

Economic Development Consulting Services Semi-Annual Update For 2H 2019



In partnership with



Contract for Economic Development Services

Exhibit “A” – Deliverables & Metrics

- Implement a robust Business Retention and Expansion (BRE) Program
- Foster new business growth in Fayetteville’s targeted industry sectors
- Assess and manage property availability, data and building needs for targeted business sectors
- Support the City’s Retail, Restaurant, and Mixed-Use Recruitment and Development efforts
- Support Workforce Development efforts to ensure workforce and training needs can be met through local and regional collaboration
- Support targeted, focused, block level growth-concept oriented development that leads to outstanding quality of life throughout Fayetteville
- Collaborate with the City for communication with the public
- Report Outcomes

Targeted Business Sectors: Corporate Services, Entrepreneurs and innovators, Legacy Manufactures, Retail, and Specialized Technologies

Business Retention & Expansion

Growth In Target Industries

Department of Economic Vitality Performance Metrics			
<u>Total Year 2019</u>	<u>Target 2019</u>	<u>YTD Total</u>	<u>% of Goal</u>
Net New Businesses Opened within Target Sectors	160	341	213%
Number of Net New Jobs Created in Targeted Sectors*	650	1,404	216%
New Retail Establishments Opened	125	128	102%
Inquiries from prospective companies received	100	120	120%
Business Retention & Expansion Surveys Conducted	100	100	100%
Number of Businesses Licensed for the year	3,850	3,918	102%

** 285 Jobs have been deducted given the Superior Industries Announcement*

- Performance metrics – 6 of 6 at or above YTD range
- Jobs Created in Targeted Sectors at 216% of goal
- Targeted job growth metric notable items
 - Our Pharma opened in January
 - Affirma opening in downtown Fayetteville
 - Large service company expanding in Fayetteville, \$3M+ payroll increase
- 2019 delivered many new restaurants, an underserved business. We also laid the groundwork for 2020 Manufacturing and IT Services growth.

Business Retention & Expansion

Growth In Target Industries

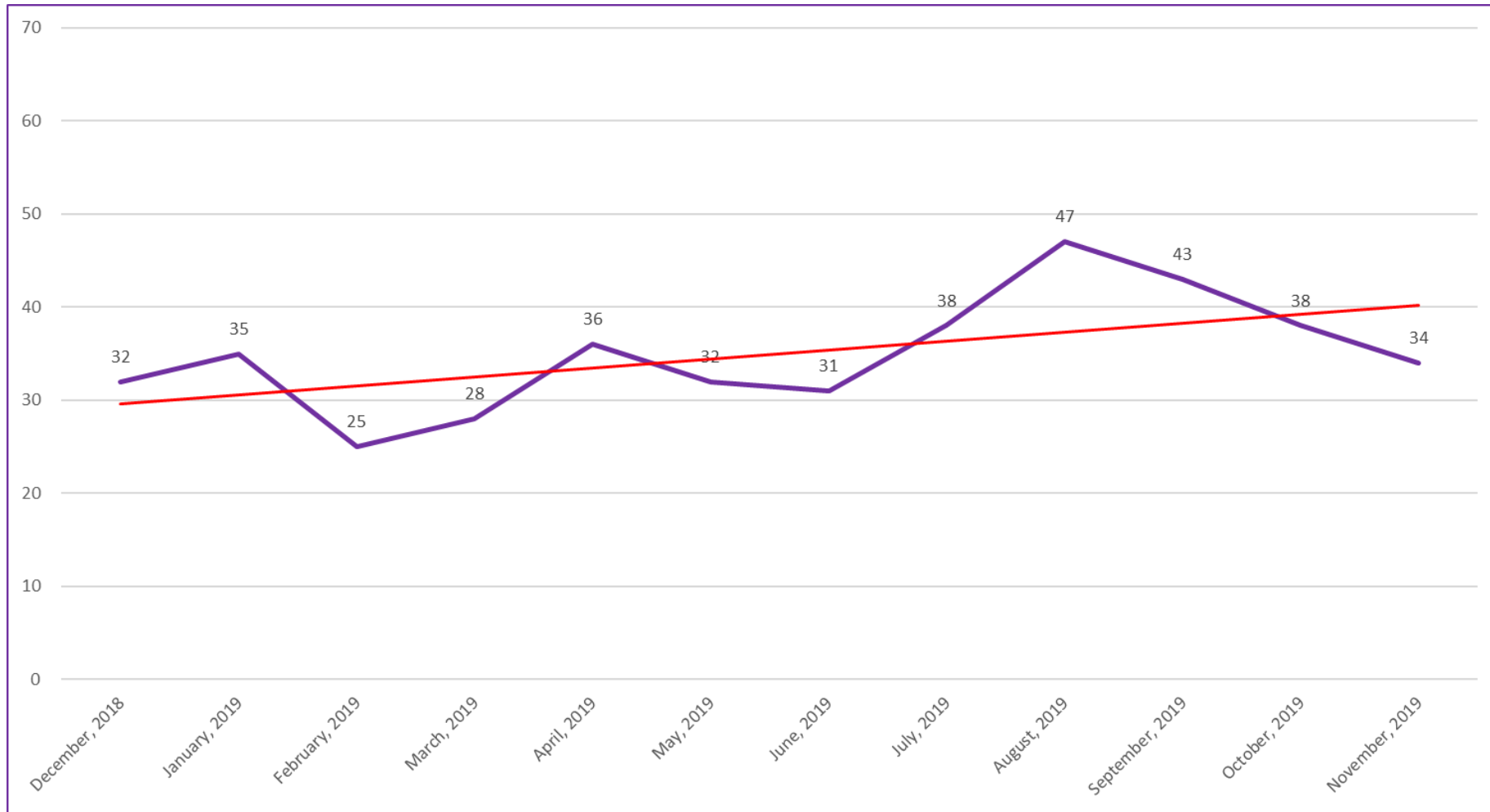
- Interacted with 44 total Site Selectors year to date to promote Fayetteville
- Conference attendance of note:
 - AEDCE annual conference
 - Chicago Site Selector Summit
 - ICSC ReCon
- 422 new businesses licenses issued January through December 2019
- Notable wins
 - Affirma: Software Development Company, plans to hire 100 employees in the next few years
 - Rockhill Studio's and NYLA Media Group film "American Cherry" for Netflix in Fayetteville
 - Assisted Northwest Health with their new freestanding emergency center located on MLK/149
 - Facilitating the sale of privately-owned land in the Commerce Park to a local employer
 - First National Bank of NWA broke ground on their uptown facility on September 12th
 - Large service company expanding in Fayetteville

Targeted Businesses Property Needs

Retail, Restaurant, and Mixed-Use Development

- Actively working with local land-owners on promoting Opportunity Zones
- Completed work with local target business expansion, will add 40 to 60 jobs (\$2.6 to 3.9M payroll)
- Actively working with local business relocation and expansion project, will add 12 jobs (\$0.5M payroll)
- Hosted meetings to update local business leaders on local, state and national items of interest
 - I-49 improvements, trails, and public transportation
 - Opportunity Zones
 - Office of Skills Development Training Grants
 - Hosted Fayetteville Jobs Expo
 - Highway funding ½ cent sales tax promotion
 - Banquet celebrating large scale construction projects in Fayetteville MSA
 - Manufactures 5, 10, 15, 20, 25, 30, 35, 40, and 45-year anniversary
- Reviewed and support efforts for Steamboat Drive extension
- Brought forward federal funding for road extension in Commerce District
- Active Expansion project with local STEM company for City owned land in the Commerce Park

Business License Activity – 12 Month Trend



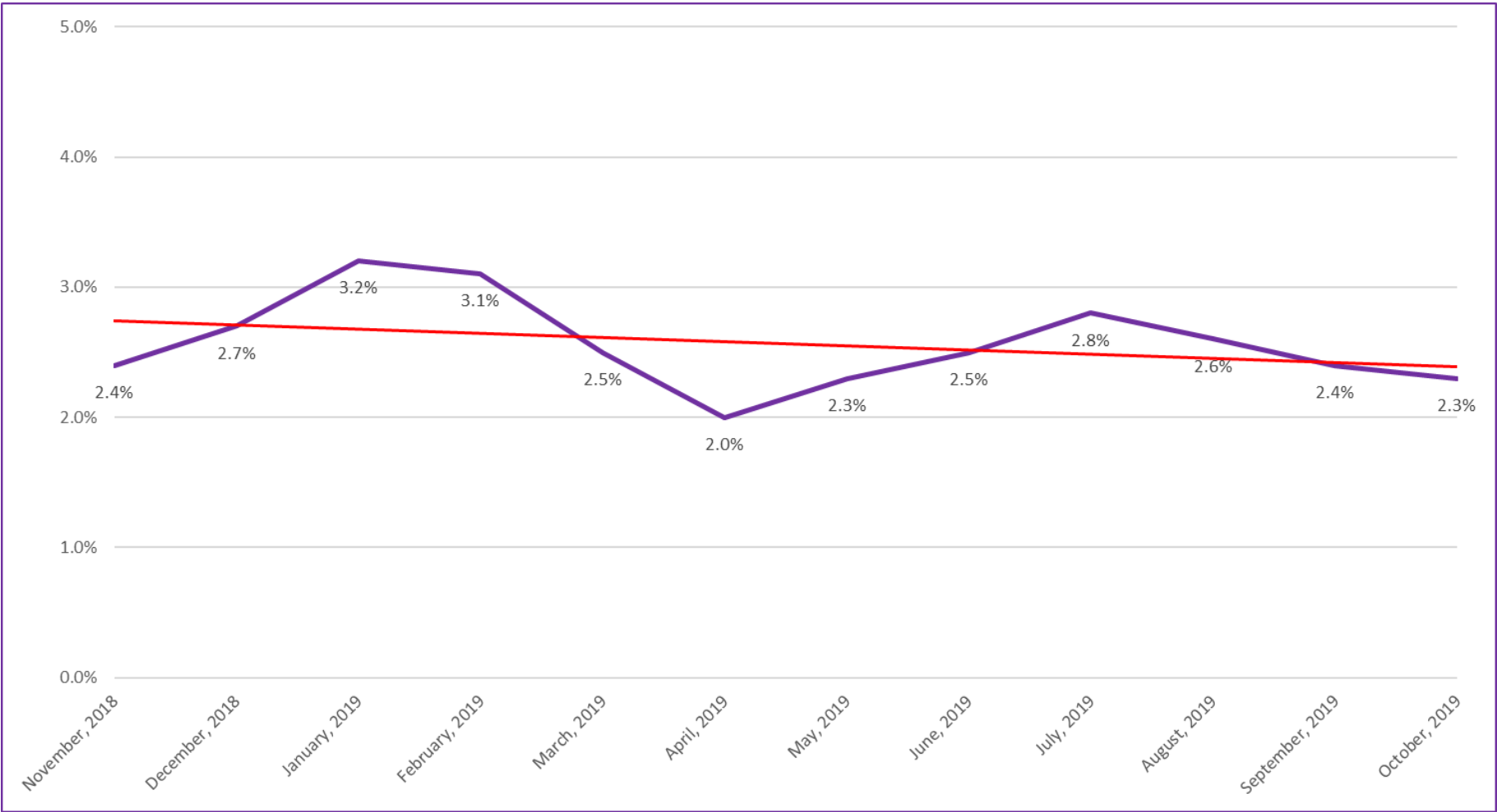
Data supporting sections 1 & 2 of the Schedule of Deliverables of Exhibit A

* Source: City of Fayetteville. Data includes all new licenses issued including new business, change of ownership, relocation, and name change. Reflects business interest in Fayetteville.

Support Workforce Development Local and Regional Collaboration

- Northwest Arkansas Regional Robotics Training Center
 - Classes Held Year to Date: 14 Certificates Issued Year to Date: 78
- NWA Fab Lab
 - Unique working visits Year to Date: 1,200+
 - Unique tours August and Year to Date: 3+ / 116+
- Leadership Fayetteville Program Graduation
 - Adult: 29 Teen: 62
- Leadership Fayetteville Program Current Class
 - Adult: 30 Teen: 68
- Hosted Job Expo on April 26
- Continued focus on early childhood education, this remains a priority
- Distributed 10,000 copies of “A Calling” workforce textbooks to seven school districts
- Meet one on one with the following EDOs
 - NWAEDD Workforce Administrative Director
 - Arkansas Economic Development Commission, Manufacturing Solutions Division

Unemployment Rate – 12 Month Trend



Northwest Arkansas

Regional Robotics Training Center

- Northwest Arkansas Regional Robotics Training Center was created through a partnership between the Northwest Arkansas Community College and the Fayetteville Chamber of Commerce
 - Dedicated to developing the next generation of skilled workforce for Arkansans and for around the country
 - The Robotics Center is the second most significant milestone in the history of this state.
- NWA Regional Robotics Graduates are getting an intensive and exciting hands-on education
 - Record time - 35 hours, one week - and for the lowest tuition you'll find anywhere
 - The program is open to anyone who is ready to step up, work hard
 - Graduates aren't just prepared for the future they help build the future
- Course Objectives: Students successfully completing this course will be able to:
 - Power up and jog the robot
 - Teach Frames
 - Recover from common program and robot faults
 - Execute production operations
 - Create, modify and execute a material handling program
 - Create and execute MACROs
 - Monitor, force and simulate input and output signals
 - Backup and restore individual programs and files

Northwest Arkansas Regional Robotics Training Center



Support Targeted Focused Block Level Development

Promote Fayetteville's ***OUTSTANDING*** Quality of Life

- Ribbon Cuttings (YTD): 52
- Hosted four groundbreaking for NW Medical ER Center, First National Bank of NWA, Habitat for Humanity Women Built, and NWA Homebuilders Association Homes for Heroes
- Staff hosted 3 events to promote Fayetteville's Quality of Life
- Staff promoted and attended 3 events to promote Fayetteville's Quality of Life
- Hosted Hispanic Heritage Festival
- Developing Chamber's Diversity, Equity and Inclusion (DEI) plan
- Continued work on #2B Fayetteville magazine (4 issues completed in 2019)
- Hosted 2019 Legislative Forums
- Hosted "Fayetteville Professionals Night" and "Good Morning Fayetteville" – business promotion and networking event attended by 75 – 100 plus regional small and large business leaders per event
- Hosted "Fayetteville Teachers Expo"
- Mailed 211 relocation packets to prospective employers, entrepreneurs and potential residents