Faulkner County Economic Development Boot Camp
Agenda
October 13, 2015
Janet Huckabee Arkansas River Valley Nature Center, Fort Smith, AR

8:00 – 8:30 am
Check in and Continental Breakfast

8:30 – 9:50 a.m.
Welcome
Session: Economic Development 101 & Community Branding and Marketing
Leader: Jon Chadwell
Director, Newport Economic Development Commission

Participant Learning Objectives:
- Understand how economies grow, basic and non-basic industries, and the difference between growth and development
- Overview of the three-legged stool of economic development—recruitment, business retention & expansion, and new business start-ups.
- Review three audiences for community marketing, effective marketing tools and strategies, and community brand identity and reputation

9:50-10:00 Break

10:00-10:45 a.m.
Session: Role of the Local Official in Economic Development
Leader: Amy Whitehead
Director, UCA’s Center for Community and Economic Development

10:45 – 12:00 a.m.
Session: Community Development “Musts” and Site Selection/Prospect Readiness
Leader: Steve Jones
Building and Sites Coordinator, Arkansas Economic Development Commission

Participant Learning Objectives:
- Identify situations and community actions that can make your community prepared for economic development
- Understand the Site Selection Process

12:00 a.m.-12:45 p.m.

Lunch

12:45-3:00 pm

Session: Futures Game Simulation

Leader: Josh Markham
Assistant Director, UCA’s Center for Community & Economic Development

Participant Learning Objectives:
- Examine group decision making processes as it relates to economic, environmental, and societal concerns
- Recognize key elements and drivers of regional planning for community and economic development
- Analyze how short term decisions impact long term outcomes, and how this could impact a scenario-based implementation plan

3:00-4:00 pm

Closing Remarks and Questions