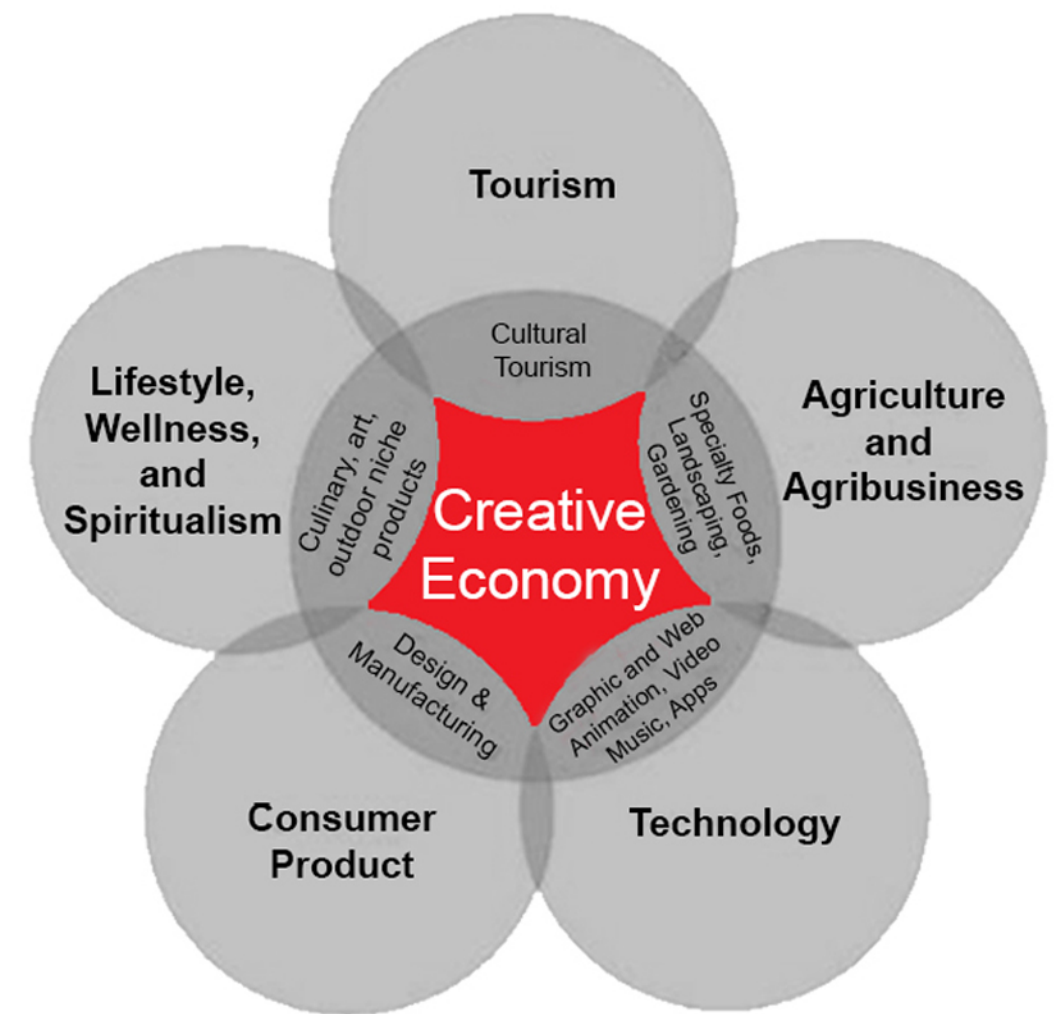




# ARKANSAS' CREATIVE ECONOMY CONNECTIONS



A variety of cultural industries and occupations contribute to state vitality, as illustrated by this diagram of Arkansas' creative economy.

## THE ARTS DRIVE ECONOMIC & WORKFORCE DEVELOPMENT.

It's a given that arts and culture create the quality of life necessary to attract and retain residents, businesses and visitors to Arkansas. It's well-documented that the arts stimulate significant economic activity and value for the #2 industry in the state - tourism. There's more:

Arkansas Arts & Culture Sector generates **\$2.9 Billion** of the state's GDP

**#1** Pipeline for the workforce of the future (Arts+Technology)

**82%** Believe the arts are critical to local businesses and the economy.

**59%** Of UCA Art graduates will leave Arkansas if unable to find paid job opportunities

**100%** Of Arkansas' urban/rural renewal and community revitalization projects start with an arts and culture centerpiece to attract businesses, residents and visitors

**90%** Believe the arts should be taught in grades K-12 and are essential for a well-rounded education

The Creative Economy is the future for Arkansas. The arts are key to recruiting and retaining workers, businesses and new technologies. Creatives drive innovation, entrepreneurship, product development and possess the skills most in demand across all business sectors.

Sources: Americans for the Arts, Community Study; U.S. Bureau of Labor Statistics; Arkansans for the Arts Study; Future of Jobs & Workforce Development Study 2020

### MISSION

The mission of Arkansans for the Arts is to advance the arts, arts education, and the creative economy in Arkansas.

Statewide representation covering 8 districts aligned with the Arkansas Arts Council and the Arkansas Economic Development & Planning Districts.

### PURPOSE

The purpose of Arkansans for the Arts is to serve the people of Arkansas as an independent statewide organization providing leadership focused on the promotion and advancement of the creative economy, on transforming policy in arts education, and uniting the state into one voice with a call to action by policy makers to increase investment in the arts.

### LEGISLATIVE ARTS CAUCUS

A bi-partisan group of Arkansas state Representatives and Senators, covering each of the 8 districts, serve on our Legislative Arts Caucus.

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

**The creative economy is a competitive advantage for Arkansas for attracting and growing new and future talent, innovation and entrepreneurship.**

CONCLUSION from: *National Governors Association Study: Using Arts and Culture to Stimulate State Economic Development*. The arts and culture have the potential to offer numerous benefits to state economies. Through the creative industries, states have an opportunity to create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases. In addition, creative industries are contributing to the contemporary workforce, making creative contributions to industries' products and services, and infusing culture into community development.

States can use the arts to boost their economies in a variety of ways, from incorporating arts into economic development and community development plans to supporting arts education and promoting arts assets as boosts to cultural tourism.

By investing in the arts and incorporating arts and culture into their economic development plans, states can reap numerous benefits—economic, social, civic, and cultural—that help generate a more stable, creative workforce; new tourism; and more livable communities.

Sources: Richard Florida, HeartlandForward.org, and John Howkins, The Creative Economy: "How People Make Money from Ideas", and the National Governor's Association Study: Using Arts and Culture to Stimulate State Economic Development.



# DISTRICT MAPS

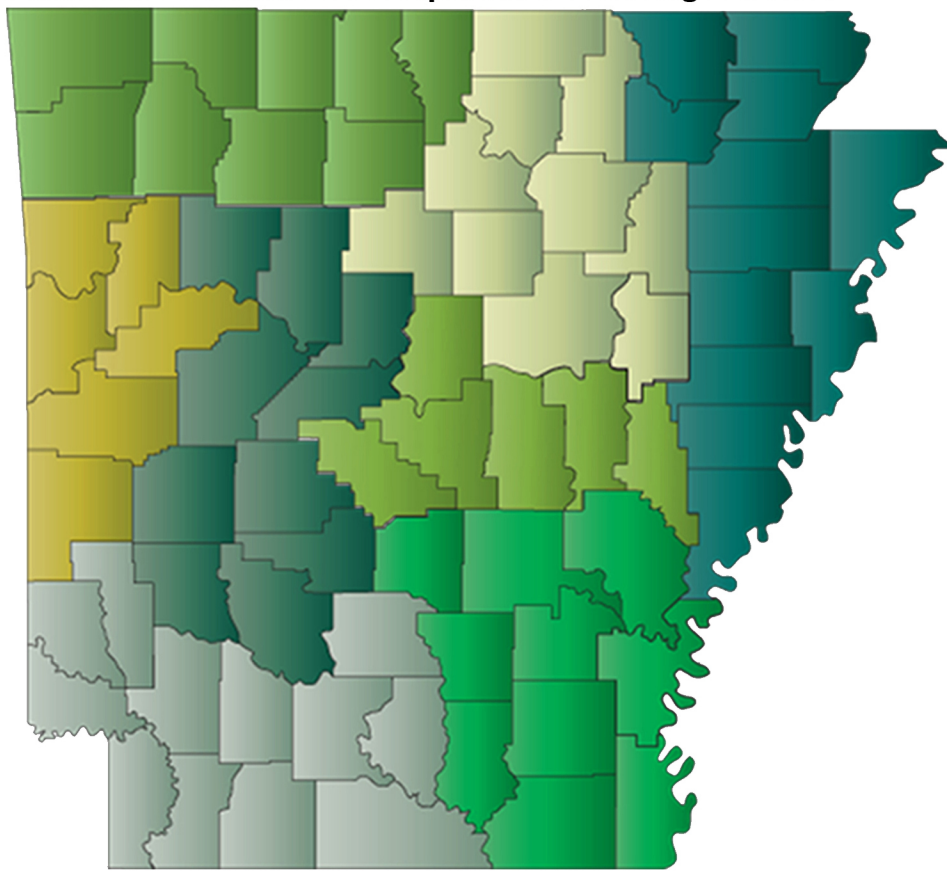
## ARKANSANS FOR THE ARTS

Note that they differ from legislative districts. Arkansans for the Arts is built on this statewide model of representation.



The Arkansans for the Arts Districts align with the state's Economic Development & Planning Districts & Arkansas Arts Council Districts

## Arkansas Economic Development & Planning Districts



## ARKANSAS STATE ECONOMIC DEVELOPMENT & PLANNING DISTRICTS

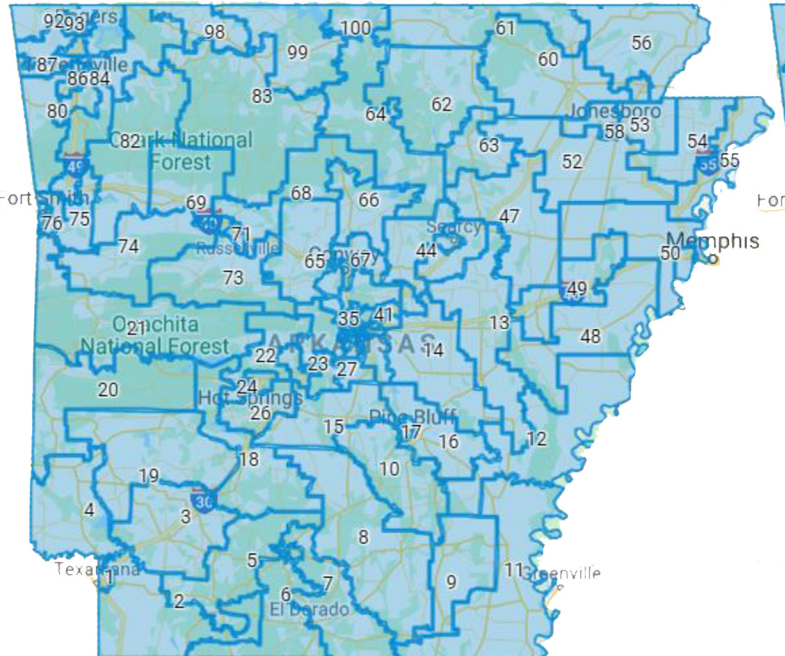
- Arkansas Planning & Development District**  
 Counties: Faulkner, Lonoke, Monroe, Prairie, Pulaski, Saline  
 902 North Center St. / P.O. Box 300  
 Lonoke, Arkansas 72086  
 Phone: 501-676-2721  
 Website: <http://www.capdd.org/>
- East Arkansas Planning & Development District**  
 Counties: Clay, Craighead, Crittenden, Cross, Greene, Lawrence, Lee, Mississippi, Phillips, Poinsett, Randolph, St. Francis  
 2905 King St / P.O. Box 1403  
 Jonesboro, Arkansas 72403  
 Phone: 870-932-3957  
 Website: <http://www.eapdd.com/>
- Northwest Arkansas Economic Development District**  
 Counties: Baxter, Boone, Benton, Carroll, Madison, Marion, Newton, Searcy, Washington  
 818 Hwy 62-65 412 North / P.O. Box 190 Central  
 Harrison, Arkansas 72601  
 Phone: 870-741-5404  
 Website: <http://nwaedd.org/>
- Southeast Arkansas Economic Development District**  
 Counties: Arkansas, Ashley, Bradley, Chicot, Cleveland, Desha, Drew, Grant, Jefferson, Lincoln  
 721 S. Walnut / P.O. Box 6806  
 Pine Bluff, Arkansas 71611  
 Phone: 870-536-1971  
 Website: <http://southeastarkansas.org/>
- Southwest Arkansas Planning & Development District**  
 Counties: Calhoun, Columbia, Dallas, Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Ouachita, Sevier, Union  
 P.O. Box 767  
 Magnolia, Arkansas 71753  
 Phone: 870-234-4030  
 Website: <https://www.facebook.com/SouthwestPlanning/>
- West Central Arkansas Planning & Development District**  
 Counties: Clark, Conway, Garland, Hot Spring, Johnson, Montgomery, Perry, Pike, Pope, Yell  
 835 Central Avenue, Suite 201 / P.O. Box 21100  
 Hot Springs, AR 71903  
 Phone: 501-525-7577  
 Website: <http://wcapdd.org/>
- Western Arkansas Planning & Development District**  
 Counties: Crawford, Franklin, Logan, Polk, Scott, Sebastian  
 P.O. Box 2067  
 Fort Smith, AR 72901  
 Phone: 479-785-2651  
 Website: <http://wapdd.org/>
- White River Planning & Development District**  
 Counties: Cleburne, Fulton, Independence, IZard, Jackson, Sharp, Stone, Van Buren, White, Woodruff  
 1652 White Dr. / P.O. Box 2396  
 Batesville, Arkansas 72503  
 Phone: 870-793-5233  
 Website: <http://www.wrpdd.org/>

## ARKANSAS LEGISLATIVE ARTS CAUCUS

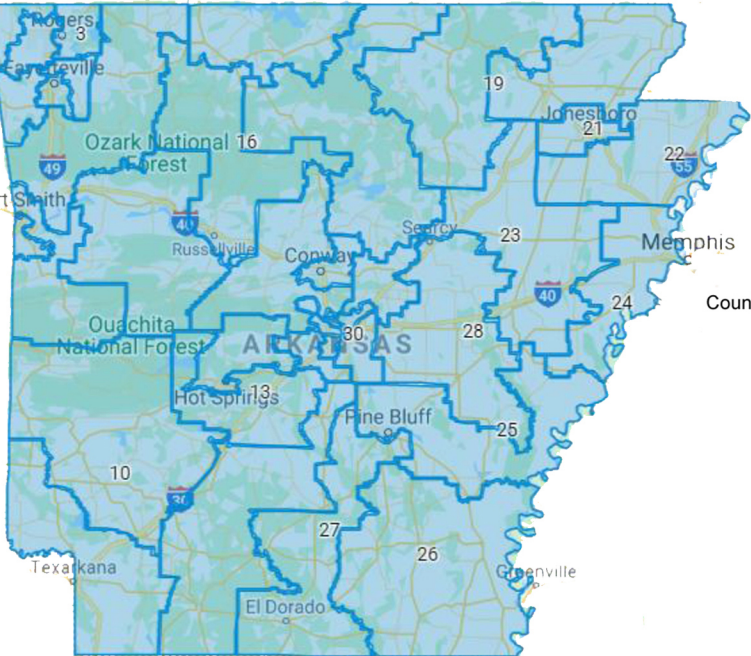
Bi-partisan caucus open to all legislators

- |   |  |
|---|--|
| District 1<br>Representative Denise Garner<br>Senator Scott Flippo<br>Senator Jim Hendren<br>Senator Bart Hester<br>Senator Greg Leding | District 5<br>Representative Les Warren<br>Senator Breanne Davis   |
| District 2<br>Senator Missy Irvin<br>Representative Craig Christiansen  | District 6<br>Senator Joyce Elliott*<br>Representative Carlton Wing<br>Representative Jamie Scott<br>Representative Tippi McCullough<br>Representative Reginald Murdock<br>Senator Will Bond<br>Senator Linda Chesterfield |
| District 3<br>Representative Monte Hodges<br>Representative Deborah Ferguson<br>Senator Ron Caldwell                                    | District 7<br>Representative Carol Dalby<br>Representative Mathew Shepherd<br>Senator Larry Teague   |
| District 4<br>Representative Mark Berry<br>Senator Matt Pitsch  | District 8<br>Representative Vivian Flowers<br>Senator Keith Ingram  |
- \*Legislative Arts Caucus Founder

## ARKANSAS STATE REPRESENTATIVE DISTRICTS



## ARKANSAS STATE SENATOR DISTRICTS







# ARKANSANS FOR THE ARTS

EDUCATE | INFORM | ADVANCE

ArkansansForTheArts.org



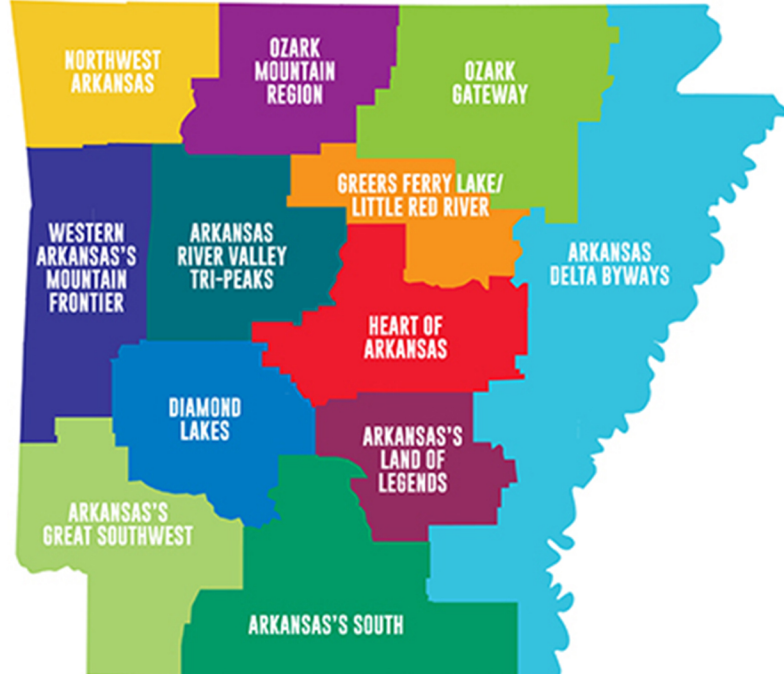
GROW RETAIN RETRAIN ATTRACT

## Regional Tourism Associations

### ARKANSANS FOR THE ARTS DISTRICTS



### ARKANSAS PARKS & TOURISM REGIONS



**Arkansas Delta Byways**  
c/o ASU-Jonesboro  
P.O. Box 2050  
State University, AR 72467  
PH: (870) 972-2803 FAX: (870) 972-3201  
[www.deltabyways.com](http://www.deltabyways.com)

**Arkansas's Great Southwest Association**  
P.O. Box 1006  
Hope, AR 71802-1006  
PH: (870) 777-7500 or (800) 223-4673  
FAX: (870) 722-2533  
[www.agsw.org](http://www.agsw.org)

**Arkansas' Land of Legends Travel Association**  
110 North Pine Street (71601)  
P.O. Box 8768  
Pine Bluff, AR 71611  
PH: (870) 536-8742; FAX: (870) 536-8826  
[www.ARLandofLegends.com](http://www.ARLandofLegends.com)

**Arkansas River Valley Tri-Peaks Region**  
301 W Walnut St  
Paris, AR 72855  
PH: (479) 963-2244  
[www.arvtripeaks.com](http://www.arvtripeaks.com)

**Arkansas' South Tourism Association**  
P.O. Box 10245  
El Dorado, AR 71730  
PH: (870) 863-4722  
CELL: (870) 315-2308  
[www.arkansassouth.com](http://www.arkansassouth.com)

**Diamond Lakes Association**  
P.O. Box 6090  
Hot Springs, AR 71902  
PH: (501) 321-1700; FAX: (501) 321-3551  
[www.hotsprings.org](http://www.hotsprings.org)

**Greers Ferry Lake/Little Red River Association**  
P.O. Box 494  
Greers Ferry, AR 72067  
PH: (844) 939-7567  
[www.visitgreersferrylake.org](http://www.visitgreersferrylake.org)

**Heart of Arkansas Travel Association**  
P.O. Box 1958  
Little Rock, AR 72203  
PH: (501) 833-3068  
FAX: (501) 835-3311  
[www.heartofarkansas.com](http://www.heartofarkansas.com)

**Northwest Arkansas Tourism Association**  
P.O. Box 2865  
Bentonville, AR 72712  
PH: (479) 521-5776  
<http://www.northwestarkansas.org/>

**Ozark Gateway Tourist Council**  
2200 Harrison Street, Suite A (72501)  
P.O. Box 4049  
Batesville, AR 72503  
PH: (870) 793-9316 or (800) 264-0316  
[www.ozarkgateway.com](http://www.ozarkgateway.com)

**Ozark Mountain Region**  
P.O. Box 1080  
Flippin, AR 72634  
PH: (870) 404-2741  
[www.ozarkmountainregion.com](http://www.ozarkmountainregion.com)

**Western Arkansas' Mountain Frontier**  
612 Garrison  
P.O. Box 1668  
Fort Smith, AR 72902  
PH: (479) 783-3111; FAX: (479) 783-6110  
<http://www.visitwestarkansas.com>