HERITAGE-BASED ECONOMIC DEVELOPMENT & COMMUNITY REVITALIZATION IN THE ARKANSAS DELTA
Existing Heritage Tourism
Dyess Colony

**ASSETS**

- Agricultural resettlement program of Roosevelt’s New Deal
- King Cotton
- Floods of 1927 & 1937
- The Man in Black, Johnny Cash
Heritage-based Strategies

- Develop tourism destination, utilize Cash connection as draw
- Preserve/restore key historic structures
- Rehabilitate/reuse other significant structures
- Design innovative, immersive & hi-tech interpretive experiences
- Conserve/reintroduce native plants & landscapes
- Create entrepreneurial opportunities around traditional skills, talents, crafts, & local resources
- Link to similarly themed visitor experiences in the region
- Advocate for smart, strategic planning & local ordinances to sustain and encourage investment
Heritage-based Strategies

PARTNERS

- National Trust for Historic Preservation
- Arkansas State University
  - Arkansas Heritage Sites Program
  - Delta Center for Economic Development
- City of Dyess
- Mississippi County Economic Development Area
- Electric Cooperatives of Arkansas
- J.R. Cash Family
- Sunken Lands Regional Chamber of Commerce
# Heritage-based Strategies

## FUNDING

### Traditional
- Arkansas Natural & Cultural Resources Council
- Arkansas Historic Preservation Program
- National Scenic Byways Program
- Private donors
- Johnny Cash Music Festival
- United State Department of Agriculture

### Non-Traditional
- Arkansas Rural Services
- Electric Cooperatives of Arkansas
- Arkansas General Assembly
- National Campaign Committee & Arkansas Advisory Board
- Delta Regional Authority
- United States Economic Development Agency (Department of Commerce)
Holistic Community Revitalization

Historic Dyess Colony

**HERITAGE**
- **Partners:** Arkansas Department of Parks and Tourism, Arkansas Delta Byways, Arkansas State University/Arkansas Heritage SITES Program, Arkansas Historic Preservation Program
- **Chairwoman:** Dr. Ruth Hawkins

**ECONOMIC DEVELOPMENT**
- **Partners:** Arkansas Economic Development Commission, Arkansas State University/Delta Center for Economic Development, University of Arkansas’ Small Business Development Centers, Great River Economic Development Foundation, altConsulting, local lenders
- **Chairmen:** Rick Gillette, Senator Steve Bryles

**INFRASTRUCTURE**
- **Partners:** USDA, Arkansas Rural Development, Arkansas Congressional delegation, National Scenic Byways Program/Arkansas Delta Byways, Arkansas Highway and Transportation Department, U.S. Department of transportation (ISTEA)
- **Chairman:** Mayor Larry Sims

**HOUSING**
- **Partners:** Arkansas Development Finance Authority, University of Arkansas Community Design Center, City of Dyess, Arkansas Historic Preservation Program
- **Chairperson:** ?

**Tasks:**
- HERITAGE:
  - (a) restoration of Dyess Colony Center – Administration Building and Theater Façade
  - (b) acquisition of Johnny Cash Boyhood Home property
  - (c) development of visitor experience - trails, collateral materials, regional links, etc.
  - (d) gateways and wayfinding signage

- ECONOMIC DEVELOPMENT:
  - (a) small business development
  - (b) creation of incentives and capital funds
  - (c) technical assistance delivery
  - (d) studies (county wide) – market analysis and labor force assessment

- INFRASTRUCTURE:
  - (a) road improvements
  - (b) water and sewer improvements
  - (c) city ordinances and enforcement

- HOUSING:
  - (a) develop incentives for rehabilitation and maintenance of original and historic housing stock;
  - (b) create design guidelines for rehabilitation and new construction to ensure compatible infill housing stock;
  - (c) review and improve upon city ordinances and
Economic Impacts

VISIT GRACELAND

KING BISCUIT TIME

Delta Cultural Center

MUSEUM OF AMERICAN SOUL MUSIC

THE LEGENDARY SUN Studio

KING MUSEUM AND DELTA INTERPRETIVE CENTER
Economic Impacts

Shack Up Inn
Economic Impacts
Historic Dyess Colony
Historic Dyess Colony

Arkansas State University Heritage Site

BooMhood Home of Johnny Cash

Theatre Dyess

Dyess Pizza Cafe

LANTANA
Hike & Bike Nature Trail