

Pulse of Conway

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Exec Q&A: Kim Williams

The executive director of the Conway Downtown Partnership gives an update on future of downtown and the results of a recent economic development study

PAGE 8

JANUARY 2025

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Study Sets Bold Vision for Growth, Connectivity of Downtown Conway

A comprehensive economic development study, conducted by EY and commissioned by the Conway Downtown Partnership, offers a detailed roadmap for transforming downtown Conway into a vibrant hub of culture, commerce, and community

PAGE 6

MORE INSIDE

REAL ESTATE

The Most Expensive Homes Sold in Faulkner County in December

PAGE 8

LANDMARK CPAs EXPANDS WITH NEW CONWAY OFFICE IN DOWNTOWN

Landmark CPAs has opened a new office in downtown Conway as part of its recently announced merger with Garland & Greenwood CPAs

PAGE 5



In today's dynamic business environment, staying ahead of regulatory and statutory changes is essential for success. Natural State Consulting & Strategies uses strong relationships and local expertise to deliver results that help businesses succeed.

Cutting the Red Tape

Local Government Relations Firm Delivers Results for Faulkner County Area Businesses

When Conway-based durable medical equipment supplier Finnegan Health found out it was going to be negatively impacted by a bill passed by the legislature in 2023, CEO Todd Ross made one call — to Steve Goode, principal at Natural State Consulting & Strategies.

“Steve has a reputation as a problem solver in Little Rock,” Ross said. “Engaging

with Steve's firm gave us a voice with state agencies and with the legislature. They delayed the implementation of an agency rule for nine months that would have had a negative impact on our business, and we now have a plan to remedy the issue in the 2025 regular session. Having the firm on my side gives me peace of mind for future unanticipated issues.”

For many businesses, addressing even small issues with state or federal government agencies can seem an impossible task with an uncertain path to resolution. As a government relations firm, Natural State utilizes relationships to cut through the red tape of government bureaucracy. From leading meaningful conversations with state and federal decision makers, to

NATURAL STATE CONSULTING & STRATEGIES
CONTINUED ON PAGE 4



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TABLE OF Contents

- 04** Cover Story
Local Government Relations Firm Delivers Results for Faulkner County Area Businesses
-
- 06** Focus
Downtown Conway
-
- 08** Executive Q&A
Kim Williams, Executive Director, Conway Downtown Partnership
-
- 10** What's That Gonna Be?
Markham Street Welcomes New Office Building Development
-
- 11** Economy at a Glance
Key Economic Indicators for Conway
-
- 12** Real Estate
Spencer Mountain Home Tops Most Expensive Homes Sold in December
-

EVENTS Calendar

- 20** MARCH
Annual Meeting
-
- 17** APRIL
CEO Luncheon
-
- 24** APRIL
Catfish & Cold Ones
-
- 2-4** MAY
Toad Suck Daze
-
- 24** MAY
Outlook Conway
-

Pulse of Conway

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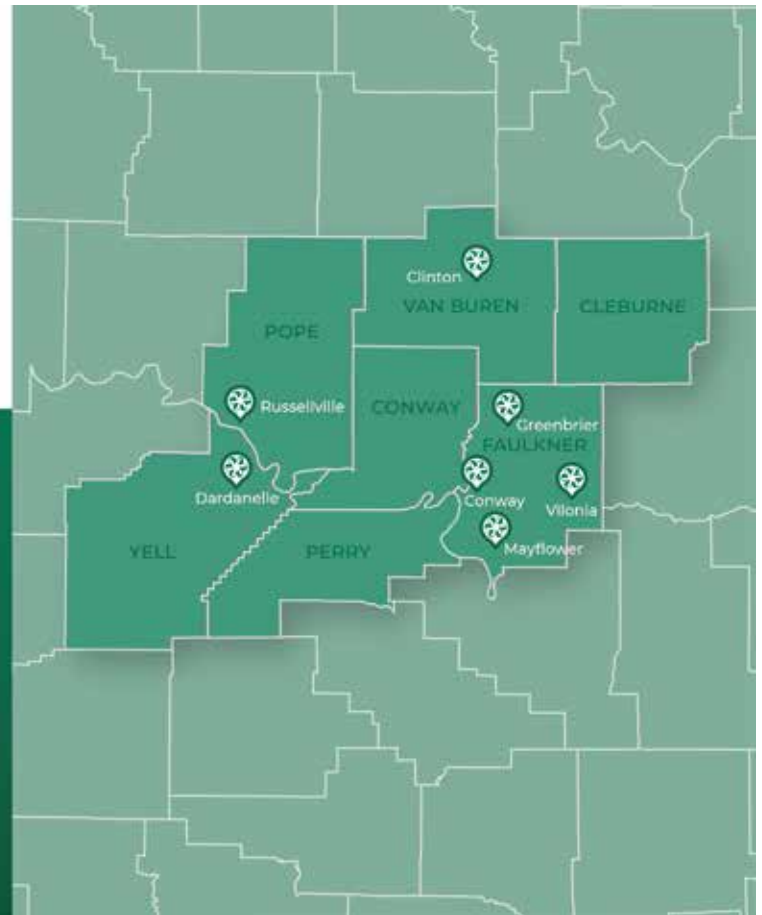


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PERFORMANCE HALL

NATURAL STATE CONSULTING & STRATEGIES

FROM PAGE 1

amending state law, to organizing coalitions, to economic development, Natural State has a wide array of tools to help clients overcome the hurdles they face in being successful.

“Steve has worked at the highest levels of state government but he is a small business owner first. That’s a key difference about Natural State Consulting. He thinks like a business owner and understands the opportunities and threats that exist within government” said Jamie Gates, executive vice president of the Conway Development Corporation and the Conway Area Chamber of Commerce.

“Thanks to Kevin Bacon, everyone has heard of six degrees of separation, but in Arkansas, we know that it’s normally about a degree and a half,” Goode said. “Building relationships is at the core of what we do. We have a great team and an expansive network, especially in Conway and that puts us in a unique position to advocate for Conway-area businesses both in Little Rock and Washington, D.C.”

The Natural State team has been all-hands-on-deck recently, working on multiple issues for Conway area businesses. Besides the issue Finnegan Health faced, the team has assisted Green Bay Packaging in overcoming a few unique challenges that have led to its recent announcement of a plant expansion in neighboring Conway County.

Natural State also represents the Concrete Pavement Association, with Weaver Bailey Contractors being a vital member. Don Weaver, CEO of Weaver Bailey Contractors, said of Natural State, “Steve and his team have delivered clear results for us and the concrete pavement industry in Arkansas. Their relationships with ARDOT have given us an important seat at the table in ensuring our state highways are safe and built to last.”

The list doesn’t stop at those three. Leading the Arkansas Retailers, Natural State has worked with state Attorney General Tim Griffin to combat organized retail crime for association members Harps, Kroger, Wal-Mart, Target, Home Depot, Lowes, Walgreens, and Tractor Supply. Other local clients include Cypress Valley Meat Company, Conway Development Corporation,



For many businesses, addressing even small issues with state or federal government agencies can seem an impossible task with an uncertain path to resolution. As a government relations firm, Natural State utilizes relationships to cut through the red tape of government bureaucracy.

Starkey Family Construction, and the Arkansas Oil Marketers Association, comprised of many local fuel stations and wholesale fuel dealers.

While most of their work is performed in Little Rock, where they represent 26 total clients, the Natural State team has a history of being firmly centered around Conway. Goode founded Natural State in 2021 after leaving Governor Hutchinson’s administration as the administrator over ABC, Tobacco Control, Medical Marijuana, and Racing and Gaming. He is a local business owner of Goode’s Cash Saver in Damascus and Clinton, owns a small cattle and hay operation in Vilonia, is a former Faulkner County Quorum Court member, worships and teaches at Vilonia First Baptist Church, and has been the voice of the Vilonia Football Eagles for 17 years.

Exponential growth led him to hire Tyler Lachowsky in 2023. A St. Joseph High School graduate, Lachowsky has a background in emergency management, earned a master’s in business administration from the University of Central Arkansas, and serves on the Faulkner County Quorum Court. Caitlyn Hiland joined

the team in late 2023 after working for Senator John Boozman in D.C. Through her father’s service as former Faulkner County Prosecuting Attorney, Hiland knows what it means to serve the community she loves. The team added an administrator in September — Mandy Miller, of Maumelle — who worked for the state of Arkansas for 26 years and “has been a ‘tremendous asset’ to the team,” according to Goode.

“When we have an opportunity to help a business in our community, it makes it extra special for us because this is our home. Faulkner County has been good to us, and we want to be good to it,” Goode said. “We have a great group of legislators representing Faulkner County that all are very attentive to the needs of their constituents and that makes it easy for us to work with them on issues that impact our community.”

In today’s dynamic business environment, staying ahead of regulatory and statutory changes is essential for success. Natural State Consulting & Strategies uses strong relationships and local expertise to deliver results that help businesses succeed. 🌱



Landmark CPAs, one of Arkansas's largest locally owned public accounting firms, offers a full range of assurance, advisory, accounting, and tax services.

Landmark CPAs Expands with New Conway Office in Downtown

Landmark CPAs has opened a new office in downtown Conway as part of its recently announced merger with Garland & Greenwood CPAs. The merger, effective Jan. 1, unites two leading accounting firms, expanding Landmark's team to over 200 professionals across eight locations in Arkansas and Arizona.

The new Conway office, located at 710 Merriman St., marks a significant milestone for Landmark, strengthening its presence in central Arkansas. Alongside a new location in Jonesboro, the expansion reflects the firm's commitment to accessible, high-quality service for its growing client base. The Conway office employs 25.

Landmark CPAs, one of Arkansas's largest locally owned public accounting firms, offers a full range of assurance, advisory, accounting, and tax services. With the addition of the Conway office, the firm is poised to expand its reach while maintaining its hallmark personalized approach.

"We are excited to welcome the Garland & Greenwood team into the Landmark CPAs family. This merger allows us to build on our shared commitment to delivering exceptional service and innovative solutions to our clients."

- Randy Miligan, CPA, Landmark CPA

Garland & Greenwood's 36 staff members and partners — John Brock, Jake Froemsdorf, Rocky Goodman, and Greg Schichtl — joined Landmark CPAs. This integration blends the expertise of both firms, ensuring clients continue to receive the personalized service and expert guidance they expect.

"We are excited to welcome the Garland & Greenwood team into the Landmark CPAs family," Milligan said. "This merger allows us to build on our shared commitment to delivering exceptional service and innovative solutions to our clients. Together, we are stronger, and we look forward to the many opportunities this merger will bring."

"Joining forces with Landmark CPAs is a tremendous opportunity for our firm," said Rocky Goodman, Garland & Greenwood managing partner. "We have long admired Landmark's dedication to excellence and client service, and we are thrilled to become part of a team that shares our values." 🌱



EY's economic development study emphasized a need for mixed-use developments, multifamily housing, and expanded entertainment options to foster a live-work-play environment.

Study Sets Bold Vision for Growth, Connectivity of Downtown Conway

A comprehensive economic development study, conducted by EY and commissioned by the Conway Downtown Partnership, offers a detailed roadmap for transforming downtown Conway into a vibrant hub of culture, commerce, and community. The study explores Conway's economic potential and outlines strategies to enhance its downtown area, focusing on connectivity, real estate development, and community engagement.

The report benchmarks Conway against peer cities like Fayetteville and Tupelo, revealing strengths in retail concentration and downtown character while identifying areas for improvement. Despite Conway's high number of retail establishments compared to its peers, it lags in population density, dining options, and evening activities — a gap the study highlights as a critical opportunity for economic and social growth.

EY's analysis emphasizes a need for mixed-use developments, multifamily housing, and expanded entertainment options to foster a live-work-play environment. The findings align with the goals of the Conway 2035 plan, which prioritizes arts, entertainment, and culture as pillars of downtown vibrancy.

A Blueprint for Growth

The study identifies five strategic areas of focus:

Hospitality: Introducing a boutique hotel downtown could address current gaps in upscale lodging. Such a development would cater to visiting professionals and tourists while creating a much-needed anchor for resident after-hours activities, the study found.

Multifamily Housing: With a limited supply of downtown housing, the report calls for amenitized multifamily units designed to attract young

FOCUS: DOWNTOWN CONWAY

professionals, families, and students. Stakeholders cited this as a key to boosting downtown density and activating retail and cultural venues.

Arts and Entertainment: Revitalization of the Grand Theatre and new projects along Markham Street could establish downtown Conway as a cultural destination. Potential developments include food halls, galleries, and community workspaces.

Tech Office Space: The report highlights opportunities to attract technology firms by leveraging Conway's educated workforce and proximity to colleges. Creating adaptable office spaces could help draw businesses seeking vibrant, walkable environments.

Parking and Accessibility: While current parking availability meets demand, strategic planning for future growth is recommended. A centralized parking deck could support increased traffic from new residents, workers, and visitors.

Opportunities and Challenges

The SWOT analysis in the report underscores Conway's competitive edge as a pedestrian-friendly, historically preserved downtown.

Conway's 2035 plan dovetails with the study's findings, aiming to enhance the city's quality of life and attract regional visitors. Proposed projects, such as expanding bike lanes and public green spaces, could further unify the downtown and surrounding areas, the report said.



EY's report benchmarked Conway against cities like Fayetteville and Tupelo, revealing strengths in retail concentration and downtown character while identifying areas for improvement.

Regional Inspiration

The study draws on case studies from other cities to illustrate successful downtown revitalization strategies. Fayetteville's Cultural Arts Corridor and Bentonville's boutique hotels serve as examples of how Arkansas towns have transformed their urban cores into thriving destinations. Similarly, Markham Street's potential as a mixed-use corridor echoes projects like High Point, North Carolina's Stock & Grain food hall.

Next Steps

For downtown Conway to realize its full potential, the report recommends a phased approach. Immediate priorities include conducting feasibility studies for proposed developments, fostering partnerships with local institutions, and initiating a downtown master planning exercise. Such a plan would sequence investments and integrate projects like housing, arts venues, and office spaces to create a cohesive urban vision. 📍

LEARN MORE ABOUT THIS STUDY
For more on this story about transforming downtown, visit [PulseOfConway.com](https://www.pulseofconway.com)



The study explored Conway's economic potential and outlined strategies to enhance its downtown area, focusing on connectivity, real estate development, and community engagement.



THE LOWDOWN ON DOWNTOWN

NEW BUSINESSES

Secret Nook Coffee & Books
1015 Van Ronkle St.

Scared Balance: Massage & Yoga Therapies
1105 Deer St., Suite 6

Cross Roads Family Fashion
808 Court St.

Avonlea Jane Boutique
575 Harkrider St.

Art by Kristy Linville
1004 Front St.

Seven Oaks Steak & Seafood
1027 Front St., Suite 1

The Local Spark
575 Harkrider St.

Top Notch Heating & Air
1116 Oak St.

MOVED TO DOWNTOWN

Dyermark, Ensono, Deco Auto Detailing The Ride

OPENING IN 2025

R&M Southern Eatery, HSA Engineering Conway Social

2024 DOWNTOWN BY THE NUMBERS

173
Members

15
New Businesses

5
Businesses Relocated to Downtown

3
Business Expansions

\$5.69M
Property Sales

\$8.71M
Property Improvement

68
Full-Time Jobs Added

33
Part-Time Jobs Added

\$5.6M
Public Improvements

\$14.42M
Private Investment

How does the Conway Downtown Partnership envision the evolution of downtown over the next decade? The Conway Downtown Partnership envisions Downtown Conway as a thriving hub of activity and community life, blending its historic charm with modern innovations. Over the next decade, the vision includes downtown living, arts and entertainment, business vitality, infrastructure and streetscapes, sustainability and inclusivity, and community connection.

The goal is to maintain the unique character of Downtown Conway while embracing growth and progress, making it a model downtown that other communities aspire to replicate.

How important is the Markham Street corridor to the future of downtown? The Markham Street corridor is pivotal to the future of downtown development in Conway, as it represents a key gateway, connector, and catalyst for revitalization efforts. It is significant for so many reasons, including being a gateway to downtown and a catalyst for economic growth while also holding cultural and community significance. It can house anchor projects, such as major employers, entertainment venues, lodging and convention centers, or cultural institutions that draw people downtown.

By focusing on the Markham Street corridor, Conway can unlock new opportunities for growth, vitality, and connectivity, making it an essential component of the city's long-term downtown development strategy.

What industries, particularly within the tech sector, are being targeted for growth downtown? Downtown Conway is well-positioned to attract and support targeted growth within the tech sector, leveraging its proximity to higher education institutions, an entrepreneurial culture, and existing infrastructure. The industries being targeted include software development and IT services, fintech and financial services technology, Healthtech and biotech, e-commerce and digital marketing, and creative and digital media.

By fostering these industries, Downtown Conway can position itself as a thriving hub for innovation and entrepreneurship, contributing significantly to the city's economic vitality.

How might increased residential density impact the vibrancy and economic activity of the downtown area? Increased residential density in Downtown Conway is a key factor and can significantly enhance its vibrancy and economic activity by creating a self-sustaining ecosystem of live-work-play opportunities. It boosts economic activity, creates a 24/7 economy, encourages public and private investment, strengthens community identity, and much more.

By fostering increased residential density, Downtown Conway can achieve a dynamic, thriving urban core that supports businesses, attracts visitors, and creates a high quality of life for its residents.

Background: Drive through downtown Conway one is likely to see Kim Williams talking with retailers, meeting with property owners, watering plants, and cleaning up the sidewalks. Anything that keeps downtown Conway prosperous and looking top-notch for patrons, businesses, and residents, Williams is game.

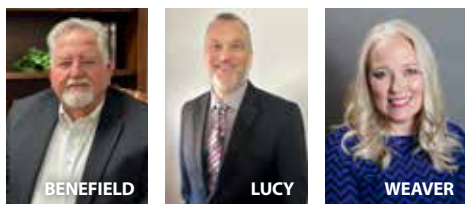


How can downtown Conway attract and retain young professionals and entrepreneurs? Attracting and retaining young professionals and entrepreneurs in Downtown Conway involves creating an environment that fosters innovation, lifestyle convenience, and community engagement. By aligning downtown's development with the aspirations and needs of young professionals and entrepreneurs, Conway can establish itself as a vibrant, innovative hub that attracts and retains the next generation of leaders and creators.

Is a boutique hotel feasible for downtown Conway, and what unique features would it include to attract visitors? A boutique hotel is feasible for Downtown Conway, especially if it leverages the area's charm, strategic location, and local attractions. A boutique hotel can elevate the downtown experience, serving as a hub for visitors while boosting the local economy. The key is to differentiate it with authenticity, exceptional service, and integration with the community's unique character.

How might downtown lodging support local businesses and institutions? Downtown lodging can play a vital role in supporting local businesses and institutions by driving foot traffic, fostering economic activity, and creating synergistic opportunities. By strategically aligning with local businesses and institutions, downtown lodging can act as a cornerstone for economic vitality, tourism, and community engagement, reinforcing Downtown Conway's position as a destination of choice. 🍋

EDUCATION



Central Baptist College recently named four new members to its board. The new members are **Michael Benefield, Andy Chisum, Chris Lucy,** and **Jennifer Weaver.** Each will serve a five-year term that began Jan. 1.

CBC's board also includes **Kirk Shelton, Chris Vines, Kellie Harper,** and **Judy Wallace.**



Steve Elder has been promoted to vice president for enrollment management at CBC. He most recently served in the interim role and has been employed at CBC for nine years.

Elder will oversee all aspects of CBC's recruitment, registration, and retention strategies, provide supervision for all enrollment personnel, and oversee and analyze market conditions to consistently meet overall enrollment goals.

Riva Brown, associate professor and global learning specialist at the **University of Central Arkansas,** has been named Farmer-to-Farmer Volunteer of the Year.

Brown was nominated by Winrock International for the award for her work in Senegal in July conducting comprehensive digital marketing training for the members of the economic interest group (EIG) Kawral Rewbe Gourel Hadji, a women's organization dedicated to producing organic moringa and hibiscus.

She was one of nine recipients worldwide.

Jennifer Craun has been selected as UCA's associate general counsel and Title IX coordinator. In her role, she will serve as part of UCA's legal team and will be responsible for state, federal and regulatory compliance matters including but not limited to employment, contracts and education law. As Title IX coordinator, she will help to develop training and programming to support UCA's compliance with the federal law prohibiting sex discrimination in educational programs and activities.

Craun has been a practicing attorney for 24 years in all three branches of state government and private practice. She most recently worked for the Bureau of Legislative Research for two years.

Velda Lueders Named National Association of REALTORS Regional VP

Velda Lueders was recently selected as regional vice president for the National Association of REALTORS. Lueders will oversee the work of the association's Region 9, which includes Arkansas, Kansas, Missouri, and Oklahoma.

It is a one-year term that began Jan. 1.

"I am incredibly honored to serve as the connecting point to our national association on behalf of my peers," Lueders said in a news release. "This role will enable me to directly communicate REALTOR® needs, affect positive change and further the real estate industry —

not only in my home state but across the country."

Lueders has served on local, state and national REALTOR boards and committees. She was the president of the Arkansas REALTORS Association in 2018 and Faulkner County Board of REALTORS in 2005 and 2011. She is a former member of NAR's meetings and conferences, professional development and professional standards committees. She was also the 2018 Arkansas REALTOR of the Year.

Lueders holds numerous NAR designations, including Accredited Buyer's Representative, Certified



Residential Specialist, Senior Real Estate Specialist, Seller Representative Specialist, At Home With Diversity, Commitment to Excellence, Military Relocation Professional, and Real Estate Negotiation Expert. She is also a REALTORS Political Action Committee Hall of Fame member. 🌟

TECHNOLOGY

Mainstream Technologies has hired **Rhonda Hayes** as its benefits manager. Hayes will be responsible for working with benefit carriers and brokers to ensure all associates' benefits are the best and most affordable. She will also work with associates on claims and assist when life changes require updates to their coverage.

UTILITIES



Conway Corp has promoted **Tori Freeman** to billing analyst 1. Freeman started at Conway Corp in 2021 as a cashier. Several Conway Corp service employees were honored with Customer Service Excellence awards during the Mid-America Cable Telecommunications Association awards in November.

Lead Customer Service Specialist **Jennifer Brannon,** Customer Service Specialist **Tressie Mazen,** and Customer Care Specialist **Renisenb McGehee** were recognized with a Master Performance award in sales.

Customer Care Specialists **Michelle Hatfield** and **Briana Jackson,** Customer Service Specialists

Toby Hibbs and **Savannah Tindall,** Customer Care Specialists 2 **Emily Keller** and **Kelly Johnston,** and Customer Care Team Leader Nicole Pizzolato were honored with Superior Performance awards in sales. Customer Care Specialist **Neil Holman** was recognized with a Master Performance award in services.

Carrier Relations & Account Development Coordinator **Jimmy Dolan** recently earned his Key Accounts Certification from the American Public Power Association.



Conway Corp Telecom Maintenance Senior Foreman **Brent Garren** recently placed top ten at the International Cable-Tec Games against other technicians from around the nation.

Conway Corp Electrical Systems Engineer **Earnest Taylor** was recently selected to serve as the Reliability Representative on the American Public Power Association's Reliable Public Power Provider Program Review Panel. 🌟



WHAT'S THAT GONNA BE?

Markham Street Welcomes New Office Building Development

Markham Street is adding a new neighbor, thanks to a new development that blends functionality and charm. Spearheaded by a local entrepreneur and Shelter Insurance agent, the project introduces a six-unit, mixed-use building designed to attract professional tenants and energize the area.

The development is located at 1160 Markham St. at the corner of Willow Street. Webb has partnered with Adam Jackson on the building. Innovative Interiors and Construction is the contractor on the project.

The building offers a combination of upstairs and downstairs spaces, with unit sizes ranging from 1,800 to 2,000 square feet. The two end units are slightly larger at 2,000 square feet, while the two middle units measure about 1,800 square feet. Developer Ryan Webb plans to occupy the north-end unit with his insurance office and is actively seeking tenants for the remaining units.

The available units are currently open spaces, allowing tenants to collaborate on designing the interiors to fit their needs. Webb expects to move his insurance office into the building in February.

"We hope to partner with tenants who want input on how the space is laid out," Webb said.

This approach not only ensures tenants get what they need but also fosters a sense of ownership and community within the building.



The project represents more than just a business opportunity; it's a personal investment in Markham Street's potential.

"I love the look of downtown buildings — Main Street USA style — with old bricks and a walking-friendly atmosphere," Webb said.

The decision to build here was driven by a desire to be centrally located and to contribute to the area's revitalization.

This project is not just about providing office space, it's about sparking growth, Webb said.

"I hope this kickstarts further development on Markham Street," Webb said.

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ECONOMY AT A GLANCE

The Key Economic Indicators for Conway & Faulkner County

LABOR

November 2024

Civilian Labor Force



168,286,000



1,413,716

Seasonally Adjusted

U.S.

168,164,000

AR

1,406,704

Conway

36,420

Faulkner Co.

66,123

Not Seasonally Adjusted

Unemployment Rate

U.S.

4.2%

AR

3.3%

Seasonally Adjusted

U.S.

4.0%

AR

3.1%

Conway

2.7%

Faulkner Co.

2.6%

Not Seasonally Adjusted

TAX COLLECTIONS

December 2024, Year-to-Date

Total Sales

Conway

2024 \$2,252,722,614

2023 \$2,185,266,162

3.1% change



1.75% TAX RATE*

Faulkner County

2024 \$3,083,446,312

2023 \$2,914,453,640

5.8% change



0.5% TAX RATE

Restaurant Sales*

Conway

2024 300,971,594

2023 \$286,028,402

5.2% change



*includes mixed drink sales

Hotel Receipts

Conway

2024 \$25,618,941

2023 \$26,120,808

-1.9% change



SINGLE FAMILY HOME SALES

December 2024, Year-to-Date

Home Permits

Conway

2024 118

2023 166

-28.9% change



Homes Sold

Conway

2024 651

2023 714

-8.9% change

Faulkner County

2024 1,599

2023 1,496

6.9% change

Home Sales

Conway

2024 \$206,335,711

2023 \$202,227,276

2.0% change

Faulkner County

2024 \$479,027,215

2023 \$413,566,254

15.8% change

Median Home Price

Conway

2024 \$270,000

2023 \$240,000

12.5% change

Faulkner County

2024 \$257,000

2023 \$239,950

7.1% change

View more economic data at pulseofconway.com

Data is current at the time of printing.

*Methodology Note: Conway figures are now for "Conway City Limits"



This 4-bed, 3-bath home on Spencer Lake Drive in Conway was the most expensive home sold in Faulkner County in December. It sold for \$844,000 and \$216.415 per square foot. Photo courtesy of Zillow

Spencer Mountain Home Tops Most Expensive Homes Sold in December

A 3,900-square-foot home on Spencer Lake Drive in Conway was the most expensive home sold in Faulkner County in December. The home sold for \$844,000 and \$216.41 per square foot. The 4-bed, 3-bath home was on the market for one day.

It was one of four Conway homes in the top five most expensive home sales in December.

All five homes sold for at least \$670,000. The homes averaged a sale price of \$744,200 and \$204.44 per square foot. They averaged 3,821 square feet and 33 days on the market. Find out more about the homes in the table below.

The Faulkner County Housing Report for 2024

Home prices and values were up across Conway and Faulkner County in 2024. Home prices in Faulkner County were up 7.1% with a median price of \$257,000. In Conway, prices were up 12.5% with a median price of \$270,000.

The total value of homes sold in Faulkner County was more than \$479 million in 2024, up 15.8% from 2023, while the total value of homes sold in Conway was more than \$206 million, up 2% from more than \$202 million in 2023.

The number of homes sold in Faulkner County was up 6.9% to 1,599 homes in 2024, while the number of homes sold in Conway was down 8.9% to 651. 📈

\$844K
Price of top home sold in December

33
Average days spent on the market among top five homes

\$744,200
Average price of the top five homes

	ADDRESS	PRICE	PRICE PER SQ. FT.	APPROX. SQ. FT.	BEDS	FULL BATHS	DAYS ON MARKET
1	5735 Spencer Lake Drive, Conway	\$844,000	\$216.41	3,900	4	3	1
2	1935 Centennial Club Drive, Conway	\$790,000	\$158.06	4,998	4	4	3
3	35 Crystal Drive, Greenbrier	\$720,000	\$276.39	2,605	3	2	147
4	1510 Southwind Drive, Conway	\$697,000	\$220.57	3,160	4	3	0
5	1222 Stanley Russ, Conway	\$670,000	\$150.77	4,444	4	4	18

Three \$1M Homes Top The List of Most Expensive Homes Purchased in Faulkner County in 2024

The top 10 homes sold in Faulkner County in 2024 topped \$9.5 million, including three homes that crossed the seven-figure threshold.

The homes averaged a sale price of \$957,374 and \$215.65 per square foot, and were on-average 4-bed, 4-bath home with 4,624 square feet. Eight of the 10 homes were located in Conway. Homes from Mayflower and Greenbrier took up the rest of the top, including the Mayflower home at the top spot.

Here is more information about the most expensive homes sold in Faulkner County last year:



	ADDRESS	PRICE	PRICE PER SQ. FT.	APPROX. SQ. FT.	BEDS	FULL BATHS	DAYS ON MARKET
1	31 McDermott Trail, Mayflower	\$1,084,750	\$318.95	3401	3	3	30
2	540 Audubon Place, Conway	\$1,065,000	\$196.10	5431	4	5	0
3	216 Saltillo Road, Conway	\$1,000,000	\$183.15	5460	5	4	133
4	420 Janan Court, Conway	\$975,000	\$145.11	6719	5	4	0
5	269 Garrison Road, Greenbrier	\$950,000	\$254.49	3733	4	3	11
6	115 Acklin Gap Road, Conway	\$950,000	\$175.93	5400	3	2	24
7	163 Rocky Gap Road, Conway	\$907,000	\$211.82	4282	5	4	0
8	1685 Nantucket Drive, Conway	\$883,000	\$229.95	3840	4	4	0
9	3250 Southern Oaks Road, Conway	\$882,500	\$219.97	4012	4	3	4
10	5500 Whistling Straits, Conway	\$876,486	\$221.00	3966	4	4	56

Discover the Heart of Conway



ROGUE ROUNDABOUT



BELL & SWORD



TINY TOADS BY CALVIN STINGER



CONWAY AT NIGHT BY JESSICA JONES

Discover the heart of Conway in Downtown, where over 30 retailers and 20 restaurants intertwine within walking distance of two parks. Whether you want to enjoy a bite at our first microbrewery, shop for a unique gift, or experience arts and culture - your place is here. Gather your friends and family and make your way downtown

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