



**A TOWN OF IDEAS,
INNOVATION, AND INSPIRATION
IN NORTHWEST ARKANSAS**



US Conservation Fund National Summit for Gateway Communities

Growing Political Will for Gateway Communities Initiatives



MISSION:

To brand, promote and sell Bentonville as a tourism destination; stimulating economic development.

FUNDING:

Lodging and Restaurant Tax

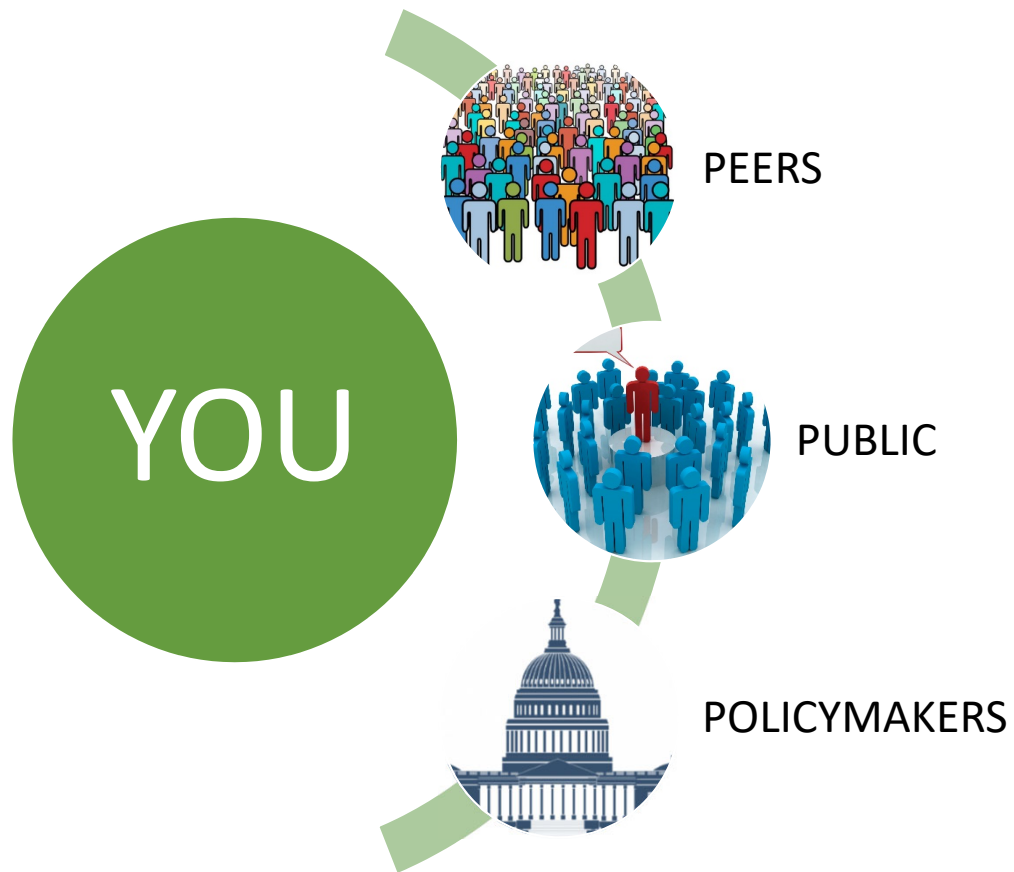
FOCUS:

To a partner with regional and state organizations for public policy

To advocate for positive public policy for trails and cycling

Our Role

VISIT
Bentonville
A NEW AMERICAN TOWN



*Growing Political Will
For Gateway
Communities Initiatives*



Guiding Principles

1. Start with PEOPLE

- Gather
- Connect on values
 - Compassion
 - Personal Rights
 - Responsibility



Guiding Principles

2. Acknowledge Concerns

- Priorities and Demands
- Use Experiences
- Tell Conversion Stories



Guiding Principles

3. Scale from Personal to Community

- How does it impact others

4. Inspire and Empower

- Effective Solution Created
- What are the benefits
- Motivate by being prepared

"The successful history of conservation in the Big Woods of Arkansas is a result of great partnerships federal and state agencies working with other organizations, local communities, hunters and landowners. And this addition to the Cache River National Wildlife Refuge is the latest success story - one that will add habitat for waterfowl as well as the ivory-bill and other species that live in these magnificent woods."

- SCOTT SIMON





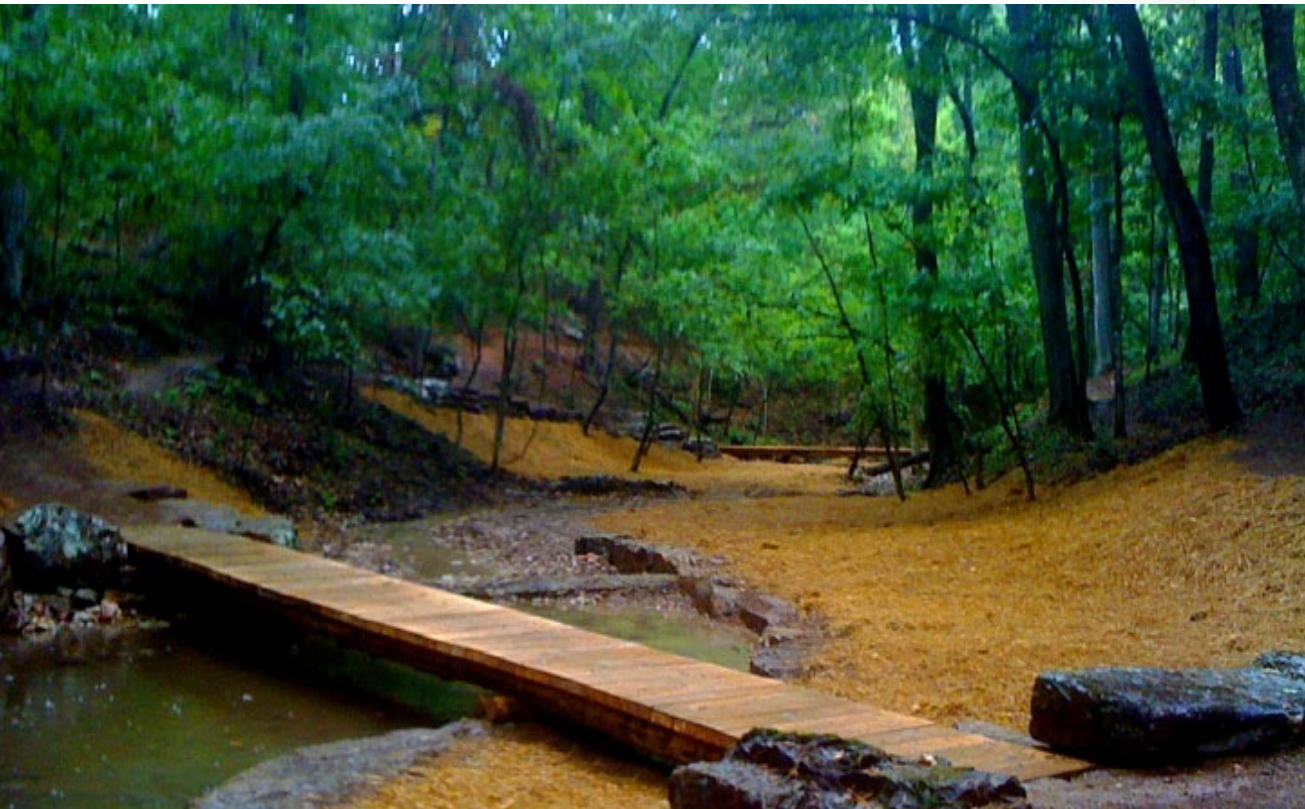
**ANNUAL BIKE USAGE
IN NORTHWEST ARKANSAS
INCREASED BY 24%**
BETWEEN 2015 AND 2017



2017 Northwest Arkansas Trail Usage Monitoring Report



Source: Economic and Health Benefits of Cycling in Northwest Arkansas. Walton Family Foundation



Guiding Principles

5. Focus on facts
 - Messenger is important
 - Focus on what you can see
 - Describe, do not label
 - Avoid Jargon
6. Message discipline is critical
 - Simple Message
 - Repeat Often
 - Collaborate
 - Communicate



THANK YOU!



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President

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