



## Discovering Siloam Springs

In Northwest Arkansas, cozied up to the Oklahoma-Arkansas State Line, you'll find Siloam Springs located on U.S. Hwy 412. With a vibrant, quaint downtown that some never leave the highway to discover, you might consider Siloam Springs somewhat of a hidden treasure, waiting to be found.

In recent years, Siloam Springs has gained recognition from a number of publications naming it a "Best of" or "Top 5." It's most recent accolade came from a Hulu show, Small Business Revolution, when they named Siloam Springs as a Top 5 competitor to be featured in the show's 3rd season. With all this national recognition, it sometimes seemed that Siloam Springs' amenities are better known from afar than even to its regional residents.

The three main partners in Siloam Springs; the City of Siloam Springs, Chamber of Commerce, and Main Street Siloam Springs, saw a need to combine efforts in promoting the attractions and businesses that make this little town so great. With the help of one of the nation's leading company in the outdoor blogging industry, who just happens to be headquartered Siloam Springs, the three organizations worked to create a unified tourism brand. Months of creative ideas and meetings led to the formation of a theme- Discover Siloam Springs, logo and the beginnings of a tourism website.

Home to the Siloam Springs Kayak Park, a 900-foot engineered stretch of rapids on the Illinois River, miles of mountain bike and walking trails, as well as lovely downtown murals and art installations, and librarrows (free arrow-shaped libraries any one can borrow from). Don't forget about the upcoming outdoor attraction, City Lake, with additional mountain bike trails, a bicycle skills course and pump track, nature trails, frisbee golf, bird blind and nature observatory area and fishing docks. Siloam Springs has a lot to discover if you just look around.

You'll continue to find more amenities being tucked into the little city. The City recently implemented a phase of Main Street Siloam Springs' downtown connectivity and master plan, with renovations to downtown streets and parking to promote walkability and an emphasis on making downtown a destination. Work will also soon begin on a new "spotlight" park with plans for an amphitheater and pavilion for musical acts, splash pad and new home for the city's vibrant Farmer's Market.

As part of a rapidly-growing region known collectively as Northwest Arkansas, people are starting to find what makes Siloam Springs such a great community. Siloam Springs won't be a *hidden* gem much longer. Take a peek at what's just around the bend at [www.DiscoverSiloam.com](http://www.DiscoverSiloam.com).