

# **Nine Strategies for Creating Connected Communities**

**2019 Breakthrough Solutions  
Conference**

***Creating Connected Communities in the  
Emerging 21<sup>st</sup> Century Economy***



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

**Good morning**

# **Great challenges**

**How we can connect with ideas,  
resources, and opportunities  
in the world**



**The most important person  
in the room**



**Politics is almost as  
exciting as war, and  
quite as dangerous.  
In war you can only  
be killed once, but  
in politics many times.**



*Winston Churchill*

# 2019 BREAKTHROUGH SOLUTIONS

CREATING CONNECTED COMMUNITIES IN THE EMERGING 21ST CENTURY ECONOMY

**A special thank you to our Breakthrough Solutions Sponsors**

## GOLD

Arkansas State Chamber of Commerce /  
Associated Industries of Arkansas  
Entergy

Mountain Home Area Chamber of Commerce  
Nabholz Properties  
Newport Economic Development Commission  
Simmons Bank

## BRONZE

Arkansas Community Development Society  
Small Business Administration  
UCA Center for Community and Economic  
Development  
USDA Rural Development

# BREAKTHROUGH SOLUTIONS PARTNERS





# Speakers & Moderators



**2019**

**BREAKTHROUGH SOLUTIONS**

CONFERENCE • JUNE 26TH • LITTLE ROCK



# USING VIRTUAL REALITY IN TOURISM

DEREK HUBER, FREELANCE SOCIETY  
MOUNTAIN HOME AREA CHAMBER OF COMMERCE  
JEFF PIPKIN AND ANGELA BROOME

# The 21<sup>st</sup> Century Economy

- \* Global
- \* Digital
- \* Fast



# The 21<sup>st</sup> Century Economy

- \* Global
- \* Digital
- \* Fast

**DISRUPTIVE**



# The 21<sup>st</sup> Century Economy

- \* Global
- \* Digital
- \* Fast

**LOADED WITH  
OPPORTUNITIES**





# Whale Jump Out of the Water









# Welcome to the 21<sup>st</sup> Century Economy

- \* A horse named Cloud Computing won the Preakness Stakes



# Welcome to the 21<sup>st</sup> Century Economy

- \* A horse named Cloud Computing won the Preakness Stakes
- \* We have a president who tweets



**Airbnb is now the biggest hotel company in the world, although they don't own any properties.**

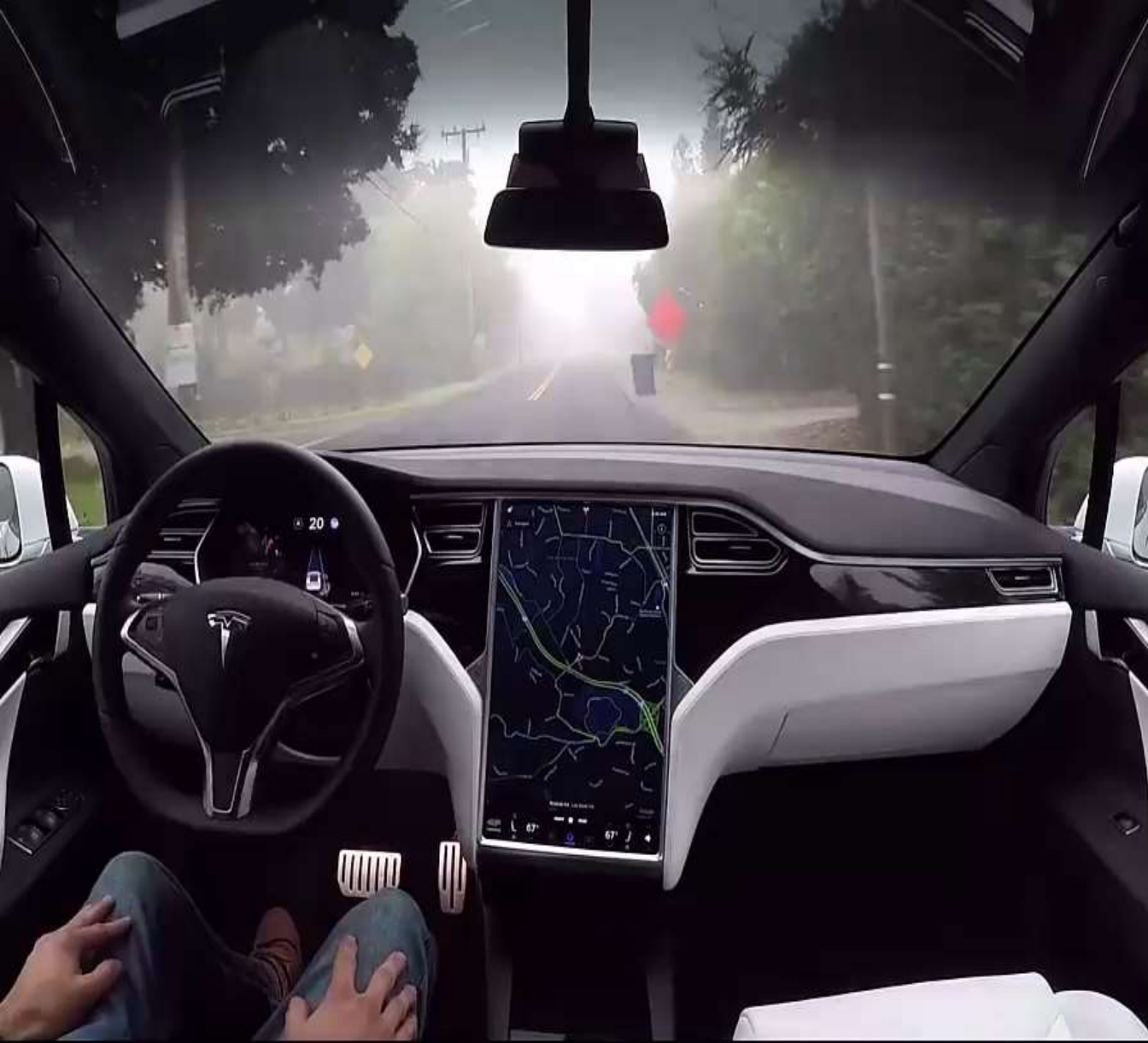


**Uber is a software tool that doesn't own any cars but is now the biggest taxi company in the world.**



**And Uber's goal is to replace its more than 1 million drivers with robot drivers as quickly as possible.**





LEFT REARWARD VEHICLE CAMERA



MEDIUM RANGE VEHICLE CAMERA



RIGHT REARWARD VEHICLE CAMERA

MOTION FLOW    LANE LINES    LANE LINES    ROAD FLOW    IN-PATH OBJECTS    ROAD LIGHTS    OBJECTS    ROAD SIGNS

## FOUR INDUSTRIAL REVOLUTIONS

Technology &  
Economic Growth

4<sup>th</sup> Industrial Revolution – **Connective Systems**

- Advances in communication & connectivity
- New ways technology is embedded in society
- Internet of Things, cloud technology, big data

3<sup>rd</sup> Industrial Revolution – **Information Age**

- Internet & personal computers
- information & communication technologies
- Further automation of manufacturing

2<sup>nd</sup> Industrial Revolution – **Electricity**

- Electricity, light bulbs, telephone
- Internal combustion engine
- Assembly line for mass production

1<sup>st</sup> Industrial Revolution – **Machines**

- Mechanization of iron & textile industries
- Steam and water power
- Railroads

Late 1700s

1870s

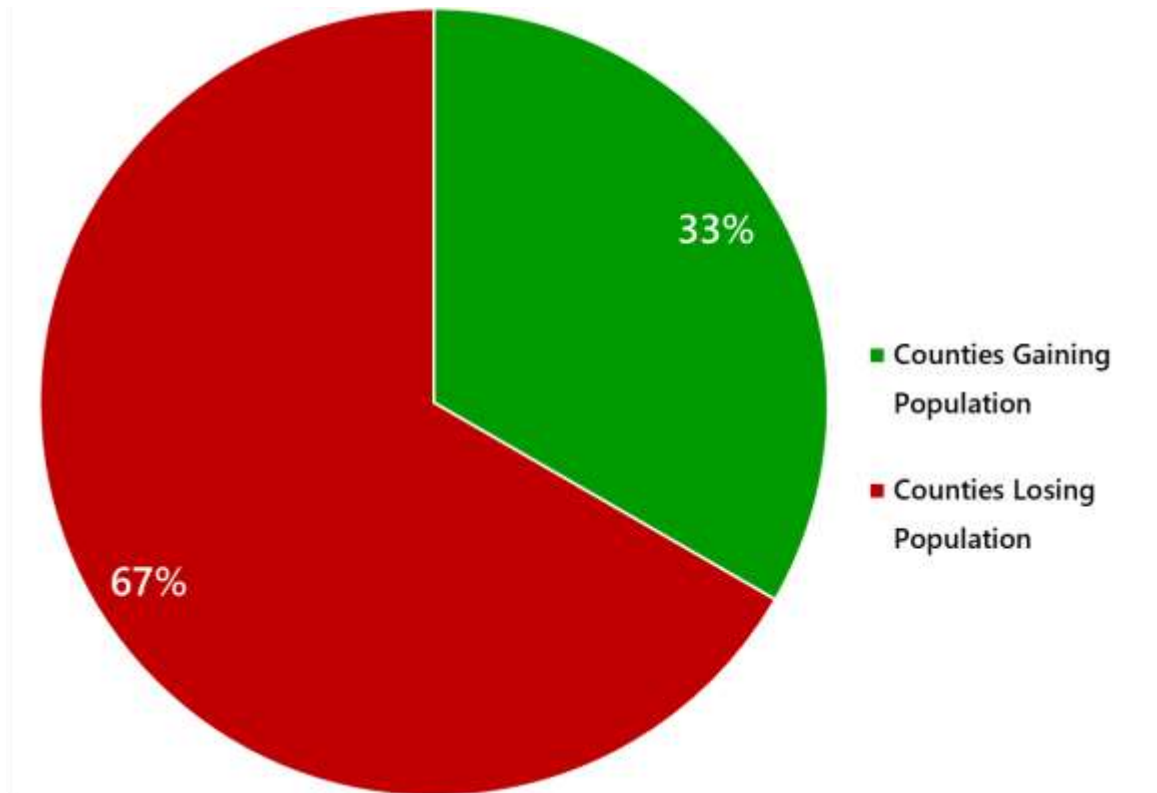
1970s

NOW

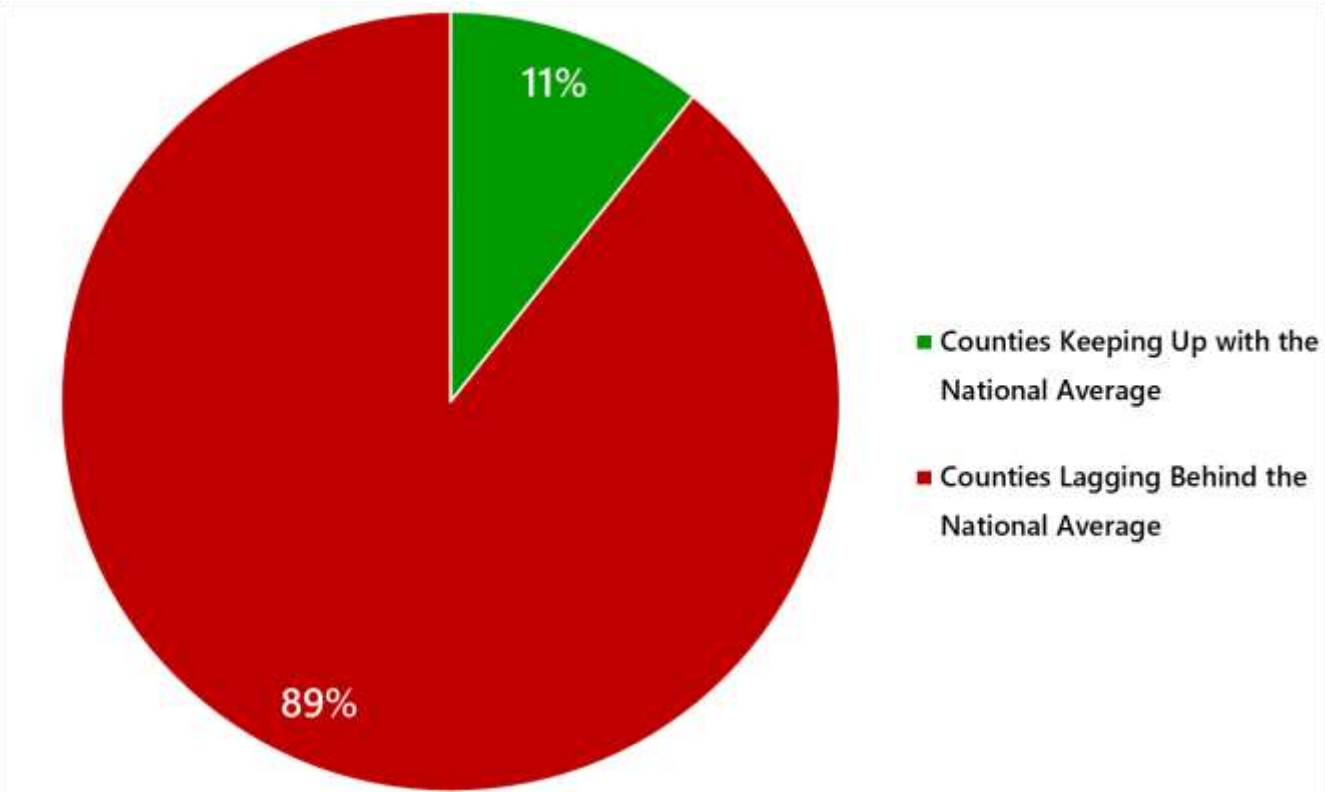
Mark Peterson and Emily Smith, University of Arkansas System Division of Agriculture Cooperative Extension Service



# County Population Gain & Loss



# County Population Growth vs. National Average



# The Rules for Success Have Changed

**SUCCESS**



# The Rules for Success Have Changed

**SUCCESS**

**“We need to reinvent our community without losing our soul.”**





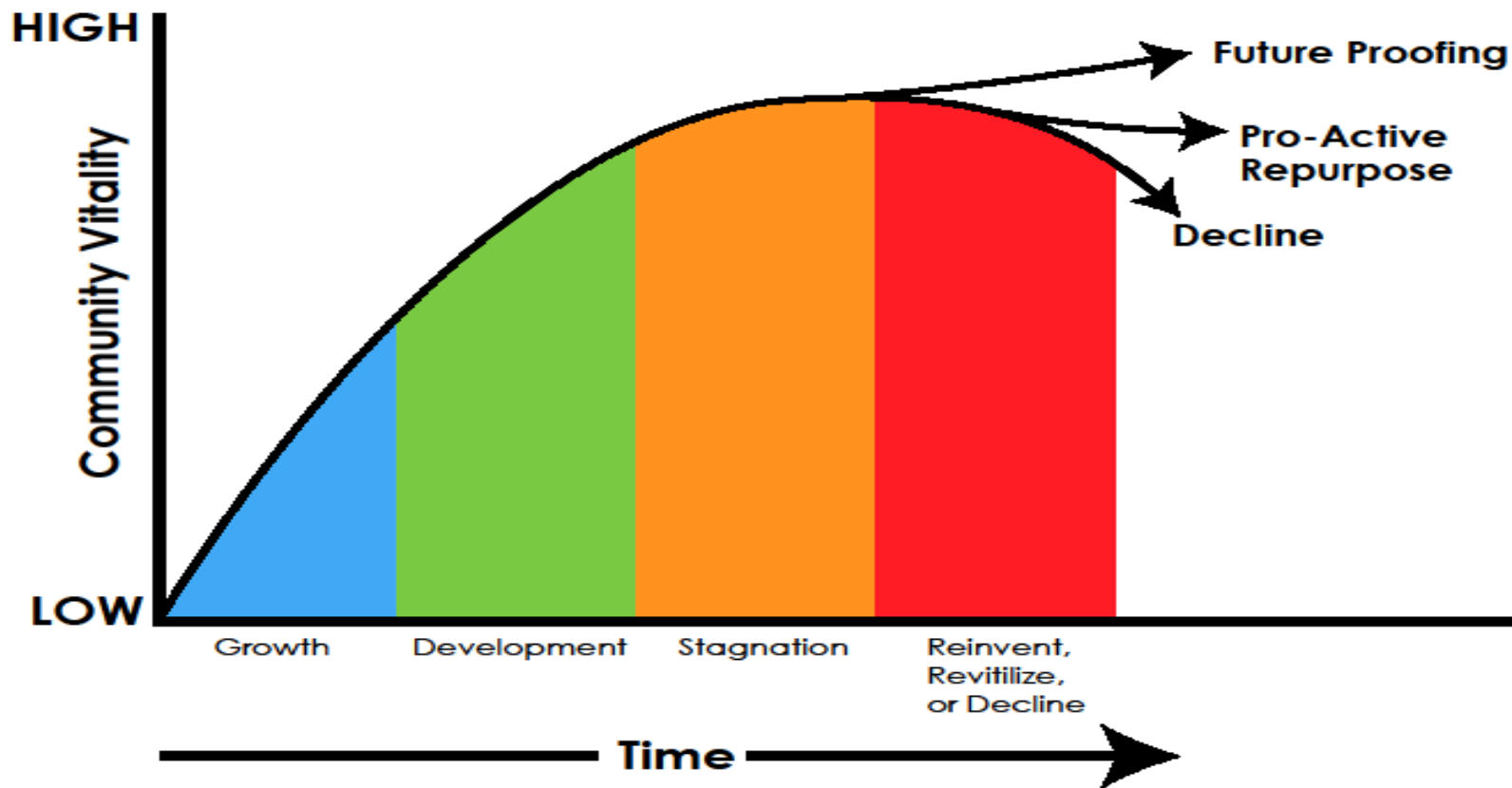
***Breakthrough Solutions 3.0***  
**Creating Vibrant, Sustainable  
Communities and Regions**

- \* Community Driven**
- \* Asset Based**
- \* Technology Enabled**
- \* Focused on Action and Results**

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

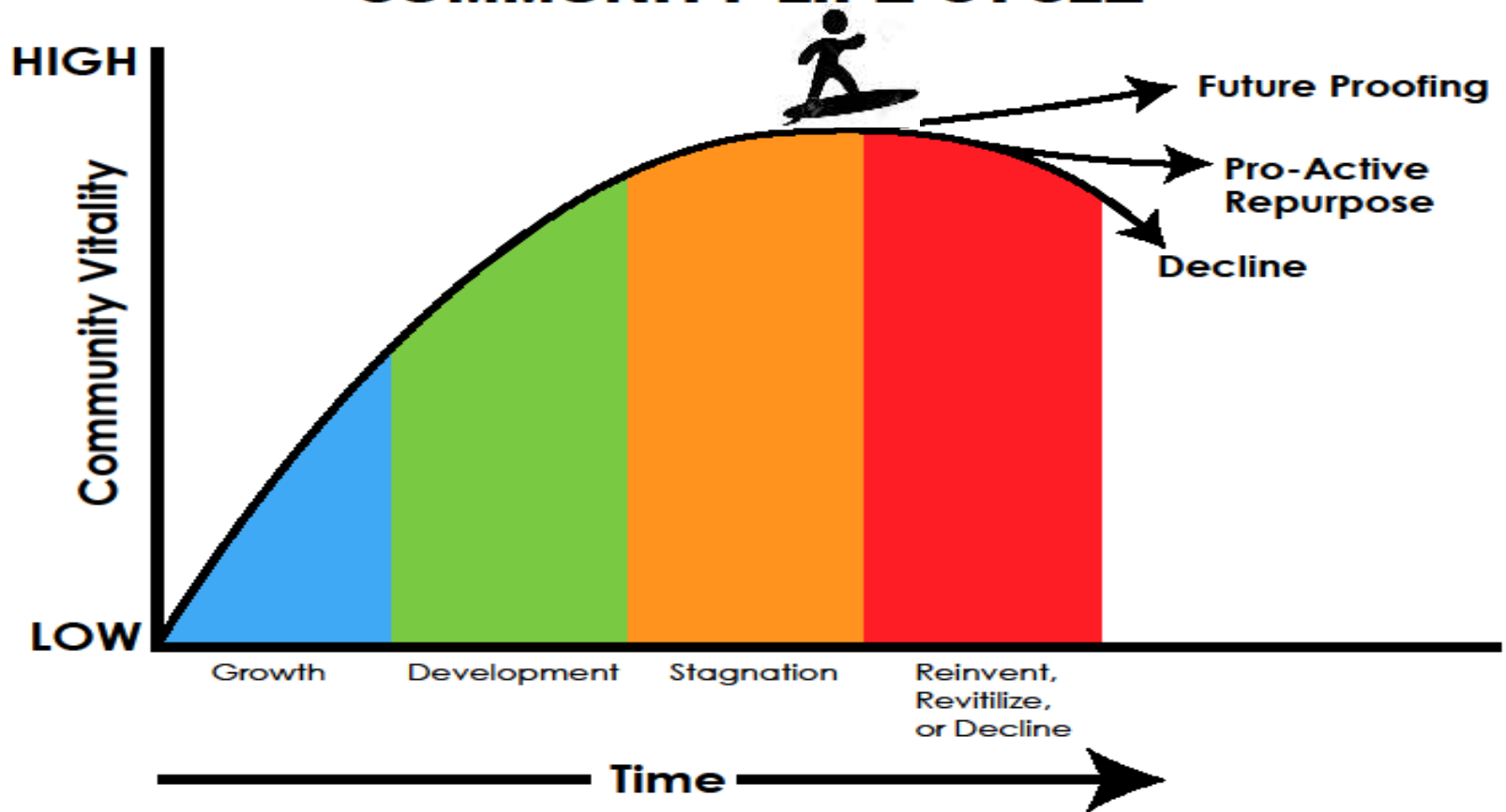


# COMMUNITY LIFE CYCLE



Adapted from David Darling, Kansas State University

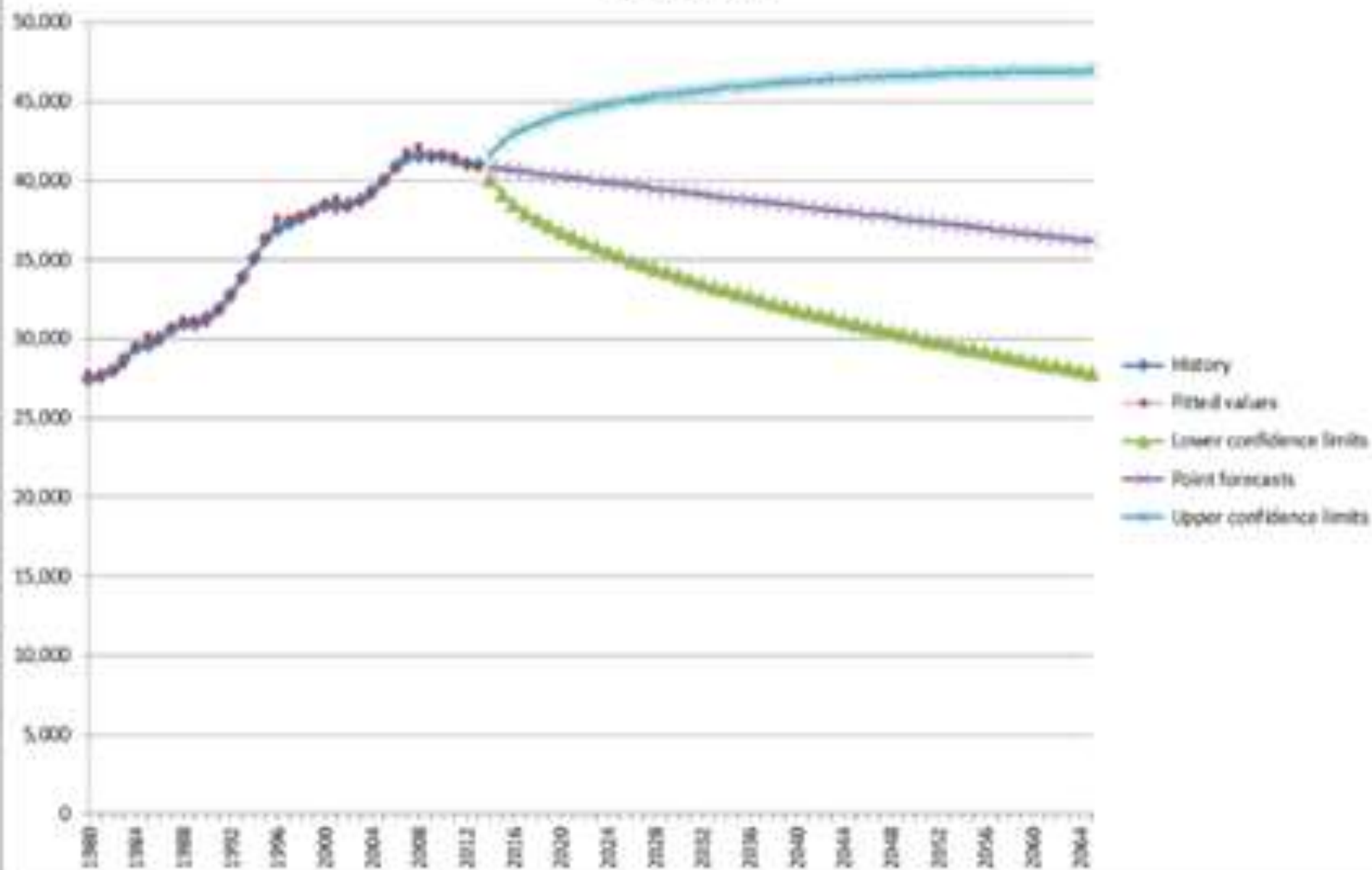
# COMMUNITY LIFE CYCLE



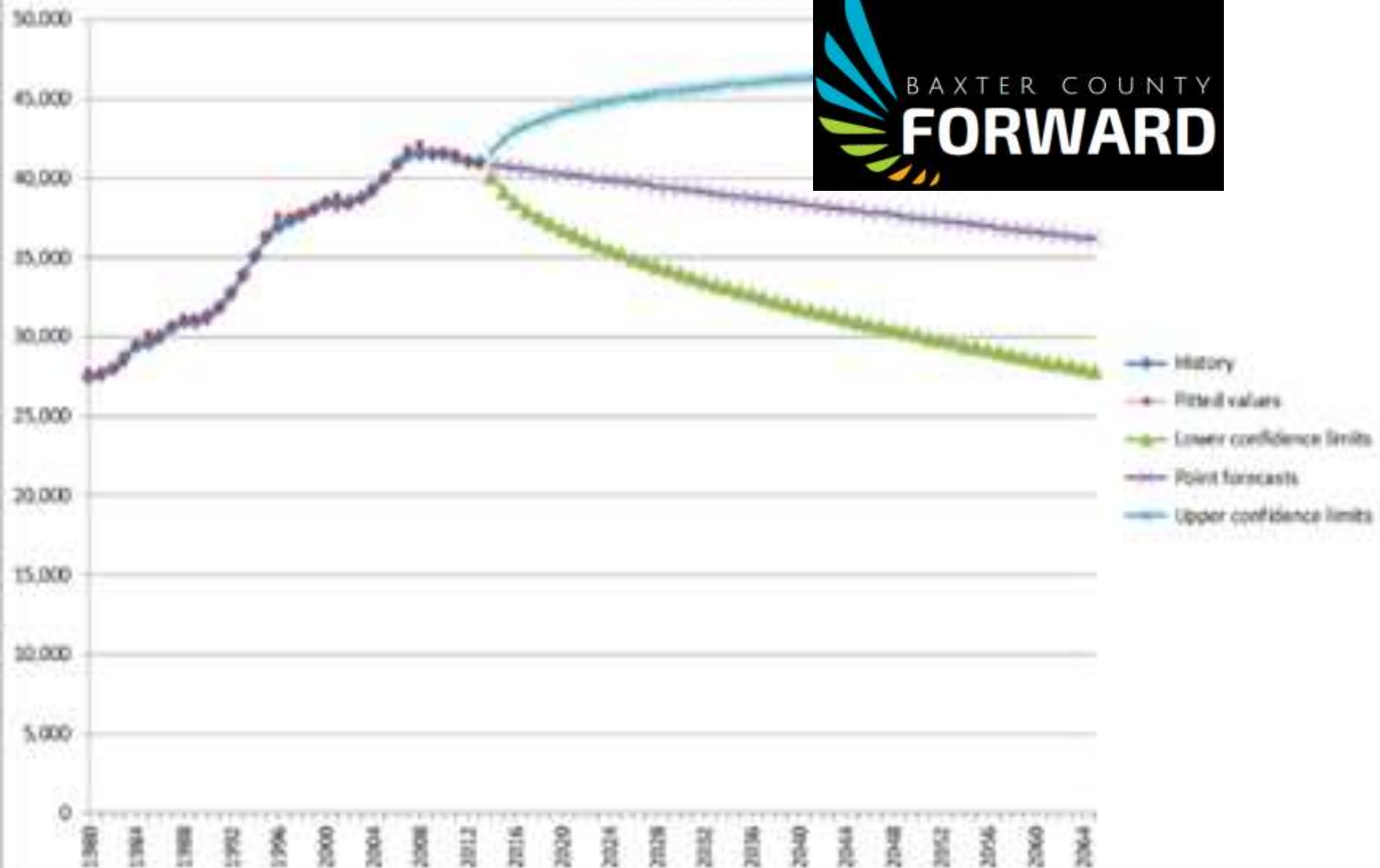
Adapted from David Darling, Kansas State University



# Baxter County Population Estimates and Projections 1980-2065



# Baxter County Population Estimates and Projections 1980-2065





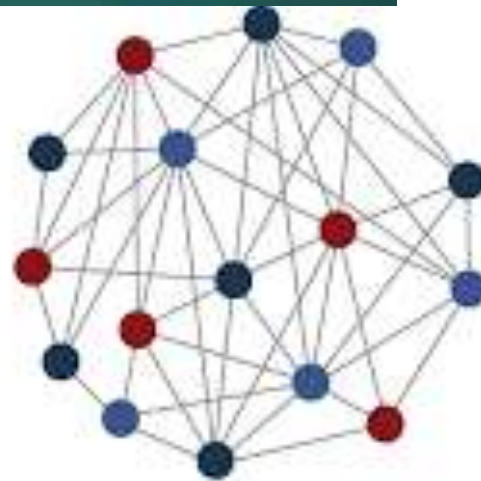
**2019**

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**Why is networking such an  
important part of this  
conference?**

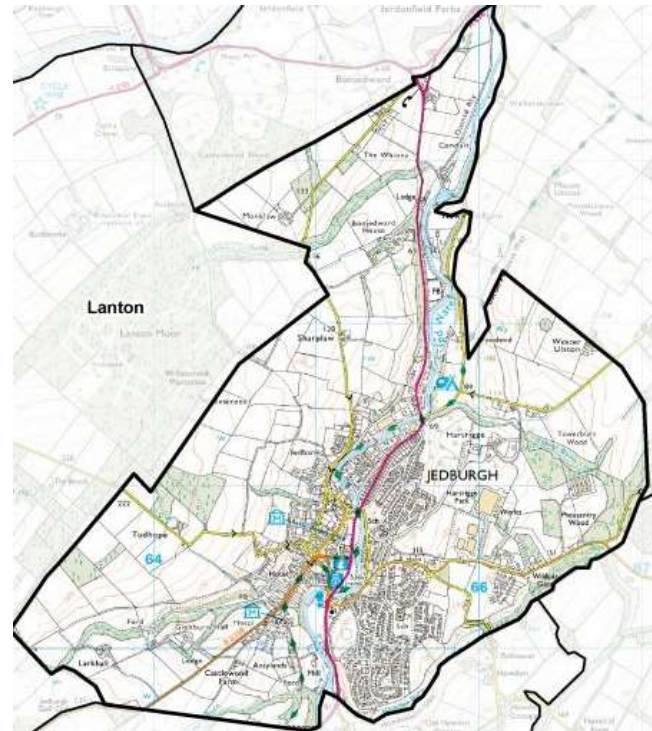




**THE NETWORK REVOLUTION**

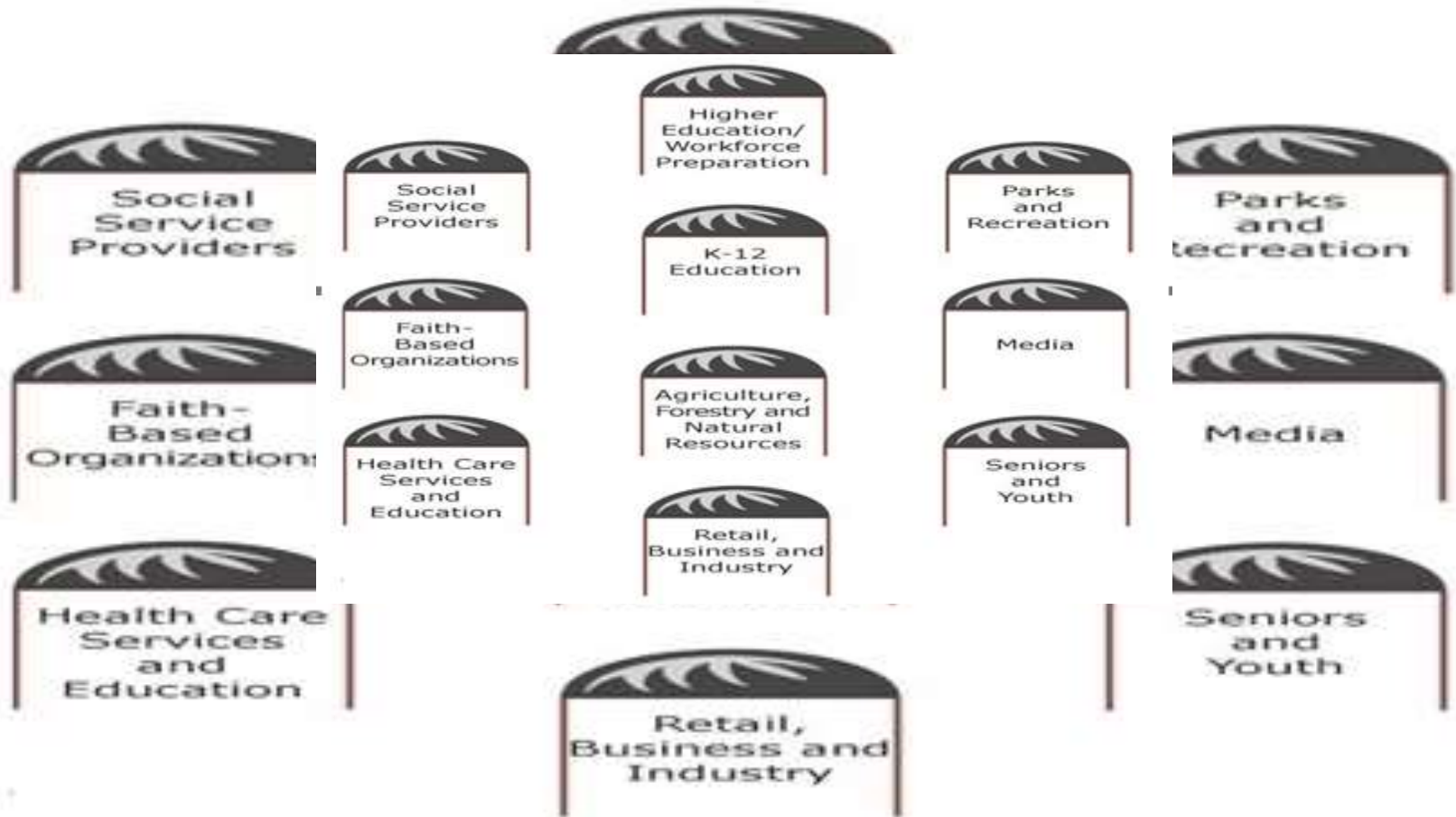
# Nine Strategies for Creating Connected Communities

# Strategy #1 – Become connected within your community.





# Strategy #1 – Become connected within your community.



# Examples

1)



2) Community-wide Calendar of events

3) Overlapping boards

4) E-newsletters, social media

# Strategy #2 – Become connected within your county.



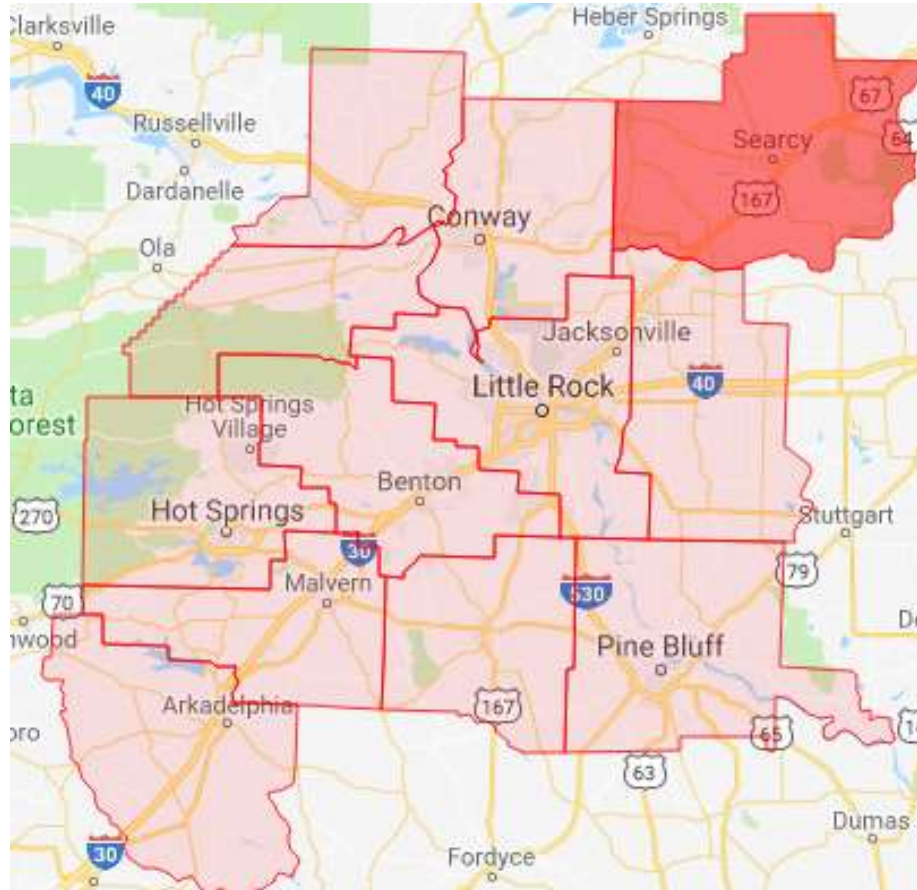
# Strategy #2 – Become connected within your county.

1)



## 2) Conway County Connection

# Strategy #3 – Become connected within your region.



# Strategy #3 – Become connected within your region.

## 1) ARCO in Action



## 2) Regional Tourism Alliances

## 3) Planning and Development Districts

# Strategy #4 – Become connected within our state.



# **Strategy #4 – Become connected within our state.**

- 1) LeadAR, Leadership Arkansas, Community Development Institute, BTS Conference**
- 2) AR Procurement Technical Assistance Center**
- 3) AR Municipal League, Association of AR Counties**
- 4) State agencies**
- 5) State legislators**



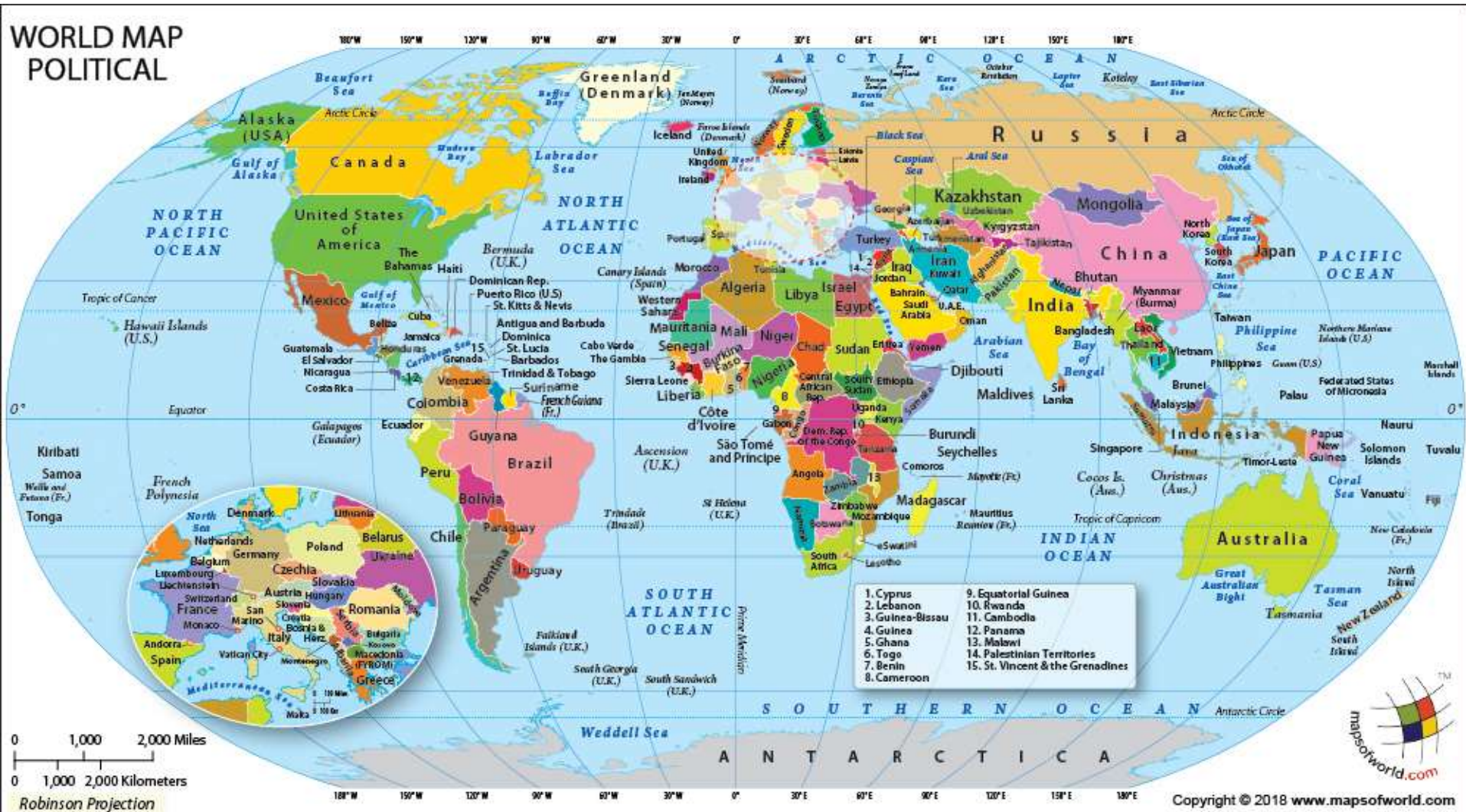
# Strategy #5 – Become connected within our nation.



# **Strategy #5 – Become connected within our nation.**

- 1) LeadAR, Leadership Arkansas**
- 2) SBA, USDA Rural Development, &  
other agencies**
- 3) Your congressional delegation**

# Strategy #6 – Become connected with the world.



# Strategy #6 – Become connected with the world.

- 1) Your web presence / social media
- 2) AR Dept of Parks & Tourism
- 3) AR Economic Development  
Commission

# **Strategy #6 – Become connected with the world.**

- 1) Your web presence / social media
- 2) AR Dept of Parks & Tourism
- 3) AR Economic Development  
Commission
- 4) Arkansas District Export Council
- 5) Sister Cities
- 6) LeadAR
- 7) Universities – travel courses



ArkansasEDC.com

- |                |             |
|----------------|-------------|
| Australia      | Austria     |
| Belgium        | Brazil      |
| Bulgaria       | Canada      |
| Chile          | China       |
| Colombia       | Curaçao     |
| Denmark        | Finland     |
| France         | Germany     |
| India          | Ireland     |
| Japan          | Luxembourg  |
| Netherlands    | Mexico      |
| New Zealand    | Norway      |
| Russia         | Singapore   |
| Spain          | South Korea |
| Sweden         | Switzerland |
| Switzerland    | Turkey      |
| United Kingdom | Vietnam     |

Notes:  
 1. Each unique flag in a grid represents one or more companies from the same parent country. 2. The foreign-owned company list is on page two (or the reverse side of the page).

# FOREIGN INVESTMENT IN ARKANSAS

(November 2018 Update)



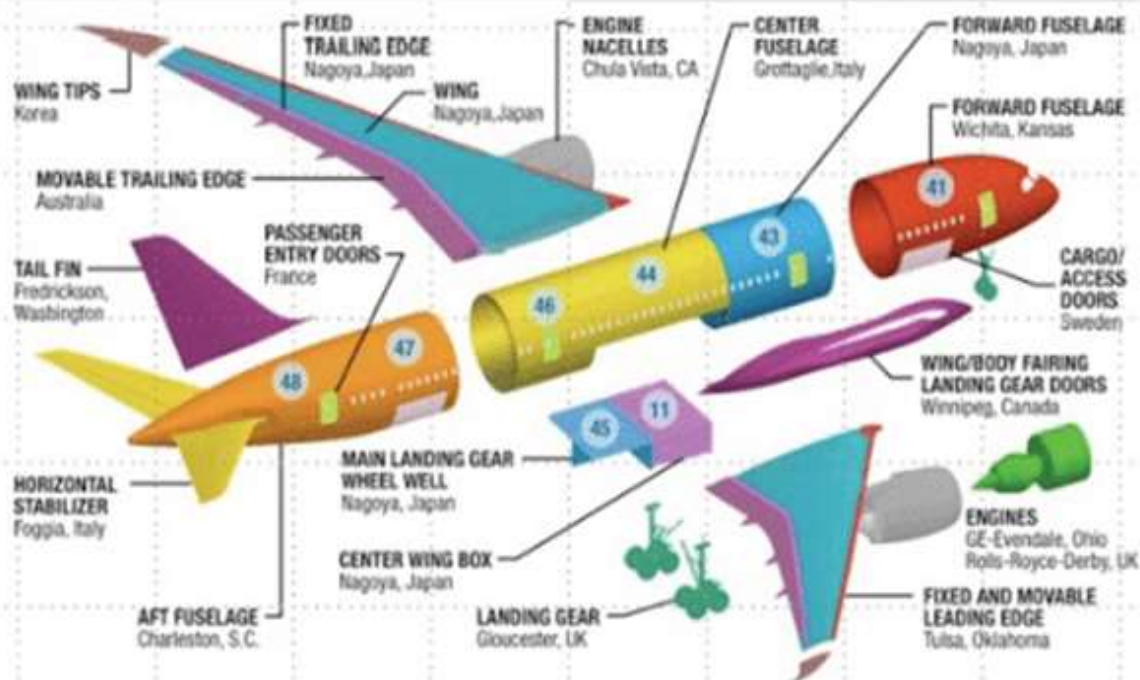
# The Global Innovation Network for the 787

## Partners Across The Globe Are Bringing The 787 Together

787 DREAMLINER

### THE COMPANIES

U.S.	CANADA	AUSTRALIA	JAPAN	KOREA	EUROPE
Boeing	Boeing	Boeing	Kawasaki	KAL-ASD	Messier-Dowty
Spirit	Messier-Dowty		Mitsubishi		Rolls-Royce
Vought			Fuji		Latecoere
GE					Aleria
Goodrich					Saab



# Strategy #7 – Become connected with your community's past.

\* Creates a sense of identity





# **Strategy #7 – Become connected with your community's past.**

**\* Creates a sense of identity**

**1) Historical re-enactments**

**2) Cemetery walks**

**3) Community plays – Swamp Gravy**

**4) Murals and museums**

**5) Beatles at Walnut Ridge, Johnny**

**Cash home in Dyess, Central H.S.**

**6) Homecoming weekends**

# Strategy #8 – Become connected with your community's present.



# Strategy #8 – Become connected with your community's present.

1) Community survey that leads to action



2) Future Little Rock

3) Mayor Frank Scott, Jr. – Action  
teams and advisory groups

# Strategy #9 – Become connected with your community's future.



# Strategy #9 – Become connected with your community's future.

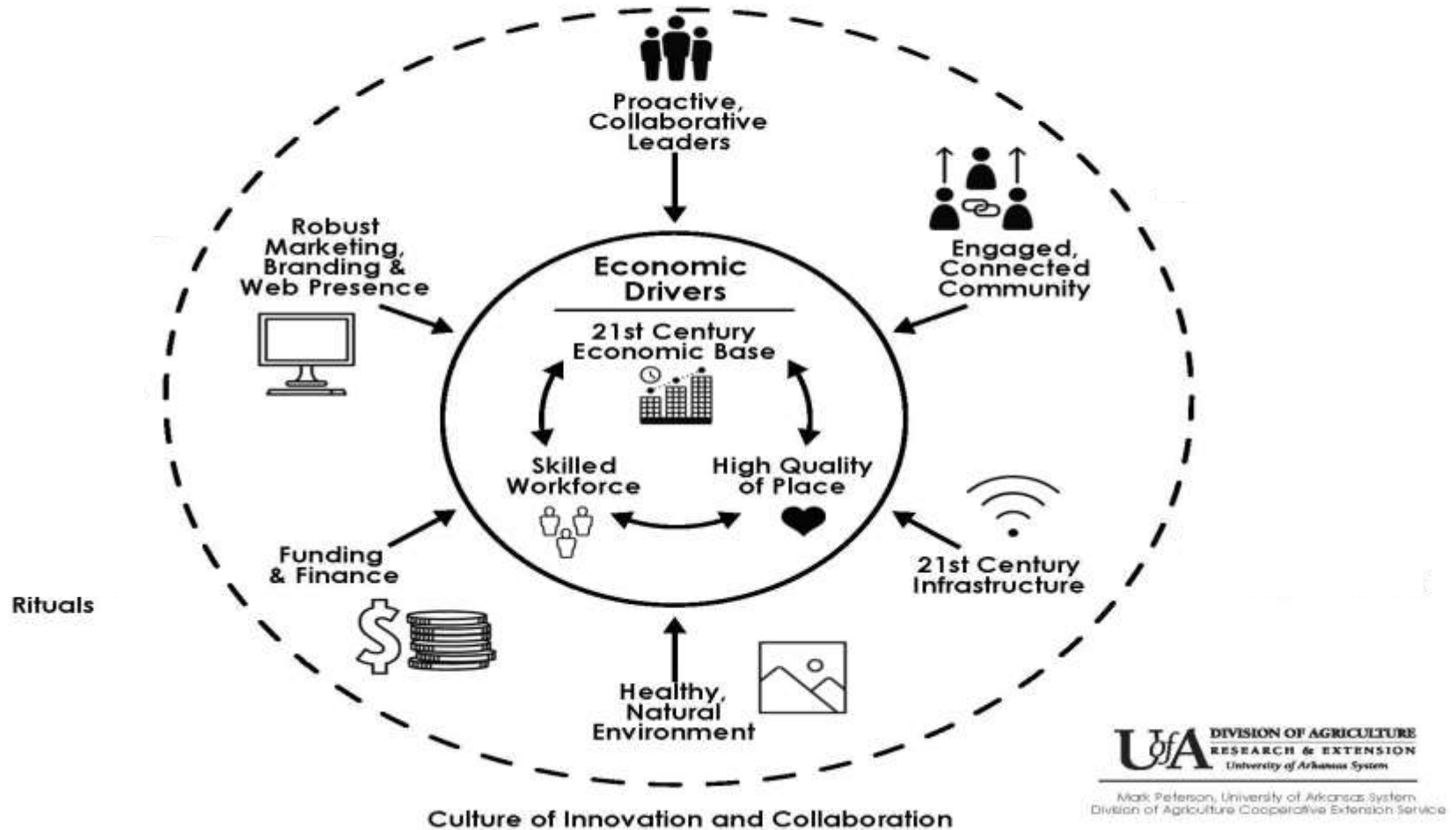
- 1) Mayor's Youth Advisory Council
- 2) Involve EAST students in community
- 3) Survey your high school students



- 5) Fairfield Bay Vision 2035 Committee

# Reinvention of Newport

## Nine Pillars of Vibrant, Sustainable Communities in the Emerging 21st Century Economy



# A True Story About the Past, the Present, and the Future

# A True Story About the Past, the Present, and the Future

## Erwin Elephant Revival Festival remembers Mary the elephant





**Dr. Mark Peterson, Professor of Community  
and Economic Development  
U of Arkansas Cooperative Extension Service**  
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**501.671.2253**

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



# **Breakthrough News**

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

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