

# JONESBORO

## Arkansas



Plan "Snapshot"

The people of Jonesboro, Arkansas, have embarked on a quest to establish our community as an unparalleled place to reside by 2030.

Jonesboro is an ideal place to live and raise a family, with forward thinking, strong and effective community leaders who challenge each other to reach new heights. Thanks to Jonesboro's strong economy, the region is one of only 54 metropolitan areas in the United States that retained its total employed work force in the period November 2007 to November 2011.

The economic pillars of nationally recognized education and health care help create and maintain a resilient economic base and form the basis for a high quality of life for current and future generations. Arkansas State University is ranked by U. S. News and World Report as one of the best regional universities in the South. Two local hospitals serve a 23-county service area framed by St. Louis, Little Rock and Memphis.

The assets and economic performance of Jonesboro have earned Craighead County the praise of Business Insider magazine, which placed it atop its 2011 list of 20 "micropolitan" areas with potential to be the next Silicon Valley. Consistent, professional economic development activities have successfully recruited Fortune 500 companies to Jonesboro during the last decade.

The Jonesboro of 2030 not only will be economically resilient, but will boast some of the finest parks, walking paths, mixed-use development living, and green spaces in the Mid-South, along with a public transit system that meets the needs of its citizens. The community will be a leader in creating a dynamic, progressive, diversified and sustainable society. Jonesboro will have a healthy economy supporting its existing generation, retaining its youth, and welcoming people from all walks of life who desire the highest standard of living.

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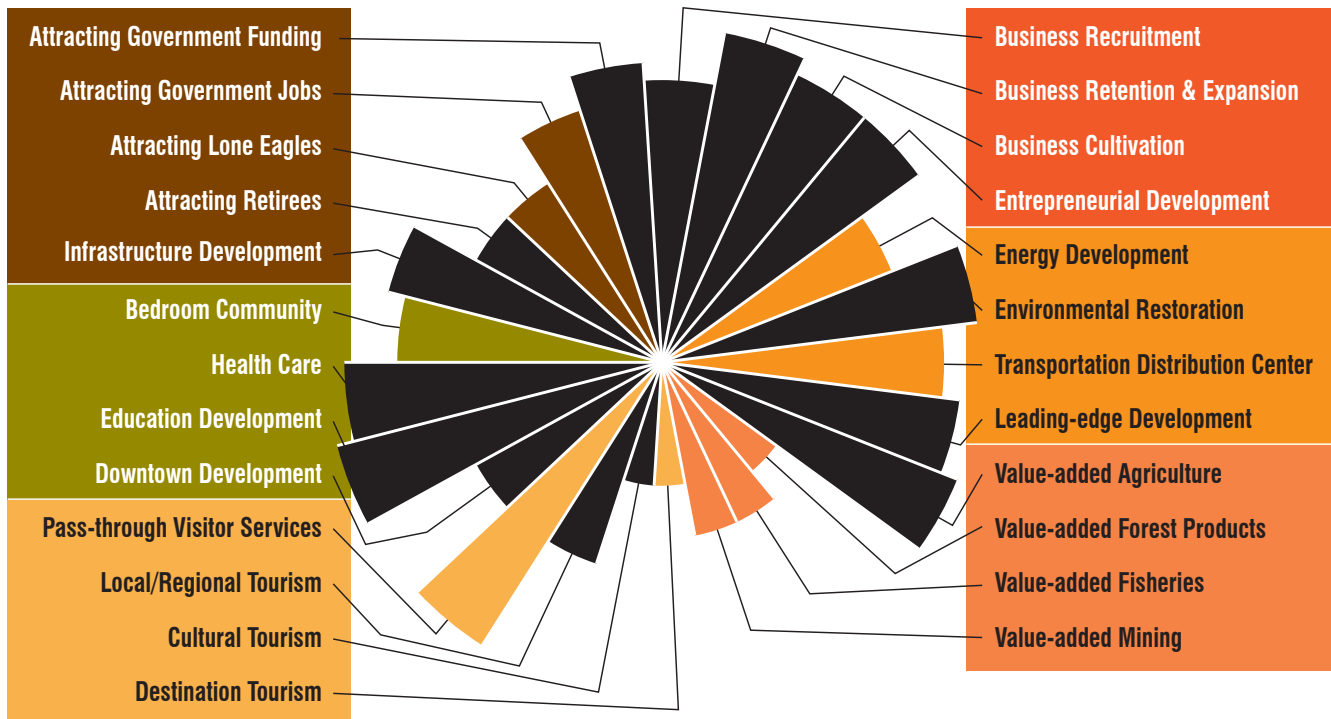
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## JONESBORO STRATEGY “THUMBPRINT”

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



SELECTED STRATEGIES & INITIATIVES	
<b>Affordable Housing Development</b>	Development of affordable housing.
<b>Arts and Crafts</b>	Establishment of arts and crafts advocacy organization and plan.
<b>Attracting Funding</b>	Continued coordination among advocates to advance projects.
<b>Attracting Retirees</b>	Creation of amenities to encourage people to retire in the area.
<b>Business Cultivation</b>	Identification of opportunities for import substitution and clusters.
<b>Business Recruitment</b>	Continuation of Chamber’s recruitment plan.
<b>Business Retention &amp; Expansion</b>	Continuation of Chamber’s business outreach program.
<b>Cultural Tourism</b>	Development of a tourism development plan for Jonesboro.
<b>Downtown Development</b>	Full implementation of the National Main Street Four-Point Approach.
<b>Education Development</b>	Expansion of Arkansas State University and other educational assets.
<b>Energy Conservation Activities</b>	Expansion of energy efficiency initiatives.
<b>Entrepreneurial Development</b>	Formation of a business coaching and mentoring program.
<b>Environmental Restoration</b>	Redevelopment of brownfield properties.
<b>Forest Stewardship</b>	Expanded use of biomass residue removed from forested areas.
<b>Green Jobs Initiatives</b>	Promotion of environmentally sustainable jobs.
<b>Health Care Expansion</b>	Continued expansion of health care providers in the area.
<b>Infrastructure Development</b>	Updating and implementation of capital facilities plans.
<b>Leading Edge Development</b>	Establishment of incubator at Arkansas Biosciences Institute.
<b>Local/Regional Tourism</b>	Development of tourism advocacy organization.
<b>Mixed-use Development</b>	Innovative zoning techniques to allow for mixed use neighborhoods.
<b>Multi-modal Transportation</b>	Establishment of commission to develop multi-modal projects.
<b>Parks &amp; Recreation</b>	Update and implement master plan for parks and recreation.
<b>Public Health &amp; Wellness</b>	Development of local policies to support healthy lifestyles.
<b>Sustainable Local Foods Projects</b>	Promotion of opportunities for better access to healthy foods.
<b>Value-added Agriculture</b>	Continued expansion of value-added agriculture industry.

