



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



ARKANSANS
FOR THE ARTS

2019 Data

Creative Vitality Index



0.51

CVI Value

United States CVI = 1.0

Total Population

3,025,852

POPULATION



3,025,852
people

GENDER



Female

51%



Male

49%

AGE



Past 5 years of CVI Performance



GAIN

▲ **2%**
since 2018

2019 Creative Jobs

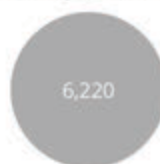


52,141

Total Creative Jobs

There are 1 thousand
more creative jobs in the
region since 2018

Occupations with greatest number of jobs



Software
developers



Photographers



Musicians &
Singers



Writers &
Authors



Computer
programmers

2019 Creative Industries



\$2.4B

Total Industry Sales

GAIN

▲ **5%**
since 2018

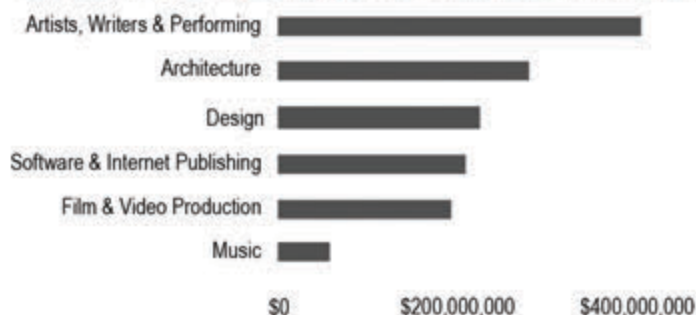


Total Industry Earnings

Gain of \$41 Million since 2018

\$897.7M

Top sales categories representing over 50% of total sales: \$1.346Billion



GAIN

▲ **23%**
since 2018

2019 Cultural Nonprofit



\$225.9M

Nonprofit Revenues

There are \$52.5 million more
in revenues in the region
since 2018



GROW RETAIN RETRAIN ATTRACT
NEXT GENERATION BRAIN TRUST ART+TECHNOLOGY CREATIVE TALENT

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.

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org



ARKANSAS ARTS + TECH IMPACTS



ARKANSAS
FOR THE ARTS

2019 Data

COUNTY - Independence

Creative Vitality Index



0.25

CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Total Population

37,825

Past 5 years of CVI Performance



GAIN

▲ **1%**
since 2018

2019 Creative Jobs



235

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

Occupations with greatest number of jobs



LOSS

▼ **22%**
since 2018

2019 Creative Industries



\$1.5M

Total Industry Earnings

There is a loss of \$420 thousand in creative industry earnings in the region since 2018

Industries with greatest earnings

Industry type	Industry Earnings
Artists, Writers, & Performers	\$343.5K
Caterers	\$244.5K
Graphic Design Services	\$209.5K
Photography, Portrait	\$201.2K
Services, Advertising	\$120.1K

LOSS

▼ **5%**
since 2018

2019 Cultural Nonprofit



\$641.8K

Nonprofit Revenues

There are \$35 thousand less in revenues in the region since 2018

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Compare
Creative
Vitality
Potential
&
Opportunities

Snapshot of the Arts in Independence Co - Batesville 2019

Creative Vitality Index

0.25
CVI Value
Arkansas CVI = 1.0

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Total Population

37,825

Past 5 years of CVI Performance



GAIN

▲ 1%
since 2018

2019 Creative Jobs



235

Total Creative Jobs

There are 3 more creative jobs in the region since 2018

Occupations with greatest number of jobs



LOSS

▼ 22%
since 2018

2019 Creative Industries



\$1

Total

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reg

Industries with greatest earnings

Industry type

Industry Earnings

LOSS

▼ 5%
since 2018

2019 Creative Industries



\$6

No

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Creative Vitality Index

0.85
CVI Value
Arkansas CVI = 1.0

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Total Population

391,911

Past 5 years of CVI Performance



GAIN

▲ 4%
since 2018

2019 Creative Jobs



7,345

Total Creative Jobs

There are 319 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN

▲ 3%
since 2018

2019 Creative Industries



\$90.6M

Total Industry Earnings

There is a gain of \$3.0 million in creative industry earnings in the region since 2018

Industries with greatest earnings

Industry type

Industry Earnings



LOSS

▼ 20%
since 2018

2019 Cultural Nonprofit



\$26.9M

Nonprofit Revenues

There are \$6.6 million less in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Academy of State Arts Agencies, National Center for Charitable Statistics, Creative Vitality Index. The Creative Vitality Index compares the per capita contribution of creative activity to two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: www.creative.org

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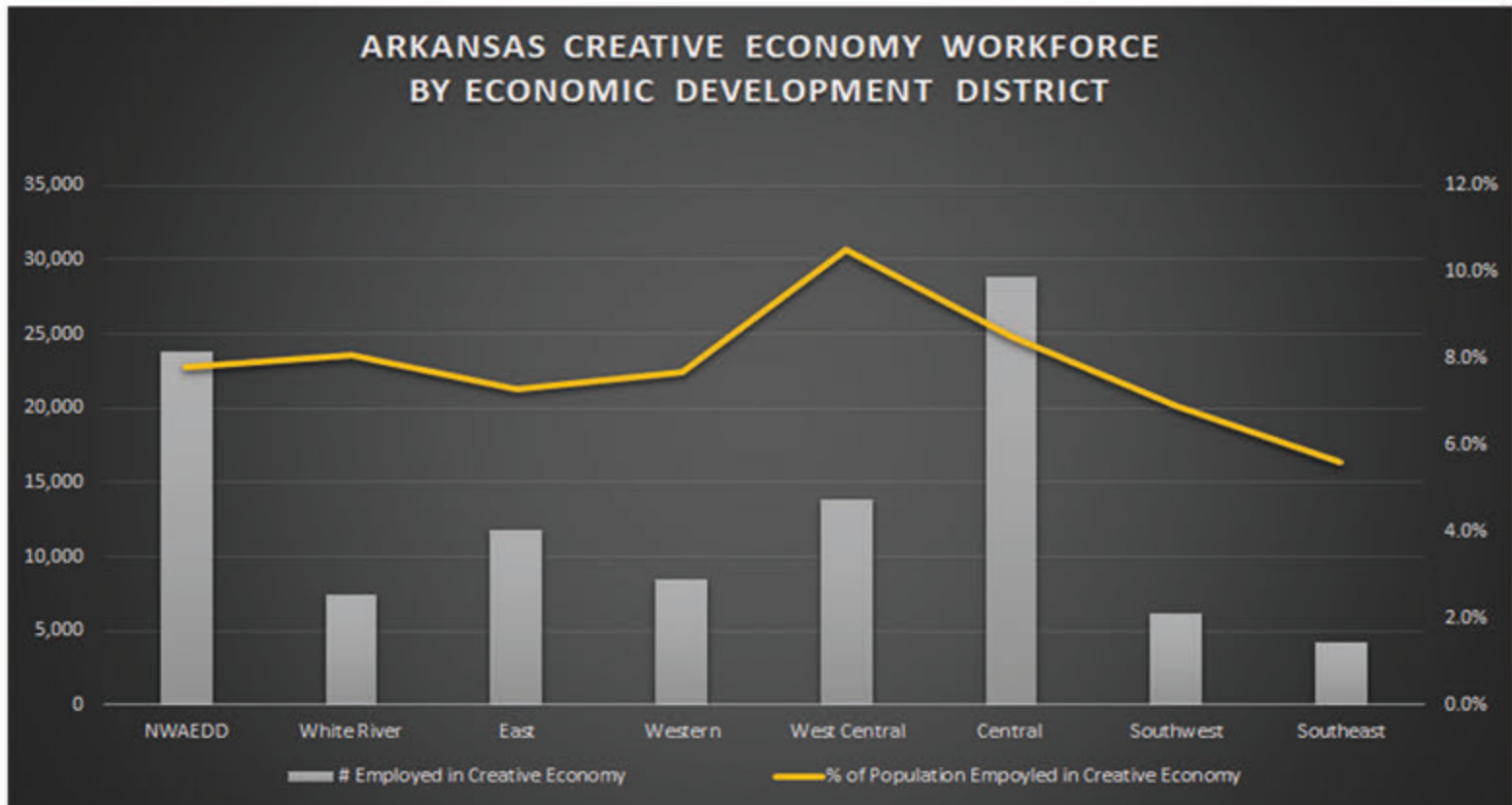
Report created: 9/15/2021



GROW RETAIN RETRAIN ATTRACT
NEXT GENERATION BRAIN TRUST ART+TECHNOLOGY CREATIVE TALENT

104,600 PEOPLE ARE EMPLOYED IN THE CREATIVE ECONOMY IN ARKANSAS.
The chart below represents the number and percentage of employees working in the creative economy sector in the 8 Economic Development Planning Districts.

ARKANSAS CREATIVE ECONOMY WORKFORCE BY ECONOMIC DEVELOPMENT DISTRICT



THE CREATIVE ECONOMY IS STRONG IN EVERY DISTRICT IN ARKANSAS

Northwest: 4th behind education(21.4%) retail(16.6%) and manufacturing(14.7%)
 White River: 3rd behind education(26.1%) and manufacturing(13.4%)
 East : 3rd behind education(25.8%) and manufacturing(16%)
 Western: 4th behind education(23.3%) manufacturing(18.6%) and retail(11.9%)
 West Central: 4th behind education(22.8%) manufacturing(13.8%) and retail(13.1%)
 Central: 3rd behind education(26.8%) and retail(12.4%)
 Southwest: 4th behind education(24.6%) manufacturing(19.6%) and retail(12.2%)
 Southeast: 4th behind education(25.8%) manufacturing(16.7%) and retail(10.3%)



Source: Association of Arkansas
Development Organizations
2019 Report (last modified 1/12/21)
AADO: arkansaseconomicregions.org



ARKANSAS ARTS + TECH IMPACTS



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2019 Data

SENATE DIST.30-32
PULASKI

Creative Vitality Index



0.85

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Total Population

391,911

Past 5 years of CVI Performance



GAIN

▲ **4%**
since 2018

2019 Creative Jobs

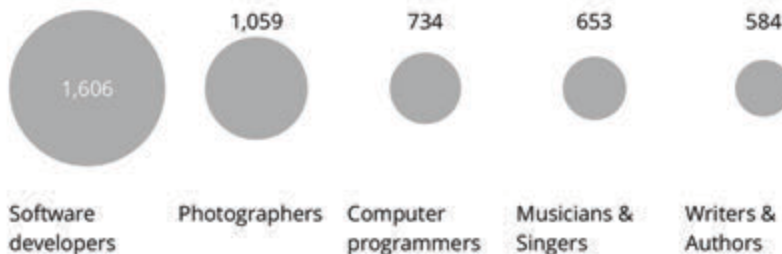


12,264

Total Creative Jobs

There are 464 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN

▲ **2%**
since 2018

2019 Creative Industries



\$285.5M

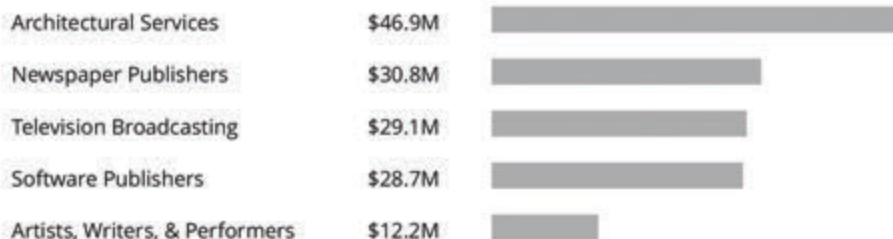
Total Industry Earnings

There is a gain of \$5.4 million in creative industry earnings in the region since 2018

Industries with greatest earnings

Industry type

Industry Earnings



LOSS

▼ **20%**
since 2018

2019 Cultural Nonprofit



\$26.9M

Nonprofit Revenues

There are \$6.6 million less in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT
NEXT GENERATION GRANT TRUST ARTS+TECHNOLOGY CREATIVE TALENT

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INDUSTRY & SECTORS



ARKANSANS
FOR THE ARTS

2019 Data

Film & Digital Production

\$1.4Billion

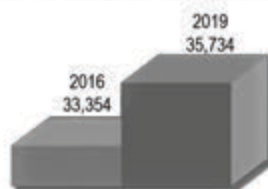
Industry Sales in 2019

5% GROWTH

Industry Earnings vs. 2018. Up to \$480.9Million



7.1% JOB GROWTH



Performing Arts



3% GROWTH

in Jobs since 2018
(13,628 jobs in 2019)

\$298.9Million

Industry Sales (2019)

Music Industry

\$553.3Million

Industry Sales (2019)

2% GROWTH

in Jobs since 2018
(6,461 jobs in 2019)

Young & Growing Industry

45.5% under age 34

Occupations with the greatest number of jobs

Musicians and Singers (2,979)

Music Directors (821)

Producers (812)

AV Techs (538)



Local Breweries

\$78Million

Brewery Industry Sales (2019)

6% GROWTH

in Sales over 2018

Arkansas has a big craft brewery industry that is growing year over year. There's an interesting story about the history of Arkansas Beer as captured in the book and, an Arkansas Brewery Trail was launched last year. The figures above are breweries only. Arkansas also has a growing distillery industry.

