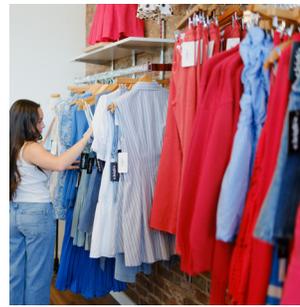


Pulse of Conway

THE PREMIER SOURCE FOR BUSINESS NEWS IN THE CONWAY AREA



Small Shops: Inside Downtown's Retail Engine

Proximity to similar businesses and personalized service continue to shape how they operate in a changing retail landscape.

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JANUARY 2026

PulseOfConway.com



Focus: Downtown

Learn more about the district, including retail, living, and offices

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MORE INSIDE



EXEC Q&A WITH BIG BAD BREAKFAST'S BEN BRAINARD

The restaurateur sits down with Pulse to discuss BBB's recent opening in Conway

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SHOPPING DOWNTOWN

The Conway Downtown Partnership shares some must-stop clothing stores

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WHAT'S THAT GONNA BE

The Village at Hendrix is getting another restaurant

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Chris Crain Customs focuses specifically on customization, catering to a diverse range of client needs. While the business is part of the broader Chris Crain Enterprises organization, its services are available to all vehicle owners, regardless of where a car or truck was originally purchased. This inclusive approach is central to the mission of helping owners transform a standard vehicle into one that reflects their personal preferences.

Chris Crain Customs Brings Vehicle Customization to Conway

In the heart of the redeveloping Markham District, Chris Crain Customs has established itself as a primary destination for vehicle personalization and preservation. Located at 1061 Markham St., the business serves as a specialized detail and accessory shop, providing a range of aesthetic and protective services to automotive, residential, and commercial clients throughout Conway and the surrounding communities.

The operation focuses specifically on customization, catering to a diverse range of client needs. While the business is part of the broader Chris Crain Enterprises

organization, its services are available to all vehicle owners, regardless of where a car or truck was originally purchased. This inclusive approach is central to the mission of helping owners transform a standard vehicle into one that reflects their personal preferences and lifestyle.

The Personalization Philosophy

At the core of the mission is the concept of tailoring a vehicle to a driver's specific vision. General Manager Brett Berry emphasizes that the goal is to bridge the gap between a factory-standard vehicle and a personalized machine.

"At Chris Crain Customs, we want to make your car, whether you buy it from one of the Chris Crain dealerships or another, exactly what you want it to be," Berry said. "We can lift it, tint it, clean it, wrap it, protect it, and so much more."

This philosophy extends beyond simple aesthetic changes. Technical services are designed to enhance both the longevity and the utility of personal and professional vehicles. By offering a wide array of modi-

CHRIS CRAIN CUSTOMS
CONTINUED ON PAGE 4



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CHRIS CRAIN CUSTOMS

FROM PAGE 1

fications in a single location, the business serves as a comprehensive resource for the Conway area, allowing owners to realize their vision for their vehicle through a single, professional point of contact. Interested parties can explore these options at chriscraincustoms.com or by calling 501-504-7018.

Tinting Services: Automotive, Residential, and Commercial

Professional window tinting remains one of the most sought-after offerings at the Markham Street location. Options are available for three distinct sectors: automotive, residential, and commercial.

For automotive clients, tinting serves the dual purpose of enhancing privacy and significantly reducing interior heat. This is particularly valuable in the Arkansas climate, where summer temperatures can take a toll on vehicle cabins and upholstery. However, the expertise of the team reaches into the local infrastructure as well.

Residential and commercial applications provide property owners with options for UV protection and increased energy efficiency. These specialized films help to secure storefronts and reduce cooling costs for local businesses, demonstrating that the reach of the services provided extends well beyond the driveway and into the homes and offices of the region.

Wraps and Graphics: From Personal Style to Commercial Branding

For those looking to change the visual identity

of a vehicle without the permanence of a new paint job, custom wraps and graphics are available. The graphics department handles both automotive and commercial projects, utilizing high-quality materials to ensure a professional finish.

For individual enthusiasts, full or partial wraps allow for total color changes or the addition of custom accents. This allows for a level of creativity that factory paint options often cannot match. For the local business community, the team provides commercial graphics that transform standard work trucks and vans into mobile advertisements. This service is a key component of the brand's business solutions, helping local enterprises increase their visibility and brand recognition throughout Central Arkansas.

Preservation Through Paint Protection

In addition to visual modifications, the technicians specialize in automotive paint protection. These applications are designed to shield a vehicle's exterior from environmental hazards such as rock chips, road debris, and sun damage.

By applying these protective layers, the staff helps maintain the resale value and aesthetic integrity of the vehicle over time. It is a proactive approach to vehicle maintenance that ensures the "new car" look lasts for years, even under the stress of daily driving and the varying weather conditions found in the Conway area.

Detailing: A "Second to None" Experience

The detail department is described by Berry as "second to none." Staffers provide full services that go beyond a standard car wash, focusing on the deep cleaning and restoration of both the interior and exterior of the vehicle.

Detailing is viewed as a form of maintenance

that preserves cabin materials and exterior finishes. A thorough detail can revitalize a vehicle's appearance and improve the overall driving experience. Berry noted that a clean car is a universal preference, which led to the availability of gift cards for those looking to provide the service to others.

"Everyone would love a gift of a clean car," Berry said.

Modern Convenience and Community Connection

Modern convenience has been integrated into daily operations, allowing customers to schedule appointments online or via a phone call. This streamlined process is designed to fit the schedules of busy vehicle owners and business managers alike, ensuring that professional vehicle care is accessible to everyone in the community.

The presence of Chris Crain Customs in downtown Conway is part of the larger development of the city's historic district. The footprint near the corner of Markham and Spencer streets represents a significant investment in the local economy and the evolving Markham Square area. The location at 1061 Markham St., Conway, AR 72032 allows customers to engage with the downtown community while their vehicles are being personalized.

"Visit our website or come in to visit us in downtown Conway and let us personalize your vehicle to make it especially for you," Berry said. Whether for a single-vehicle owner looking for a detail or a local business needing a fleet of commercial wraps, the focus remains on the individual needs of the Conway community and the commitment to excellence shared by the entire Chris Crain Enterprises team. 🟡



In addition to vehicle wraps, Chris Crain Customs is able to provide wraps for businesses and schools, including this wrap that was installed in the volleyball room at the University of Central Arkansas.



Big Bad Breakfast opened in Conway in December. Partner Ben Brainard sat down with Pulse of Conway to talk about the restaurant's opening and why Conway was the right market for the concept

Big Bad Breakfast's arrival in Conway marks another step in the brand's Arkansas expansion. Market partner Ben Brainard, who leads operations in the state, emphasizes a model rooted in quality, flexibility, and responsiveness to local demand. In the Q&A below, Brainard shares insight into guest experience, kitchen standards, and why Conway represents an important market for the brand's continued growth.

What stood out to you when you first walked into the Oak Street space?

[Operating Partner] Dragana [Miteva] and I first walked in here, we looked at each other and smiled because it felt like a Big Bad Breakfast. When [Chef and Founder] John Currence approached me about taking Big Bad Breakfast into Arkansas, there was no template. There are a few things that attach each store to the next, but there's no package graphic. He really allows and encourages each space to fit the community that it's in and be reverent of the space that you're in. We leaned on the help of my friend and colleague, Shelby Cotton, to figure out what the space was in its original intent. When we found out its original purpose was a mercantile, it made complete sense. The brickwork and general layout already fit, so we just tidied it up. The main thing we wanted was for the Conway community to walk in and see something unique. This one just belongs to y'all.

How do you balance being recognizably Big Bad Breakfast while still making each location feel local?

Our partner, Todd Ross, is a proud Conway resident, so we talked to him ad nauseam when we were trying to figure out direction. Shelby did the research and looked at what the space had been over time, and then the last thing we did was talk to Conway residents. I cannot tell you how many times I heard, "We don't have anywhere to have a Bloody Mary." We really lean into our weekends. We don't do reservations because once the

table is yours, it's yours. We want you to stay, have that next round, order the bottle of bubbles instead of the glass, and let us take care of you. Brunch is important to us, and Saturdays and Sundays really allow us to spread our wings.

How do you think about guest experience during the week versus the weekend?

We can fit two personalities, and we have to. If somebody comes in for breakfast on a weekday, we need to get your food out in under 10 minutes and get you off to work. While we're never lackadaisical on the weekends, we understand people are going to lean a little further back in their chairs and be less uptight about their schedule. We're equally proficient in both spaces.

Why was Big Bad Breakfast the right concept for this space?

I am involved in a few other projects that we did consider for this space. Everything I heard from Conway and its residents was that we really want a brunch space. More than anything else, we just listened.

How do you describe Big Bad Breakfast to someone who's never been?

We're a breakfast diner at our roots. Everything that we make is fresh. We don't open any bags. We make all of our own jellies, biscuits, and gravies daily. We do our own butchering. We take painstaking detail to make sure the quality of the ingredients and the techniques we use are done right. We're not the cheapest game in town, but we're also not the most expensive. What we are is the most consistent.

Why was Conway the right market?

Conway was the very first place we looked outside of Little Rock, and we didn't look anywhere else. It's the fastest-growing city in the state, but it's also 25 minutes door-to-door from our home. Dragana and I are both very hands-on, so access was a big part of it. When we saw how genuinely excited people were about having Big Bad Breakfast here, it was the easiest decision ever. 🍷



From the headquarters of a publicly traded financial institution to technology companies, office users in downtown are diverse, but they all share common reasons for selecting a downtown location.

Downtown Conway's Growing Role as an Employment Center

While downtown Conway is primarily known for its diverse retail and restaurant offerings, the district is also an important employment center for the city and region. Downtown Conway is home to more than 2,900 employees each weekday. From the headquarters of a publicly traded financial institution to technology companies, office users in downtown are diverse, but they all share common reasons for selecting a downtown location.

Location Matters

Situated directly between the majority of Conway's residential neighborhoods and the interstate corridor,

downtown offers a locational advantage for office users.

"It's easily accessible from everywhere in Conway, and it's seemingly just minutes away from anything you want," said Michael Taylor, chief customer officer at Acoustic.

"We enjoy being close enough to our dealerships to get there quickly, but our location also provides ease for those who are visiting us from any of our dealerships," said Nita Freeman, chief marketing officer for Chris Crain Enterprises, noting that the downtown location provides accessibility to the company's multiple dealerships across two states and their 450 employees.

A SNAPSHOT CORPORATE OFFICES IN DOWNTOWN

GET TO KNOW THESE COMPANIES

Chris Crain Enterprises
Automotive Group
Number of Employees in Downtown: 19
Moved to Downtown: 2022

TriTechne
Telecommunications Services
Number of Employees in Downtown: 50
Moved to Downtown: 2022

GARVER
Engineering
Number of Employees in Downtown: 14
Moved to Downtown: 2015

acoustic
Marketing Analytics & Software
Number of Employees in Downtown: 20
Moved to Downtown: 2021

Amenities

Access to retail, restaurants, and other businesses is seen as a strength for employees.

“Being downtown has been incredibly beneficial for both our team and our business,” said Lauren Blackwell, senior manager of human resources for Conway-based TriTechne. “Our employees enjoy the walkability, local restaurants, shops, and the overall vibrancy of the area. It fosters collaboration, boosts morale, and allows us to stay closely connected with other local businesses and the community.”

“Downtown also offered our employees walkability to practically every service you might need in a typical day, including dining, salon, automotive, banking, retail, pharmacy, and the list goes on and on,” said Dustin Tackett, transportation team leader for Garver. “You could even grab last-minute flowers or gifts for those special occasions that snuck up on you.”

As Garver continues to grow its Conway office, the downtown location has become central to its plans.

“As we look toward the future, our employees have expressed a strong desire to remain within the downtown community as our growth requires us to consider alternative locations,” Tackett said.

An Eye to the Future

Downtown’s walkability was a recurring theme among employers discussing the area’s advantages.

Whether walking to lunch, taking a midafternoon break, or aligning with a company wellness strategy, companies believe downtown offers a unique advantage.

While walkability ranks high, parking was universally mentioned as the most important issue to address for continued growth in the district. Other suggestions included a focus on arts, reimagined public spaces, a small hotel, and continued growth in the retail and restaurant sector.

“Downtown Conway is already a fantastic place to work, but continued improvements to parking, infrastructure, and office-focused amenities would make it even stronger,” Blackwell said. “Ongoing investment in thoughtful development and support for local businesses will help ensure downtown continues to thrive as a premier office destination.”

“I think downtown could benefit from reimagined parking, access to arts, better multiuse access to the larger trail systems around the city — which we’re getting with Connect Conway — and potentially a small hotel that provides walkability downtown,” Tackett said. “Some covered spaces, even if small in area, could also make the public areas and parks downtown more accessible and attractive during warm, sunny days, allowing people to eat their lunch or take a short break outdoors.”

2025 DOWNTOWN BY THE NUMBERS

15
New Businesses

4
Businesses Relocated to Downtown

6
Business Expansions

\$5.4M
Property Sales

\$9.4M
Property Improvement

112
Jobs Created

12
Property Sales

\$47.3M
Public & Private Improvements

\$31.6M
Value of 13 Building Permits Filed



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Solomon Gunyula stands on the balcony of his downtown loft overlooking Front Street. Gunyula says walkability, convenience and a strong sense of community are what make living downtown a good fit for his daily life.

In Conway, there are a wide variety of options for people who want to experience living downtown. More than 20 blocks of historic single-family housing are within a 15-minute walk west of downtown's core. There are modern apartments in the middle of the downtown commercial district. And finally, there are a few loft apartments above downtown businesses. Solomon Gunyula lives in a downtown loft and experiences that lifestyle daily. After moving to Conway and renting locally, Gunyula found that downtown living offered a mix of convenience, community and comfort that fit naturally into his routine.

Was downtown living something you actively sought, or did it happen organically?

It happened organically. I had previously rented from Covington Properties and had such a positive experience that I only wanted to rent from them again. When they showed me the downtown loft they had available, I fell in love with it on the spot. I wasn't specifically looking to live downtown, but the quality of the space and the trust I had in Covington made it an easy yes.

What conveniences make the biggest difference in your day-to-day life?

The walkability of downtown is huge. It's nice that I can walk to Bob's Grill or Patio Cafe for breakfast, or stop by Blue Sail and grab a coffee. It's a luxury not to worry about traffic first thing in the morning, plus get some exercise. Being able to start the day without getting in the car really changes how the day feels and makes mornings more relaxed.

What residential features or building amenities are most important to you?

Since I rent through Covington, the maintenance and care of the property are top-tier. This is a huge peace of mind. Knowing my home is secure and well-managed allows me to enjoy living downtown. The balcony overlooking Front Street is where I spend a lot of time. There's a lot of activity during the day, and at night it makes a perfect reading spot. It feels like a good balance between having privacy and still being connected to what's happening outside.

Which nearby amenities do you use most frequently?

I love meeting up with friends at Bob's Grill or Patio Cafe. One of my favorite spots downtown is Red Curtain Theatre. I've seen some fantastic performances there and volunteer to help out on occasion. Having those spots so close, along with MLK Jr. Square, means I rarely leave downtown to find entertainment or relaxation. Everything I enjoy doing in my free time is within walking distance.

What do people misunderstand about the downtown lifestyle?

The biggest misconception is definitely safety, especially at night. People who don't live downtown often assume it's a bit sketchy at night. I love going for walks downtown late at night, and I've never experienced an uncomfortable situation. The police are always on patrol, and there's a strong sense of community and security here. Living downtown has shown me that it's not only convenient, but also calm and comfortable. 🌱

How Downtown Boutiques Share Retail Momentum

Women's apparel retailers in downtown Conway say proximity to similar businesses, long-term relationships with customers, and personalized service continue to shape how they operate in a changing retail landscape.

Marty Lefler, owner of Lefler's, said having multiple women's boutiques downtown benefits both customers and retailers by increasing options within a walkable area.

"We have always felt that having more women's boutiques is better for everyone," Lefler said. "Customers can have a specific need and with more stores there is a better chance that they will find what they are looking for."

Lefler's has operated in downtown Conway since 1958 and remains a family-run business. Lefler said his daughter, Brooke Lefler Ludford, is now his business partner, making her the third generation to operate the store.

"My daughter, Brooke Lefler Ludford, who is now my partner, is the third generation to operate Lefler's," Lefler said. "We have grown up in downtown locations and this store has been on Oak Street since 1958."

Lefler said one of the key differences between independent boutiques and national retailers is the level of service customers receive. He said employees at Lefler's focus on helping customers rather than sales volume.

"In simple terms, help," Lefler said. "Our employees are focused on helping customers and are not paid on commission. They truly want to help."

Lefler said building trust with customers is a central part of that approach.

"One of the most rewarding connections is trust," he said. "We want our customers to trust us, and we back that with a flexible return policy."

That trust also informs the store's buying strategy. Lefler said the store emphasizes quality items that remain relevant beyond a single season.

"We at Lefler's try to focus on quality,



Lefler's has operated in downtown Conway since 1958 and remains a family-run business. Owner Marty Lefler said his daughter, Brooke Lefler Ludford, is now her partner and the third generation to operate the store.

and that requires that trends need to have a longer life and not just be for a single season in the current year," he said. "Our hope is that it would be something you would want to hang onto and be relevant next year also."

Erin Hohnbaum, owner of E. Leigh's, opened the boutique's downtown Conway location in 2013. The store was the company's third location in Arkansas.

Hohnbaum said downtown Conway already felt familiar to her. She grew up spending time in the city and shopping downtown with family members, and she said opening a store there carried personal significance.

"Downtown Conway has always been such a vibrant, welcoming community, and it's been incredible to watch it transform over the last 13 years," Hohnbaum said.

She said what stands out to her is how downtown continues to evolve while maintaining a sense of continuity.

"What I love most about Downtown Conway is how it continues to evolve while holding onto its roots," she said.

Hohnbaum credited the Conway Area

Chamber of Commerce and the Conway Downtown Partnership with helping support that balance. She said the mix of long-standing businesses and newer retailers contributes to downtown's character.

"There's a sense of continuity with long-standing staples like Bob's Grill, Jenifer's Antiques and Lefler's," Hohnbaum said. "That mix of tradition and progress gives downtown such a special charm."

Hohnbaum said many people may not realize the amount of work involved in operating a retail apparel business. She said business ownership requires managing multiple functions simultaneously.

"I think people would be surprised by just how much cash flow, heart, time and strategy go into running a retail business," she said. "From buying and forecasting to managing teams, social media and customer experience, it's truly a blend of art and science."

Hohnbaum said while fashion is often

SHOPPING DOWNTOWN
CONTINUED ON PAGE 10

SHOPPING DOWNTOWN

FROM PAGE 9

seen as the fun side of retail, the day-to-day reality involves constant adaptation.

"Trends shift quickly, and every day brings new challenges," she said.

She said shopping local extends beyond the transaction itself.

"When you shop local, you're doing so much more than buying something off a shelf," Hohnbaum said. "Every dollar you spend at a local business helps support local jobs, local causes and the overall growth of your city."

Like Lefler, Hohnbaum said the presence of multiple boutiques downtown helps create a shopping destination.

"When an area has several quality boutiques and local businesses, it gives people a reason to come, explore, and spend time there," she said.

Mirinda Davis, owner of Kindred Mercantile, said being located near other women's boutiques has helped create a sense of community among businesses and customers.

"Being in the downtown community and surrounded by other like businesses aids in the draw for customers into our market," Davis said. "It encourages community and builds not only the relationship between the businesses, but



Kindred Mercantile operates in downtown Conway, where the boutique focuses on individualized styling and long-term customer relationships.

also a feeling for our customers of small-town charm."

Davis said Kindred Mercantile focuses on personalized service and styling.

"When you shop at Kindred, you are family and you feel that," she said. "We provide a personalized styling service that is custom to you, with a mature, experienced staff."

Davis said staff members consider both physical fit and personal lifestyle when helping customers.

"We understand both women's bodies and emotions," she said.

She said many customer relationships extend well beyond retail transactions. Davis described one regular customer whose visits are part of a routine connection with the store.

"This is the connection we provide at Kindred," Davis said.

Davis said one of the most rewarding moments in her work is seeing how clothing can affect a customer's confidence.

"The light up in their eyes and the sass in their step is how you know you've really hit the mark on achieving that mission," she said.

Davis said the decision to locate downtown reflects a commitment to supporting local businesses and preserving long-standing community connections.

"We understand the personal connections and the importance of keeping small businesses alive for our city to thrive," she said.

Together, Lefler, Hohnbaum and Davis describe downtown Conway as a place where proximity, service and long-term relationships continue to shape how their businesses operate. 📍



E. Leigh's has been part of downtown Conway since 2013, when the boutique opened its location in the city's central business district.

ECONOMY AT A GLANCE

The Key Economic Indicators for Conway & Faulkner County



LABOR

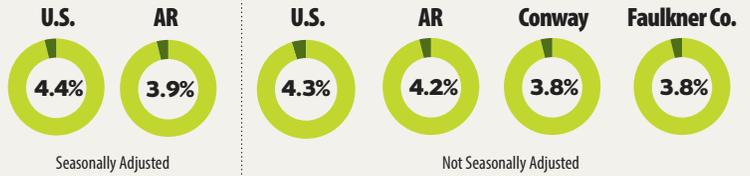
September 2025

Civilian Labor Force



U.S.	AR	Conway	Faulkner Co.
171,217,000	1,442,437	37,742	67,416
Not Seasonally Adjusted			

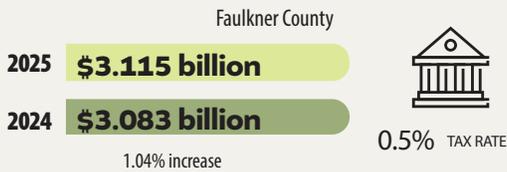
Unemployment Rate



TAX COLLECTIONS

December 2025, Year-to-Date

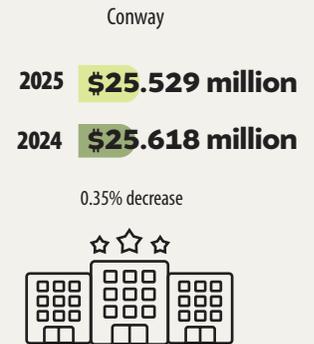
Total Sales



Restaurant Sales Tax*



Hotel Sales Tax



SINGLE FAMILY HOME SALES

December 2025, Year-to-Date

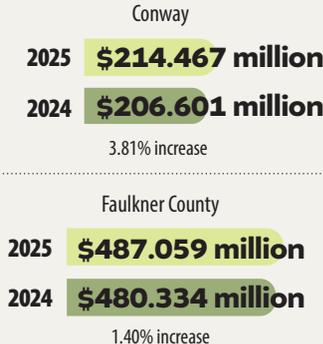
Home Permits



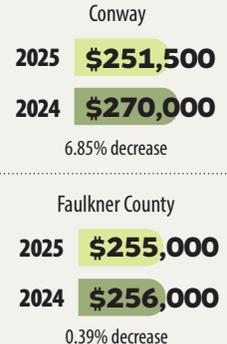
Homes Sold



Home Sales



Median Home Price



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"

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ConwayArkansas.org/Conway-Downtown-Partnership



CONWAY
Downtown Partnership
GETSMART



Must-Stop Shops Downtown

Downtown Conway is home to dozens of retailers, including many clothing stores. Here are some of the places you should stop at during your next trip downtown. For more information, visit downtownconway.org.



E. Leigh's

830 Front St.
501-205-0749
shopeleighs.com

A women-owned contemporary boutique featuring apparel, accessories, and footwear designed for everyday wear and special occasions.



GreyLayne

824 Front St.
501-472-8947
greylayne.com

A women's boutique offering trendy clothing, shoes, and accessories that blend classic style with a modern edge.

Yours Truly

1052 Harrison St.,
Suite 1-6
yourstrulyconsignment.com

A consignment and vintage shop offering a wide selection of pre-owned clothing, handbags, accessories, and home goods.



Bell & Sward

1011 Oak St.
501-504-6880
bellandsward.com

A full-service men's clothing store offering sportswear, suiting, shoes, accessories, tailoring services, and personalized shopping experiences.



Lefler's

1114 Oak St.
501-329-3424
leflersfashion.com

A family-owned women's apparel and jewelry boutique offering stylish clothing, accessories, and well-known fashion brands in downtown Conway.



Kindred Mercantile

1010 Oak St.
501-472-6450
shopkindredmercantile.com

A curated mercantile offering women's and children's clothing, accessories, home goods, and unique gift items in a welcoming, community-focused space.

Roost & Tap Kitchen to Join The Village at Hendrix

Entrepreneur Charles Frost announces a February opening debut for his modernized Southern diner concept

A new dining concept centered on elevated comfort food and a craft kitchen experience is scheduled to join the Village at Hendrix within the coming weeks. Roost & Tap Kitchen will occupy the suite at 1050 Ellis Ave., marking the latest commercial addition to the mixed-use development located near Hendrix College.

The restaurant is the brainchild of local entrepreneur and hospitality veteran Charles Frost, who aims to fill a void in the local dining scene by offering a high-quality experience that remains approachable. Frost, who has spent years in the industry, designed the concept as a modernization of the classic Southern diner, blending familiar flavors with a refined environment. He seeks to provide a space where the quality of the cuisine matches the sophistication of the setting without losing the heart of traditional comfort food.

The menu is designed to appeal to a broad demographic, ranging from college students to young professionals and families. At the center of the culinary program is a selection of signature poultry, featuring chicken that undergoes a 24-hour brining process before being fried or prepared rotisserie-style. Beyond chicken, the kitchen will serve custom burgers, pork chops that can be ordered fried or blackened with a red pepper jelly, and specialized pasta dishes that utilize shredded rotisserie meat.

For those looking for shared plates, the menu includes various loaded fries and tater tots, including truffle tater tots inspired by the street food scenes of larger metropolitan hubs like Nashville. These are complemented by modernized Southern sides such as smothered gumbo-style greens, garlic mashed potatoes and lemon garlic broccolini. The Tap portion of the name refers to a curated selection of craft beers and beverages designed to pair specifically with the savory, salt-forward profile of the menu.

The decision to establish the restaurant



Charles Frost, center, prepares for a February opening of Roost & Tap Kitchen in the Village at Hendrix. The eatery will focus on a craft kitchen experience with signature poultry and shared plates.

in the Village at Hendrix was a strategic move based on the area's existing synergy. Frost noted that the location's proximity to Hendrix College, surrounding residential neighborhoods and established businesses like La Pista made it the ideal spot to launch the project. He believes the area is primed for a concept that offers both a quick lunch for workers and a relaxed dinner destination for residents.

"I've always wanted to find a way to bring value to a community that has brought me so much value," Frost said. "We have a lot of food options in our city, but there's often four of each thing. I wanted to bring a concept that Conway hasn't had yet."

Construction and remodeling efforts are currently entering the final stages at the Ellis Avenue site. While the timeline is subject to final permits and inspections, Frost is targeting an opening date in early February. The ownership team has set a firm goal to be fully operational and serving the community by Valentine's Day. 🍷

ROOST & TAP KITCHEN THINGS TO KNOW

12

Beers on Tap

24

Hour Brined Chicken

14

Signature Spiced Rotisserie Rub

100+

Seats

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Recent Employee News, Hires, Awards, and Recognitions

UTILITIES

Tyler Allgood has completed two professional Tableau certifications, the Tableau Certified Data Analyst and the Tableau Desktop Specialist. Allgood is Conway Corp's data management lead. He started in his role in 2024.



Elise Myers was named to the Arkansas Women in Power board for 2026 and 2027. She will serve as the organization's secretary.

Arkansas Women in Power supports and advances women in Arkansas's energy industry through leadership development, education and networking opportunities.



Myers joined Conway Corp in 2008 as a customer care specialist. Now, she serves as the

utilities provider's business solutions manager.

Jeff Duke has been promoted to materials coordinator in Conway Corp's Property & Procurement Department. He will oversee the coordination and distribution of materials to support Conway Corp's operations, ensuring that departments have the resources needed to work efficiently and effectively.



Duke started at Conway Corp in 2013 as a materials handler.

Cyeth Arendall has been promoted to telecom installer technician 1 after completing his Broadband Premises Installer certification from the Society of Cable Telecommunications Engineers.



In the role, Arendall will continue working in the field to install, maintain, and support Conway Corp's telecommunications infrastructure while providing quality service to customers.

Arendall began at Conway Corp in 2024.

Chase Weatherly has been promoted to plant operator at the Tupelo Bayou Wastewater Treatment Plant. Weatherly began his career at Conway Corp in 2022.

Conway Corp Chief Marketing Officer Crystal Kemp was named one of Cablefax's 2025 Most Powerful Women and honored with the publication's Mentor of the Year award. 🏆



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\$1,200,000
Price of top home sold in December

89
Average days spent on the market among top five homes

\$825,490
Average price of the top five homes

This 5-bed, 3-bath home was the third-most expensive home sold in Faulkner County in December. The 3,847 SF Mayflower home sold for \$725,000 and \$188.46 per square foot.

Seven-Figure Conway Home Tops Faulkner County List of Home Sales in December

The top home sold in Faulkner County in December was a \$1.2 million residence in Conway. The home on Janan Court sold for \$178.57 per square foot.

The 6,720-square-foot home boasts five bedrooms, four full bathrooms, and two half-baths, and is located on approximately .92 acres. The 2008-built home was on the market for three days.

The No. 2 home was a Dolphin Drive abode in Conway. The property sold for \$810,000 and \$216.64 per square foot. The 3,739-square-foot home, built in 2025, features five bedrooms, four full bathrooms, and one half-bath.

The No. 3 home was located on Valley Ranch Drive in Mayflower. The 3,847-square-foot home sold for \$725,000 and \$188.46 per square foot. It is located on a 5.79-acre lot and features five

bedrooms and three and a half bathrooms.

The No. 4 home sold was located on Tivoli Drive in Conway. The 3,311-square-foot home sold for \$712,450 and \$215.18 per square foot after 59 days on the market. The new-construction home includes four bedrooms and three and a half bathrooms.

The No. 5 home, located on College Avenue in Conway, sold for \$680,000 and \$198.08 per square foot. The 3,433-square-foot home features four bedrooms, four full bathrooms, and one half-bath on a 1.05-acre lot.

Faulkner County Housing Report: December 2025

Faulkner County recorded 1,653 homes sold in 2025, a 3.05% increase from 1,604 in 2024. Total sales reached \$487.060 million, up 1.40% from

\$480.334 million in 2024.

The county's median price per square foot rose 2.27% to \$154.81, compared to \$151.37 in 2024. The median home price declined 0.39% to \$255,000. A year ago, the median was \$256,000.

In Conway, 712 homes were sold in 2025, a 9.04% increase from 653 during 2024. Sales volume totaled \$214.468 million, up 3.81% from \$206.602 million last year. 📈

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	ADDRESS	PRICE	PRICE PER SQ. FT.	APPROX. SQ. FT.	BEDS	FULL BATHS	DAYS ON MARKET
1	420 Janan Court , Conway	\$1,200,000	\$178.57	6,720	5	4	3
2	1645 Dolphin Drive , Conway	\$810,000	\$216.64	3,739	5	4	324
3	128 Valley Ranch Drive , Mayflower	\$725,000	\$188.46	3,847	5	3	54
4	5645 Tivoli Drive , Conway	\$712,450	\$215.18	3,311	4	3	59
5	4965 College Avenue , Conway	\$680,000	\$198.08	3,433	4	4	9

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