

METROCK NOW

2016 ECONOMIC DEVELOPMENT CAMPAIGN



LITTLE ROCK
REGIONAL
CHAMBER



“Our firm has 27 offices across the country from Boston to Houston, Chicago to Miami. But our headquarters are in Little Rock because it’s best for our people, and that makes it best for business.”

– Warren Stephens
Stephens, Inc.

Below left: Regional leadership celebrates the \$60 million Dassault Falcon Jet expansion in 2015.
Below right: LM Wind Power employs hundreds of skilled workers at the Little Rock River Port.



REGIONALISM REALIZED

Investment, Return, and the Growth of Our Region

When the world speaks the words “Little Rock,” it is to our collective region that they refer. One community, made up of vibrant corridors, coming together to form a special place to live, work, and play. Our river, once viewed as a divider, is a unifier of community and economy. Inter-city highways, where miles equal minutes, connect unique communities offering dynamic work/life opportunities. It is our role to market these assets together in a cohesive manner. Our success will determine our region’s long-term vitality and ability to compete economically on the global stage.

When the Little Rock Regional Chamber began staffing the Metro Little Rock Alliance 11 years ago, economic development marketing efforts of our 12-county region were made one. Since then, this regional partnership has generated historic results from directly-worked expansion and new company locations to the region. The sum of these efforts has proven to be greater than its individual parts, just as our collective voice has traveled farther and delivered our region’s story to a greater audience than we could have individually reached.

For over a decade, 100 chamber members have lead economic, talent, and community development by meeting 70% of the chamber’s economic development funding needs with the remaining 30%

coming from public sources. *Through this partnership, the region has realized 14,332 new jobs, \$498,883,721 in new payroll, and over \$2 billion in new capital investment.* Our economic development program has spearheaded new infrastructure investment to create the Little Rock Technology Park while also funding a significant expansion of the Little Rock Port. These investments, combined with improvements in transportation and pro-business advocacy efforts, have maximized the metro Little Rock region’s attractiveness to established and emerging industries for unparalleled future opportunity.

To sustainably grow our regional economy, we must continue to focus on assisting our existing companies with issues restricting their growth, while marketing our regional assets to new industries searching for a new site. Today, more than ever before, quality of place is defined by infrastructure, human capital, and vibrancy. All three have to be nurtured to retain and attract people, jobs, and new investment. **MetRock Now** will capitalize on proven success by targeting economic, community, and talent development opportunities for regional growth. Over the next three years, with your help, we can empower our region to compete and win against better-funded economic development organizations like Nashville, Tulsa, Fort Worth, and Memphis. Together, we can build **MetRock Now**.





The Little Rock region is home to many international headquarters, including the American Taekwondo Association.



The Outlets of Little Rock brings jobs as well as shoppers to the region.



The 2014 chamber chairman, Gary Smith, Little Rock Mayor Mark Stodola, alongside Entergy's Rick Reilly and Hugh McDonald, at their 2014 groundbreaking.



PURPOSEFUL PRODUCTION

Remarkable Results



DASSAULT FALCON JET CORP.
Expanded its aircraft completions center creating 300 new jobs and investing \$17 million.



NOVUS ARKANSAS, LLC
Announced a new location at the Little Rock Port creating 20 new jobs and a \$15 million investment.



WELSPUN TUBULAR, LLC
Announced a new \$100 million steel pipe manufacturing facility at the Little Rock Port creating 300 new jobs.



LM WIND POWER
Announced a new wind turbine blade manufacturing plant at the Little Rock Port creating 500 new jobs and \$110 million in capital investment.

2005

ADVOCACY

Led statewide campaign to successfully pass Amendment 82 to create Super Project economic development incentives.

NEW BUSINESS

Cardinal Health
Ring Container Technologies
FTD.COM
Schlumberger

EXPANSION

Dassault Falcon Jet
Southwest Power Pool



CARDINAL HEALTH

Announced a new customer support center in Sherwood creating 500 new jobs and investing \$7.9 million.

2006

NEW BUSINESS

Boyd Metals
Accent Marketing Services
TXD, LLC
Chesapeake Energy Corp.
Stanley, Inc.
Union Drilling, Inc.
Hascall Steel
SAIC
Novus Arkansas, LLC

EXPANSION

Hawker Beechcraft
Custom Aircraft Cabinets
De Wafelbakkers



DE WAFELBAKKERS

Expanded its North Little Rock location adding 80 jobs and a \$7 million investment.

2007

NEW BUSINESS

Cal-Frac Oil Services
Fresenius Medical Care
England Oilfield Services
Creative Food Products
Frac Tech Services
Welspun Tubular, LLC
LM Wind Power
Sage V Foods
AT&T Internet Provider

EXPANSION

Dassault Falcon Jet Corp.
Boyd Metals of Little Rock
Hawker Beechcraft
CertainTeed Roofing Products Group
Odom's Tennessee Pride
Lexicon
3M
ICS



HEWLETT-PACKARD

Announced a new customer support operation in Conway creating 1,400 new jobs and investing \$20 million.



DILLARD'S INTERNET FULFILLMENT CENTER

Announced a new \$41 million internet fulfillment center in Maumelle creating 340 new jobs.



CATERPILLAR

Announced a new \$140 million motor grader manufacturing facility in North Little Rock creating 600 new jobs.



SOUTHWEST POWER POOL

Moved and expanded its corporate headquarters to west Little Rock. The project created 200 new jobs and \$84 million in capital investment.

ADVOCACY

Led statewide campaign to successfully amend Amendment 82 to remain competitive for large economic development projects.

2008

2009

2010



GARVER

Expanded its engineering operations by adding 120 jobs and building a new \$10 million corporate headquarters building in North Shore.



GALLEY SUPPORT INNOVATIONS

Expanded operations in Sherwood creating 17 new jobs and investing \$600,000.

NEW BUSINESS

BJ Services
Hewlett-Packard
SYKES
Polytec
Southwestern Energy Co.

EXPANSION

Garver
Welspun Tubular, LLC
Mainstream Technologies, Inc.
Cameron
Southwest Power Pool

NEW BUSINESS

Caterpillar
Schulze Burch
Biscuit Company
Delta Plastics

EXPANSION

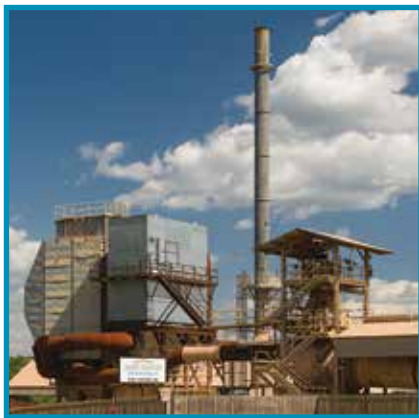
Allied Wireless
Communications Corporation
Goff Distribution, Inc.
Porocel Industries, LLC
AluChem
Protech Solutions, Inc.
Allegra Print & Imaging
Galley Support Innovations
Century Industries, Inc.

NEW BUSINESS

Arkansas Genomics
Rock Town Distillery
Myeloma Health, Inc.
Dillard's Internet
Fulfillment Center

EXPANSION

Southwest Power Pool
Verizon Wireless
Welspun Tubular, LLC
Windstream
Communications
PPG Industries
Novus Arkansas, LLC
ElectroCraft, Inc.
Oleen Pinnacle
Healthcare



SAINT-GOBAIN PROPPANTS
Announced a new \$100 million facility in Saline County creating 100 new jobs.



FIS GLOBAL
Expanded operations creating 250 new jobs and investing \$3 million in equipment.



MISO
Announced a new \$8 million regional electric grid operations center in west Little Rock creating 50 new jobs.



WELSPUN TUBULAR, LLC
Expanded operations at the Little Rock Port adding a \$100 million small diameter steel pipe facility and creating 200 new jobs.

ADVOCACY

Helped lead the successful Little Rock sales tax campaign to fund the creation of the Tech Park, port land acquisition, and city economic development funds.

2011

2012

2013



MAINSTREAM TECHNOLOGIES, INC.
Expanded in downtown Little Rock creating 10 new jobs and investing \$700,000.



CUSTOM AIRCRAFT CABINETS, INC.
Moved and expanded its operations into Sherwood creating 140 new jobs and investing \$5.8 million.

NEW BUSINESS

Windstream Communications Data Center
A Briggs Passport & Visa
Saint-Gobain Proppants

EXPANSION

Cameron
Mainstream Technologies, Inc.
AluChem
HealthSCOPE Benefits
Pro Window & Door Inc.
Westrock Coffee
ABC Financial Services
Ryerson
Cantrell Drug Company

NEW BUSINESS

All Weather Insulated Panels
Bass Pro Shops
Medline Industries

EXPANSION

Welspun Tubular, LLC
AluChem
Goodwill Industries of Arkansas
Custom Aircraft Cabinets, Inc.
PrivacyStar

NEW BUSINESS

MISO
nGage Labs
Vikon Farms
Vinh Long - Arkansas Ltd.
Summit Poultry Inc.

EXPANSION

Ring Container Technologies
Leisure Arts
Dassault Falcon Jet Corp.
FIS Global
Imbicor Imbibitive Manufacturing Inc.
Orbea USA
Prime-Line, Inc.
Hewlett-Packard



ENTERGY TRANSMISSION OPERATIONS CENTER

Announced the location of a new \$23 million transmission operations center creating 90 new jobs.



OUTLETS OF LITTLE ROCK

Opened a new 325,000-square-foot retail shopping center creating 800 to 1,000 new jobs with expected annual retail sales of \$100 million.

FUTURE PROGRESS

The momentum of the Little Rock region's diverse and dynamic economy was fueled by over a decade of dedicated and focused intention.

Our economic future is limited only by the extent to which we fund the work needed to attract new projects, retain our existing industry partners, and aid in the expansion of current businesses.

ADVOCACY

Helped create The Venture Center to incubate, accelerate, and grow new technology companies.

ADVOCACY

Tech Park opens temporary space in Block 2 building and partners with The Venture Center.

2014

2015

2016



BEN E. KEITH FOODS

Announced plans to construct a new \$60 million facility to consolidate operations in North Little Rock creating 74 new jobs.



INUVO/PRIVACYSTAR

Expanded their headquarters to downtown Little Rock creating 100+ new jobs.

ADVOCACY

Tech Park purchases Main Street property and begins Phase 1 construction; helps lead state-wide campaign for economic development initiatives.

NEW BUSINESS

TeleTech
Highland Pellets
Beaudet Aviation
Entergy Transmission Operations Center
FedEx Ground Distribution Center

EXPANSION

Ring Container Technologies
Advanced Cabling Systems
Ben E. Keith Foods
Davis Rubber Co.
Porocel

NEW BUSINESS

Grandeur Fasteners Inc.
Outlets of Little Rock

EXPANSION

National Custom Hollow Metal Doors & Frames
Plastic Ingenuity
FIS Global
Inuvo/PrivacyStar
Essick Air Products
ATA International
Dassault Falcon Jet Corp.



“Over the past twelve years, the region has experienced historically unprecedented economic success. This didn't just fall out of the sky and into our lucky laps. This is the direct result of **regional preparation meeting global opportunity**. The private sector must continue to support the chamber's most critical mission – developing a business environment that creates jobs and encourages capital investment where everyone in our community benefits.”

– Hugh McDonald
Entergy

What is our

RETURN ON INVESTMENT?

THE TRANSFORMATION OF OUR REGION

Economic Development Progress from 2005 to Today



Jobs Created

14,232

Capital Investment
Created

\$2,119,577,894

Project Inquiries

557

Projects Completed

123

Payroll Created

\$490,783,721

BRE Visits

725

Prospect Visits

287

Grant Money Awarded

\$78,732,831

AVERAGE WAGES

28%
GROWTH

Source: Bureau of Labor Statistics, Little Rock/
North Little Rock/Conway MSA Occupational
Employment Statistics for All Occupations,
2005 & 2015.

SINCE
2005

PER CAPITA PERSONAL INCOME

25%
GROWTH

Source: Bureau of Economic Analysis,
Little Rock/North Little Rock/Conway MSA,
2005 & 2014.

EDUCATIONAL ATTAINMENT

HIGH
SCHOOL/
GED

ASSOCIATE'S
DEGREE

BACHELOR'S
DEGREE

SINCE
2005

12%
GROWTH

33%
GROWTH

19%
GROWTH

Source: US Census Bureau, American Community Survey, Little Rock/North Little Rock/Conway MSA, 2005 & 2014.

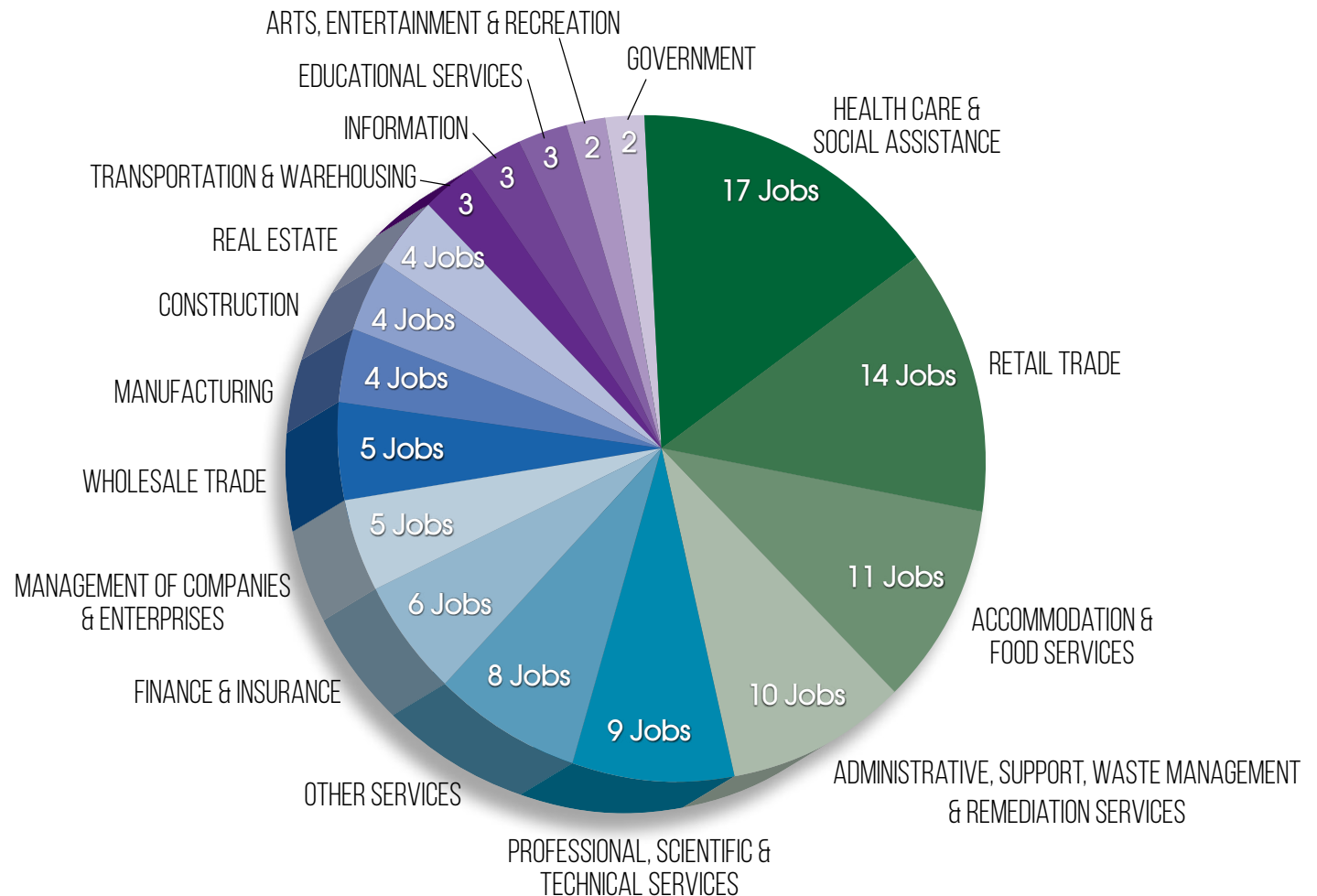
WHAT HAPPENS WHEN YOU CREATE 100 NEW JOBS?

When the Little Rock Regional Chamber assists in the creation of 100 new jobs, new demand is created throughout the local economy. To illustrate an example, here's what happens when those are 100 aircraft manufacturing jobs at the average wage of \$64,113.

Those 100 new jobs bring economic benefits to the region, adding

**110 ADDITIONAL
INDIRECT JOBS**

to the industries listed in this graph.



“More than a million people within 100 miles of the capital city call the Little Rock region home. We're positioned in a sweet spot with a stable economy, built on a foundation of diverse industries that fuel steady growth enjoyed in the commercial retail sector.”

– Tommy Hodges
The Hodges Group

HOW ARE EARNINGS IMPACTED?

Together, the **210 new jobs generate a \$13,420,680 change in earnings**. Those earnings are spent in the community on items such as auto expenses, groceries, entertainment, medical expenses, and home furnishings and appliances, among many others.

CHANGE IN EARNINGS BY INDUSTRY

Industry	New Earnings
Manufacturing	\$9,018,591.45
Health Care and Social Assistance	\$812,285.04
Professional, Scientific, and Technical Services	\$561,762.38
Management of Companies and Enterprises	\$413,055.73
Retail Trade	\$394,239.54
Finance and Insurance	\$384,257.35
Wholesale Trade	\$327,155.88
Administrative and Support and Waste Management and Remediation Services	\$260,613.50
Accommodation and Food Services	\$189,129.97
Other Services (except Public Administration)	\$188,895.34
Construction	\$177,728.62
Information	\$158,199.49
Transportation and Warehousing	\$150,561.21
Real Estate and Rental and Leasing	\$123,452.70
Government	\$107,931.25
Educational Services	\$73,980.15
Arts, Entertainment, and Recreation	\$33,220.62
Utilities	\$31,547.84
Mining, Quarrying, and Oil and Gas Extraction	\$11,322.21
Crop and Animal Production	\$2,749.67
TOTAL	\$13,420,679.93

“Positioned for commerce and economic growth by being located in the heart of America and home to spirited, pioneering, and cooperative people, the Little Rock region is naturally built for business and possesses all the facilities and infrastructure to maximize its potential.”

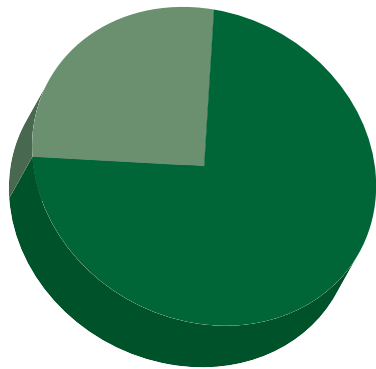
– Rajesh Chokhani
Welspun Tubular, LLC - India

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties. This report uses state data from the following agencies: Arkansas Department of Workforce Services.

PROGRAM ALLOCATION

\$1.1 million annually for 3 years

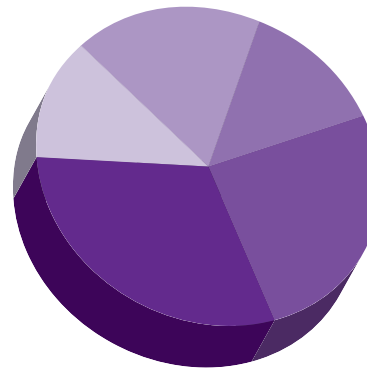
DEVELOPING ECONOMY



73% Market and attract

27% Retain and expand

DEVELOPING COMMUNITY



30% Infrastructure and transportation

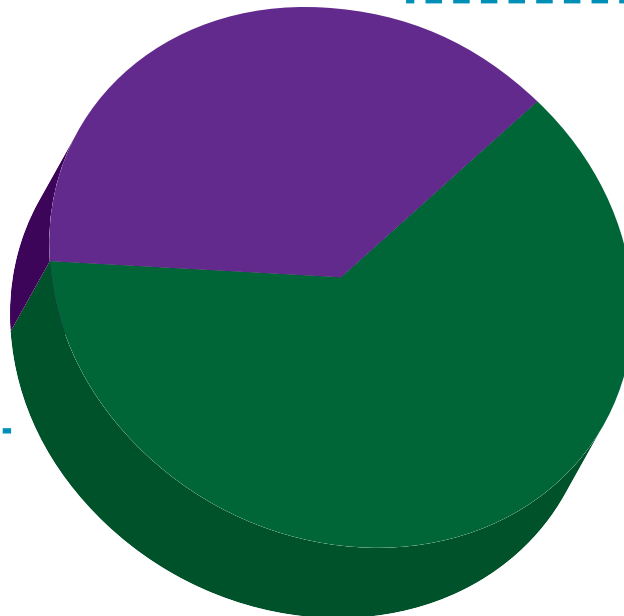
26% Campaigns and initiatives

13% Public education and public safety

18% Talent attraction and retention

13% Advocacy

TOTAL BUDGET

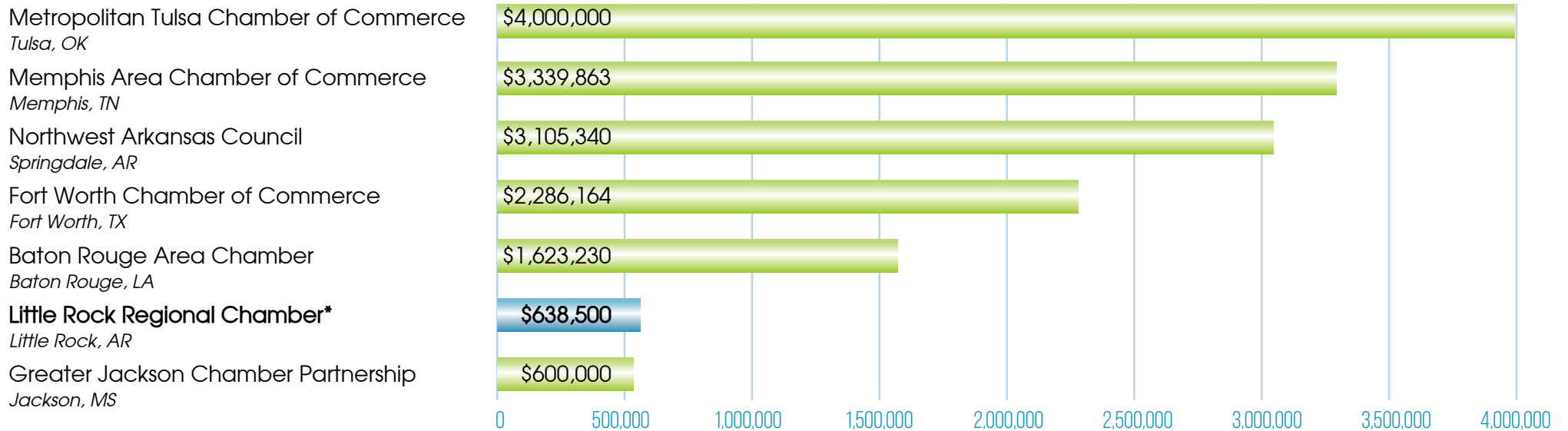


62% Developing economy

38% Developing community

HOW WE COMPARE

Private funding levels of peer metro economic development organizations



* Little Rock Regional Chamber's current private funding level.

COMPETE REGIONALLY. WIN GLOBALLY.





“In Little Rock, we combine the most advanced digital completion techniques with hand craftsmanship unrivaled in business aviation. Delivering Falcon aircraft on time and with the highest level of quality is our main focus and the talented labor pool of artisans in Little Rock allows us to do that.”

– Antoine Ajarrista
Dassault Falcon Jet

“As a tech startup, you must scale really fast; access to talent is imperative. The tech scene in the Little Rock region has never been stronger and that’s allowed us the bandwidth needed for rapid growth.”

– Jeston George
Apptegy



“Organizations like The Venture Center, Innovation Hub, Innovate Arkansas, and Noble Impact are empowering young entrepreneurs to understand challenges and optimize opportunities. This country, this state, was built on the energy of entrepreneurs like J.B. Hunt, Don Tyson, Bill Dillard, and Sam Walton – Arkansas entrepreneurs who built their “small” businesses into global players.”

– Millie Ward
Stone Ward



“In turbulent times, the region’s consistent economic climate becomes a magnified asset. It helped our business weather the recession and our region recover more quickly than others. With those days gone, projects are more plentiful, and our pipelines are strong.”

– Anthony Brooks
Platinum Drywall



METROCK NOW

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