

**Fort Smith Regional Alliance**

Phone: 479.783.3111

Website: [www.FortSmithRegionalAlliance.com](http://www.FortSmithRegionalAlliance.com)



# Media Release

## Fort Smith Regional Alliance Unveils Newly Redesigned Website

**FORT SMITH, AR (April 1, 2022)** The Fort Smith Regional Alliance (FSRA) announces the launch of its newly redesigned website, [www.FortSmithRegionalAlliance.com](http://www.FortSmithRegionalAlliance.com).

The Alliance updated the site as part of its rebranding, which began last year in correlation with the organization's ten-year anniversary. At that time, FSRA unveiled a new logo which represents its eight county partners. FSRA is a collaborative organization of Arkansas and Oklahoma communities supporting one another in economic development. Comprised of cities and towns within a 50-mile radius of Fort Smith, FSRA exists to better position the region to compete nationally and globally in economic development.

"The goal for our website has always been to serve as a sort of 'one-stop' site for companies, organizations, and individuals looking to potentially locate here," explained FSRA Chair and Alma Mayor, Jerry Martin. "Our updated site has a new look, complete with important data, helpful quick links, and beautiful photos and video which give a glimpse into all that our region has to offer."

Each community is represented by its own individual page that includes general information such as population and major employers, as well as links to other pages, including area chambers of commerce, city governments, and tourism bureaus. The community pages also highlight local industry, geographic advantages, and regional attractions.

The site also has a blog component, which FSRA uses to share pertinent news and updates. Developers can use the resources page to connect to both Arkansas and Oklahoma's lists of available commercial properties.

"The Fort Smith Regional Alliance is committed to helping promote progress for our area and believes that the newly updated site will continue to serve as a valuable tool to visitors and to our member communities," noted Martin. "We are very proud to debut the new site and look forward to seeing the impact it will have in drawing new business to the region."

### **About the Fort Smith Regional Alliance (FSRA)**

*The Fort Smith Regional Alliance (FSRA) is a collaborative organization of Arkansas and Oklahoma communities supporting one another in economic development. Comprised of cities and towns within a 50-mile radius of Fort Smith, FSRA has members in eight counties. FSRA exists to help the region compete for enterprise at the national and international levels. Participants benefit from having ties to legislators, as well as the opportunity to interact with industry leaders. Working as a cohesive body also allows members to plan for growth from a broader, regional perspective and strengthens promotional efforts of new initiatives or industries for the entire area. Learn more about FSRA at [www.FortSmithRegionalAlliance.com](http://www.FortSmithRegionalAlliance.com).*

###