

Northwest Arkansas
REGIONAL
Development
2010 *Conference*

LINKING TOURISM AND DEVELOPMENT



Thursday, April 15, 2010

8 am - 3 pm

**The Clarion Hotel
211 SE Walton Blvd
Bentonville, AR**

Presented by

Boulder Construction
General Contractors



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**REGIONAL
Development**
2010 *Conference*

Linking Tourism and Development

April 15, 2010

Bentonville Clarion Hotel

Northwest Arkansas has so much to offer the traveler...outdoor recreation, sporting events, culture, museums, shopping, arts, dining, quality accommodations and much more. The increase in travel to our area can result in an increase in development activity, both of which boost our local economies. The 2010 theme, "Linking Tourism and Development" focuses on tourism activity and community development and how they are intricately connected.

The \$25 registration fee includes a hot breakfast, hot lunch, and refreshments between concurrent sessions. Exhibitors will be open throughout the conference. Register online by April 12, 2010.

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REGISTER ON-LINE:

<http://rickrobey.com/72712/bcvb>

Opening Session:

Redevelopment of the Little Rock River District

The 2010 Regional Development Conference will open with a panel discussion on the development of the Clinton Presidential Center and its impact on the River District. Guest speakers are **Sharon Priest**, Executive Director of Downtown Little Rock Partnership, **Skip Rutherford** with the Clinton Presidential Center, **Dan O'Byrne** with the Little Rock Convention and Visitors Bureau, and **Jimmy Moses**, developer of the River Market District.

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Keynote Luncheon:

Capitalizing on a Great Idea

Representatives from **Crystal Bridges Museum of American Art**, the **City of Bentonville**, the **Bentonville Convention and Visitors Bureau**, the **Bentonville/Bella Vista Chamber of Commerce**, **Downtown Bentonville, Inc.** and **Walmart** will explain how one person's idea combined with a highly functional team environment can transform a community.

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Questions? Call Annette at 479-271-3125 or abrightwell@bentonvillear.com.

Agenda at a Glance

- 8:00 - 8:30** Check-in and Breakfast
- 8:30 - 8:45** Welcome
- 8:45 - 9:45** Opening Session:
Redevelopment of Little Rock River District
- 9:45 - 10:00** Break
- 10:00 - 10:45** Concurrent Sessions
- Mobile Workshop: Alternative Stormwater
 - Get Green Certified
 - Bringing Sustainability Mainstream
 - Walmart Visitors Center Expansion Plans
 - Introduction to Rogers Drainage Manual
- 10:45 - 11:00** Break
- 11:00 - 11:45** Concurrent Sessions
- Regenerative Urban Landscapes
 - How Do You Spell S-u-s-t-a-i-n-a-b-i-l-i-t-y?
 - Community Designed Recreation
 - Downtown Rogers Enhancement Program
- 11:45 - 1:00** Keynote Luncheon & Awards Ceremony
- 1:00 - 1:15** Break
- 1:15 - 2:00** Concurrent Sessions
- Colliers International Market Insight
 - Demographics & Development in Lowell
 - Rogers Park System & Future Growth
 - Rogers 2011 Bond Projects
- 2:00 - 2:15** Break - Refreshments
- 2:15 - 3:00** Concurrent Sessions
- Ask The Experts! Roundtable
 - Bentonville Street Bond Projects
 - Navigating Mapguide
 - The Growth of Rogers Greenways & Trails

Visit www.bentonvillear.com and select the conference icon for speaker bios and the latest conference information.

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Mobile Workshop: Alternative Stormwater Management Techniques

Alternative stormwater management practices use techniques and construction that have less impact on the environment. Instead of using concrete channels and pipes to move stormwater to a detention/retention area, we can use environmentally friendly filtration and retention. This mobile workshop will visit sites that use these practices, such as porous pavement, an infiltration basin, an infiltration trench, bioretention, grass-lined filter strip, sand and organic filter strip, grass-lined channel, on-lot treatment, and wetlands.

Conference Sessions

General Sessions

Set Yourself Apart: Get Green Certified To the National Green Building Standard™

If you aren't building green homes, you're missing a rapidly growing segment of homebuyers seeking green products. **Michelle Desiderio**, with NAHB, will describe how certification to the National Green Building Standard™ can help you build green homes. As the first green building standard accredited by ANSI, this rating system is setting the national definition of green for residential builders.

Bringing Sustainability to the Mainstream: Neighborhood & Hospitality Experiences

Jeff Kiec, LEED-AP, will speak about his experiences teaching and implementing sustainable principals within a historic arts and entertainment district, Deep Ellum, in Dallas, Texas. As the volunteer Sustainability Director of Deep Ellum, he leads neighborhood projects to develop the North Texas Regional Sustainability Center, promote renewable energy power co-ops, develop green alleyways and promote green roof tops. As a professional, Mr. Kiec works with hotel owners and operators to increase energy efficiency and promote healthy indoor environments.

Colliers International Market Insight

Colliers International will speak on the current status of commercial real estate and what might be expected in the upcoming years. Subjects to be discussed include: distressed assets, investment properties, Walmart supplier leasing, retail leasing, industrial leasing and land.

Regenerative Urban Landscapes: A Primer for Low Impact Development in Arkansas

What if all new urban development enhanced the "Natural State" rather than become a liability to it? One of the greatest challenges facing urbanizing areas is how to develop and protect the urban watershed. **Jeff Huber**, Assoc. AIA, LEED AP project designer with the U of A Community Design Center will explain Low Impact Development (LID) as a stormwater management approach that preferences ecological engineering to manage rainfall on site through vegetated treatment networks.

How Do You Spell S-u-s-t-a-i-n-a-b-i-l-i-t-y?

Don A. Moseley, P.E. director of sustainable facilities, and **Mike Hagood**, senior director innovations - sustainable waste network, both with Walmart, will focus on all aspects of sustainability within the scope of each building and project, including waste.

Ask the Experts! Roundtable

Our most popular session in 2009! A panel of local experts in residential, commercial, and industrial development and real estate and land use law will provide a brief presentation and begin an interactive question and answer session.

Walmart Visitors Center Expansion Plans

The Walmart Visitors Center in downtown Bentonville has over 50,000 visitors each year. Those numbers are expected to rise after the museum's expansion into the historic Terry Block Building. **Alan Dranow**, Walmart director of brand communications, will detail the transformation and modernization of this local attraction.

City Sessions

Introduction to Rogers New Drainage Manual

Lance Jobe, P. E., Rogers certified floodplain manager, will provide a glance at the new drainage manual for the City of Rogers and highlight major changes from the current manual, including Low Impact Development.

Community Designed Recreation

In fall of 2009, Bentonville undertook a community driven design process that resulted in a master plan for the future Bentonville Community Recreation Center and 35 acre Regional Park. **David Wright**, Bentonville parks and recreation manager, will explain the public input process used and display the master plan of an 80,000 square foot recreation center, plus a 35 acre public park that includes a water feature, play fields, playgrounds, pavilions and more.

Rogers Park Systems & Future Growth

In 2011, Rogers plans to expand the park system. **Rick Stocker**, Rogers director of parks, will identify new amenities including an aquatic center and sports facilities.

Demographics & Development in Lowell

Lowell city staff will discuss the demographic characteristics of the city and describe recent development activities.

Bentonville Street Bond Projects

Mike Churchwell, Bentonville transportation engineer, will provide an update on street and bridge improvement projects funded with the \$85 million Street Bond.

Navigating Mapguide

Mapguide is the online GIS used by the cities of Bentonville, Rogers and Lowell. Mapguide gives users quick online access to local geographic data. **Jim Wheelless** with Bentonville and **Jeff Austin** with Rogers will demonstrate various features of the software and show users how to efficiently navigate maps and get the most from the system.

Downtown Rogers Enhancement Program

See what Downtown Rogers is doing to revitalize itself. **Kerry Jensen**, president, Main Street Rogers, will detail plans for Main Street Roger's future.

Rogers 2011 Bond Projects

Steve Glass, P.E. with Rogers, will identify what bond projects hold in store for city infrastructure improvements.

The Growth of Rogers Greenways & Trails

Derrel Smith, Rogers city planner, will explain how the city utilizes floodways and floodplains to expand a trail system that will encompass over 50 miles of trails.