

The Delta Rhythm and Bayous Alliance is a nonprofit laying the foundation for tourism-based economic development in the Delta Lowlands. The area's western edge is marked off by Bayou Bartholomew and U.S. Highway 65 (from Pine Bluff to the Arkansas-Louisiana border) and extends east to include some of western Mississippi. Pine Bluff is one of two anchor cities; Greenville, Mississippi, is the other anchor.

The Delta Rhythm and Bayous Alliance, led by CEO Jimmy Cunningham, Jr., is laying the foundation for entrepreneurs to pursue tourism-based dollars. Here's the vision in a nutshell, followed by the foundation they are laying -- and the every-day small things interested citizens can do to help.

- The Vision
 - To increase tourism-based economic development along Bayou Bartholomew and the U.S. Highway 65 corridor from Pine Bluff, Arkansas, down to Lake Providence, Louisiana, and the region spanning east to Greenville, Mississippi
 - To base the tourism on the heritage of Bayou Bartholomew itself as well as the art and music that were born of this region
 - To preserve and to educate the public about Bayou Bartholomew's geology and ecology as well as its fundamental, history-defining place in Arkansas heritage
 - To preserve and educate the public about all the art forms -- including music -- that were born of this region
- The Foundation (in progress)
 - To take advantage of Act 451, the new (March 2017) Arkansas state legislation that designates U.S. Highway 65 as the "The Delta Rhythm and Bayous Highway" (from Pine Bluff down through the Delta region) starting with the new fiscal year in July 2017.
 - To take advantage of Arkansas state legislation that allows the creation of art and cultural districts in the state (ie, to encourage Arkansas legislators to provide the funds for these districts)
 - To have the U.S. National Park Service designate this entire area as a National Heritage Corridor
 - To provide a well-paved avenue for entrepreneurs to establish businesses based on these concepts.
- Your Support for a Delta Rhythm and Bayous Heritage Corridor and Tourism
 - Contact local elected officials to tell them you support this initiative and want them to support it also. (*For contact information, see Elected Officials under Civics & Economics menu above.*)
 - State Representatives Vivian Flowers and Ken Ferguson are behind this already; but always feel free to contact state elected officials to express your support of this.
 - Let your federal representative and senators know that you support the Delta Regional Authority and the U.S. National Park Service, as these two entities may have crucial assistance or advice for these initiatives.
 - Help the Delta Rhythm and Bayous Alliance directly. To learn what the DRB Alliance needs, contact them through their Facebook page: <https://www.facebook.com/deltarhythmnbayousalliance/> .