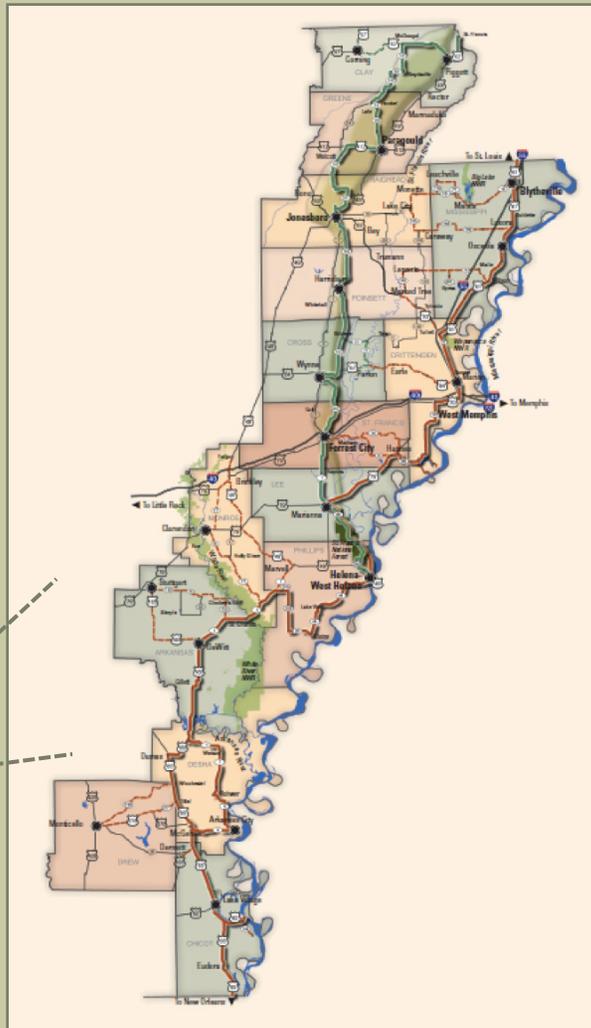


# HERITAGE-BASED ECONOMIC DEVELOPMENT & COMMUNITY REVITALIZATION IN THE ARKANSAS DELTA

# Arkansas Delta



Crowley's  
Ridge  
Parkway  
A National Scenic Byway



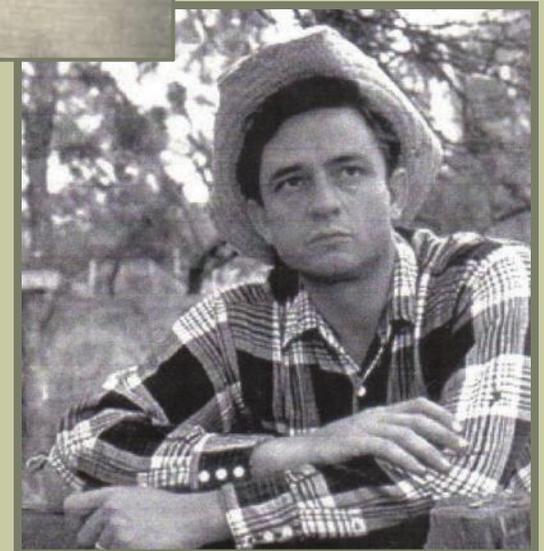
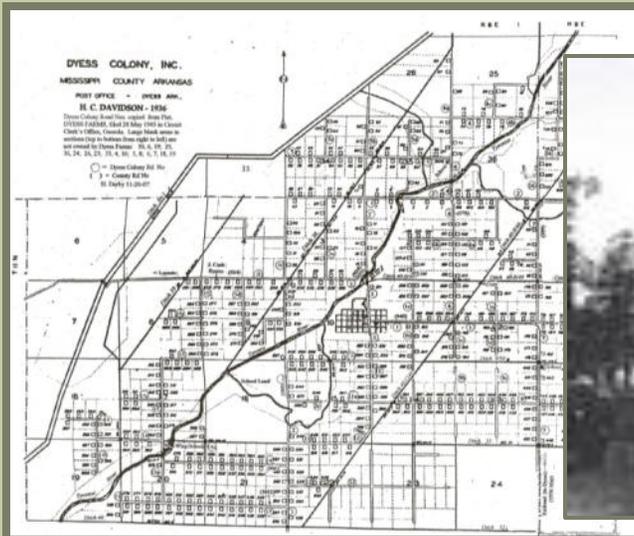
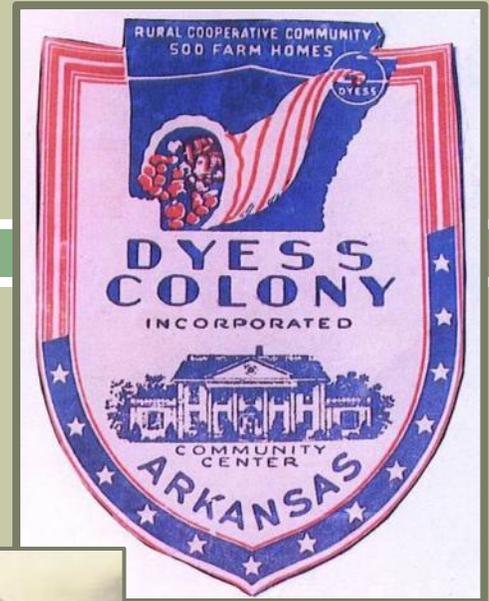
# Existing Heritage Tourism



# Dyess Colony

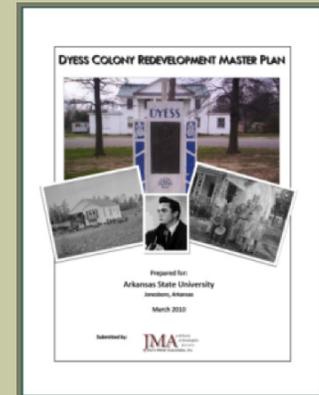
## ASSETS

- 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

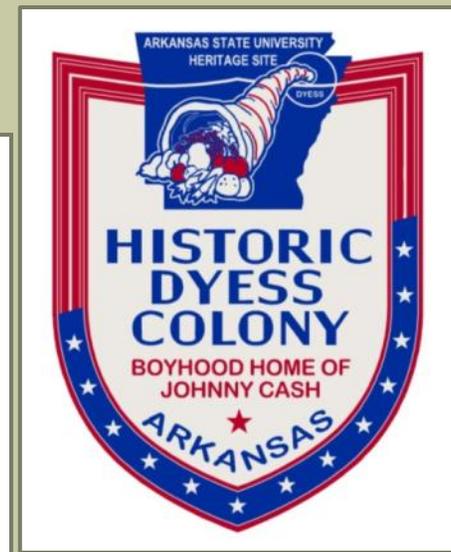


## A RESTORATION OF THE JOHNNY CASH BOYHOOD HOME

<b>ARCHITECT</b> ASU ARKANSAS STATE UNIVERSITY	<b>ARCHITECT</b> RUBY ARCHITECTS, INC. 300 Spring Building, Suite 715 Little Rock, AR 72201 (501) 374-7629 www.rubyarchitects.com	<b>GENERAL CONTRACTOR</b> K&K General Contractors 2003 Industrial Drive Jonesboro, AR 72402 (870) 935-4053	<b>MEP ENGINEER</b> Brett & Brett Consulting Engineering, Inc. Piquette, Mo. Energy West Building, Suite 400 210 East Matthew St. Little Rock, AR 72201 (501) 376-2732	<b>STRUCTURAL ENGINEER</b> Engineering Consultants, Inc. 405 W. Capitol Ave. Suite 309 Little Rock, AR 72201 (501) 376-2732
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Thank you for your interest in Johnny Cash and his boyhood home. We regret that we cannot accommodate visitors inside the home during restoration. Your assistance, notes, and tokens are important to us, however, and are welcome in the shop here by the main gate.

Visit our website: [arkansasheritagesites.com/dyess](http://arkansasheritagesites.com/dyess)



# 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

#### **Tasks :**

- (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

**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, alt. Consulting, local lenders

**Chairmen** - Rick Gillette, Senator Steve Bryles

#### **Tasks:**

- (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

**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

#### **Tasks:**

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

### HOUSING

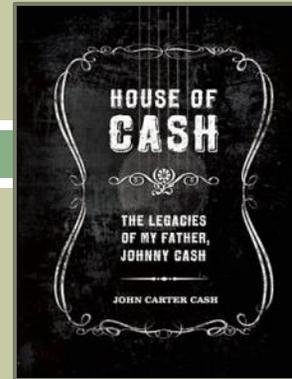
**Partners**—Arkansas Development Finance Authority, University of Arkansas Community Design Center, City of Dyess, Arkansas Historic Preservation Program

**Chairperson**—?

#### **Tasks:**

- (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



**ARKANSAS STATE UNIVERSITY**  
**THE CONVO** [CONVOCATION CENTER]

**JOHNNY CASH**  
MUSIC FESTIVAL

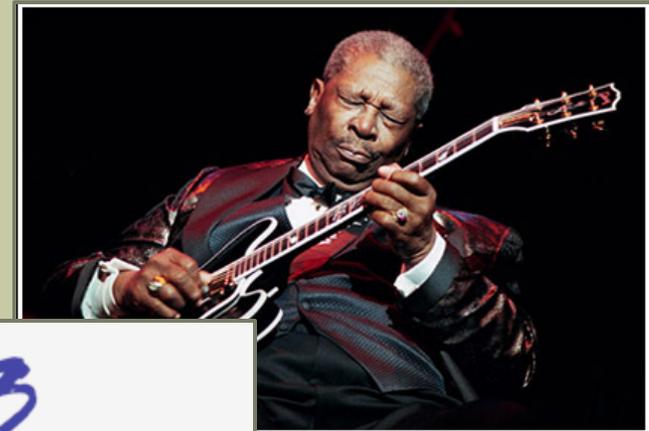
**THUR•AUG 4**  
**7:00 P.M.**

FEATURING:  
★ ROSANNE CASH  
★ JOHN CARTER & LAURA CASH  
★ TOMMY CASH  
★ GEORGE JONES  
★ STOFFERSON  
★ MORRIS & VINCENT  
★ CROWELL  
★ A CROWELL  
★ OTHER GUESTS!

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Judd Hill Foundation, Inc.

PROFITING THE "JOHNNY CASH BOYHOOD HOME PROJECT" IN DYESS, ARKANSAS



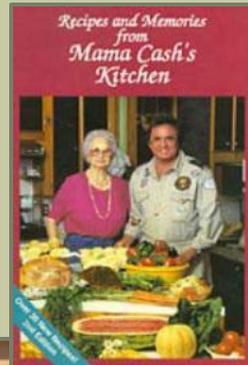
# Economic Impacts



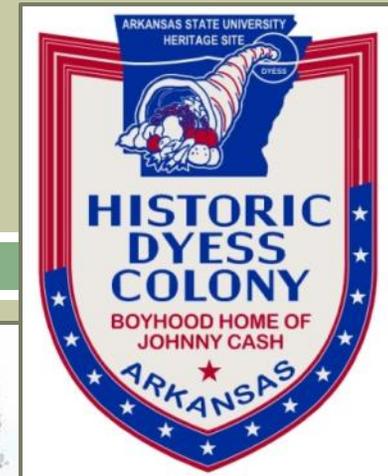
Shack Up Inn



# Economic Impacts



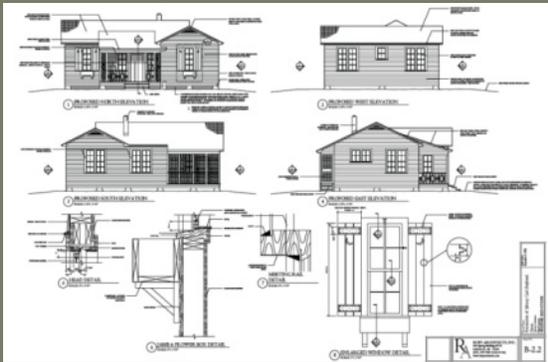
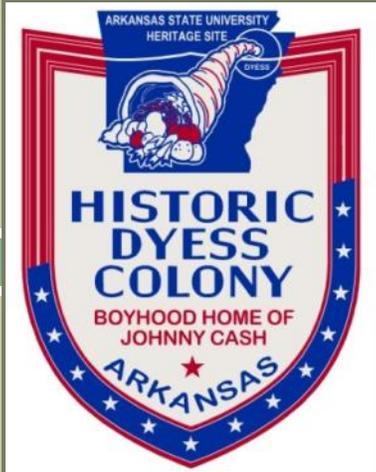
# Historic Dyess Colony



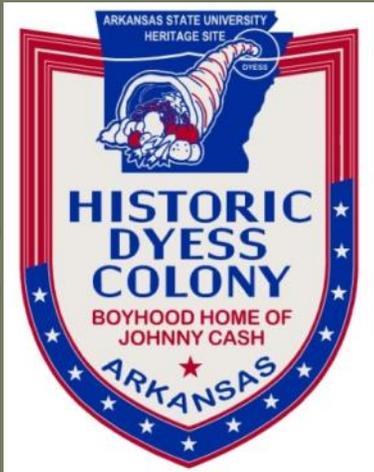
**JOHNNY  
CASH**  
MUSIC FESTIVAL



# Historic Dyess Colony



# Historic Dyess Colony



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