

Stands for:

Celebrating Retail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies
CREATE BRIDGES PARTNERSHIP

Crossing Borders
Sandstone Hills

Big Sandy
EKCEP

Ozark Foothills

3Cs

SRDC
State Extension
UA Division of Agriculture
Research & Extension
University of Arkansas System
Community & Economic Development
Community & Economic Development Initiative of Kentucky
cedik.ca.uky.edu
Walmart
Purpose of CREATE BRIDGES

1. Raise awareness

2. Determine challenges, barriers, and opportunities

3. Develop and implement strategies
CREATE BRIDGES Process

1. Form a regional steering committee
2. Conduct an asset map of CREATE businesses and existing training programs
3. Host a CREATE BRIDGES forum
4. Convene a retail academy

- Workforce development
- Business Retention and Expansion program
- Employee engagement

New strategies and actions
Regional Approach

- Ideal number of participants
- Shared resources and partnerships
- Increased likelihood of economic development progress
Two-pronged Approach

Businesses

Workforce
Businesses

- Conduct the Business Retention & Expansion program
- Meet with business owners/managers
- Understand business roles, needs, and changes
- Assess challenges, barriers, and opportunities
- Develop new strategies and actions to support local businesses
Workforce

- Streamline existing training opportunities
- Identify and fill gaps in existing training programs
- Initiate conversations with workforce personnel
- Assess feedback from workforce personnel
- Develop new strategies and actions to support the local workforce
Why do CREATE sector businesses matter?
Top 5 Industries by Employment in Rural America

73% of Rural Employment

- Educational Services, Healthcare and Social Assistance
- Manufacturing
- Retail Trade
- Agriculture, Forestry, Fishing, Hunting, and Mining
- Construction

US Census Bureau ACS 2011-2015
Retail & Tourism in Urban & Rural Places

Source: Rural Profile of Arkansas, 2019

- **Urban**: 28% of employment*
- **Highlands**: 26% of employment*
Employment by Sector in Rural Regions of Arkansas, 2016

Source: Rural Profile of Arkansas, 2019
Percent Change in Employment, 2010-2016

Source: Rural Profile of Arkansas, 2019
Employment Change by Sector in Rural Regions of Arkansas, 2010-2016

Source: Rural Profile of Arkansas, 2019
Asset Map of 3Cs | Cossatot Community Connection
Activity

- Walk around the room
- Examine the different aspects of the asset map
- Add missing pieces as you go, using the materials provided
Turn Opportunity Into Reality

Opportunities

Assets in the Region

Goals to Pursue
Community Assets

Types of Assets

- **Individual capacities** – community members, Extension staff, faith leaders, community volunteers
- **Formal and informal community associations** – volunteer organizations, faith-based groups, training and workforce organizations
- **Community institutions** – universities, colleges, k-12 schools, not-for-profits, businesses, banks and lenders
- **Physical assets** – parks, infrastructure, transportation
- **Community leaders and developers** – current and potential local leaders and policy makers

How Relevant to:

- **Businesses**
- **Employees**
- **Customers**
Group Discussion
Round 1: Strengths

- Considering the assets you’ve just outlined, what do you think are the greatest strengths supporting CREATE businesses and their employees in the region?

- Put a ★ by the THREE things that your group sees as the most positive features (strengths) of your community.
Round 2: Challenges

• What do you think are the greatest challenges facing CREATE businesses and their workforce in the region?

• Put a ★ by the THREE things that your group sees as the biggest challenges.
Round 3: Opportunities

What opportunities might exist for leveraging our assets, enhancing our strengths, and/or addressing our challenges?
Round 3: Opportunities (cont.)

Given the opportunities,

• What **could** we do?
• Place a ☑️ beside these.
Opportunities Report Out
Next Steps

You are here

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- Host a CREATE BRIDGES forum
- Convene a retail academy
- Workforce development
- Business Retention and Expansion program
- Employee engagement
- New strategies and actions
Evaluation & Further Engagement
THANK YOU
3Cs Region Contacts

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Link to Rural Profile of Arkansas: https://www.uaex.edu/RuralProfile