

NORTHEAST ARKANSAS INDUSTRIAL DEVELOPMENT COMMISSION

3rd Quarter 2023

Thank you for the continued support and engagement we receive from the City and County. As we close out the third quarter of 2023, it's easy to see that economic development in Jonesboro and Craighead County continues to be diverse and fast-moving. The information below highlights activity for the quarter. Our partners continue to build on the foundation laid by the City and County and we are excited to see meaningful advancements for our community.

Sincerely,

Al M. Heringer III, Chairman

INFRASTRUCTURE



ARKANSAS GOOD ROADS FOUNDATION EVENT

The Arkansas Good Roads Foundation hosted a Northeast Arkansas policy event in Jonesboro in July. Jonesboro Unlimited assisted with the planning of this event, which included a community tour and dinner for Highway Commissioners. Featured speakers at the event included our Highway Commissioner Alec Farmer, U.S. Representative Rick Crawford, and ARDOT Director Lori Tudor. In addition, Arkansas Trucking Association President Shannon Newton spoke, along with Riceland Foods Supply Chain VP Evan Bolte.



ABC INSIGHT FORUM



Photo by Megan Greenland

The Associated Builders and Contractors of Arkansas hosted an Industry Forum Breakfast in Jonesboro in September. Regional representatives participated in a panel discussion on what's happening in Jonesboro and the importance of building trends. The group also heard about the impact of supply chain issues, inflation, AI, and identifying workers.



MARKETING & BRANDING

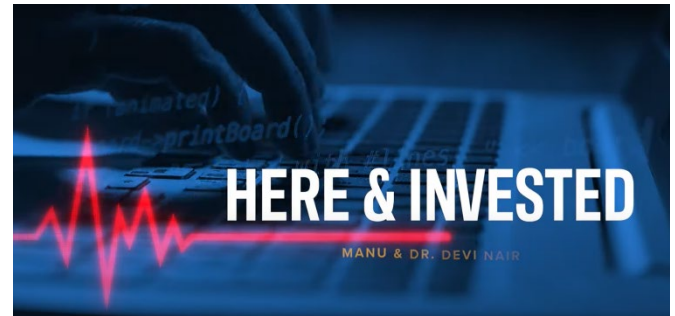


SHOWCASING OUR BRAND

Jonesboro's new brand is popping up everywhere. Using the same brand, colors, and fonts personalized to your business' logo lets the world know that Jonesboro has a cohesive identity and gives the city a polished look. The Welcome to Jonesboro signs are getting a makeover with the starburst in the new brand being highlighted. Look for the redesigned signs to be complete this fall!

HERE & INVESTED

Here & Invested is a series of videos produced for Jonesboro Unlimited, highlighting people who have moved to Jonesboro from other locations. The latest in the series showcases Dr. Devi and Manu Nair and gives an insight into their thoughts about Jonesboro. We're glad they are in Jonesboro! Ctrl and Click to see the video - [Here and Invested: Dr. Devi and Manu Nair - YouTube](#). This is one of several tools available on the Jonesboro Unlimited website (www.jonesborounlimited.com) for businesses to use in their recruitment efforts. Additional tools include videos, a photo and brand library, a Cost of Living Calculator, and much more.



OUTREACH MARKETING

Jonesboro Unlimited has a marketing campaign underway with dueNorth media and Trade & Industry Development – economic development websites and publications. Jonesboro Unlimited is a featured agency on the Trade & Industry Development Website (<https://www.tradeandindustrydev.com/region/arkansas/jonesboro-unlimited-18011>). This project drives additional viewers to the Jonesboro Unlimited website to learn more about doing business in Jonesboro.

TALENT

LEARNING HOW TO INTERVIEW

Learning how to interview is an important skill all students should have. Through the Arkansas Scholars program, Jonesboro Unlimited created videos that were presented to high school counselors outlining the do's and don'ts of interviewing.

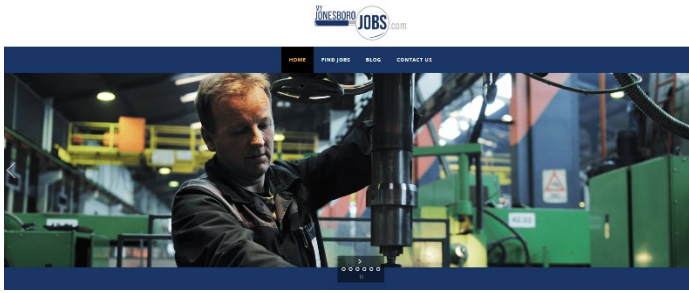
SHRM PILOT PROGRAM

The National Society for Human Resource Managers (SHRM) selected five communities in Arkansas for a pilot program to see what kind of improvements could be made in addressing workforce barriers and disconnects between local businesses and prospective workers.

Jonesboro was one of the locations selected, along with Northwest Arkansas, Russellville, Eldorado, and Hot Springs. Jonesboro's initiative will focus on building a pathway for college students looking for internships to connect with companies who want to hire interns. In partnership with Arkansas State University,



Jonesboro Unlimited, and the Chamber of Commerce, an Internship tab is being added to the My Jonesboro Jobs website. This will be a one-stop location for students and companies to connect. Internships often lead to job opportunities within a company, creating an incentive to keep young professionals in Jonesboro.



The My Jonesboro Jobs talent portal is expanding with more companies signing up for added exposure for their available jobs. With the addition of the above mentioned Internship tab, the site will have even more views and opportunities for job seekers to find your company. The Jonesboro Regional Chamber of Commerce has a marketing campaign in place and will be adding to that effort in the near future. Since the launch of the redesigned website in September 2022, there have been

57,140 email sends. There have been more than 80,000 page views in one year and nearly 10,000 unique users. Now would be a great time to jump in on this opportunity!

BUSINESS GROWTH & INNOVATION

JUMPSTART PARTNERSHIP

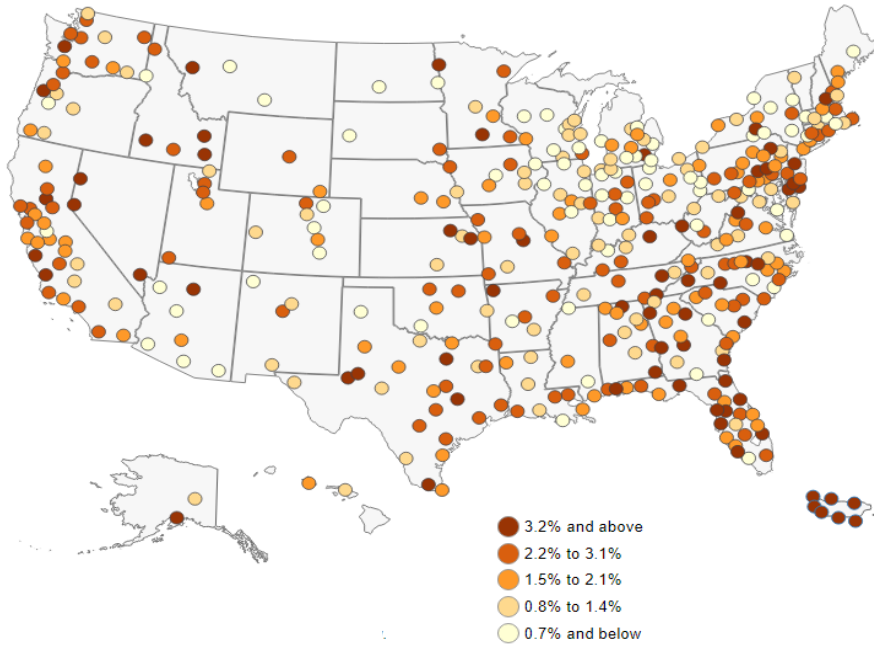
The JumpStart Partnership is a collaborative effort between Jonesboro Unlimited, the Delta Center for Economic Development, and the Small Business Development & Technology Center to create space and a program for entrepreneurs to have a one-stop location to find entrepreneurial resources. A new website is under development to create a resource center for entrepreneurs. Jonesboro Unlimited and their partners are waiting on results from a recent Economic Development Administration (EDA) application to support and expand this partnership.

BY THE NUMBERS

In the third quarter Jonesboro had 7 Inquiries, 3 Prospect Visits, 9 Business Retention and Expansion activities, and 7 Market Research Requests.

ONE YEAR CHANGE IN EMPLOYMENT

August 2022 to August 2023



Source: U.S. Bureau of Labor Statistics.

There are 387 Metropolitan Statistical Areas (MSA's) in the United States and District of Columbia. The largest is New York City and the smallest is Eagle Pass, Texas. The Jonesboro MSA is 305th in size.

When looking at a one-year change in employment, **the Jonesboro MSA shows very well with a 2.9% growth in employment.**

To give perspective to that, a few cities comparative to Jonesboro were as follows:

Sioux Falls, SD	2.7%
Fort Smith, AR	0.9%
Jackson, TN	0.8%
Owensboro, KY	0.2%

CIVILIAN LABOR FORCE GROWTH

July 2019 – July 2023

A five-year view of Civilian Labor Force provides a look at trends year-over-year.

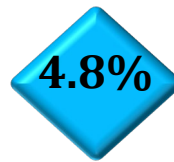
The Jonesboro MSA continues to fare well among 14 peer communities, with a Civilian Labor Force growth of 4.8%. The Jonesboro MSA's civilian labor force In July 2019 was 67,188 – growing to 70,402 in July 2023.

Other MSA's who are close in size to ours are reflected here.

Source: U.S. Bureau of Labor Statistics



#1 – Sioux Falls, SD



#5 – Jonesboro, AR



#9 – Fort Smith, AR



#13 – Jackson, TN



#15 Owensboro, KY