

Harrison C.O.R.E

Revitalizing the Heart of Harrison and Boone County

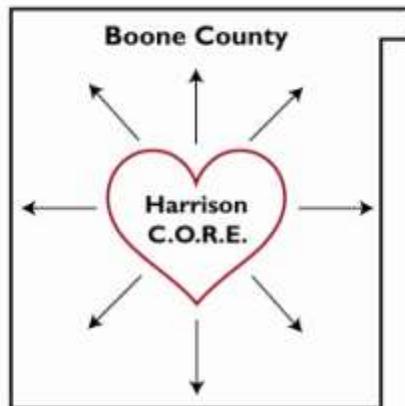
C.O.R.E. (Central Organization for the Revitalization and Enhancement) of Harrison is an all volunteer group of area residents that was initiated by Congressman John Paul Hammerschmidt.

The mission of the group “**To passionately engage the community in revitalizing the health and heart of our cultural, historical, social, and entrepreneurial enterprises**” guides an aggressive but important journey towards planned and positive progress.

Our first step is to develop a comprehensive Master Plan with implementation steps to improve the heart of Harrison. This effort is open to all interested persons and our activities are transparent to the community. C.O.R.E. was not formed to replace any organization, but enhance the efforts of those already working while providing focus on the Core district.

From observing other revitalization initiatives in other communities, we have learned that a **vibrant, healthy downtown can:**

- **lead to a vibrant, healthy community and county,**
- **draw people to Harrison and Boone County to visit, live, and work,**
- **become a catalyst for jobs and economic development.**



The Harrison C.O.R.E District – Heart of Boone County

Within the 40 square block area around the courthouse that makes up the C.O.R.E. district:

- **four key county-owned assets reside:** the Boone County Courthouse, the Durand Center, the Boone County Library, and the North Arkansas Regional Medical Center (NARMC), with **over 1,000 people employed by these public agencies,**
- **over \$40 million has been invested in the C.O.R.E. district in the past 3 years** including the expansion of the Regional Medical Center, renovation of Hotel Seville, and redevelopment of the Durand Center.
- **revenue for city and county government is generated by events and visitors** to all of these venues plus C.O.R.E. businesses, and
- **revitalization of the C.O.R.E. district will draw more people into the community, increase these revenues, and stimulate the economy.**

Action Plan: to create a master plan and implementation strategy for the revitalization of the C.O.R.E. district, we plan to engage the people of Harrison and Boone County through April 1, followed by development of a master plan and summit event by the end of June.

Breakthrough Solutions

The work of C.O.R.E. has already gained attention state-wide. Our newest development is that the University of Arkansas Cooperative Extension Service has selected C.O.R.E. as the first pilot community for its new Breakthrough Solutions Program. Breakthrough Solutions is a **broad-based strategic planning process that is asset-based, community-driven, and technology-enabled**, harnessing the winds of change to create a sustainable future. We are excited about this opportunity and the opportunity to engage Boone County citizens in this development process.

Organization of C.O.R.E.

C.O.R.E. has a steering committee (called the HUB) that administers the project. The following persons serve on the HUB: John Paul Hammerschmidt, Mayor Pat Moles, County Judge Mike Moore, Mike Norton, Rob McCorkindale, Jim Stockton, Stacy Foley, Layne Wheeler, Jack Moyer, John Berry, Jeff Christenson, Rachael Moyer, Terry Cook, Patty Methvin, Nita Cooper, and Dave Fitton.

Supporting the HUB and carrying the brunt of the project work and consensus building are individual “spokes” (or committees). There are eight spokes with a champion for each. The Spokes welcome all persons who desire to participate. The spokes are:

Community Assessment – involving citizens and leaders in the development process

Destination Harrison – supporting theater, arts, and history events and tours

Entrepreneurship – supporting the development of new businesses

Funding – identify opportunities for public, private, and non-profit investors

Infrastructure – roads, streets, parking, traffic, telecommunications, water, etc.

Marketing – publicity, development of image, brand, and marketing strategies

Quality of Life – beautification, streetscape, trail system, enhanced amenities

Retail – strengthen existing retailers and recruit businesses to fill retail gaps

Because the core of Harrison impacts the rest of Harrison and Boone County and vice versa, we are seeking your input and suggestions on the development of this vital area. **We invite you to join us at the general meeting of CORE on the 3rd Monday of each month. It is held at 12:30 PM at the Durand Center and everyone is invited.** Contact Rachael Moyer at rachael.m.moyer@gmail.com to receive updates by e-mail. To join C.O.R.E. or to speak to C.O.R.E., contact Layne Wheeler at layne.wheeler@lpl.com, 870-743-6677.

You are invited stay up to date on CORE at: <http://sites.google.com/site/coreofharrison/home>

