



arkansasinc.

Fall 2014

New Website Guides First-Time Entrepreneurs

A new website from the Secretary of State makes it easier for first-time business owners to open a business in Arkansas.

DreamItDoItArkansas.com asks entrepreneurs five simple questions about their business. Based on the answers, the site lists many of the federal, state and local government requirements for opening a business – including licenses, permits, tax obligations and other documents. Our vision for **DreamItDoItArkansas.com** is to streamline interactions between all Arkansas businesses and government agencies.

The “Dream It Do It” concept celebrates the reasons why people become entrepreneurs and encourages site visitors to follow their dreams. Entrepreneur quotes and an inspirational video welcome visitors, showcases Arkansas small business owners and make the site feel like a mentor.

Our eGovernment partner Information Network of Arkansas built **DreamItDoItArkansas.com** at no cost to taxpayers, and has partnered with the Arkansas Venture Center to help promote the site to the entrepreneur community.

We want to make this resource as useful as possible, and we want to know what you think

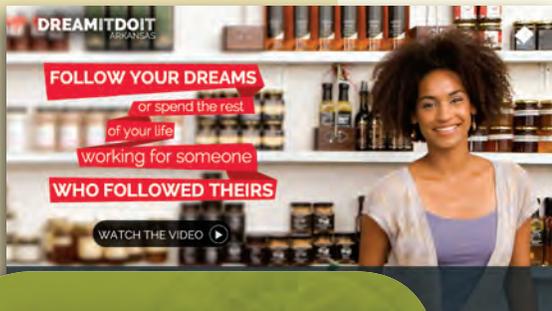
DREAM IT continued on Page 2

The Secretary’s Minute Encouraging Arkansas Start-Ups with Helpful Tools & Success Stories

Mark Martin

ARKANSAS SECRETARY OF STATE

All of the businesses featured in this edition of *Arkansas Inc.* have one thing in common: they started with a dream and a passion to serve their community. We are pleased to honor Ranger Boats as our Arkansas Business Icon this quarter. The famous boat company was established in Arkansas in 1968, and has grown to an internationally known, legendary boat brand. The Great Passion-Play is another business featured. It started with one man’s desire to educate and bring a little hope to his local community. It has reached way beyond that goal, extending to over 7.5 million people all over the world. Baja Grill is a fairly new business and we’ll take a look at their explosive success, as well.



DREAMITDOIT
ARKANSAS

The Business & Commercial Services Division (BCS) is here to provide help with a wide range of business needs. We can search available company titles, file appropriate documents for your business, record trademarks, file notary public certifications, issue authentication of documents and Apostilles, as well as record Uniform Commercial Code (UCC) Filings.

For those who are looking to start a business in Arkansas, you’ve come to the right place. The Arkansas Secretary of State’s office is the starting point for opening a new business in the state. Over the past four years, the Secretary of State’s office has assisted with 54,000 new business filings. Unfortunately, some businesses close their doors before

MINUTE continued on Page 2



of it. To thank those early users who completed our survey, we're sending one lucky entrepreneur to the Arkansas Venture Center Pre-Launch Business Model Validation Course. The course will be held at the Little Rock Chamber of Commerce each Monday from 5:30 to 7:30 for nine weeks beginning in late September. If you've got an idea and want to learn the building blocks of a business or are struggling with your startup, this pre-launch program can help you or a budding entrepreneur you may know.

Visit DreamItDoItArkansas.com and share it with any first-time entrepreneurs you know.

The Road from Food Truck to Permanent Storefront

Husband and wife duo Craig and Melissa Roe are featured in the *Dream It, Do It* video. They first opened Baja Grill as a Benton-based food truck. After several years of start-up success, they moved to a permanent brick-and-mortar location on Kavanaugh Boulevard in May.

The Roes opened Baja Grill out of their passion for high quality, fresh "Mexi-Cali" food, and as a way to spend more time with their young children. Aside from the time-intensive start-up tasks of writing a business plan and securing funding, it took the Roes more effort than they thought it would to understand and meet the government regulations for small businesses.

"Having the key information in one place will make it so much easier for anyone to open a business," Melissa Roe said. "I just wish DreamItDoItArkansas.com was around back when we got started."



Passion Play is Big Draw for Eureka Springs

Over 7.5 million people have enjoyed The Great Passion Play in Eureka Springs since its opening night in 1968. The site is so famous that USA Today included it among its "don't miss" outdoor venues.

"We are honored to be named one of the 10 Best Outdoor Venues by USA Today's 10Best.com," said Randall Christy, CEO of the Great Passion Play. "The play is certainly enough to receive the accolades all by itself, but our outdoor concerts this year and last have been very well received."

Featuring the work of composer Phil Perkins, the musical score is performed by the National

Philharmonic Orchestra of London. Over 150 actors bring to life Christ's last days on earth: His death, resurrection and ascension. The 550-foot set presents a historically accurate street in Jerusalem, complete with houses, a temple and a marketplace. Every performance concludes with a cross raised as a symbol of victory.

"It's good for Eureka Springs and the local economy," said Kent Butler, cast member and the play's Director of Marketing and Public Relations. "People need some hope in their lives. That's what has kept me here all these years."

In addition to the play, visitors can enjoy the Bible Museum, the Sacred Arts Museum, free music concerts, David the Shepherd and the Parables of the Potter through October 25 for this season. During Area Appreciation Days, August 1 to September 30, discounted tickets are available to residents of Carroll, Boone, Benton, Madison, Washington, and Newton counties.

Ticket reservations and performance schedules are available online at www.GreatPassionPlay.org.



Christ of the Ozarks and a piece of the Berlin Wall are signs on the grounds.

MINUTE

, continued from page 1

they even open due to incomplete paperwork; we want to change that. That is why we created the **Dream It Do It** website, the one-stop shop to make your entrepreneurial dreams come true. Read more about **Dream It Do It** on page 1 of this issue.

We want to be more than a business filing processor; we are determined to provide Arkansans with tools to spur job creation and industry growth. **Arkansas Inc.** is one of the tools we use to inform and motivate current and future business owners to do exactly that. Aside from business deadlines and reminders, we also tell you about businesses in your community, some that are just opening their doors, and others that have stood the test of time.

As the Secretary of State, it is my goal to provide Arkansas with every tool necessary to not only get your business off the ground, but motivate you through the hard times and be your community of encouragement. Whether it's providing education and information in our publications or engaging at business expos and through our social media sites, we are here to serve you!

Arkansas Business Icons: *Ranger Boats*

Ranger Boats, founded right here in Arkansas, started with a boat design drawn on napkins and scrap paper. A quarter century later, Ranger Boats is an internationally known brand for outdoor adventure. From selling only six boats its first year; the company has become the boat of choice for NASCAR, Chevy Trucks, Cabela's, the Wal-Mart FLW Tour and countless other tournaments and organizations around the world.

Ranger Boats' astounding success did not happen overnight. Rewind to 1960; at the time, Ranger founders Forrest and Nina Wood operated fishing guide services on Bull Shoals Lake, the White River and Crooked Creek. Using heavy wooden boats, Forrest found great need and potential for a more comfortable, efficient and high-quality boat design. After listening to the input of customers and fellow guides, he drew up the original boat hull designs on scrap paper and napkins. At first, the orders came in slowly, but as their reputation for quality built, so did their business.

Like most companies that stand the test of time, Ranger Boats did not get to where it is today without setbacks. In 1971, Forrest Wood's enterprise in Flippin, Ark., seemed destined for success, but on the evening of May 4, the boat shop burned to the ground. The Woods built their business out of a desire to fill a need in the community; in return, the community pulled

together in the Forrest family's time of need. Family, friends

Sec. Martin toured Ranger Boats' production facility in April.



Ranger Boats founders Forrest and Nina Wood

and employees rallied to clear debris and rebuild, while some dealers offered to pay for their deliveries in advance. The next day, 40 boat orders were salvaged; customers were waiting! With the community's help, production was restored within 40 days.

Arkansas Secretary of State Mark Martin had the pleasure of touring Ranger Boats earlier this year. "It is motivating to business owners in Arkansas to see an example of achieving success while doing what you love for a living. Ranger Boats was founded by outdoor enthusiasts who started with their love of angling, and wanted to create a high-quality product for their customers," said Secretary Martin. "It is the combination of passion, hard work and dedication that propelled them to the success they are today."

Today, Ranger Boats is the largest employer in Marion County, located in North Central Arkansas. It is the nation's largest manufacturer of premium fiberglass boats, with about 200 dealerships in the United States, Canada, Australia, France, Italy, Japan, Mexico, Romania, South Africa, Spain, the Ukraine and Venezuela.

Forrest Wood was inducted into the Class of 2011 of the Arkansas Sports Hall of Fame. He is also a member of the Professional Bass Fishing Hall of Fame, National Fishing Hall of Fame, International Boating Hall of Fame, National Marine Manufacturers Hall of Fame, Legends of the Outdoors Hall of Fame, Arkansas Business Hall of Fame, and the Arkansas Outdoor Hall of Fame. Forrest Wood built his life and business around doing what he loves, and what he loves propelled him into the international outdoors icon he is today.

Note: This article is part of an ongoing series featuring iconic Arkansas businesses and business leaders.





SECRETARY OF STATE
MARK MARTIN

Business and Commercial Services Division
Victory Building, Suite 250
1401 West Capitol Avenue
Little Rock, Arkansas 72201

(501) 682-3409 • Toll Free: (888) 233-0325
corprequest@sos.arkansas.gov



Use a mobile QR app to scan
this code and order certificates
of good standing or search
entities *on the go!*

Franchise Tax Filings Key in Funding Education

About \$3 billion — that is the price tag to educate the 475,000 Arkansas students in public schools every year. With 258 school districts throughout the state, every little bit of funding helps. In 2014, the Secretary of State's Business and Commercial Services Division collected close to \$26 million in Franchise Taxes, about \$17 million of that has gone toward meeting the annual cost of school funding.

Every incorporated business, whether domestic or foreign, pays an annual fee to do business in Arkansas. Act 94 of the Second Extraordinary Session of 2003 increased franchise tax rates and required all funds collected over \$8 million be deposited into an Education Adequacy Trust Fund.



BCS Staffer Regenia Smith (right) assists Franchise Tax filers on deadline day.

Franchise taxes are due May each year. After December 31, a delinquent business may have its corporate charter revoked.

“The minimum franchise tax is \$150, an amount paid by around 80 percent of the state's businesses,” said Secretary of State Mark Martin. “Since 2011, almost \$65 million of Franchise Taxes has gone toward the Education Adequacy Fund.”

Once given to the districts, the Education Adequacy Fund helps pay for teacher's salaries, books, enrichment programs, and anything else the school district needs to provide students with a quality education. That education, in turn, creates competitive workforce for Arkansas.