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**City of Conway, Arkansas
Named Finalist for NLC's 2010 Awards for Municipal Excellence**

Conway – The National League of Cities (NLC) announces that Conway is as a finalist for the 2010 Awards for Municipal Excellence. The Awards for Municipal Excellence recognize cities and towns for outstanding programs that improve the quality of life in America's communities. Conway was chosen for the Hewlett Packard Project.

"We are pleased that Conway is a finalist for our Awards for Municipal Excellence," said Donald J. Borut, NLC's Executive Director. "This shows that even at a time when so many cities are struggling financially, cities and towns continue to develop the most creative and innovative solutions."

NLC received nominations from cities and towns in 40 states. Finalist programs exhibited exceptional public-private partnerships, productive citizen and community collaborations, management of municipal resources, implementation of government policies, project implementation with tangible results and/or the ability to replicate the project in other cities.

Conway, Arkansas and Conway Development Corporation (CDC), Conway's local nonprofit economic development partner, determined to attract high tech, information technology jobs. CDC's recent study highlighted the opportunity to recruit such jobs due to the city's demographics; however, no office park or campus styled sites existed in Conway. The CDC purchased a 180 acre an office park site, but it could not fund its infrastructure. Partnering, the city levied a 1% franchise fee on gross electricity sales and issued bonds backed by 60% of this new revenue to construct the streets, street lighting, and sidewalks throughout the park and install all the water, sewer, cable, and internet infrastructure. The park's building sites became "shovel ready" using public dollars invested into the public improvements of private development. The CDC had a small investment in now valuable land and could offer extremely low lease rates to prospects.

Early in 2008, as the Park was being completed, Conway was notified it was one of 26 cities being considered for a large relocation of a Fortune 500 technology company. Negotiations with company officials led to more lease rate reductions. The CDC gave the prospective site to the city which agreed to use the remaining 40% of the franchise fee revenue to build the parking lots, site improvements, and building pads for the prospect. The city then leased the land back to the CDC for a dollar a year further reducing the lease rate the CDC could offer.

On June 19, 2008 Hewlett-Packard announced the selection of Conway and the Meadows Technology Park as the site for its new 150,000 square foot facility employing 1,400 people. Great demographics, a campus location, and an extremely low lease rate were cited as winning strengths. HP's January 2010 opening proved wrong conventional wisdom that a major technology company could not be recruited to Arkansas and proved right that transformational economic development could succeed with smart combinations of city and private resources.

The winners of the 2010 Awards for Municipal Excellence will be announced during NLC's Congress of Cities and Exposition in Denver, Colo., November 30 – December 4, 2010.

More information about the Awards for Municipal Excellence can be found on the NLC website at www.nlc.org/ame.aspx.

The National League of Cities is the nation's oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.