



This Executive Summary serves as a brief synopsis of the very detailed MetRock 2020 Economic Development Strategic Plan.

The MetRock 2020 Economic Development Strategic Plan (MetRock 2020 Plan) was developed to guide the Little Rock Regional Chamber of Commerce in positively impacting the economic vitality of the MetRock Region, defined as Little Rock, North Little Rock and Pulaski County, over the next three years.

STRATEGIC FOCUSES

The **six** strategic focuses for the MetRock 2020 Economic Development Strategic Plan are concentrated on maximizing the assets and addressing any challenges identified during this process. The strategic focuses, outlined in more detail below, provide the MetRock Region with an actionable guide to strengthen the area's impact on the economy and to focus resources to elevate the region's competitiveness.



FOCUS: BUSINESS VITALITY/POLICY STRATEGIC PRIORITIES

- Address needs and aggressively market to sector focuses:
 - Advanced Manufacturing
 - Corporate Operations
 - Distribution/Logistics
 - Energy Technologies
 - Financial Services and Technologies
 - Healthcare/Medical
 - Startups/Innovation
- Address policy needs of distribution/logistics companies
- Support growth of the medical/healthcare sectors
- Address needs of data centers
- Support UA-Little Rock in becoming one of the top research universities in the state
- Explore opportunities to support existing and potential new businesses



FOCUS: INFRASTRUCTURE/PRODUCT STRATEGIC PRIORITIES

- Pursue innovative and regional opportunities for product development
- Identify and develop additional property for potential advanced manufacturing projects
- Develop a Distribution/Logistics Park
- Support future expansion of the Little Rock Technology Park
- Identify and market premier data center sites
- Support and encourage revitalization of urban areas



FOCUS: MARKETING AND COMMUNICATIONS STRATEGIC PRIORITIES

- Create a comprehensive marketing and communications playbook and guidelines
- Develop a responsive digital strategy
- Pursue recognition on “Best of” lists with various publications
- Engage in targeted lead generation



FOCUS: ENTREPRENEURSHIP/INNOVATION STRATEGIC PRIORITIES

- Expand support for the entrepreneurial ecosystem
- Increase communications and messaging to garner more awareness, exposure and support
- Launch retention strategy for startups
- Deepen connection with major technology companies in the region
- Expand accelerator program to include energy and healthcare sectors
- Increase funding for entrepreneurs and startups



FOCUS: WORKFORCE/TALENT STRATEGIC PRIORITIES

- Support advancement of public schools
- Monitor and increase talent pipeline
- Increase labor force participation



FOCUS: COMMUNITY VITALITY STRATEGIC PRIORITIES

- Continue to have a sustainability focus and brand
- Continue to support and expand the arts, entertainment and cultural offerings