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First name: Mike

Last name: Mills

Organization: Arkansas Dept of Parks, Heritage and Tourism

Title: Cabinet Secretary

Comments: To Whom It May Concern,

My name is Mike Mills, I have the distinct honor of being the Secretary of the Arkansas Department of Parks, Heritage and Tourism. Where, with the hard work of a dedicated staff of fellow Arkansans whom I'm deeply proud of, we seek to meet our mission to protect and promote our state's natural, cultural and historical resources, contributing to a thriving economy and high quality of life.

Our mission is to elevate our State Parks and live by our state nickname-the Natural State.

In her inaugural address, Governor Sanders cast a new vision to unlock the full potential of The Natural State by leveraging our state's unmatched natural beauty to promote tourism and grow our outdoor economy. The Trails at Mena Project aligns with the Department's and Governor's vision. We want to ensure that Arkansas does not just compete in this space, but rather, we envision Arkansas as a true national leader in outdoor recreation and the outdoor economy. We plan to market the beauty and potential of The Natural State to the world for recreation tourism and outdoor business opportunities.

Governor Sanders recently signed an Executive Order creating The Natural State Initiative and appointed her husband, First Gentleman and avid outdoorsman Bryan Sanders, to serve as Chairman. The initiative brings together some of the brightest minds in outdoor recreation from across our state. These are businesspeople and conservationists who have pioneered, developed and supported entrepreneurship and recreational development, and excelled in their respective fields.

We are banding together under the common goal of providing diverse access to our natural resources, maintaining a healthy and flourishing ecosystem, focusing on our outdoor economy, both within government and in the private sector. Adventure, if shared with the world, will act as a powerful magnet that will benefit our state both in quality of life and economic opportunity.

The Trails at Mena project will have a positive impact on the community of Mena in all aspects of life, financial health, mental health, and overall health of the community. We are proud to partner with this coalition to not just create but enhance our greatest resource-the Natural State.

Sincerely,

Mike Mills

Cabinet Secretary for the Department of Parks, Heritage and Tourism