

A black and white photograph of a desk. In the top left, a portion of a laptop keyboard is visible. To its right is a white mug filled with dark coffee. Further right is a crumpled ball of white paper. In the bottom right, a lined notepad and a pencil are visible. The background is a light-colored wooden surface.

EXHIBIT E

HOW TO USE THE CREATIVE ECONOMY RESEARCH

ARKANSANS FOR THE ARTS CREATIVE VITALITY SUITE.2022

HIGHLIGHTS OF THE CREATIVE ECONOMY RESEARCH



**SALES/EARNINGS
BY INDUSTRY**



DEMOGRAPHICS



**MULTI-YEAR
TRENDS**



**CREATIVE
ECOSYSTEMS**



**OCCUPATIONS/
WORKFORCE**



**POTENTIAL
COLLABORATION**



**DISTRICT/GEO
SPECIFIC**



**CREATIVE
ECONOMY PLAN**



**FOR-PROFIT &
NON-PROFIT**



**TRACK
IMPROVEMENTS**



**IDENTIFY
GROWTH AREAS**



**TALKING
POINTS**

The Creative Vitality Suite tool will help you:

- Tell a compelling story about the current creative economy impact and its potential in your district.
- Pinpoint and highlight successes within your district; measure progress using current & historical data.
- See what creative occupations are contributing the most to your economy, identify changes year over year.
- Explain how the creative economy fuels tourism and attracts new businesses for more economic growth.
- Compare and benchmark your districts' impact to that of other areas.
- Determine voids and needs in communities you serve; identify areas for improved efficiencies.
- Track income generation (sales) and earned income in specific creative industries.
- Plan for the future: Develop an Arkansas Art + Tech Creative Economy Plan as a roadmap for future growth in for-profit and nonprofit sectors focusing on workforce development and new revenue streams.

USE THE RESEARCH TO:

INFORM & EDUCATE THE COMMUNITY AND MEDIA

PROMOTE CREATIVE ECONOMIC GROWTH & JOB CREATION

UNITE FOR PROFIT AND NONPROFIT CREATIVE SECTORS

DEVELOP INVESTMENT & FUNDING STRATEGIES TO GROW
ARTS & TECHNOLOGY

COMPARE & CONNECT THE CREATIVE ECONOMY TO
OTHER INDUSTRIES

Creative Sector Jobs



+1% since 2019

Creative Industry Sales



-0.5% since 2019

Cultural Nonprofit Revenues



+14% since 2019

Creative Vitality Index



+2% since 2019
+7% since 2016

Creative Industry Earnings



Flat

The Creative Vitality Index (CVI) is used to benchmark the status of a local creative economy and as a means to diagnose weaknesses in that economy compared to the U.S., the state and other counties/districts. *The CVI is not a replacement for economic impact studies but can be a complement to them.*

More Tools: Economic Impact Calculation

ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ARTS & THE PARK
HOT SPRINGS NATIONAL PARK, ARKANSAS

\$1,371,000
35 JOBS

\$711,144 Household Income
\$49,838 Local Gov. Revenue
\$77,014 State Gov. Revenue

ECONOMIC IMPACT



HOT SPRINGS
FESTIVALS

NOTE: These economic impact figures are conservative direct arts only and do not include indirect or induced revenues.
Thanks to Mary Zunick, Visit Hot Springs/Hot Springs Area Cultural Alliance for providing the economic impact slide.

THE CREATIVE ECONOMY IS AN INDUSTRY

ECONOMIC IMPACT

STATE TOURISM

VISITOR SPENDING

\$6.0 BILLION

Generating State/Local Taxes

\$502.4 MILLION

Jobs

51,882

ARTS+TECH CREATIVE ECONOMY

INDUSTRY SALES

\$5.4 BILLION

Generating State/Local Taxes

\$493.1 MILLION

Jobs

53,453

OUTDOOR RECREATION

VALUE ADDED (GDP)

\$2.9 BILLION

Jobs

37,089

Tourism Source: Arkansas Department of Parks, Heritage & Tourism; 2% TAX | Arts&Tech Source: Arkansans for the Arts WESTAF Creative Vitality Suite, 2020 census data | State/Local Tax - state average of 9.13%
Outdoor Recreation: Outdoor Recreation Satellite Account 2020 | Arkansas State Office of Outdoor Recreation



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



ARTS DISTRICT 5

Creative Vitality Index



0.34

CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

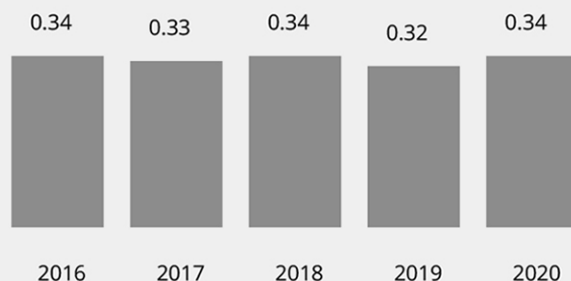
.64

Total Population

318,720

GENDER		AGE	
	Female	0-19	21%
		20-24	5%
		25-44	21%
	Male	45-64	23%
		65+	30%

Past 5 years of CVI Performance



GAIN

▲ **0%**
since 2019

2020 Creative Jobs

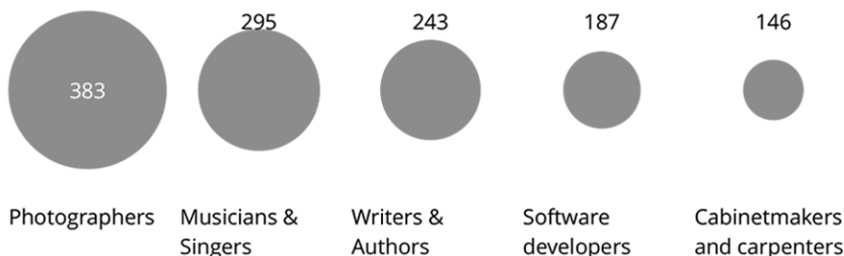


3,728

Total Creative Jobs

There are 1 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries



\$257.6M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$100.3M
Spice and extract mfg.	\$12.1M
Jewelry Stores	\$10.0M
Radio Stations	\$7.6M
Museums	\$7.4M

GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

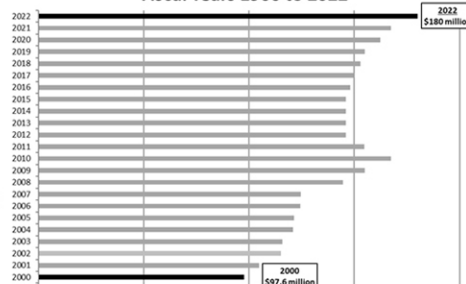


\$5.2M

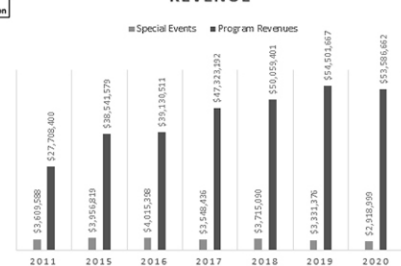
Nonprofit Revenues

There are \$13 thousand more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



Boot Camp Data Report Supporters: Building Arkansas' Creative Economy through Arts + Technology





ARKANSAS ARTS + TECH IMPACTS



GARLAND COUNTY

Creative Vitality Index



0.50

CVI Value

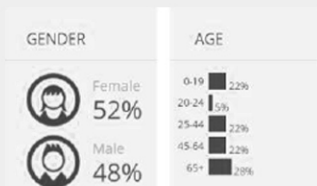
United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

.97

Total Population

99,789



Past 5 years of CVI Performance



LOSS

▼ 1%
since 2019

2020 Creative Jobs



1,667

Total Creative Jobs

There are 15 less creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries

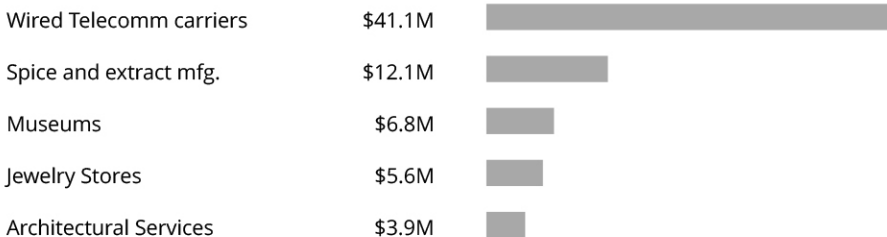


\$129.1M

Total Industry Sales

Industries with greatest sales

Industry type | Industry Sales



GAIN

▲ 1%
since 2019

2020 Cultural Nonprofit

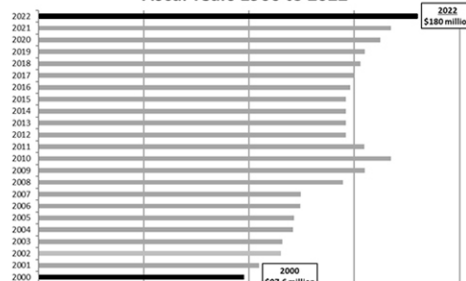


\$3.4M

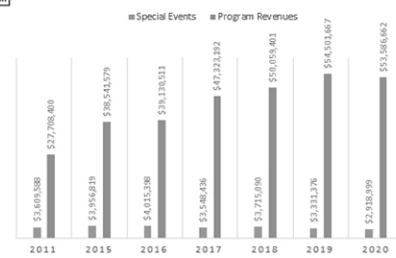
Nonprofit Revenues

There are \$41 thousand more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



HOT SPRING COUNTY

Creative Vitality Index

0.14
CVI Value

United States CVI = 1.0

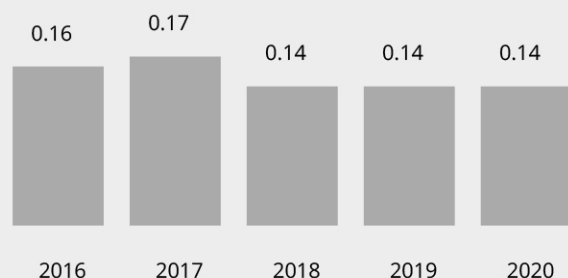
COMPARED TO:
ARKANSAS CVI VALUE
.26

Total Population

33,787

GENDER		AGE	
	Female	0-19	20%
		20-24	5%
		25-44	21%
	Male	45-64	22%
		65+	31%

Past 5 years of CVI Performance



LOSS

▼ **11%**
since 2019

2020 Creative Jobs



268

Total Creative Jobs

There are 32 less creative jobs in the region since 2019

Occupations with greatest number of jobs



Musicians & Singers

Writers & Authors

Software developers

Cabinetmakers and carpenters

Photographers

2020 Creative Industries



\$19.3M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$12.6M
Promoters	\$1.3M
Florists	\$960.8K
Software Publishers	\$775.6K
Graphic Design Services	\$644.0K

GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

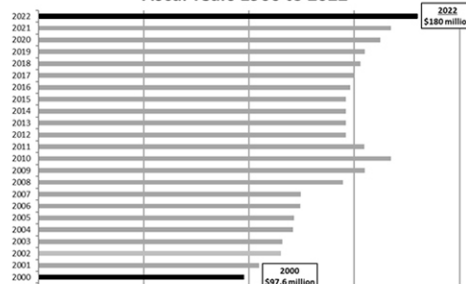


\$74.6K

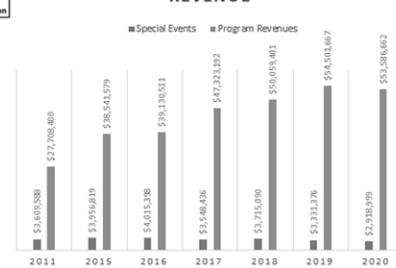
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



CLARK COUNTY

Creative Vitality Index



0.53

CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

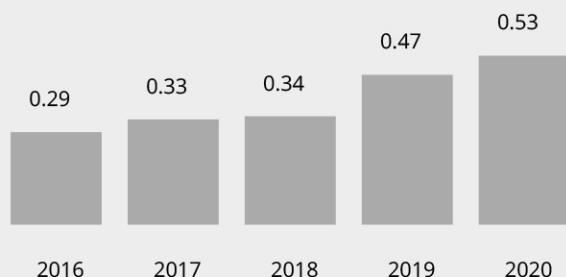
1.02

Total Population

22,103

GENDER		AGE	
	Female 52%	0-19 19%	
	Male 48%	20-24 5%	
		25-44 22%	
		45-64 22%	
		65+ 36%	

Past 5 years of CVI Performance



LOSS

▼ **2%**
since 2019

2020 Creative Jobs



324

Total Creative Jobs

There are 6 less creative jobs in the region since 2019

Occupations with greatest number of jobs



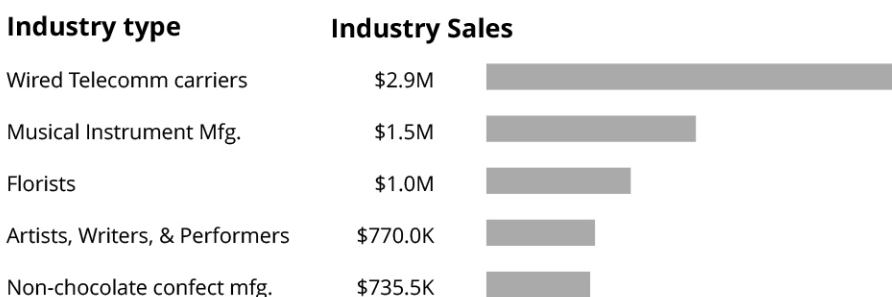
2020 Creative Industries



\$9.5M

Total Industry Sales

Industries with greatest sales



GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

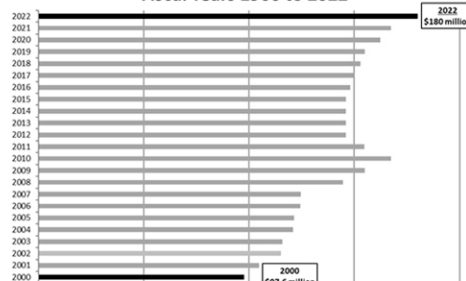


\$93.1K

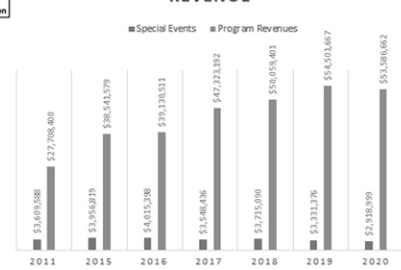
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



CONWAY COUNTY

Creative Vitality Index



0.23

CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

.41

Total Population

21,037

GENDER		AGE	
Female	51%	0-19	21%
Male	49%	20-24	5%
		25-44	28%
		45-64	22%
		65+	27%

Past 5 years of CVI Performance



GAIN

▲ **10%**
since 2019

2020 Creative Jobs

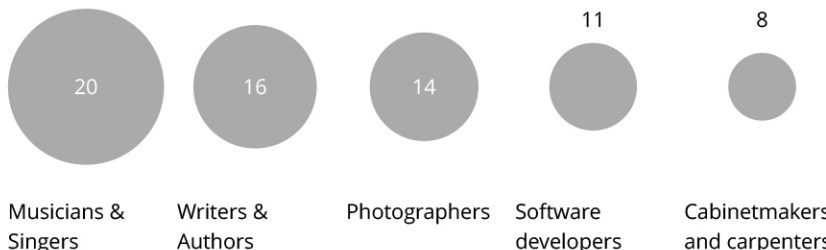


222

Total Creative Jobs

There are 23 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries

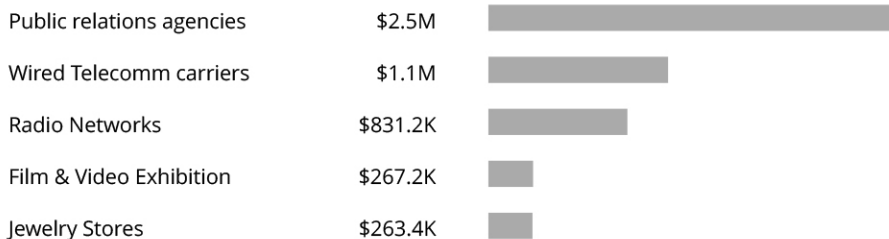


\$7.1M

Total Industry Sales

Industries with greatest sales

Industry type Industry Sales



GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

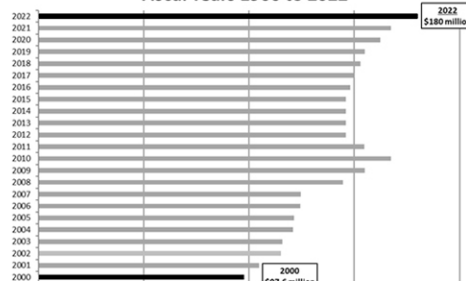


\$356.4K

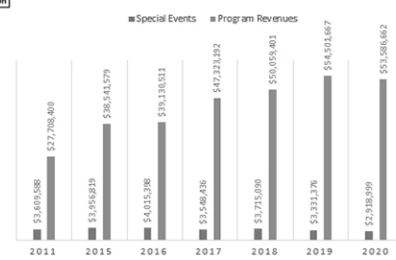
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



JOHNSON COUNTY

Creative Vitality Index



0.12

CVI Value

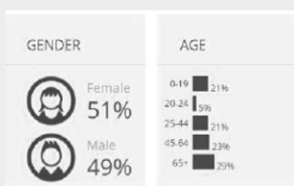
United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

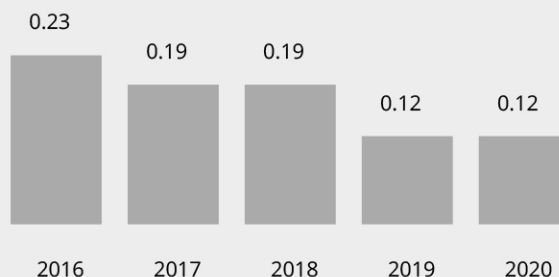
.23

Total Population

26,513



Past 5 years of CVI Performance



GAIN

▲ **3%**
since 2019

2020 Creative Jobs



172

Total Creative Jobs

There are 5 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries

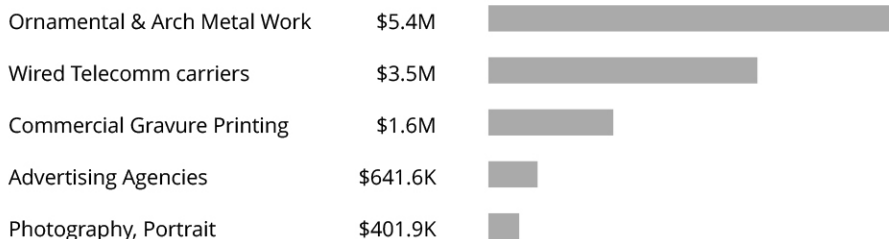


\$14.5M

Total Industry Sales

Industries with greatest sales

Industry type



GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

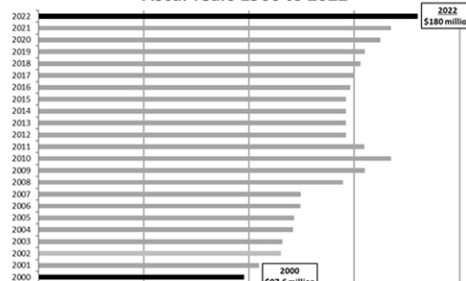


\$112.7K

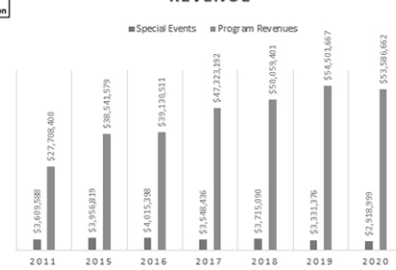
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



MONTGOMERY COUNTY

Creative Vitality Index

0.16
CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE
.27

Total Population

9,006

GENDER		AGE	
Female	51%	0-19	23%
Male	49%	20-24	5%
		25-44	20%
		45-64	23%
		65+	30%

Past 5 years of CVI Performance



GAIN

▲ **7%**
since 2019

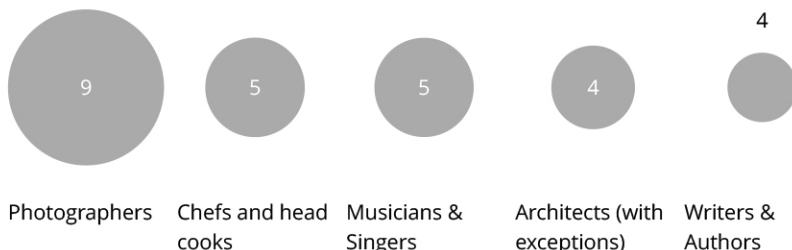
2020 Creative Jobs



87
Total Creative Jobs

There are 6 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries



\$1.1M
Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$277.4K
Florists	\$240.6K
Caterers	\$221.9K
Specialized Design Services	\$137.9K
Fine Arts Schools	\$50.3K

GAIN

▲ **0%**
since 2019

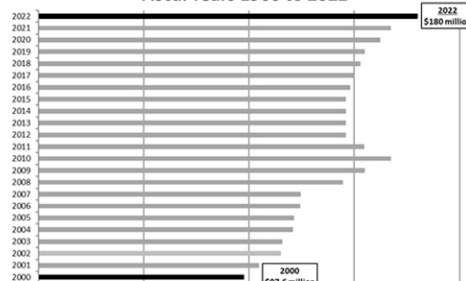
2020 Cultural Nonprofit



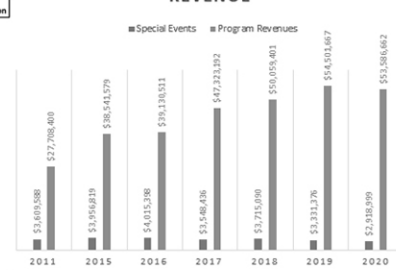
\$48.8K
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



PERRY COUNTY

Creative Vitality Index



0.13

CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE

.26

Total Population

10,327

GENDER		AGE	
Female 50%	0-19	20%	
	20-24	5%	
	25-44	22%	
Male 50%	45-64	26%	
	65+	27%	

Past 5 years of CVI Performance



GAIN

▲ **4%**
since 2019

2020 Creative Jobs



81

Total Creative Jobs

There are 3 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries



\$4.0M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Internet Publishing	\$1.5M
Coffee and tea mfg.	\$1.1M
Prepared sauce mfg.	\$373.2K
Photography, Portrait	\$251.5K
Artists, Writers, & Performers	\$209.8K

GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

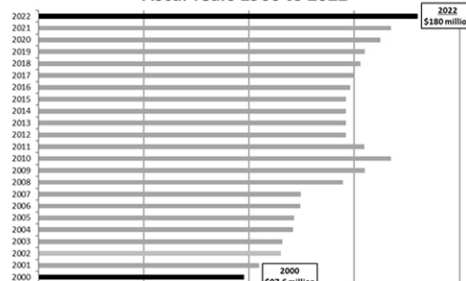


\$3.3K

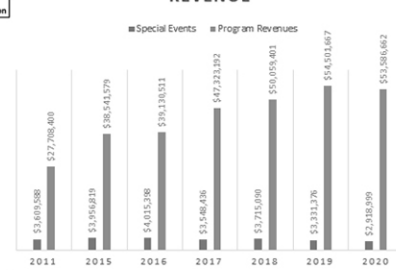
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



PIKE COUNTY

Creative Vitality Index

0.39
CVI Value

United States CVI = 1.0

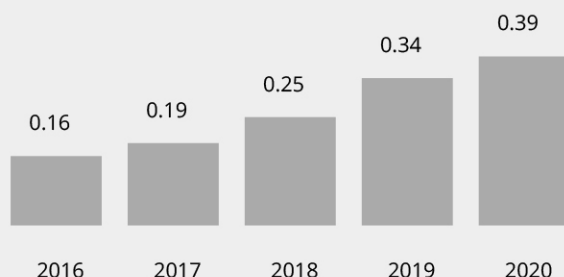
COMPARED TO:
ARKANSAS CVI VALUE
.73

Total Population

10,643

GENDER		AGE	
Female	50%	0-19	20%
Male	50%	20-24	3%
		25-44	21%
		45-64	24%
		65+	29%

Past 5 years of CVI Performance



GAIN

▲ **6%**
since 2019

2020 Creative Jobs



95
Total Creative Jobs

There are 6 more creative jobs in the region since 2019

Occupations with greatest number of jobs



Musicians & Singers

Photographers

Writers & Authors

Fine Artists

Chefs and head cooks

2020 Creative Industries



\$5.0M
Total Industry Sales

Industries with greatest sales

Industry type | Industry Sales

Internet Publishing	\$1.8M
Libraries & Archives	\$738.1K
Florists	\$379.1K
Jewelry Stores	\$320.8K
Radio Stations	\$290.7K

GAIN

▲ **0%**
since 2019

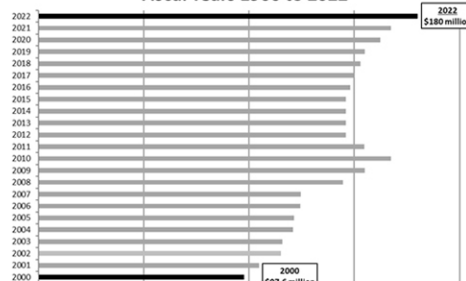
2020 Cultural Nonprofit



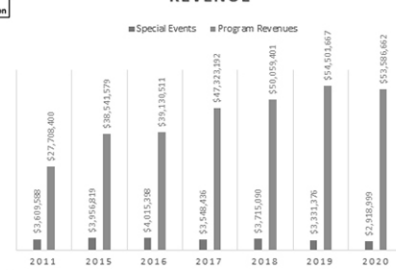
\$0.0
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



POPE COUNTY

Creative Vitality Index

0.36
CVI Value

United States CVI = 1.0

COMPARED TO:
ARKANSAS CVI VALUE
.66

Total Population

64,334

GENDER		AGE	
	Female	0-19	19%
	51%	20-24	6%
		25-44	22%
	Male	45-64	23%
	49%	65+	30%

Past 5 years of CVI Performance



GAIN

▲ **1%**
since 2019

2020 Creative Jobs

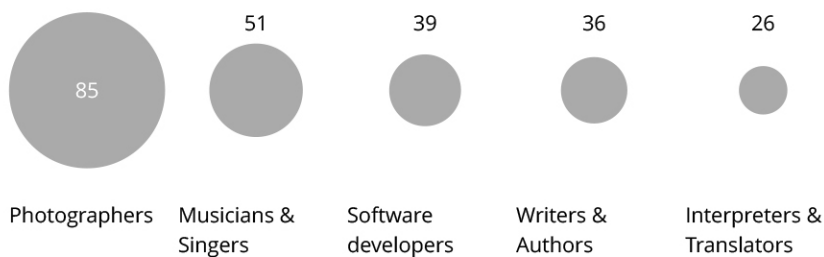


667

Total Creative Jobs

There are 7 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries



\$42.4M

Total Industry Sales

Industries with greatest sales

Industry type

Industry type	Industry Sales
Wired Telecomm carriers	\$19.3M
Radio Stations	\$3.3M
Jewelry Stores	\$2.9M
Commercial Gravure Printing	\$1.7M
Film & Video Exhibition	\$1.5M

LOSS

▼ **3%**
since 2019

2020 Cultural Nonprofit

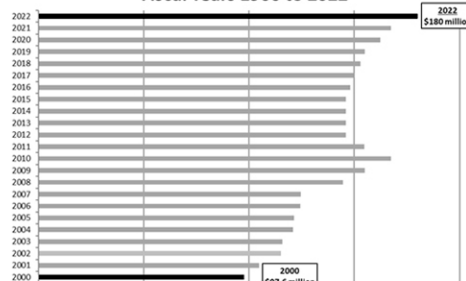


\$982.8K

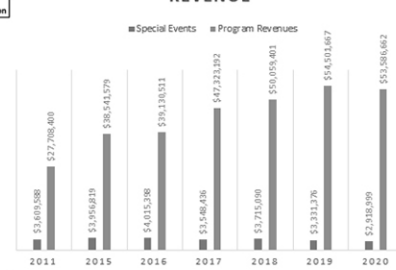
Nonprofit Revenues

There are \$28 thousand less in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



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ARKANSAS ARTS + TECH IMPACTS



YELL COUNTY

Creative Vitality Index

0.15
CVI Value

United States CVI = 1.0

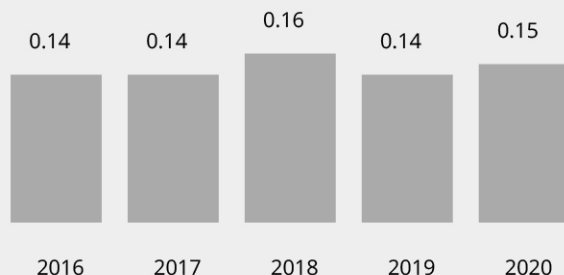
COMPARED TO:
ARKANSAS CVI VALUE
.29

Total Population

21,181

GENDER		AGE	
	Female	0-19	21%
	Male	20-24	6%
		25-44	22%
		45-64	23%
		65+	28%

Past 5 years of CVI Performance



GAIN

▲ **3%**
since 2019

2020 Creative Jobs



145

Total Creative Jobs

There are 4 more creative jobs in the region since 2019

Occupations with greatest number of jobs



2020 Creative Industries



\$25.6M

Total Industry Sales

Industries with greatest sales

Industry type	Industry Sales
Wired Telecomm carriers	\$19.4M
Newspaper Publishers	\$2.4M
Book Publishers	\$2.0M
Florists	\$386.8K
Artists, Writers, & Performers	\$378.4K

GAIN

▲ **0%**
since 2019

2020 Cultural Nonprofit

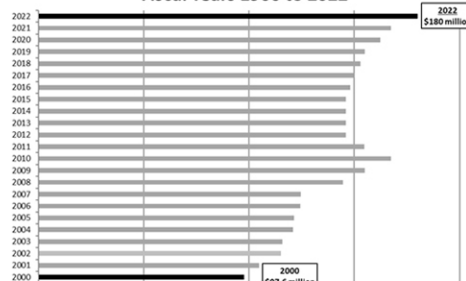


\$74.1K

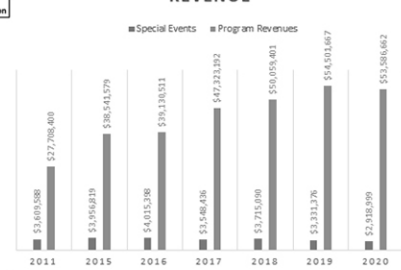
Nonprofit Revenues

There are \$0 more in revenues in the region since 2019

NEA Appropriations History Fiscal Years 1966 to 2022



ARKANSAS NON PROFIT ARTS PROGRAM & SPECIAL EVENTS REVENUE



Boot Camp Data Report Supporters: Building Arkansas' Creative Economy through Arts + Technology

