



CREATE BRIDGES Forum

Agenda



Welcome & Introductions

Background

- Regional
- Retail
- Process

Asset Mapping Presentation

Round Table Discussions

- Round 1: Strengths
- Round 2: Challenges
- Round 3: Opportunities

Next Steps & Concluding Remarks



Introductions

What is CREATE BRIDGES?

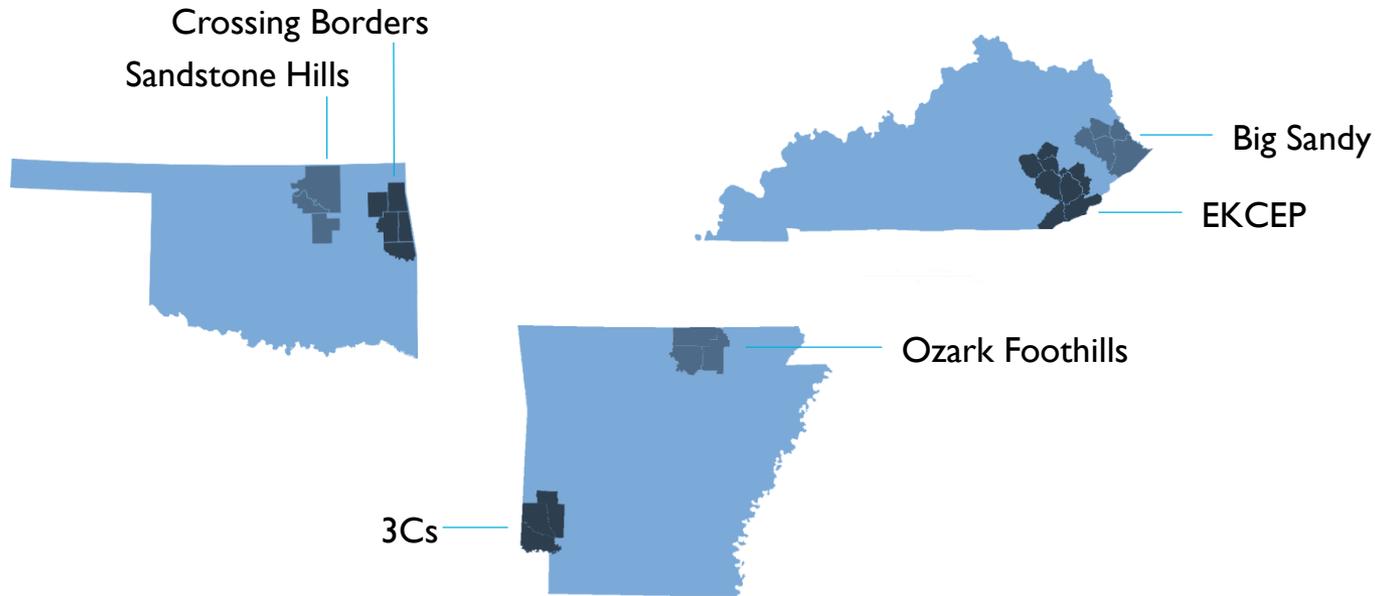


Stands for:

Celebrating **R**etail, **A**ccommodations,
Tourism, and **E**ntertainment by
Building **R**ural **I**nnovations and **D**eveloping
Growth **E**conomies



CREATE BRIDGES PARTNERSHIP



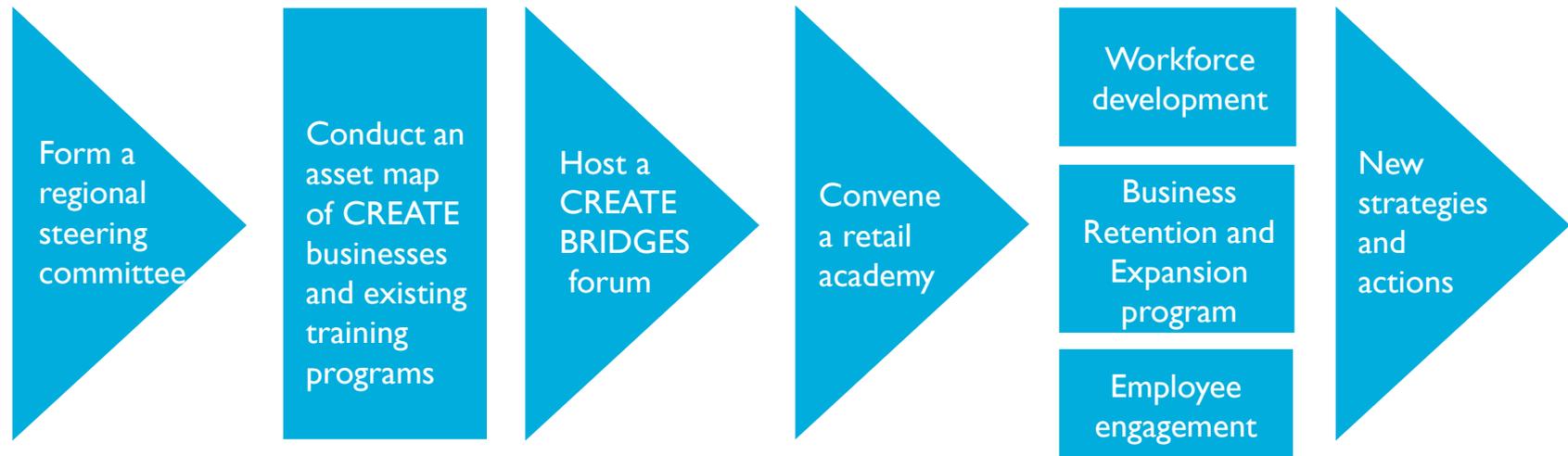
Purpose of CREATE BRIDGES



- 1. Raise awareness**
- 2. Determine challenges, barriers, and opportunities**
- 3. Develop and implement strategies**



CREATE BRIDGES Process



Regional Approach



Ideal number of participants

Shared resources and partnerships

Increased likelihood of economic development progress



Two-pronged Approach



Businesses



Conduct the Business Retention & Expansion program

Meet with business owners/managers

Understand business roles, needs, and changes

Assess challenges, barriers, and opportunities

Develop new strategies and actions to support local businesses



Workforce



Streamline existing training opportunities

Identify and fill gaps in existing training programs

Initiate conversations with workforce personnel

Assess feedback from workforce personnel

Develop new strategies and actions to support the local workforce



Why do CREATE sector businesses matter?



Top 5 Industries by Employment in Rural America



73% of Rural Employment

Educational Services, Healthcare and Social Assistance

Manufacturing

Retail Trade

Agriculture, Forestry, Fishing, Hunting, and Mining

Construction

US Census Bureau ACS 2011-2015



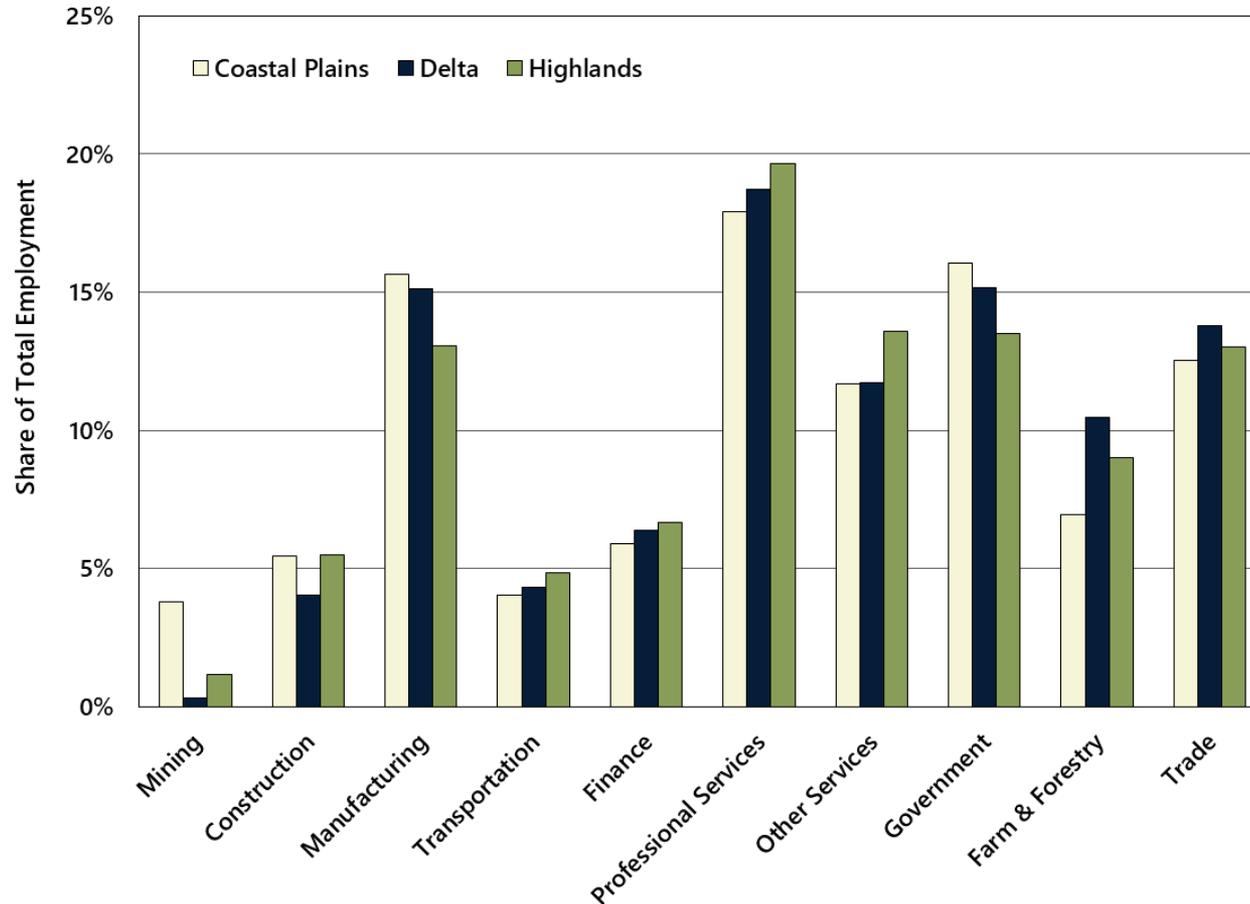
Retail & Tourism in Urban & Rural Places



Source: Rural Profile of Arkansas, 2019



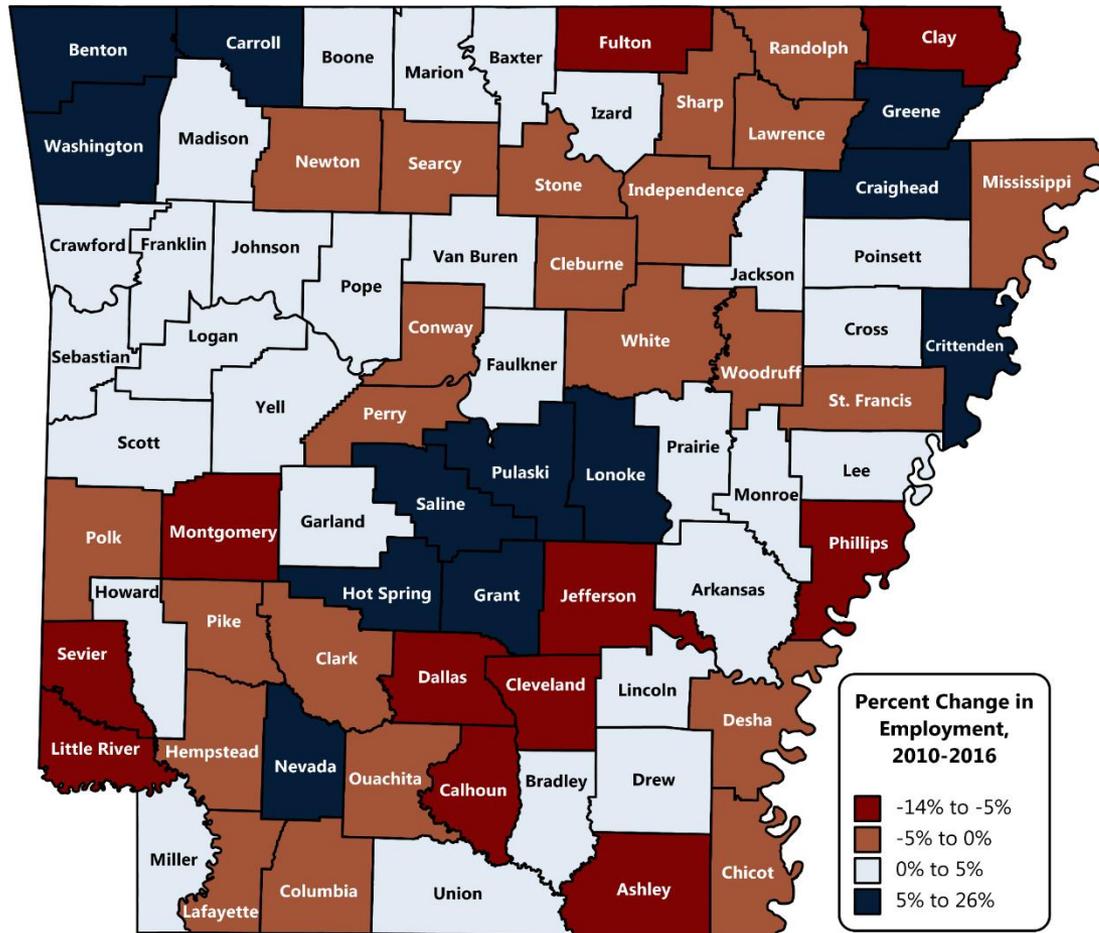
Employment by Sector in Rural Regions of Arkansas, 2016



Source: Rural Profile of Arkansas, 2019



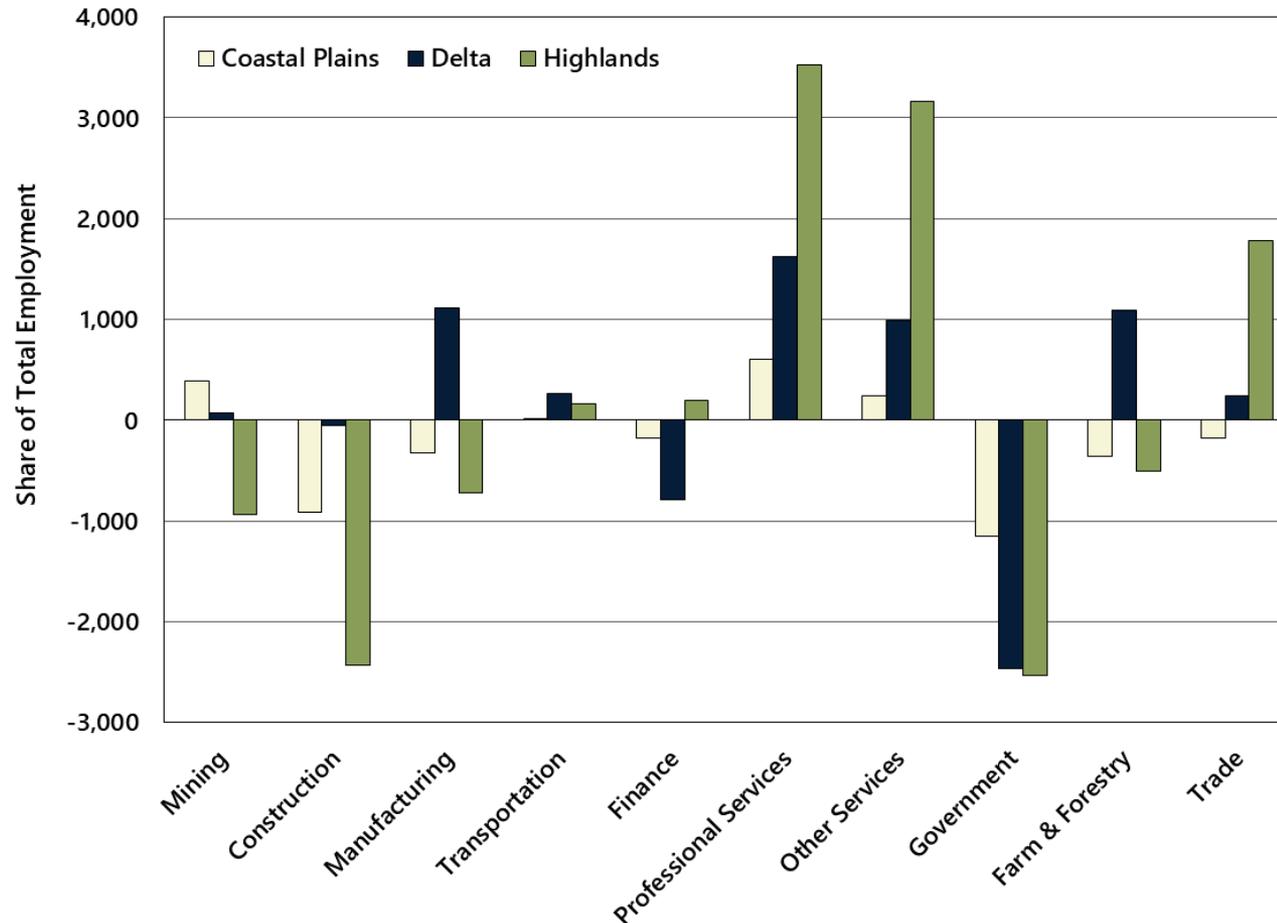
Percent Change in Employment, 2010-2016



Source: Rural Profile of Arkansas, 2019



Employment Change by Sector in Rural Regions of Arkansas, 2010-2016



Source: Rural Profile of Arkansas, 2019

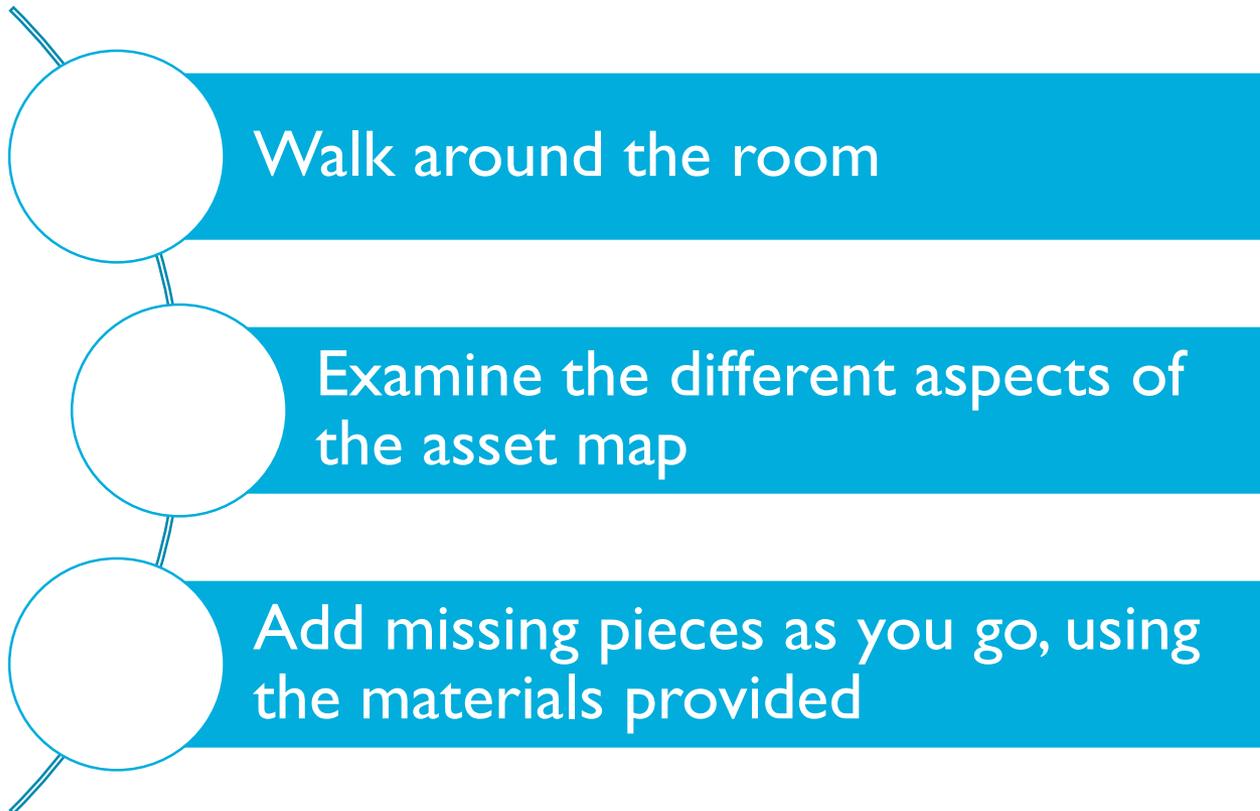




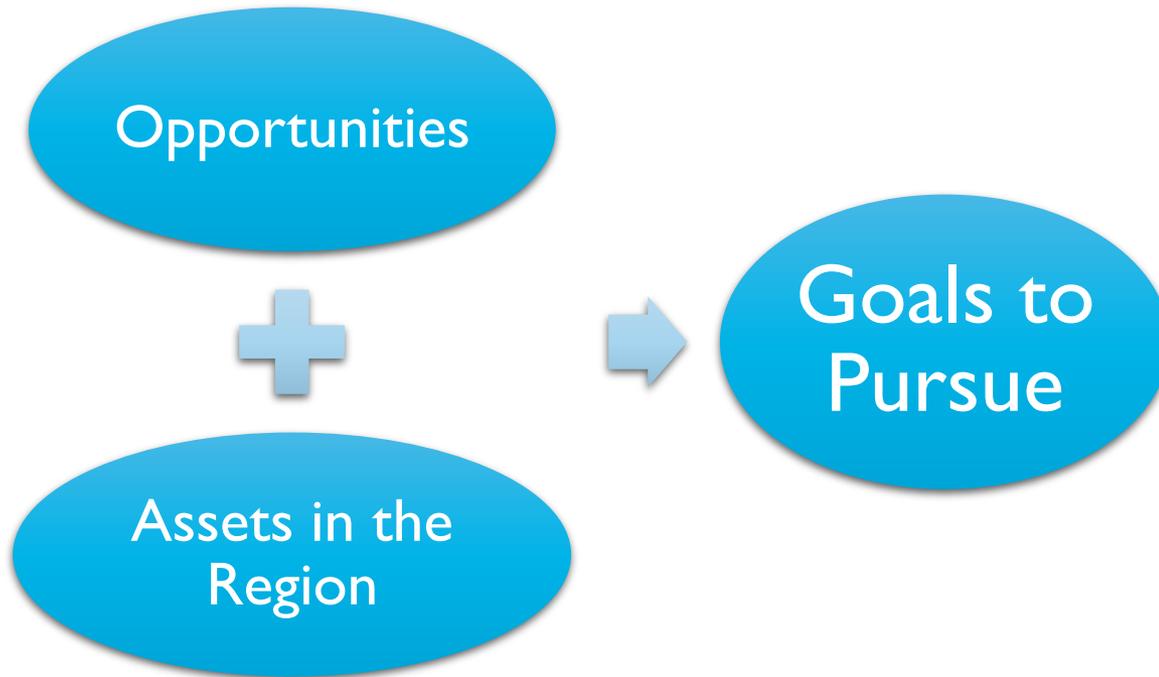
Asset Map of 3Cs | Cossatot Community Connection



Activity



Turn Opportunity Into Reality



Community Assets



Types of Assets

- **Individual capacities** – community members, Extension staff, faith leaders, community volunteers
- **Formal and informal community associations** – volunteer organizations, faith-based groups, training and workforce organizations
- **Community institutions** – universities, colleges, k-12 schools, not-for-profits, businesses, banks and lenders
- **Physical assets** – parks, infrastructure, transportation
- **Community leaders and developers** – current and potential local leaders and policy makers

How Relevant to:

- **Businesses**
- **Employees**
- **Customers**



Group Discussion

Three horizontal bars of varying lengths and colors (blue, orange, and light blue) are positioned below the title.

Round 1: Strengths



- Considering the assets you've just outlined, what do you think are the greatest strengths supporting CREATE businesses and their employees in the region?
- Put a ★ by the **THREE** things that your group sees as the most positive features (strengths) of your community.



Round 2: Challenges

A silhouette of a person pushing a large, dark sphere up a steep, black hill against a bright blue background. The person is positioned on the left side of the hill, leaning forward and pushing the sphere up the incline.

- What do you think are the greatest challenges facing CREATE businesses and their workforce in the region?
- Put a ★ by the **THREE** things that your group sees as the biggest challenges.



Round 3: Opportunities



What ***opportunities*** might exist for leveraging our assets, enhancing our strengths, and/or addressing our challenges?



Round 3: Opportunities (cont.)

Given the opportunities,

- What **could** we do?
- Place a  beside these.

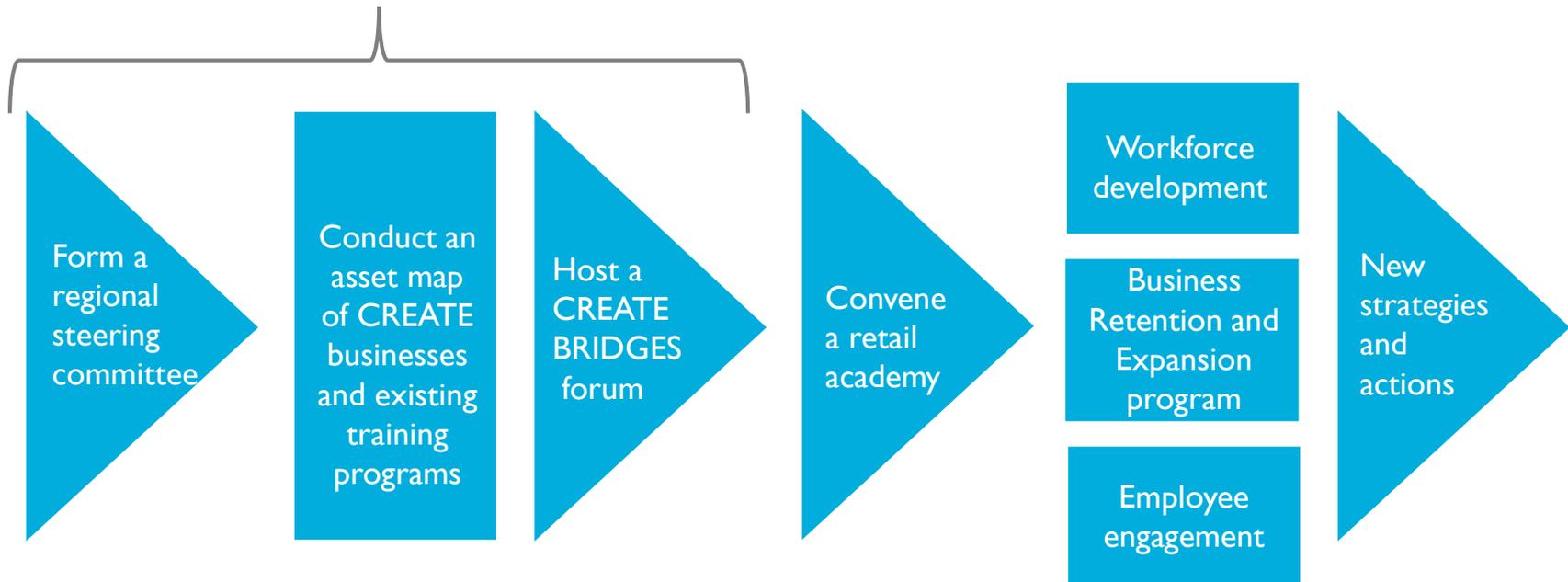




Opportunities Report Out

Next Steps

You are here



Evaluation & Further Engagement





3Cs Region Contacts

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Link to Rural Profile of Arkansas:
<https://www.uaex.edu/RuralProfile>

