

Navigating the Rapids of Change

Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World

**Presentation to the
2013 Breakthrough Solutions Conference**

***Ferndale, Arkansas
May 8, 2013***

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

University of Arkansas Cooperative Extension Service

Good morning

Great to see you all here

The most important person in the room, the person who is going to go home and make something happen

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University of Arkansas Cooperative Extension Service

What is the zeitgeist – the spirit of the age?

Building Innovative, Sustainable Communities and Regions in a Rapidly Changing World

**Events on one
day have
changed our
lives and our
nation.**



Navigating the Rapids of Change

The Green River Adventure



Navigating the Rapids of Change

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***Key Point #1: In a rapidly
changing world, even experts
get it wrong sometimes.***

Navigating the Rapids of Change

The Green River Adventure

***Corollary: In a rapidly
changing world, it is important
to gain insights from “off”.***

Special Thanks

- * Sharon and John Gulick, UCA
- * The importance of action, of doing
- * Strategic doing often leads to breakthroughs
- * Breakthrough solutions require action one step at a time

Breakthrough Solutions Model

R

RESULTS YOU CAN MEASURE

5 NEW BUSINESSES

REVITALIZED STREETScape

20% HIGHER HIGH SCHOOL GRADUATION RATE

15% INCREASE IN TOURISM

1 NEW REVENUE SOURCE

20% MORE YOUTH RETURN

A

ASPIRATIONS AND VISIONS

VISION OF A VIBRANT, SUSTAINABLE FUTURE
(YOUR BRAND)

O

OPPORTUNITIES FOR BREAKTHROUGHS

BARRIERS

BREAK-THROUGH STRATEGIES

S

STRENGTHS AND ASSETS

KEY DRIVERS



Enhanced Natural Resources & Environment



Motivated Talent



21st Century Economic Engines



Pro-Active Leaders and Organizations



High Quality of Life & Place



Financial Assets

Your Community's Beginning

**VIBRANT,
SUSTAINABLE
COMMUNITIES**

Economic Engines

Businesses, built assets,
economic development
clusters, infrastructure

**Leaders, Networks
& Organizations**

Leadership, organizations,
& connections in
and out of your
community

**Financial
Assets**

Investors and donors,
capital campaigns, banks,
foundations, tax revenues
and special districts

Talent

Knowledge, skills, & work ethic
of work force & entrepreneurs;
educational institutions

**Quality of
Life & Place**

Amenities: parks, housing, retail,
health care; activities; sense of
place & public spaces

**Natural Resources
& Environment**

Water, land, plants, minerals
& animals; natural
environment

Little Rock River Market



Little Rock River Market

“That’s essentially the process we went through, although we didn’t call it that.

One of our breakthroughs was taking a diverse group to Portland, to see their transit and light rail and other

developments.” *Jim Dailey, Former LR Mayor*



Little Rock River Market

\$2B invested

**A critical factor – a meeting every
Thursday at 1 p.m. for an hour
for 14 years**

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\$2B invested

A critical factor – a meeting every
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for 14 years

**Key Point #2: Meet regularly, and
often to share, discuss, and
take action.**

Do you do this?

Key Point #3: When the environment changes, we have to adapt, or we're toast.

Sustainability requires constant adaptation to the environment.

Anderson Flat Bruno

Bolding Crossroads

Daleville Ft. Douglas

Rush

Sneed

Sustainability requires constant adaptation to the environment.

Ghost Towns in Arkansas

Anderson Flat Bruno

Bolding Crossroads

Daleville Ft. Douglas

Rush

Sneed



**Question: Why do towns
disappear?**

**Do you see some of these signs in
Arkansas communities?**

Park City, Utah (pop. 7,558)



Photo courtesy of the Park City Chamber of Commerce & Visitors Bureau

How could a community that was nearly a ghost town in the 1950s become a vibrant tourist mecca that now attracts over 3 million visitors each year?



Shift #1 – From Mining to Skiing





Shift #2 – From Skiing to a Year-Around Resort Community





Shift #3 – The Quest for Sustainability



Delta Technology Education Center



130 W Waterman
Dumas, AR 71639

e-NC Business and Technology Telecenters



Blue Ridge BDC



Tri-County Community College BTT



Northeast TBC

Key Point #4: An organization is strongest and most sustainable when it is woven into the fabric of the community.

Harrison C.O.R.E.

Revitalizing the Heart of Harrison and Boone County

- Mission
- Vision
- Hub Committee
- Spokes
- Inventory and Opportunity
- Community Work Session
- Meeting Minutes
- Stories and Releases
- Master Plan Implementation Steps
- U of A Coop. Ext. Service Breakthrough Solutions
- How to Volunteer
- Photo Gallery

EVENTS CALENDAR

- **Wed 2/23/2011:** CORE meeting - All day Charette
- **Mon 3/21/2011:** General Session Meeting

Home



Twilight, Lake Harrison walking trail and park, Harrison, Arkansas. Photo by Tim Ernst
www.timernst.com



Rollout of the Harrison C.O.R.E. Strategic Plan

Harrison, AR CORE District Strategic Plan

*With the understanding that a strong central core
is in the best interest of the city as a whole*

2011

Produced in conjunction with:

C.O.R.E. of Harrison
City of Harrison, Arkansas
Boone County, Arkansas
University of Arkansas Cooperative Extension
Harrison Regional Chamber of Commerce
Harrison Convention & Visitors Bureau
Harrison Housing Authority
Harrison Historic Business Association

COREofHarrison.org



CONCEPT SKETCH



CONCEPT SKETCH



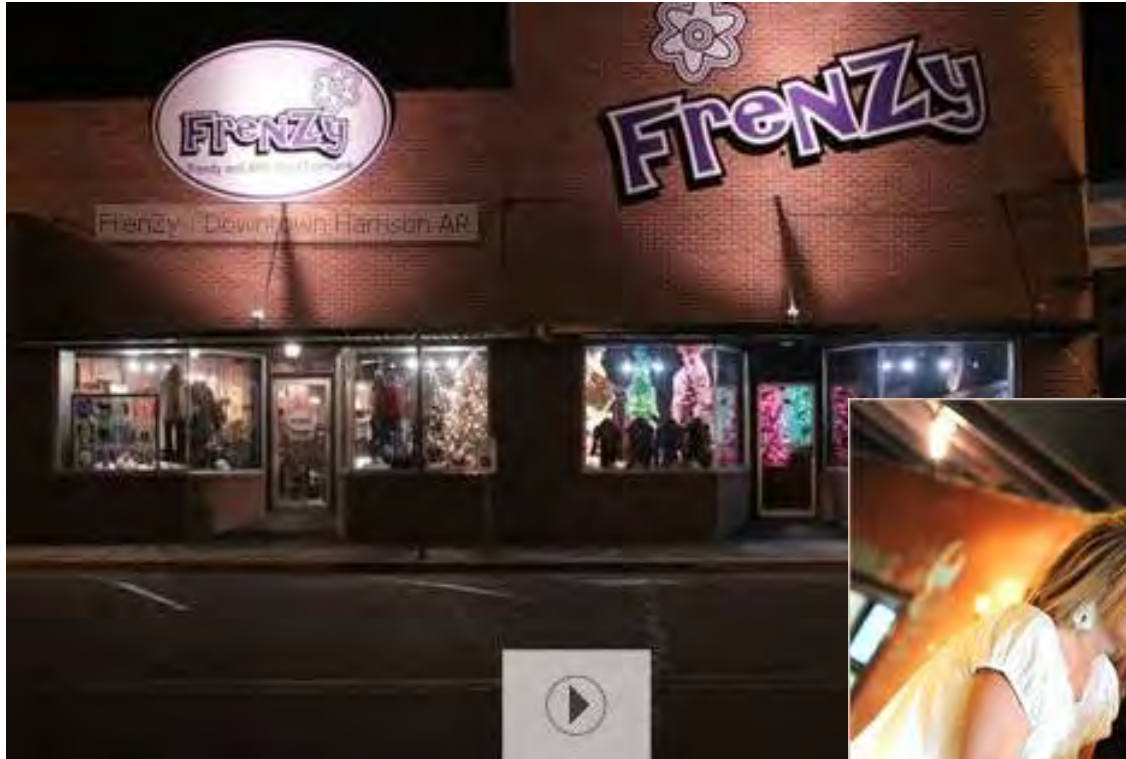
New City Hall

New Landscaping

Road Diet

**Improved Pedestrian
Areas**

Thirty Two New Businesses



**Patty Methvin, CEO, Harrison
Regional Chamber of Commerce**



Partners FOR THE *future*

Initiated by the Arkansas Regional Coalition of the Ouachitas (ARCO), Rich Mountain Community College, and the University of Arkansas, Division of Agriculture

Join Us In Creating A Vibrant, Sustainable Future!



www.rmcc.edu





CLIMBING WALL

CHILDREN'S PLAYGROUND

CONCERT STAGE

DEMONSTRATION GARDEN

MONTGOMERY COUNTY COURTHOUSE

CAROUSEL

MARKET BOOTHS

DINING LAWN

FOOD HUT

VIEW LOOKING EAST - CITY MARKET

WEST STREET

GEORGE ST.

2012-160
MT 12A

Residential Airpark Development











OUACHITA LITTLE THEATRE

MENA ARTS



outdoor theater



MENA ARTS



**Gar Eisele, Chairman, Arkansas
Coalition for the Ouachitas**

Success Defined

THE WILL TO WIN

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 rather in a lack of will.

Coach Vince Lombardi