

# ***Breakthrough Solutions 3.0***

## **New Tools to Shape the Future of Your Community**

**2019 Breakthrough Solutions  
Pre-Conference Workshop**

***Creating Connected Communities – ARCO in Action***



**Dr. Mark Peterson, Professor  
Community and Economic Development**

**Great to be here**

**Great to be here**

**New Tools**

**ARCO in Action**

**Argenta – Vision and Action**



**The most important person  
in the room**

# Six Ground Rules

- 1) Turn off your electronic devices
- 2) Everyone participates
- 3) Respect every person
- 4) We can learn from every person
- 5) Think outside the box
- 6) Have fun





**If you want to go fast, go alone. If  
you want to go far, go together.**

*Source unknown*



**Breakthrough Solutions –  
based on the premise that incremental  
improvements are insufficient in a time  
of rapid change.**





# Key Drivers of Change



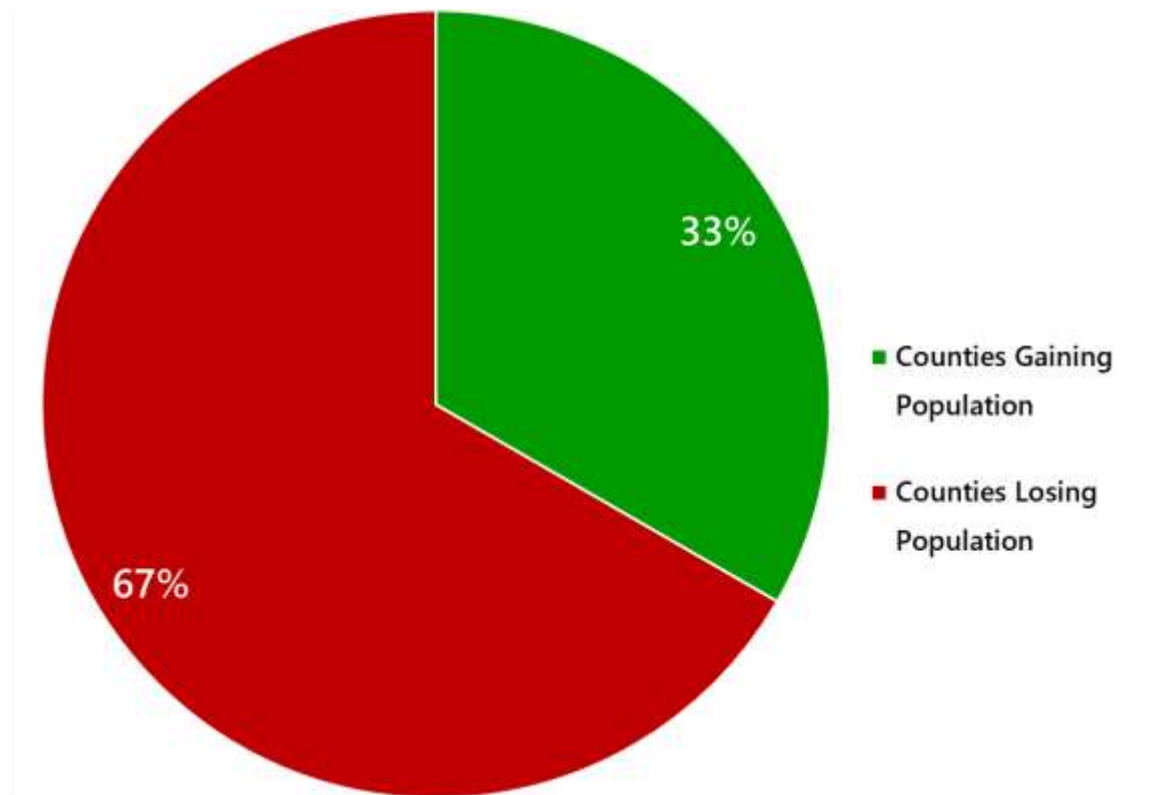
# Key Drivers of Change

- 1) DEMOGRAPHY: Millennials, Boomers, Tradition**
- 2) TECHNOLOGY: Faster, mobile, connected, social**
- 3) GLOBALIZATION: A global marketplace**
- 4) REGIONALIZATION: Gaining critical mass**

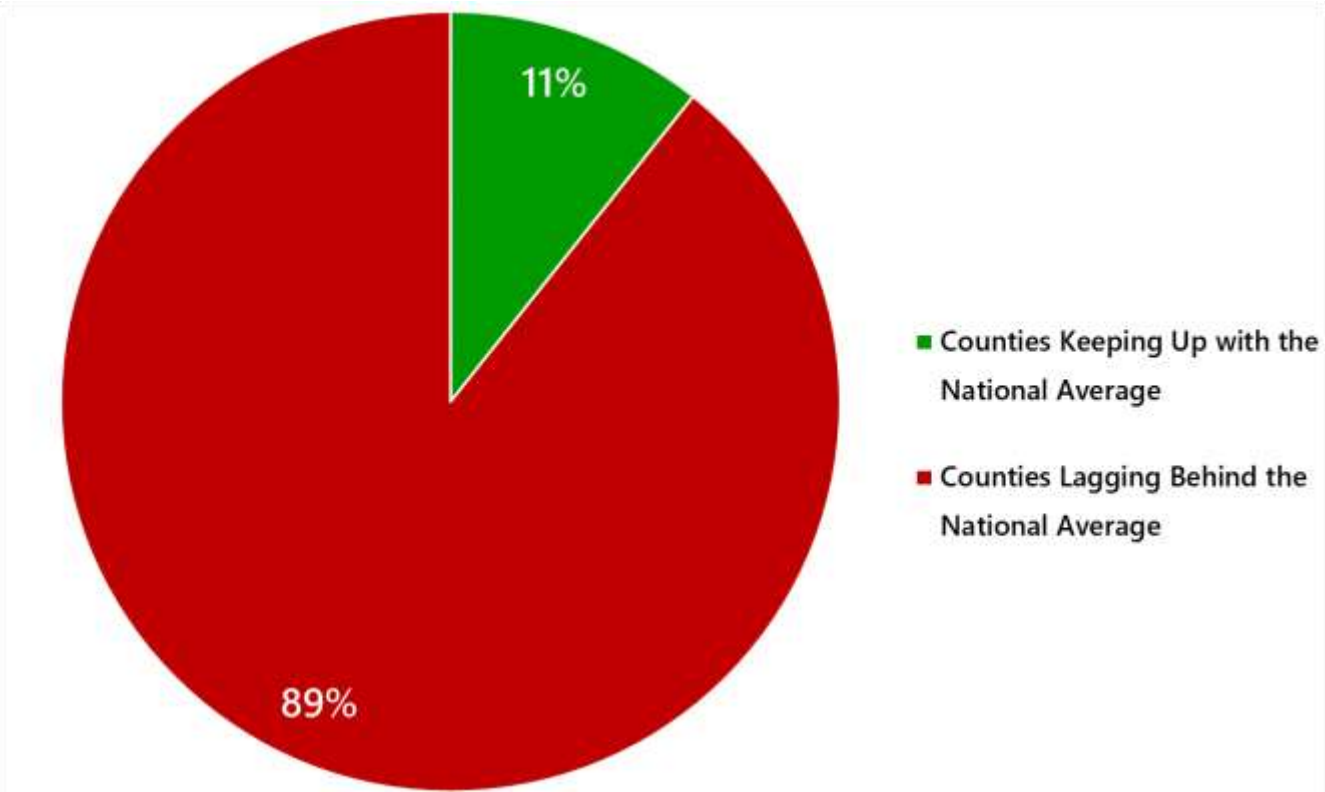
# Key Drivers of Change

- 1) **DEMOGRAPHY:** Millennials, Boomers, Tradition
- 2) **TECHNOLOGY:** Faster, mobile, connected, social
- 3) **GLOBALIZATION:** A global marketplace
- 4) **REGIONALIZATION:** Gaining critical mass
- 5) **URBANIZATION:** People moving to urban areas
- 6) **LOCALIZATION:** Local foods, arts, music, drama, history, businesses, unique products
- 7) **QUALITY OF PLACE:** Livable, walkable, healthy, great places
- 8) **SUSTAINABILITY:** Green & sustainable long-term

# County Population Gain & Loss



# County Population Growth vs. National Average



**Great challenges require  
empowered leaders with  
compelling vision and  
powerful tools**



# To build a simple house, you need simple tools.





# To build a beautiful house, you need great tools.



## How can we:

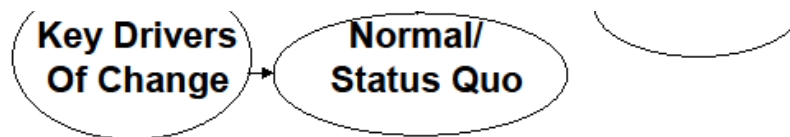
- \* build on what has worked and is working  
*(strategic planning, visioning, asset-based development, systems, technology, strategic doing, Heart and Soul), to*
- \* create a development process that is:
  - truly strategic,
  - inclusive, and
  - empowering, that leads to action?



***Breakthrough Solutions 3.0***  
**Creating Vibrant, Sustainable  
Communities and Regions**

- \* Community Driven**
- \* Asset Based**
- \* Technology Enabled**
- \* Action Driven**
- \* Results Oriented**

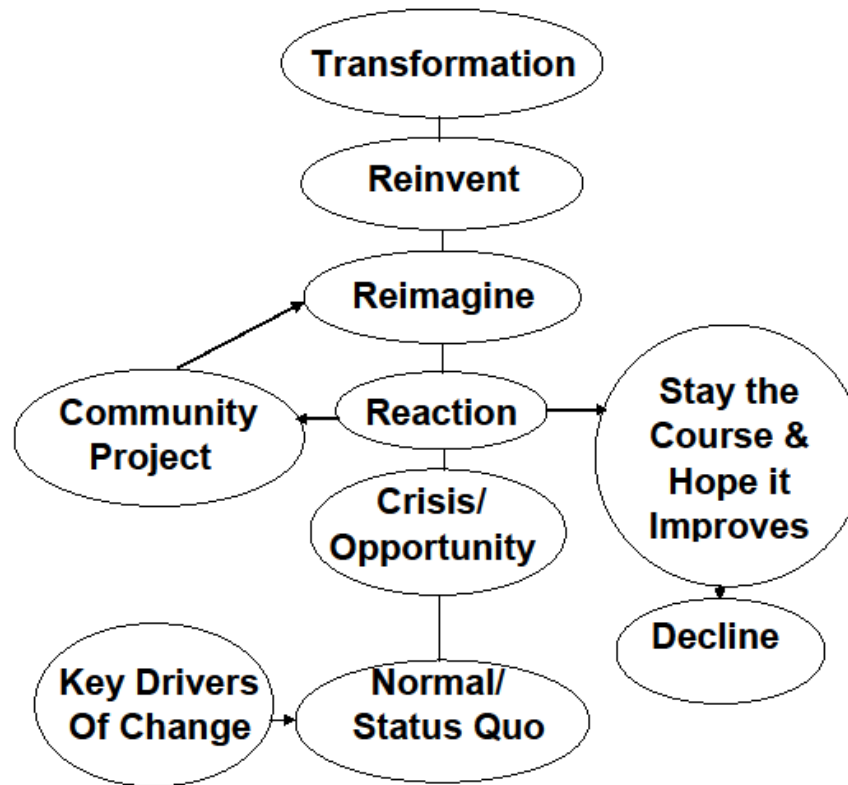
## How Communities and Organizations Deal With Change



Mark Peterson and Emily Smith, U of Arkansas Cooperative Extension Service

The University of Arkansas System Division of Agriculture is an equal opportunity/equal access/affirmative action institution.

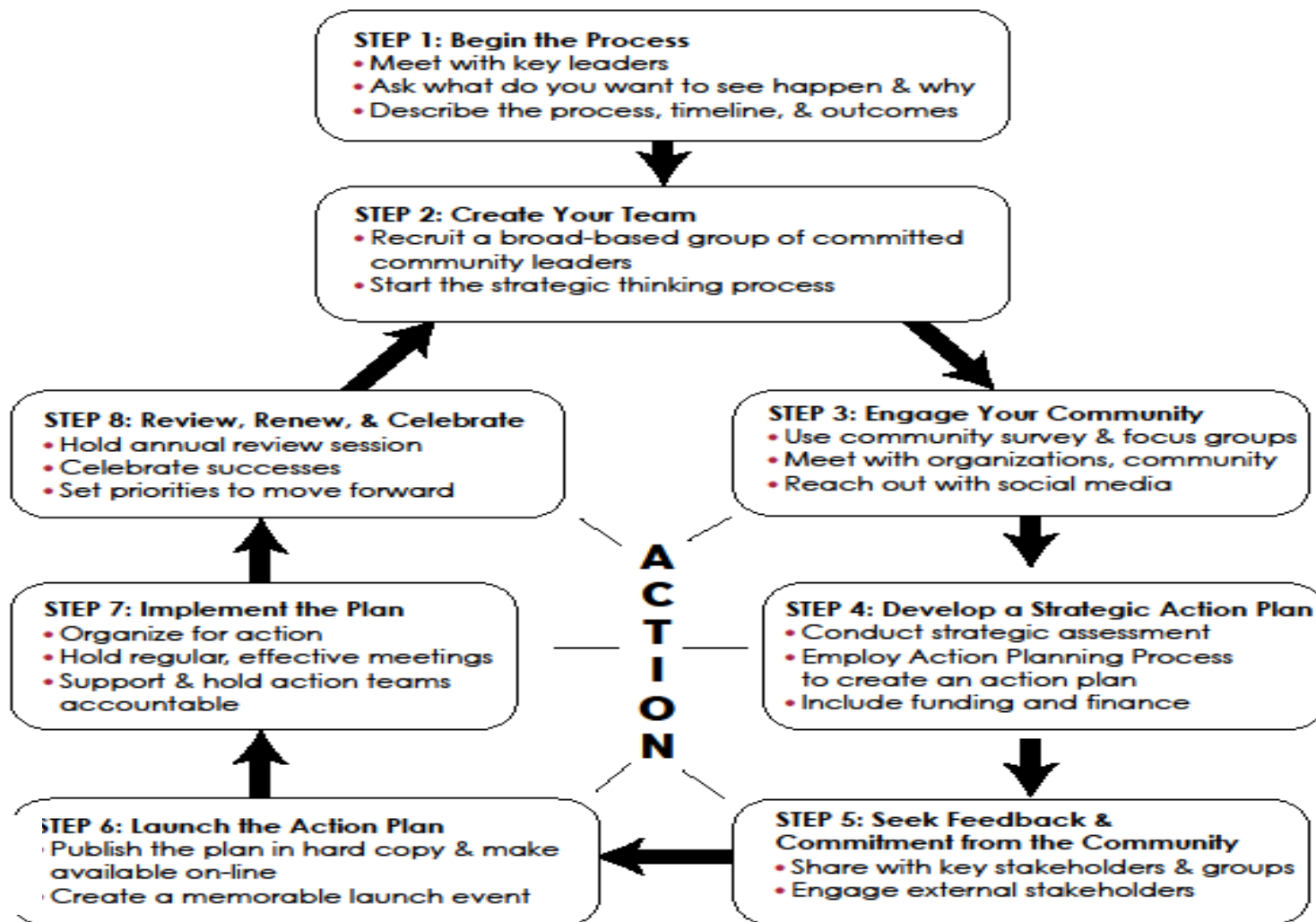
## How Communities and Organizations Deal With Change



Mark Peterson and Emily Smith, U of Arkansas Cooperative Extension Service

The University of Arkansas System Division of Agriculture is an equal opportunity/equal access/affirmative action institution.

## EIGHT STEP COMMUNITY DEVELOPMENT PROCESS



Mark Peterson and Emily Smith, University of Arkansas System Division of Agriculture Cooperative Extension Service

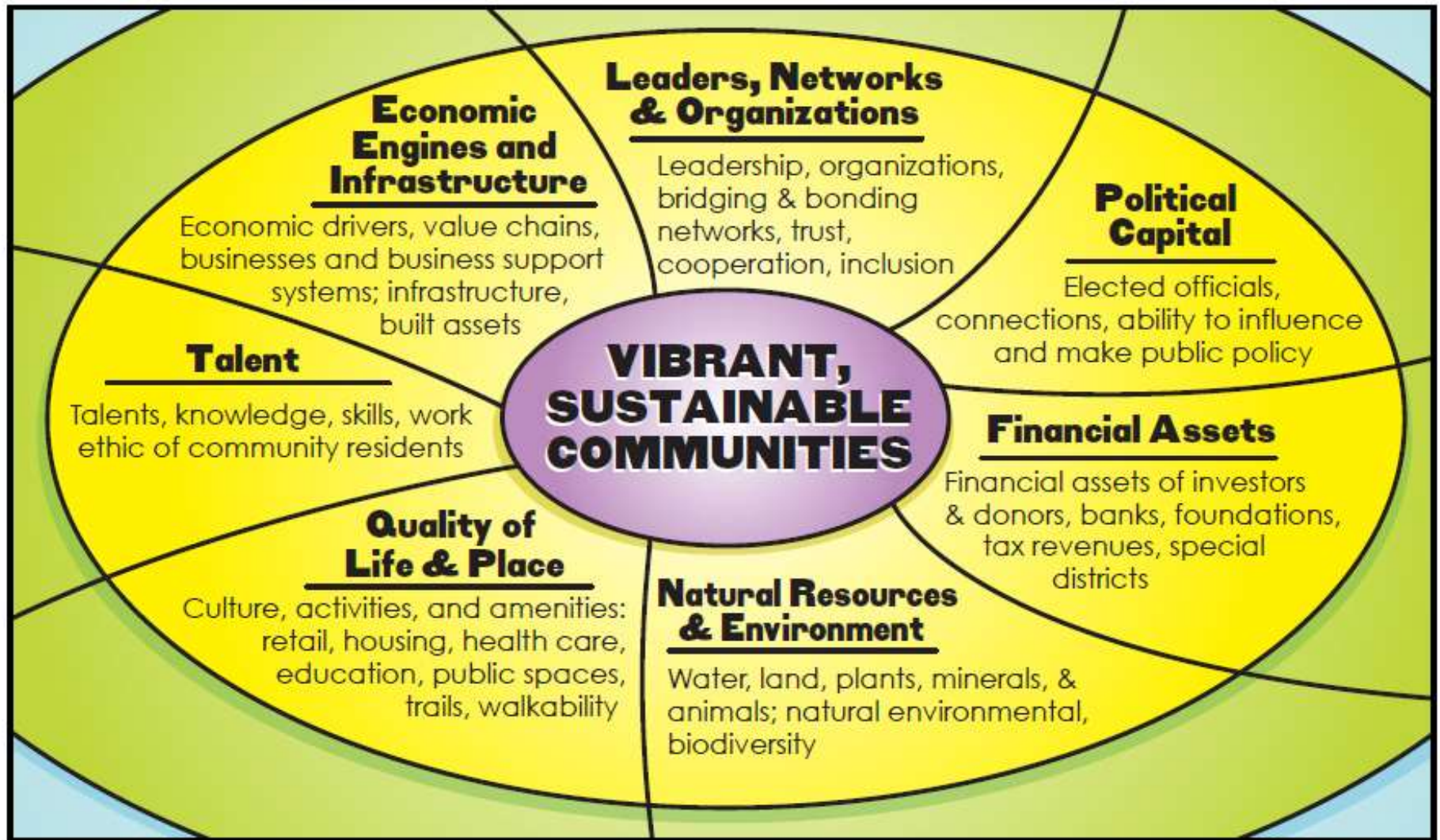


**How can we get from a list of  
assets to opportunities and  
priorities?**



# Strengths and Assets Map

Wealth in Your Community



**You visit a community that is struggling, and ask them what their assets are. Here is what they tell you:**

- \* Acorns, pine cones, gumballs, and hickory nuts**
- \* A small river with snags and deadly floods**
- \* A lot of cardboard**

**So what would you tell them to do, to create economic opportunities?**

- \* Acorns, pine cones, gumballs, and hickory nuts**
- \* A small river with snags and deadly floods**
- \* A lot of cardboard**





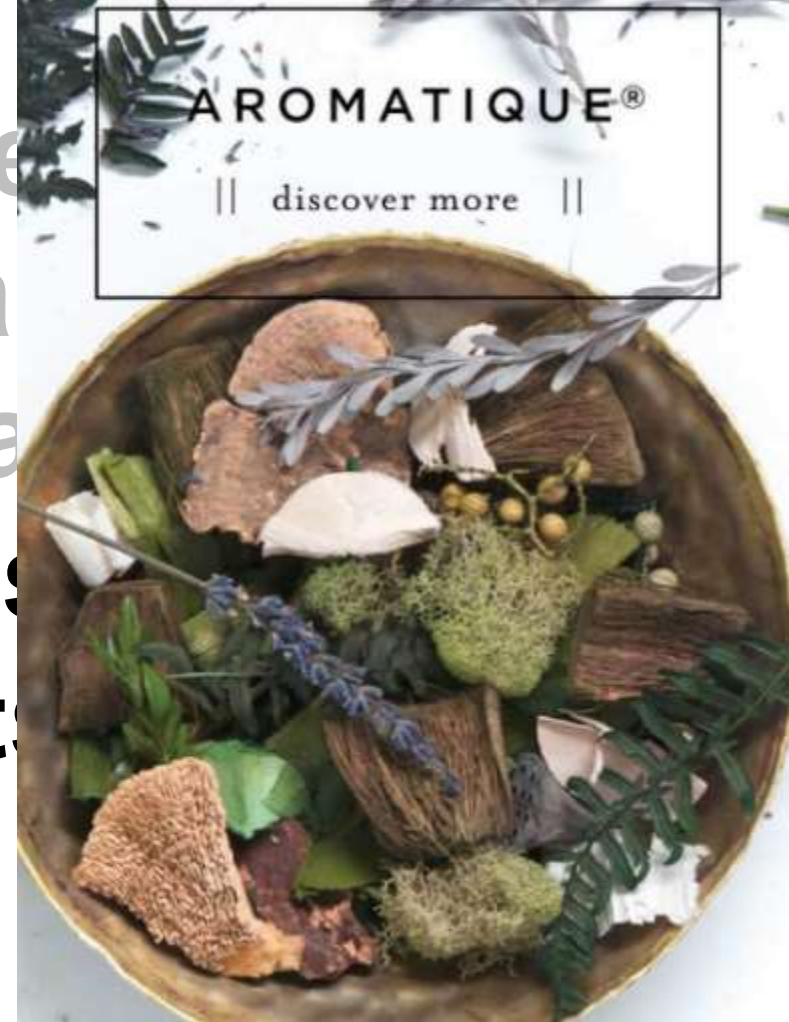
# WELCOME TO HEBER SPRINGS

VISIT OUR LOCAL BUSINESSES  
TAKE HWY. 25B

Breakthroughs are  
innovations or lea  
that can transform a

\* **Acorns, pine cones  
and hickory nuts**

**Patti Upton,  
Aromatique,  
Creator of *Decorative  
Fragrance***



Breakthroughs are advances, innovations or leaps forward that can transform a community.

\* Acorns, pine cones, gumballs, and hickory nuts

**\* A small river with snags and deadly floods**





Br  
in  
that  
\* Ac

S,  
d  
ty.  
S,

**\* A small river with snags and  
deadly floods**

**Greers Ferry Dam and Lake**



Breakthroughs are advances, innovations or leaps forward that can transform a community.

\* Acorns, pine cones, gumballs, and hickory nuts

\* A small river with snags and deadly floods

**\* A lot of cardboard**

Brea  
inno  
that ca



nces,  
ward  
unity.

# World Championship Cardboard Boat Races

\* A lot of cardboard

Breakthroughs are advances, innovations or leaps forward that can transform a community.

- \* **Acorns, pine cones, gumballs, and hickory nuts**
- \* **A small river with snags and deadly floods**
- \* **Cardboard**

# ASSET OPPORTUNITY TREE



Assets

# ASSET OPPORTUNITY TREE



Opportunities

# What can you do with artists, craftsmen and women, and music?

# ASSET OPPORTUNITY TREE



Low Priority Projects  
(Could do Later)

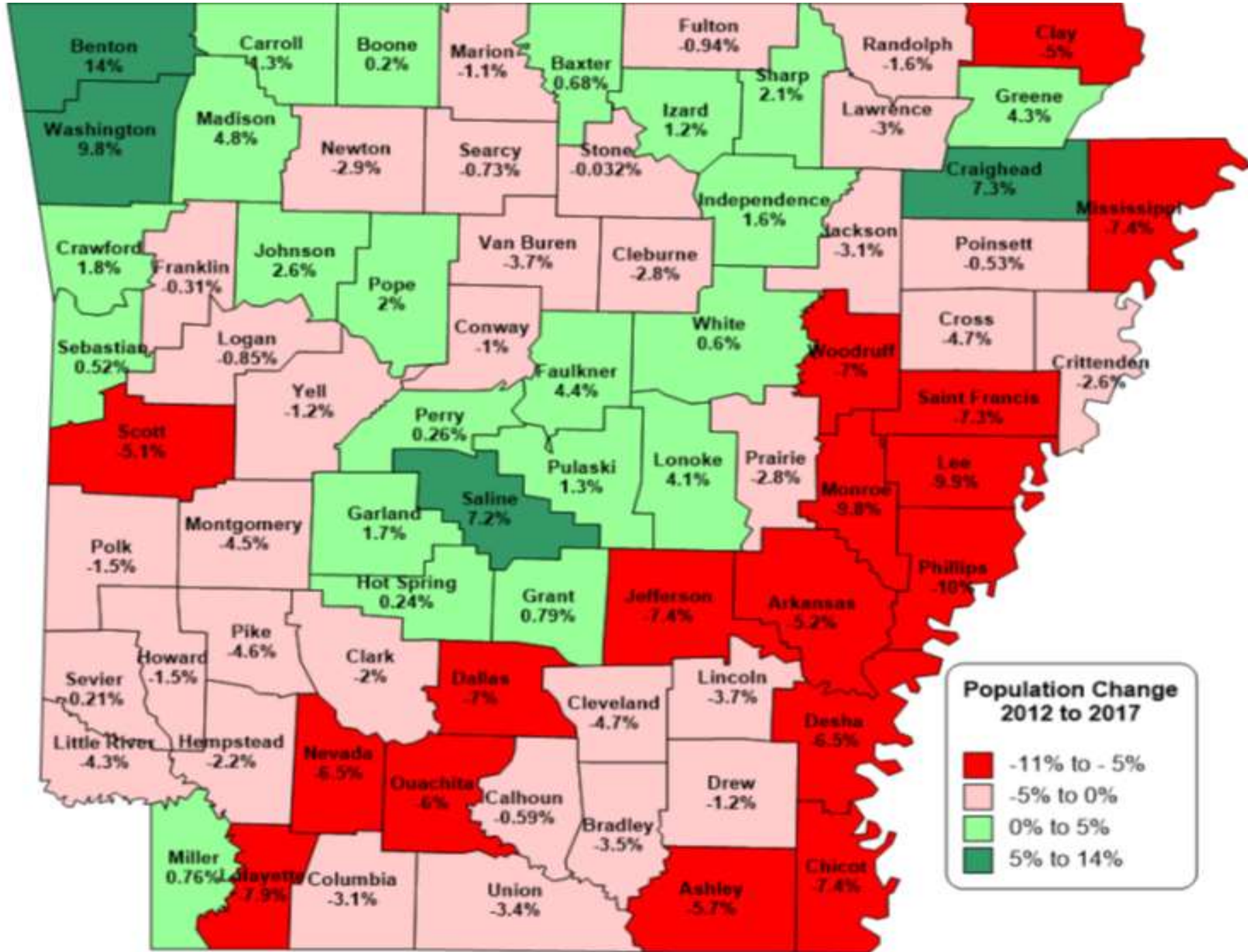
Must Do Projects  
(Critical for the Future  
of Your Community)

Low Hanging Fruit  
(Easy, Short-term Wins)





**ARKANSAS**  
REGIONAL  
COALITION OF THE  
**OUACHITAS**



# ARCO in Action



## **Phase I. Initial meeting – WEDNESDAY, MAY 8**

**Visit to Three Counties Identified These Key Issues:**

- 1) Workforce Development**
- 2) Marketing, Tourism, and Branding**
- 3) Business Development and Recruitment, and Broadband**
- 4) Quality of Life and Place**
- 5) Funding and Finance**

## **Phase II. BTS Partners Visit the ARCO Region – MAY 31**

**Identify assets and opportunities in each issue area**

## **Phase III. BTS Pre-Conference Workshop in NLR – June 25**

**Drill down in to issues to identify strategic opportunities and resources**

**Breakthrough Solutions Conference in LR – June 26**

## **Phase IV. Launching ARCO in Action – July**

**ARCO in Action Launch Event in the ARCO Region**

**Launch action teams and report on low hanging fruit projects**

# ARCO in Action



**Messy**

**Mix of county and regional action**

**Focus on opportunities and action**

**Always start with assets**

**Identify ideas, strategies, and**

**resources that will really**

**move the ARCO region forward.**

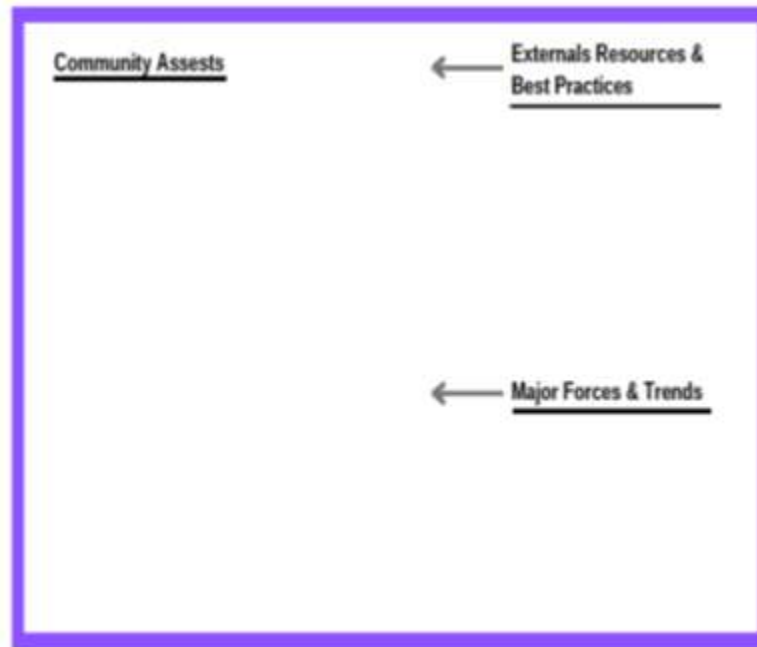
# ARCO in Action



## Report on Low Hanging Fruit Projects

- \* Amy Monk, Montgomery County
- \* Sherry Johnston, Scott County
- \* Gar Eisele, Polk County

## Action Planning Process to Address Issues in Your Community and Region





# ACTION

## 8. Set Action Steps (5 mins)

- \*Who will do what before your next meeting?
- \*When and where will you meet again?
- \*Who else needs to be involved and who will invite them?

### ASSET OPPORTUNITY TREE



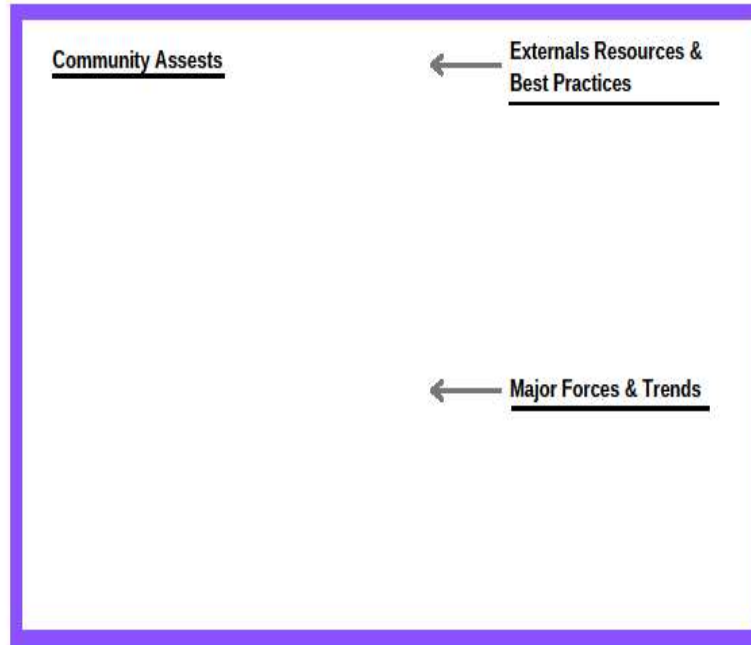
## 7. Look for Low-Hanging Fruit (7 mins)

- \*What is your low-hanging fruit and must do projects?

## 6. Brainstorm possibilities (10 mins)

- \*What are all the things you could to address this issue or project?

# Action Planning Process to Address Issues in Your Community and Region



## 5. Assess Your Situation (10 mins)

- \*What is working well?
- \*What is not working well?

## 4. Identify Your Assets (10 mins)

- \*What are your community assets that relate to this issue?

## 3. Describe Your Desired Outcomes (8 mins)

- \*For this issue or project, what would success look like for your community?

## 2. Answer the WHY Question (5 mins)

- \*What is going on and WHY is it important?

## 1. Form Your Team (5 mins)

- \*Who needs to be on your team?



# START





**MICHAEL JR.**

**What would happen if this step  
is not done well?**

# **ARCO in Action - Action Teams**

- 1) Quilt Trail – Kim Magee**
- 2) Broadband – Noah Washburn**
- 3) Funding and Financing Community and Economic Development – Roby Robertson**
- 4) Workforce Development - Mark**
- 5) Quality of Life and Place – Jerry Smith**
- 6) Marketing, Tourism, and Branding - Tandee White**
- 7) Business Development & Entrepreneurship  
Phil Plyler**



Stroll around  
Shieve Begue

Walking City of  
London Millery

Giant's Causeway

Simple Architecture  
Barrage Park

Royal Parnah Golf Club

Armagh's  
Planetarium

St Patrick's  
Cenotaph

Fermanagh Lakos

Explore the  
Mountains of Mourne

Christ Church  
Cathedral  
Dublin

Lough Rynn Castle

Enjoy the music  
in Galway

Glendalough

The Burren

Marvel at the views  
from the Cliffs of Moher

Rock of Cashel

Waterford  
Crystal

Relive a medieval  
banquet at Bunratty

Relax on  
Tullamore beach

Explore the Lakes  
of Killarney

Browse Cork's  
English Market





- | WYNDHAM TIME SHARE  | MAIN ATTRACTIONS   | TRAILS  | RESTAURANTS  | FOOD & FUEL  | CHURCHES  |
|---|--|---|--|--|---|
| 1. THE PASSWAYS<br>2. CLIFFSIDE<br>3. MOUNTAIN RIDGE<br>4. MOUNTAIN MEADOWS<br>5. HAMILTON COVE | 1. MAIN ENTRANCE<br>TOTEK POLE & BOB CHAIRS<br>2. TOTEM POLE<br>3. INDIAN HILLS GOLF COURSE<br>DESIGN BOAT CAVE<br>LOU CROFT PUB/CLUB - TOTEM POLE | 1. SUGARLOAF MOUNTAIN<br>2. INDIAN ROCK CAVE<br>3. RAMBLING CREEK<br>4. INDIAN FALLS<br>5. LOST CREEK<br>6. LAKEWOOD<br>7. MOUNTAIN RANCH | 1. BAYSIDE RESTAURANT<br>2. BOULEVARD & LIL RED RESTAURANT<br>3. RENEE'S 7 CRAWFISH<br>4. INDIAN FALLS & COOL POOL CAFE<br>5. EL PARLANS | 1. WOODLAND MEAD PARK<br>PLAYGROUND - MINIATURE GOLF<br>AMPHITHEATRE - COMMUNITY MARKET<br>FENCE PAVILION - BISCAGOLF<br>5. ED LEAMON BOTANICAL GARDEN<br>6. COOL POOL - TENNIS - FRODO BALL<br>7. MOUNTAIN RANCH GOLF<br>BOB'S RESTAURANT & CLUB<br>AT RANCH POOL | 1. PRESBYTERIAN CHURCH<br>2. BAPTIST CHURCH<br>3. FAIRFIELD BAY FIRST LUTHERAN METHODIST CHURCH<br>4. FAITH LUTHERAN CHURCH<br>5. ST. FRANCIS OF ASSISI CATHOLIC CHURCH |

### The Welcome Center

As visitors and guests enter Fairfield Bay, they will notice the newly renovated Welcome Center. Once inside, the new location Welcome Center, and visitors are invited to stop in and pick up literature concerning all the amenities, a listing of rates for sleeping, and points of interest. The Welcome Center is a beautiful building, and is staffed by the Center. Exciting and entertaining children and workshops for all ages are also conducted by the Reception Department at the Bay.

### Swimming Pools

Three fun, fresh pools, located at Mountain Ranch, Hamilton Cove, and the Cool Pool. The Cool Pool offers a breath-taking view of Green Fern Lake for the adult, along with a zero-entry kiddie pool featuring spray-n-play waterfalls to delight most children. Guests may also enjoy pool-side food and beverage service or they may go inside to enjoy their food. There is a variety of clothing, and swimwear available for purchase. During the summer, families can enjoy the DIVE IN THEATRE where a movie will be shown while children enjoy the pool at the same time.

### Hart Center

The Hart Center is designed to meet the Health, Recreation, and Therapy needs of the residents and the visitors from the surrounding area. The 23,000 square foot facility includes a complete fitness center, massage therapy service, and physical therapy service. The Hart Center contains a variety of fitness equipment, Body Mass Electrical machines plus many more machines for swimming pool, an indoor walking track, basketball court, net ball and sauna.

### Fairfield Lanes Bowling Alley

The bowling alley located at 115 Village Lane not only features bowling, but visitors may also enjoy a variety of other fun activities. The alley also offers a variety of food and beverage service. Light opportunity from 5-8 p.m. There are no extra charges for this fun-filled family time. Be safe and enjoy your life-style.

### UTV/ATV Trails

For those who like to get out and explore about the (FAIRFIELD) hills in Fairfield Bay, trails can be set up for a guided tour. The trails are over 90 miles of high roads, you will certainly find a trail fit your skill level. The rides will enjoy the beautiful scenery of the Ozark Forest, lush Ozark Green Ferny Lake, hidden waterfalls, and beautiful views from mountain overlooks. Lush Ozark Forest and beautiful views from the Fairfield Bay website. Visitors that do not have their own UTVs can rent on UTV and be part of a guided tour. Visitors can simply go to the Indian Hills Golf Resort Pro Shop to rent these units.

### Hiking Trails

The Bay's trails are the walking and hiking trails, the lush oak hickories, the oak and the oaks from 1/2 mile up to the top. Each one offers a unique experience for its visitors. The Sugar Loaf Mountain trail actually features two routes with different degrees of difficulty. The Fairfield Bay Marina, which is known as the "Gateway to Sugar Loaf," is a beautiful trail. The Indian Hills trail leads to the Indian Rock House which is the largest built shelter in Arkansas. Visitors that look really hard and closely will be able to see the petroglyphs created by Native Americans. Banning Cove trail is only a 1/4 mile trail but offers 8 hard courts (6 green), equipment rentals for tennis, pickleball, and other recreational activities. Instructional classes are held intermittently throughout the year and the schedule may be obtained from the recreational office.

### Tennis and Pickleball Courts

Play tennis and/or pickleball at one of Arkansas's most beautiful facilities. The complex offers 8 hard courts (6 green), equipment rentals for tennis, pickleball, and other recreational activities. Instructional classes are held intermittently throughout the year and the schedule may be obtained from the recreational office.

### Marina

The Fairfield Bay Marina is a full-service marina that features 400 slips and a 20,000 square foot facility. The marina features a retail store that has clothing, tires, tackle, boat, and other necessary equipment for enjoying the lake. It also features a variety of fishing equipment, including fishing boats, fishing gear, and fishing licenses. Located at the marina is a fish landing area where little ones can enjoy the fish-feeding frenzy. The marina also features the only floating stage on the lake where numerous outdoor live concerts are held during the summer months.

### Woodland Mead Park

Located in the center of town, it features 2 miniature golf courses, shuffleboard, catch-the-fly, volleyball court, basketball court, horseshoes, and disc golf. Also, there is a large playground area for children to run and play on. A playground area for children to run and play on. A playground area for children to run and play on. A playground area for children to run and play on.

### Ed Leamon Botanical Gardens

There is a plethora of plants species found there with fairy houses hidden throughout the gardens. The botanical garden has a large rose garden and a variety of other plants. The gardens are open to the public and are a great place to enjoy a walk. The gardens are open to the public and are a great place to enjoy a walk. The gardens are open to the public and are a great place to enjoy a walk.

### Little Red Restaurant

Located in the same complex area as the Indian Hills Golf Resort, this is a convenient eatery for golfers before or after their rounds. It is also home to an identified award winning Top Advisor designation and it has a menu designed to accommodate the palate of all visitors. The restaurant hosts a weekly happy hour from 4-7 p.m. and their meet on the outdoor patio. The restaurant hosts many events and the dining rooms can be scheduled to cater special events, parties, and other functions. The restaurant also offers a variety of other services and products to its guests.

### Golf

Created in the Ozark Mountain setting in the community, the Indian Hills Golf Resort is one of the most beautiful golf courses in Arkansas. The Indian Hills Golf Resort features two courses with some beautiful views and a pro shop. The resort is open to the public and offers a variety of services and products to its guests. The resort is open to the public and offers a variety of services and products to its guests.

### Woodland Mead Park

Located in the center of town, it features 2 miniature golf courses, shuffleboard, catch-the-fly, volleyball court, basketball court, horseshoes, and disc golf. Also, there is a large playground area for children to run and play on. A playground area for children to run and play on. A playground area for children to run and play on.

### Ed Leamon Botanical Gardens

There is a plethora of plants species found there with fairy houses hidden throughout the gardens. The botanical garden has a large rose garden and a variety of other plants. The gardens are open to the public and are a great place to enjoy a walk. The gardens are open to the public and are a great place to enjoy a walk. The gardens are open to the public and are a great place to enjoy a walk.

### Little Red Restaurant

Located in the same complex area as the Indian Hills Golf Resort, this is a convenient eatery for golfers before or after their rounds. It is also home to an identified award winning Top Advisor designation and it has a menu designed to accommodate the palate of all visitors. The restaurant hosts a weekly happy hour from 4-7 p.m. and their meet on the outdoor patio. The restaurant hosts many events and the dining rooms can be scheduled to cater special events, parties, and other functions. The restaurant also offers a variety of other services and products to its guests.

# Funding and Financing Community and Economic Development

## Assets

Funding streams for local government, schools,  
college, hospital, economic development  
Fundraising events  
Grantsmanship abilities

## External Assets & Best Practices

Arkansas Community Foundation  
Planning & Development Districts  
On-line funding mechanisms  
“Show Me The Money” publication

## Major Forces and Trends

On-line presence & social media are  
critical  
On-line funding mechanisms

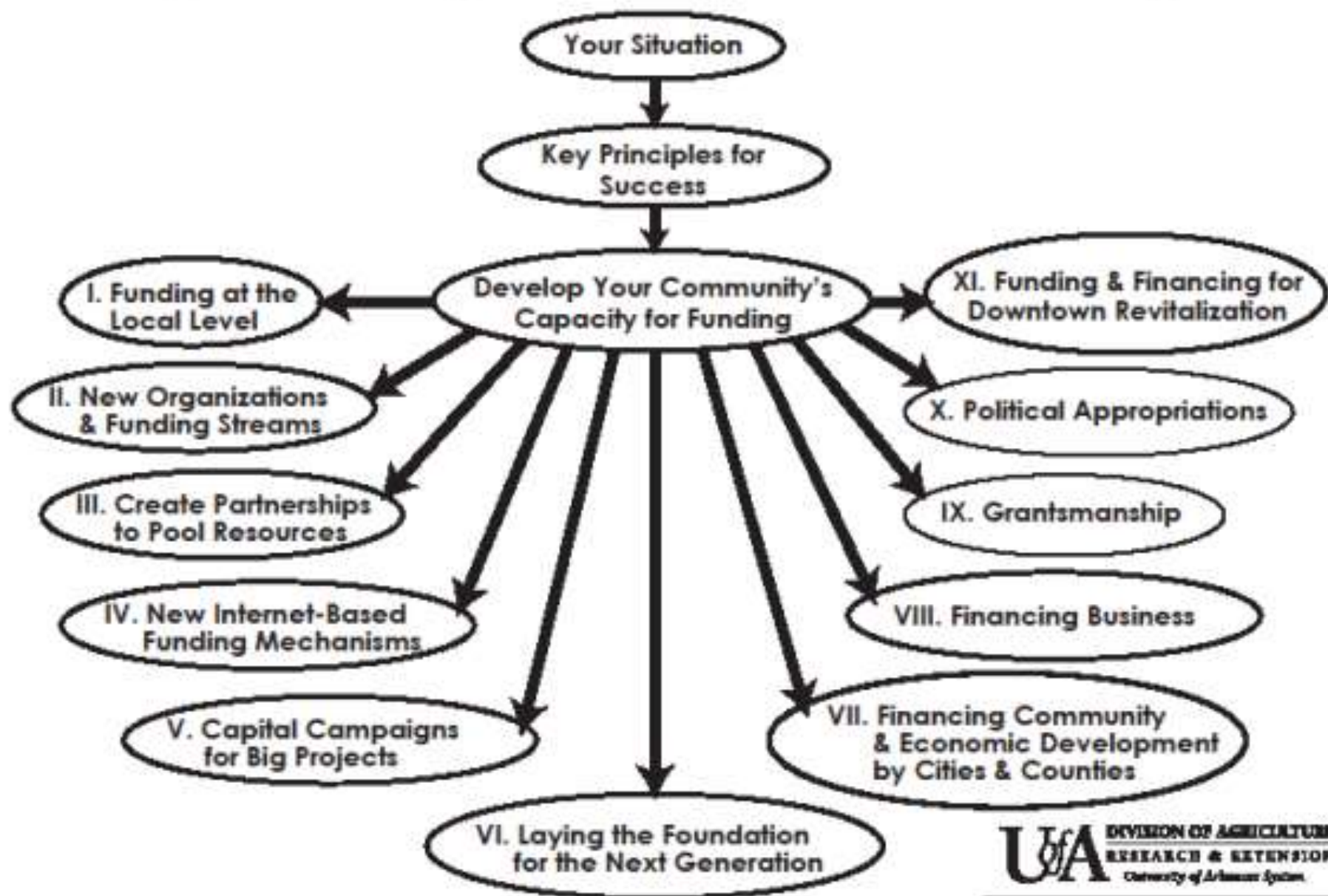


# More Tools and Resources

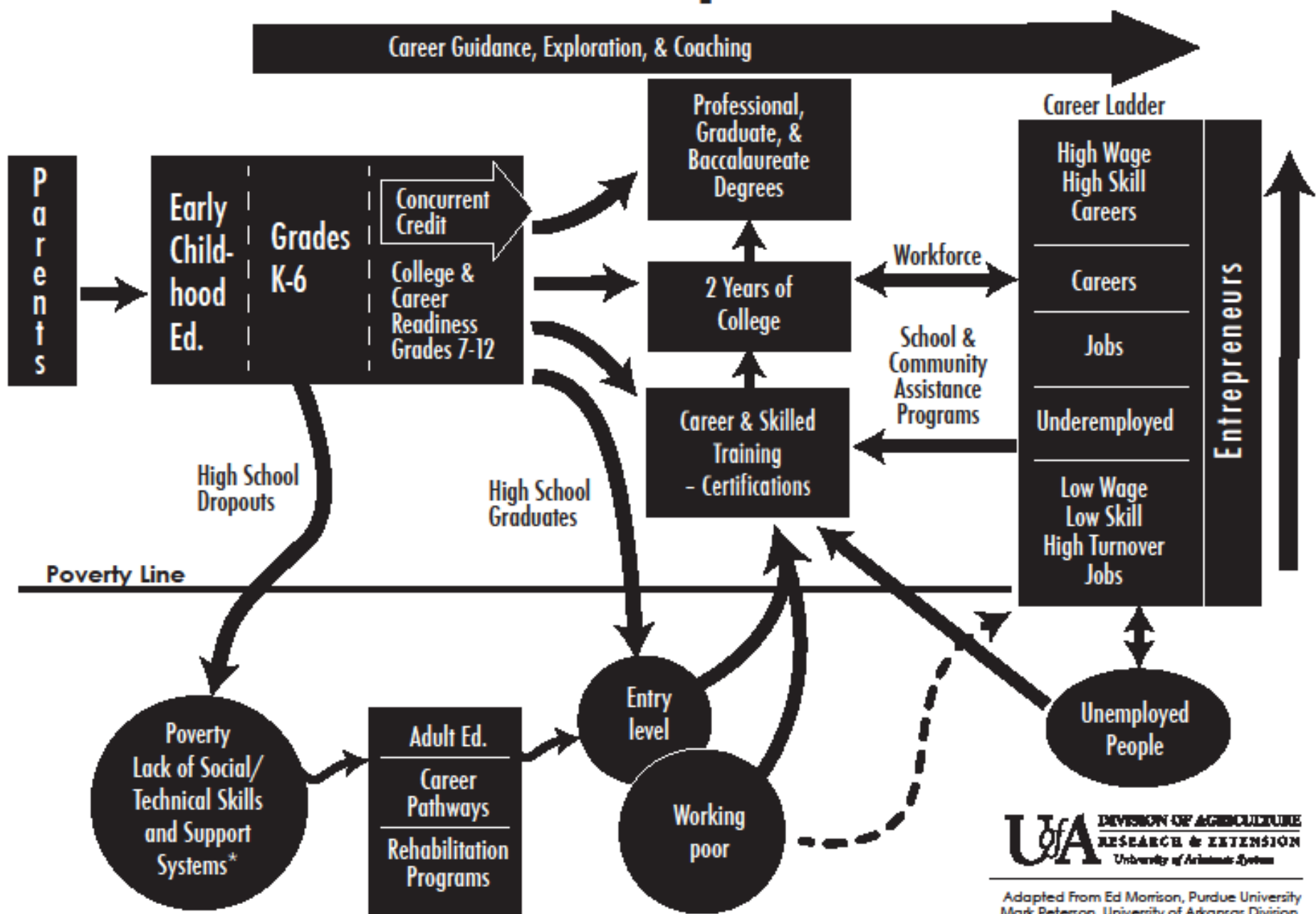




# Funding and Financing Community and Economic Development



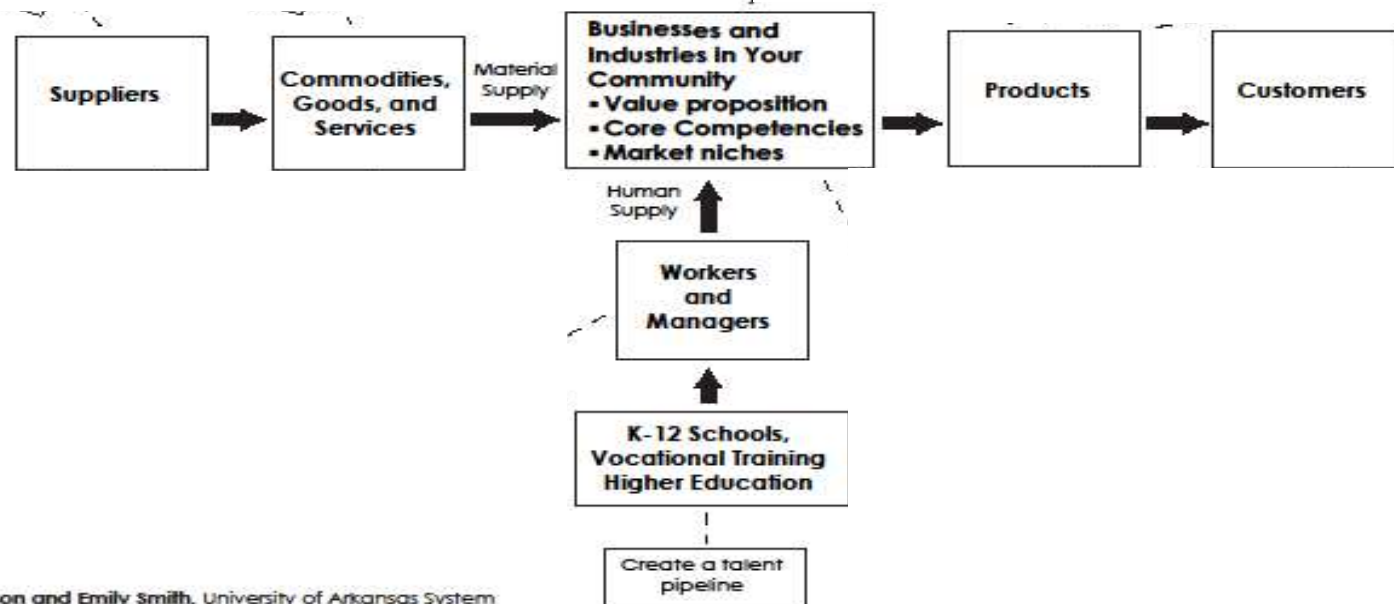
# Education and Workforce Pipeline



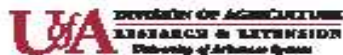


# Agriculture & Manufacturing

Creating Economic Development Opportunities For Communities and Regions



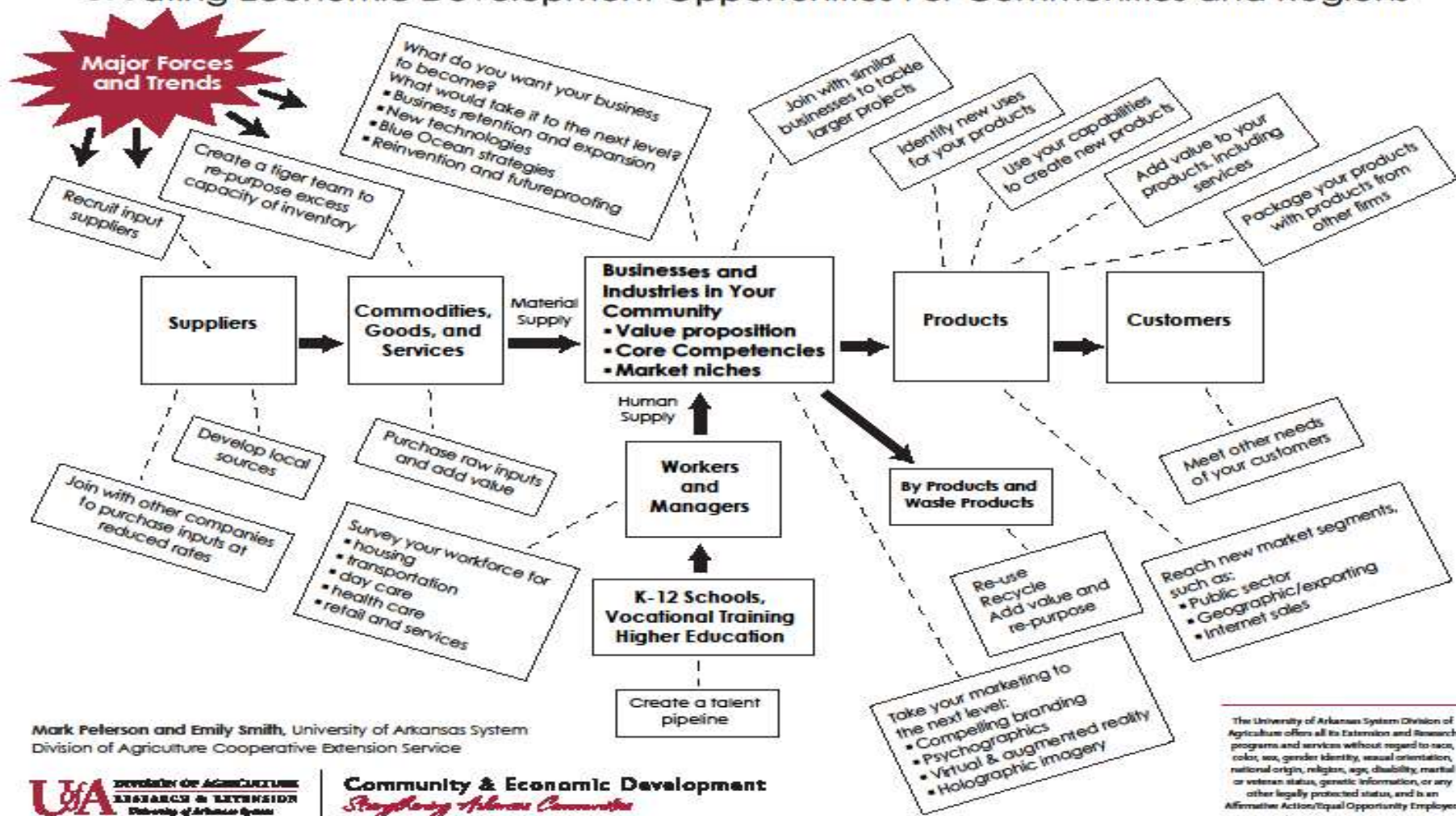
Mark Peterson and Emily Smith, University of Arkansas System  
Division of Agriculture Cooperative Extension Service



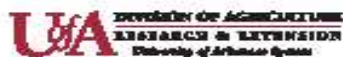
**Community & Economic Development**  
*Strengthening Arkansas Communities*

# Agriculture & Manufacturing

Creating Economic Development Opportunities For Communities and Regions



Mark Peterson and Emily Smith, University of Arkansas System  
Division of Agriculture Cooperative Extension Service



**Community & Economic Development**  
*Strengthen Arkansas Communities*

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.



# Growing Your Community's Economy: The C.A.R.E. Model

**C – Create**

**A – Attract**

**R – Retain**

**E - Expand**





The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

# **ROGER BROOKS** International

- \* **Downtown Revitalization**
- \* **Tourism Economic Impact**
- \* **Advertising**
- \* **Public Plazas**
- \* **Parking**
- \* **Tourism Development**
- \* **Marketing & Branding**
- \* **Social Media**
- \* **Signage & Wayfinding**
- \* **Farmers' Markets**

# **Breakthrough News**

**Purpose: to equip communities and regions to become vibrant and sustainable in the 21<sup>st</sup> century economy**

**The difference between  
a successful person  
(or community) and  
others is:**

- \* not a lack of strength,**
- \* not a lack of  
knowledge,**
- \* [not a lack of money],  
but in a lack of will.**



***Coach Vince  
Lombardi***



**Dr. Mark Peterson, Professor of Community  
and Economic Development  
U of Arkansas Cooperative Extension Service**  
**[mpeterson@uaex.edu](mailto:mpeterson@uaex.edu)**  
**501.671.2253**

**Breakthrough Solutions – Because life  
Is too short for ordinary  
strategic planning.**

