



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





### 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



# 0.87 0.89 0.63 0.63 2015 2016 2017 2018 2019

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



developers

Software Photographers

1,282

Musicians &

Singers

814

771

732

Marketing managers

Writers & Authors

#### 2019 Creative Industries



\$2.0B

**Total Industry Sales** 

### Industries with greatest 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



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.









### WASHINGTON COUNTY

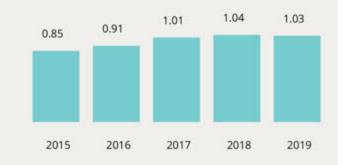


COMPARED TO: ARKANSAS CVI VALUE

2.04

### 239,187





GAIN

**A** 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

369

Musicians &

Singers

337

211

Writers &

Authors

Marketing managers

#### 2019 Creative Industries



\$802.9M

Total Industry Sales

### Industries with greatest sales

Industry type	Industry Sales
Tortilla mfg.	\$212.7M
Wired Telecomm carriers	\$138.9M
Commercial Gravure Printing	\$63.2M
Advertising Agencies	\$42.3M
Television Broadcasting	\$37.3M

GAIN

**A** 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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# BENTON COUNTY

2018

### **Creative Vitality Index**



1.06

CVI Value

United States CVI = 1.0 COMPARED TO: ARKANSAS CVI VALUE

1.95

### **Total Population**

279,141



# 1.06 1.06 0.57 0.56

2017

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

2015



506 316

2016

•

308

2019

Software developers Photographers Marketing managers Graphic Designers Computer programmers

#### 2019 Creative Industries



\$889.4M

**Total Industry Sales** 

### Industries with greatest sales

Industry type	<b>Industry Sales</b>	
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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### **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



### Past 5 years of CVI Performance 0.64 0.61 0.61 0.59 0.57

2017

38

GAIN

**A** 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



Musicians &



2015

2016

32

2019

2018

Photographers

Singers

Writers & Authors

Actors

Fine Artists

### 2019 Creative Industries



\$41.5M

**Total Industry Sales** 

#### Industries with greatest sales

Industry type	Industry Sales	
Glass related Manufacturing	\$7.7M	
Wired Telecomm carriers	\$7.3M	
Newspaper Publishers	\$5.1M	
Theater Companies	\$2.9M	
Art dealers	\$2.4M	

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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### **MADISON** COUNTY

Creative Vitality Index



0.39CVI Value

COMPARED TO: ARKANSAS CVI VALUE

0.82

### **Total Population**

16,576





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



Software Photographers Graphic developers Designers Jewelers

13

Writers & Authors

10

### 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

**V** 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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# BOONE COUNTY



United States CVI = 1.0

COMPARED TO: ARKANSAS CVI VALUE

0.57





### 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





23



Photographers

Musicians & Singers Cabinetmakers Writers & and carpenters Authors Graphic Designers

### 2019 Creative Industries



\$101.9M

**Total Industry Sales** 

### Industries with greatest sales

Industry type	Industry Sal	les
Wired Telecomm carriers	\$66.9M	
Spice and extract mfg.	\$7.4M	
Custom Woodwork	\$5.5M	
Radio Networks	\$2.7M	E .
Radio Stations	\$2.6M	



▼ 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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### **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

### Past 5 years of CVI Performance



### GAIN

**4** 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



35

33

27

26

Photographers

Musicians & Singers

Writers & Authors

Software developers

Graphic Designers

#### 2019 Creative Industries



\$83.4M

Total Industry Sales

### Industries with greatest sales

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

### GAIN

**1** 71% since 2018 2019 Cultural Nonprofit



\$333.3K

Nonprofit Revenues

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



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# 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



### 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









Photographers

Musicians & Singers Writers & Authors Graphic Designers Interpreters & Translators

### 2019 Creative Industries



\$40.1M

Total Industry Sales

### Industries with greatest sales

## Industry type Industry Sales Wired Telecomm carriers \$28.9M

Commercial Gravure Printing \$8.7M

Caterers \$731.0K

Graphic Design Services \$434.4K

Artists, Writers, & Performers \$339.2K



▼ 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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### **NEWTON COUNTY**

### Creative Vitality Index



United States CVI = 1.0 COMPARED TO: ARKANSAS CVI VALUE

0.64

#### **Total Population**

7,753



### Past 5 years of CVI Performance 0.31 0.31 0.19 0.19 0.18

2017

### 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

2015



Musicians & Singers

5

2016

2019

2018

Photographers

Interpreters & Translators

Writers & Authors

Custom sewers

#### 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



**4** 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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# **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



#### 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



s & Writers &



4

3

Musicians & Singers

Radio Stations

Writers & Fine Artists Authors Photographers Art Directors

2019 Creative Industries



\$1.5M

Total Industry Sales

#### Industries with greatest sales

Industry type	<b>Industry Sales</b>	
Artists, Writers, & Performers	\$415.3K	
Wired Telecomm carriers	\$413.0K	
Jewelry Stores	\$110.8K	0
Caterers	\$107.9K	l .
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\$76.6K

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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