



Arkansans For The Arts is the only statewide advocacy organization dedicated to advancing the arts and creative economy. The creative economy is vital to tourism, revitalizes communities, and is the primary pipeline for talent and our future workforce.

[ArkansansForTheArts.org](http://ArkansansForTheArts.org)



# ARKANSAS ARTS + TECH IMPACTS



## NW ARKANSAS ARTS DISTRICT 1

### Creative Vitality Index



**0.89**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

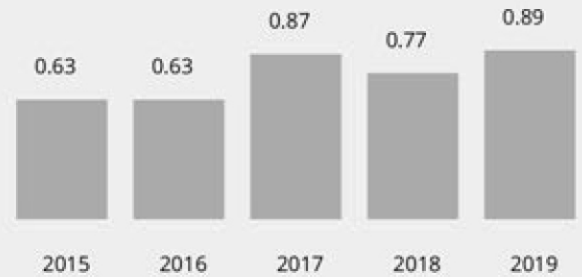
**1.72**

### Total Population

**674,976**



### Past 5 years of CVI Performance



### GAIN

▲ **1%**  
since 2018

### 2019 Creative Jobs

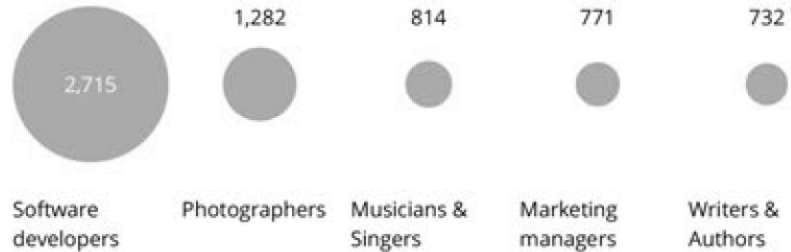


**16,021**

Total Creative Jobs

There are 94 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$2.0B**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



### GAIN

▲ **36%**  
since 2018

### 2019 Cultural Nonprofit



**\$156.1M**

Nonprofit Revenues

There are \$56.4 million more in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT

This regional snapshot report gives the big picture of Arkansas' creative landscape. It provides an overview of ARTS+TECH creative jobs, industry sales, earnings, FDR grants, and Nonprofit revenues.

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# ARKANSAS ARTS + TECH IMPACTS



## WASHINGTON COUNTY



1.03

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

2.04

239,187

GENDER

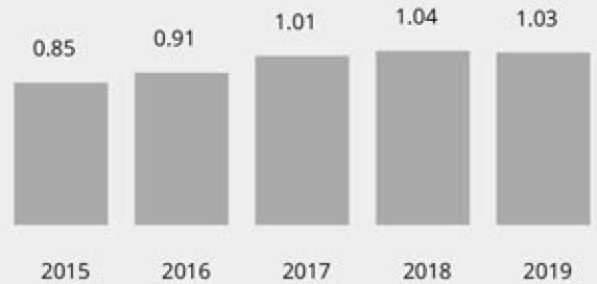


Female  
50%



Male  
50%

AGE



**GAIN**

▲ 2%  
since 2018

### 2019 Creative Jobs



6,075

Total Creative Jobs

There are 99 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



Software developers



Photographers



Musicians & Singers



Writers & Authors



Marketing managers

### 2019 Creative Industries



\$802.9M

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



**GAIN**

▲ 6%  
since 2018

### 2019 Cultural Nonprofit



\$52.4M

Nonprofit Revenues

There are \$3.0 million more in revenues in the region since 2018



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# ARKANSAS ARTS + TECH IMPACTS



## BENTON COUNTY

### Creative Vitality Index



**1.06**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**1.95**

### Total Population

**279,141**

#### GENDER



Female  
**50%**

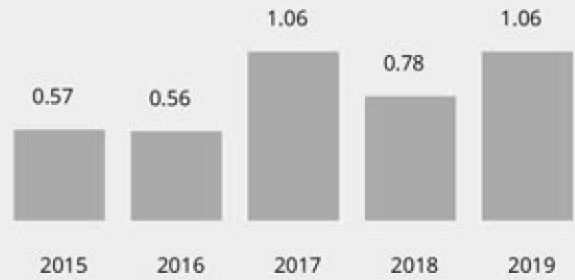


Male  
**50%**

#### AGE



### Past 5 years of CVI Performance



### LOSS

▼ **1%**  
since 2018

### 2019 Creative Jobs



**7,746**

Total Creative Jobs

There are 106 less creative jobs in the region since 2018

### Occupations with greatest number of jobs



Software developers

530

Photographers

506

Marketing managers

316

Graphic Designers

308

Computer programmers

### 2019 Creative Industries



**\$889.4M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales

Services, Advertising

\$287.4M

Architectural Services

\$77.5M

Advertising Agencies

\$74.8M

Museums

\$53.8M

Wired Telecomm carriers

\$47.5M

### GAIN

▲ **53%**  
since 2018

### 2019 Cultural Nonprofit



**\$101.7M**

Nonprofit Revenues

There are \$53.7 million more in revenues in the region since 2018



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# ARKANSAS ARTS + TECH IMPACTS



ARKANSANS FOR THE ARTS

2019 Data

## CARROLL COUNTY

### Creative Vitality Index



**0.59**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**1.65**

### Total Population

**28,380**

#### GENDER



Female  
**50%**

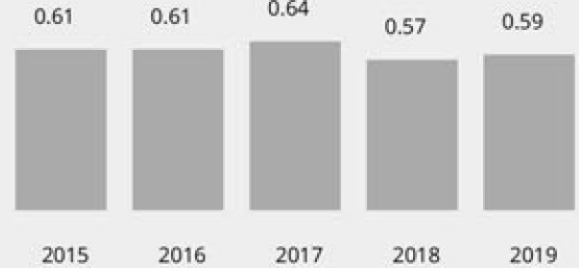


Male  
**50%**

#### AGE



### Past 5 years of CVI Performance



#### GAIN

▲ **7%**  
since 2018

### 2019 Creative Jobs



**563**

Total Creative Jobs

There are 39 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$41.5M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### LOSS

▼ **24%**  
since 2018

### 2019 Cultural Nonprofit



**\$1.4M**

Nonprofit Revenues

There are \$445 thousand less in revenues in the region since 2018



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CACHE



PINE BLUFF  
ADVERTISING AND PROMOTION  
COMMISSION



# ARKANSAS ARTS + TECH IMPACTS



## MADISON COUNTY

### Creative Vitality Index

**0.39**  
CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE  
**0.82**

### Total Population

**16,576**

GENDER		AGE	
	Female <b>50%</b>	0-19	25%
	Male <b>50%</b>	20-24	5%
		25-44	23%
		45-64	27%
		65+	19%

### Past 5 years of CVI Performance



### GAIN

**▲ 5%**  
since 2018

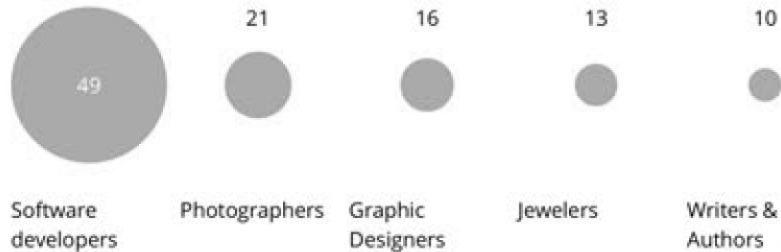
### 2019 Creative Jobs



**262**  
Total Creative Jobs

There are 12 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$36.9M**  
Total Industry Sales

### Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$17.1M
Internet Publishing	\$8.8M
Jewelry and silverware manufacturing (new)	\$3.3M
Newspaper Publishers	\$1.5M
Commercial Screen Printing	\$1.4M

### LOSS

**▼ 23%**  
since 2018

### 2019 Cultural Nonprofit



**\$174.8K**  
Nonprofit Revenues

There are \$53 thousand less in revenues in the region since 2018



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# ARKANSAS ARTS + TECH IMPACTS



## BOONE COUNTY



0.29

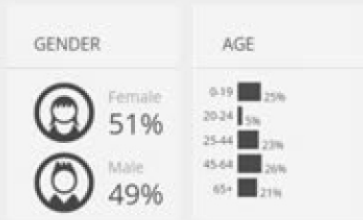
CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

0.57

37,432



### GAIN

▲ 1%  
since 2018

#### 2019 Creative Jobs

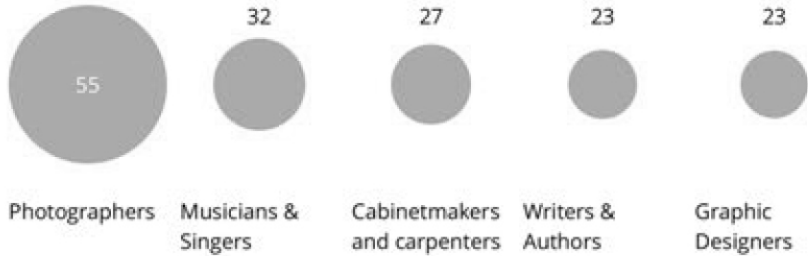


478

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

#### Occupations with greatest number of jobs



#### 2019 Creative Industries



\$101.9M

Total Industry Sales

#### Industries with greatest sales

##### Industry type

##### Industry Sales



### LOSS

▼ 26%  
since 2018

#### 2019 Cultural Nonprofit



\$65.9K

Nonprofit Revenues

There are \$23 thousand less in revenues in the region since 2018



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# ARKANSAS ARTS + TECH IMPACTS



## BAXTER COUNTY

### Creative Vitality Index

**0.33**  
CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**0.69**

### Total Population

**41,932**

GENDER	AGE
Female 51%	0-19 19%
Male 49%	20-24 4%
	25-44 19%
	45-64 26%
	65+ 31%

### Past 5 years of CVI Performance

Year	CVI Value
2015	0.54
2016	0.38
2017	0.37
2018	0.40
2019	0.33

**GAIN**

▲ 5% since 2018

### 2019 Creative Jobs

**573**  
Total Creative Jobs

There are 30 more creative jobs in the region since 2018

### Occupations with greatest number of jobs

Occupation	Number of Jobs
Photographers	63
Musicians & Singers	35
Writers & Authors	33
Software developers	27
Graphic Designers	26

### 2019 Creative Industries

**\$83.4M**  
Total Industry Sales

### Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$43.4M
Radio Networks	\$6.5M
Commercial Gravure Printing	\$6.0M
Jewelry Stores	\$4.4M
Advertising Agencies	\$4.2M

**GAIN**

▲ 71% since 2018

### 2019 Cultural Nonprofit

**\$333.3K**  
Nonprofit Revenues

There are \$238 thousand more in revenues in the region since 2018

GROW RETAIN RETRAIN ATTRACT

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# ARKANSAS ARTS + TECH IMPACTS



## MARION COUNTY

### Creative Vitality Index



**0.16**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**0.34**

### Total Population

**16,694**

#### GENDER



Female  
**51%**

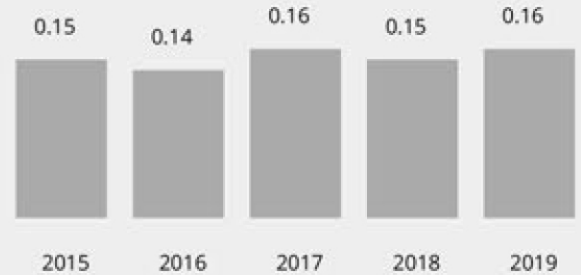


Male  
**49%**

#### AGE



### Past 5 years of CVI Performance



#### GAIN

▲ **6%**  
since 2018

### 2019 Creative Jobs

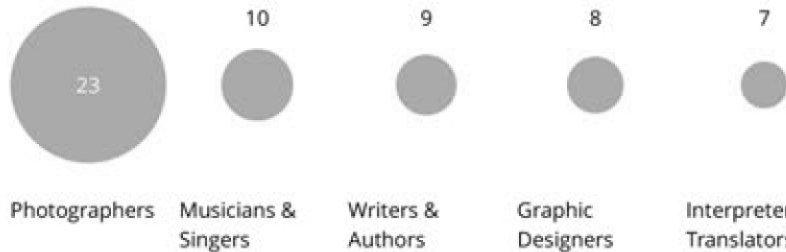


**158**

Total Creative Jobs

There are 9 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$40.1M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### LOSS

▼ **100%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**

Nonprofit Revenues

There are \$34 thousand less in revenues in the region since 2018



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# ARKANSAS ARTS + TECH IMPACTS



## NEWTON COUNTY

### Creative Vitality Index

**0.31**  
CVI Value

United States CVI = 1.0

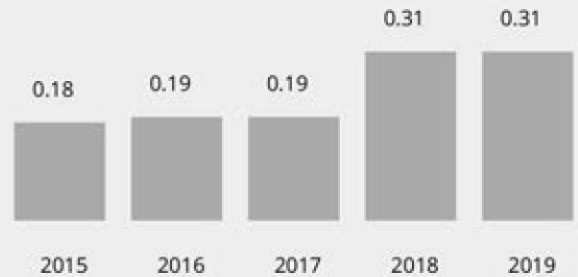
COMPARED TO:  
ARKANSAS CVI VALUE  
**0.64**

### Total Population

**7,753**

GENDER		AGE	
	Female 49%	0-19	21%
	Male 51%	20-24	2%
		25-44	20%
		45-64	27%
		65+	27%

### Past 5 years of CVI Performance



### GAIN

▲ **5%**  
since 2018

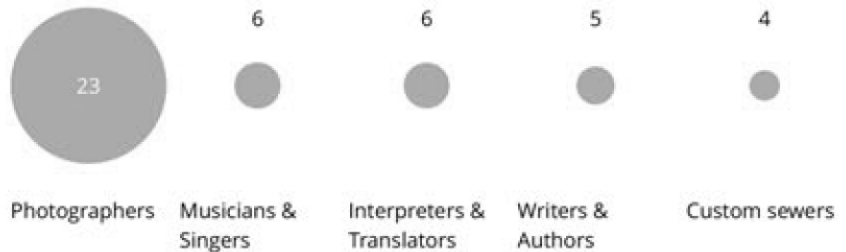
### 2019 Creative Jobs



**93**  
Total Creative Jobs

There are 5 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$2.1M**  
Total Industry Sales

### Industries with greatest sales

Industry type	Industry Sales
Photography, Portrait	\$452.7K
Museums	\$439.9K
Wired Telecomm carriers	\$289.3K
Artists, Writers, & Performers	\$265.2K
Commercial Photography	\$151.6K

### GAIN

▲ **0%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**  
Nonprofit Revenues

There are \$0 more in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT

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# ARKANSAS ARTS + TECH IMPACTS



## SEARCY COUNTY

### Creative Vitality Index



**0.24**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**0.58**

### Total Population

**7,881**

#### GENDER

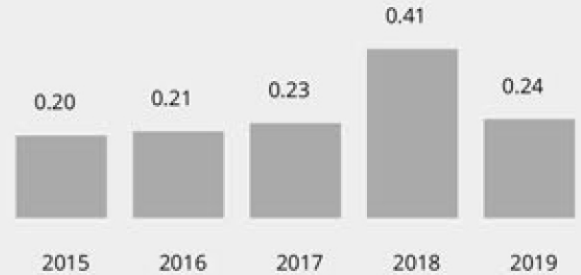
Female  
**50%**

Male  
**50%**

#### AGE

0-19	22%
20-24	5%
25-44	20%
45-64	28%
65+	25%

### Past 5 years of CVI Performance



#### GAIN

▲ **4%**  
since 2018

### 2019 Creative Jobs

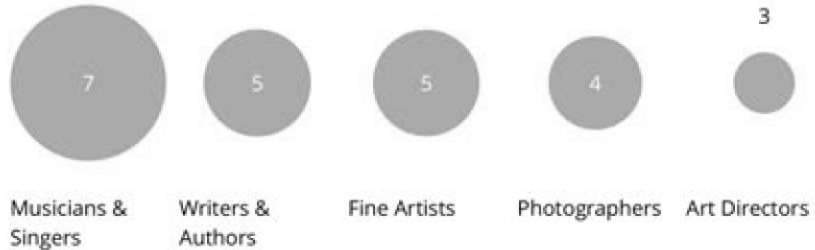


**73**

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$1.5M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### GAIN

▲ **0%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**

Nonprofit Revenues

There are \$0 more in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT

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# NWA - FILM & DIGITAL PRODUCTION



## Arts District 1

### Creative Vitality Index

**0.89**  
CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE

**1.72**

### Total Population

**674,976**

#### GENDER



#### AGE



### Past 5 years of CVI Performance



#### GAIN

**▲ 1%**  
since 2018

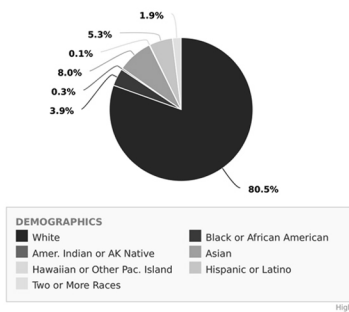
### 2019 Creative Jobs



**14,002**  
Total Creative Jobs

There are 190 more creative jobs in the region since 2018

2019 CREATIVE OCCUPATIONS BY RACE  
This chart shows the demographic makeup by race of the creative occupations selected.



### 2019 Creative Industries



**\$1.8B**  
Total Industry Sales

#### GAIN

**▲ 6%**  
since 2018

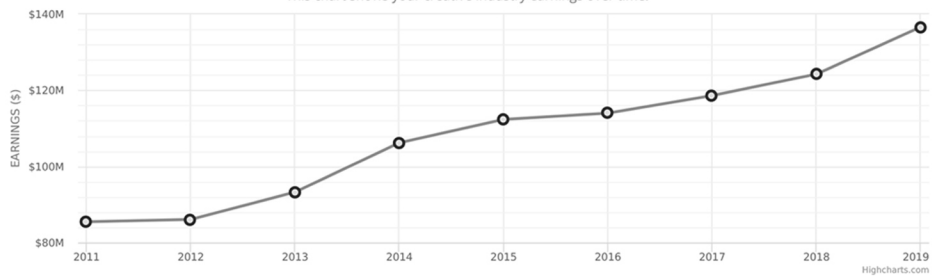
### 2019 Creative Industries



**\$695.3M**  
Total Industry Earnings

There is a gain of \$39.0 million in creative industry earnings in the region since 2018

CREATIVE INDUSTRY EARNINGS (2011 TO PRESENT)  
This chart shows your creative industry earnings over time.



#### GAIN

**▲ 36%**  
since 2018

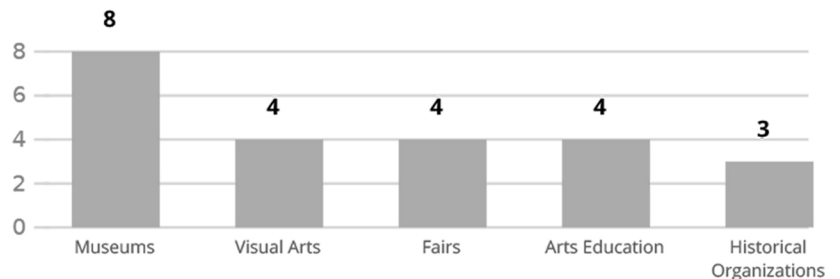
### 2019 Cultural Nonprofit



**\$156.1M**  
Nonprofit Revenues

There are \$56.4 million more in revenues in the region since 2018

### Nonprofit types with greatest number of organizations



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**DIRECTIONS FROM:  
Northwest Arkansas Community College**

**TO:  
Rockhill Studios  
240 East Township Street  
Fayetteville, Arkansas  
479.435.6392**

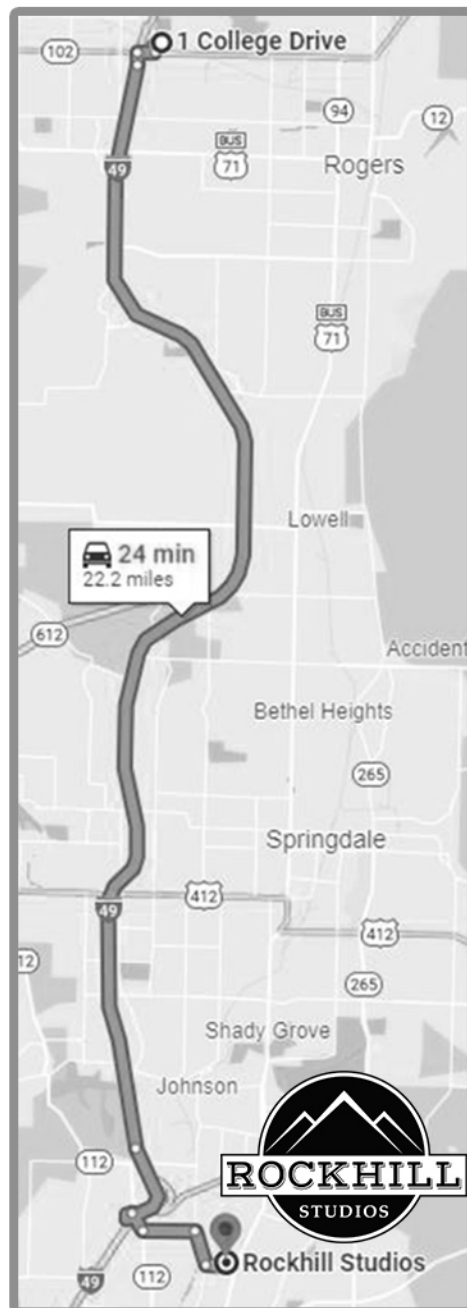
**APPROXIMATE TIME:  
24-30 Minutes**

**DETAILS:**

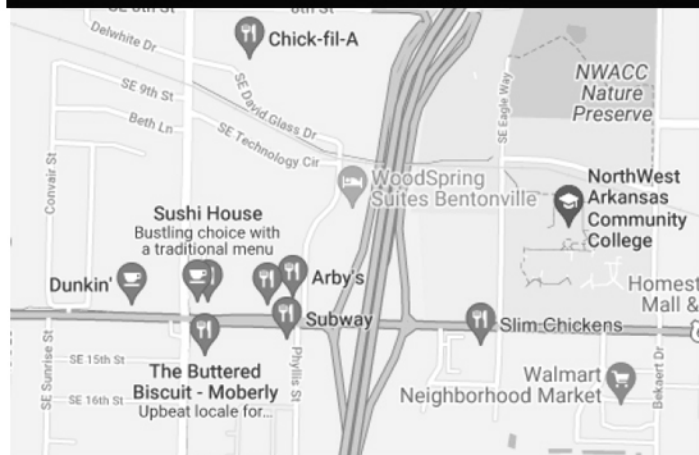
Get on I-49 S from SE 14th St  
3 min (0.7 mi)

Follow I-49 S to AR-112 S/Garland Ave in Fayetteville.  
Take the AR-112/Garland Ave exit from I-49 S  
17 min (19.6 mi)

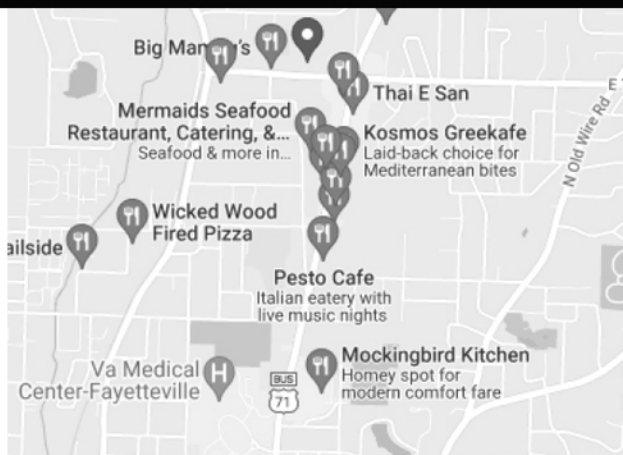
Take W Drake St and N Gregg Ave to W Township St  
4 min (1.9 mi)  
**Rockhill Studios**  
240 E Township St, Fayetteville, AR 72703



**RESTAURANTS AROUND NWACC**



**RESTAURANTS AROUND ROCKHILL**



# ARKANSAS LEGISLATIVE ARTS & TECHNOLOGY BOOT CAMP

## ARKANSAS ARTS DISTRICTS



## COUNTIES BY DISTRICT

- District 1:**  
Boone, Benton, Boone, Carroll, Madison, Marion, Newton, Newton, Searcy, Washington
- District 2:**  
Cleburne, Fulton, Independence, Izard, Jackson, Sharp, Stone, Van Buren, White, Woodruff
- District 3:**  
Clay, Craighead, Crittenden, Cross, Greene, Lawrence, Lee, Mississippi, Phillips, Poinsett, Randolph, St. Francis
- District 4:**  
Crawford, Franklin, Logan, Polk, Scott, Sebastian
- District 5:**  
Clark, Conway, Garland, Hot Spring, Johnson, Montgomery, Perry, Pike, Pope, Yell
- District 6:** Faulkner, Lonoke, Monroe, Prairie, Pulaski, Saline
- District 7:**  
Calhoun, Columbia, Dallas, Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Ouachita, Sevier, Union
- District 8:**  
Arkansas, Ashley, Bradley, Chicot, Cleveland, Desha, Drew, Grant, Jefferson, Lincoln

The 8 Arts Districts align with the Arkansas Economic Development & Planning Districts