

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](http://ArkansansForTheArts.org)**



# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

**SOUTHEAST  
ARKANSAS**  
Arts District 8

## Creative Vitality Index



**0.20**

CVI Value

United States CVI = 1.0

COMPARED TO:  
ARKANSAS CVI VALUE



**0.51**

## Total Population

**193,673**

### GENDER



Female  
50%



Male  
50%

### AGE



## Past 5 years of CVI Performance



## GAIN

▲ **3%**  
since 2018

## 2019 Creative Jobs

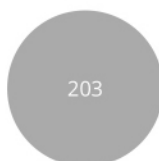


**1,805**

Total Creative Jobs

There are 46 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



Photographers



Musicians &  
Singers



Software  
developers



Writers &  
Authors



Interpreters &  
Translators

## 2019 Creative Industries



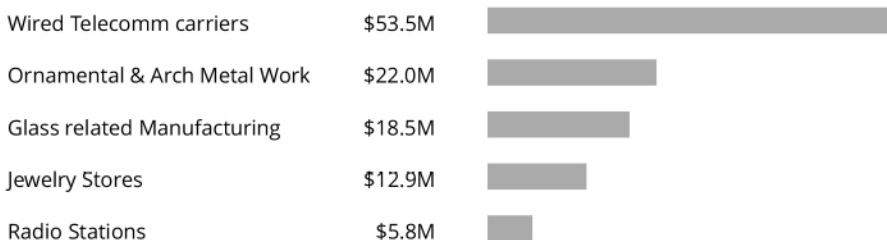
**\$150.7M**

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## LOSS

▼ **24%**  
since 2018

## 2019 Cultural Nonprofit



**\$856.6K**

Nonprofit Revenues

There are \$264 thousand less  
in revenues in the region  
since 2018



GROW RETAIN RETRAIN ATTRACT  
NEW IDEAS/INNOVATION BUILT TRUST ARTS+TECHNOLOGY CREATIVE MARKET

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





# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

PINE BLUFF  
JEFFERSON COUNTY

## Creative Vitality Index



0.23

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

66,824

### GENDER



Female

51%



Male

49%

### AGE



## Past 5 years of CVI Performance



## GAIN

▲ 3%  
since 2018

## 2019 Creative Jobs



627

Total Creative Jobs

There are 21 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



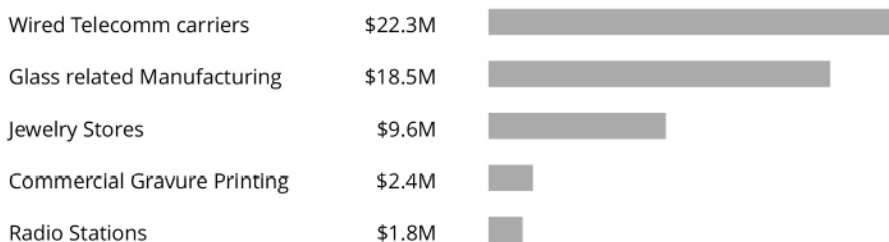
\$66.9M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## LOSS

▼ 61%  
since 2018

## 2019 Cultural Nonprofit



\$174.8K

Nonprofit Revenues

There are \$270 thousand less  
in revenues in the region  
since 2018



GROW RETAIN RETRAIN ATTRACT  
NEW IDEAS/INNOVATION STAY IN PLACE WITH TECHNOLOGY CREATIVE TALENT

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSANS  
FOR THE ARTS

2019 Data

ASHLEY COUNTY

## Creative Vitality Index



0.20

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

19,657

### GENDER



Female

51%



Male

49%

### AGE

0-19 24%

20-24 6%

25-44 22%

45-64 27%

65+ 21%

## Past 5 years of CVI Performance



## LOSS

▼ 2%  
since 2018

## 2019 Creative Jobs

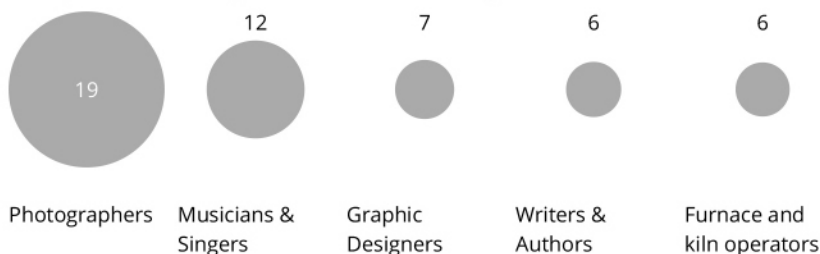


158

Total Creative Jobs

There are 4 less creative jobs in the region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



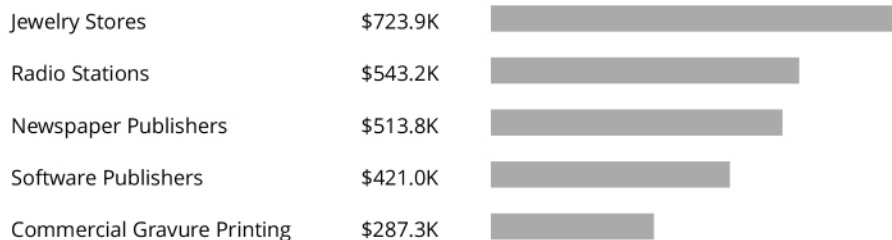
\$3.8M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## GAIN

▲ 0%  
since 2018

## 2019 Cultural Nonprofit



\$0.0

Nonprofit Revenues

There are \$0 more in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT  
NEW ADOPTIONS REVENUE REVENUE REVENUE

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

BRADLEY COUNTY

## Creative Vitality Index



0.12

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

10,763

### GENDER



Female

51%



Male

49%

### AGE

0-19 26%

20-24 5%

25-44 24%

45-64 26%

65+ 19%

## Past 5 years of CVI Performance



## LOSS

▼ 9%  
since 2018

## 2019 Creative Jobs

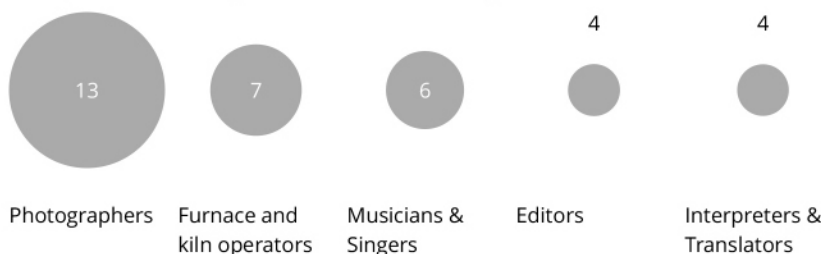


84

Total Creative Jobs

There are 8 less creative jobs in the region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



\$6.8M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## GAIN

▲ 0%  
since 2018

## 2019 Cultural Nonprofit



\$0.0

Nonprofit Revenues

There are \$0 more in revenues in the region since 2018



GROW RETAIN RETRAIN ATTRACT  
NEW ADOPTIONS GREEN TRUST ARTS+TECHNOLOGY CREATIVE MARKET

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

CHICOT COUNTY

## Creative Vitality Index



0.20

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

10,118

### GENDER



Female

50%



Male

50%

### AGE

0-19 24%

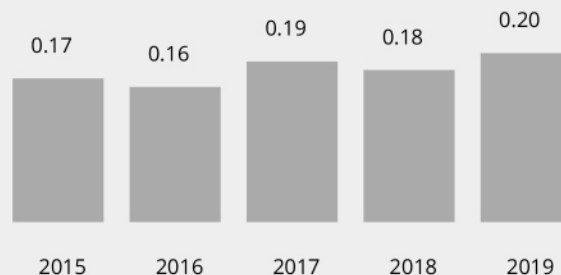
20-24 6%

25-44 21%

45-64 28%

65+ 21%

## Past 5 years of CVI Performance



## GAIN

▲ 8%  
since 2018

## 2019 Creative Jobs

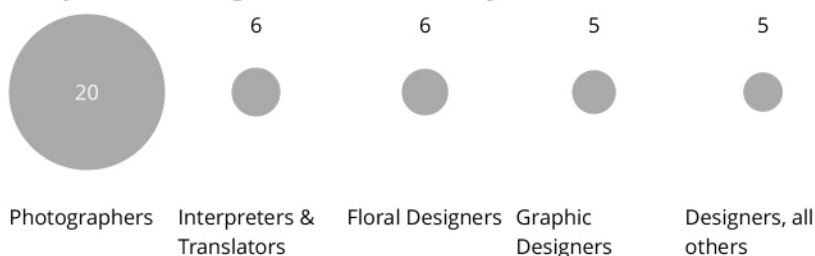


98

Total Creative Jobs

There are 8 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



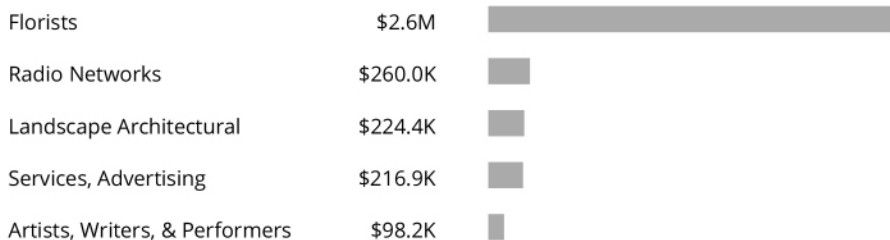
\$3.6M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## LOSS

▼ 0%  
since 2018

## 2019 Cultural Nonprofit



\$220.0K

Nonprofit Revenues

There are \$3 less in revenues  
in the region since 2018



GROW RETAIN RETRAIN ATTRACT  
NEW ADOPTION GREEN TRUST ART+TECHNOLOGY CREATIVE MARKET

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

CLEVELAND  
COUNTY

## Creative Vitality Index



**0.10**

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



**0.51**

## Total Population

**7,956**

### GENDER



Female  
**51%**

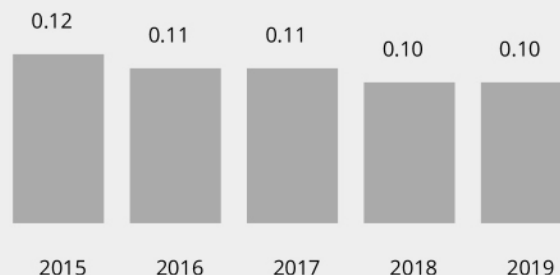


Male  
**49%**

### AGE



## Past 5 years of CVI Performance



## GAIN

▲ **11%**  
since 2018

## 2019 Creative Jobs



**46**

Total Creative Jobs

There are 5 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



Photographers

Musicians &  
Singers

Writers &  
Authors

Chefs and head  
cooks Jewelers

## 2019 Creative Industries



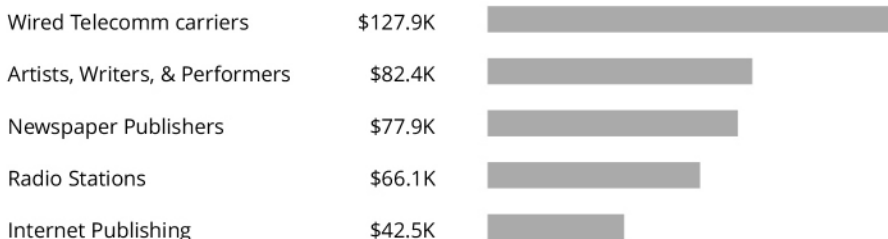
**\$572.0K**

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## GAIN

▲ **0%**  
since 2018

## 2019 Cultural Nonprofit



**\$44.3K**

Nonprofit Revenues

There are \$0 more in  
revenues in the region since  
2018



GROW RETAIN RETRAIN ATTRACT  
NEW ADOPTION GREEN TRUST ART+TECHNOLOGY CREATIVE MARKET

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

DESHA COUNTY

## Creative Vitality Index



0.19

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

11,361

### GENDER



Female

53%



Male

47%

### AGE

0-19 28%

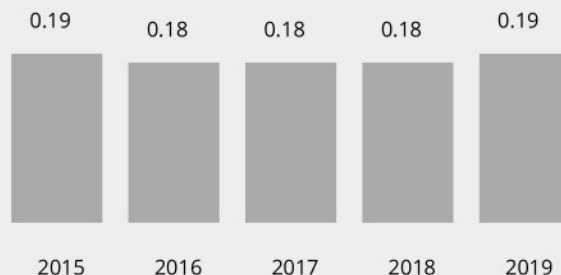
20-24 5%

25-44 22%

45-64 25%

65+ 20%

## Past 5 years of CVI Performance



## GAIN

▲ 0%  
since 2018

## 2019 Creative Jobs

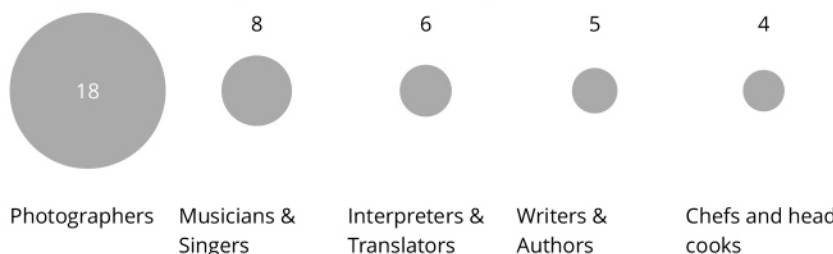


104

Total Creative Jobs

There are 0 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



\$10.0M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales

Wired Telecomm carriers	\$7.2M
Services, Advertising	\$951.9K
Software Publishers	\$354.1K
Newspaper Publishers	\$263.6K
Periodical Publishers	\$162.3K

## GAIN

▲ 0%  
since 2018

## 2019 Cultural Nonprofit



\$12.1K

Nonprofit Revenues

There are \$0 more in  
revenues in the region since  
2018



GROW RETAIN RETRAIN ATTRACT  
New Jobs New Talent New Talent New Talent

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

## DREW COUNTY

### Creative Vitality Index



**0.28**

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



**0.51**

### Total Population

**18,219**

#### GENDER



Female  
**51%**



Male  
**49%**

#### AGE



### Past 5 years of CVI Performance



### GAIN

▲ **0%**  
since 2018

### 2019 Creative Jobs



**201**

Total Creative Jobs

There are 1 more  
creative jobs in the  
region since 2018

### Occupations with greatest number of jobs



### 2019 Creative Industries



**\$16.7M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales

Wired Telecomm carriers	\$10.5M
Radio Stations	\$1.3M
Landscape Architectural	\$883.5K
Radio Networks	\$734.1K
Newspaper Publishers	\$717.3K

### GAIN

▲ **0%**  
since 2018

### 2019 Cultural Nonprofit



**\$164.1K**

Nonprofit Revenues

There are \$0 more in  
revenues in the region since  
2018



GROW RETAIN RETRAIN ATTRACT  
NEW ADOPTION GREEN TRUST ART+TECHNOLOGY CREATIVE MARKET

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

## GRANT COUNTY

### Creative Vitality Index



**0.13**

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



**0.51**

### Total Population

**18,265**

#### GENDER

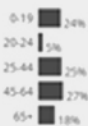


Female  
**51%**



Male  
**49%**

#### AGE



### Past 5 years of CVI Performance



### GAIN

▲ **4%**  
since 2018

### 2019 Creative Jobs



**169**

Total Creative Jobs

There are 7 more  
creative jobs in the  
region since 2018

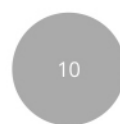
### Occupations with greatest number of jobs



Photographers



Software  
developers



Musicians &  
Singers



Writers &  
Authors



Furnace and  
kiln operators

### 2019 Creative Industries



**\$26.0M**

Total Industry Sales

### Industries with greatest sales

#### Industry type

#### Industry Sales

Ornamental & Arch Metal Work \$21.9M

Jewelry Stores \$844.9K

Caterers \$550.5K

Periodical Publishers \$443.9K

Advertising Agencies \$307.5K

### GAIN

▲ **0%**  
since 2018

### 2019 Cultural Nonprofit



**\$31.5K**

Nonprofit Revenues

There are \$0 more in  
revenues in the region since  
2018



GROW RETAIN RETRAIN ATTRACT  
NEW IDEAS NEW IDEAS NEW IDEAS NEW IDEAS

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# ARKANSAS ARTS + TECH IMPACTS



ARKANSAS  
FOR THE ARTS

2019 Data

LINCOLN COUNTY

## Creative Vitality Index



0.10

CVI Value

COMPARED TO:  
ARKANSAS CVI VALUE



0.51

## Total Population

13,024

### GENDER



Female  
39%



Male  
61%

### AGE



## Past 5 years of CVI Performance



## GAIN

▲ 14%  
since 2018

## 2019 Creative Jobs

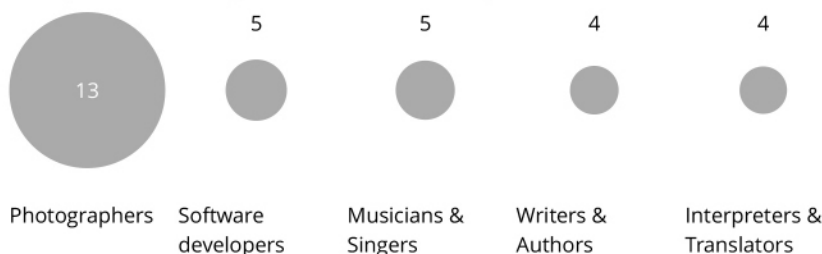


86

Total Creative Jobs

There are 12 more  
creative jobs in the  
region since 2018

## Occupations with greatest number of jobs



## 2019 Creative Industries



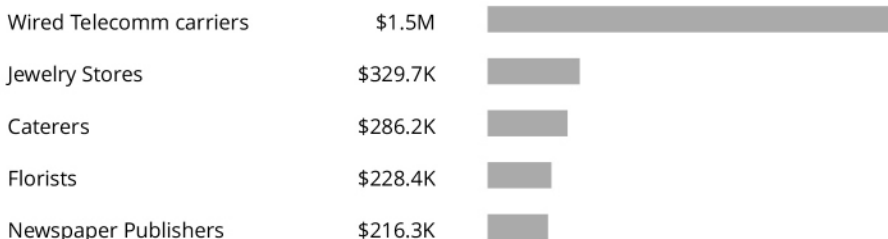
\$3.2M

Total Industry Sales

## Industries with greatest sales

### Industry type

### Industry Sales



## GAIN

▲ 0%  
since 2018

## 2019 Cultural Nonprofit



\$0.0

Nonprofit Revenues

There are \$0 more in  
revenues in the region since  
2018



GROW RETAIN RETRAIN ATTRACT  
NEW IDEAS NEW IDEAS NEW IDEAS NEW IDEAS

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