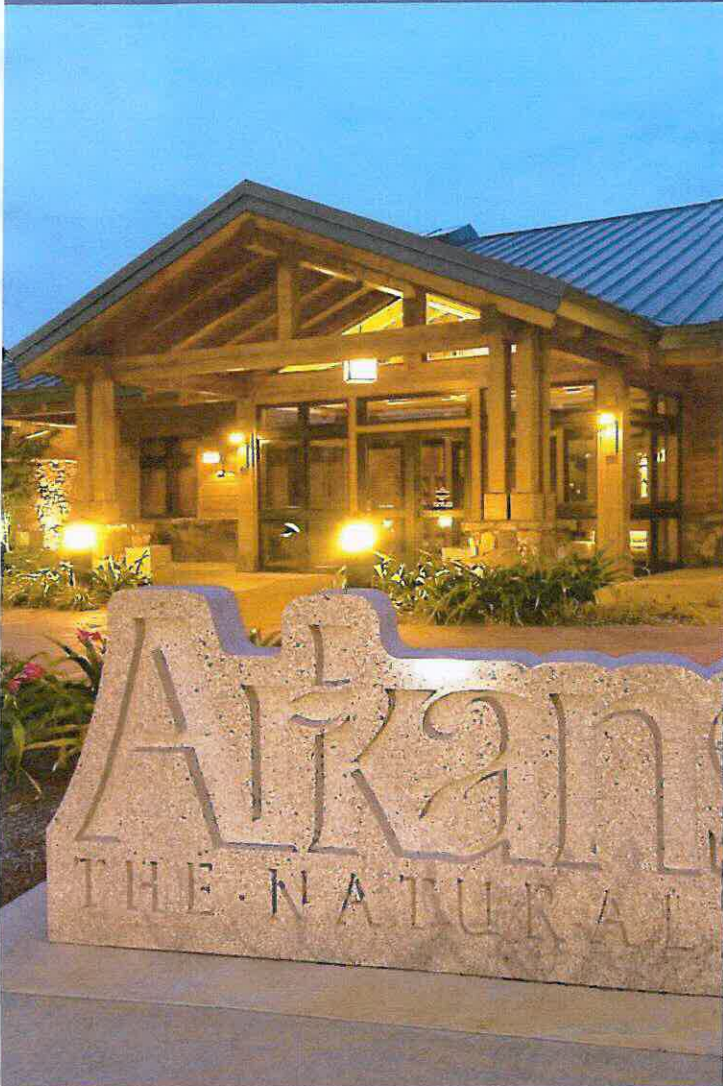




ARKANSAS DEPARTMENT OF
PARKS, HERITAGE AND TOURISM



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.

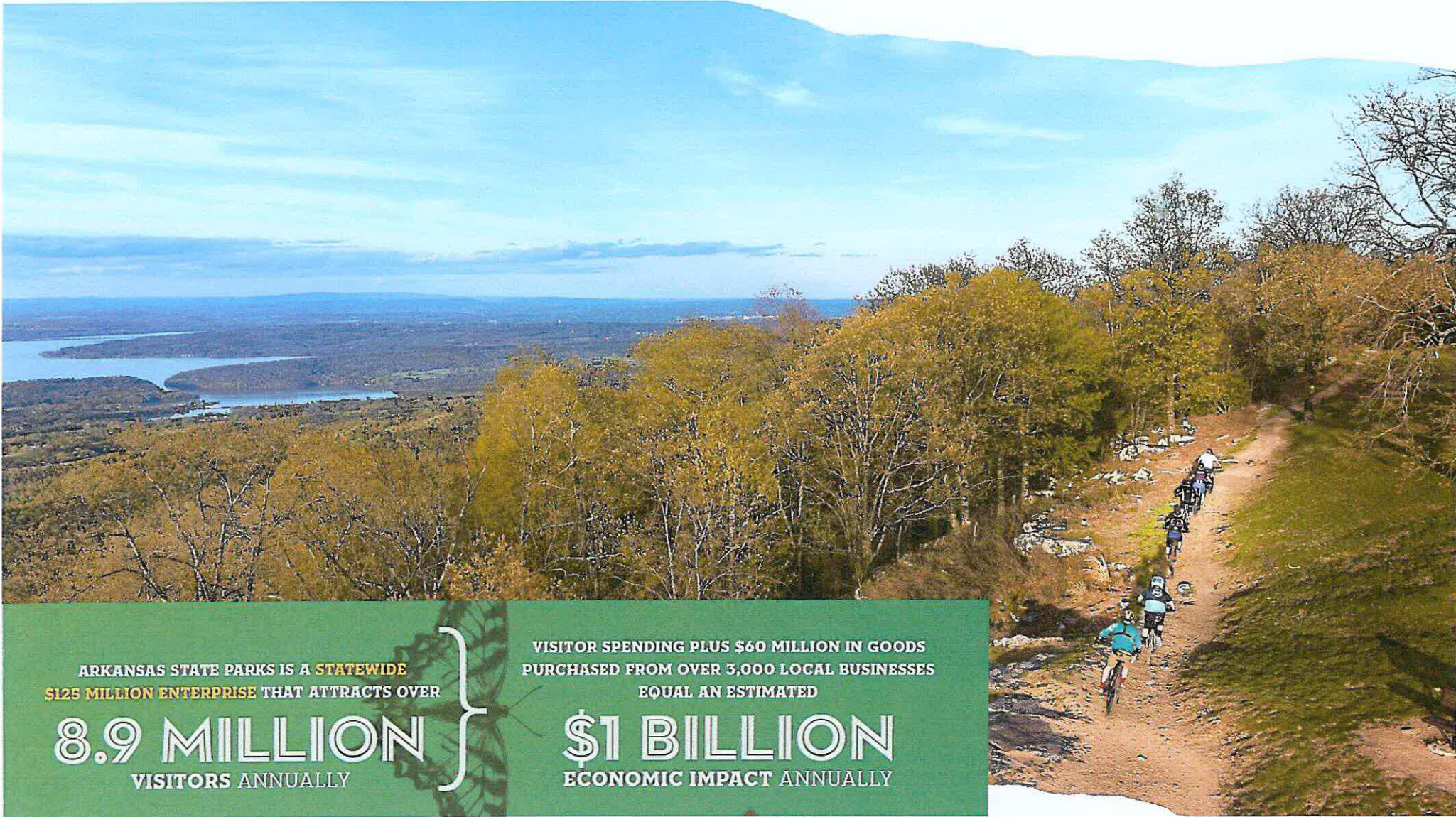
Adaptability

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