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State of Arkansas
88th General Assembly
Regular Session, 2011

A Bill

HOUSE BILL 1980

By: Representative Westerman

For An Act To Be Entitled

AN ACT TO AMEND THE ARKANSAS RETIREMENT COMMUNITY
PROGRAM ACT; AND FOR OTHER PURPOSES.

Subtitle

TO AMEND THE ARKANSAS RETIREMENT
COMMUNITY PROGRAM ACT.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

SECTION 1. Arkansas Code § 15-14-102 is amended to read as follows:

15-14-102. Definitions.

As used in this chapter:

(1) "Association" means the Arkansas Association of Development
Organizations;

~~(1)~~(2) "Commission" means the Arkansas Economic Development
Commission; and

~~(2)~~(3) "Program" means the Arkansas Retirement Community
Program.

SECTION 2. Arkansas Code § 15-14-103(a), concerning the creation of
the Arkansas Retirement Community Program, is amended to read as follows:

(a) The Arkansas Economic Development Commission and the Arkansas
Association of Development Organizations shall jointly establish and maintain
an Arkansas Retirement Community Program under which retirees and potential
retirees are encouraged to make their homes in Arkansas communities that have
met the criteria for certification by the commission as an Arkansas



1 retirement community.

2

3 SECTION 3. Arkansas Code § 15-14-104 is amended to read as follows:

4 15-14-104. Eligibility.

5 (a) To be eligible to be an Arkansas retirement community, an
6 applicant community, acting through a board or panel that serves as the
7 applicant community's official program sponsor, shall:

8 (1) Complete a retiree desirability assessment, as developed by
9 the Arkansas Economic Development Commission and the Arkansas Association of
10 Development Organizations, to include facts regarding crime statistics, tax
11 information, recreational opportunities, housing availability, and other
12 appropriate factors, including criteria listed in subsection (b) of this
13 section;

14 (2) Work to gain the support of churches, clubs, businesses,
15 media, and other entities as necessary for the success of the Arkansas
16 Retirement Community Program in the applicant community;

17 (3) Identify emergency medical services and hospitals within a
18 seventy-five-mile radius of the community; and

19 (4) Submit to the commission:

20 (A) An application fee in an amount equal to the greater
21 of:

22 (i) ~~Five thousand dollars (\$5,000)~~ Two thousand five
23 hundred dollars (\$2,500); or

24 (ii) Twenty-five cents (25¢) multiplied by the
25 population of the applicant community, as determined by the most recent
26 federal decennial census;

27 (B) An annual renewal fee equal to the greater of:

28 (i) Two thousand five hundred dollars (\$2,500); or

29 (ii) Twenty-five cents (25¢) multiplied by the
30 population of the applicant community, as determined by the most recent
31 federal decennial census.

32 ~~(B)~~(C) A marketing plan detailing the mission as applied
33 to the applicant community, the target market, the competition, an analysis
34 of the applicant community's strengths, weaknesses, opportunities, and
35 dangers and the strategies the applicant community will employ to attain the
36 goals of the program; and

1 ~~(C)~~(D) A long-term plan outlining the steps the applicant
 2 community will undertake to maintain its desirability as a destination for
 3 retirees, including an outline of plans to correct any facility and service
 4 deficiencies identified in the retiree desirability assessment required by
 5 subdivision (a)(1) of this section.

6 (b) The commission and the association shall develop and use a scoring
 7 system to determine whether an applicant community will qualify as an
 8 Arkansas retirement community. In addition to the requirements of subsection
 9 (a) of this section, the commission and the association shall consider as
 10 part of the scoring system the applicant community in relation to the
 11 following criteria:

- 12 (1) Arkansas's state and local tax structure;
- 13 (2) Housing opportunities and cost;
- 14 (3) Climate;
- 15 (4) Personal safety;
- 16 (5) Working opportunities;
- 17 (6) Health care services and other services along the continuum
 18 of care, including home-based services and community-based services, housing
 19 for the elderly, assisted living, personal care, and nursing care facilities;
- 20 (7) Transportation;
- 21 (8) Continuing education;
- 22 (9) Leisure living;
- 23 (10) Recreation;
- 24 (11) Performing arts;
- 25 (12) Festivals and events;
- 26 (13) Sports at all levels; and
- 27 (14) Other services and facilities in the applicant community
 28 that are necessary to enable persons to age in the least restrictive
 29 environment, as may be identified by the Department of Human Services.

30 (c) The commission and the association shall initiate the Arkansas
 31 Retirement Community Program as a pilot program limited to up to ten (10)
 32 communities that apply for certification under this program.

33
 34 SECTION 4. Arkansas Code § 15-14-105(a), concerning services, is
 35 amended to read as follows:

36 (a) If the Arkansas Economic Development Commission and the Arkansas

1 Association of Development Organizations ~~finds~~ find that an applicant
 2 community successfully meets the requirements of an Arkansas retirement
 3 community, not later than ninety (90) days after the application is
 4 submitted, the commission and the association shall certify the community and
 5 provide the following services to the community, to the extent to which funds
 6 are available:

7 (1) Assistance in the training of local staff and volunteers;

8 (2) Ongoing oversight and guidance in marketing, including
 9 updates on retirement trends;

10 (3) Inclusion in the state's national advertising and public
 11 relations campaigns and travel show promotions, including a prominent feature
 12 on the commission's Internet website, to be coordinated with the Internet
 13 websites of other agencies, as appropriate;

14 (4) Eligibility for state financial assistance for brochures,
 15 support material, and advertising; and

16 (5) An evaluation and progress assessment on maintaining and
 17 improving the community's desirability as a home for retirees.

18
 19 SECTION 5. Arkansas Code § 15-14-106 is amended to read as follows:
 20 15-14-106. Recertification.

21 An Arkansas retirement community's certification under § 15-14-105
 22 expires on the fifth anniversary of the date the initial certification is
 23 issued. To be considered for recertification by the Arkansas Economic
 24 Development Commission and the Arkansas Association of Development
 25 Organizations, an Arkansas retirement community must:

26 (1) Complete and submit a new application in accordance with the
 27 requirements of § 15-14-104(a); and

28 (2) Submit data demonstrating the success or failure of the
 29 Arkansas retirement community's efforts to market and promote itself as a
 30 desirable location for retirees and potential retirees.

31
 32 SECTION 6. Arkansas Code § 15-14-108 is amended to read as follows:
 33 15-14-108. Rules and regulations.

34 The Arkansas Economic Development Commission, after having received
 35 input from the Arkansas Association of Development Organizations, the
 36 Department of Parks and Tourism, and the Department of Arkansas Heritage,

1 shall promulgate rules and regulations to implement this chapter.

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