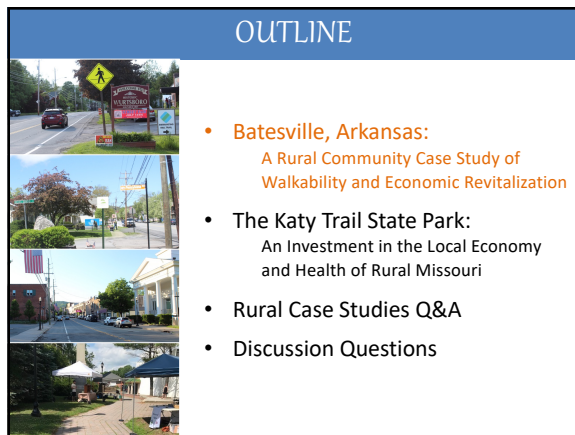
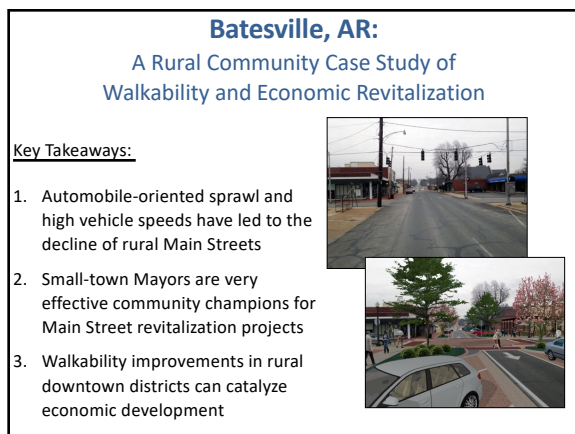




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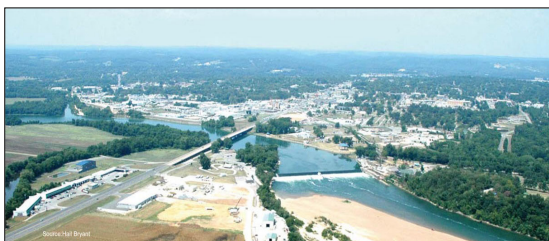


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Batesville, Arkansas



Community Profile:

- Population: 10,248 (2014)
- Incorporated area: 10.6 square miles
- Founded: 1810s (oldest living city in Arkansas)
- Industries: Food processing, health care, education

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Downtown Batesville (2014)



- Wide, dreary streets with speeding problems
- Of 56 retail buildings: 23 empty (41% vacancy rate)
- Limited business hours (no night life)

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Mayor Rick Elumbaugh



- First elected: 2007
- Re-elected: 2011, and 2015
- Previous career: P.E. instructor, Batesville Public Schools

I want Batesville to be a healthy community that attracts young families and entrepreneurs.

That means we need a vibrant Main Street and walkable Downtown.

- Rick

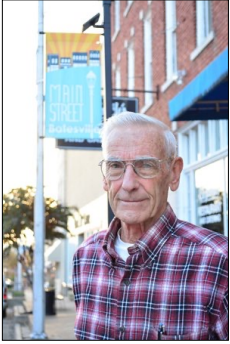
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Robert Carius

- Career Naval Aviator
- Became Main Street Batesville's Board President in 2013
- Named Batesville's *Citizen of the Year* in 2015
- Spearheaded streetscape project



We knew we needed to do something that would get the public's attention, and we felt that if we moved forward with this, more things would follow, and that's been true.

- Bob



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Dan Burden and the WALC Institute (February, 2014)



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Community Engagement



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Main Street Walkability/Revitalization Plan

The 100-Day Challenge:

- Formalize/expand the *Main Street Batesville Coalition*
- Create a draft *Main Street Walkability/Revitalization Plan*
- Organize the *Main Street Batesville Spring Festival*

Low-Hanging Fruit:

- Collect public input from at least 1,000 residents
- Remove three sets of traffic signals from Main Street
- Conduct a year-long evaluation of a modified layout for Main Street
- Launch a zero-interest loan program for building improvements
- Establish the 'Main Street Batesville Foundation'

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Main Street Walkability/Revitalization Plan

Mid-Range Projects:

- Adopt a *Historic District Sign Ordinance*
- Adopt an *Accessory Dwelling Unit Ordinance*
- Re-envision the residential portion of Main Street
- Expand community events downtown

Long-Range Initiatives:

- Establish a *Tax Increment Financing (TIF) District*
- Design the transition points - two Main Street 'Gateways' and a roundabout at Main/Central
- Bring the Poke Bayou to its full potential with riverside trails and downtown parks

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Community and Economic Impacts:
#2: Pocket Parks and Public Spaces



- Half-acre Maxwell Park dedicated
- Farmers' Market with produce, entertainment, and crafts
- Boating business on Poke Bayou

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Community and Economic Impacts:
#3: Economic Development



- Vacancy rate = 0%
- New restaurant building
- 20 loft apartments under construction or planned
- Melba Theater renovated
- Property values rising

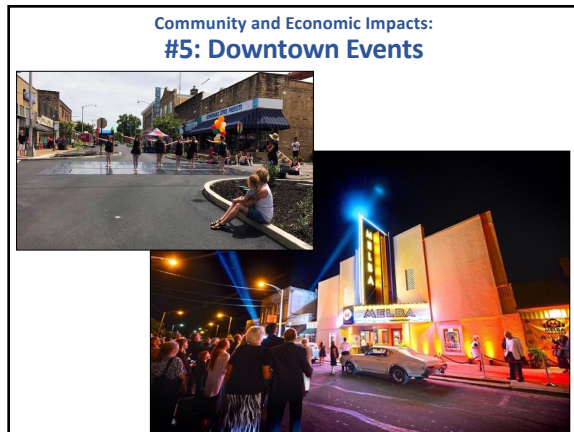
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Community and Economic Impacts:
#4: The Barnett Building



- 1903 Department store
- Declined over the years and donated to City for new business incubator program
- Main Street Batesville rents upper level
- County Library now investing \$3.2 million to renovate entire building and take occupancy
- 300 more people/day expected to be attracted to Main Street

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OUTLINE



- **Batesville, Arkansas:**
A Rural Community Case Study of Walkability and Economic Revitalization
- **The Katy Trail State Park:**
An Investment in the Local Economy and Health of Rural Missouri
- Rural Case Studies Q&A
- Discussion Questions

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RURAL CASE STUDY

KATY TRAIL STATE PARK

History:

- 1986: MKT Railroad ceased operations
- 1987: State of Missouri acquired right-of-way
- 1990: First section of Katy Trail opened to public use

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RURAL CASE STUDY

KATY TRAIL STATE PARK



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RURAL CASE STUDY

KATY TRAIL STATE PARK

Description:

- Clinton, Missouri to St. Charles, Missouri
- 240 miles (longest completed rail-trail project)
- Forms part of the American Discovery Trail
- Designated a Millennium Legacy Trail

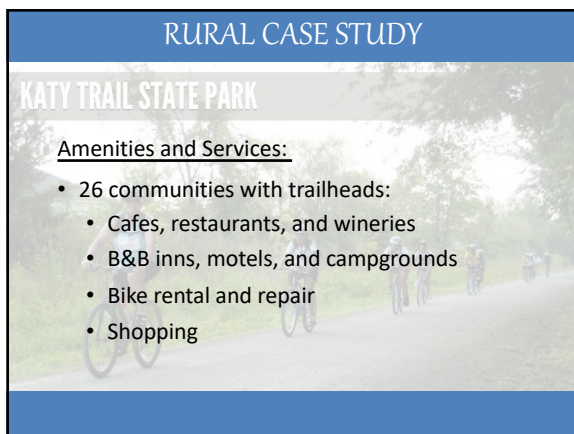
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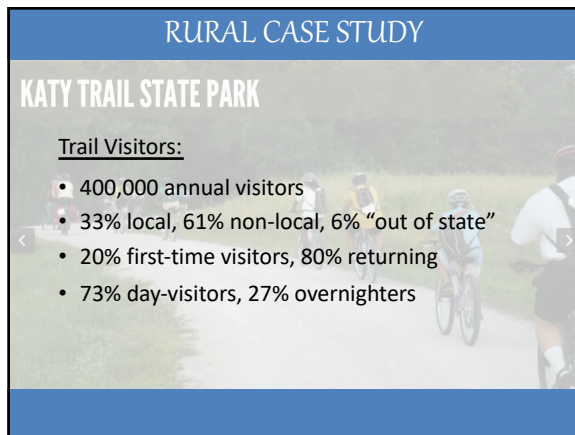
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RURAL CASE STUDY

KATY TRAIL STATE PARK

Bicycle Tourism:

- 340,000 bicycle tourists per year
- Average bicycling trip length = 45 miles
- 20% stopped/shopped in a small town
- 12% visited a historic attraction
- 13% visited a winery

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RURAL CASE STUDY

KATY TRAIL STATE PARK



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RURAL CASE STUDY

KATY TRAIL STATE PARK

Economic Impact:

- 400,000 annual visitors
- Total economic impact = \$18,491,000 per year
- Katy Trail tourism supports 367 full-time and part-time jobs
- Total payroll = \$5,128,000


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DISCUSSION QUESTIONS

1. *What existing conditions in Sullivan County do you want to build upon?*
2. *What specific big-picture goals do you have for the future?*

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