

Mission

Utilizing the 2017 sales tax work as a baseline, and working with a broad representation of our community, citizens and businesses, the mission of this strategic plan is to grow the tax base for our community.

Vision

To create public private partnerships that advance the city of Pine Bluff as a strong micropolitan that offers residents and visitors an attractive, safe and healthy environment with a wealth of educational, cultural, social, economic and entertainment opportunities. Altogether, making PINE BLUFF A POINT OF DESTINATION. The partnerships will focus on **P.I.N.E. B.L.U.F.F.**

Promotion of a positive image

- A consortium that advertises Pine Bluff as a destination for business, healthcare, education, leisure and entertainment
- Combat the “Crime Bluff” label with the promotion of socioeconomic development opportunities & outcomes

Investment in each Ward with an emphasis on downtown revitalization

- Construction of a movie theater with restaurant amenities
- Establish Urban Renewal zones in the 3rd and 4th Wards (West and North Pine Bluff)
- Rehabilitate buildings in historic downtown Pine Bluff/ Delta Rhythm & Bayous Cultural District investments
- Downtown multifamily subdivisions
- Successful operation of the Retail and Restaurant Retail District
- Incentive packages for small business, emphasizing restaurant and retail

New businesses, entrepreneurship, innovative job creation and workforce development

- Advocate for workforce development within secondary schools
- Expand Summer Youth Employment Program & biannual job fair
- Collaborative partnership with UAPB ERDC and The Generator to provide entrepreneur technical assistance

Efficient, effective and innovative city governance

- Implement the 2022 Municipal Master Plan
- Increase the number of grant writers for a total of two
- Legal support to file liens and recoup funds as a result of code enforcement

Build a stronger middle class by way of the Pine Bluff Promise

- Champion for a strong and nationally recognized education system
- Facilitate entrepreneurship and innovation platforms
- Offer A.L.I.C.E homeownership financing

Lift distressed citizens and neighborhoods

- Transform vacant lots into productive use & improve the cleanliness and curb appeal in residential areas
- Housing bonds for single and multifamily developments
- Utilize existing services to lift citizens out of poverty

UAPB and **S**EARK economic development partnerships

- Improve curb appeal (Hazel Street, 17th street, University Drive & Lake Saracen)
- Co-market the institutions for enrollment growth in order to expand the workforce
- Alignment of corporate sector skills and University/College curriculum
- UAPB and SEARK Internships and Co-Opportunities with Pine Bluff/Jefferson County employers

First Responder recruitment, retention and support

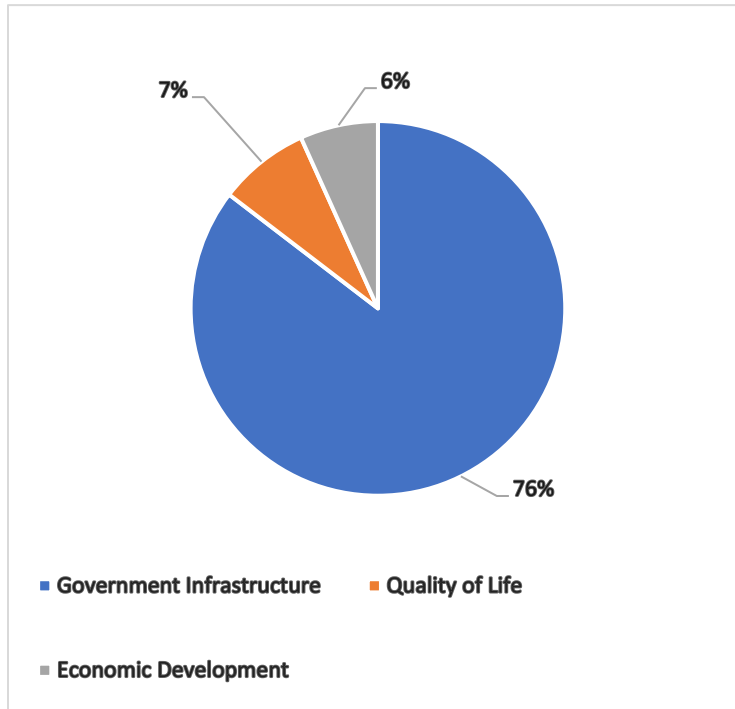
- Permanent funding source to provide competitive salaries, equipment and training

Festivals, parades, cultural events & nature trails

GFPB 2017 SALES TAX

**Revenue (2017-2022) Total
\$25,000,000**

**Expenses (2017-2002) Total
\$18,373,000**



Entrance signs \$136K

PACE \$9K

GVI \$125K

Aquatic Center \$3.8M

Master Plan \$473K

Urban Renewal \$9,142M

First Responders \$258K

Parks \$370K

Convention Center \$1.4M

Pine Bluff Community Center \$894K

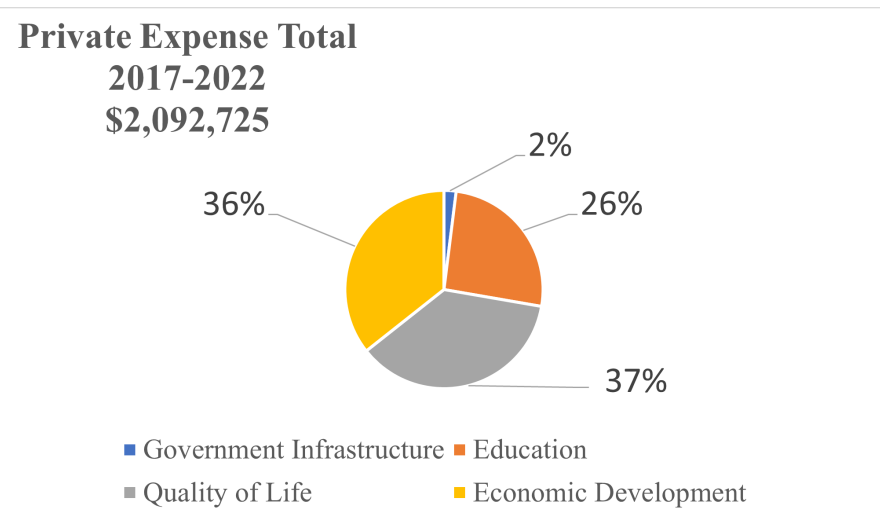
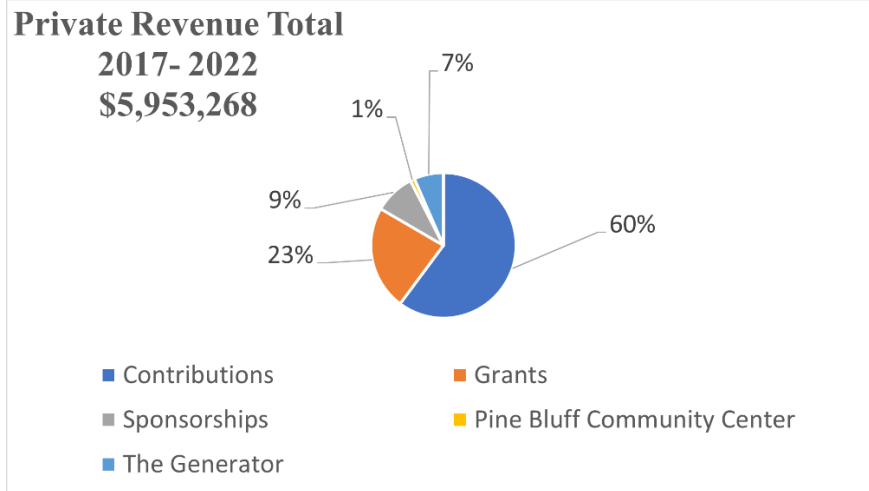
Community Garden \$30K

Grant Writer \$396K

The Generator \$1.2M

Net \$6,627,000

GFPB PRIVATE FUNDS



- Candidate's Institute - \$2K**
- Municipal Master Plan - \$3K**
- Plaza Hotel - \$5K**
- 6th and Main Plaza - \$18K**
- UALR Consulting - \$39K**
- Employability Training - \$29K**
- Education Initiative - \$84K**
- Teach Pine Bluff - \$360K**
- Pine Bluff Education Study - \$65K**

- Tour de Bluff - \$2K**
- King Cotton \$320K**
- Forward Fest - \$200K**
- Homecoming - \$45K**
- Mistletoe Magic - \$18K**
- Pop up in the Bluff - \$6K**
- SEA Rodeo - \$10K**
- Pine Bluff Community Center - \$83K**
- ALICE Homeownership - \$64K**
- The Generator - \$766K**

Net \$3,860,543