



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



# ARKANSAS ARTS + TECH IMPACTS



## 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**

#### GENDER

Female  
**50%**

Male  
**50%**

#### AGE

0-19 27%

20-24 7%

25-44 27%

45-64 23%

65+ 16%

### Past 5 years of CVI Performance



### GAIN

**▲ 1%**  
since 2018

### 2019 Creative Jobs

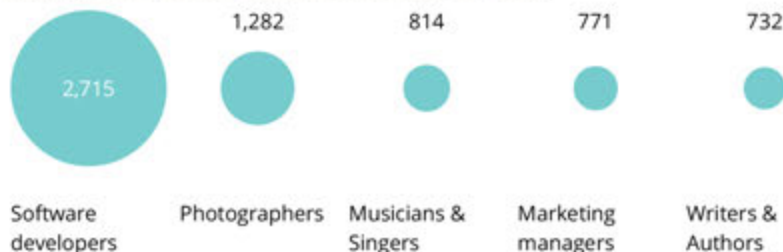


**16,021**

Total Creative Jobs

There are 94 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$2.0B**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry 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



GROW | RETAIN | RETRAIN | AVERAGE

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.

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# ARKANSAS ARTS + TECH IMPACTS



## WASHINGTON COUNTY



1.03

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

2.04

239,187

GENDER

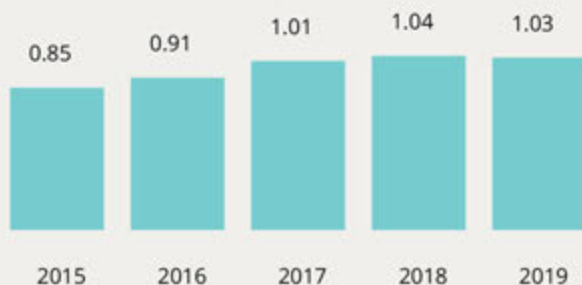


Female  
50%



Male  
50%

AGE



**GAIN**

▲ 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



Musicians & Singers



Writers & Authors



Marketing managers

### 2019 Creative Industries



\$802.9M

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



**GAIN**

▲ 6%  
since 2018

### 2019 Cultural Nonprofit



\$52.4M

Nonprofit Revenues

There are \$3.0 million more in revenues in the region since 2018



GROW RETAIN RETRAIN AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## BENTON COUNTY

### Creative Vitality Index

**1.06**  
CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE  
**1.95**

### Total Population

**279,141**



### Past 5 years of CVI Performance



### 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



Software developers

530

Photographers

506

Marketing managers

316

Graphic Designers

308

Computer programmers

### 2019 Creative Industries



**\$889.4M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales

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



GROW | RETRAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## 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**

#### GENDER

Female  
**50%**

Male  
**50%**

#### AGE

0-19	24%
20-24	5%
25-44	21%
45-64	26%
65+	24%

### Past 5 years of CVI Performance



#### GAIN

**▲ 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



### 2019 Creative Industries



**\$41.5M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### LOSS

**▼ 24%**  
since 2018

### 2019 Cultural Nonprofit



**\$1.4M**

Nonprofit Revenues

There are \$445 thousand less in revenues in the region since 2018



GROW | RETAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## MADISON COUNTY

### Creative Vitality Index

**0.39**  
CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE  
**0.82**

### Total Population

**16,576**

GENDER		AGE	
	Female <b>50%</b>	0-19	25%
	Male <b>50%</b>	20-24	5%
		25-44	23%
		45-64	27%
		65+	19%

### Past 5 years of CVI Performance



### GAIN

**▲ 5%**  
since 2018

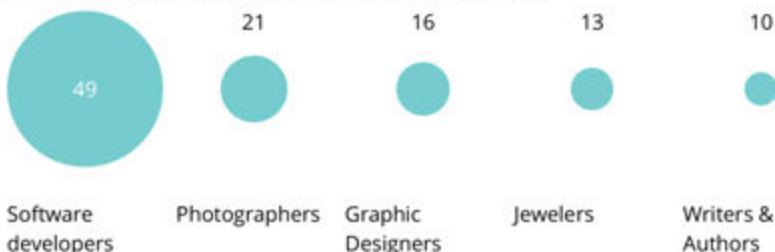
### 2019 Creative Jobs



**262**  
Total Creative Jobs

There are 12 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$36.9M**  
Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



### LOSS

**▼ 23%**  
since 2018

### 2019 Cultural Nonprofit



**\$174.8K**  
Nonprofit Revenues

There are \$53 thousand less in revenues in the region since 2018



GROW | RETAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## BOONE COUNTY



**0.29**

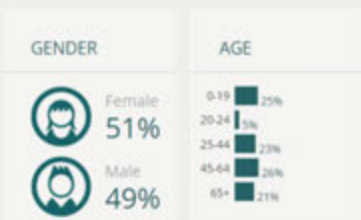
CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE

**0.57**

**37,432**



**GAIN**

▲ **1%**  
since 2018

### 2019 Creative Jobs

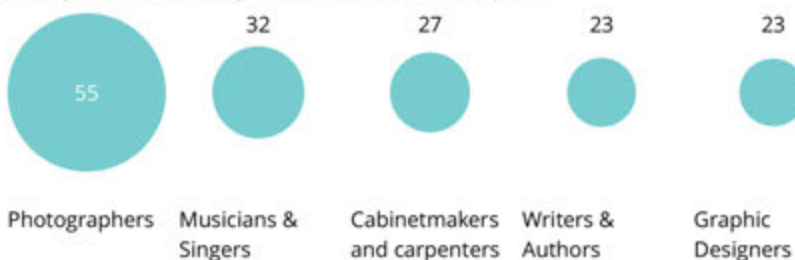


**478**

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$101.9M**

Total Industry Sales

### Industries with greatest sales



**LOSS**

▼ **26%**  
since 2018

### 2019 Cultural Nonprofit



**\$65.9K**

Nonprofit Revenues

There are \$23 thousand less in revenues in the region since 2018



GROW | SUSTAIN | RETRAIN | ADAPT

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# ARKANSAS ARTS + TECH IMPACTS



## BAXTER COUNTY

### Creative Vitality Index

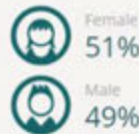
**0.33**  
CVI Value

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

▲ 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



### 2019 Creative Industries



**\$83.4M**  
Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### GAIN

▲ 71%  
since 2018

### 2019 Cultural Nonprofit



**\$333.3K**  
Nonprofit Revenues

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



GROW | RETAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## 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**

#### GENDER

Female  
**51%**

Male  
**49%**

#### AGE

0-19 20%

20-24 6%

25-44 18%

45-64 29%

65+ 29%

### 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



#### LOSS

**▼ 100%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**

Nonprofit Revenues

There are \$34 thousand less in revenues in the region since 2018



GROW | RETRAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## NEWTON COUNTY

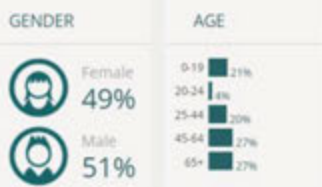
### Creative Vitality Index

**0.31**  
CVI Value

United States CVI = 1.0  
**COMPARED TO:  
 ARKANSAS CVI VALUE**  
**0.64**

### Total Population

**7,753**



### Past 5 years of CVI Performance



### GAIN

**▲ 5%**  
since 2018

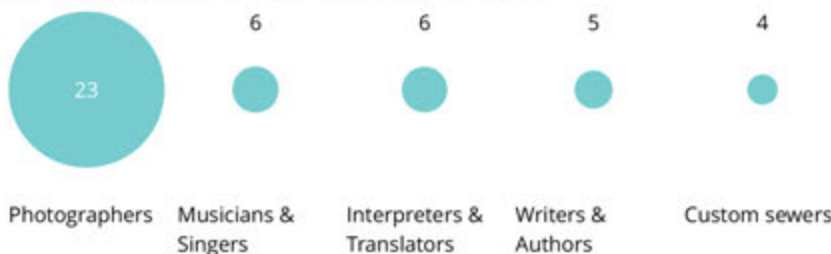
### 2019 Creative Jobs



**93**  
Total Creative Jobs

There are 5 more creative jobs in the region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$2.1M**  
Total Industry Sales

### Industries with greatest sales



### GAIN

**▲ 0%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**  
Nonprofit Revenues

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



GROW | RETAIN | RETRAIN | AVERAGE

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# ARKANSAS ARTS + TECH IMPACTS



## 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**

#### GENDER



Female  
**50%**



Male  
**50%**

#### AGE

0-19 **22%**

20-24 **5%**

25-44 **20%**

45-64 **28%**

65+ **25%**

### Past 5 years of CVI Performance



#### GAIN

**▲ 4%**  
since 2018

### 2019 Creative Jobs

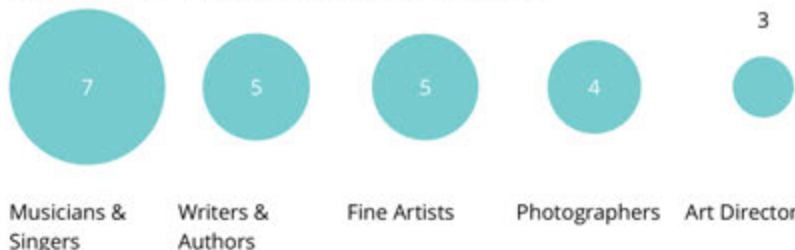


**73**

Total Creative Jobs

There are 3 more  
creative jobs in the  
region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$1.5M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales



#### GAIN

**▲ 0%**  
since 2018

### 2019 Cultural Nonprofit



**\$0.0**

Nonprofit Revenues

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



GROW RETAIN RETRAIN AVERAGE

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