

# Google, Banners, and Bears!

## Progress from the ARCO Region

Carla Vaught – County Agent Polk County  
ARCO Board Member

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# Google...

- Workshops held in counties to help businesses learn the importance of an online presence
- Emphasized the necessity of having googling and search words for things such as trip advisor

## Improving Your Google Presence Workshop



# Banners...

Banners designed, purchased, and hung on all but 3 non-streetscaped blocks in Mena.



# ...and Bears!

## City of Waldron welcome signs



Waldron – Where the West is Still Wild!

# Business Stats

- Mena/Polk Co Chamber reports 60 new members in the past 2 years – 26 are new businesses
- Mena Advertising and Promotion reports a steady increase in revenue – budget approaching \$300K



# New Businesses





# Art District and Celebration





# Beautification



# ARCO Region Branding Initiative

- “One More Day” Webinar and meeting on Branding
- Online survey of residents of Montgomery, Polk and Scott Counties
- Looking for assets to help brand the area
- Used by Thoma and Thoma as a base for developing a logo and tag lines
- “Heart of the Ouachitas” has emerged as the most probable brand

# Adventures of All Kinds!





# Hiking, Biking...





# and Riding



# And Entertainment



# Education and Resources

## Montgomery County Economic Opportunity Meeting





# Tasty Acre Project

## Tasty Acre Garden Project School Gardens





# Community Garden





**Oh, the confusion of some mountains!  
We continue to work on our identity crisis!**

# Then...





# And now... Our Future is Very Bright!

