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E-NEWSLETTER FOR WMCO

NOVEMBER 2011

Moving West Memphis Forward

The Moving West Memphis Forward Campaign committee, representing a broad base of support from elected officials, community leaders and business leaders, officially launched a campaign Monday at the West Memphis Rotary Club in support of the economic development election to be held on November 8th.

The Moving West Memphis Forward Campaign committee is asking voters to approve a new economic development program that will create new jobs in West Memphis. The program, authorized by the Arkansas General Assembly in 2011, will give West Memphis the ability to attract new business and industry jobs to the city without collecting any revenue prior to a commitment of new jobs.

“We are excited about the new abilities this will give us in attracting business and industry to locate new jobs in West Memphis,” said Jamie Carter, CEO of Crittenden Regional Hospital. “This is a relatively new tool in our economic development toolbox that will allow us to have a commitment of new jobs in hand before collecting any revenue to build infrastructure.”

Prospective job creation projects must meet three of seven bench-

marks before the city can apply a one-quarter cent sales tax to fund economic development efforts associated with the new jobs project. Those benchmarks include:

- Project includes at least a \$10 million private capital investment
- Project creates at least 50 new jobs
- Wages are at least 110% of the average state or county wage (lesser of the two) from the previous year
- Project is a targeted industry within a local, regional or state economic development plan
- Project has a benefit ratio at least twice the cost
- Support from at least 75% of the West Memphis City Council
- Project signs an incentive agreement with the Arkansas Economic Development Commission

“This economic development option allows us to be very responsible with taxpayer dollars, ensuring that companies have met specific requirements and signed on the dotted line before asking taxpayers for any addi-

tional sales tax,” West Memphis Councilwoman Lorraine Robinson said.

Economic development revenue generated may be used to make the project a reality by making road, drainage and water improvements; by acquiring land or a job site or through workforce training.

Cities and counties in Arkansas—including Mississippi County, Newport and Jefferson County among many others—have been using similar economic development tools in recent years. Mississippi County created more than 3,000 new jobs between 2003 and 2011. They have since attracted two new companies that will create 600 new jobs in their county.

“West Memphis has lost out on five recent economic development opportunities—including two to Mississippi County and three to the state of Mississippi. With increased competition among cities around Memphis and Northeast Arkansas, now is our opportunity to say we want jobs here in West Memphis, and to have the tools to get those jobs,” said Murphy Smith, President of the West Memphis Chamber of Commerce.

Farewell to Former Chief Paudert



Murphy Smith, President of West Memphis Chamber presented Bob Paudert with a gift from the Board of Directors and thanking him for his service.

West Memphis Chamber of Commerce and Southland Park Gaming & Racing hosted a retirement party for former West Memphis Police Chief Bob Paudert on October 13, 2011.

Paudert has served this community for twelve years and has remained committed to providing a safe environment and better quality of life for all citizens of West Memphis.

Business After Hours



Business After Hours is a monthly event that allows businesses and individuals to make new and profitable contacts.

Thanks to Guiltner-Steele Tire Center and Better Business Bureau for hosting Business After Hours October 20th.



Our next Business After Hours is Thursday, November 17th at Accent Flowers & Gifts from 5:00-7:00 p.m.

If your business is interested in hosting Business After Hours in 2012, please e-mail Morgan Webb at mwebb@wmcoc.com or contact the

Leadership Crittenden County



Leadership class on Capital Day in Little Rock

2011 Leadership Crittenden County Class includes: Chris Blaylock, Fidelity National Bank; Craig Brown, LSI Staffing; Jason Guidry, Southland Park Gaming & Racing; Michael Holmes, Crittenden County Sherriff's Office; Nathan Elliott, Fist Community Bank; Reagan Davis, CRH Home Health & Hospice; Rebecca Winter, Crittenden Regional Hospital; Reid Demster, Arkansas Distributing; Tyechia Barnes, Mid-South Community College.



Class toured Tier 1 Group, a military training base.

Junior Leadership



Tanner in the group trust fall at the retreat in September



Group 1 made flubber in the lab at BASF



Group 2 in the new admin building at BASF



Teamwork at its best at retreat in September

Ribbon Cuttings



Lil' Sweet Shoppe
124 Block Street
Marion, AR
870-739-3988



Custom Catering
103 McCain Blvd.
West Memphis, AR
870-735-4800



Bon Appétit
106 Thompson Street
West Memphis, AR
870-739-9222



Hope Credit Union
1114 Missouri Street
West Memphis, AR
870-732-1800



Mid-South Minor Medical &
Primary Care Clinic
710 Missouri Street
870-400-2296



Little Stars with Lasting Memories
204 E. Broadway
West Memphis, AR
870-394-4651



NAPA Auto Parts
523 N. 7th Street
West Memphis, AR
870-735-3702



Denny's
3000 Service Road Loop
West Memphis, AR
870-400-2094



AT&T Wireless
650 W. Service Road
West Memphis, AR
870-733-1053

Christmas in Worthington Park



The City of West Memphis will continue its beloved Christmas traditions with its 12 annual "it's a Wonderful Life in West Memphis" celebrations.

Mark your calendars for the lighting of the 45 foot Christmas tree at Worthington Park Tuesday, November 22, 2011 at 6:00 p.m. This community event sets the stage for Christmas in

West Memphis with thousands of twinkling colored lights and decorations through the park, live music, carolers, your favorite Christmas characters, and photos with Santa Claus. You do not want to miss this event.

Enjoy some hot chocolate on a carriage ride through historic Worthington Neighborhood beginning Friday and Saturday after Thanksgiving. The dates for carriage rides are November 25 & 26, December 2 & 3, 9 & 10, and 16 & 17. Tours are 20 minutes long and can accommodate up to 6 adults. Your group

will enjoy the lighted and decorate park as well as several decorated houses through the neighborhood. Photos will also be taken before you begin your tour and will be ready to purchase when you return for just \$5.00.

For carriage ride reservations and more info, please call 870-514-6340.



59th Annual Christmas Parade

West Memphis Chamber of Commerce is excited to announce that "A Disney Winter Wonderland" will be the theme for West Memphis's 59th Annual Christmas Parade. The parade is set for Thursday, December 1, 2011 and will begin at 7:00 p.m. starting at Meadowbrook Plaza on Broadway and travel east to Missouri and end at West Memphis Christian

School. The rain date is set for Tuesday, December 6, 2011. Parade entry fee is \$50 for a profit business and \$25 for a non-profit organization. Plaques will be awarded to 1st, 2nd, and 3rd place winners of profit business floats. Non-profit organizations will receive \$150 for 1st place, \$100 for 2nd place, and \$75 for 3rd place. Floats are judged by creativity

and by incorporating the chosen theme. We want to see Christmas floats, area junior & high school bands, marchers, antique cars, and smiling faces line Broadway and Missouri. Find out how you can be in the parade by calling 870-735-1134 or visit www.wmcoc.com. December is just around the corner, so be sure to mark your calendar!

Christmas with Your Neighbors

Join West Memphis and Marion Chamber of Commerce for our annual Christmas party, Christmas with Your Neighbors. The event will be held at Southland Park Gaming & Racing in the Starting Gate upstairs. Doors open at 8:00 p.m. and you can dance all night with Dr.

Zarr's Amazing Funk Monster until midnight.

Tickets are \$30 a person and tables are \$240 for a table of eight. To reserve your table or purchase tickets, please call the West Memphis Chamber at 870-735-1134 or Marion Chamber at 870-739-6041.



Holiday Shopping

As the holiday shopping season nears, we find it tempting to drive to Mississippi and Tennessee to do our shopping. What better opportunity to help our community, than to shop local for our holiday purchases. Not only are you using more gas to drive to Tennessee or Mississippi to shop, you are taking money out of your community.

Before heading to Memphis, take a look at what West Memphis and Marion have to offer first. We have several gift shops and boutiques that carry the latest must-haves and most of them gift wrap too! While all the gift stores may suit your shop-

ping list there are also other stores that may be perfect for that tough one on your list such as Anne's Sportsman's Warehouse, Stage, Sears, or Radio-Shack. Our community has a nice selection for holiday catering and desserts as well.

West Memphis may not have a mall or big name shopping centers but we have more to offer than you might think. So before you cross the bridge, try shopping your hometown first. Search our category listing a www.wmcoc.com to find for what you are looking.

Holiday Open Houses

Saturday, November 5th

- A Basket of Flowers & Gifts** 9am-4pm
- The Gift Cottage** 10:30am-2pm
- The Posh Peacock** 9am-4pm
- Cakes by Mom & Me** 10:30am-2pm
- Shady Grove Florist** 9am-4pm
- Accent Flowers & Gifts** 9am-5pm also

Saturday, November 12th

- Belle Candles** 11am-7pm
- Trendz** 10am-5pm
- The Merry Magnolia** 9am-5pm
- The Pitchfork** 9am-4pm

Upcoming Events

November

- 8th Election Day Vote Moving West Memphis Forward
- 8th Officers Meeting, Noon
- 9th Board Meeting, Noon
- 9th Economic Development Training at MSCC
With Crossroads Coalition
- 11th Veterans Day Chamber Closed
- 17th Business After Hours, 5-7pm
Accent Flowers & Gifts
- 22nd Christmas Tree Lighting at Worthington Park, 7pm
- 24th Thanksgiving
- 26th Carriage Rides begin at Worthington Park

December

- 1st 59th Annual Christmas Parade, 7pm
A Disney Winter Wonderland
- 3rd Santa's Workshop at Steudlien
- 3rd Sugar Plum Market at Holiday Plaza Mall
- 3rd Christmas with Your Neighbors, 8pm-midnight
Southland Park Gaming & Racing
- 8th Marion Christmas Parade, 7pm
- 13th Officers Meeting, Noon
- 14th Board Meeting, Noon
- 25th Christmas
Chamber Closed Friday, Dec. 23rd & Monday, Dec. 26th

Merry Christmas & Happy New Year!!!