



Why a Regional Coalition?

- AEDC Focus on Regionalism
- Montgomery, Polk, & Scott = 10th Largest City
- ARCO strengthens region, fosters relationships, & enhances lobbying efforts



Partners for the Future

- Dr. Mark Peterson UAEX “Breakthrough Solutions”
- ARCO, RMCC, and U of A Division of Agriculture



Partners for the Future Why is it Important?

- Rural West Central Arkansas
- Sluggish Economy
- Reduced Consumer Spending
- Local Governments under Fiscal Stress



Partners for the Future Why a Partnership?

- Partnerships = Successful Communities
- Pooling of Ideas, Talents and Resources



Partners for the Future

- Identify Common Assets like Tourism
- Leverage Assets



ARCO Tourism Facts 2013

Travel Expenditures

Travel Generated Payroll

Montgomery

\$26 Million

\$4.2 Million

Polk

\$21 Million

\$3.8 Million

Scott

\$5.9 Million

\$1 Million



ARCO Initiatives

- Downtown Revitalization
- Put ARCO on the Map with GYBO
- “One More Day”



“One More Day”

- Tourism Increase of 31%
- Revenue Increase of \$16.5 Million
- Increase in Jobs & Local Taxes



ARCO Brand/Logo

- Used for Websites, Signage, Email, Print...
- ARCO Survey to create Brand