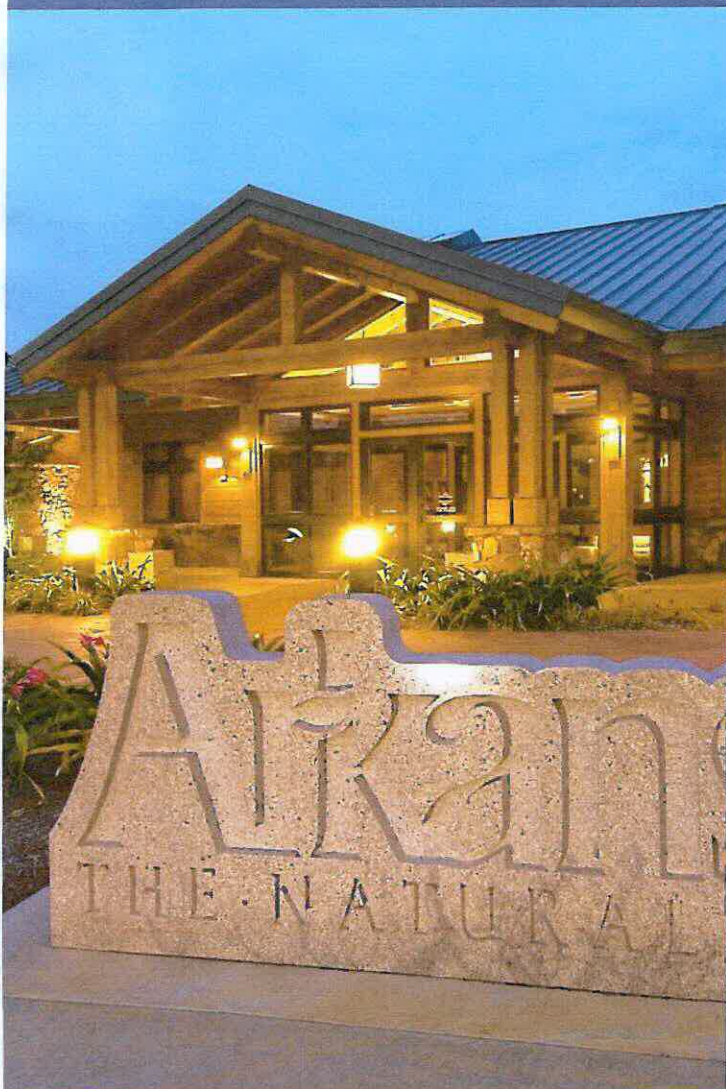




ARKANSAS DEPARTMENT OF PARKS, HERITAGE AND TOURISM



CORE VALUES

Service

We serve our customers and the public at large to the best of our ability.

Excellence

We look for ways to do better and be better.

Stewardship

We are wise stewards of the resources entrusted to us.

Accountability

We accept responsibility for ourselves and our organization.

Teamwork

We prize collaboration and partnerships.

Respect

We treat others well and value their contributions.

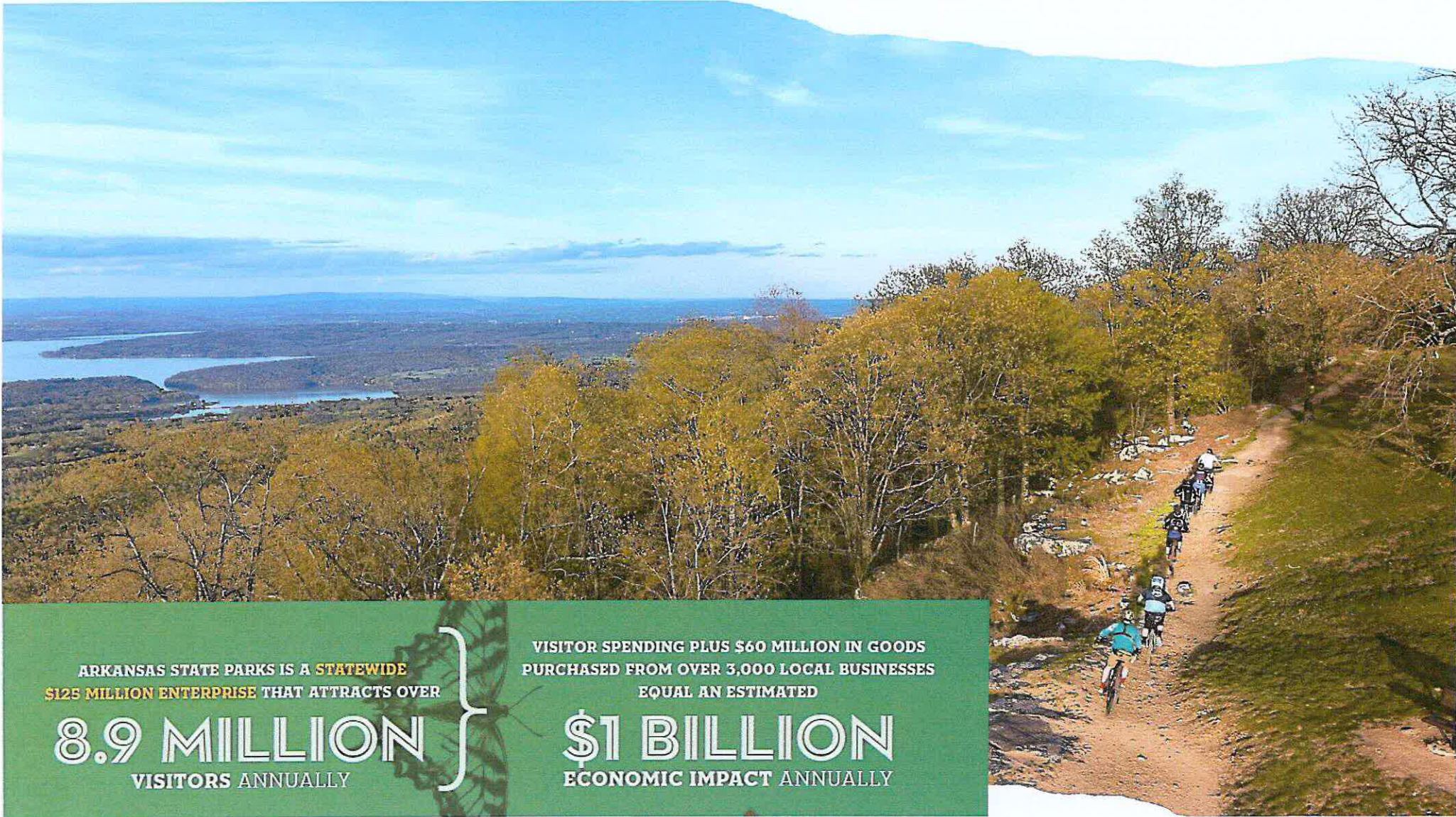
Adaptability

We adjust to new conditions, embracing them as opportunities.



Arkansas State Parks enhance the quality of life through exceptional outdoor experiences, connections to Arkansas heritage and sound resource management.



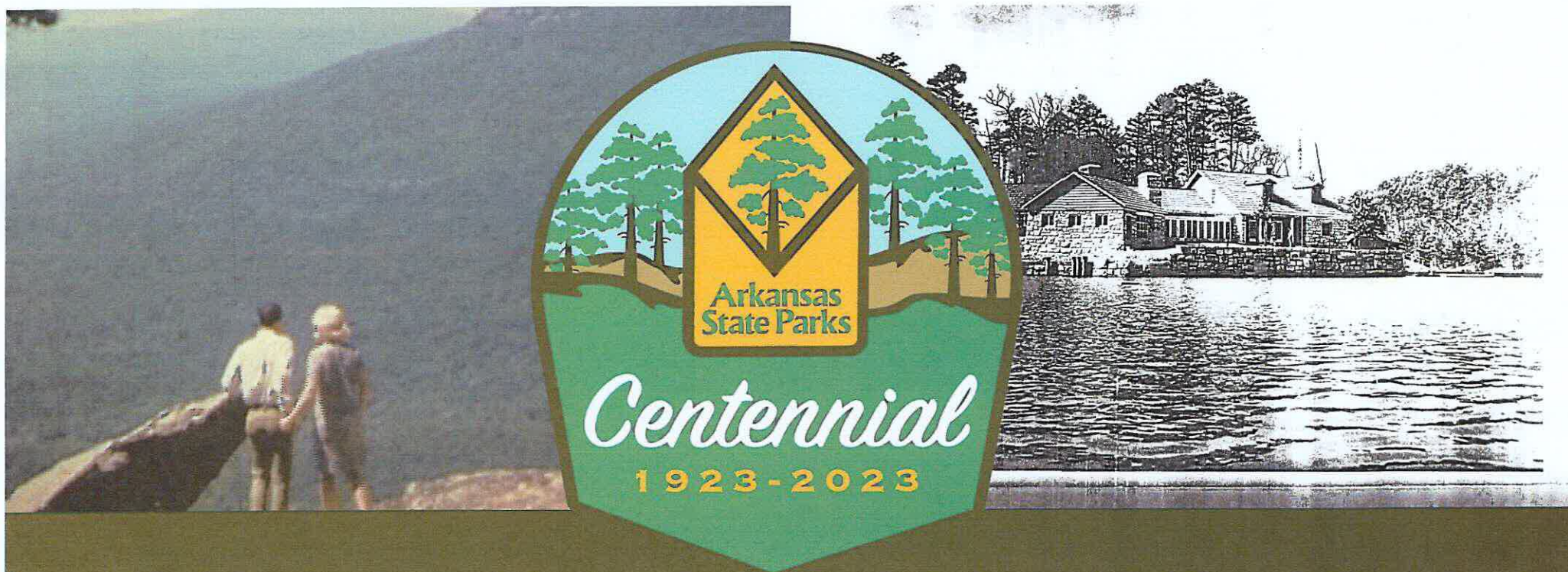


ARKANSAS STATE PARKS IS A STATEWIDE
\$125 MILLION ENTERPRISE THAT ATTRACTS OVER

8.9 MILLION
VISITORS ANNUALLY

VISITOR SPENDING PLUS \$60 MILLION IN GOODS
PURCHASED FROM OVER 3,000 LOCAL BUSINESSES
EQUAL AN ESTIMATED

\$1 BILLION
ECONOMIC IMPACT ANNUALLY



**2023 marks the Centennial
celebration of
Arkansas State Parks**



Arkansas
THE NATURAL STATE

Arkansas Tourism improves the state's economy by promoting travel and enhancing the image of the state.

Arkansas

THE NATURAL STATE

- Arkansas has seen 25 consecutive months of record-breaking tourism tax collections.
- Tourism state and local tax collections alone topped \$653 million in 2021.
- In 2021, tourism supported jobs accounted for 5.6% of all jobs in the state.
- Each household in Arkansas would need to be taxed an additional \$759 to replace the visitor-generated taxes received by Arkansas state and local governments in 2021.





ARKANSAS HERITAGE

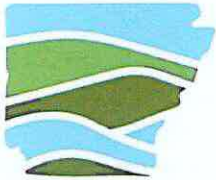




The Division of Arkansas Heritage (DAH) was created in 1975 to preserve and promote Arkansas's natural and cultural heritage as a source of pride and enjoyment for all.



8 MUSEUMS & AGENCIES



ARKANSAS

— OFFICE OF —
OUTDOOR RECREATION

The Arkansas Office of Outdoor Recreation works to leverage the state's natural assets to grow the outdoor recreation economy.

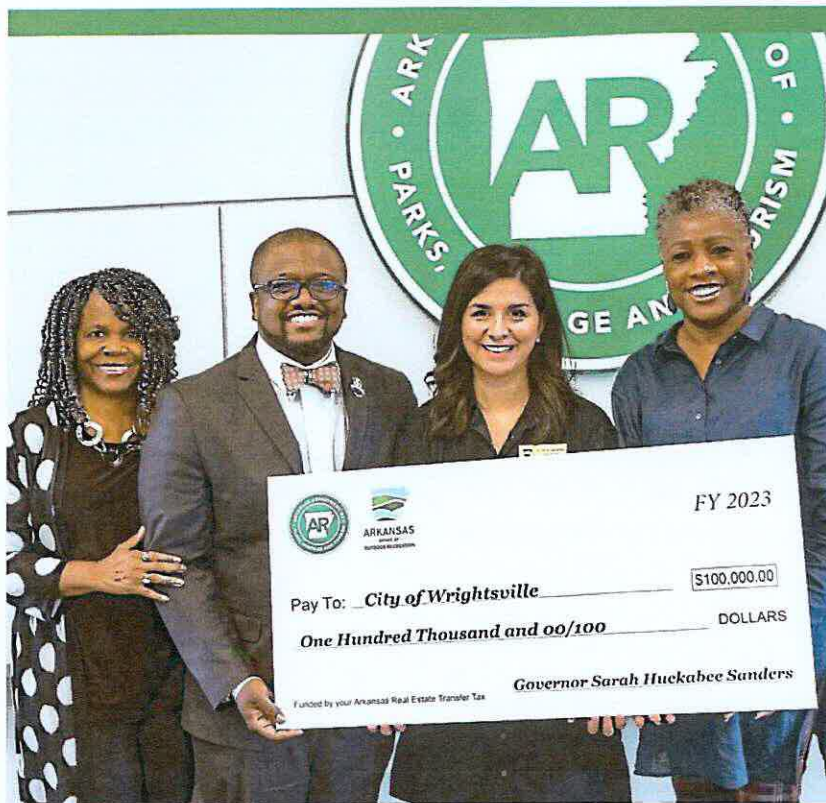
Outdoor Recreation is a growing economic force for states and communities across the country.

In Arkansas, this industry contributes \$3.5 billion to the state's gross domestic product (GDP), supports nearly 40,000 jobs and over \$1.8 billion in salaries and wages.



Supplementing that goal is AOOR's Outdoor Recreation Grants Program, which works to enhance the overall quality of recreation resources through advocacy, research, technical assistance and grant funding.

The program offers matching grants for city and county park acquisition and development.



AOOR's goal is to further establish Arkansas as a top destination for outdoor recreation and to ensure outdoor businesses continue to thrive. The office provides a central point of contact, advocacy and resources at the state level.



Our office refers businesses to market expansion services, international export advice, available incentives, business retention, innovation grants, product testing, patent support and more.



The Keep Arkansas Beautiful Commission and staff inspire individuals to improve their communities by educating, preventing litter, promoting recycling and keeping Arkansas beautiful.

Keep Arkansas Beautiful is a certified affiliate of Keep America Beautiful Inc.

Currently, 13 communities in Arkansas are certified local Keep America Beautiful affiliates.





NATURAL STATE INITIATIVE

The NSI Council will help facilitate collaboration across government, private and non-profit partners to seize the momentum and further establish the Natural State as the leader in the outdoor economy and a destination for outdoor enthusiasts across the world.



NATURAL STATE INITIATIVE

This Council will help facilitate a structured approach to ADPHT collaborations with the Arkansas Department of Commerce, the Arkansas Economic Development Commission and private and non-profit partners.





We will leverage our state's unmatched natural beauty to promote tourism and grow our outdoor economy – marketing The Natural State to the world, and becoming the leader in outdoor recreation that we deserve to be.