



# **Clark County Strategic Planning**

**Henderson State University**

**Ouachita Baptist University**

working through the

**Joint Educational Consortium**

**(JEC)**

1980

1985

1990

1995

2000

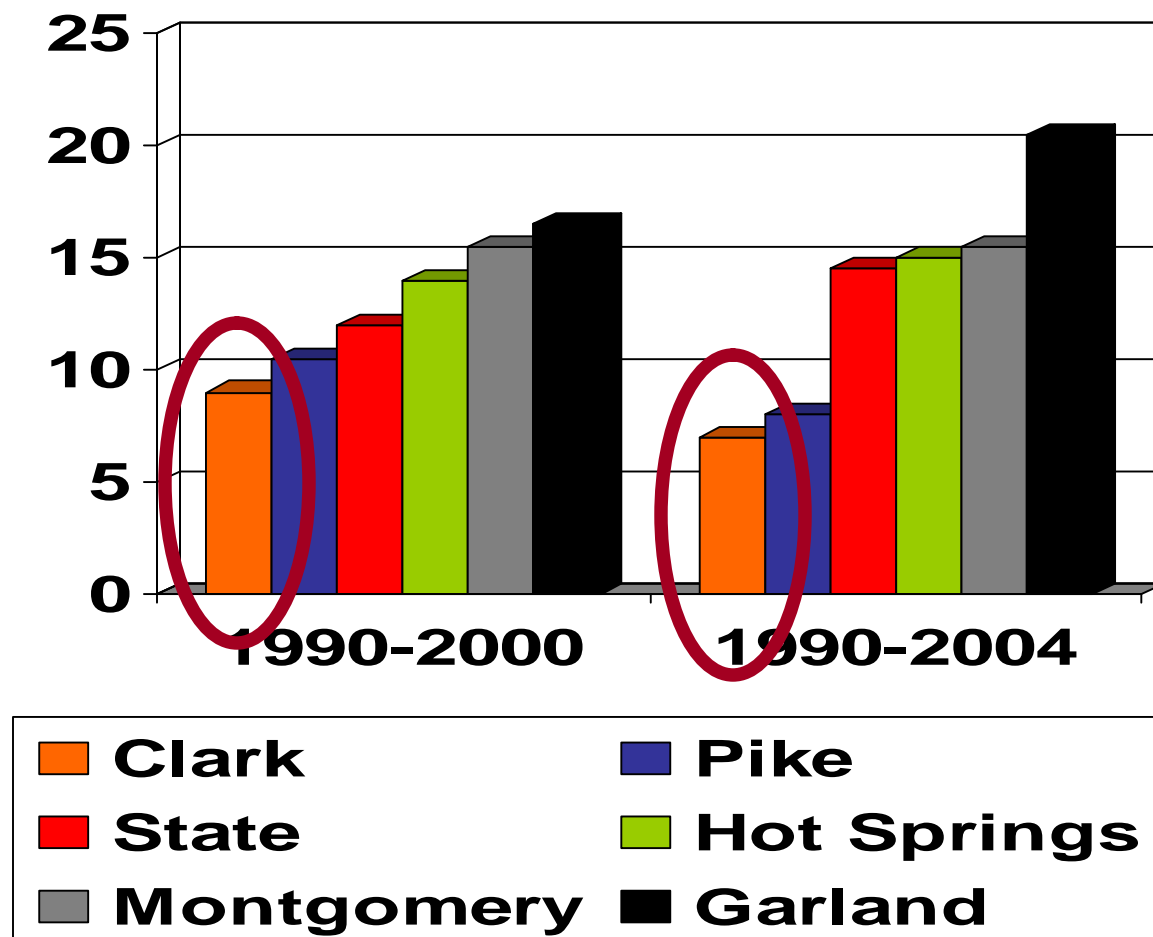
2005

# ARKADELPHIA

CITY LIMIT  
POP. 10,010

# The Need for a Plan

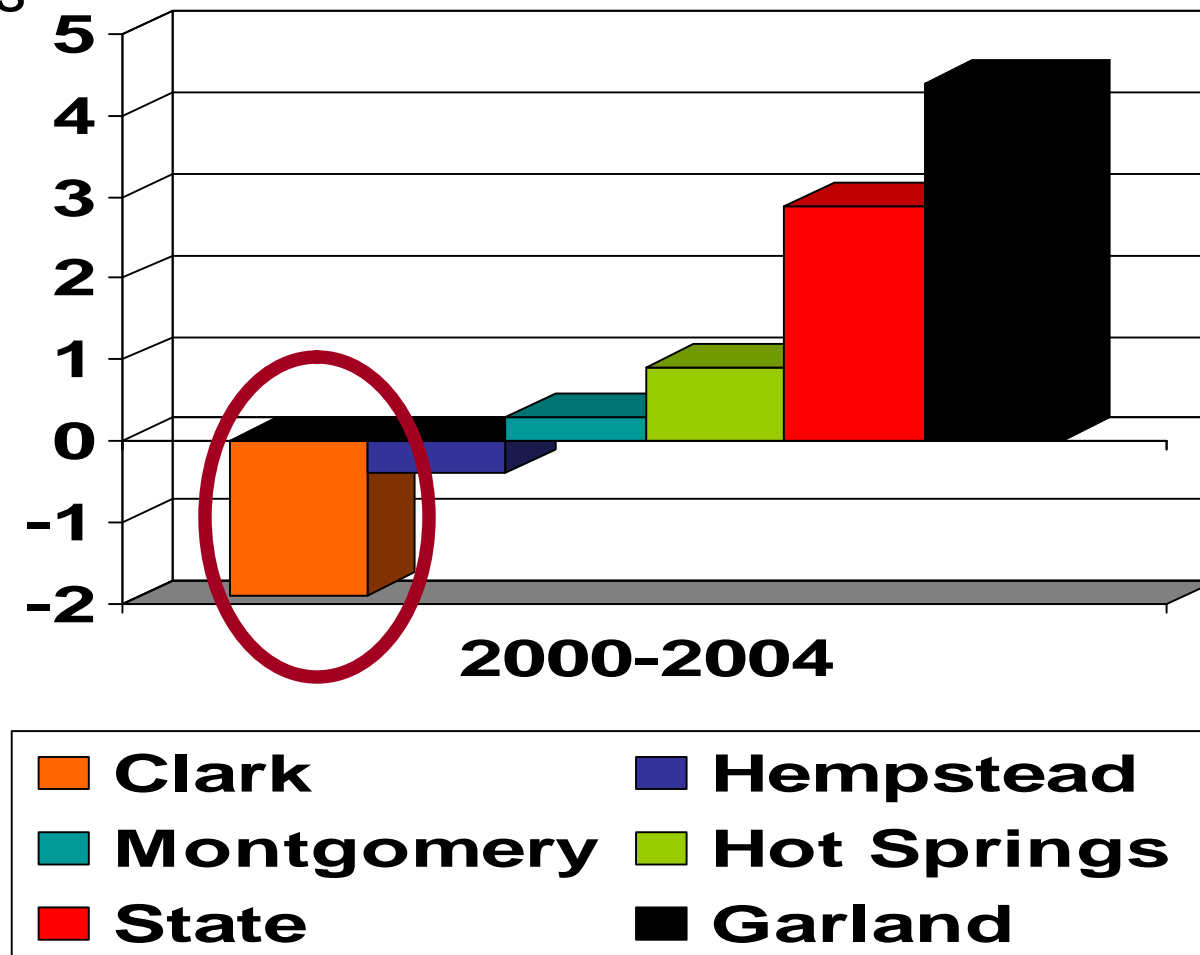
- Population Concern Per Cent Growth



\*From CCIC Presentation

# The Need for a Plan

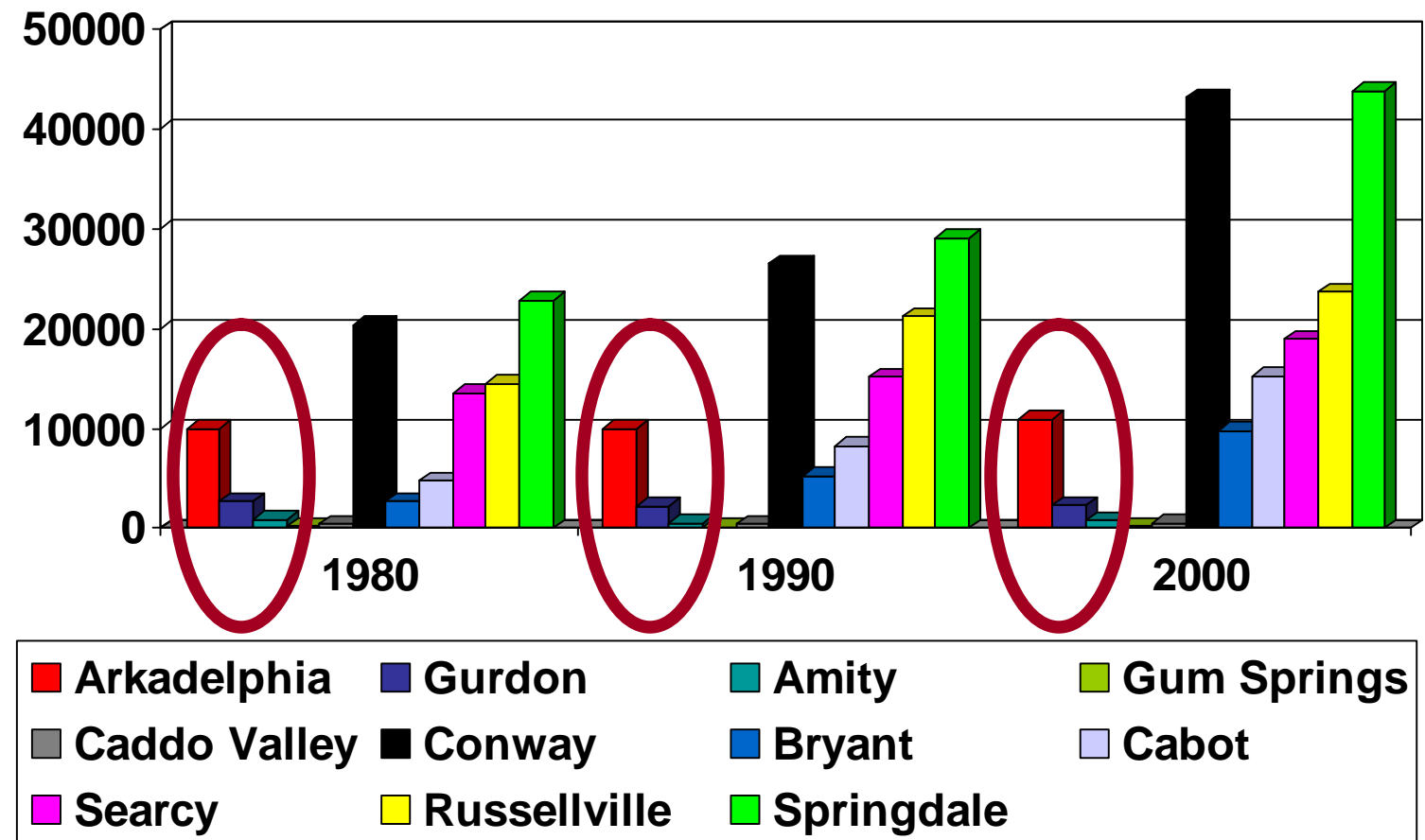
- Population Decline - Per Cent Change in last 5 years



\*From CCIC Presentation

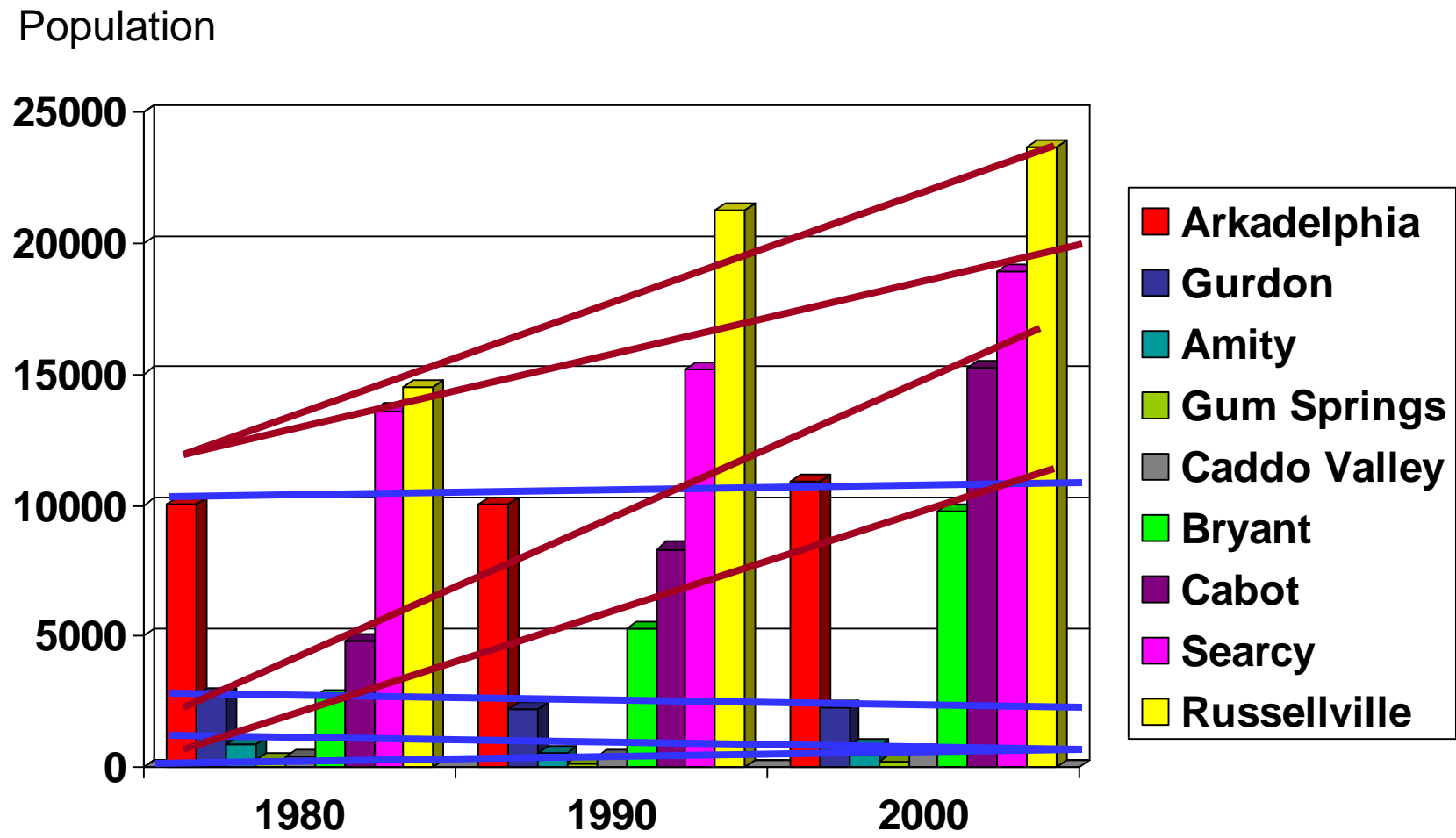
# The Need for a Plan

Population



U.S. Census

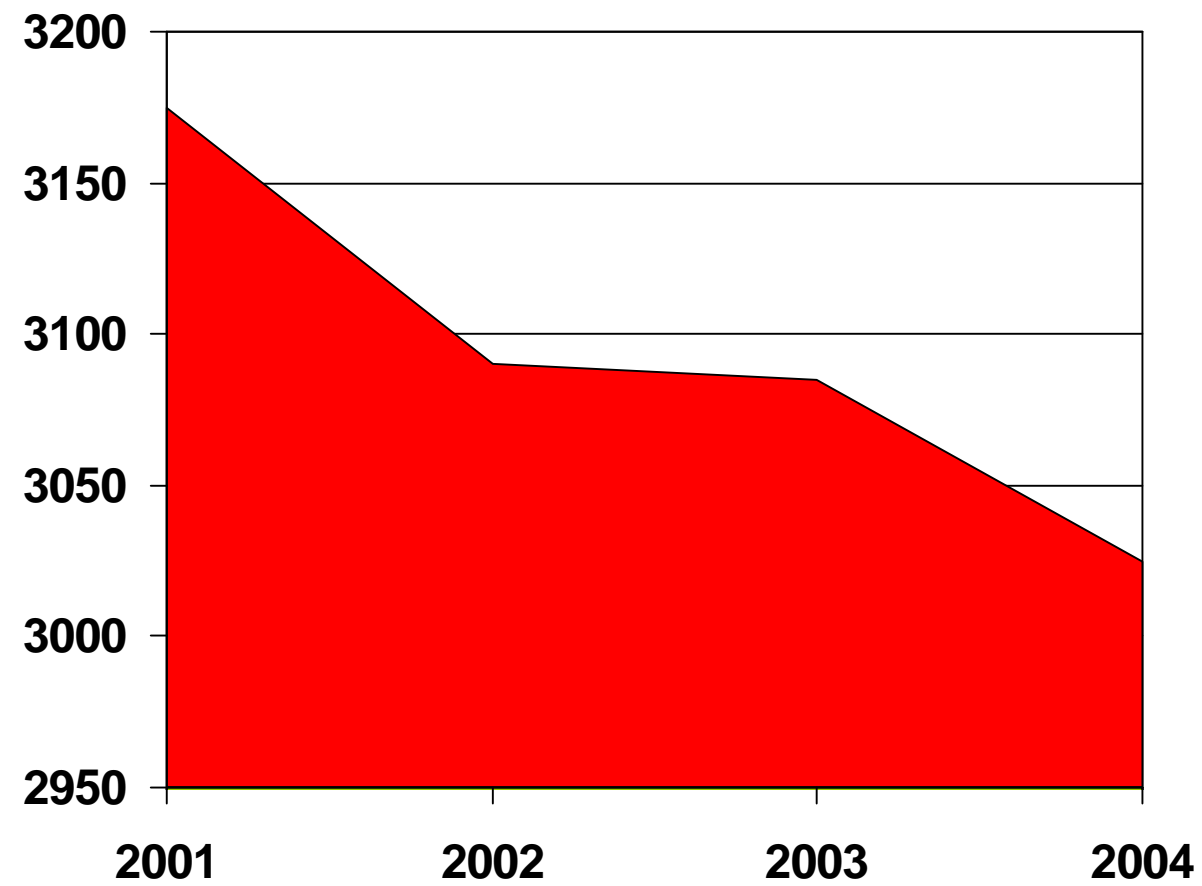
# The Need for a Plan



U.S. Census

# The Need for a Plan

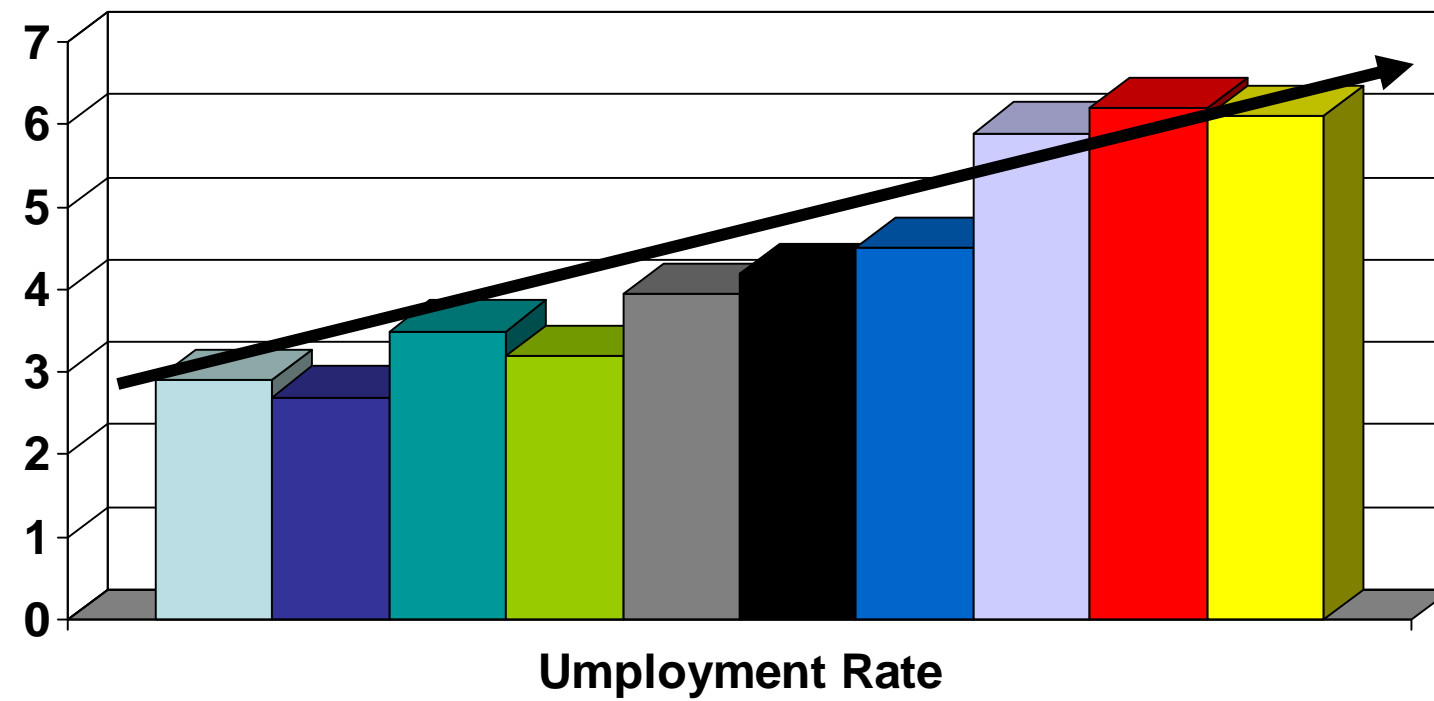
- Average School Attendance in Clark County Schools
- > 1 million dollar revenue loss



\*From CCIC Presentation

# The Need for a Plan

- Employment Problems

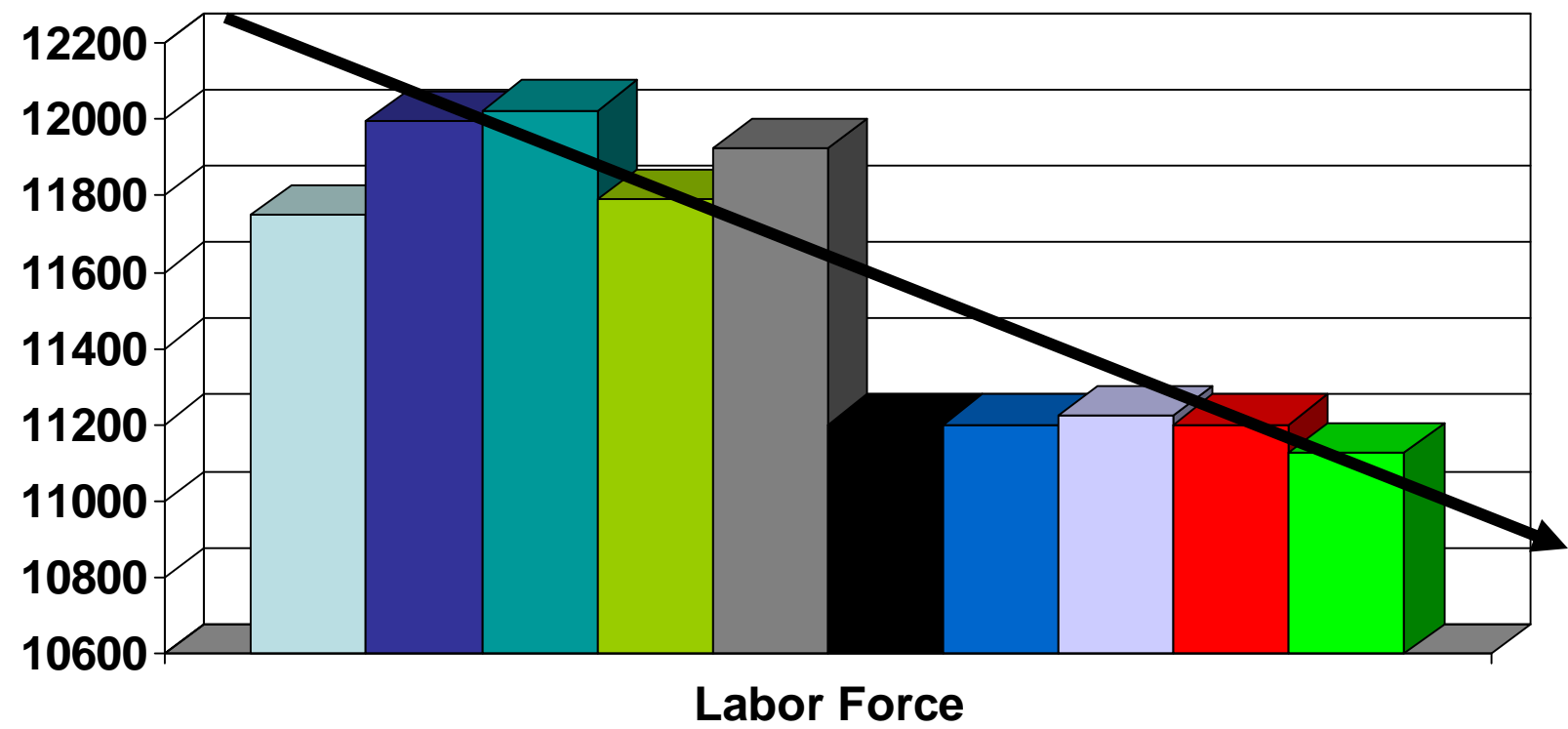


1995 1996 1997 1998 1999 2000 2001 2002 2003 2004

\*From CCIC Presentation

# The Need for a Plan

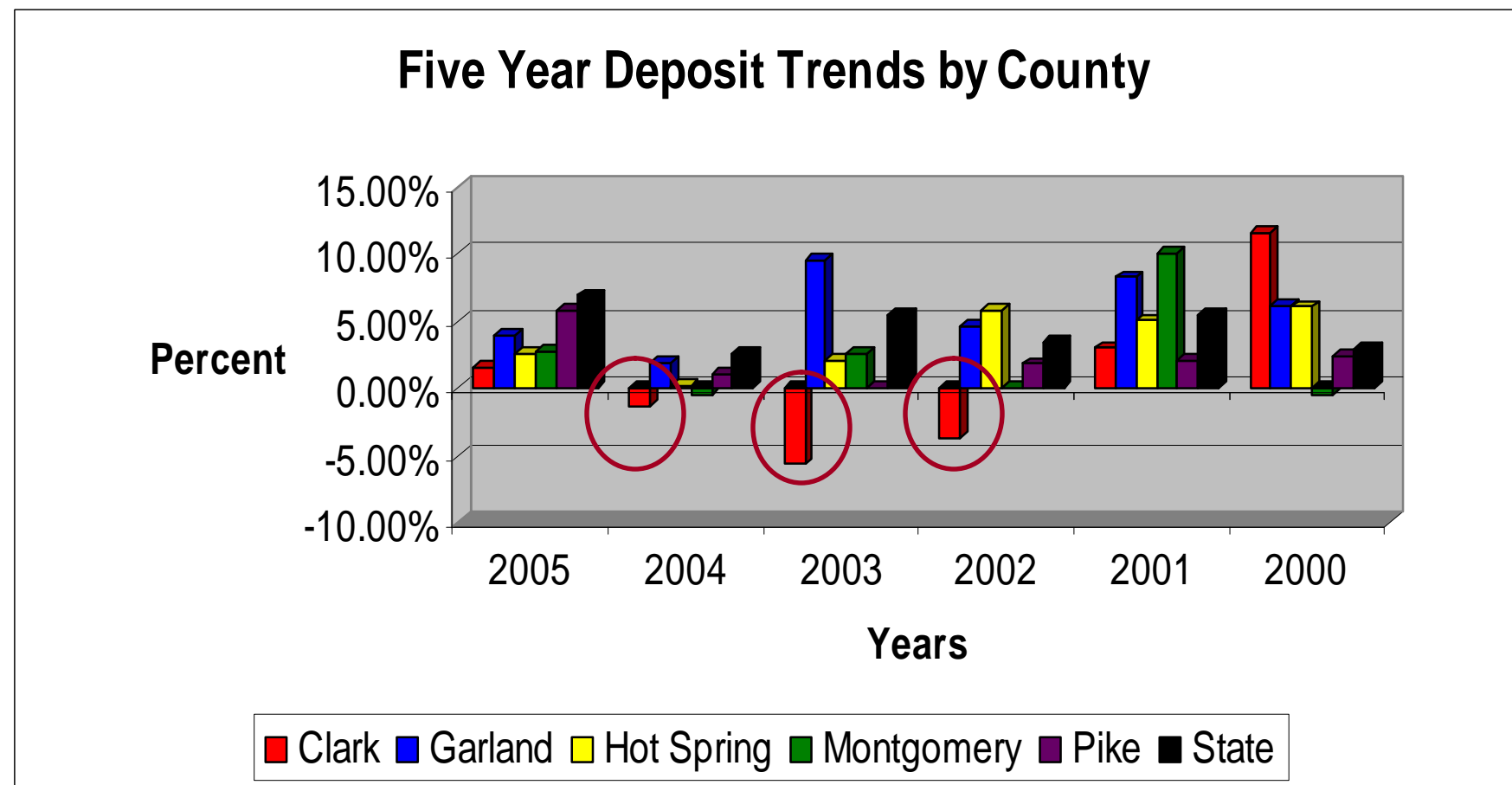
- Employment Problems



\*From CCIC Presentation

# The Need for a Plan

- County's Total Bank Deposits



\*From FDIC Report

# The Need for a Plan

- Clark County Bank Deposit Totals **2001** of **\$400,164,000**
- Clark County Bank Deposit Totals **2005** of **\$364,416,000**
- Four year decrease of **\$35,748,000**

\*From FDIC Report

# The Need for a Plan

- **Construction 2001-2005**
- -1 establishments
- -63 average employment
- -\$366,446 total wages
- -\$23 average weekly wage

\*From CCIC Presentation

# The Need for a Plan

- **Information 2001-2005**
- 0 new establishments
- -19 average employment
- -\$105,826 total wages
- +\$52 average weekly wage

\*From CCIC Presentation

# The Need for a Plan

- **Manufacturing 2001-2005**
- -3 establishments
- -501 average employment
- -\$3,625,745 total wages
- -\$6 average weekly wage

\*From CCIC Presentation

# The Need for a Plan

- **Trade, Transportation & Utilities 2001-2005**
- -11 establishments
- -198 average employment
- -\$240,659 total wages
- +\$38 average weekly wage

\*From CCIC Presentation

# Arkadelphia must get its act together

From Connie Malcom:

Now is the time for all good and uncomfortable leaders, businessmen, women, and citizens with an interest in this town or its universities to take a look and to come to the aid of the City of Arkadelphia. As a town known for being the home and the location of two exceptional small universities, Ouachita Baptist University and Henderson State University, lets face it folks, we're not showing very much class.

During the course of passing out flyers in downtown Arkadelphia a few days ago, I visited four stores on Main Street that were in the process of closing their doors and going out of business. I won't name the names and addresses here, but if you drive through town they're easy to see. Efforts and leadership are needed to bring this town out of comfortable doldrums and back into to a working mainstream status of progress.

My thoughts return to a day some months ago when back-to-back meetings were held in Arkadelphia at the seats of our local government. We attended the first meeting which was held at the Clark County Courthouse and that meeting was followed immediately by the next meeting on the same subject at Arkadelphia City Hall.

Among those present, presenting, and attending at the different meetings and in favor of continuation of funding the 2025 Commission project were Arkansas State Sen. Percy Malone, Elk Horn Bank president Bill Wright, Clark County

Industrial Council President Brown Hardman and several others.

Everyone seemed to end the meeting with the proverbial scratching of collective heads about questions and elusive answers on first one side and then the other.

One unanswered question was essentially this: "Can the county and/or the city take the lead in the matter of funding a designated position or office for the purpose of receiving several million dollars earmarked to be sent, spent and funded in and for Arkadelphia to finish up with what is known as the 2025 Commission completion?"

At the courthouse meeting which we attended, there were few if any options discussed on how to fund an office or person to manage the funds left in waiting. Instead, county debts and obligations were brought up as priority items that were already a budget concern.

The response was basically: "No we are not able to do that," then later, "We might like to but we can't."

The several million dollars already funded and waiting to be claimed as I recall, has been passed over; rejected, unspent and very likely will be sent to some other city, town or county with a plan and a vision that is in want and need. It is understood that even drastic measures may now be too late to claim the money.

And, what to say about OBU and HSU, the two small universities with exceptional programs? They not only have great programs, but

they also have greater potential. Without a doubt, prospective students who visit here with their funding parents look at more than a campus when they drive into town scouting for the small, but exceptional, university that they will attend.

There is at least one, possibly more, unnamed sources who will pledge \$1,000 in private funds toward the funding needed for a person or office to oversee the spending of several million dollars in this community, if indeed it is not already too late to receive those funds. Any owner or employee of a business in downtown Arkadelphia already has a vested interest in promoting the community, the city and the county as much as possible, but promotion is already sorely and seriously lagging. For the comfortable but unconcerned folks around here, things will be business (or lack of it) as usual around this town, because selfish comfort is a debilitating, incapacitating feel-good condition at best and a disease at worst.

So, for all the able-bodied folks of comfort, take it easy and enjoy the rest of your stay. For the rest of us, let's transform some discomfort into direction and go to work. We need to take a look and get busy with some inspiration, perspiration and work. We'll be well-served throughout the community to direct our efforts and invigorating discomfort into positive results. Hopefully, through it all, we can really make Arkadelphia a great place for residents, students and visitors, too.

# Focus Group Research

- Develop a program for Regional promotion of economic development
- Review our present form of city government in Arkadelphia
- Develop a program to recruit and train stronger local volunteers
- Recruit/expand retail stores and restaurants in downtown Arkadelphia
- Develop adequate housing in the \$85,000 - \$150,000 range in Arkadelphia

# Focus Group Research

- Recruit/expand healthcare providers/services for Clark County, i.e. specialists, surgeons, etc.
- Develop clean-up/fix-up programs for unattractive areas throughout the city/county
- Institute and promote a “buy local” campaign throughout county

# Focus Group Research

- Recruit/develop new entertainment opportunities, i.e. bowling alley, movie theater, miniature golf, etc.
- Build a new rail spur in the Industrial Park to attract new industries
- Expand Arkadelphia through annexation

*Clark County Community Needs Based on OBU Advanced Reporting Class Survey and Clark County Entrepreneurial Readiness Survey*

## **Focus Group Research**

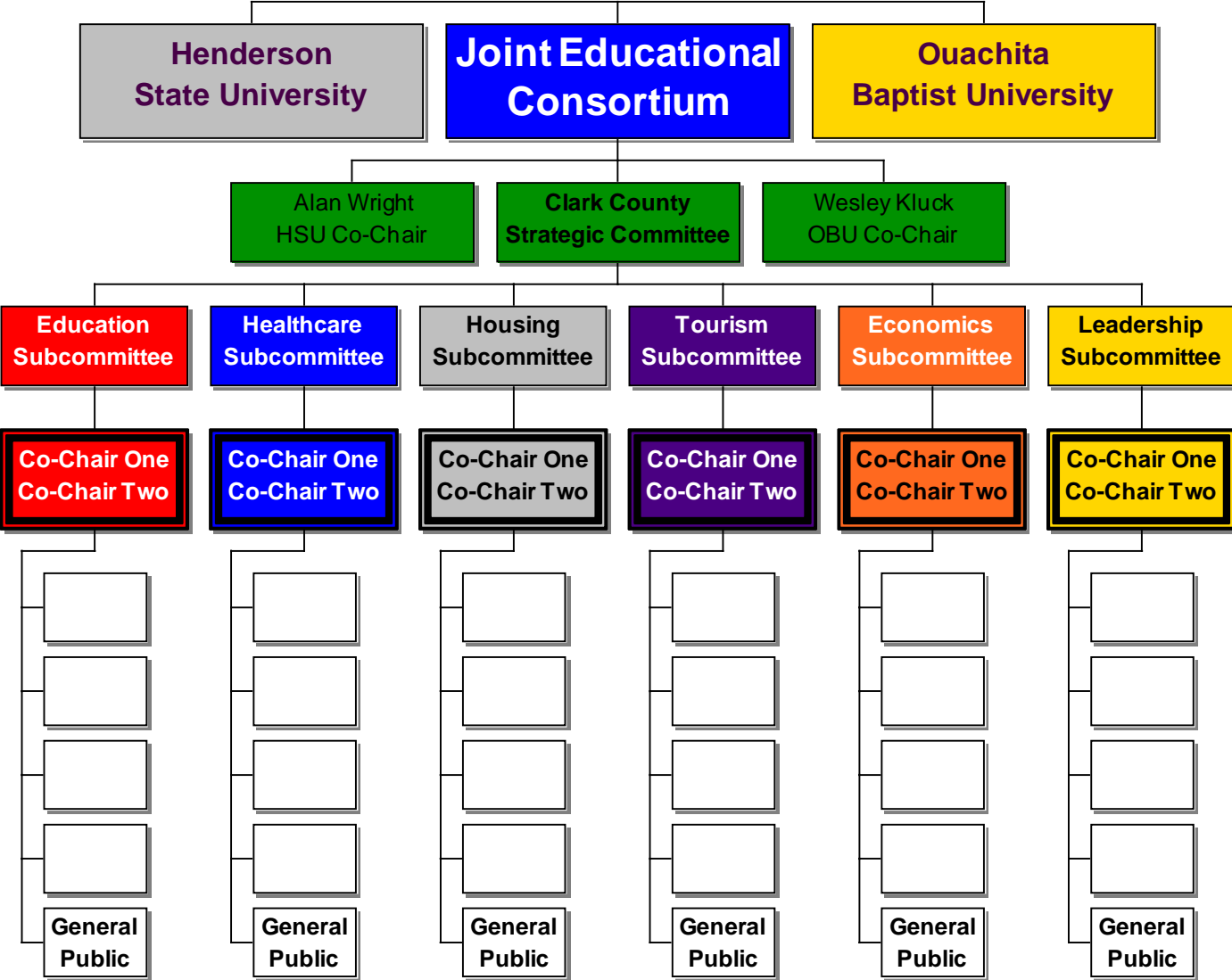
**Rank the focus  
group findings or  
add your own.**

# Strategic Planning

- Comprehensive county-wide all-inclusive plan will result from a multiple month process.
- Strategic Plan will focus on the following areas:
  - **Education**
  - **Economic Development**
  - **Leadership**
  - **Tourism**
  - **Healthcare**
  - **Housing**

**Give us your choice of interest  
on the information card**

# Clark County Strategic Planning Organizational Chart



# Strategic Planning Outcomes

- Under the guidance of a professional facilitator a written strategic plan with goals and action plans for each goal
- Steering Committee to implement action plans and achieve goals
- **Immediate, visible Early Action project**
- County-wide and community-wide collaboration to advance Clark County

## **Strategic Planning Early Action**

**List the Early  
Action you wish  
to see done.**

# Facilitator Selection Process

- List of facilitators – **give us any names you have**
- Subcommittee selection to make a recommendation
- Report in next meeting and make selection

# Agenda for 2<sup>nd</sup> Meeting

- Write a mission and vision statement for the process
- Send out RFP's (request for proposal) on facilitators and have a recommendation by subcommittee presented at meeting
- Set schedule to enlist facilitator
- Present results of ranking survey from 1st meeting and Early Action ideas
- Site visit of Phillips County projects

# Questions and Answers

- How is this project funded?
- Who determines the leadership?
- How long will the planning take?
- How do we know this will be completed?
- Aren't we just repeating previous efforts?
- Why should I support this effort?
- How can I help?