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North Little Rock Chamber of Commerce

Economic Development Activity Report

Q1 2020

A. Business Retention and Expansion

Perform 8 business retention and expansion calls per month with NLR businesses or businesses opening a location, branch or headquarters in NLR (see attachment I).

- 11 in January
- 7 in February
- 7 in March

For a total of 25 calls

B. Workforce Education and Development Program

On January 23, 2020, The Little Rock Regional Chamber hosted the Ford NGL Master Planning session #2. In this planning session, all tactical teams presented their plans to move forward with the career models that will be put in place for the North Little Rock School District, Little Rock School District, Jacksonville School District and Pulaski County Special School District.

On January 24, 2020 The Ford NGL Operating Board met at the Little Rock Regional Chamber. The superintendents of each district attend, as well as representatives from all 5 Chambers and business partners that team leaders for the tactical teams. This meeting was a recap of the master planning meeting #2.

On February 13, 2020 the Ford NGL Operating Board met at the Little Rock Regional Chamber. At this meeting we had status updates on tactical plans from each district. The districts were instructed on the format of the presentations for Master Planning 3. The marketing plans were explained to the Operating Board. The social media campaign begins in March. By the end of March Principals give presentation at school-wide staff meeting regarding Ford NGL and their rollout plan. In April, the marketing campaign will begin and announce academy selections.

On March 3, 2020 the Ford NGL Operating Board met. All four school districts explained each of the schools' plans. This was a rough draft presentation for Master Planning 3. Marketing plans was discussed as well.

On March 12 the Ford NGL Master Planning session 3 occurred. During this session, all school districts formally presented what each of their schools will be doing with the Ford NGL model. NLRSD presented the following: NLR Center of Excellence will offer Freshman Seminar course to all freshmen 2020-2021 academic year. The Center of Excellence will offer 4 Academies and 12 Pathways. The four academies are Health Professional, Computer Science, Advanced Manufacturing and Engineering. NLR High School will offer Freshman Seminar course to 45% of students in the 2020-2021 academic year. The Academies and pathways are to be discussed.

C. High School Leadership Program

On January 15, 2020, we held our monthly education committee meeting. In this meeting we discussed plans for Arkansas scholars and recapped the ALPS graduation ceremony from December. ALPS is an acronym that stands for Advancement, Leadership, Personal Growth and Service. ALPS is a leadership program for high school juniors that live in North Little Rock or attend North Little Rock High School. The program is designed to provide 11th graders a historical perspective of their community, familiarize them with current issues, help them to develop effective skills for leadership and foster a commitment to community involvement. At the graduation ceremony, each student spoke on a topic and two outstanding students spoke at the Annual Banquet on February 20th.

On February 7, 2020 The Arkansas Scholars Midpoint Event occurred. During the basketball game we recognized all the 11th graders who qualify as an Arkansas Scholar. We had a drawing of 10 gift cards for the students who attended the basketball game. This event was very well attended.

On February 19, 2020 we held our monthly Education Committee meeting. During this meeting we discussed the Arkansas Scholars Celebration event. We also discussed an update on what NLRSD is doing with Ford NGL.

D. Site Selection Websites Administration

Provided services as requested

E. Office Space

All office space deliverables were fulfilled at 100 Main Street North Little Rock AR 72114

F. Technology and Website

All requirements met

G. Participate in Economic Development Activity

3/5 Met with top executives with Realogy about possible economic development opportunities in North Little Rock

3/11 Toured and reviewed potential new locations for Greyhound Corp

Prepared and submitted economic development materials as needed and requested

H. COVID-19 Outreach Program

3/23/2020 Began outreach program to contact over 500 small businesses in North Little Rock to discuss support and assistance available

FILED 11:58 AM. _____ P.M.

BY via email

DATE 3-18-2020
Diane Whitbey, City Clerk and Collector
North Little Rock, Arkansas

RECEIVED by [Signature]