

## Results of Focus Group Meeting Exercise Results (7.31.18)

What's the News?	Shout Out Vision
West Memphis Now the Center of Industry in USA	Successful
West Memphis is a Destination	Housing
New Growth has Arrived	Community
West Memphis Thriving	Healthy
West Memphis Builds Aquatica Park	Excited
ASU Mid-South Expands to 4-year School	Housing
West Memphis #1 Distributor of Grain to China and Europe	Clean
West Memphis #1 Distributor of US Domestic Steel	Edgy
Revenues up 16 Consecutive Quarters	Housing
Crime is No More in West Memphis	Booming
Housing Explodes Along River	Vibrant
Economic Growth in Crittenden Co. Outpaces the Rest of Arkansas	Revitalization
I-755 Bridge Opens to West Memphis	Planned
Broadway Revitalized with New Bike Lanes form 7 <sup>th</sup> to 14 <sup>th</sup>	Prosperous
West Memphis Builds 5 <sup>th</sup> Fire Station and Adds 10 Personnel to the Ranks	Sustainable Transportation
Look How Far We Have Come	Neighborhoods
Citywide Recycling and Composting Now Doing Curbside Pickup	Growing
West Memphis Triples in Size	Innovation
Mainstreet Corridor Revitalized	Wonder
Volkswagen announces a 500 Million Investment in Auto Assembly Plant Creating 2000 Jobs	Magnificent
Big River Crossing and Main to Main Drawing Many Arkansas Users	Thriving
Amazon Locates Southern Corporate Offices Headquarters in West Memphis	Preparation
Population Tops 35k	Clean
West Memphis on Track for Another Year of Growth	Family
West Memphis on the Move	Developing
Fastest Growing Community Again	Leadership
West Memphis Moves Forward with 10Million Revitalization Program	Safe
West Memphis Follows Through with Growth Plan	Innovative
Automotive Plant Expanding Adding 500 Jobs	Compassion
Let's Get Technical: ASU Mid-South is leading the South in Technical Training Opportunities for High School Student Training	Destination
50 New Industries Locate in West Memphis	Economic Development
West Memphis Voted Best Neighbor to Memphis	Unique
Crime Rate Decreases Dramatically	Stability
City of West Memphis is Now City of 100,000 Population	Prepared
West Memphis Has Grown By 20% in the Last 10 Years	Fun
Workforce Readiness Has Drawn Employers in the Last Several Years	Growth
East End of Broadway Redeveloped with Neighborhoods and Shopping	Technologically Advanced
Aging Shopping Areas Revitalized	Excellence

High School Graduation Rate Leads State	Safe
West Memphis Sees Big Gain in Population	Growth
West Memphis Expansion Fueled By revitalization and Young Population	Friendly Streets
Bed and Breakfast Hotel Located in Historic Broadway District	