



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





Creative Vitality Index



0.20

CVI Value

United States CVI = 1.0

COMPARED TO: ARKANSAS CVI VALUE



Total Population

193,673

GENDER

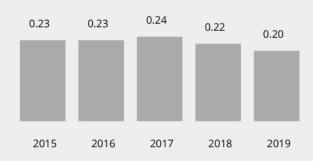


50%

0-19 25% 20-24 7%

AGE

Past 5 years of CVI Performance



GAIN

3% since 2018

2019 Creative Jobs



1,805

Total Creative Jobs

There are 46 more creative jobs in the region since 2018

Occupations with greatest number of jobs





86



Photographers

Musicians & Singers

Software developers Writers & Authors

Interpreters & Translators

2019 Creative Industries



\$150.7M

Total Industry Sales

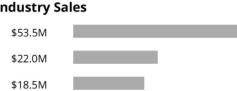
Industries with greatest sales

0	
Industry type	Ind
Wired Telecomm carriers	\$

Ornamental & Arch Metal Work

Glass related Manufacturing Jewelry Stores \$12.9M

Radio Stations \$5.8M



LOSS

▼ 24% since 2018

2019 Cultural Nonprofit



\$856.6K

Nonprofit Revenues

There are \$264 thousand less in revenues in the region since 2018



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.









PINE BLUFF JEFFERSON COUNTY

Creative Vitality Index



0.23 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



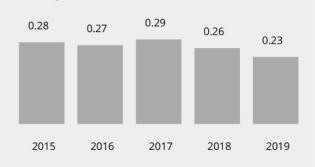
0.51

Total Population

66,824



Past 5 years of CVI Performance



GAIN

▲ **3%** since 2018

2019 Creative Jobs



627

Total Creative Jobs

There are 21 more creative jobs in the region since 2018

Occupations with greatest number of jobs







Software developers



34

Public Relations Web Spelst developers

2019 Creative Industries



\$66.9M

Total Industry Sales

Industries with greatest sales

Industry typeWired Telecomm carriers

Wired Telecomm carriers \$22.3M

Glass related Manufacturing \$18.5M

Jewelry Stores \$9.6M Commercial Gravure Printing \$2.4M

Radio Stations

Industry Sales

\$22.3M \$18.5M \$9.6M

\$1.8M





▼ 61% since 2018

2019 Cultural Nonprofit



\$174.8K

Nonprofit Revenues

There are \$270 thousand less in revenues in the region since 2018



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ASHLEY COUNTY

Creative Vitality Index



0.20 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



Total Population

19,657

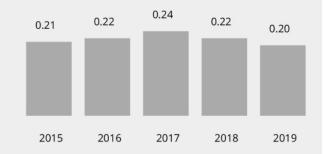
GENDER



0.19 24%

AGE

Past 5 years of CVI Performance



LOSS

▼ 2% since 2018

2019 Creative Jobs



Total Creative Jobs

There are 4 less creative jobs in the region since 2018

Occupations with greatest number of jobs



Photographers Musicians &



Graphic Designers

6

Singers

Writers & Authors

Furnace and kiln operators

6

2019 Creative Industries



\$3.8M

Total Industry Sales

Industries with greatest sales

Industry type	Industry
Jewelry Stores	\$723.9K
Radio Stations	\$543.2K
Newspaper Publishers	\$513.8K

Software Publishers \$421.0K

Commercial Gravure Printing \$287.3K

y Sales

GAIN

▲ 0% since 2018

2019 Cultural Nonprofit



Nonprofit Revenues

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



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BRADLEY COUNTY

Creative Vitality Index



0.12 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



0.51

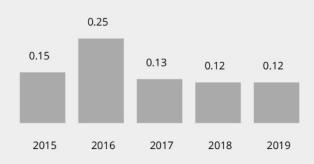
Total Population

10,763

GENDER AGE

Fernale
51%
2024 | 50,
2544 | 269,
2544 | 269,
49%
657 | 1996

Past 5 years of CVI Performance



LOSS

▼ 9% since 2018

2019 Creative Jobs



84

Total Creative Jobs

There are 8 less creative jobs in the region since 2018

Occupations with greatest number of jobs



7



4



Photographers

Furnace and kiln operators

Musicians & Singers

Editors

Interpreters & Translators

2019 Creative Industries



\$6.8M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales	
Wired Telecomm carriers	\$4.7M	
Jewelry Stores	\$1.0M	

Radio Stations \$606.9K Florists \$244.1K

Newspaper Publishers \$112.8K



▲ **0%** since 2018

2019 Cultural Nonprofit



\$0.0

Nonprofit Revenues

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



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CHICOT COUNTY

Creative Vitality Index



0.20 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



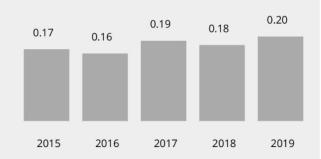
0.51

Total Population

10,118



Past 5 years of CVI Performance



GAIN

▲ **8%** since 2018

2019 Creative Jobs



98

Total Creative Jobs

There are 8 more creative jobs in the region since 2018

Occupations with greatest number of jobs











Photographers

Interpreters & Translators Floral Designers Graphic Designers

Designers, all others

2019 Creative Industries



\$3.6M

Total Industry Sales

Industries with greatest sales

Artists, Writers, & Performers

Industry type	Industry Sales	
Florists	\$2.6M	
Radio Networks	\$260.0K	
Landscape Architectural	\$224.4K	
Services, Advertising	\$216.9K	



▼ 0% since 2018

2019 Cultural Nonprofit



\$220.0K

Nonprofit Revenues

There are \$3 less in revenues in the region since 2018



\$98.2K

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CLEVELAND COUNTY

Creative Vitality Index



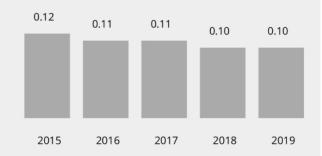
COMPARED TO: ARKANSAS CVI VALUE

Total Population

7,956



Past 5 years of CVI Performance



GAIN

11% since 2018

2019 Creative Jobs



46

Total Creative Jobs

There are 5 more creative jobs in the region since 2018

Occupations with greatest number of jobs



Photographers Musicians & Singers



Writers & Authors



Chefs and head Jewelers cooks

2019 Creative Industries



\$572.0K

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$127.9K
Artists, Writers, & Performers	\$82.4K
Newspaper Publishers	\$77.9K
Radio Stations	\$66.1K
Internet Publishing	\$42.5K

GAIN

A 0% since 2018

2019 Cultural Nonprofit



\$44.3K

Nonprofit Revenues

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



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DESHA COUNTY

Creative Vitality Index



0.19 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



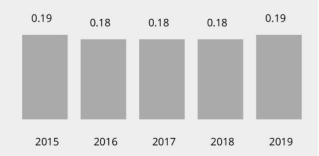
0.51

Total Population

11,361



Past 5 years of CVI Performance



GAIN

▲ **0%** since 2018

2019 Creative Jobs



104

Total Creative Jobs

There are 0 more creative jobs in the region since 2018

Occupations with greatest number of jobs











Photographers

Musicians & Singers Interpreters & Translators Writers & Authors Chefs and head cooks

2019 Creative Industries



\$10.0M

Total Industry Sales

Industries with greatest sales

Industry type

Software Publishers

Industry Sales

Wired Telecomm carriers \$7.2M
Services, Advertising \$951.9K

\$354.1K

Newspaper Publishers \$263.6K

\$263.6K

Periodical Publishers \$162.3K

GAIN

▲ **0%** since 2018

2019 Cultural Nonprofit



\$12.1K

Nonprofit Revenues

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



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DREW COUNTY

Creative Vitality Index



0.28 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



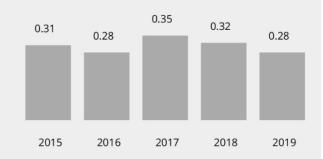
0.51

Total Population

18,219



Past 5 years of CVI Performance



GAIN

▲ **0%** since 2018

2019 Creative Jobs



201

Total Creative Jobs

There are 1 more creative jobs in the region since 2018

Occupations with greatest number of jobs









Photographers

Musicians & Singers

Writers & Authors

Architects (with exceptions)

Software developers

2019 Creative Industries



\$16.7M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales	
Wired Telecomm carriers	\$10.5M	
Radio Stations	\$1.3M	
Landscape Architectural	\$883.5K	
Radio Networks	\$734.1K	
Newspaper Publishers	\$717.3K	



▲ **0%** since 2018

2019 Cultural Nonprofit



\$164.1K

Nonprofit Revenues

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



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GRANT COUNTY

Creative Vitality Index



0.13CVI Value

COMPARED TO: ARKANSAS CVI VALUE



Total Population

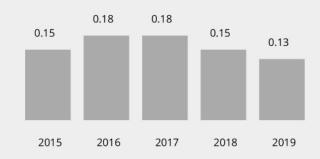
18,265

GENDER AGE





Past 5 years of CVI Performance



GAIN

4% since 2018

2019 Creative Jobs



Total Creative Jobs

There are 7 more creative jobs in the region since 2018

Occupations with greatest number of jobs







Photographers

Software developers Musicians & Singers

Writers & Authors

Furnace and kiln operators

2019 Creative Industries



\$26.0M

Total Industry Sales

Industries with greatest sales

Industry type **Industry Sales** Ornamental & Arch Metal Work \$21.9M

Jewelry Stores \$844.9K \$550.5K Caterers

Periodical Publishers \$443.9K

Advertising Agencies

\$307.5K

GAIN

▲ 0% since 2018

2019 Cultural Nonprofit



\$31.5K

Nonprofit Revenues

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



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LINCOLN COUNTY

Creative Vitality Index



0.10 CVI Value

COMPARED TO: ARKANSAS CVI VALUE



0.51

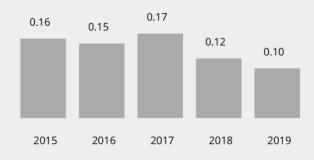
Total Population

13,024

GENDER AGE

Fermale 39% 20.24 1 100. 22% 100. 22

Past 5 years of CVI Performance



GAIN

▲ **14%** since 2018

2019 Creative Jobs



86

Total Creative Jobs

There are 12 more creative jobs in the region since 2018

Occupations with greatest number of jobs











Photographers

Software developers Musicians & Singers Writers & Authors Interpreters & Translators

2019 Creative Industries



\$3.2M

Total Industry Sales

Industries with greatest sales

Industry type	Inc
Wired Telecomm carriers	

\$1.5M

\$216.3K

Jewelry Stores \$329.7

Caterers \$286.2K

Florists \$228.4K

Newspaper Publishers

\$329.7K





GAIN

▲ **0%** since 2018

2019 Cultural Nonprofit



\$0.0

Nonprofit Revenues

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



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