

ARKANSAS ARTS + TECH IMPACTS

2019 Data

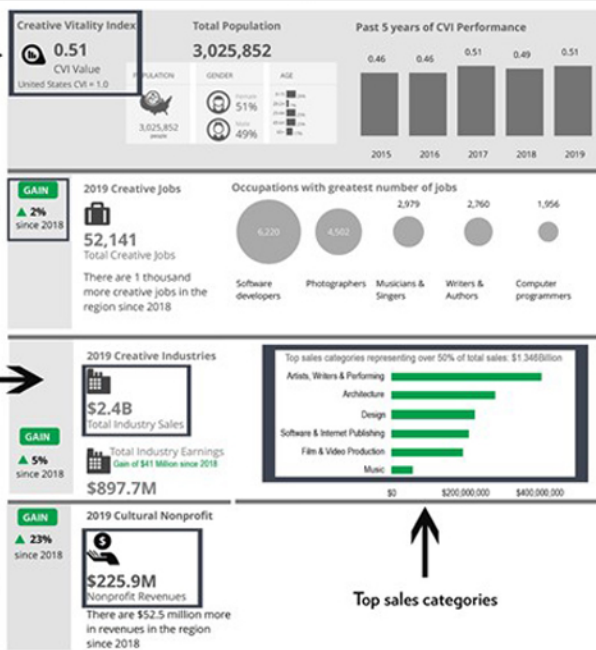
A statewide snapshot of the Arts & Technology sectors in Arkansas showing:

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



Top sales categories

Current & Reliable Data

- 2019 now
- 2020 census by 12/2/21

Updated twice a year

Year over year trends

Demographics by Occupation

Average Hourly Wage

Media Hourly Wage

Data Sources (version 2021.1)

Occupations & Demographic: Economic Modeling Specialists International
 Industry Sales: Economic Modeling Specialists International
 State Arts Agency Grants: National Assembly of State Arts Agencies (Final Descriptive Reports)
 Nonprofit Revenues: National Center for Charitable Statistics, NCCS
 Western States Arts Federation, Creative Vitality Index (CVI)
 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.

Industry Data
 EMSI industry data have various sources depending on the class of worker: (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics; (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics; (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Occupation Data
 EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (OCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level EMSI earnings by industry.



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
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
37,825

Past 5 years of CVI Performance



GAIN
▲ **1%**
since 2018

2019 Creative Jobs



235

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

LOSS

▼ **22%**
since 2018

2019 Creative Industries



\$1.5M

Total Industry Earnings

There is a loss of \$4 thousand in creative industry earnings in region since 2018

LOSS

▼ **5%**
since 2018

2019 Cultural Nonprofit



\$641.8K

Nonprofit Revenue

There are \$35 thousand less in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts 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.cvsuite.org

WESTAF © Creative Vitality™ Suite 2021 cvsuite.org

Snapshot of the Arts in Pulaski-Little Rock 2019

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



GAIN
▲ **4%**
since 2018

2019 Creative Jobs

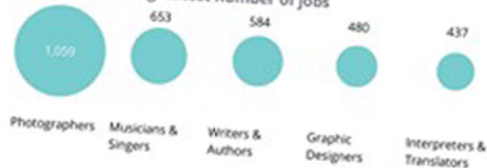


7,345

Total Creative Jobs

There are 319 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN
▲ **3%**
since 2018

2019 Creative Industries



\$90.6M

Total Industry Earnings

There is a gain of \$3.0 million in creative industry earnings in the region since 2018

Industries with greatest earnings



LOSS
▼ **20%**
since 2018

2019 Cultural Nonprofit



\$26.9M

Nonprofit Revenues

There are \$6.6 million less in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts 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.cvsuite.org

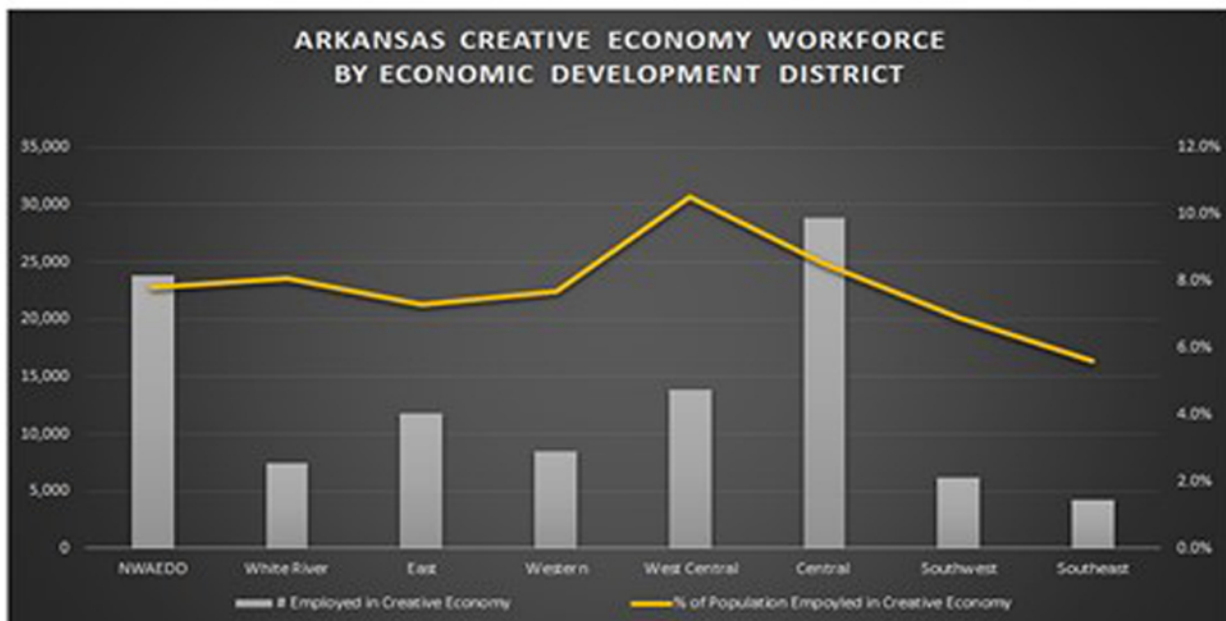
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Report created: 9/15/2021



CONVULSIONS RELEASES BETWEEN ALLIANCE

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.



THE CREATIVE ECONOMY 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%)



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

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Total Population

391,911

Past 5 years of CVI Performance



GAIN

▲ 4%
since 2018

2019 Creative Jobs

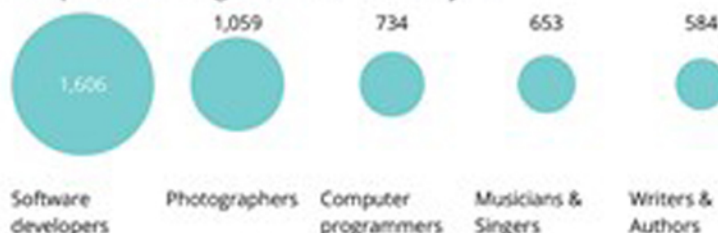


12,264

Total Creative Jobs

There are 464 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN

▲ 2%
since 2018

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

Industry type

Industry Earnings



LOSS

▼ 20%
since 2018

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.

DATA DIVES

THE CREATIVE ECONOMY OF ARKANSAS

INDUSTRY & SECTORS

SNAPSHOT ARKANSAS FILM & DIGITAL PRODUCTION **ARTS MEANS BUSINESS**

\$1.4Billion
Industry Sales in 2019

5% GROWTH
Industry Earnings vs. 2018. Up to \$480.9Million

7.1% JOB GROWTH




Year	Jobs
2016	33,354
2019	35,734

SNAPSHOT ARKANSAS MUSIC INDUSTRY **ARTS MEANS BUSINESS**

\$553.3Million
Industry Sales (2019)

2% GROWTH
in Jobs since 2018
(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 **ARTS MEANS BUSINESS**

\$78Million
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 **ARTS MEANS BUSINESS**

PERFORMING ARTS

3% GROWTH **\$298.9Million**
in Jobs since 2018
(13,628 jobs in 2019) Industry Sales (2019)

SNAPSHOT **CRAFTY**

\$81.2Million Craft Industry Sales

2,790 JOBS
2% Growth over 2018

ARTS MEANS BUSINESS

(noun) an art, trade, or occupation requiring special manual skill; the use of hands and brain to design and create physical objects.

