

SIFTINGS HERALD

ECONOMIC DEVELOPMENT

What is the Strategic Plan?

The following is the first of series of articles informing the public on how the county's economic development effort is set up.

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Siftings Herald

With acronyms like CCSP, EDCCC, CCIC, AREDA and

so forth, many Clark County residents are left scratching their heads and wondering which entity is which, and what each group is responsible for.

First, a definition of each acronym.

CCSP: Clark County Strategic Plan, a.k.a. the "Plan"

EDCCC: Economic Development Corp. of Clark County

CCIC: Clark County Industrial Council

AREDA: Arkadelphia Regional Economic Development Alliance, a.k.a. the "Alliance"

So what started all this? Though the CCIC was de-

veloped long before any of the other aforementioned entities, the Plan is the organization that set the guidelines for growth in Clark County.

In 2007, co-authors Dr. Wesley Kluck and Dr. Alan Wright developed a 50-page document that outlined "Action Steps" that would be

taken for the county to grow. Subcommittees were formed to tackle the action steps that pertained to each subcommittee (Economic Development, Housing, Education, Leadership development, Healthcare). The chair or co-chairs of each

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subcommittee formed the Plan's "Steering Committee."

The document spells out 41 strategic goals and 254 actionable items. The Plan acts not as a study but a blueprint for change.

The first strategic area is Economic Development. The first strategic goal under the business and job creation sector was developing a unified economic development organization for Clark County that would create one county-wide organization managed by a "highly

experienced and successful" economic director.

One of the action steps under the goal was the promotion of a 1/2-cent sales tax that would fund the economic development group, which would in turn be able to provide incentives for industries to locate in Clark County.

So, in 2007, a majority of voters in Clark County (about 70 percent) passed the tax, which is expected to bring in \$1.25 million annually for seven years, and be used for nothing but economic development.

Thus the EDCCC was born.

Five voting members of

the EDCCC were appointed by County Judge Ron Daniell and approved by the Quorum Court. With these voting members, "advisory members" were chosen to aid the voting board in its decisions.

After the EDCCC was formed, Kluck (a co-author of the Plan) was an advisory member.

Though the EDCCC was the brainchild of the Plan, the two entities are not intended to be synonymous.

Today, the Plan's subcommittees continue to tackle action steps and strategic goals, and Kluck has taken over as chair. Wright left the county last year.