eventually, everything connects.

CHARLES EAMES
HELENA-WEST HELENA, ARKANSAS 2010

12,282 people
34% poverty rate (AND FALLING)
50-100% free/reduced lunch
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
Things you need to know about Phillips Co. Incubator

By RANDY HOGAN

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.

Leadership

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

The directors are Terrance Clark and William Staley.

Problems to be solved

Phillips County is not currently reaching its full economic potential. Even while accounting for existing economic conditions, PCs 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.

Solutions to those problems

Establish a comprehensive organizational incubator for non-profit organizations, local startups, existing businesses and municipal agencies throughout PC, that consists of;

A comprehensive array of services,

Physical space and shared resources,

A leadership and business curriculum

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

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
- Ela Rio Linda restaurant
- Main Street Helena
- Phillips County Chamber of Commerce
- Together for Hope of Arkansas