

# Breakthrough Solutions at Work in Harrison C.O.R.E.

NACDEP Conference  
*Little Rock, Arkansas*  
*May 20, 2015*

Mark Peterson, Professor  
Community and Economic Development  
Nita Cooper, County Extension Agent – Staff Chair

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**Good morning**

**Great to be here**

**Purpose of this workshop**

**Introduce yourself:**

- where you live,**
- one thing going really well in  
your community, &**
- one or two greatest challenges**

**Introduce yourself:**

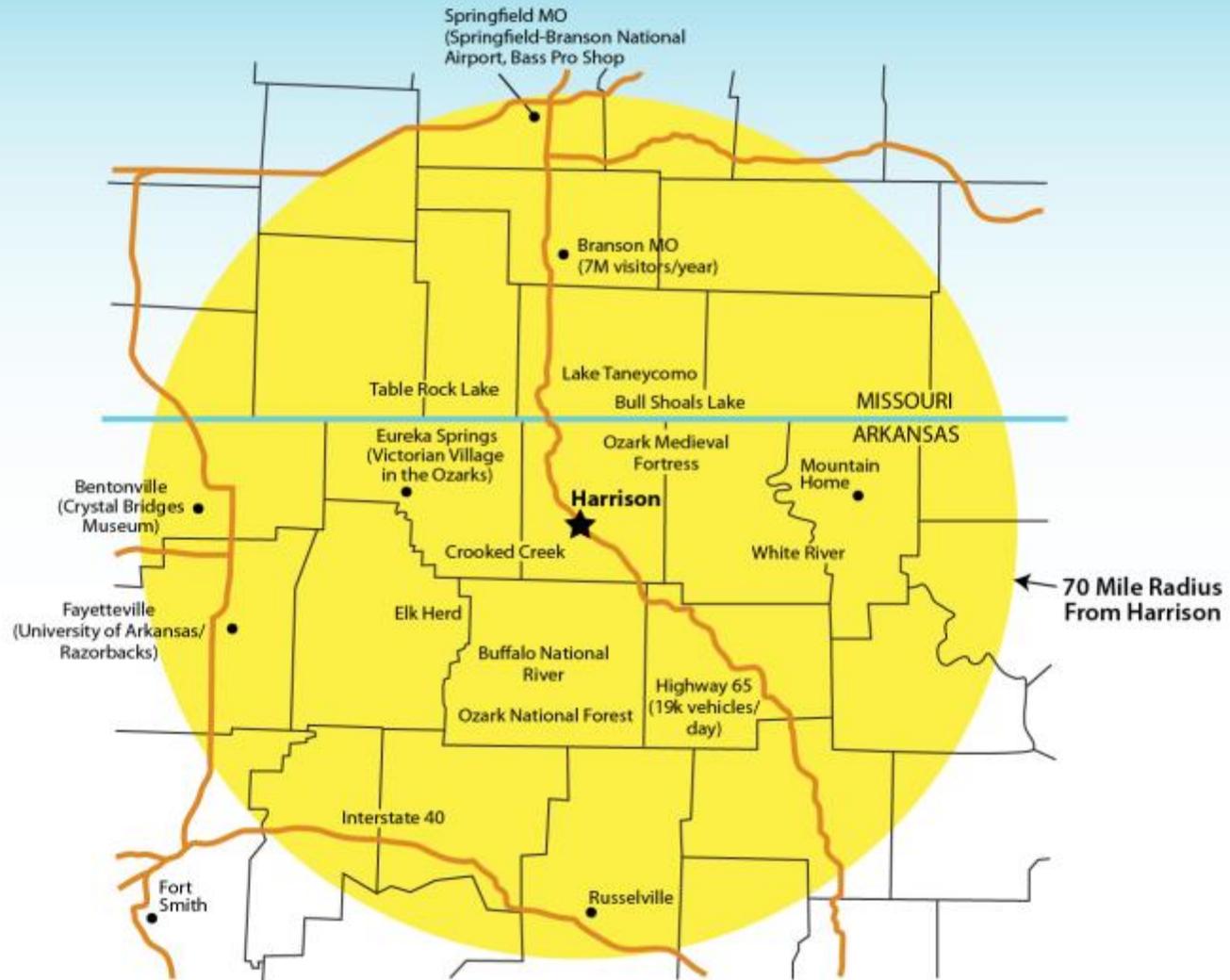
- where you live,
- one thing going really well in your community, &
- one or two greatest challenges

**How this relates to Harrison,  
Arkansas**

# Introduction to Harrison, Arkansas

- \* NW AR, Boone County
- \* County Population: 37,396
- \* Harrison Population: 13,224
- \* Total area of 602 square miles
- \* Ozark Mountains, Buffalo River

# Regional Map for Harrison, AR



Mark Peterson - U of A Division of Agriculture ©

# Some Historical Events in Harrison

Indian tribal wars

Cherokees and the Trail of Tears

Founding of Harrison

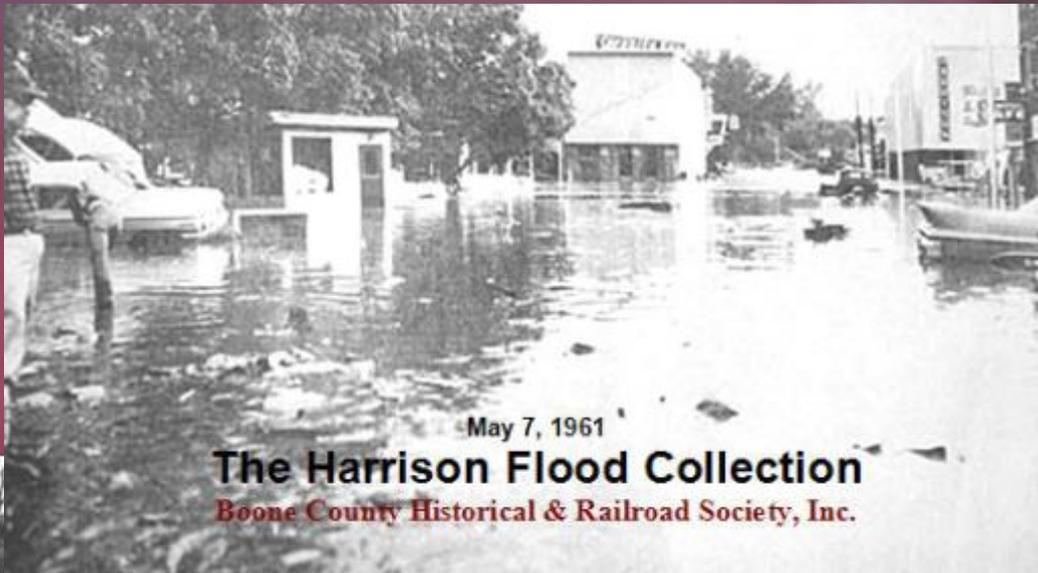
Coming of railroad, railroad strikes, and  
racial conflict

Civil war, Orphan trains, Henry Starr

Mountain Meadows Massacre

Flood of 1961

Construction of Lake Harrison



May 7, 1961

**The Harrison Flood Collection**  
Boone County Historical & Railroad Society, Inc.



Community Service

# THE FLOOD OF 1961





# Boone County Courthouse



# Harrison in 2010

- \* Vacant Buildings Downtown
- \* Bypass Blues

**How Breakthrough Solutions  
became involved in Harrison**

# Breakthrough Solutions

*Building Vibrant, Sustainable  
Communities and Regions in a  
Rapidly Changing World*

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# Breakthrough Solutions

- \* Asset based
  - \* Technology enabled
  - \* Community driven
  - \* Results oriented
-

# Breakthrough Solutions

\* Almost always come from leveraging, connecting, and transforming assets.

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# Breakthrough Solutions Partners

**Arkansas Community Foundation**

**Arkansas Human Development Corporation**

**Arkansas Geographic Information Office**

**Arkansas Science and Technology Authority**

**Arkansas State Chamber of Commerce**

**ASU Delta Center for Economic Development**

**AT&T Arkansas**

**CenturyLink**

**Community Development Institute**

**Cromwell Architects Engineers**

**Electric Cooperatives of Arkansas**

**Entergy Teamwork Arkansas**

**Federal Reserve Bank, Little Rock Branch**

**Ken Hubbell and Associates**

**UALR Institute of Government**

**UALR Small Business Technology and Development Center**

**UALR Institute for Economic Advancement**

**UCA Center for Community and Economic Development**

**University of Arkansas Cooperative Extension Service**



# BUILDING YOUR COMMUNITY'S FUTURE

through Fresh Thinking,  
New Ideas & Bold Action

## **Breakthrough Solutions Conference**

Save the Date! **June 4, 2015** (pre-conference workshop June 3rd)

Wyndham Riverfront Hotel · North Little Rock, Arkansas

**UofA** DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System

A starburst graphic with multiple points, containing the text 'Breakthrough Solutions'.

**Breakthrough**  
Solutions

***2015 Breakthrough Solutions  
Pre-Conference Workshop***

**Fresh Thinking and Bold  
Action Through Branding  
Your Community**

***Wednesday, June 3  
Wyndham Riverfront Hotel  
North Little Rock***

# Breakthrough Solutions – Creating Communities That Are Vibrant, Sustainable, and Resilient

- 1) Initial conversation and discovery**
- 2) Form a steering committee**
- 3) Engage the community**

# Breakthrough Solutions – Creating Communities That Are Vibrant, Sustainable, and Resilient

- 1) Initial conversation and discovery
- 2) Form a steering committee
- 3) Engage the community
- 4) Set priorities**
- 5) Form action teams**
- 6) Take action**
- 7) Sustain the development process**

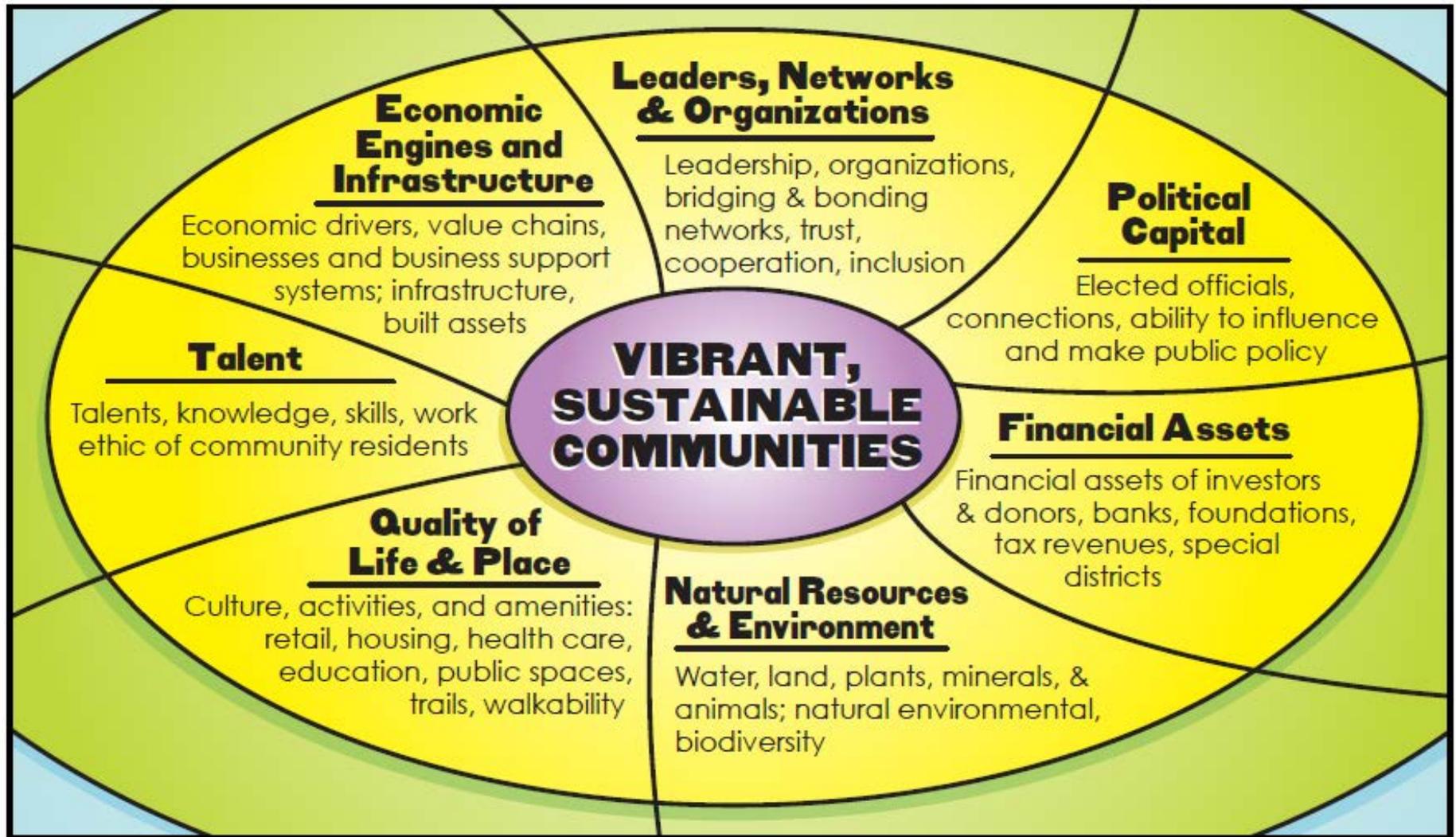
**Results**

**Vision**

**Assets**

# Strengths and Assets Map

Wealth in Your Community



# Breakthrough Solutions Model

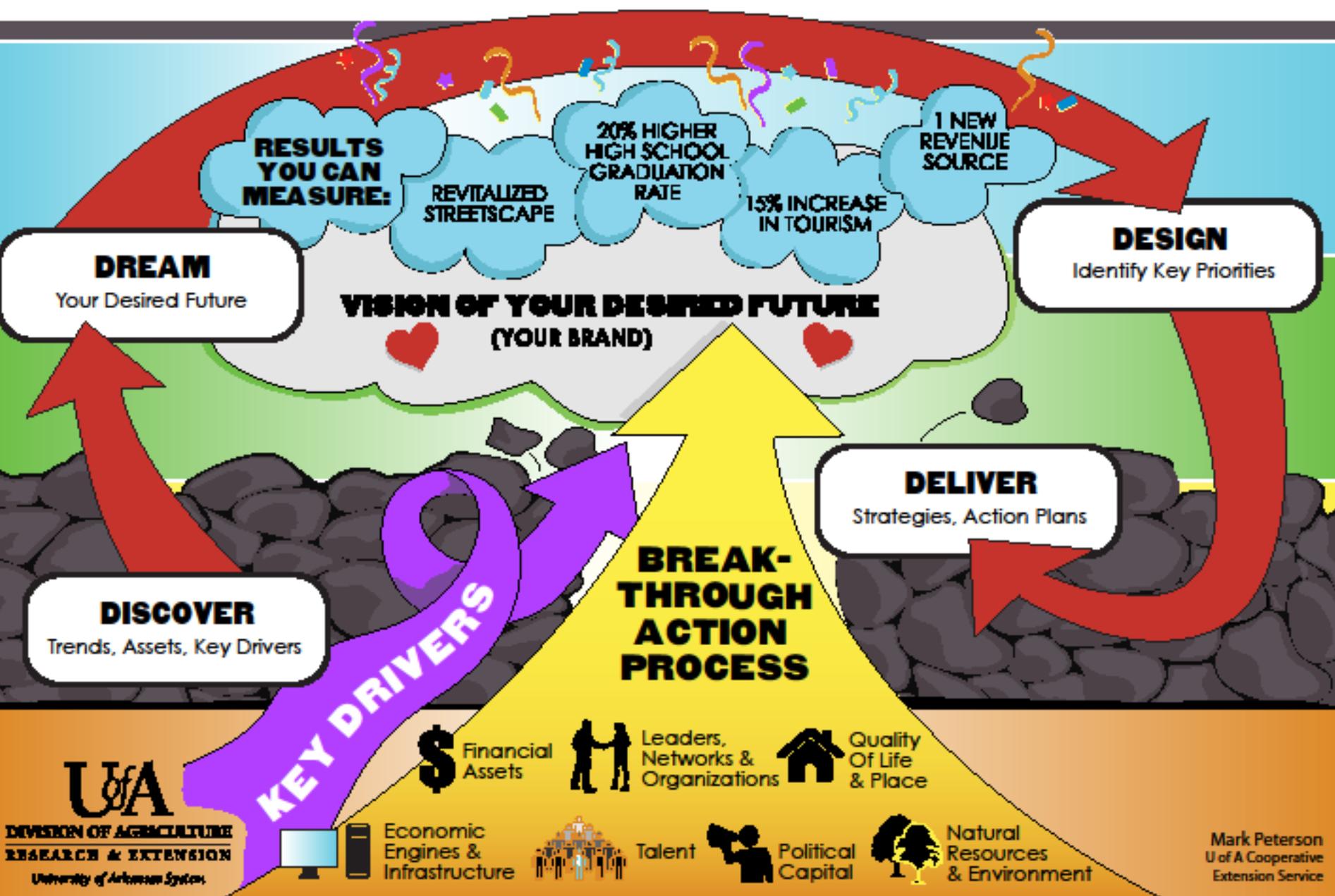


**U of A**

**DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION**  
*University of Arkansas System*

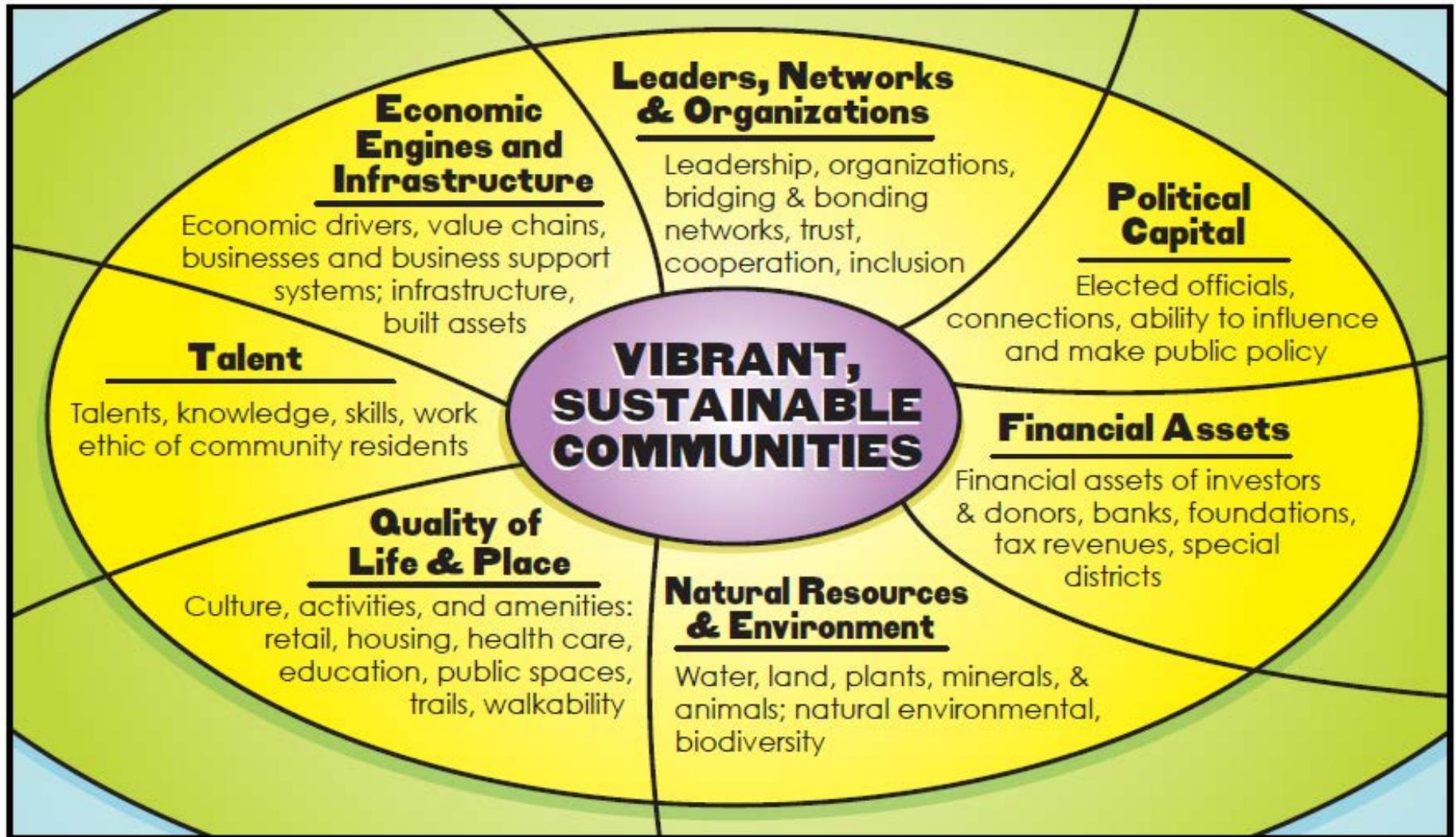
Mark Peterson  
U of A Cooperative  
Extension Service

# Breakthrough Solutions Model 2.0



# Strengths and Assets Map

Wealth in Your Community



# Asset Opportunity Exercise

What can you do with:

- 1) History and stories**
- 2) Butterflies and a chuckwagon**
- 3) A construction crane and a chef**
- 4) The 2<sup>nd</sup> coldest city in North America**
- 5) Vacant lots & buildings, walls**

What can you do with:

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# Leveraging Historical Assets

## Making the Past Come Alive

- \* Murals on walls and sidewalks
- \* Historic plays
- \* Re-enactments
- \* Film Festivals
- \* Historical art and fiction contests
- \* Cemetery walks
- \* Museum activities



Experience The Play  
That United A Town,  
And Moved A Nation

# Swampy Glory

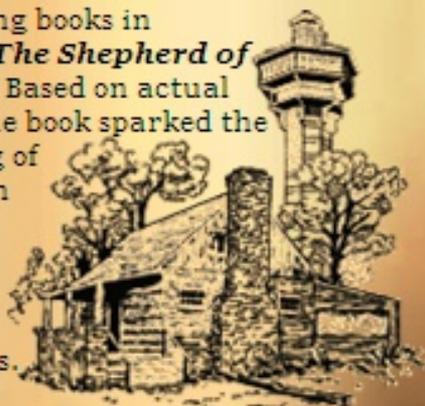




## Welcome

Welcome to **The Shepherd of the Hills Online**, the virtual home of **Old Matt's Homestead**, Missouri's number one historical attraction, and **The Old Mill Theatre**, the most performed outdoor theatre in the country.

Celebrate a century with us! 2007 marked the 100th anniversary of the publication of one of the first million-copy selling books in the U.S., *The Shepherd of the Hills*. Based on actual events, the book sparked the beginning of tourism in Branson, Missouri and the Ozark Mountains.



## - CONTENTS -

- I. [The Story of The Shepherd of the Hills](#)
- II. [Our 100 Year History](#)
- III. [The Shepherd of the Hills Outdoor Drama](#)
- IV. [The Sons of the Pioneers Chuckwagon Dinner Show](#)
- V. [Homestead Activities:](#)  
Inspiration Tower, Homestead Tours, Horseback Trail Rides, & Shopping
- VI. [Special Events:](#)  
The Trail of Lights, Christmas on the Trail, & Super Summer Cruise



NEXT 



# BRANSON LAKES AREA

Someone you love is always playing in Branson.™



New Branson Air



SPRING



SUMMER



FALL



Spirit of Christmas



CHRISTMAS

Ozark Mountain Christmas: November / December



WINTER



Plan Your Branson Vacation Today

Arriving:



Departing:



[Start Planning](#)

What can you do with:

1) History and stories

**2) Butterflies and a chuckwagon**

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# 16th Butterfly Festival

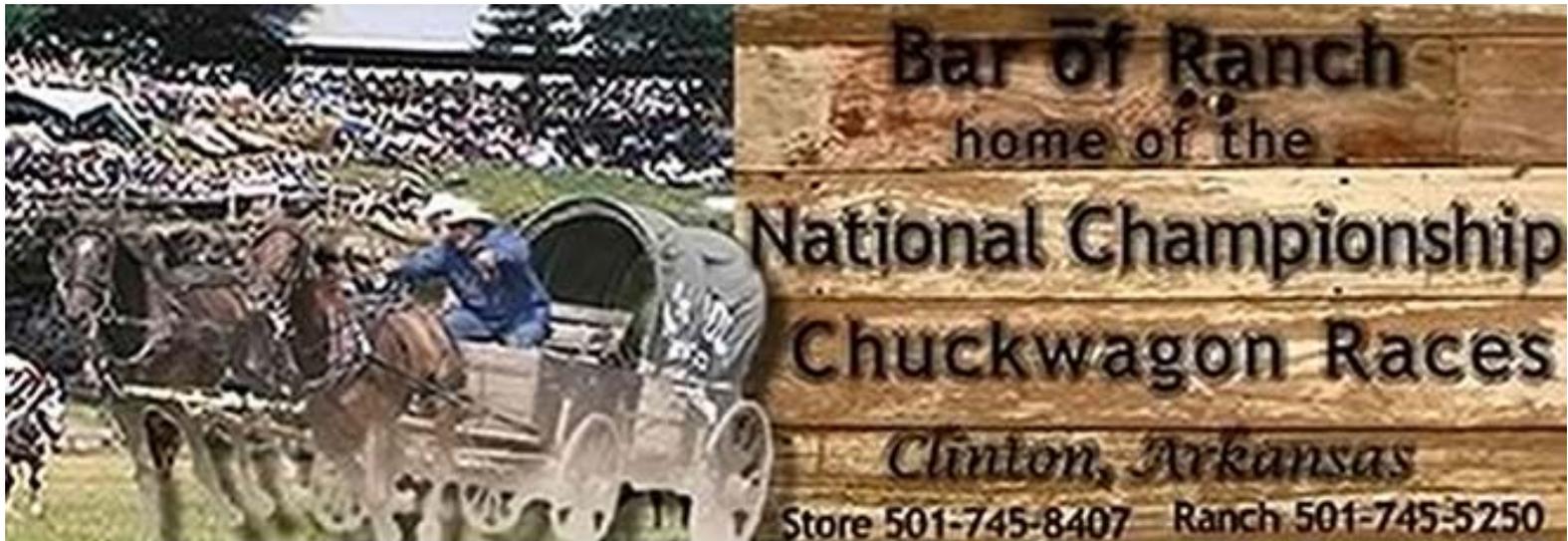
127 species of butterflies at Mt. Magazine, 91 on  
the top of the mountain

June 22-23 at Mt. Magazine – Over 2,000 people



# National Championship Chuckwagon Races

- Week-long with several events
- Western store, furniture, food, lodging
- 30,000 people come thru Clinton (pop. 2,283)



What can you do with:

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**3) A construction crane and a chef**

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dinner in the sky.com

finance +  
sport en moins!

# Dinner in the Sky



What can you do with:

1) History and stories

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**4) The 2<sup>nd</sup> coldest city in North America**

5) Vacant lots & buildings, walls

# Thompson, Manitoba

15,000 hardy souls

240 days/year below zero

-44 degrees F.



**THOMPSON Chamber of Commerce**

# The Extreme Cold Weather Testing Capital of North America –

*Ford, Volvo, Bell Helicopter, Land Rover, Jaguar*

SUB  
ZERO

THOMPSON  
MANITOBA, CANADA

WINTER  
WEATHER  
TESTING



What can you do with:

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**5) Vacant lots & buildings, walls**

# Vacant Lot on N. Commerce



What It Looks Like Now!



# Liability or Asset?





City of  
**GENOA**

*"MOVING FORWARD WITH A PURPOSE"*



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[Government](#)

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[Emergency Management](#)

[Community Links](#)

[GK School District](#)

[Park District](#)

[FOIA Form](#)



**Welcome to Genoa, Illinois**

Genoa is an award winning community in the heart of Illinois' historic and beautiful Kishwaukee River Valley.

Since 1996 we have been an Illinois Main Street Designated community. Illinois Main Street began in 1993 as a preservation based, economic development program sponsored by the Illinois Department of Commerce and Community Affairs.

**NEWS**

- [Ballot Referendum: Electic Aggregation](#)
- [See What's New in Genoa!](#)
- [Winter Parking Regulation in Effect - December 1 to March 31](#)
- [We are now on Facebook!](#)



**City of Genoa**

333 E. First Street  
Genoa, IL 60135  
Phone: (815) 784-2327  
To send an e-mail [click here](#)

**Office Hours:**  
Monday - Friday  
8:30am - 5:00pm





Aveeno

Mount Camel  
College of Nursing  
127 South Davis





# HARRISON, AR

(pop. 12,943)

Central Organization for  
the Revitalization and  
Enhancement of Harrison



# Harrison C.O.R.E.

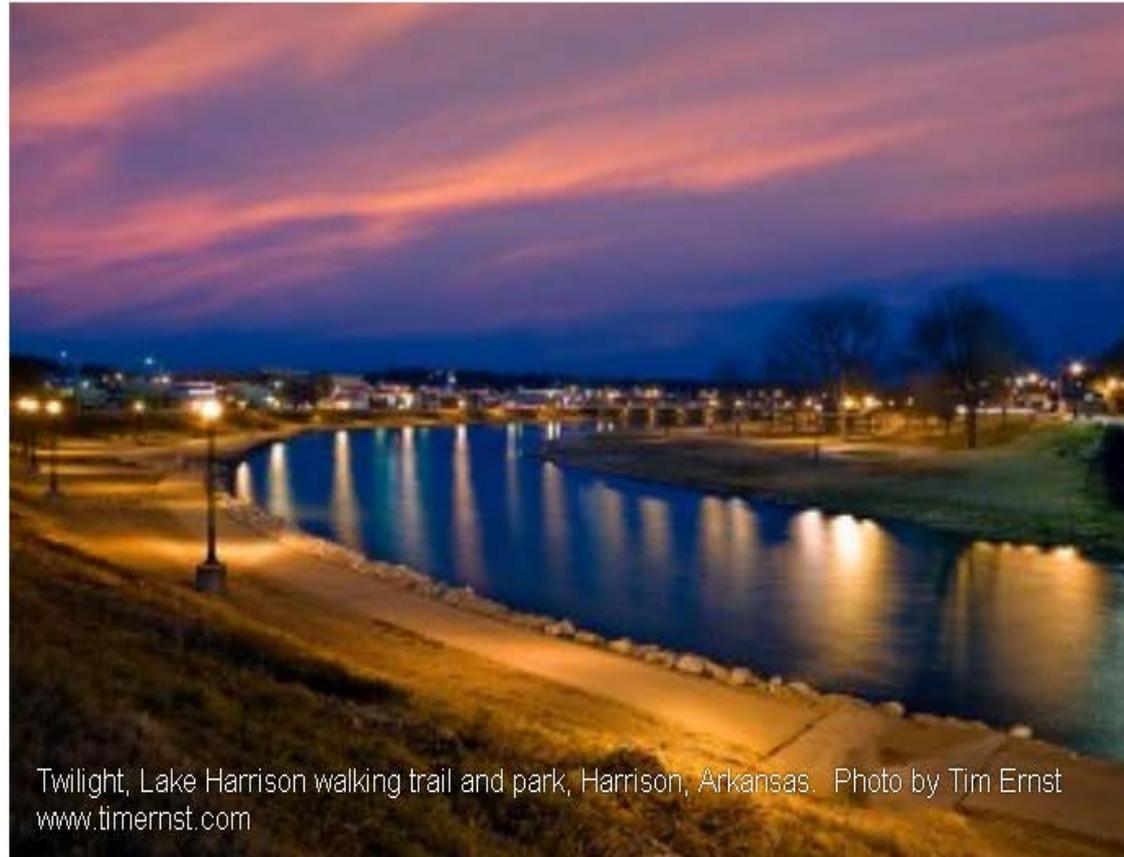
Revitalizing the Heart of Harrison and Boone County

- Mission
- Vision
- Hub Committee
- Spokes
- Inventory and Opportunity
- Community Work Session
- Meeting Minutes
- Stories and Releases
- Master Plan Implementation Steps
- U of A Coop. Ext. Service Breakthrough Solutions
- How to Volunteer
- Photo Gallery

## EVENTS CALENDAR

- **Wed 2/23/2011:** CORE meeting - All day Charette
- **Mon 3/21/2011:** General Session Meeting

## Home



Twilight, Lake Harrison walking trail and park, Harrison, Arkansas. Photo by Tim Ernst  
[www.timernst.com](http://www.timernst.com)

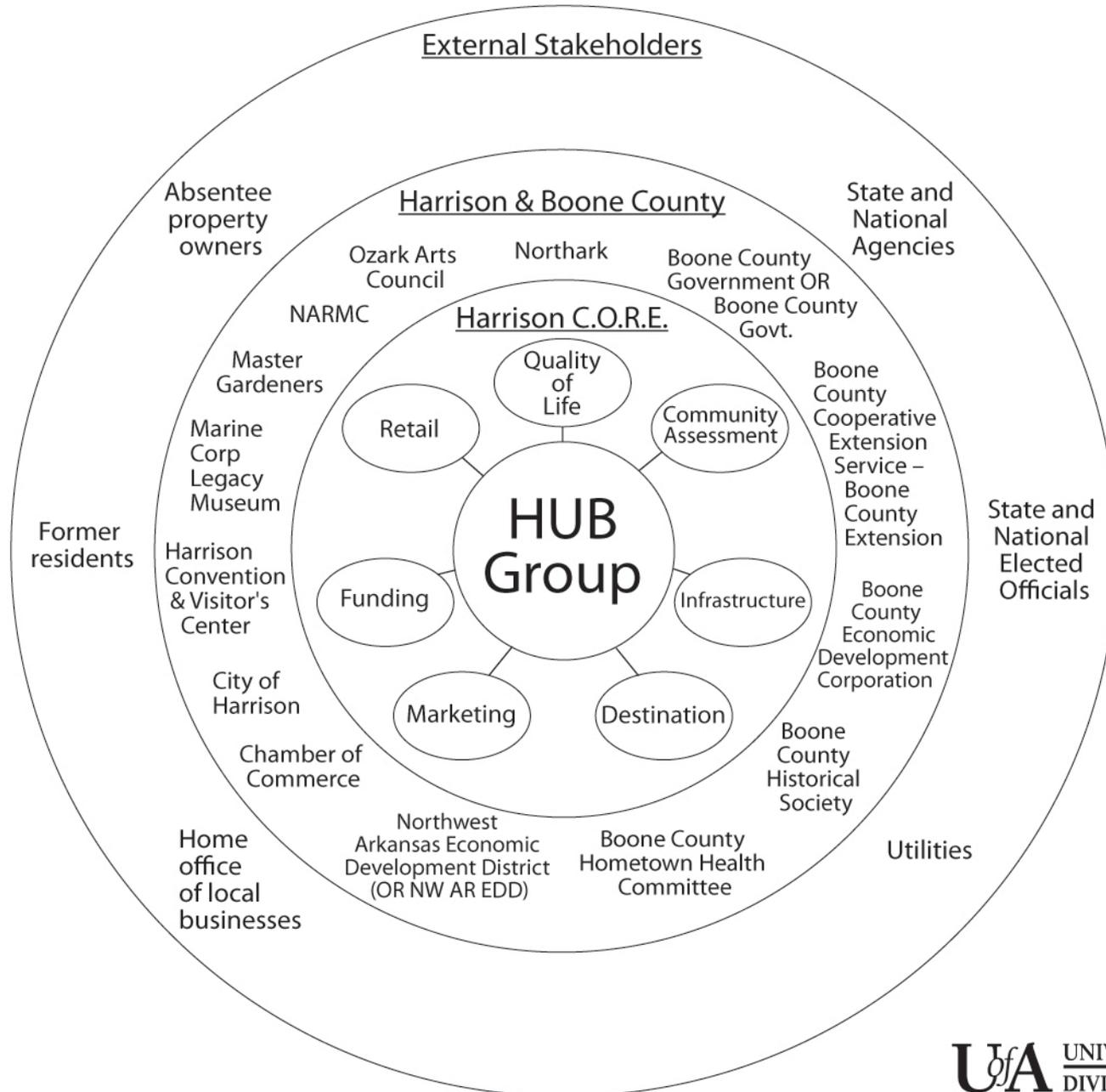
# Spokes (Action Teams)

- \* Community assessment
- \* Destination Harrison
- \* Entrepreneurship
- \* Funding
- \* Infrastructure
- \* Marketing
- \* Quality of life
- \* Retail

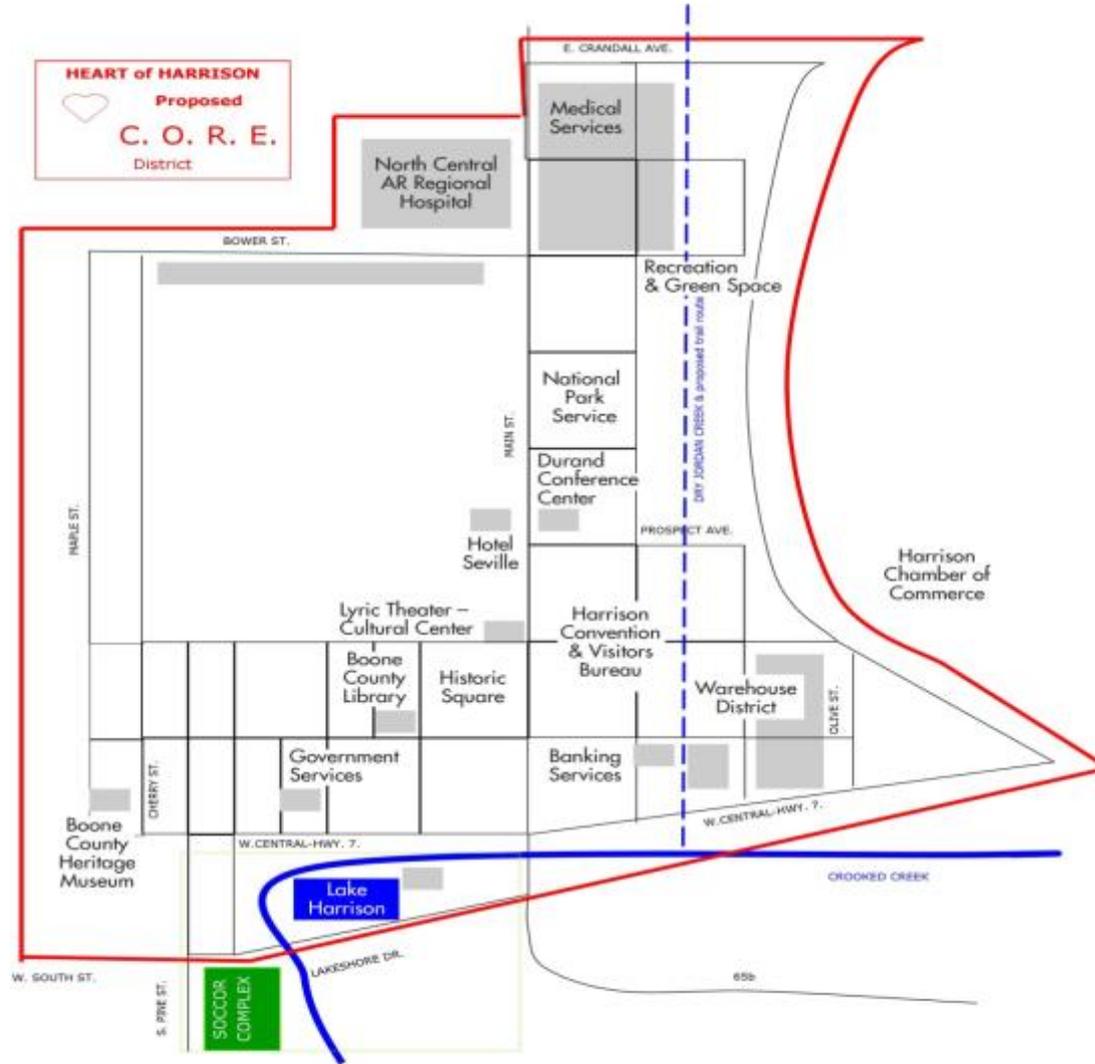
**THE HONORABLE JOHN PAUL  
HAMMERSCHMIDT  
MEMBER OF CONGRESS,  
1967 –1993**



# Harrison C.O.R.E. Stakeholder Analysis

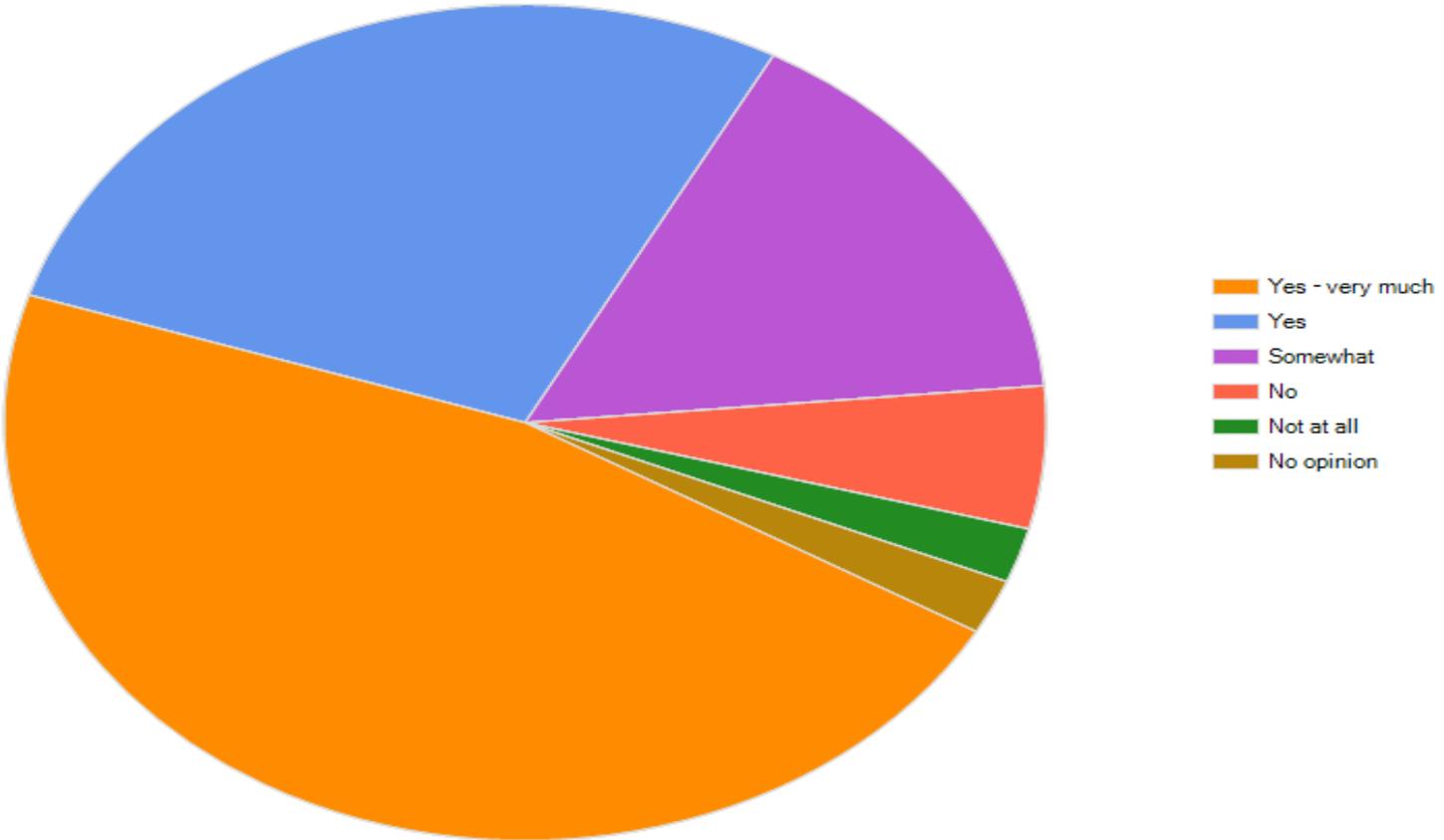


# Harrison C.O.R.E. Asset Map



# Critical Importance of C.O.R.E.

Do you believe that a vibrant C.O.R.E. district is needed for the quality of life and economy of Harrison and Boone County?



# Reaching out to community organizations and youth groups



# **Great Places Road Trip**

## **March 2010**

PLAY

COM

DOWNTOWN CONWAY  
PLANTED REVIVAL PROJECT  
Sponsored by  
STANCI  
[Logo]

Welcome To

**DOWNTOWN**  
*Conway*

*We Appreciate Your Business*

SPONSORED BY MAIN STREET CONWAY, A COMMITTEE OF THE  
CONWAY AREA CHAMBER OF COMMERCE





Marsh

Kim Williams  
General Manager

George Covington  
General Manager

Bill Hegeman  
General Manager

Jack Bell  
General Manager







# Other Ways to Inject New Ideas

- \* Breakthrough Solutions

  - Opportunity Tours

- \* Community Development Institute

  - Advanced Year Team

# Other Ways to Inject New Ideas

- \* Breakthrough Solutions
  - Opportunity Tours
- \* Community Development Institute
  - Advanced Year Team
    - On-line community assessment
- \* Community Exchange Programs
- \* Charrettes

# Team Cromwell



# ROAD DIET



# ROAD DIET



# ROAD DIET



Harrison Square Conceptual Plan

# CONCEPTUAL PLAN







HARRISCO

BUFFALO RIVER EDUCATION CENTER

GIFT SHOP

CANDY SHOP



# Rollout of the Harrison C.O.R.E. Strategic Plan

## Harrison, AR CORE District Strategic Plan

*With the understanding that a strong central core  
is in the best interest of the city as a whole*

**2011**

Produced in conjunction with:

C.O.R.E. of Harrison  
City of Harrison, Arkansas  
Boone County, Arkansas  
University of Arkansas Cooperative Extension  
Harrison Regional Chamber of Commerce  
Harrison Convention & Visitors Bureau  
Harrison Housing Authority  
Harrison Historic Business Association

[COREofHarrison.org](http://COREofHarrison.org)

# E-Ship University



- ▶ Expert – Center for Rural Entrepreneurship
- ▶ Input – Business Community
- ▶ Share – Public, Business Community, Economic Development Interests
- ▶ Owner – Chamber
- ▶ Support – Participate

Great Idea

Turned To Success

# E-Ship University



- ▶ 5 Small Business startups
- ▶ 2<sup>nd</sup> class underway
- ▶ Educational Opportunity
- ▶ Community Networking

Success

Means More Jobs

## Main Street transformed; three lanes Wednesday night

Story

Comments (3)

Image

Share  Print  Font Size:  



Posted: Thursday, August 25, 2011 7:00 am

By JAMES L. WHITE [jamesw@harrisondaily.com](mailto:jamesw@harrisondaily.com) |

 3 comments

In case you haven't been out on Main Street yet, it's now been converted to three lanes.

Time Striping of Van Buren began Wednesday evening putting down the yellow lines that will transform Main Street from four lanes to two north/south bound lanes with a turning lane between them.

The striping was originally to have started Thursday or Friday, but began a day early.

# The Road Diet

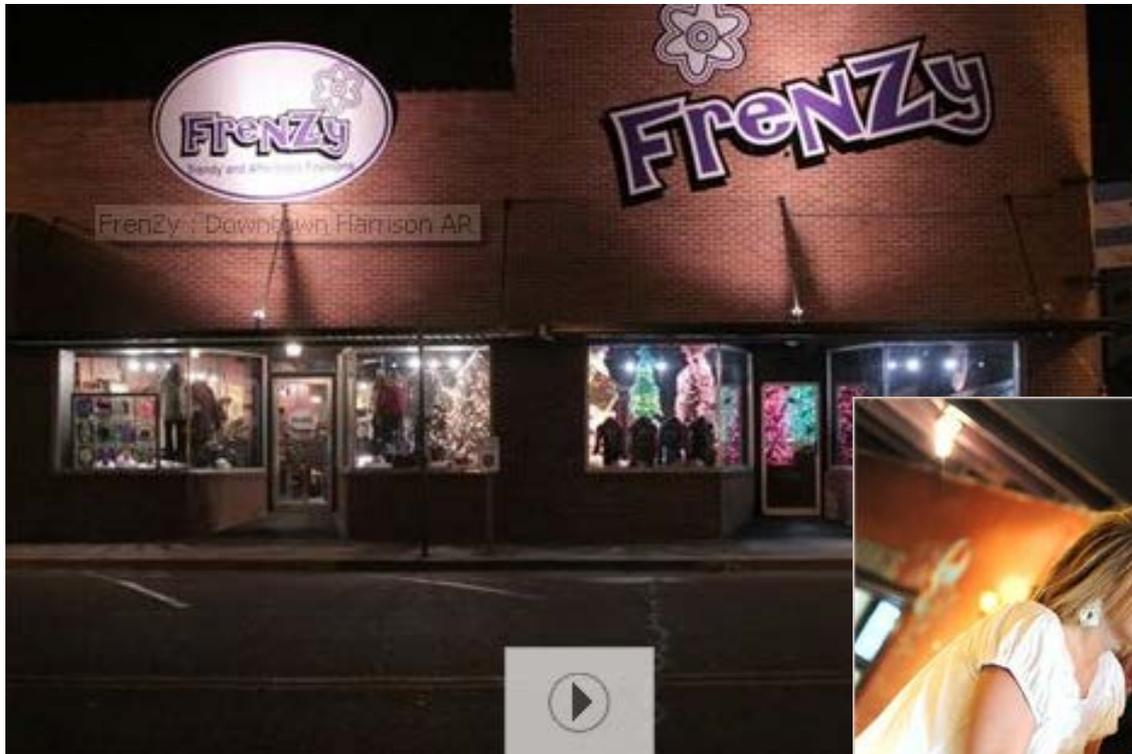


- ▶ Traffic counts are up
- ▶ Parking was added
- ▶ Accidents are down
- ▶ Safer for walkers, bikers
- ▶ More attractive

Trouble

Turned To Success

# Thirty Two New Businesses



# CORE Successes

- Developed an historic walking tour and plaque program – 10,000 brochures in 80 locations
- High school students added QR codes and video clips at each historic site
- Secured a grant for 38 trees and 11 trash receptacles for Lake Harrison
- Secured a \$75,000 grant for beautification and streetscape
- Featured at a CDS Workshop in New Orleans

# CORE Successes

- Defined Harrison as an Ozark Mountain Gateway to the Buffalo River Region
- Branded the CORE District as The Lake Harrison Marketplace
- Opened a SCORE office and chapter
- Fostered the creation of the Historic Harrison Business Association
- Received three awards to date

# 2010 Breakthrough Solutions SOAR Award



# Harrison C.O.R.E. Video

# Sustainability

What is happening with C.O.R.E.  
now?

# What Did We Learn?



**Use Experts and Champions**

**Strategically Gather Community Input**

**Document and Share the Vision**

**Determine “Owner” of Each Goal**

**Become Advocates and Support For Each  
Owner**

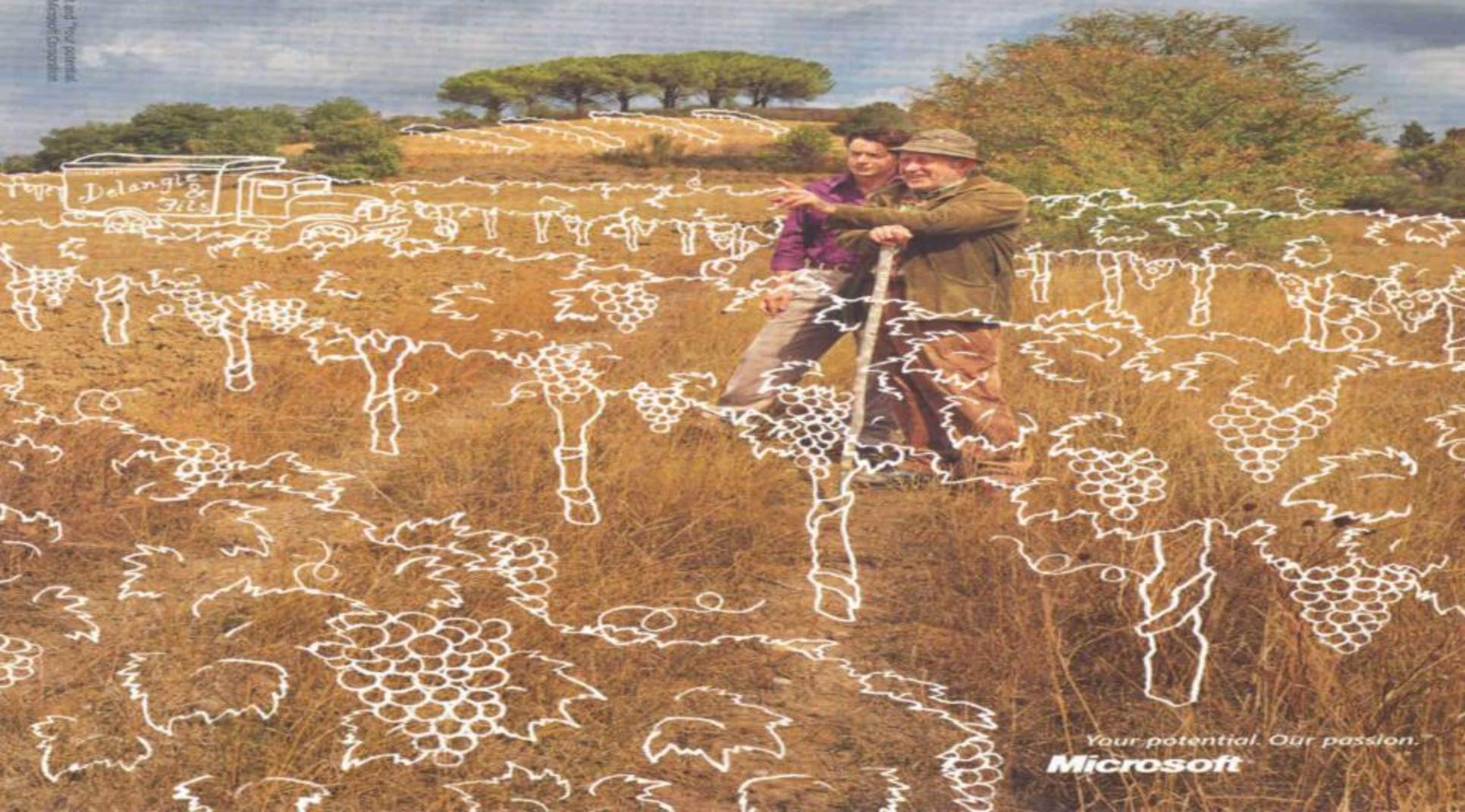
# Q and A

# Final Exercise

# We see your grandfather's dream realized.

The future success of any business depends on its next generation of leaders. If they've learned well and work hard, they can take a business to whole new levels. We stand in awe of business and its potential, it's what inspires us to create software that helps them start, grow, and thrive. [microsoft.com/potential](http://microsoft.com/potential)

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Your potential. Our passion.

**Microsoft**

# A Story About 3 Stonemasons



Breakthrough Solutions – Because  
life is too short for ordinary  
strategic planning.



*Dr. Mark Peterson, Professor  
U of A Cooperative Extension Service*

*[mpeterson@uaex.edu](mailto:mpeterson@uaex.edu)*

*501.671.2253*

*Nita Cooper, County Extension Agent – Staff Chair  
Boone County Extension Office*

*Harrison, AR*

*[ncooper@uaex.edu](mailto:ncooper@uaex.edu)*

*870.741.6168*