

THEORY OF CHANGE

HOME REGION PROGRAM: NORTHWEST ARKANSAS



Economic & Cultural Vibrancy

The Walton Family Foundation is inspired by a vision of Northwest Arkansas as a vibrant and thriving region with a diverse, innovative economy and world-class cultural opportunities accessible to all.

To accomplish this, the foundation supports the development of an **entrepreneurial ecosystem** that ensures long-term economic vitality and removes barriers to success for underserved entrepreneurs. We are also committed to supporting long-standing **regional assets** that make up Northwest Arkansas' cultural backbone, while ensuring their offerings become more inclusive.

WHAT WE PLAN TO DO

Help develop a robust entrepreneurial ecosystem and remove barriers to underserved entrepreneurs.

Support world-class culinary, artistic, outdoor and cultural institutions as they evolve to meet the region's changing needs.



HOW WE PLAN TO DO IT



- ▶ Nurture and cultivate local entrepreneurs in underserved communities to build a strong and diverse pipeline of talent
- ▶ Support business accelerators and recruit top entrepreneurial talent that attract best-in-class startups to NWA
- ▶ Increase access to capital, especially early-stage/seed funding for the region's emerging entrepreneurs



- ▶ Support and maintain the region's existing artistic and cultural amenities
- ▶ Ensure regional assets and their programming becomes more inclusive and accessible to all who live and visit Northwest Arkansas
- ▶ Enhance those assets and organizations to effectively meet the region's dynamic and changing needs

SO THAT

A flourishing entrepreneurial ecosystem grows in NWA with new and expanding businesses, diverse talent and a diversified economy

Stable and flourishing arts and cultural organizations become pillars of vibrancy across the region

