

#3

North Little Rock Chamber of Commerce
Economic Development Activity Report
Q3 2019

A. Business Retention and & Expansion

Perform 8 business retention and expansion with NLR businesses or businesses opening a location, branch or headquarters in NLR per month- Result- 9 in July 7 in August 8 in September (see attachment I).

Industry Specific Event- 9/19 Held Taste for Business at Verizon Arena over 20 NLR Businesses were featured over 1000 people attended

Produced and Held- Between the Rocks Urban River Party and event that brought over 400 people to Rockwater Marina on 9/26

B. Workforce Education and Development Program

- On July 23rd we setup and attended with a group from NLRHS, UAPT and interested businesses to tour the new robotics fab lab in Fayetteville AR
- Continue to work with UAPT on robotics criteria for certification program
- Worked with the SBA to develop 3 1-hour education sessions for North Little Rock businesses owners. Sessions held on 9/11, 18 and 25th. Subject matter:

1. Buying/Selling a Business:

- What Type of Planning and Market Knowledge Do I Need?
- What Kind of Analysis and Preparation is Involved?
- What is the Deal Structure, Pricing and Financing?
- Is the Company Culture a Good Fit and Does it Matter?

2. Capital access – Every business, especially if you are buying, selling or expanding, needs to understand their cap access options:

- a. What Do I Need to be Eligible?
- b. What Funding Sources are Available?
- c. How Much Can I Get and How May I Use It?

3. Doing business with the government – Billions are at play in the B2G business model. Many businesses have opportunities that they don't even know about. This class explores the business opportunities of this business model:

- a. Who Can Sell to The Government?
- b. What Are the Certifications That Give Me an Advantage?
- c. What Are the Advantages?
- d. Is Doing with the Government Complicated?

FILED 8 A.M. P.M.

BY email

DATE 9-16-19

Diane Whitby, City Clerk and Collector
North Little Rock, Arkansas

RECEIVED by

- Co Hosted the Ford NGL Panel Lunch at the Wally Allen Ballroom at the Statehouse Convention Center on 8/22
- Hosted 3 Ford NGL Sessions at the NLR Chamber of Commerce on 9/11 and 9/12
- Chamber Education Committee met on 7/17, 8/13 and 9/18
- September 17th set up a tour for 30 Central Arkansas Businesses to tour the NLR COE at NLRHS

C. High School Leadership Program

The Education Committee has been hard at work revamping the Leadership program organized by the North Little Rock Chamber of Commerce. The Chairs of the committee are Chris Shelton with First Security Bank, and Patrick Jacob with the Army National Guard. The overall goal for the Education committee this year was to gain more business involvement. The average attendance of our committee meetings in the spring was approximately five members, consisting mainly of educators. We now have fifteen to twenty members at every education meeting, half of which are business professionals.

The youth leadership program organized by the Chamber, formerly known as Leadership Renaissance, has recently been rebranded. The rebranding occurred after a program called “Renaissance Leadership” was launched at the High School, with goals parallel to ours. The rebranding processes began this past May. The program, now called ALPS which stands for Advancement, Leadership, Personal Growth and Service, has been completely rebranded and revamped. We have had four meetings consisting of the entire education committee, and five smaller focus group meetings to decide on our goals for the program and our pathway to accomplish those goals.

Chris and Emily had the pleasure of presenting the program to the North Little Rock High School Center of Excellence students on August 27. Through this speaking engagement, not only did the program gain interest of the students but also the interest of teachers. We were pleased to have teachers encouraging the students to take part in our program. The applications closed on September 6. After, a focus group reviewed each application anonymously and selected **32 NLR students to participate in ALPS.**

On September 17, the students will have the opportunity to meet the board of the North Little Rock Chamber of Commerce following their tour of the Center of Excellence at the High School. Prior to the meet and greet with our board members the students will have a short lesson on soft skills and professional introductions. Following the “Meet the Board Night”, the students and their parents will attend an orientation on October 9, covering the expectations of the program, and assigning Chamber Member Mentors. The ALPS program has three main sessions.

The first session is on October 16 and will cover Social Service and Financial Literacy. The students will be broken into groups based on their results from a personality test, each group consisting of every personality type. (This teaches the students how to work with differing personalities.) Each group will visit a different non-profit and will not only volunteer with them but also lead a meeting with the staff to understand what they, as students, can do to help the non-profit meet some of their needs. That afternoon TruService Federal Credit Union will be doing an exercise with the students to teach financial literacy.

The second session is on November 13 and will cover Government and Law. On this day the students will be going out to Camp Robinson where they will get to do multiple hands-on activities to promote team building, but also to understand what our military actually does. After, the students will participate in a texting/drinking and driving simulation with the North Little Rock Police. Through this simulation we hope the students will better comprehend the harm they not only could cause themselves, but also others on the road when they text or drink and drive. Finally, Congressman French Hill, Senator Bozeman, and Senator Jane English will visit with the students on the importance of voter registration and how to make a change through writing a bill.

The third, and final session of ALPS will be on December 11 and will cover Business and Industry. The students will have the opportunity to tour Caterpillar and Ben E. Keith Foods, giving them some insight at the opportunities we have here in North Little Rock. After, the students will be creating a simpler version of a business plan, called a Lean Canvas, for a business they would like to start in the future. With their Lean Canvases they create they will compete in "Shark Tank", with our Sharks being local entrepreneurs.

Each session of the ALPS program gives students hands on activity, but also something they can use years after completing the program. From engagement with volunteering, writing a bill, voting, and starting their own businesses these students will be coming engaged and involved citizens in our community.

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

7/31 MLRA- Branding and Website committee

8/26 and 27 Attended State Economic Developers Conference representing NLR

Prepared and submitted economic development materials as needed and requested

Attachment I

Business Expansion and Retention Calls				
	NLR Chamber			
<u>Date</u>	<u>Business Name</u>	<u>Names of Contacts</u>	<u>Title</u>	<u>Discussion Topic</u>
July				
7/9/2019	Yadaloo	Susan Erwin	CEO	Discussed Upcoming Music festival
7/17/2019	Powers Inc	Alan Hope	CEO	Discussed flooding issues and upcoming expansion
7/18/2019	Jan-Pro	Noland Hughs	CEO	Discussed Opportunities
7/19/2019	House of Art	Chris James	ED	Discussed upcoming event
7/22/2019	McLarty Auto Group	David Surgine	GM Nissan	Discussed needs
7/22/2019	American Abstract	Andrew Adkins	CEO	NLR Opportunity
7/23/2019	UAPT	Bentley Wallace	Dean	Visited Robotics Center Fayetteville
7/28/2019	Best REI	Judy Best	Owner	Discussed Needs
7/31/2018	Loreal	Lorie White	Plant Manager	Discussed Needs
August				

8/1/2019	A1 Glass	Jerry Babson	Owner	Discussed Needs
8/2/2019	U of A Pulaski Tech	Margaret Ellibee	Chancellor	Discussed Needs
8/8/2019	Amazon	Eric Westlor	GM	Expansion Plans
8/14/2019	Diamond Bear	Russ Melton	Owner	Expansion Plans
8/14/2019	EGP	Marshall Butler	Mgr.	Expansion Plans
8/21/2019	Edward Jones	John Drake	Owner	New Location
8/23/2019	Primerica	Dustin Biggs	Mgr.	Expansion Plans
September				
9/4/2019	Farmers Insurance	Shannon Westbrook	Owner	New Location
9/4/2019	McLarty Auto Group	Bob Waller	GM Ford	Discussed Needs
9/6/2019	Robbie Davis Agency	Robbie Davis	Owner	Discussed Needs
9/9/2019	Jackson Law Firm	Jim Jackson	Owner	Expansion Plans
9/10/2019	Journey Wellness	Sara Jones	Owner	New Location
9/11/2019	White-Daters & Associates	Brian Dale	Owner	Development
9/24/2019	Pediatrics Plus Ribbon Cutting	Whitney Cummings	Marketing Director	New Location
9/26/2019	Argenta Counseling	Kellee McCoy	Owner	New Location

Shinn, Talor

From: Whitbey, Diane
Sent: Saturday, September 14, 2019 7:14 PM
To: Shinn, Talor
Subject: Fwd: 3rd Quarter Economic Development Report
Attachments: image005.jpg; ATT00001.htm; image006.jpg; ATT00002.htm; North Little Rock Chamber of Commerce Economic Development Report q3 2019.docx; ATT00003.htm

Talor, please fire the attached as a communication.

Thx! D

Sent from my iPhone

Begin forwarded message:

From: John Owens <jowens@nlrchamber.org>
Date: September 13, 2019 at 3:47:31 PM CDT
To: "DWhitbey@nlr.ar.gov" <DWhitbey@nlr.ar.gov>, "AFields@nlr.ar.gov" <AFields@nlr.ar.gov>
Cc: Brenda Eden <brenda.eden@nlrchamber.org>, Todd Larson <TL@nlredc.com>
Subject: 3rd Quarter Economic Development Report

Please file 3rd quarter Economic Development Report per our contract. Thanks in advance for your help.
John