Business Attraction, Business Retention and Expansion (BRE), And Infrastructure Development Contract

Monthly Update
August 12, 2019
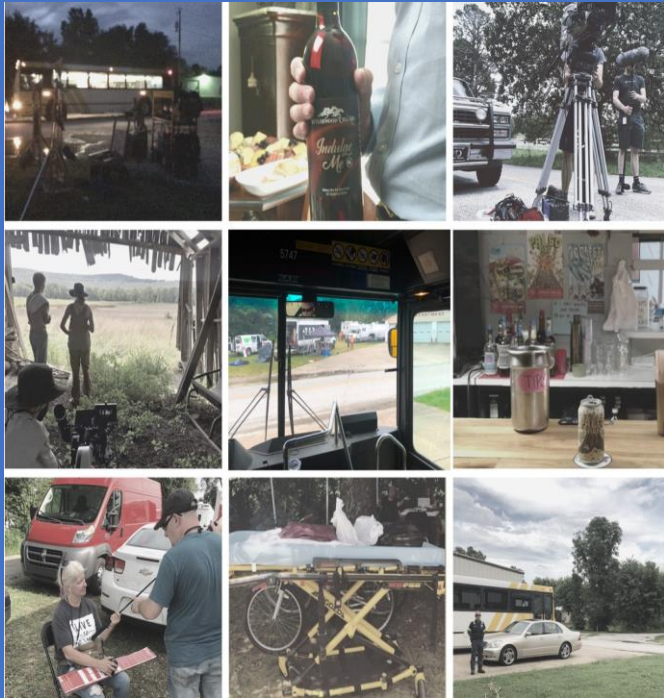
Lab in OurPharma

Business Attraction

- Communicating with leasing representative of Nelson's Crossing

- Responded to an inquiry from a site consultant on behalf of a hotel investor

- Supported Rockhill Studios to land a film production in Fayetteville. Filming of *American Cherry* started. SUCCESS

- Assisting a new business to find a site for its business.

- One regional organization is putting in a call center in uptown. Project calls for hundreds of new jobs.

- Chicken Salad Chick's opening its first store in Fayetteville/NWA SUCCESS

- Visited with a large property owner in Fayetteville about promoting her land

- Visited with a general contractor to bring an experiential gym to the city

- Responded to an inquiry from a site consultant for an apartment client

Business Retention & Expansion

Number of one-on-one visits year to date: 46

Business Retention & Expansion

- Working on a new expansion project for a local business, doubling number of employees from 12 to 24.

- Had 53 direct contacts with 42 local businesses and organizations

- Completed 3 one-on-one visits with local employers; all reported increase in sales.

- 38 new businesses opened in July creating 732.25 FTEs.

- Activities:
  - ✓ Toured OurPharma facility with AEDC
  - ✓ Promoted the city's single use plastic bags survey
  - ✓ Promoted "Exporting Online" event by WTC
  - ✓ Made B2B referrals including business leads
  - ✓ Arranged speaking engagements to promote city
  - ✓ Referred spaces for lease to businesses
  - ✓ Provided technical assistance
  - ✓ Contacted new opened businesses to establish relationships

Infrastructure Development

Infrastructure Development

- ✓ Classes started in the Regional Robotics Training Center

- ✓ Working on #2B Fayetteville Fall edition

- ✓ Participated in NWA Council's meeting on Diversity

- ✓ Met with SBA and Start Up Junkie on programming

- ✓ Responded to media inquiries