Presented at the first Arkansas Legislative Arts & Technology Boot Camp: 9.20.21

THE CREATIVE ECONOMY OF ARKANSAS

DATA DIVES

RESEARCH EXAMPLES

A statewide snapshot of the Arts & Technology sectors in Arkansas showing:

- Arkansas is only half-way to the state's creative vitality potential
- Gains in creative jobs since 2018
- Industry sales and earnings
- Gains in cultural nonprofit revenues

ARKANSAS ARTS + TECH IMPACTS

- Creative Vitality Index: 0.51
- Total Population: 3,025,852
- Past 5 years of CVI Performance:
- 2019 Creative Industries: $2.48B
- 2019 Cultural Nonprofit: $225.9M
- Top sales categories: Arts, Writers & Performing
- Updated twice a year
- Year over year trends
- Demographics by Occupation
- Average Hourly Wage
- Media Hourly Wage

Data Sources (version 2021.1)
- Occupation & Demographic Economic Modeling Specialties International
- Industry Sales, Economic Modeling Specialties International
- National Arts Agency Survey, National Assembly of State Arts Agencies (Final Descriptive Reports)
- MetLife, Vesta (Regional demographics), State of Arkansas,
  Offices of the Governor, Economic Development

Current & Reliable Data
- 2019 now
- 2020 census by 12/2/21

ARKANSANS FOR THE ARTS
EDUCATE | INFORM | ADVANCE
THE CREATIVE ECONOMY OF ARKANSAS

COUNTY

Compare Creative Vitality Potential & Opportunities

Snapshot of the Arts in Independence Co - Batesville
2019
Creative Vitality Index
0.25
CVI Value
0.15
US average CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and nonprofit revenues.

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>0.29</td>
</tr>
<tr>
<td>2016</td>
<td>0.29</td>
</tr>
<tr>
<td>2017</td>
<td>0.29</td>
</tr>
<tr>
<td>2018</td>
<td>0.26</td>
</tr>
<tr>
<td>2019</td>
<td>0.25</td>
</tr>
</tbody>
</table>

Creative Vitality Index
0.85
CVI Value
0.5

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and nonprofit revenues.

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>0.88</td>
</tr>
<tr>
<td>2016</td>
<td>0.87</td>
</tr>
<tr>
<td>2017</td>
<td>0.88</td>
</tr>
<tr>
<td>2018</td>
<td>0.86</td>
</tr>
<tr>
<td>2019</td>
<td>0.85</td>
</tr>
</tbody>
</table>

2019 Creative Jobs
235
Total Creative Jobs
There are 3 more creative jobs in the region since 2018

2019 Creative Industries
$1.5M
Total Industry Earnings
There is a loss of $4 thousand in creative industry earnings in the region since 2018

2019 Cultural Nonprofit
$641.8K
Nonprofit Revenue
There are $35 thousand in revenues in the region since 2018

2019 Cultural Nonprofit
$26.9M
Nonprofit Revenues
There are $6.6 million less in revenues in the region since 2018

 Occupations with greatest number of jobs

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photographers</td>
<td>653</td>
</tr>
<tr>
<td>Musicians &amp; Singers</td>
<td>584</td>
</tr>
<tr>
<td>Writers &amp; Authors</td>
<td>480</td>
</tr>
<tr>
<td>Graphic Designers</td>
<td>437</td>
</tr>
<tr>
<td>Interpreters &amp; Translators</td>
<td>101</td>
</tr>
</tbody>
</table>

Industries with greatest earnings

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Industry Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artists, Writers, &amp; Performers</td>
<td>$21.9M</td>
</tr>
<tr>
<td>Interior Design Services</td>
<td>$11.0M</td>
</tr>
<tr>
<td>Film &amp; Video Production</td>
<td>$11.1M</td>
</tr>
<tr>
<td>Graphic Design Services</td>
<td>$7.5M</td>
</tr>
<tr>
<td>Photography, Portrait</td>
<td>$7.3M</td>
</tr>
</tbody>
</table>

DATA SOURCES: Economic Modeling Specialist International, National Assembly of State Art Agencies, National Center for Charitable Statistics

CREATIVE VITALITY Suite: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI value shows a region's creative vitality compared to another region. For more information on data sources visit learn.creativearts.org

WESTAF © Creative Vitality™ Suite 2021

Report created: 9/15/2021
The creative economy of Arkansas is strong in every district in Arkansas.

- **Northwest**: 4th behind education (21.4%), retail (16.6%), and manufacturing (14.7%)
- **White River**: 3rd behind education (26.1%) and manufacturing (13.4%)
- **East**: 3rd behind education (25.8%) and manufacturing (16%)
- **Western**: 4th behind education (23.3%), manufacturing (18.6%), and retail (11.9%)
- **West Central**: 4th behind education (22.8%), manufacturing (13.8%), and retail (13.1%)
- **Central**: 3rd behind education (26.8%) and retail (12.4%)
- **Southwest**: 4th behind education (24.6%), manufacturing (19.6%), and retail (12.2%)
- **Southeast**: 4th behind education (25.8%), manufacturing (16.7%), and retail (10.3%)

104,600 people are employed in the creative economy in Arkansas. The chart below represents the number and percentage of employees working in the creative economy sector in the 8 Economic Development Planning Districts.

Source: Association of Arkansas Development Organizations 2019 Report (last modified 1/12/21) AADO: arkansaseconomicregions.org

Arkansans for the Arts divides the state into the same 8 arts districts. More information on the creative economy is available on our website: ArkansansForTheArts.org
Senate District
Arkansas Arts + Tech Impacts
Arkansans for the Arts
2019 Data
Senate Dist. 30-32 Pulaski

Creative Vitality Index
0.85
CVI Value
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population
391,911

Past 5 years of CVI Performance
2015: 0.88, 2016: 0.87, 2017: 0.88, 2018: 0.86, 2019: 0.85

2019 Creative Jobs
12,264 Total Creative Jobs
There are 464 more creative jobs in the region since 2018

Occupations with greatest number of jobs
- Software developers: 1,506
- Photographers: 1,059
- Computer programmers: 734
- Musicians & Singers: 653
- Writers & Authors: 584

2019 Creative Industries
$285.5M Total Industry Earnings
There is a gain of $5.4 million in creative industry earnings in the region since 2018

Industries with greatest earnings
- Architectural Services: $46.9M
- Newspaper Publishers: $30.8M
- Television Broadcasting: $29.1M
- Software Publishers: $28.7M
- Artists, Writers, & Performers: $12.2M

2019 Cultural Nonprofit
$26.9M Nonprofit Revenues
There are $6.6 million 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.
THE CREATIVE ECONOMY OF ARKANSAS

INDUSTRY & SECTORS

SNAPSHOT
ARKANSAS FILM & DIGITAL PRODUCTION

$1.4 Billion
Industry Sales in 2019

5% GROWTH
Industry Earnings vs 2016. Up to $460.9 Million

7.1% JOB GROWTH

2016 33,354
2019 35,734

SNAPSHOT
ARKANSAS MUSIC INDUSTRY

$553.3 Million
Industry Sales (2019)

2% GROWTH
in Jobs since 2016
(6,461 jobs in 2019)

Young & Growing Industry
45.5% under age 34
Occupations with the greatest number of jobs:
Musicians and Singers (2,979)
Music Directors (821)
Producers (812)
AV Techs (538)

SNAPSHOT
 Lots Brewin' in Arkansas

$78 Million
Brewery Industry Sales (2019)

6% GROWTH
in Sales over 2018

Arkansas has a big craft brewery industry that is growing year over year. There's an interesting story about the history of Arkansas Beer as captured in the book and, an Arkansas Brewery Trail was launched last year. The figures above are breweries only. Arkansas also has a growing distillery industry.

SNAPSHOT

3% GROWTH
in Jobs since 2018
(13,628 jobs in 2019)

$298.9 Million
Industry Sales (2019)

PERFORMING ARTS

SNAPSHOT

CRAFTY

$81.2 Million
Craft Industry Sales

2,790 JOBS
2% Growth over 2018