

GETTING ON BRAND

NEW LOOK READY FOR PRIME TIME



JONESBORO UNLIMITED

PLUS:

AIRPORT UPGRADES
SHOOTING SPORTS COMPLEX
NEW DOCS READY TO SERVE



JONESBORO
UNLIMITED

LANDING OUR BRAND

NEW LOOK READY FOR ALL

A new year means a new look for Jonesboro. The project to bring together several key entities under one coordinated design is chosen and ready to move on to implementation.

As part of our new Strategic Plan, Jonesboro Unlimited (JU) led the effort to create a single, cohesive style and logo that is available to everyone. With the help of Ben Muldrow of Arnett-Muldrow out of Greenville, South Carolina, we did it.

Jonesboro Unlimited brought together the City of Jonesboro, The Jonesboro Regional Chamber of Commerce, the Downtown Jonesboro Alliance, and the Jonesboro Advertising and Promotion Commission as the five “pillars” that were needed to see the plan through.

“These five organizations are the most forward-facing in Jonesboro,” said Craig Rickert, Director of Communications for JU, “it was critical to have their buy-in to make this happen.”

“I appreciate Jonesboro Unlimited’s effort in this process,” said Mayor Harold Copenhaver, “and I thank them for their continued investment in our community and their efforts to help create a symmetry in our branding.”

The finished product uses a shared color scheme and unique fonts to create a visual “thread” that connects all five entities while giving each its own look. If you bounce from one organization to another you see the evidence that Jonesboro is intentional about drawing a connection between the individual groups.

The work was led by JU but couldn’t have been done without a dedicated steering committee. Meeting frequently, the 10-person committee took input from the public then worked with Muldrow to arrive at the final design.

“It’s important for a city like Jonesboro to have this visual connection between highly visible, highly public groups,” said Ben Muldrow, “the people of Jonesboro understood that. I’ve worked with larger cities that didn’t show nearly as much interest or give as much input as the people of Jonesboro did.”

What sets Jonesboro’s branding plan apart from others is that the new logos and fonts are available to anyone. The files will be housed on the [Jonesboro Unlimited website](#) for download and can be used by any person, business or group.

“We want to see it everywhere. That’s why we are giving it away for free,” Rickert said.

The next phase of the plan calls for recruiting local influencers to help get the word out through social media and recruiting local retailers to start selling merchandise with the new logo and brand.



INFRASTRUCTURE UPGRADES

RITTER MAKES \$45M COMMITMENT

Right Fiber and Ritter Communications will spend \$45M over the next three years to expand high-speed fiber-optic internet services in the City of Jonesboro. Ritter President Alan Morse announced the plan in November. Two customer service centers are planned as part of the investment. According to Ritter, plans call for one of the customer service centers near Southwest Drive and Parker Road and the other in the Hilltop Area.

The project's total cost is \$60M, with Ritter making the initial \$45M investment. The rest of the money will come from state and federal grants. Mayor Copenhaver says due to Ritter's investment, securing the rest of the funding should be much easier.

The project's schedule calls for completion in three years. At its conclusion, Jonesboro homes and businesses will have access to broadband with speeds up to 1 gigabyte.



AIRPORT RECEIVES \$5M GRANT

The US Department of Transportation awarded a \$5 million grant to the Jonesboro Municipal Airport to extend the airport's primary runway.

George Jackson, Manager of the Jonesboro Municipal Airport, says the plan lengthens the existing runway by 800 feet, making the runway 7,000 feet long. Jackson says this will allow for larger aircraft to utilize the airport safely.

Jackson adds the improvements will create an overall economic benefit for Jonesboro and the region. He says a longer runway makes Northeast Arkansas more attractive to corporations looking to locate in the area. The improvements also create an opportunity for military training.

The runway improvements include strengthening the runway too. That process, according to Jackson, will allow planes with an operational weight of up to 150,000 pounds to utilize the airport safely. Currently, the load-bearing capacity is 48,000 pounds.

Jackson says he expects construction bids to follow the completion of the Design phase in the first quarter of 2023 with an estimated construction time of 8-9 months.



QUALITY OF PLACE

MORE MILES OF TRAIL

The golden shovels came out, and the dirt turned for a groundbreaking to celebrate the next phase of Jonesboro's Bicycle and Pedestrian Master Plan. The event was held on Creath Avenue in early December.

This new phase of the trail will connect Arkansas State University to Downtown Jonesboro. The latest segment of the trail system covers a two-mile stretch from the center of campus to the heart of downtown. Running along Creath Avenue, the trail will eventually join up with the Marion Berry Overpass, utilizing existing sidewalks to complete the path.



PROGRESS AT SHOOTING SPORTS COMPLEX

There are improvements everywhere you look at the Jonesboro Shooting Sports Complex. Most notably, the Rifle and Pistol Range Building is complete. Furniture is in place, and the building is already hosting events.

Archers can catch a little shade at the Archery and Special Projects Ranges. Thanks to a contribution from the Jonesboro Advertising and Promotion Commission, workers installed permanent overhead shades to give archers and shooters a breaks from the sun.



HEALTHCARE

NEW DOCS OFF TO SERVE OUR COUNTRY

They are taking their medical training to the military.

Six members of the NYITCOM Class of 2023 will do their residencies with the US Military. The six students who participated in the Military Match will serve in the Navy and Army at bases spanning from Hawaii to Georgia. The residencies typically take between three to five years for primary care physicians. NYITCOM says other specialties may require additional years.

While the NYITCOM match typically occurs in March, medical students who committed to military service for their residency are matched a few months earlier. The six A-State student doctors performing military residencies will take the military oath of office at NYITCOM's 2023 hooding ceremonies in May.



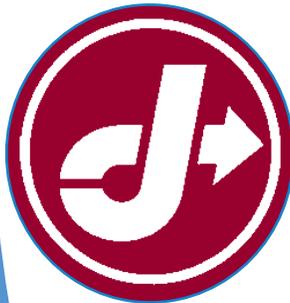
COMMERCIAL DEVELOPMENT



S&H Systems is already expanding its new location on Caraway Road. According to Haag Brown, S&H is adding another 17,000 SF to its space in the former ttec Building. The Caraway Road location is in addition to the company's current location on Krueger Drive.



Hollywood Feed is moving to the Uptown. The pet supply store will occupy a 5,500 SF space next to Gamble Home Express in the growing retail area. They plan to complete the move in February.



Jonesboro is getting its first Jiffy Lube. The car care franchise is being built at the corner of Harrisburg Road and Parker Road right next to the Popeye's. No official word on opening day. The new Jonesboro location is the 17th Jiffy Lube in the state.



Two Jonesboro shopping centers are now owned locally. Jeremy Gamble purchased Bernard Court and The Crossroads. Both properties are on Highland Drive. Bernard Court houses Hobby Lobby. The Crossroads is home to Office Max. The \$17M purchase closed in November.



It's not the Ramen we ate in college. Hokkaido Ramen House is coming to the former Uncle Maddio's Pizza location on Red Wolf Boulevard. Hokkaido has locations in 10 states. This is the first in Arkansas.



The Southern Chef is expanding with two more Craighead County locations. Southern Chef has started the process of turning a pair of former Kum and Go locations in Jonesboro and Brookland into the company's 3rd and 4th restaurants. They plan to be serving their southern-style specialites by this spring.



James Bickham opened his new studio and event space in Downtown Jonesboro. James Bickham Visuals is located at 221 South Main Street. The location also serves as the home of his 23K Hat Company.

FOLLOW US ON SOCIAL MEDIA:



SALES TAX REVENUE

YEAR TO DATE, CITY AND COUNTY COMBINED (2.0%)

\$53.3M

9.7%

2022 / *jan
thru
dec*

○ Increase in collections over 2021. 24.5% increase over 2020

\$48.6M

13.8%

2021 / *jan
thru
dec*

○ Increase in collections over 2020.

\$42.8M

6%

2020 / *jan
thru
dec*

○ Increase in collections over 2019.

COMMERCIAL CONSTRUCTION

YEAR-TO-DATE 2022-2020



2022 / *jan
thru
dec*

Includes \$91.5M in permits (35)
for new construction



2021 / *jan
thru
dec*

Includes \$103M in permits (53)
for new construction



2020 / *jan
thru
dec*

Includes \$27M in permits (36)
for new construction

Permit totals include: new construction, apartments, additions, alterations, & signs

RESIDENTIAL CONSTRUCTION

YEAR-TO-DATE 2022-2020

2022 / *jan
thru
dec*

Includes 267 permits for new home construction (\$52.3M)

519
Permits

\$66.2M

2021 / *jan
thru
dec*

Includes 454 permits for new home construction (\$73.6M)

654
Permits

\$85.2M

2020 / *jan
thru
dec*

Includes recrod 476 permits for new home construction (\$65M)

741
Permits

\$75.5M

Permit totals include: new homes, additions, alterations, duplex, storage, & swimming pools

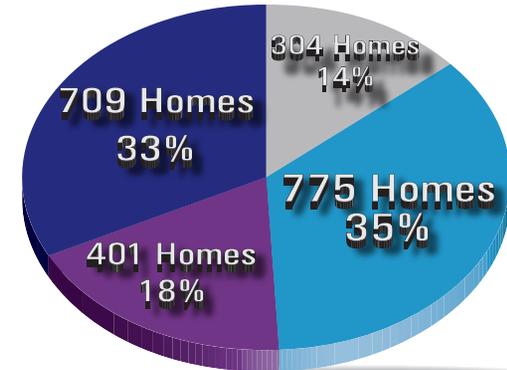
HOME SALES*

JANUARY THROUGH DECEMBER 2021-2022

2,189
Homes
Sold

2022 / *jan thru dec*

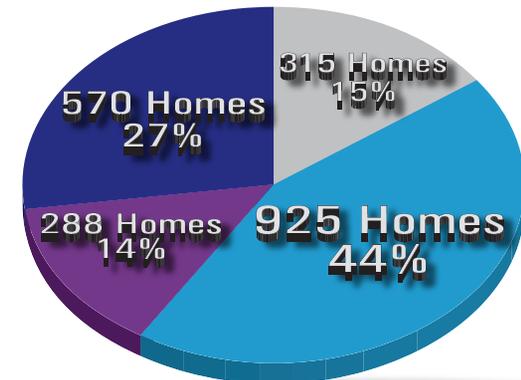
4% increase in total home sales over 2021.



2,098
Homes
Sold

2021 / *jan thru dec*

Average home sales price for 2021: \$214,774



*Total home sales reflect new construction and existing homes sold in Jonesboro MSA (Craighead and Poinsett Counties)