

EARLE

Arkansas



Plan "Snapshot"

In eastern Arkansas, nestled amidst some of the richest farmland in the world, there is a place called Earle. It is a place of history, once a thriving and wealthy community now fallen on harder times. Mother Nature has demonstrated her will here, as tornadoes have littered the landscape with remnants of our past. Human nature has shaped us as well. The old segregated drinking fountains stand unused at city hall, serving as a memorial of sorts, a reminder of just how far we've come in healing old wounds. Through it all, our citizens have endured with a spirit and determination unseen in many communities.

Statistically, Earle remains entrenched in the battle for progress. Poverty rates are high; job opportunities are scarce; disparity between races still exists; and our population has decreased along with our tax base. Yet, numbers don't tell the whole story in Earle. We are still standing, still fighting and we will continue to endure.

We must make a fresh start in order to move forward. This plan has given us the momentum we need to identify our priorities and begin the work. Building stronger communication channels, engaging our citizenry, strengthening local business and infrastructure, enhancing our community's beauty and giving our residents healthier options are the goals we have set. All of these have one ultimate purpose: to increase the pride and sense of ownership our citizens feel for our home.

Endurance could be described as the ability to demonstrate fortitude, determination and tenacity in the face of adversity. In Earle, we have already endured so much and come through it well. By putting one foot in front of the other, we will reach our destination. With one success at a time, we will change our opportunities. With one conversation at a time, we will open lines of communication. With one person at a time, we will restore our pride. With one step at a time, we will rebuild our community.

PLAN DIRECTOR

Linda McCain

Earle Area Chamber of Commerce

STEERING COMMITTEE MEMBERS

Reginald Abram

Save Our Kids

Kenneth Cross

Citizen of Earle

Otis Davis

Mayor

City of Earle

Pearlie Ewing

Director, Earle Public Library

Claudie Forrest

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City Councilor and

Earle Area Chamber of Commerce

Linda Maples

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Patrick Williams

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SPECIAL THANKS TO:

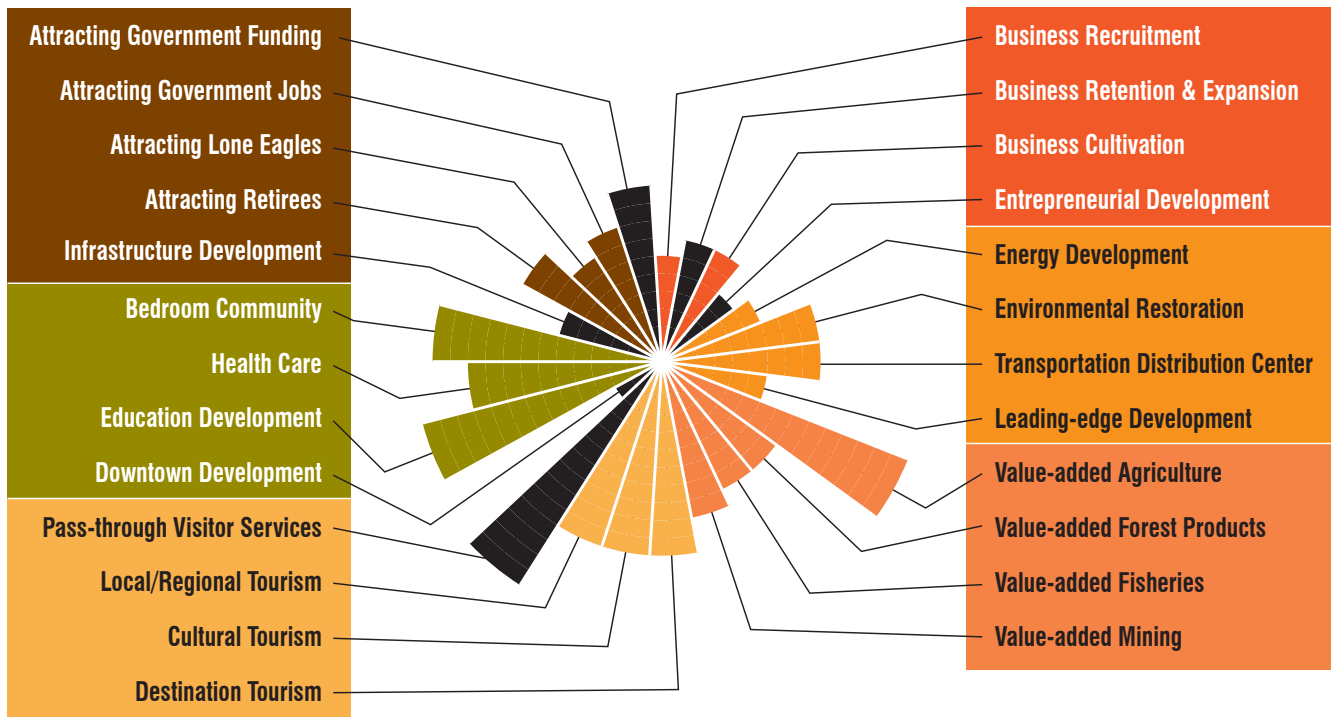
Linda McCain

Former President

Earle Area Chamber of Commerce

EARLE STRATEGY “THUMBPRINT”

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



SELECTED STRATEGIES & INITIATIVES

Attracting Funding	Coordination of local projects to seek outside funding assistance.
Beautification	Citywide clean-up, entrance enhancement and property maintenance.
Business Retention & Expansion	Development of outreach program to work with local businesses.
Communications, Public Relations & Civic Engagement	Leadership and volunteer training; local outreach to encourage community involvement.
Community Center	Redevelopment of community center to include recreational areas.
Downtown Development	Clean-up of historic properties and work with Main Street Program.
Entrepreneurial Development	Provision of entrepreneurial training program.
Infrastructure Development	Improvement of local streets and sidewalks; update of capital plans.
Local, Healthy Foods	Development of a community garden.
Pass-through Visitor Services	Development of professional promotional material and websites.
Recreation	Refurbishment of existing facilities; identification of new needs.

