



Department of Parks, Heritage and Tourism

Act 413 of 2021 Report

Division Updates

- Division of Arkansas Heritage
 - Mosaic Templars Cultural Center
 - Accreditation
 - New Exhibit and Capital Campaign Phase 1 Completed
 - Historic Arkansas Museum
 - Reaccreditation
 - Arkansas Historic Preservation Program
 - Historic Preservation State Tax Credits
 - Main Street Economic Report
 - Arkansas Natural Heritage Commission
 - Blue Mountain Purchase
 - Increased visitation to Natural Areas

- State Parks
 - COVID Impacts and Response
 - Strategic Evaluation of Staffing and Operations
 - Lake Sylvia Recreation Area
 - Capital Improvement Projects: \$19.5 million for 23 projects in FY21
 - Petit Jean Visitor Center Completed
 - Louisiana Purchase State Park Boardwalk and Monument Repair
 - Hobbs State Park Firing Range Replacement/Rehabilitation
 - Monument Trails at Devil's Den, Mount Nebo and Pinnacle Mountain
 - National Junior Athletic Association National Championship Game at War Memorial
 - UA vs ASU, 2025

- Tourism Division
 - Successful Virtual 2021 Governor's Conference
 - COVID Impacts
 - Messaging and Marketing Demanded Flexibility
 - Signs of a Robust Recovery
 - Welcome Center Visitation

- Shared Services
 - Finalized Organizational Model with combined Human Resources, Communications, Information Technology, Fiscal, Procurement and Legal sections
 - Enables maximizing resources and expertise across the entire Department (e.g. Tourism photographers, travel writers, etc.)
 - Provides consistent policy, messaging, service, and support across the entire Department.

- CARES Act Grant Programs
 - Business Interruption Grant
 - Advertising and Promotion Commission/Convention and Visitors Bureaus Grants
 - Arkansas Arts Council – National Endowment for the Arts Grants

Significant Department Projects

- Office of Outdoor Recreation
 - Dynamic Pricing Implementation
 - Pinnacle Mountain State Park Visitor Center
 - American Rescue Plan Act
 - Broadband/Connectivity for State Parks and Welcome Centers
 - State Parks Investment
 - Tourism Initiatives
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Transformation Examples

- Unfilled Positions
 - State Parks Strategic Planning
 - General Revenue Turnback and Cost Savings
 - Multi-tasking: State Park Rangers Patrol ANHC Natural Areas
 - Fiscal Shared Service model results in improved fiscal controls and accountability
 - Communications Shared Service model increases promotion of all department assets
 - Shared expertise between Heritage and Parks
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Full Time Staffing

<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
917	914	906	890	868	847	779

Legislative Initiatives

- Dynamic Pricing
- Cultural Institutions Trust Fund
- Historic Preservation Tax Credit Increase