

What is the Clark County Strategic Plan?

The Clark County Strategic Plan is a public-private partnership between dozens of local organizations and hundreds of area individuals that is intended to coordinate community and economic development efforts in Clark County. The document you are holding, the Strategic Plan, guides the effort and defines its objectives. Or, to put it differently, the **overall mission of the CCSP is to oversee the implementation of objectives defined within the plan and to update it when necessary.**

Structure of the Clark County Strategic Plan

The Clark County Strategic Plan is primarily composed of local bodies that draw from the communities of Clark County. The CCSP Steering Committee functions as a Board of Directors and is comprised of 16 citizens of Clark County. As a body, it provides overall governance for the CCSP and approves or rejects any proposed additions to the plan. The Steering Committee normally meets monthly and all meetings are open to the general public.

Also composed of Clark County residents, Goal Teams are intended to oversee the development of proposals submitted by organizations seeking to implement an item in the Clark County Strategic Plan. Goal Teams may also develop new Strategic Goals or Action Steps to be included in the Strategic Plan and are responsible for appointing Objective Teams, which act as subcommittees within the Goal Team. Each Objective Team exists to implement a specific Action Step-that is, it is intended to be responsible for bringing a proposal to fruition.

The Local Development Council (LDC) approves or declines proposals for funding that have been reviewed by Southern Financial Partners staff. The LDC is comprised of residents of Clark County appointed by Southern Bancorp Board of Directors Executive Committee and includes a chairman who also sits on the Executive Committee. Members of the Local Development Council cannot be members of any other CCSP organization (Steering Committee, Goal Teams or Objective Teams). LDC members also cannot vote on any activity in which they have a personal financial interest or other personal involvement that might be considered a conflict of interest. If the LDC approves a proposal for further consideration, it is then voted on by the Southern Executive Committee.

For more information about the Clark County Strategic Plan, please visit our website at www.clarkcountyplan.org

Clark County Strategic Plan Achievements (October 2007)

This section provides a brief overview of the programs listed in the Clark County Strategic Plan that have been completed as of the time of this document's printing. The Clark County Strategic Plan seeks to leverage funding whenever possible. In fact, outside funding sources are welcomed and encouraged. For more information about any of these projects, please visit our website at www.clarkcountyplan.org

Economic Development-Business & Job Creation

Strategic Goal #1, Action Step (d) i.

Project Title: Passage of Economic Sales Tax

In July 2007 Clark County voters overwhelmingly approved a ½ cent sales tax for economic development. The vote was 1755 to 804 in favor of the tax. Under the election ordinance, the tax will be collected for seven years and used only for purposes of economic development. It is estimated that the tax will generate more than \$1 million per year for Clark County. A five member board was recently confirmed by the Quorum Court as well as a 15 member advisory committee to oversee the tax.

Economic Development-Business & Job Creation

Strategic Goal #1, Action Step (c)

Project Title: Appointment of Sales Tax board and advisory committee

In September 2007 Clark County Judge Ron Daniell announced the 5 member board of directors for the newly formed Economic Development Corporation of Clark County (EDCCC). The board will oversee and disperse the funds raised by the ½ cent sales tax. The judge also appointed 15 non-voting members who will serve as an advisory committee to the EDCCC board.

Economic Development-Business and Job Creation

Strategic Goal #11, Action Step (a)

Project Title: Generating Real Opportunities Within (G.R.O.W.)

Award: \$1250

Grantee: Southern Financial Partners

Southern Financial Partners recently provided seed money for a new non-profit organization established to aid small business owners. The new organization will seek to secure grants to fund a revolving loan fund to bridge gaps in traditional small business financing. The organization will also help develop commercial property within the county, with specific interest in the downtown areas.

Leadership Development

Strategic Goal #1, Action Step (b)

Project Title: Development of county wide organization to oversee CCSP

The Joint Educational Consortium Board of Directors recently convened to officially recognize the CCSP as a functioning committee of their organization. The JEC was organized to provide a vehicle through which Ouachita Baptist University and Henderson State University may jointly serve Clark County through educational activities.

Housing Development and Redevelopment

Strategic Goal #2

Project Title: Implementation of general neighborhood revitalization and development

Award: \$165,000

Grantee: Southern Bancorp

An early CCSP survey found the #1 need in local communities was the clean-up of unsightly properties. Four local municipalities applied for and received seed money from Southern Bancorp to launch clean up efforts. As a result of the grants, local city boards have strengthened their zoning standards to insure that the property is maintained. To date over 30 structures within Clark County have been demolished, condemned or rehabbed.



BEFORE- 127 North 17th Street, Arkadelphia



AFTER-127 North 17th Street, Arkadelphia

Economic Development-Tourism

Strategic Goal #6, Action Step (c)

Project Title: Assist and promote the county wide “Round About Artist Tour”

Award: \$5000

Grantee: Southern Financial Partners

In October 2007 local residents had the opportunity to tour artist’s studios around the Caddo River area in the first “Round About Artists Tour”. The self-guided tour took participants to the private studios of dozens of area artists. Art work on display included paintings, pottery, sculpture, photography, stained glass, jewelry, wood carving and raku. The objectives of the tour are to benefit the community, to emphasize the visual arts and artists and to bring recognition to local artists.