



# ***MOMENTUM***2.0

JONESBORO

A  
Proactive  
Response To  
Opportunities  
And Challenges





# We are better *TOGETHER*

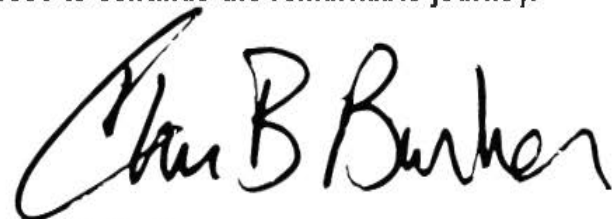
Our successes prove that.

Five years ago, Jonesboro Unlimited launched a Strategic Plan. A bold set of five-year goals that, if achieved, would amplify Jonesboro's rapid pace of job creation and economic strength. Believing the creation of 2,500 direct, new jobs in five years was attainable, the supporters of Jonesboro Unlimited dove right in.

At the conclusion of the plan, over 5,000 direct new jobs were created. Doubling our original goal.

With a new Five-Year Strategic Plan in place, we enter our second Momentum Jonesboro Campaign with energy and insight as we seek to raise \$4.4M.

Momentum Jonesboro 2.0 will build upon our recent successes while we continue to aggressively pursue economic prosperity. Our community embraces progress. We request your thoughtful consideration of support and resources to continue the remarkable journey.



Chris Barber  
Chairman of Jonesboro Unlimited



## CAMPAIGN LEADERSHIP



Chris Barber  
St. Bernards Healthcare



Dr. Len Frey  
Arkansas State  
University



David Peacock  
Hytrol



James Best  
Precision Digital  
Printing



Stacey Gestring  
Art Advertising



Robert Jones  
Waddell, Cole &  
Jones PLLC



Murray Benton  
Mid South Sales



Rodger Hurt  
SMA, Inc.



Sam Lynd  
NEA Baptist  
Memorial Hospital



Greg Williams  
Nabholz



Niel Crowson  
E.C. Barton & Co.



Linda Wofford  
Engines, Inc.



Brad Edwards  
First Security Bank



Alan Morse  
Ritter Communications



Kent Bridger  
Simmons Bank



# **MOMENTUM2.0**

JONESBORO

## **Working the Plan**

**BUSINESS GROWTH & INNOVATION**

**TALENT ATTRACTION**

**QUALITY OF LIFE & INFRASTRUCTURE**

**BRANDING AND MARKETING**

"It worked. The last campaign we had and the job creation we had over the last five years has been tremendous. To me that says, let's do it again and do it bigger."

--Alan Morse, CEO, Ritter Communications







# BUSINESS GROWTH & **INNOVATION**

## **OBJECTIVE:**

*Grow Jonesboro's economy by strengthening high-performing industries, diversifying businesses and career opportunities, and fostering a culture of entrepreneurship and innovation.*

# **STRATEGIC INITIATIVES**

## **2022-2026**

*Amplify recruitment of target industries to grow jobs and capital investment*

*Continue to strengthen existing businesses*

*Close talent and skills gaps*

*Increase overall economic competitiveness*

*Continue the diversification of Jonesboro's economy*

*Emphasize technology and professional services sectors*

*Support growth-oriented entrepreneurial companies*

*Create a well-connected entrepreneurial ecosystem*

*Link startups with educational institutions, established businesses, mentors, funders, and service providers*

*Explore the development of an A-State Innovation Campus to serve as a hub for technology, research, development, entrepreneurship and collaboration among education, business and the community*





# QUALITY OF LIFE & **INFRASTRUCTURE**

## **OBJECTIVE:**

*Lead and support efforts to improve infrastructure and quality of life.*

# **STRATEGIC INITIATIVES**

## **2022-2026**

***Expand and upfit business and industrial parks and identify new commercial development opportunities***

***Invest in extending Jonesboro's bike and pedestrian trail system to improve connectivity and support healthy living***

***Develop a comprehensive transportation infrastructure and mobility plan to include improvements in commercial air service, public transit, bike lanes, sidewalks and other modes of travel***

***Develop a marquee quality of life amenity***

***Champion the continued revitalization of downtown Jonesboro including more mixed-use retail, restaurant and entertainment, and residential options***





# STRATEGIC INITIATIVES

## 2022-2026

# JW TALENT ATTRACTION

## OBJECTIVE:

*Expand Jonesboro's skilled workforce by cultivating the student and young professional population, and attracting and retaining all workers needed to grow the local economy.*

*Launch a talent attraction marketing campaign*

*Develop a website dedicated to a talent attraction campaign that includes information about Jonesboro's job opportunities and quality of life amenities*

*Focus campaign on Arkansas State University graduates and alumni*

*Utilize young Jonesboro professionals as Everyday Ambassadors to sell the attributes of living and working in Jonesboro*

*Recruit talent state-wide and from surrounding states*

*Foster more opportunities for students, especially those from economically challenged backgrounds*

*Further integrate the business community into area K-12 schools*





## MARKETING & BRANDING

### OBJECTIVE:

*Clarify and elevate Jonesboro's brand identity to bolster business development and talent attraction efforts.*

# STRATEGIC INITIATIVES

2022-2026

*Define Jonesboro's brand*

*Identify and strive for core themes to be adopted by other visible Jonesboro organizations.*

*Integrate the new Jonesboro brand essence into all business recruitment, talent attraction and marketing efforts*

*Strengthen outbound marketing and business recruitment activities*

*Build relationships with site selection consultants and proactively engage in business development with national and international companies*

*Promote the new Jonesboro brand among residents to create a sense of shared identity and cultivate more "everyday ambassadors" for the city*



# CONTACT JONESBORO UNLIMITED



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Momentum Jonesboro 2.0 will build on the tradition of job creation that has grown for the last several years. This plan is needed to stay competitive in today's world of global recruitment and expansion strategies.

If you are interested in becoming an investor, please contact Donna Holt at (870) 336-9064.

Momentum Jonesboro is managed in a manner to stay accountable to our investors. Program updates will be communicated to investors through electronic messaging, briefings, and jonesborounlimited.com.

Momentum Jonesboro 2.0 is a partnership with Jonesboro Unlimited, a tax-exempt organization under section 501(c)(3) of the IRS code. Investments may be deductible. Please contact your tax advisor for the deductibility of your investment.



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