

**Clark County Strategic Plan**  
**Tourism Sub committee**  
**1-23-07 notes**

*The following are issues, concerns and needs identified that might possibly impair the development of a tourism program or are needed in order to develop a sound tourism program for Clark County.*

- Need hotels . . . there is a lack of hotels
- Need steady stream of revenue
- Need a tourist commission for County that coordinates plans, marketing etc. and manages an inclusive countywide tourism plan.
- Need to promote tourism opportunities to Lake DeGray St. Park visitors (viable market for rest of the county).
- Need to promote county events/tourism attractions to Caddo Valley hotel guests.
- Identify and research what visitors are coming to DeGray Lake for.
- Need all entities to work together so we don't overlap efforts
- Need theme, marketing hook ; identify ourselves
- A possible barrier: Corp of Engineers regulations to use the lake for tourism activities, development
- There are 2.4 million people going to DeGray Lake and they don't go to Arkadelphia or other parts of Clark County. How do we get them to Clark County?
- City of Arkadelphia must create infrastructure (i.e. sewer water, utilities) for development.
- Downtown jail could be bad for downtown tourism activities
- Capitalize on outdoor wilderness, recreation, education center—need to build one. There is not anything like this in Arkansas.
- Connection of trails to DeGray Lake and rivers—opportunity

## **TOP 5 NEEDS AND ISSUES**

Need infrastructure for building tourist businesses, hotels, shopping, etc.

Need marketing plan, develop theme, marketing campaign for the entire county.

Need a countywide tourist commission with staff and ample funding.

Need river and downtown development as tourist attraction.

Need inventory and promotions of all county assets including wilderness/outdoor recreation center, university arts/music programs, and historical attractions/sites throughout the county.