

# TOURISM SPIKE

RECORD SET FOR JONESBORO HOTEL REVENUES

PLUS:

NEW HEALTHCARE SERVICES

PARK UPGRADES



JONESBORO  
UNLIMITED

ECONOMIC ADVANCEMENT REPORT

4TH QUARTER 2023

# INCREASED VISITATION

## HOTEL REVENUES SET RECORD

Jonesboro hotels set a record for September revenues in 2023, a sign that industry experts call a result of both a growth in hoteliers and partnerships created through city and private entities.

Collectively, Jonesboro's 31 hotels saw receipts of \$3.7 million in September, a 15% increase over the \$3.2 million collected in September 2022. Year to date, the hotels have had gross revenues of close to \$30 million. According to STR national hotel data collection service, this exceeds last year by 5.3 percent, when gross revenues were \$28.1 million year to date through September.

Advertising & Promotion Commission Chairman Jerry Morgan stated that "strong growth is the result of long-term strategic planning and public-private partnerships between various groups and the A&P Commission."

The Advertising & Promotion Commission collects revenues from a 4-cent hotel tax and allocates that funding for events that bring visitors to Jonesboro for recreational, shopping, dining, and hotel purposes. Some evidence of this was a groundbreaking for artificial turf on two adult-size soccer fields at Joe Mack Campbell Park in October. That partnership previously provided artificial infields on several baseball fields.

"The partnerships between the A&P Commission and the City of Jonesboro on the Joe Mack Park ball fields continue to pay dividends, along with the partnership of the O'Reilly Group and the Red Wolf Convention Center," Morgan said.

The O'Reilly Group owns the Embassy Suite Hotel at the convention center, which has continued to bring new conventions to Jonesboro. Red Wolf Convention Center Director of Sales Kandi Baker said three Arkansas State University home football games brought more than 90% capacity, and a youth baseball tournament at Joe Mack Campbell Park and the Jonesboro BBQ Fest drew crowds on the final weekend of the month.

Various conferences brought visitors from around the globe. "The diversity of sports, corporate, and association bookings provided significant growth for hotels," she said.

Naz Kazi, who owns several hotel properties in his hometown, said Jonesboro's improving numbers are a credit to not just the growth of hotels but the quality of those hotels. Jonesboro has 2,380 hotel rooms, the latest addition being a Residence Inn by Marriott, with two more properties under construction.

"The growth of Jonesboro can be seen in the growth of the hotel taxes because as industries and businesses expand and continue to reinvest in Jonesboro, hotel room sales will continue to rise," Kazi said. "With the growth of new hotels being high-caliber properties, those numbers will continue to increase."



# HEALTHCARE NEWS

## ST. BERNARDS OPENS WOUND & INFUSION CENTER

St. Bernards Healthcare cut the ribbon in honor of its new wound and infusion center located at 505 Matthews Avenue, Suite 201. The facility provides a variety of infusion treatments, and while it doesn't offer chemotherapy, it will free up appointment space for the cancer center.



## NEA BAPTIST INTRODUCES MOBILE HEALTH UNIT

NEA Baptist held a ribbon cutting for their new Mobile Health Unit, which was made possible by the Chris Fowler family. The unit combines a laboratory and mammogram testing center on wheels to treat those with and without insurance throughout the region.



# QUALITY OF PLACE

## A SWIMMING POOL FOR NORTH JONESBORO

A groundbreaking for a swimming pool was held on October 12 at Parker Park, located at 1506 N Church Street in Jonesboro, with construction starting soon after. It will be the second city-owned public pool after only having one for years located west of downtown, giving those on the northside a place to cool down in summer and have some fun.

The pool will contain a variety of play structures, a diving board, a slide, and a shaded seating area. It will also have a 1,500-square-foot restroom facility and pool office. The price for the structure is \$2.9 million.



## NEW TURF SOCCER FIELDS ON THE WAY

Two full-sized turf soccer fields will be built to accommodate the growing Jonesboro soccer programs and solve many hurdles they have faced over the years.

“During the wet spring season, we will have a dry outdoor location to practice and play games,” said Parks & Recreation Director Danny Kapales. “This will also increase the opportunity for us to finish tournaments and make our facility more appealing for out-of-town teams to play on.”

## A-STATE TO DOWNTOWN BICYCLE & PEDESTRIAN TRAIL UPDATE

Construction on the bicycle and pedestrian trail that will connect Arkansas State University to downtown is coming along on Creath Avenue. As part of the connectivity plan, the trail will give students safe, easy access to downtown. The project cost is \$2.54 million, with an estimated completion date of late summer.



# COMMERCIAL DEVELOPMENT



Sharks Fish & Chicken is a Chicago-based chain that can be found across the country. They opened their first Jonesboro location at 1712 S Caraway Road.



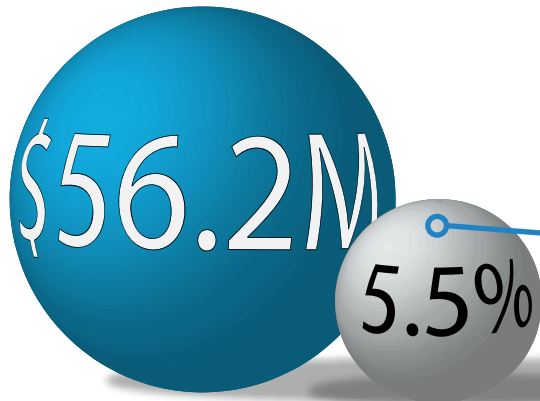
Guthrie's Chicken quickly expanded to a second location at Hilltop after being in Jonesboro just a year. Jonesboro is home to the only two locations in Arkansas for the Alabama-based chain.



Coffee and donut offerings have been expanded in Jonesboro again with the addition of Dunkin' at Greensborough Village.

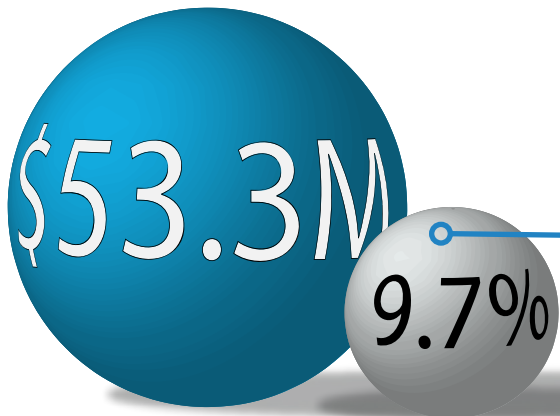
# SALES & USE TAX REVENUE

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



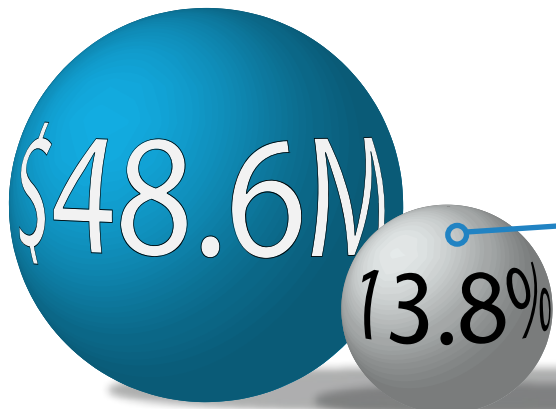
**2023** / *jan thru dec*

○ Increase in collections over 2022. 15.6% increase over 2021.



**2022** / *jan thru dec*

○ Increase in collections over 2021.



**2021** / *jan thru dec*

○ Increase in collections over 2020.

# COMMERCIAL CONSTRUCTION

YEAR-TO-DATE 2023-2021



2023 / *jan  
thru  
dec*

Includes \$134M in permits (34) for new construction.



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.

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

# RESIDENTIAL CONSTRUCTION

YEAR-TO-DATE 2023-2021

**2023** / *jan  
thru  
dec*

Includes 265 permits for new home construction (\$52.1M).

510  
Permits

\$64.8M

**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

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





# HOME SALES\*

JANUARY THROUGH DECEMBER 2023

1,582  
Homes  
Sold

2023 / *jan  
thru  
dec*