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
ARKANSAS ARTS + TECH IMPACTS
NW ARKANSAS ARTS DISTRICT 1

Creative Vitality Index
- CVI Value: 0.89
- Compared to: Arkansas CVI Value 1.72

Total Population: 674,976

Past 5 years of CVI Performance
- 2015: 0.63
- 2016: 0.63
- 2017: 0.87
- 2018: 0.77
- 2019: 0.89

Occupations with greatest number of jobs
- Software developers: 2,715
- Photographers: 1,282
- Musicians & Singers: 814
- Marketing managers: 771
- Writers & Authors: 732

2019 Creative Jobs
- Total Creative Jobs: 16,021
- Gain: 1% since 2018
- There are 94 more creative jobs in the region since 2018

2019 Creative Industries
- Total Industry Sales: $2.0B

Industries with greatest sales
- Wired Telecomm carriers: $350.7M
- Services, Advertising: $295.5M
- Tortilla mfg.: $213.9M
- Advertising Agencies: $121.9M
- Commercial Gravure Printing: $107.4M

2019 Cultural Nonprofit
- Nonprofit Revenues: $156.1M
- Gain: 36% since 2018
- 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.

Boot Camp Data Reports: Building Arkansas' Creative Economy through Arts + Technology

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Report created: 11.19.21
Arkansas Arts + Tech Impacts
Washington County

2019 Creative Jobs

6,075 Total Creative Jobs

There are 99 more creative jobs in the region since 2018

2019 Creative Industries

$802.9M Total Industry Sales

2019 Cultural Nonprofit

$52.4M Nonprofit Revenues

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

Occupations with greatest number of jobs

- Software developers: 865
- Photographers: 499
- Musicians & Singers: 369
- Writers & Authors: 337
- Marketing managers: 211

Industries with greatest sales

- Tortilla mfg: $212.7M
- Wired Telecomm carriers: $138.9M
- Commercial Gravure Printing: $63.2M
- Advertising Agencies: $42.3M
- Television Broadcasting: $37.3M

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**Creative Vitality Index**
- **CVI Value**: 1.06
- **Total Population**: 279,141
- **Past 5 years of CVI Performance**:
  - 2015: 0.57
  - 2016: 0.56
  - 2017: 1.06
  - 2018: 0.78
  - 2019: 1.06

**Gender**
- Female: 50%
- Male: 50%

**Occupations with greatest number of jobs**
- Software developers: 1,739
- Photographers: 530
- Marketing managers: 506
- Graphic Designers: 316
- Computer programmers: 308

**2019 Creative Industries**
- **Total Industry Sales**: $889.4M

**Industries with greatest sales**
- Services, Advertising: $287.4M
- Architectural Services: $77.5M
- Advertising Agencies: $74.8M
- Museums: $53.8M
- Wired Telecomm carriers: $47.5M

**2019 Cultural Nonprofit**
- **Nonprofit Revenues**: $101.7M
- **Gain since 2018**: 53%

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Boot Camp Data Reports: Building Arkansas' Creative Economy through Arts + Technology
Creative Vitality Index
- CVI Value: 0.59
  - Compared to: Arkansas CVI Value = 1.65

Total Population: 28,380

Past 5 years of CVI Performance:
- 2015: 0.61
- 2016: 0.61
- 2017: 0.64
- 2018: 0.57
- 2019: 0.59

Gender Distribution:
- Female: 50%
- Male: 50%

Age Distribution:
- 20-24: 30%
- 25-28: 15%
- 29-32: 10%
- 33-36: 20%
- 37-40: 15%
- 41-44: 10%

2019 Creative Jobs:
- Total Creative Jobs: 563
- Gain: 7% since 2018
There are 39 more creative jobs in the region since 2018

Occupations with greatest number of jobs:
- Photographers: 60
- Musicians & Singers: 53
- Writers & Authors: 43
- Actors: 38
- Fine Artists: 32

2019 Creative Industries:
- Total Industry Sales: $41.5M

Industries with greatest sales:
- Glass related Manufacturing: $7.7M
- Wired Telecomm carriers: $7.3M
- Newspaper Publishers: $5.1M
- Theater Companies: $2.9M
- Art dealers: $2.4M

2019 Cultural Nonprofit:
- Nonprofit Revenues: $1.4M
- Loss: 24% since 2018
There are $445 thousand less in revenues in the region since 2018

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Boot Camp Data Reports: Building Arkansas Creative Economy through Arts + Technology

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Report created: 11.19.21
Arkansas Arts + Tech Impacts

Madison County

Creative Vitality Index

- CVI Value: 0.39
- Compared to Arkansas CVI Value: 0.82

Total Population: 16,576

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>0.27</td>
</tr>
<tr>
<td>2016</td>
<td>0.22</td>
</tr>
<tr>
<td>2017</td>
<td>0.24</td>
</tr>
<tr>
<td>2018</td>
<td>0.24</td>
</tr>
<tr>
<td>2019</td>
<td>0.39</td>
</tr>
</tbody>
</table>

Gender Breakdown

- Female: 50%
- Male: 50%

Age Breakdown

- 18-24: 25%
- 25-34: 24%
- 35-44: 23%
- 45-54: 12%
- 55+: 9%

2019 Creative Jobs

- Total Creative Jobs: 262
- Gain: 5% since 2018

There are 12 more creative jobs in the region since 2018

Occupations with greatest number of jobs

- Software Developers: 49
- Photographers: 21
- Graphic Designers: 16
- Jewelers: 13
- Writers & Authors: 10

2019 Creative Industries

- Total Industry Sales: $36.9M

Industries with greatest sales

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Industry Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Telecomm carriers</td>
<td>$17.1M</td>
</tr>
<tr>
<td>Internet Publishing</td>
<td>$8.8M</td>
</tr>
<tr>
<td>Jewelry and silverware manufacturing (new)</td>
<td>$3.3M</td>
</tr>
<tr>
<td>Newspaper Publishers</td>
<td>$1.5M</td>
</tr>
<tr>
<td>Commercial Screen Printing</td>
<td>$1.4M</td>
</tr>
</tbody>
</table>

2019 Cultural Nonprofit

- Nonprofit Revenues: $174.8K
- Loss: 23% since 2018

There are $53 thousand 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.
ARKANSAS ARTS + TECH IMPACTS
BOONE COUNTY

0.29
CVI Value
United States CVI = 1.0

37,432

0.31 0.30 0.31 0.30 0.29

GENDER
Female 51%
Male 49%

AGE
20-24 24%
25-34 26%
35-44 24%
45-64 29%
65+ 11%

2015 2016 2017 2018 2019

Occupations with greatest number of jobs

Photographers 55
Musicians & Singers 32
Cabinetmakers and carpenters 27
Writers & Authors 23
Graphic Designers 23

2019 Creative Jobs

478 Total Creative Jobs

There are 3 more creative jobs in the region since 2018

2019 Creative Industries

$101.9M Total Industry Sales

Industries with greatest sales

Industry type
Wired Telecomm carriers
Spice and extract mfg.
Custom Woodwork
Radio Networks
Radio Stations

Industry Sales
$66.9M
$7.4M
$5.5M
$2.7M
$2.6M

2019 Cultural Nonprofit

$65.9K Nonprofit Revenues

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

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2019 Creative Jobs
573 Total Creative Jobs
There are 30 more creative jobs in the region since 2018

2019 Creative Industries
$83.4M Total Industry Sales

Industries with greatest sales

<table>
<thead>
<tr>
<th>Industry type</th>
<th>Industry Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Telecomm carriers</td>
<td>$43.4M</td>
</tr>
<tr>
<td>Radio Networks</td>
<td>$6.5M</td>
</tr>
<tr>
<td>Commercial Gravure Printing</td>
<td>$6.0M</td>
</tr>
<tr>
<td>Jewelry Stores</td>
<td>$4.4M</td>
</tr>
<tr>
<td>Advertising Agencies</td>
<td>$4.2M</td>
</tr>
</tbody>
</table>

2019 Cultural Nonprofit
$333.3K Nonprofit Revenues
There are $238 thousand 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.
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

Past 5 years of CVI Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>CVI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>0.15</td>
</tr>
<tr>
<td>2016</td>
<td>0.14</td>
</tr>
<tr>
<td>2017</td>
<td>0.16</td>
</tr>
<tr>
<td>2018</td>
<td>0.15</td>
</tr>
<tr>
<td>2019</td>
<td>0.16</td>
</tr>
</tbody>
</table>

Gender

Female 51%
Male 49%

Occupations with greatest number of jobs

Photographers: 23
Musicians & Singers: 10
Writers & Authors: 9
Graphic Designers: 8
Interpreters & Translators: 7

2019 Creative Jobs

158
Total Creative Jobs

There are 9 more creative jobs in the region since 2018

2019 Creative Industries

$40.1 M
Total Industry Sales

Industries with greatest sales

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Industry Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wired Telecomm carriers</td>
<td>$28.9M</td>
</tr>
<tr>
<td>Commercial Gravure Printing</td>
<td>$8.7M</td>
</tr>
<tr>
<td>Caterers</td>
<td>$331.0K</td>
</tr>
<tr>
<td>Graphic Design Services</td>
<td>$434.4K</td>
</tr>
<tr>
<td>Artists, Writers, &amp; Performers</td>
<td>$339.2K</td>
</tr>
</tbody>
</table>

2019 Cultural Nonprofit

$0.0
Nonprofit Revenues

There are $34 thousand 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.
ARKANSAS ARTS + TECH IMPACTS

NEWTOWN COUNTY

Creative Vitality Index

0.31
CVI Value
United States CVI = 1.0

0.64
Arkansas CVI Value

Total Population

7,753

Past 5 years of CVI Performance

GENDER

Female 49%
Male 51%

AGE

0-17 21%
18-24 20%
25-44 28%
45-64 17%
65+ 7%

2015 0.18
2016 0.19
2017 0.19
2018 0.31
2019 0.31

2019 Creative Jobs

93 Total Creative Jobs

There are 5 more creative jobs in the region since 2018

Occupations with greatest number of jobs

Photographers 23
Musicians & Singers 6
Interpreters & Translators 6
 Writers & Authors 5
Custom tailors 4

2019 Creative Industries

$2.1M Total Industry Sales

2019 Cultural Nonprofit

$0.0 Nonprofit Revenues

There are $0 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.
ARKANSAS ARTS + TECH IMPACTS
SEARCY COUNTY

Creative Vitality Index
- CVI Value: 0.24
- Compared to Arkansas CVI Value: 0.58

Total Population
- 7,881

Past 5 years of CVI Performance
- 2015: 0.20
- 2016: 0.21
- 2017: 0.23
- 2018: 0.41
- 2019: 0.24

Gender
- Female: 50%
- Male: 50%

Age
- 0-19: 22%
- 20-24: 15%
- 25-44: 30%
- 45-64: 18%
- 65+: 30%

Creative Jobs
- 2019: 73
- There are 3 more creative jobs in the region since 2018

Occupations with greatest number of jobs
- Musicians & Singers: 7
- Writers & Authors: 5
- Fine Artists: 5
- Photographers: 4
- Art Directors: 3

Creative Industries
- 2019: $1.5M
- Total Industry Sales

Industries with greatest sales
- Artists, Writers, & Performers: $415.3K
- Wired Telecom carriers: $413.0K
- Jewelry Stores: $110.8K
- Caterers: $107.9K
- Radio Stations: $76.6K

Cultural Nonprofit
- 2019: $0.0
- Nonprofit Revenues
- There are $0 more in revenues in the region since 2018

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Boot Camp Data Reports: Building Arkansas' Creative Economy through Arts + Technology

REPORT CREATED: 11.19.21