Navigating the Rapids of Change

Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World

Presentation to the 2013 Breakthrough Solutions Conference

Ferndale, Arkansas
May 8, 2013

Dr. Mark Peterson, Professor – Community and Economic Development

University of Arkansas Cooperative Extension Service
Good morning
Great to see you all here
The most important person in the room, the person who is going to go home and make something happen
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What is the zeitgeist – the spirit of the age?

Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World
Events on one day have changed our lives and our nation.
Navigating the Rapids of Change

The Green River Adventure
Navigating the Rapids of Change

The Green River Adventure

Key Point #1: In a rapidly changing world, even experts get it wrong sometimes.
Navigating the Rapids of Change

The Green River Adventure

Corollary: In a rapidly changing world, it is important to gain insights from “off”.

Special Thanks
* Sharon and John Gulick, UCA

* The importance of action, of doing
* Strategic doing often leads to breakthroughs
* Breakthrough solutions require action one step at a time
Breakthrough Solutions Model

R
RESULTS YOU CAN MEASURE
5 NEW BUSINESSES
REVITALIZED STREETSCAPE
20% HIGHER HIGH SCHOOL GRADUATION RATE
15% INCREASE IN TOURISM
1 NEW REVENUE SOURCE
20% MORE YOUTH RETURN

A
ASPIRATIONS AND VISIONS
VISION OF A VIBRANT, SUSTAINABLE FUTURE
(YOUR BRAND)

O
OPPORTUNITIES FOR BREAKTHROUGHS

S
STRENGTHS AND ASSETS

KEY DRIVERS
Enhanced Natural Resources & Environment
Motivated Talent
High Quality of Life & Place
Financial Assets

21st Century Economic Engines
Pro-Active Leaders and Organizations

Your Community’s Beginning
VIBRANT, SUSTAINABLE COMMUNITIES

Leaders, Networks & Organizations
Leadership, organizations, & connections in and out of your community

Economic Engines
Businesses, built assets, economic development clusters, infrastructure

Financial Assets
Investors and donors, capital campaigns, banks, foundations, tax revenues and special districts

Natural Resources & Environment
Water, land, plants, minerals & animals; natural environment

Quality of Life & Place
Amenities: parks, housing, retail, health care; activities; sense of place & public spaces

Talent
Knowledge, skills, & work ethic of work force & entrepreneurs; educational institutions
Little Rock River Market
“That’s essentially the process we went through, although we didn’t call it that. One of our breakthroughs was taking a diverse group to Portland, to see their transit and light rail and other developments.”  

Jim Dailey, Former LR Mayor
Little Rock River Market

$2B invested

A critical factor – a meeting every Thursday at 1 p.m. for an hour for 14 years
Little Rock River Market

$2B invested

A critical factor – a meeting every Thursday at 1 p.m. for an hour for 14 years

Key Point #2: Meet regularly, and often to share, discuss, and take action.

Do you do this?
Key Point #3: When the environment changes, we have to adapt, or we’re toast.
Sustainability requires constant adaptation to the environment.

Anderson Flat  Bruno
Bolding       Crossroads
Daleville     Ft. Douglas
Rush          Sneed
Sustainability requires constant adaptation to the environment.

Ghost Towns in Arkansas
- Anderson Flat
- Bruno
- Bolding
- Crossroads
- Daleville
- Ft. Douglas
- Rush
- Sneed
Question: Why do towns disappear?
Do you see some of these signs in Arkansas communities?
Park City, Utah (pop. 7,558)

Photo courtesy of the Park City Chamber of Commerce & Visitors Bureau

How could a community that was nearly a ghost town in the 1950s become a vibrant tourist mecca that now attracts over 3 million visitors each year?
Shift #1 – From Mining to Skiing
Shift #2 – From Skiing to a Year-Around Resort Community
Shift #3 – The Quest for Sustainability
Delta Technology Education Center

130 W Waterman
Dumas, AR 71639
e-NC Business and Technology Telecenters

Tri-County Community College BTT

Blue Ridge BDC

Northeast TBC
Key Point #4: An organization is strongest and most sustainable when it is woven into the fabric of the community.
Home

Events Calendar

- **Wed 2/23/2011**: CORE meeting - All day Charette
- **Mon 3/21/2011**: General Session Meeting

Twilight, Lake Harrison walking trail and park, Harrison, Arkansas. Photo by Tim Ernst www.timernst.com
Rollout of the Harrison C.O.R.E. Strategic Plan

Harrison, AR
CORE District Strategic Plan

With the understanding that a strong central core is in the best interest of the city as a whole

2011
Produced in conjunction with:

C.O.R.E. of Harrison
City of Harrison, Arkansas
Boone County, Arkansas
University of Arkansas Cooperative Extension
Harrison Regional Chamber of Commerce
Harrison Convention & Visitors Bureau
Harrison Housing Authority
Harrison Historic Business Association

COREofHarrison.org
New City Hall
New Landscaping
Road Diet
Improved Pedestrian Areas
Thirty Two New Businesses
Patty Methvin, CEO, Harrison Regional Chamber of Commerce
Partners for the future

Initiated by the Arkansas Regional Coalition of the Ouachitas (ARCO), Rich Mountain Community College, and the University of Arkansas, Division of Agriculture.

Join Us In Creating A Vibrant, Sustainable Future!
Residential Airpark Development
Gar Eisele, Chairman, Arkansas Coalition for the Ouachitas
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 rather in a lack of will.

Coach Vince Lombardi