



SPRINGDALE™
Chamber of Commerce

RE-IGNITE SPRINGDALE!

A renewed plan for visionary, strategic, and community-minded initiatives

DRAFT PLAN

Presented March 2019

RE-IGNITE SPRINGDALE!

RE-IGNITE SPRINGDALE! is a comprehensive program of the Springdale Chamber of Commerce (Chamber) to fund and execute visionary, strategic, and community-minded initiatives. Four categories – Economic Development, Transportation & Infrastructure, Springdale Growth, and Downtown Springdale – define the plan of work and expected outcomes.

Board of Director and Chamber member planning sessions' thought and guidance reflects a best-effort identification of the most important issues facing Springdale.

PERSPECTIVE

Your Chamber and this community are no strangers to growth. The proposed initiatives will launch on the heels of the most impactful program in the Chamber's history – *Ignite Springdale!* From 2014-2018, *Ignite Springdale!* far surpassed its key economic goals:

- ❖ **Job Creation:** 6,400 jobs created; a 71% increase over goal accompanied by 8% hourly wage increases for Springdale employees
- ❖ **Income Growth:** From 2012-2018, median household income in Springdale grew 20% while per capita income rose 18%
- ❖ **Annual City Sales Tax Revenue:** Increased 43% from 2014-2018
- ❖ **Technology Employment:** More than 600 new technology jobs surpassing the 250 new job goal
- ❖ **Workforce Training:**
 - Established programming and opened lines of communications for improved educational providers' awareness of business' workforce needs
 - Commissioned key research studies
 - **Diesel Technician Research** – measured the current and future demand for diesel mechanics and technicians locally and statewide while measuring the student pipeline to fill the demand
 - **Workforce Training Delivery Research** – studied the strengths and weaknesses of current workforce training delivery and recommended improvements
- ❖ **Unemployment:** The unemployment rate dropped from 5.1% to 2.3%, the lowest in the state of Arkansas
- ❖ **Springdale Image Enhancement:** Broad community input led to a new Springdale logo and branding, content specific websites, and an expanded digital communication strategy
- ❖ **Civic Engagement:** The Chamber significantly expanded legislative affairs work while strengthening local government influence and federal lobbying efforts:
 - Championed the \$200 million 2017 Springdale Bond Issue

- Led the effort for voter approval of Amendment 97 to the Arkansas Constitution that enhances the state’s ability to compete for large economic development projects. The amendment gave cities and counties clear authority to underwrite economic development projects locally, and authorized cities to issue economic development bonds.
- Drove the process to secure a Congressional resolution to pave the way for federal discretionary funding for services provided to the Marshallese in the United States

RE-IGNITE SPRINGDALE! MISSION

RE-IGNITE SPRINGDALE! will continue to influence key drivers of our economy and quality of place.

RE-IGNITE SPRINGDALE! seeks to add 5,000 jobs, secure a minimum of \$250 million in private development investment, accelerate technology job recruitment, make improvements to Springdale’s workforce training programming, advance efforts to complete significant infrastructure projects, and facilitate the continued Downtown Springdale transformation.

RE-IGNITE SPRINGDALE! PLAN

The categories – Economic Development, Transportation & Infrastructure, Springdale Growth, and Downtown Springdale – identify specific programs and outcomes for accomplishment over multiple years.

ECONOMIC DEVELOPMENT

\$1.2 Million Budget

Workforce Training Programs to align with business and industry needs and increase Springdale’s job growth; technology sector priority include;

❖ Workforce Training Delivery

- Improve the facility capacity and quality, private sector engagement, and Northwest Technical Institute’s public image to help increase enrollment
- Draft pro-workforce legislation to increase discretionary funding for improved upskilling of existing workers
- Expand work experience and internship programs for Springdale public school students

Expected Multi-Year Outcomes:

- Increase total program enrollees of NWTI to meet demand
- Partner with state elected officials to pass pro-workforce legislation during the 2021 session
- Pass pro-internship legislation with a goal of 500 placements in next five years

❖ Tech Town and technology-sector jobs

- Create and foster a Tech Town brand for Springdale
- Focus on growing information systems, information technology, and robotics jobs
- Leverage relationships to recruit complementary technology firms
- Assist in the growth of ancillary lodging, dining, and retail for the Tech Town model

Expected Multi-Year Outcomes

- Launch a Tech Town promotional campaign by the end of 2020
- Increase 1,000 new technology sector jobs that average \$65,000 per year
- Recruit five new technology-sector firms with an investment of \$100 million

TRANSPORTATION & INFRASTRUCTURE

\$800,000 Budget

The Chamber will help coordinate local, regional, and state efforts to complete significant infrastructure projects and enhance Springdale's quality of place.

❖ Transportation corridor improvements

- Accelerate completion of U.S. 612/412 Bypass
- Improve the I-49/U.S. 412 interchange with a redesign suitable to local leaders
- Position Springdale as a starting point for improvements to Ark. Highway 112
- Expand the city's east-west traffic corridor system with an I-49 overpass

Expected Multi-Year Outcomes

- Obtain funds for the U.S. 612-412 Bypass west to Tontitown and east to Ark. Highway 265
- Lead discussions with ARDOT leadership for preferred design and funds for a redesigned interchange for I-49/U.S. 412 (Exit 72) and priority design/construction status for north and south improvements to Highway 112 that emanates from U.S. Highway 412
- Seek consensus to prioritize funding and construction on an I-49 overpass connecting Har-Ber Avenue and W. Emma Avenue (Walt LeFevre Fly-Over)

❖ Quality of place infrastructure

- Identify a dedicated funding stream to expand Springdale's trail system
- Improve Springdale parks system to support healthy living initiatives
- Facilitate private-public bicycle/automobile road sharing discussions to ensure pro-business decisions

Expected Multi-Year Outcomes

- Secure new trail funding source before 2021
- Renovations at all city parks that support healthy lifestyles
- Business-friendly solutions to bicycle/auto road sharing, including programming for corporate support and implementation

SPRINGDALE GROWTH

\$600,000 Budget

The Springdale Growth program will elevate Springdale as an “arms-wide-open” community.

❖ Inclusion initiatives to improve Springdale as a welcoming community

- Create a Commission on Inclusion to evaluate the business community’s need for inclusion training
- Recruit and prepare pro-business minority leaders for increased civic participation

Expected Multi-Year Outcomes

- In 2019, create an inclusion task force comprised of senior corporate partners to study, fund and implement changes
- Initiate dialogue specifically to identify quality political officials from the minority community

❖ Increase the number of senior management and executives living here

- Develop communication strategies and their implementation with the school system and major employers to recruit senior management
- Work with developers to identify opportunities and eliminate barriers to new home and neighborhood construction preferred by higher income hires

Expected Multi-Year Outcomes

- Identify and improve poor community online content that misrepresents Springdale
- Create unique Springdale-specific online content for real estate professionals
- Form an HR/Community task force to educate corporate recruitment professionals
- Aggressively promote new construction of homes valued at \$350,000 and greater

❖ Lead the region in healthy resident initiatives

- Gain widespread adoption of the Blue Zones Project that promotes healthy lifestyles
- Establish staff position for promotion and marketing efforts leading to high Blue Zones Project program adoption

- Develop a strategic PR campaign and complementary member program to support healthy resident goals

Expected Multi-Year Outcomes

- Lead all NWA cities in Blue Zones Project resident participation and measurement metrics
- Partner with hospital administrators to expand physician recruitment efforts

❖ Develop Springdale’s potential as a prime Northwest Arkansas destination

- Assist stakeholders in identifying and developing unique destinations, especially entertainment
- Identify, design, and promote community platforms to attract new retail and dining options
- Assist landowners in efforts to develop property enhanced by Arvest Ballpark, Arkansas Children’s Northwest, NWACC and Parkway Plaza

Expected Multi-Year Outcomes

- \$100 million in new entertainment/retail/restaurant development
- \$100 million in new office/commercial development
- \$25 million in new residential development

DOWNTOWN SPRINGDALE

\$300,000 Budget

This program will support the changing face of Downtown Springdale and advance economic growth by developing a Commerce Center to provide a collaborative venue for services and organizations, working to accelerate the momentum and investment in Downtown.

❖ Develop a regionally unique Commerce Center

- Develop a facility project and funding model for a comprehensive business-related services facility in Downtown that would include:
 - A multi-floor design including retail and restaurants, meeting venue, Chamber office, Downtown Springdale Alliance office, small business assistance center, entrepreneurial assistance, and educational training
- In partnership with center tenants, develop appropriate outreach programming

Expected Multi-Year Outcomes

- Partner with current downtown builders to construct and lease a Commerce Center

🔗 Entrepreneurial and startup programming

- Locate and replicate world-class makerspace infrastructure and programs
- Develop and implement processes and programs that strengthen and support startup business achievement

Expected Multi-Year Outcomes

- 25 entrepreneur/startup graduate businesses by 2024, employing 250 people
- Create a venture fund of \$5 million for startup and commercialization

🔗 Accelerate investment in Downtown

- Grow the Invest Springdale conference and expand to promote Downtown investment
- Work in partnership with Downtown Springdale Alliance to enhance areas of collaboration and assistance
- Provide public relations and marketing expertise to assist downtown merchants to expand event marketing opportunities and reach

Expected Multi-Year Outcomes

- Increase Invest Springdale conference attendance by 20% annually
- \$100 million in new downtown investment by 2024

CONCLUSION

The Chamber is the only organization in our city equipped to marshal the necessary and available resources required to accomplish the forward-thinking initiatives that comprise this program.

As in the past, strong support of this Chamber capital campaign by our leading businesses is the required catalyst for continued growth and prosperity that strengthens both our economy and community.