

COLE MCCASKILL

CORE COMPETENCIES

Economic Development | Program Management | Relationship Building
Public Speaking | Critical Thinking | Problem Solving | Strategic Planning

EXPERIENCE

VICE PRESIDENT OF ECONOMIC DEVELOPMENT, HOT SPRINGS METRO PARTNERSHIP

JANUARY 2017-PRESENT

Work directly day-to-day with the President & CEO providing administration and implementation of the strategies developed to ensure expected progress in achieving the related goals of the Chamber & Partnership.

- Assist the President & CEO with staff management and strategic initiatives.
- Implement strategies from the Vision 2020 plan including Business Retention & Expansion, Attraction, Talent Development & Downtown Development.
- Work with primary employers on retention and expansion projects.
- Coordinate between private industry and local and state government for statutory incentive awards related to expansion and retention.
- Build strong and productive relationships with site location consultants, public agencies, private investors, elected officials, and fellow economic developers.
- Produce a weekly newsletter of daily activities and downtown news to 3,500 subscribers.

DOWNTOWN DEVELOPMENT DIRECTOR, HOT SPRINGS METRO PARTNERSHIP

AUGUST 2014- JANUARY 2017

Facilitated a transformative level of investment in Downtown Hot Springs.

Results after 3 Years:

60 New Businesses Opened

40 Historic Commercial Properties Sold for a total sales value of \$22 Million

Over \$50 Million in Capital Investment

- Managed all aspects of the Downtown Development Strategy including reporting to the appropriate boards, committees, councils, and outside groups.
- Assisted individual tenants and property owners with improvement projects through consultation with appropriate agencies to facilitate the availability and use of grants, loans, technical assistance, and education programs to enhance and expedite the development/redevelopment of downtown properties.
- Repaired a decades long fractured relationship between downtown stakeholders and The Chamber.
- Led a delegation of local business and political leaders on three annual benchmark visit to Saratoga Springs, NY; Asheville, NC; & Oklahoma City, OK.
- Inspired confidence to invest downtown.
- Produced a weekly newsletter of daily activities and downtown news to 3,500 subscribers in a mass email software.
- Operated nine social media pages.
- Managed multiple Chamber and downtown events with total attendance in the thousands.
- Administered a \$250,000 EDA grant for a redevelopment strategy for downtown.
- Led the local broadband expansion effort.
- Managed planning committees and focus groups during the economic development strategic planning for Vision 2020.

EXPERIENCE | **DIRECTOR OF CUSTOMER SERVICE, GREATER HOT SPRINGS CHAMBER OF COMMERCE**
NOVEMBER 2013 – JULY 2014

SALESPERSON, BEST BUY
2009 –2010

FRONT DESK CLERK, GARLAND COUNTY LIBRARY
2003 –2006

PROFESSIONAL ACCOMPLISHMENTS | Named to the 2015 Class of “20 in Their 20’s- The New Influentials” by Arkansas Business
Certified in Entrepreneurship Development by IEDC
Certified in Economic Development Marketing & Business Attraction by IEDC
On track to become a Certified Economic Developer (CEcD) by 2018
Named Honorary Educator of the Year in 2015 by the Arkansas Hospitality Association- Hot Springs

PROFESSIONAL MEMBERSHIPS | Arkansas Economic Developers
International Downtown Association
International Economic Development Council

VOLUNTEER LEADERSHIP | Downtown Association of Hot Springs | **Director** | **2017 Treasurer** | **2016 Vice President**
Hot Springs Area Cultural Alliance | **Director** | **Marketing Chair**
Hot Springs Young Professionals | **Director** | **Founding Board Member**
Hot Springs Future Fund | **Director** | **2017 Membership Chair** | **2016 Grant Chair**
Low Key Arts | **Merchandise Manager** | **2008- 2016**
Mid America Science Museum | **Marketing Advisory Committee**
National Park College | **Advisory Council, Alumni & Friends Association**

EDUCATION | **HENDERSON STATE UNIVERSITY, ARKADELPHIA, AR**
BACHELORS DEGREE IN COMMUNICATION | SUMMA CUM LAUDE
UALR INSTITUTE FOR ECONOMIC ADVANCEMENT, LITTLE ROCK, AR
COMPLETED MID-SOUTH BASIC ECONOMIC DEVELOPEMNT COURSE
IEDC ECONOMIC DEVELOPMENT MARKETING & ATTRACTION COURSE, ORLANDO, FL
REQUIREMENT FOR CECD
IEDC ENTREPRENEURSHIP DEVELOPMENT STRATEGIES COURSE, MADISON, WI
REQUIREMENT FOR CECD
LEADERSHIP HOT SPRINGS, HOT SPRINGS, AR
CLASS 28