

# PHILLIPS COUNTY

## Arkansas



*Plan "Snapshot"*

In many ways, a community is akin to a home. Like a home, we rely on our community for safety, shelter, relationships, recreation and more. To have a strong community, we must take steps similar to those needed to build a house. We should start with a good design, assure we have the necessary funding, establish a strong foundation, ensure quality construction and commit to long-term maintenance and improvements. In Phillips County, we have our plan in place. Now, it's time to make the investment and build.

For the most part, the foundation has been laid. We have a location that allows us enviable access to the rest of the world. Our assets are many, with vital educational and health institutions, abundant cultural and recreational resources, adequate infrastructure to meet our current demands, a robust agricultural industry, available land for growth and people who are willing to work hard. Shoring up our footings in other areas will ensure that our foundation will be durable and long-lasting. Leadership, pride, transparency, prosperity and opportunity are aspects repeated throughout this plan, as they are the underpinnings for future success.

Upon this foundation, we'll build a better economy with opportunity for businesses of all sizes. Entrepreneurs will thrive with the support they need to succeed. Local businesses will have the resources to excel and grow. New ventures will be pursued that capitalize on the assets we have, including transportation and agriculture. Most importantly, our residents will have the chance to realize their own dreams in the field they choose.

Not only will we build a stronger economy, we'll also foster a higher quality of life. Through the development of exceptional neighborhoods, safe streets, excellent educational systems, first-rate recreational amenities, healthy activities and alleviation of poverty, Phillips County will be a model for other rural communities throughout the country.

The time is now. We can wait no longer if we wish to return Phillips County to being a vibrant, healthy community. We'll have to work together, inch by inch, brick by brick. By building upon our successes, we'll continue to make significant improvements to our home, each one adding more value. It's not an easy task; it will take a lot of hard work, a lot of patience and a lot of time. In the end, we'll be able to reflect upon the choices we make today and know that our labor of love made a lasting difference to our hometown. What investment could possibly be more worthwhile?

### PLAN DIRECTOR

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*Chair*

*Delta Bridge Project Steering Committee*

*Executive Director*

*Phillips County Chamber of Commerce*

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*First Judicial Circuit*

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*Regional President*

*Southern Bancorp*

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*Commissioner*

*Helena-West Helena A&P*

*Commission*

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*Executive Director*

*HWH-Phillips County Port*

*Authority*

**Ms. Kimberly Clement**

*Community Development*

*Officer*

*Southern Bancorp Community*

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*Mayor*

*City of Marvell*

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*Helena-West Helena A&P*

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*County Judge*

*Phillips County*

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*UAMS East*

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*of the University of Arkansas*

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*Helena Regional Medical*

*Center*

**Ms. Suzann McCommon**

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*Great Rivers Education Ser-*

*vice Cooperative*

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*-- Helena*

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**Mr. Charlie Tappan**

*Representative*

*Helena-West Helena Industrial*

*Park*

**Mr. Shane Williams**

*Executive Coordinator*

*Main Street Helena*

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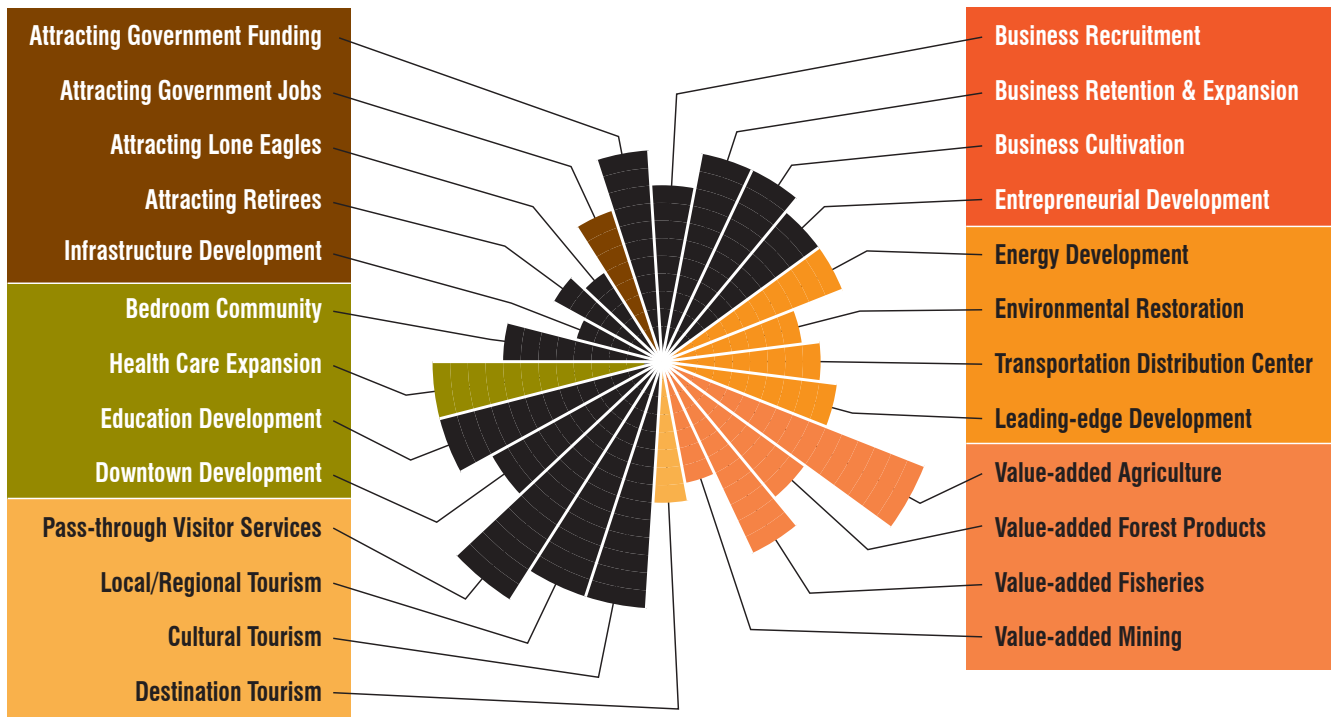
**Mayor Henrietta Wilson**

*Mayor*

*City of Lake View*

## PHILLIPS COUNTY STRATEGY “THUMBPRINT”

The strategy “thumbprint” depicts twenty-five community and economic development strategies in terms of Phillips County’s potential to successfully implement each of the strategies. The longer the “spoke,” the greater the likelihood that Phillips County could see success in pursuing that strategy. Black spokes indicate strategies that have been selected for implementation by the Phillips County Steering Committee.



<b>SELECTED STRATEGIES &amp; INITIATIVES</b>	
<b>Animal Control</b>	<b>Implementation of a comprehensive animal control strategy.</b>
<b>Attracting Funding</b>	<b>Collaborative advancement of priority projects.</b>
<b>Attracting Lone Eagles</b>	<b>Development of a sound environment for small business prospects.</b>
<b>Attracting Retirees</b>	<b>Establishment of amenities and housing designed to attract retirees.</b>
<b>Beautification</b>	<b>Maintenance of our natural and historic assets.</b>
<b>Business Cultivation</b>	<b>Plan for existing business to provide goods and services.</b>
<b>Business Recruitment</b>	<b>Development of a unified effort for business development services.</b>
<b>Business Retention &amp; Expansion</b>	<b>Provision of resources and workforce to grow existing businesses.</b>
<b>Citizen &amp; Leadership Development</b>	<b>Improved leadership capacity through training, engagement and evaluation.</b>
<b>Community Pride &amp; Engagement</b>	<b>Build community pride to convert citizens into stewards.</b>
<b>Cultural Tourism</b>	<b>Prioritized development of cultural assets into world-class attractions.</b>
<b>Downtown Development</b>	<b>Implementation of Main Street Helena master plan.</b>
<b>Education Development</b>	<b>Strengthen the connections between education and business sectors.</b>
<b>Enhanced Community Communications</b>	<b>Comprehensive campaign to communicate with residents.</b>
<b>Entrepreneurial Development</b>	<b>Expansion of services offered through Business Incubator.</b>

## **SELECTED STRATEGIES & INITIATIVES**

<b>Health Care Expansion</b>	<b>Expansion of traditional, preventative and alternative health care.</b>
<b>Housing</b>	<b>Creation of new housing and redevelopment of existing properties.</b>
<b>Infrastructure Development</b>	<b>Completion of comprehensive master plan for all infrastructure.</b>
<b>Local/Regional Tourism</b>	<b>Enhanced local tourism assets, festivals and community centers.</b>
<b>Pass-through Visitor Services</b>	<b>Improved signage and way-finding material to draw travelers.</b>
<b>Public Safety</b>	<b>Multi-faceted program designed to reduce crime.</b>
<b>Recycling &amp; Energy Conservation</b>	<b>Robust recycling program for glass, paper, cardboard, plastic and aluminum cans.</b>
<b>Value-added Agriculture</b>	<b>Refocus on the development of the value-added ag industry.</b>
<b>Youth Engagement &amp; Development</b>	<b>Character building, education and support networks for our youth.</b>

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