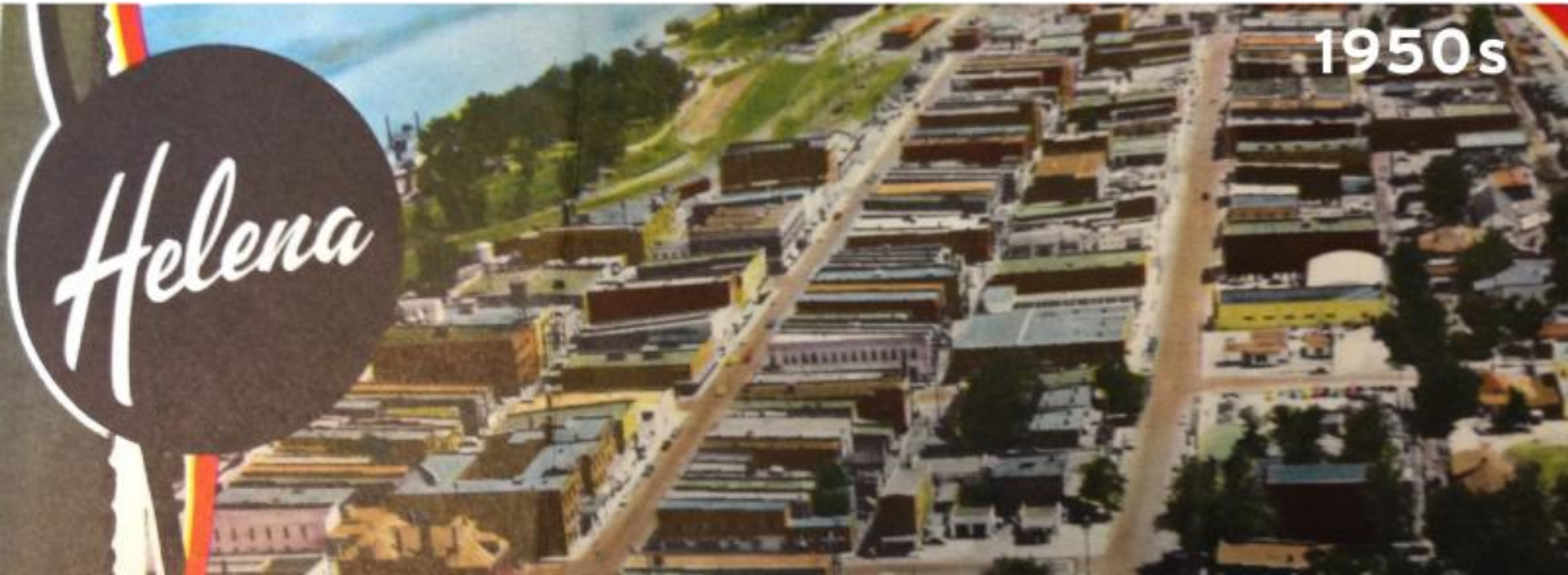
eventually, everything connects.

CHARLES EAMES

MONTGOMERY WARD
DRUG'S
1940s


Helena
1950s

UNITED
DOLLA
STORES
MODEL
Rexall
PHARMACY
MODEL
1977

delta gypsy
TODAY

HELENA-WEST HELENA, ARKANSAS 2010
12,282 people (AND FALLING)
34% poverty rate
50-100% free/reduced lunch

OUR MISSION

we design opportunity in impoverished regions of rural america in an effort to increase economic mobility and decrease rural brain drain.

HOW CAN YOU

design opportunity?

DESIGN THINKING 101

STEP ONE

find the dots

STEP TWO

connect the dots

5 Things you need to know about Phillips Co. Incubator

By RANDY HOGAN

1 The mission of the program

The Phillips County Incubator is a non-profit economic development program that facilitates the creation and expansion of sustainable ventures (for profit, non-profit and municipal) through the targeted delivery of strategic, design, technical and leadership-development consulting.

2 Problems to be solved

Phillips County is not currently reaching its full economic potential. Even while accounting for existing economic conditions, P.C. could be providing far more services and employment than it currently does. There are three reasons while Phillips County is not realizing its economic potential:

- Leadership
- Attitudes and Perceptions
- Barriers to Entry.

3 Solutions to those problems

Establish a comprehensive organizational incubator for non-profit organizations, local startups, existing businesses and municipal agencies throughout P.C. that consists of:

- A comprehensive array of services.
- Physical space and shared resources.
- A leadership and business

4 Leadership

The PCI is a partnership between Phillips Community College of the University of Arkansas, the Phillips County Chamber of Commerce and The Thrive. The latter oversees the day-to-day operations.
The directors are Terrance Clark and William Staley.

Terrance Clark, foreground, and William Staley, directors of The Phillips County incubator, made a presentation to the Helena-West Helena Kiwanis Club on Wednesday. RANDY HOGAN/ DAILY WORLD

5 Current list of clients

Eleven local businesses and organizations are currently utilizing the Phillips County incubator. They include:

- Arkansas Arts Council
- Arkansas Blues & Heritage Festival
- Boys & Girls Club of Phillips County
- Coalition For Prevention
- Downtown Helena Farmers Market
- Eden Market
- Edwardian Inn
- Elo Rio Lindo restaurant
- Main Street Helena
- Phillips County Chamber of Commerce
- Together for Hope of Arkansas

HELENA START-UP PROGRAM

EST. 2010

HELENA START-UP PROGRAM
EST. 2016

EXIT
HELENA START-UP PROGRAM
EST. 2016

RIDGELINE
CONSTRUCTION

NOLAN DEAN FILMS
a Motion Picture Company
EST
2009

Delta Cultural Center
2015 Cherry Street Fair
thrive.
Southern Bancorp
King Farms
Cherry Street Fair
on HELENA SECOND SATURDAYS

Cherry
Street Fair

Cherry Street Fair
on Helena Second Saturdays!

matt cardenas
COLUMBUS, OH
cameron spencer
MEMPHIS, TN
thrive.
ARTS

HELENA
ARKANSAS
ARTS

erin lorenzen
LITTLE ROCK, AR
kelli black
MEMPHIS, TN
thrive.
ARTS

thrive.
ARTS