

Economic Development Monthly Report

March 2018 Report on February Activities

One: Create a Robust Business Retention and Expansion Program

1. a) Goals for the number of businesses to visit each year (Oct 1 – Sept 30) —43/100 a year

Hyla USA National Training Center
North Forty Special Events
Tease Hair Salon

- b) Development of a survey or questionnaire to be used during interviews with existing businesses with results tabulated in a regularly updated and shared reporting document.

- i. Development of a survey/questionnaire—Done
- ii. Report—provided semiannually

- c) Development of a process for addressing any business needs or challenges that were identified during the visit and survey

- i. See attached Challenges/Expansion/Sales/Unemployment Rate/Regional (CESURR) report

Note: January 2018 Unemployment Rate is not out yet.

- d) Use of a shared spreadsheet for timely tracking of visits, employer input, business challenges or needs, and other data identified as needed for tracking purposes

- i. See attached CESURR report

- e) A summary report of the accomplishments of the program that year, including the information above, as well as the number of new expansion projects, jobs created or saved, average wages (when disclosed) and investment related to the programs

- i. See attached CESURR report

- f) Demonstrate efforts to acquire and track the following:

- i. An increased number of net new businesses established in the city over time;

Net New Businesses (Year-to-date)	45 businesses
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- b) Develop a BR & E program with questions and data designed to meet this business sector's needs, exploring questions related to facility retention and expansion, new equipment investments, workforce attraction and training, and physical infrastructure needs such as rail, broadband, transportation or utilities.
- i. Arranged Fayetteville Mayor Lioneld Jordan to speak to local businesses to share Fayetteville's achievements and future projects with them.
 - ii. Met with a few businesses to exchange information and discuss marketing strategies.
 - iii. Had a Commerce District Tenants meeting on February 8.
 - iv. A large food manufacturer in Fayetteville is working on its expansion project. Discussed items related to the \$30 million expansion project.
 - v. Found a speaker on human resources issues for local businesses.
 - vi. Arranged for Scott Van Laningham, Executive Director of XNA, to speak to local businesses to provide an update on the construction in XNA and future plans.
 - vii. Promoted the "Doing Business with Africa" workshop
 - viii. Visited with a law professor from U of A who is offering intellectual property services to local businesses.
 - ix. Worked on an economic impact on the Fayetteville Farmers Market for a real estate company and a bank.
 - x. Arranged several meetings and introductions between businesses and other businesses/public organizations.
 - xi. Provided information and recommendation to city council alderman on the rezoning of a property located on Crossover.
 - xii. Provided information on major employers in Fayetteville upon requests.
 - xiii. Developed videos to promote artists whose work are currently displayed under the "Celebrate Arts in Fayetteville" program. One of the artist's video is shown as part of the celebration of Black History Month.
 - xiv. Continued meetings with local employers.
 - xv. Providing B-2-B referrals
 - xvi. Followed up with a legacy manufacturer that is needing to find a place to move to when its lease ends in September. They are looking at 3 options.

- xvii. Acted as ombudsman for local businesses as they navigate their way in their development projects.
- xviii. Promoted events organized by our local businesses.
- xix. Continue to spend considerable time following up with AEDC business development staff to discuss expansion plans for local businesses.
- xx. Promoted local and new businesses through networking, groundbreaking, anniversaries, expansions and ribbon cutting events.

- Trampoline Park

3. Regional Headquarters:

- a) Develop and maintain an up-to-date directory of businesses headquartered in Fayetteville, whether they maintain a home office or a regional headquarters within the City.
 - i. Met with a local business about moving its Springdale operations to its headquarters in Fayetteville. Discuss possible partnership with the city.
 - ii. Visited with an advertising company headquartered here about promoting businesses in Fayetteville.
 - iii. Researched and assigned a location identity. Each business will be identified as a home office, regional headquarters, or a branch.
 - iv. Research using primary data to determine the actual location identity.
 - v. Add identified business to a list. See CESURR report.
- b) Develop a questionnaire to explore the corporate services sector, including healthcare, to develop good working relationships with local management teams and to identify and establish relationships with parent headquarters outside of Fayetteville when deemed valuable.
 - i. Conduct primary data collection when meeting with businesses to collect this information – ongoing.
 - ii. Conduct secondary data collection to gather this information – ongoing.

4. Start-up/Entrepreneurial Businesses:

- a) Develop a BR & E program for interviewing and gathering data for start-up/entrepreneurial business sector.

- i. Worked on getting OurPharma's sales and use tax rebate resolutions approved by the City of Fayetteville and Washington County. Both efforts were successful.
 - ii. Met with a couple wanting to start an event venue business on Crossover Road. Helping them to resolve upgrading issues with the city.
 - iii. Consulted with a perspective entrepreneur wanting to be sure he has all the licenses associated with HVAC.
 - iv. Consulted an entrepreneur whose business is to provide content with business operation technical assistance.
 - v. Consulted with an entrepreneur who wishes to open a café.
 - vi. Spent considerable time supporting a local startup high tech company to organize the Nowhere Developers Conference. It's part of our effort to develop Fayetteville and NWA as a Tech Hub.
 - vii. Continue to refer start-ups to Hidden Star for possible financial support for qualified owners.
 - viii. Consulted with prospective entrepreneurs interested to start a business.
- b) Customize questions to understand how the City can best support the creation and sustaining of start-up companies created in Fayetteville, coordinating closely with other City-initiated entrepreneurial efforts.
- i. Organizing tours of the NWA Fab Lab to engage students and the community
 - ii. Have regular meetings with Start Up Junkie and City to update and collaborate on events/programs to benefit startups and to develop new entrepreneurs.
- c) Support the advertising of appropriate seminars or training for Fayetteville or NWA in coordination with other City-initiated entrepreneurial efforts.
- i. Evaluated a program called Business Credit Literacy program to help startups build credit history.
 - ii. Started planning on 2 workshops in the summer. The first one is called Nerdies Camp and the other called the Makers Camp.
 - iii. Having discussions on the StartUp Weekend event.

Two: Assess and meet property, building and data needs of targeted business sectors

Fayetteville First identifies 5 targeted business sectors: Corporate Services, Entrepreneurs and Innovators, Legacy Manufacturers, Retail and Specialized Technologies.

1. Determine available properties:
 - a) Create a comprehensive inventory of all sites and buildings that are available for potential development and ensure that the AEDC sites and buildings database are kept updated accordingly.
 - i. Reviewed and updated properties on the state website.
 - ii. Provided technical support to local realtors.
2. Assess site and building needs of targeted business sectors:
 - a) Assess the potential site, building, and data needs of each of the targeted sectors, determine the need to identify additional sites and encourage the development of appropriate property in the future. Consideration must be given to match a company's requirements to the types of service available, which shall be assessed using measurable criteria through the BR&E surveys

Three: Develop a focused retail development strategy

1. Conduct a thorough inventory and analysis of Fayetteville's existing retail base and gaps. Working with the NWA Council and/or others, identify and inventory the existing retail base and gaps in the city.
 - i. Monitoring NWA Mall as Sears closed its store in the mall. Mall management is right sizing space to accommodate new requirements from retailers.
2. Examine local and regional demographic and retail trends. Demonstrate a clear understanding of the demographics of the city and region (to include Fort Smith as well as Northwest Arkansas), evaluating typical factors considered by the retail sector in its location decisions, which often include population, population growth, educational attainment and income. A retail infographic deliverable, coordinated with the City's Communications and Marketing team, shall reflect the results of this analysis and be used to market Fayetteville and the region to potential retailers and retail developers, with the goal of filling identified gaps.
3. Identify potential commercial properties. Identify potential commercial properties, large to small, to be mapped and marketed to potential retailers and retail developers, where appropriate as identified through the retail analysis. Potential redevelopment sites that may be appropriate for retail shall also be identified and catalogued, particularly in targeted redevelopment areas identified by the City.

4. Identify potential retail targets. Based on the outcome of the retail base and gap analysis, as well as the commercial property inventory, identify potential specialty retailers to focus marketing efforts.
 - i. French Quarters on Dickson Street is closing. It will be replaced by Fat Bottomed Girl's Cupcake Shoppe from Hot Springs.
 - ii. JR's Lightbulb Club will be replaced by Pinpoint Pinball Bar.
5. Attend the designated International Council of Shopping Centers (ICSC) national and/or Regional conventions and participate with the City of Fayetteville representatives and regional economic development efforts at the National and Regional ICSC Show.
 - i. Working with the City's Director of Economic Vitality on the retail sector.
 - ii. Continued work with the city on ReCon event in May 20-23, 2018

Four: Ensure Workforce and Training needs can be met

1. Understand existing industry and targeted business sector needs.

Review and participate in workforce analysis studies conducted for the region to gain an understanding of the workforce availability related to the occupations required of the targeted business sectors, potentially partnering with the NWA Council on this initiative.

- i. Promoted the NWA Community College Career Fair scheduled for February 1.
- ii. Working on the Fayetteville Job Expo scheduled for April 27.
- iii. Provided a lot of assistance to the U of A Economic Development Division to set up a meeting on February 7 between the Division and local businesses to discuss strategy for the Division.
- iv. Attended a workshop on Cybersecurity in Little Rock on February 22. Sharing knowledge with local businesses.
- v. Discussed the potential of publishing a "textbook" on workforce for local high schools.
- vi. Working with a U of A professor to establish 5 internship projects.
- vii. Working with various individuals on leadership opportunities in Fayetteville and NWA
- viii. Worked with U of A mass communication students with their UATV program.
- ix. Working with SupplyPike on its No Where Developers Conference scheduled for March 15.

- x. Continued to equip the NWA Fab Lab with more amenities such as classes, equipment, and space.
 - xi. Sharing information on Job Fairs with the public to help connect job applicants to employers that are hiring.
 - xii. Pointed local artists and filming production service providers to 2 websites that are used by HBO True Detectives series to search for local help.
 - xiii. Arranged to attend the US Fab Lab Foundation Symposium in March.
2. Research and conduct a survey of regional higher educational institutions. Develop an understanding of enrollment, degrees offered and graduates of regional institutions of higher education that may serve Fayetteville.

Done

3. Convene regional educational leadership.
- a) Coordinate with the NWA Council to participate in discussions with local institutions of higher education, public school career and technical education program leaders, as well as local industry and targeted sectors, and determine whether the workforce and training needs of the identified target markets can be met.
 - i. Attended a meeting to encourage more students to take up STEM classes.
 - ii. Attended an adult education workshop in Little Rock on February 20 to understand the requirements of WIOA Act.
 - iii. Working with NWA Regional Planning on providing a list of local employers to be engaged in the transportation issue and also to discuss the itinerary of 2 speakers coming to NWA to talk about transportation.
 - iv. Attended a workshop on responsibilities of board members offered by Tyson corporate.
 - v. Chung Tan successfully completed her certification as an Economic Development Finance Professional (EDFP) offered by National Development Council
 - vi. Connected a local business with training providers for the upcoming NWA Regional Advisory Council meeting in March.
 - vii. Promoted seminars and workshops that could benefit local businesses.
 - viii. Partnering with NWA Council and other healthcare leaders in the region through a Healthcare Board with the goals to expand the UAMS NW campus to a full

medical school and to produce the skilled workforce in healthcare to support the school and the healthcare sector that is growing.

- b) Work with these institutions to expand skilled trade programs and training, and determine possible new program development in the future to meet the needs of the targeted business sectors and existing business and industry. Once established, create and measure performance standards to fill gaps in the workforce and training needed.

Five: Support initiatives and programs that continue to improve the outstanding lifestyle quality in Fayetteville

1. Explore other redevelopment opportunities. During the stakeholder engagement process, many mentioned that they would like to see redevelopment along 71B (College Avenue and South School Avenue). In line with the City Plan 2030 goals to prioritize infill over sprawl, to accommodate growth, and to bring more people to live, shop and play along Fayetteville's original Main Street, redevelopment of 71B is important for the city and should include improvement in walkability, new retail, residential and business development.
 - i. Supported the VA Salute the Veterans Valentine's Day event on February 14.
 - ii. Ozark Regional Transit completed the Bus Transit Study and presented the results to the community. Supported this effort throughout the study.
 - iii. Plan to attend the IDA College Town Summit in Boulder, CO from May 2-3, 2018.
 - iv. Continued discussion on redeveloping College Ave.
 - v. Monitor public transit developments in the city and region.
2. Attract and retain the workforce of today and tomorrow. With the presence of the U of A and the lifestyle quality the city offers, Fayetteville should be a prime location for the millennial population, as well as the future Generation Z, and attracting and retaining that population must be a focus related to talent. Maintaining and enhancing an authentic culture for its residents and student population to remain in the city requires coordination in many of the identified areas. Walkable neighborhoods with commercial areas, including urban mixed-use developments, diversity, transportation alternatives and amenities like arts, culture and restaurant choices appear in numerous studies identifying where millennials want to be. Care for the environment and the desire to live in communities that practice sustainable development are also prevalent.
 - i. Attended the NWA Housing Symposium February 3-4 in Bentonville and Fayetteville to engage in the conversation of affordable housing in NWA.
 - ii. Attended the Urban Land Institute NWA Chapter's presentation on possible development in south Fayetteville.

- iii. Supported the city in its partnership with the Walton Family Foundation to purchase over 200 acres in Mountain Ranch to develop the Centennial Bike Park.
 - iv. Supported HBO with its project in town. Provided leads on security companies.
 - v. Fayetteville is recognized a #1 Best Place for Singles in the US.
 - vi. Continue to assist workforce to look for work.
3. Promote, foster, and seek development opportunities that help create an environment and amenities that attract the new millennial worker and/or business owners. Work with the development community and City to explore initiatives meeting these stated goals.
- i. Brought a group of business folks to Little Rock to visit with state's representatives to discuss public policies on February 28-March 1.
 - ii. Continued discussion with a Computer Engineering Professor from U of A to develop Fayetteville into a Smart City.
 - iii. Continued to monitor the housing market from the standpoint of affordable and attainable housing for the working class.
 - iv. Met/communicated with a few AEDC staff.
 - v. Visited with various individuals who were relocating or thinking to relocate to Fayetteville. Provided resources for information.

Six: Collaborate with the City for Communication with the Public

1. The City's Economic Development web site will be used to communicate the implementation of the Fayetteville First plan, using the City's branding and marketing. All communication and engagement with the business community via surveys and questionnaires will be done from a link within the City's Economic Development web site pages and will be promoted on the City's social media channels via coordination with the City's Communications and Marketing Team. All performance measures and reports will be updated on a regular basis via the City's web site.
- a) The Chamber of Commerce will work with the City's Communications and Marketing Team to ensure that the deliverables from this contract remain up to date on the City's Economic Development web site. Responses to requests for information and updates shall be timely and within reason.
- i. Launched *Fayetteville, AR Connect* mobile app on February 1 with a tagline of *One Fayetteville, One app*.

- ii. Continue to work on producing a quarterly business magazine for Fayetteville called #2B Fayetteville
 - iii. Continued work with the City and Experience Fayetteville on putting an ad in the Arkansas Guide, a new guide led by AEDC.
 - iv. City and Experience Fayetteville may put an ad for ICSC event in May.
 - v. Circulating 2018 Livability Fayetteville magazine.
 - vi. Working on the next podcast to promote local businesses and sectors to the listeners.
 - vii. Shared City's relevant press releases through the social media channels.
 - viii. Working with public officers' staff liaisons to receive communications about the city.
 - ix. Updated the economic development web pages.
 - x. Responded to inquiries from media and local businesses.
2. Communications from the Chamber of Commerce related to economic development initiatives within the scope of this contract, major decisions and/or development matters, and public-facing activities should be coordinated with the Mayor's office or his assigned staff. This includes statements at City Council meetings, Agenda Sessions, public presentations, press conferences, etc.

Seven: Reports and Presentations

1. Reporting results and milestones will be done as deliverables are met in the implementation of the Fayetteville First Economic Development Strategic Plan and will be formatted to fit within the City's Economic Development branding on the City web site. The City's internal Economic Development team will meet regularly with the Chamber of Commerce (at a minimum on a monthly basis) to discuss the status of deliverables. The Mayor and/or City Council may request periodic updates and public engagement for citizens to be kept informed of the city's economic development goals.
 - i. Met with Garner Stoll, the city's new development services director to discuss growth strategies for the city from the development perspective.
 - ii. Met with StartUp Junkie to exchange information as relating to the city contracts
 - iii. Arranged to include the City's representative to the meetings held between the Chamber and Startup Junkie.

- iv. Chamber is set to meet with the City's Director for Economic Vitality on the 2nd Monday of each month.
- 2. The Chamber of Commerce shall provide written reports and prepare a brief presentation to the Mayor and City Council on at least a bi-annual basis. Reports and presentations should outline the tasks accomplished, outcomes achieved and include statistics for each performance measure outlined herein.
- 3. A schedule for completion of outlined performance measures and a monthly status report shall be submitted for each month of the contract, delivered during regular monthly meetings with the City's internal team.