

Economic Development Consulting Services

January 2020 Reporting Period



CITY OF
FAYETTEVILLE
ARKANSAS

In partnership with

CHAMBER
FAYETTEVILLE

Economic Development Metrics and Activities

- 54 businesses licenses issued with 130 est. new full-time employees*
- November Unemployment rate 2.2%
- Six Business Expansion projects in progress
 - Four Manufacturing, two Services
 - Estimated net new HC: 124, Average wages: \$23.00+, net new payroll: \$5.9M
- Hosted public awareness event promoting use of XNA
 - XNA's ability to expand is vital for the region and Fayetteville
 - Increased usage will drive cost down
- Met with Venture Capitalist to review opportunity in Fayetteville
 - Note: VC out of California
- Represented Fayetteville during Plug & Play Entrepreneur Program
- Created new initiative: Diversity, Inclusion, and Equity
- Chamber Healthcare Committee scheduled a Continuing Education Unity eligible lunch and learn for nurses in Fayetteville (set for March 17, 2020)

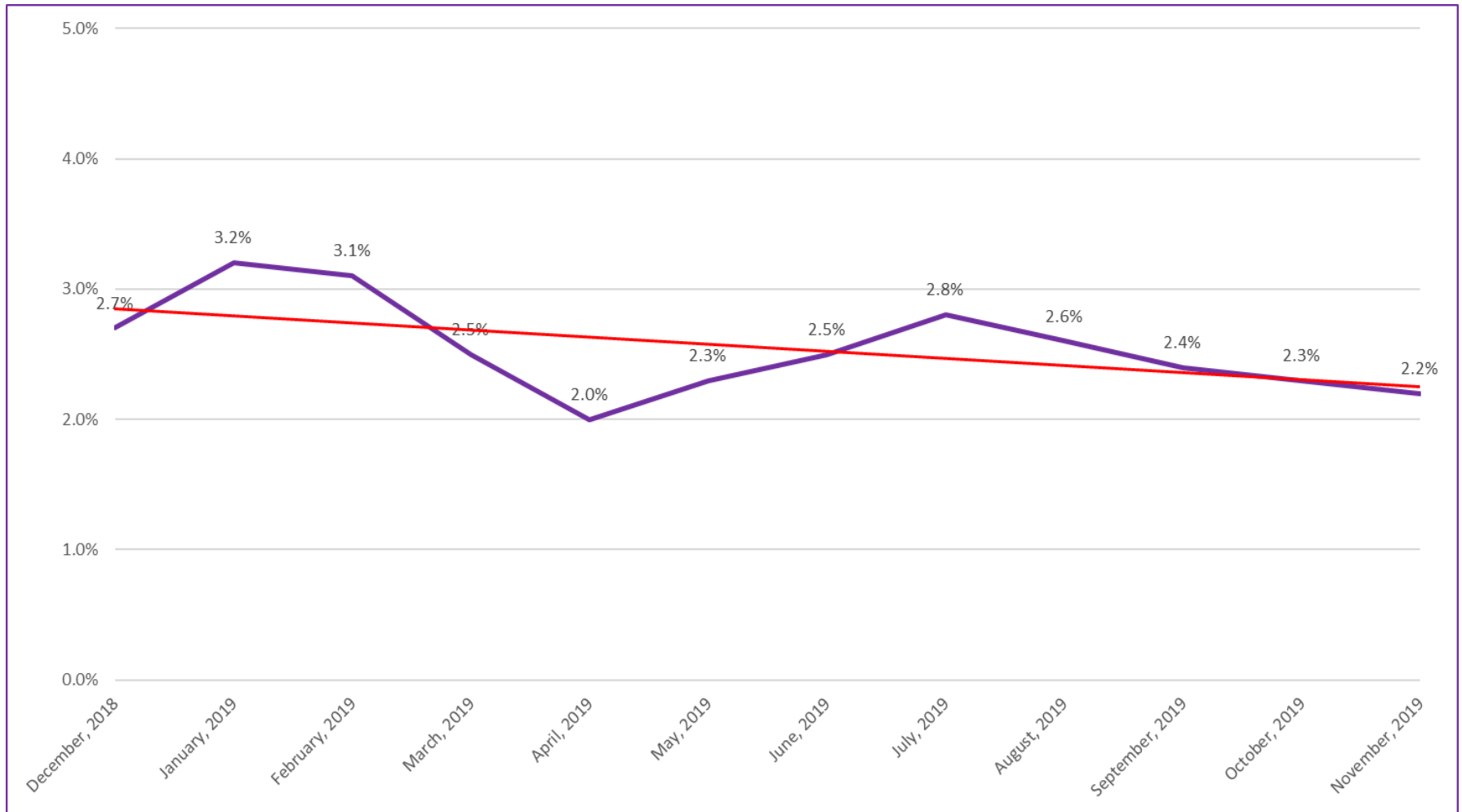
Workforce & Community Activities

- Business Events promoting Fayetteville's economic vitality
 - 5 Fayetteville based events
 - 240 local attendees
- Robotics Certificates Issued
 - Current Month: 27
 - Year to date: 27
 - Future Registrations: 40
- Fab Lab
 - Unique visits: 64
 - Classes held: 0
 - Tours Given: 6 (15 attendees)
- Leadership Programs (Adults: 30, Teens: 100)
 - Classes held: 4
 - Local business engagements: 23
 - Government engagements: 4

City & Chamber Partnership

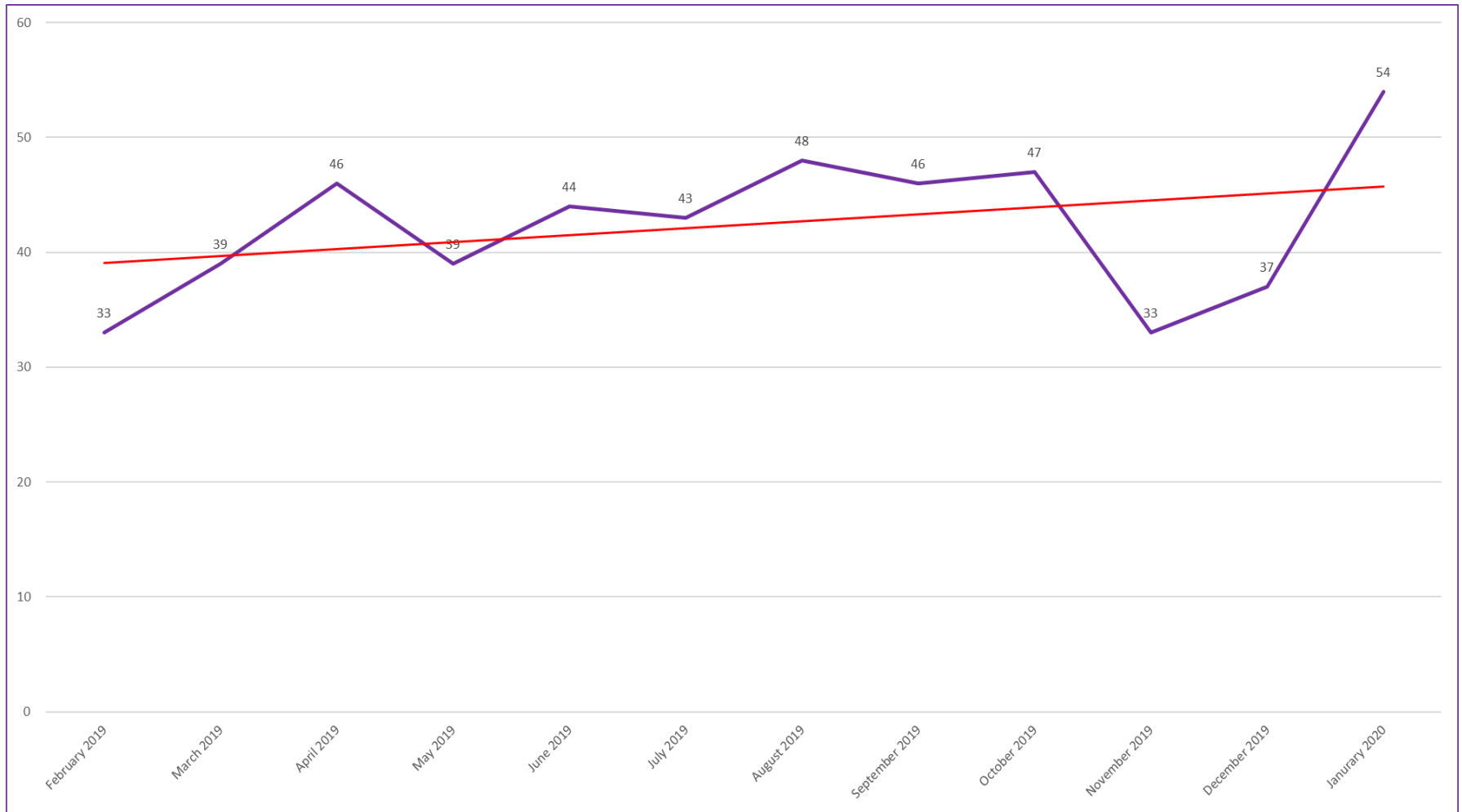
- Partner with the City's "I Count Committee"
 - Committee member
 - Messaging
 - Forum
- Drive Federal funding for road extension in Commerce District
 - Coordinating with NWAEDD to get opportunity for grant application
 - Assist in grant process
- Support City's initiative on Cultural Arts Corridor
 - Public endorsement of location
 - Messaging on importance of finalizing parking deck
- Promoted Fayetteville School Bond initiative
 - Public endorsement in support of passage
 - Board resolution
 - Messaging

Unemployment Rate – 12 Month Trend



* Data from Bureau of Labor Statistics for Fayetteville-Springdale-Rogers, AR-MO MSA.

Business License Activity – 12 Month Trend



* Data from City of Fayetteville Business License Report, "Date Open".