

BOOT CAMP PRELIMINARY SUMMARY DRAFT

June 9, 2022

Arkansans for the Arts' Art + Technology Boot Camp Sub-Committee

The Arkansans for the Arts' Art + Technology Boot Camp Sub-Committee included Dr. Lenore Shoults (Chair of the Sub-Committee), Sandy Martin, Garbo Hearne, and Erin Holliday, with board support from MaryRoss Taylor, Bill Moss, Dr. Brookeshield Laurent (Health & Wellness Boot Camp), Talicia Richardson and Mary Zunick (Community Development Boot Camp), Jean Lacefield (Diversity, Equity, and Inclusion Boot Camp), and Dr. Gayle Seymour (Students for the Arts' Boot Camp interns).

TABLE OF CONTENTS

| | |
|--|----|
| Introduction | 2 |
| Methodology..... | 2 |
| Little Rock Boot Camp..... | 7 |
| Pine Bluff Boot Camp | 13 |
| Bentonville Boot Camp | 16 |
| Hot Springs Boot Camp | 19 |
| Texarkana Boot Camp..... | 22 |
| Jonesboro / Health and Wellness Boot Camp | 24 |
| Community Development Boot Camp | 35 |
| Diversity, Equity, and Inclusion Boot Camp | 36 |
| DATA REPORTS..... | 37 |
| Act 577 | 46 |
| Bibliography | 51 |

INTRODUCTION

This preliminary report covers the methodology used to gather statewide input from art and technology entities and individuals. For the final Boot Camp report, due in August of 2022, three items are forthcoming: the Creative Community Review, the 75 county Data Reports, and an inventory of arts and cultural assets.

The goal of Act 577 was to research and recommend how to grow Arkansas' creative economy. Goals included:

- Identifying existing art and technology assets;
- Exploring support for existing assets;
- Seeking diversity, equity, and inclusivity;
- Identifying bridges and gaps;
- Recommendations for growing the creative economy with art and technology.

Upon passage of Act 577, Arkansans for the Arts undertook a statewide survey to ascertain arts and technology entities currently working in their respective fields. Respondents were next invited to attend focus groups convened via Zoom. This feedback guided invitations to experts who presented to legislators at in-person and Zoom Boot Camp convenings. Note that many were contacted and the voices that were heard were from those who responded.

Nine Boot Camps were convened with the opening session at the state Capitol on September 20, 2021. Additional Boot Camps were held in Pine Bluff on November 2, 2021, Northwest Arkansas on December 16, 2021, Hot Springs on March 29, 2022, Texarkana on May 4, 2022, via Zoom on May 13, 2022 from Jonesboro (Health & Wellness), via Zoom on May 25, 2022 (Community Development), via Zoom on June 2, 2022 (Diversity, Equity, and Inclusion), and June 9, 2022 at the Capitol.

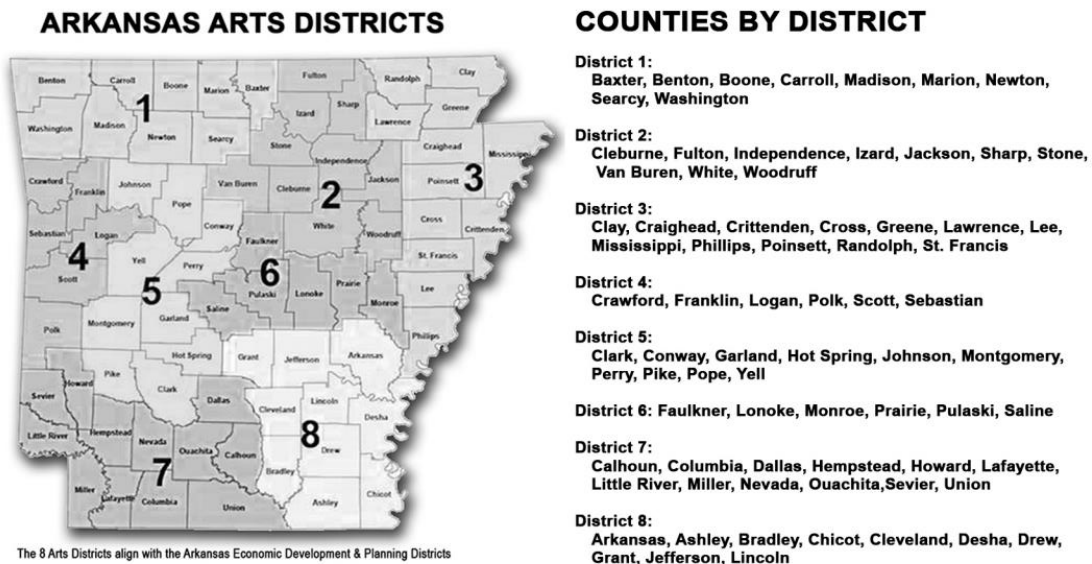
METHODOLOGY

The process included a statewide survey of arts and technology assets, Focus Groups, and Boot Camp presentations. The next integral part is a Creative Community Review. Throughout 2021, a statewide survey of arts and technology individuals and organizations was undertaken. All respondents were invited to attend Focus Groups which were convened via Zoom in the Summer of 2021 and organized, largely, according the eight Arts Districts. Boot Camps were held in-person and via Zoom in 2021-2022. An integral part of the methodology includes a Creative Community Review from June 10, 2022-June 30, 2022.

Arkansans for the Arts (ARftA) sent a statewide survey to a database of 1000+ Arts, STEM, and STEAM entities and individuals:

1. What is your intersection with art and/or technology?
2. What are your future plans/dreams in your field?
3. What barriers exist?
4. Where is your biggest impact?

Results included an approximately 16% response rate and all survey respondents were invited to attend Zoom focus groups. Approximately 40% of survey respondents attended the focus groups which were held, mostly, according to the eight Arkansas Arts Districts.



Survey results indicated that funding and broadband were major barriers. Additional recommendations included:

- Ongoing art and technology professional development and education at all levels from PreK through college.
- Lifelong learning, specifically to include elders.
- The importance of play, experimentation, and inquiry learning in the creative process.
- Lifelong health and wellness for all.
- Equal access and equity for all.
- Talent retention and attraction through internships, apprenticeships, and fellowships.
- The necessity for an ongoing communication network.

Focus Group Participants included:

Hot Springs Workforce Development
CyberSpider Marketing
Hot Springs School for Math, Science and the Arts
National Park College Maker Space
Low Key Arts
Arkansans Learning for the Arts
Mid America Science Museum
Visit Hot Springs
EAST Lab, White Hall
The Generator at Pine Bluff
Arts & Science Center for Southeast Arkansas
University of Arkansas at Monticello
Pine Bluff Advertising & Promotion Commission
Brandon House
Arkansas Museum of Fine Arts
Center for Economic Development
48 Hour Film Festival
Shakespeare Festival
Circus Arts
Wildwood Center for the Performing Arts
Hot Springs Documentary Film Festival
University of Arkansas Music Department, Jazz
Symphony of Northwest Arkansas
Henderson State University
Arkansas State University College of Computer Science and Engineering
University of Arkansas at Pine Bluff, Department of Music
University of Arkansas at Pine Bluff, Department of Art
Fort Smith Public School PEAK Innovation Center
Amazeum
Writer's Colony at Dairy Hollow
Eureka Springs School of Art
Reggio Baby Products
University of Arkansas Community College Integrated Design Lab
Arkansas State University Mountain Home
Buffalo River Arts
University of Arkansas Economic Development
MyT by Design
Crystal Bridges Museum of American Art
Hot Springs Cultural Alliance
University of Central Arkansas
Center for Cultural Community
Emerging Analytics Center at UALR

Arkansas State University Department of Art
Arkansas State University Museum
Arkansas State University New York Institute of Technology School of Osteopathic Medicine
Ozark Folk Center State Park
Culinary Academy and Community Creative Center
Fort Smith Art Museum
University of Arkansas Fort Smith
University of Arkansas Fort Smith, Art Department

Act 577 identified agriculture and agribusiness, tourism and recreation, health and wellness, technology, and creative/cottage industries as sectors to explore and gain input. Individuals presenting at Boot Camp (in-person and via Zoom) included:

Agriculture and agribusiness

Mundi Sauce, Eureka Springs
Donna Mussara, Lucky Star Farms
Jesse Elliott, Creative Ecosystems, Creative Arts Community Hub & Exchange

Tourism and recreation

Sandy Martin, former Chair, Arkansans for the Arts
Sherry Storie, Executive Director, Pine Bluff Advertising & Promotion Commission
Jimmy Cunningham, Interpretation, Pine Bluff Advertising & Promotion Commission
Dr. Stephen O'Connell, Chair, Department of Geography, University of Central Arkansas
Krista Kupp, Communications Director, The Runway Group
Patrick Ralston, Executive Director, Arkansas Arts Council
Remica Grey, Chair, Arkansas Arts Council
Talia Richardson, Executive Director, 64.6 Fort Smith
Mary Zunick, Cultural Affairs, Visit Hot Springs
Shelby Feigel, Director of UCA Center for Community and Economic Development and the Community Development Institute

Health and wellness

Dr. Brookeshield Laurent, New York Institute of Technology College of Osteopathic Medicine, Arkansas State University
Dr. Temma Balducci, Chair, Department of Art + Design, ASU
Dr. Susan Whiteland, Art Education, ASU
Garry Holstein, Executive Director, Bradbury Museum of Art, ASU
Adrienne Collins, Executive Director, AC Production consulting firm
Lauren Wilson, Assistant Director of the Multicultural Center at UA at Little Rock
Margie Reese, Diversity, Equity, Accessibility, and Inclusion consultant for Mid America Arts Alliance

Technology (and the Arts)

Dr. Richard Bailey, Professor and Chair of Department of Music, UA at Pine Bluff

Dr. Rachel Miller, Executive Director, Arts & Science Center for Southeast Arkansas
Mildred Franco, Executive Director, The Generator
Sonia Guitierrez, Fayetteville City Council
Dr. David Charles Frederick, Professor, Game Design, UA at Fayetteville
Greg Rogers, Causeway Studio
Dr. Evelyn Jorgenson, President, Northwest Arkansas Community College
Blake Elder, Rockhill Studio, Fayetteville
Joel Rush, MakerSpace at National Park College
Michael Karr, MakerSpace at National Park College
Corey Alderdice, Executive Director, Arkansas School for Math, Science, and the Arts
Hannah Vogler, Executive Director, Arkansas STEM Coalition
Diane LaFollette, Executive Director, Mid-America Science Museum
Dr. Becky Kessler, Superintendent, Texarkana Arkansas School District
Julie Carver, Robotics Team, Trice Elementary School, Texarkana Arkansas School District
Tracey Boyles, Principal, Trice Elementary School, Texarkana Arkansas School District
Chris Biscoe, Robotics Team, Texarkana Arkansas School District

Consumer products and cottage industries
Exploration needed

Sectors needing further exploration:

Virtual reality: medical, education

Digital twin: construction, medical

Game design: education

Agriculture and agribusiness: craft beer, spirits, and wine, Farmers Markets, specialty meats, Farm to Table, wool, cotton, and yarn, dye gardens

Fashion, costume, and garment industry: 3D imaging for the garment industry, long-distance costuming, avatar garments that also exist in reality, LED lights, sensors, bio-feedback garments

Timber industry: laminated wood product design

Additional exploration:

LITTLE ROCK BOOT CAMP

AGENDA **Legislative Arts and Technology Boot Camp**

Monday, September 20, 2021
9:30 AM
Room A, MAC
Little Rock, Arkansas

Sen. Joyce Elliott, Co-Chair
Sen. Cecile Bledsoe
Sen. Larry Teague
Sen. Missy Irvin
Sen. Keith Ingram
Sen. Blake Johnson
Sen. Breanne Davis
Sen. James Sturch
Sen. Ben Gilmore

Rep. Les Warren, Co-Chair
Rep. Mike Holcomb
Rep. Jack Fortner
Rep. Johnny Rye
Rep. Carol Dalby
Rep. Jamie Scott
Rep. Denise Garner
Rep. Harlan Breaux
Rep. Stu Smith

- A. Call to Order
- B. Comments by Committee Co-Chairs
- C. Consideration of a Motion to Authorize Chairs to Approve Special Expenses Incurred by the Legislative Arts and Technology Boot Camp
- D. Consideration to Adopt Legislative Arts and Technology Boot Camp Rules of Procedures **[EXHIBIT D]**
- E. Background of Arkansans for the Arts (AFTA)
 - Dr. Lenore Shoults, Chair, Boot Camp Subcommittee, AFTA
- F. Overview of Creative Economy Industries and Regional Creative Economy Data **[EXHIBIT F]**
 - Sandy Martin, Chair, AFTA
- G. Other Business
- H. Adjournment

Note: All exhibits for this meeting are available by electronic means and are accessible on the General Assembly's website at www.arkleg.state.ar.us

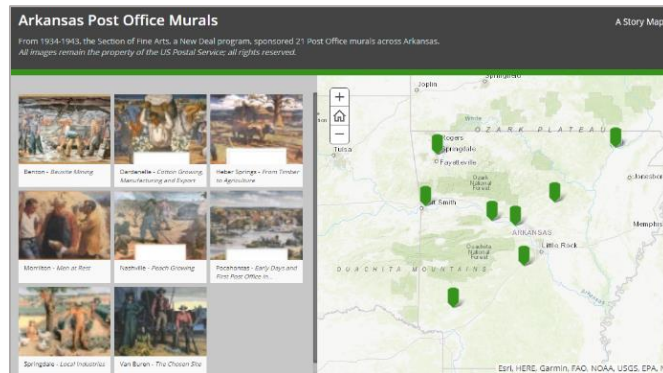
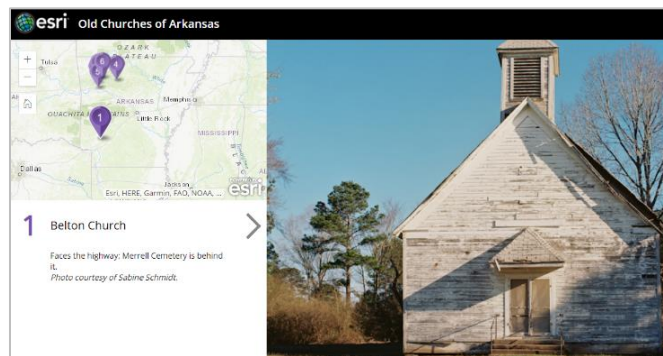
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Background of Arkansans for the Arts

Dr. Lenore Shoults, ARftA Art + Technology Boot Camp Sub-Committee Chair

An overview of the Legislative Arts and Technology Boot Camp from Dr. Lenore Shoults included the main goal of growing the state's creative economy through art and technology, history of Arkansas' creative economy, background on the formation of the Legislative Arts Caucus, and establishment and signing of Act 577. A synopsis included how art and technology education and workforce development programs can grow entrepreneurship and attract/retain talent. Survey and Focus Group methodology was presented.

Two examples of art and technology implemented with Geographic Information System (GIS) were presented. Stephen O'Connell, Ph.D. Associate Professor and Chair of Geography at the University of Central Arkansas and honors student, Noah Walker, created a sample tour of Old Churches utilizing the photography of Sabine Schmidt. A second tour, based on honors student Marie Desrochers thesis research of Old Post Office Murals provided insight into what a statewide tour of these historic artworks would look like. So-called forward-facing GIS would be a phenomenal asset for tourism as it could combine disparate entities such as old churches that still exist throughout the state into self-driving tours. The GIS tours were also beautiful and easily interactive making them attractive for armchair travel planning.



Overview of the Creative Economy Industries and Regional Creative Economy Data

Sandy Martin, Arkansans for the Arts'



Creative Economy video by Sandy Martin, ProComm, Eureka Springs: [Art + Tech in Arkansas - YouTube](#)

Data Dives, prepared by Sandy Martin utilized the Creative Vitality Suite that is funded by CACHE (Creative Arkansas Community Hub and Exchange) and Arkansans for the Arts. The complete report of 75 counties will be included in the Boot Camp final report. Arts District summaries are included in this document in the Data Report section.

THE CREATIVE ECONOMY OF ARKANSAS
DATA DIVES
RESEARCH EXAMPLES

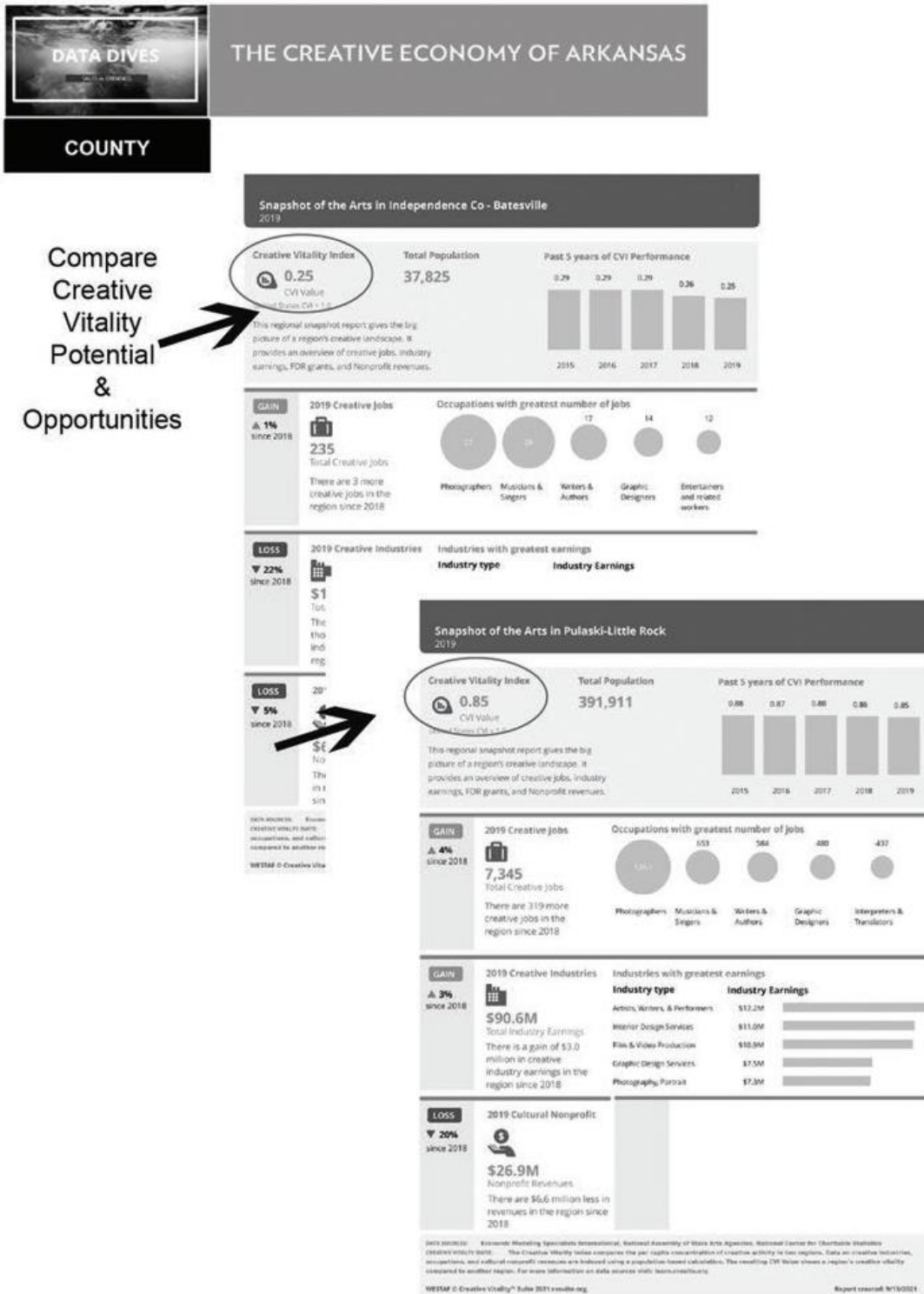
CACHE

PINE BLUFF
ADVERTISING AND PROMOTION
COMMISSION

**ARTS
MEANS
BUSINESS**
ARKANSANS FOR THE ARTS

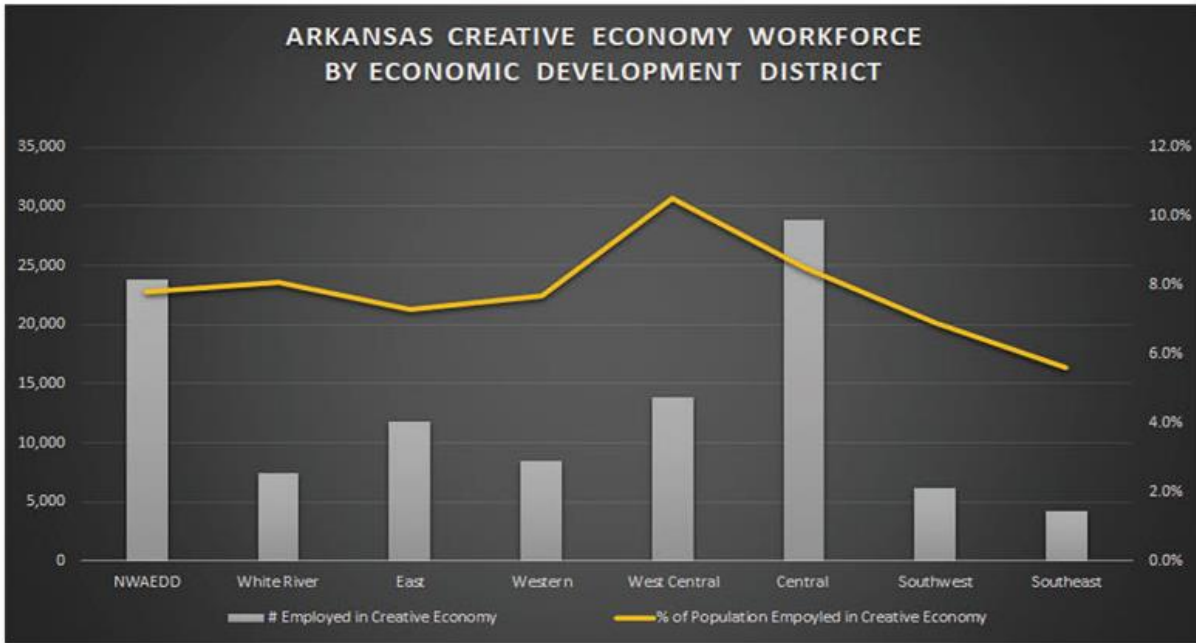
Arkansans For The Arts is the only statewide advocacy organization dedicated to advancing the arts and creative economy. The creative economy is vital to tourism, revitalizes communities, and is the primary pipeline for talent and our future workforce.

ArkansansForTheArts.org





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.



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

Arkansans for the Arts divides the state into the same 8 arts districts. More information on the creative economy is available on our website:
ArkansansForTheArts.org



INDUSTRY & SECTORS



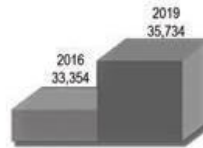
Film & Digital Production

\$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.



PINE BLUFF BOOT CAMP

AGENDA Legislative Arts and Technology Boot Camp

Tuesday, November 2, 2021
1:00 PM

University of Arkansas at Pine Bluff - Economic Research Development Center
615 South Main, Pine Bluff, Arkansas

Sen. Joyce Elliott, Co-Chair
Sen. Cecile Bledsoe
Sen. Larry Teague
Sen. Missy Irvin
Sen. Keith Ingram
Sen. Blake Johnson
Sen. Breanne Davis
Sen. James Sturch
Sen. Ben Gilmore

Rep. Les Warren, Co-Chair
Rep. Mike Holcomb
Rep. Jack Fortner
Rep. Johnny Rye
Rep. Carol Dalby
Rep. Jamie Scott
Rep. Denise Garner
Rep. Harlan Breaux
Rep. Stu Smith

- A. Call to Order
- B. Comments from Committee Co-Chairs
- C. Overview of Legislative Arts and Technology Boot Camp
 - Dr. Lenore Shoultz, Chair, Arts and Technology Boot Camp, Arkansans for the Arts (AFTA)
- D. Presentation from University of Arkansas at Pine Bluff (UAPB)
 - Dr. Richard Bailey, Chair, Music Department, UAPB
- E. Report on Regional Creative Economy Data **[EXHIBIT E]**
 - Sandy Martin, Chair, AFTA
- F. Overview of Geographic Information Systems in Creative Economy Industries
 - Dr. Stephen O'Connell, Chair, Geography Department, University of Central Arkansas
- G. Discussion on Arts and Technology in Pine Bluff
 1. Sheri Storie, Executive Director, Pine Bluff Advertising & Promotion Commission
 2. Dr. Rachel Miller, Executive Director, The Arts & Science Center for Southeast Arkansas
- H. Entrepreneurship in Creative Economy Industries
 - Mildred Franco, Executive Director, The Generator
- I. Other Business
- J. Adjournment

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The Legislative Art + Technology Boot Camp was held in Arts District 8 (Pine Bluff) on November 2nd, 2021, at the University of Arkansas at Pine Bluff's Economic Research and Development Center (ERDC). The meeting location and tour that followed were selected to showcase the community development that has occurred in this "model block" of downtown Pine Bluff. The 600-800 block includes the ERDC, Arts & Science Center for Southeast Arkansas (ASC), and a new library. Situated between ERDC and ASC are two buildings that have been recently renovated thanks to a grant from Wingate Foundation and the efforts of ASC Executive Director, Dr. Rachel Miller. The conversion from storage space to ArtSpace and ArtWorks brings together artists, entrepreneurship, and tourism as the Visitor's Information Center and Pine Bluff Advertising & Promotion Commission are housed in the new space. The walking tour also included The Generator with its mission of entrepreneurship and technology education.

Presenters shared art and technology currently taught in Pine Bluff at the University of Arkansas at Pine Bluff, the Arts & Science Center for Southeast Arkansas, and The Generator. University of Central Arkansas faculty and Pine Bluff Advertising & Promotion Commission staff shared uses of art and technology in tourism.

Dr. Lenore Shoults, ARftA Art + Technology Boot Camp Sub-Committee Chair

An overview of the Legislative Arts and Technology Boot Camp with an emphasis on the importance of inter-disciplinary or cross-silo collaboration.

Proficiency in the arts will be particularly important to engineers and computer scientists in emerging industries, such as themed experiences, gaming, and simulation and training...Programmers and engineers are increasingly teamed up with artists to co-develop software, products, renderings and more. (Ali P. Gordon, Ph.D., associate professor in mechanical and aerospace engineering, University of Central Florida [Comparing STEM vs. STEAM: Why the Arts Make a Difference | UCF Online](#))

Dr. Richard Bailey, Professor and Music Department Chair at the University of Arkansas at Pine Bluff gave a digital performance and described the music technology currently being taught at the university. Dr. Bailey also provided a glimpse into the future of the music industry and the importance of teaching both the art and the technology. Inter-disciplinary collaboration will be key to success in this emerging industry.

Dr. Stephen O'Connell, Ph.D. Associate Professor and Chair of Geography at the University of Central Arkansas gave the history of cartography, its origins in the arts, and the current and future potential of geographic history and Geographic Information System (GIS). This rapidly emerging field combines art and technology and the two project examples undertaken by Dr. O'Connell and students, Old Churches and Old Post Office Murals, involved art history, photography, geographic history, and GIS.

Sheri Storey, executive director of the Pine Bluff Advertising & Promotion Commission gave legislators a tour of the Visitor's Information Center housed in the new ArtSpace that is part of

the Arts & Science Center for Southeast Arkansas. Jimmy Cunningham, staff historian and interpreter showed attendees the exhibition outlining the rich cultural contributions of African Americans in Pine Bluff and the southeast Arkansas region.

A tour of the new ArtSpace and ArtWorks included demonstrations by Ashley Smith, ASC staff technology expert, who teaches LED and sensor circuit technology and coding to children as young as 7 years old. ASC's Executive Director, Dr. Rachel Miller guided a tour of the galleries, theatrical costume and scene shops, and Black Box Theater. The stunning studio apartments for resident artists, some of which include space for artists to work, were a highlight of the tour.

Mildred Franco, Executive Director of The Generator, *Entrepreneurship in Creative Economy Industries*. Franco provided a tour and presentation of the innovation hub that provides space, tools, and programs for economic growth through technology.

Sandy Martin presented *Data Dives*, and the Arts District 8 report is included in the Data Report section.

BENTONVILLE BOOT CAMP

AGENDA **Legislative Arts and Technology Boot Camp**

Thursday, December 16, 2021
10:00 AM

Peterson Auditorium, Shewmaker Center for Business Development, NWACC
900 SE Eagle Way, Bentonville, Arkansas

Sen. Joyce Elliott, Co-Chair
Sen. Cecile Bledsoe
Sen. Larry Teague
Sen. Missy Irvin
Sen. Keith Ingram
Sen. Blake Johnson
Sen. Breanne Davis
Sen. James Sturch
Sen. Ben Gilmore

Rep. Les Warren, Co-Chair
Rep. Mike Holcomb
Rep. Jack Fortner
Rep. Johnny Rye
Rep. Carol Dalby
Rep. Jamie Scott
Rep. Denise Garner
Rep. Harlan Breaux
Rep. Stu Smith

- A. Call to Order
- B. Comments By Committee Co-Chairs
- C. Introduction to Legislative Arts and Technology Boot Camp
 - Dr. Lenore Shoults, Chair, Arts and Technology Boot Camp, Arkansans for the Arts (AFTA)
- D. Creative Economy Data Report **[EXHIBIT D]**
 - Sandy Martin, Chair, AFTA
- E. Economic Impact of the Arts
 - Krista Cupp, Communications Director, Runway Group
- F. Hill Records: Creative Industry Modeling in Higher Education
 - Jake Herzog, Faculty, Music Department, University of Arkansas
- G. Integrating Rural Arkansas via Arts and Technology
 - Jesse Elliot, Director, Creative Ecosystems, Creative Arkansas Community Hub & Exchange (CACHE)
- H. Preparing Tomorrow's Creative Economy
 - Sonia Gutierrez, Non-Profit Branding and Training, 501c3 Design
- I. Breath of the Wild for the Natural State: Real-Time 3D, Education, and the Creative Economy
 1. Dr. David Frederick, Associate Professor, Classical Studies, University of Arkansas
 2. Greg Rogers, Co-Founder and Design Narrative Lead, Causeway Studios
- J. Northwest Arkansas Community College (NWACC) Art and Technology Programming and Integrated Design Lab
 - Dr. Evelyn Jorgenson, President, NWACC
- K. Other Business
- L. Adjournment

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Northwest Arkansas Community College was the site of the December 16, 2021 Boot Camp because their Integrated Design Lab exemplifies the combination of fine arts and technology. This forward-thinking facility and program serves students of all ages and prepares for the workforce of tomorrow.

Lenore Shoults, Arkansans for the Arts Art + Technology Boot Camp Sub-Committee Chair. Working to grow the creative economy now will reap greater economic and quality-of-life in years to come: *One generation plants the tree and the next generation gets the shade.*

Krista Kupp, Communications Director for the Runway Group, *Economic Impact of the Arts*. Since Crystal Bridges Museum of American Art opened ten years ago, it has attracted 5.5 million visitors and had a \$135 million impact. Kupp presented information on OZ Art NWA and the use of art and technology in implementing a mural trail. She also discussed the partnership with Crystal Bridges Museum of American Art and The Momentary where art is placed throughout the community providing the opportunity for everyone to enjoy original art.

Jake Herzog, Ph.D., Assistant Professor of Guitar and Jazz Area Coordinator, University of Arkansas, *Hill Records: Creative Industry Modeling in Higher Education*. Herzog discussed the student-run recording company, Hill Records, and the hands-on learning that this gives students. He also illuminated how Hill Records benefits Arkansas musicians and future employers. Students build real-world experience toward future employment through: participation including promotion, marketing, and booking; building business, technical and analytical skills; applying tech and data to entertainment; and developing leadership and collaboration skills.

Jesse Elliott, Chief Strategy & Creative Officer, Creative Arkansas Community Hub & Exchange (CACHE) discussed the importance of growing the creative ecosystem and the resulting economic benefits and enhanced quality-of-place.

Sonia Guitierrez, self-described serial entrepreneur in the Arts and technology and Fayetteville City Council member discussed the importance of incorporating art and technology into all aspects of education and business.

David Charles Frederick, Associate Professor, University of Arkansas at Fayetteville, Former Director of the Tesseract Center, Digital Humanities + Game Design, World Languages, Literatures, and Cultures and Greg Rogers, Co-Founder and Creative Director, Causeway Studios. Frederick provided an eye-opening view to the future and the importance of preparing students for this \$178 Billion industry. As the single largest piece of the creative economy, game design incorporates many industries including computer science, architecture, drama, film, music, mathematics, graphic arts, interface design and animation. Game design also impacts numerous industries including artificial intelligence, engineering, architecture, health care, data science, education, film, visual arts, and retail.

Frederick stated that UA does not currently have a major in Game Design and recommends support and expansion of existing Game Design programs in higher ed including Southern Arkansas University, Arkansas Tech, and Arkansas State University in Jonesboro.

Dr. Evelyn Jorgenson, president of Northwest Arkansas Community College discussed the importance of art and technology in education and workforce preparation. The group next took a tour of the Integrated Design Lab which brings together fine arts, graphic arts, technology, maker space tools, and an innovation lab for cross-skill learning that is needed in business today.

Sandy Martin presented *Data Dives*, a report on the creative economy in Arts District 1. That report can be found in the Data Report section of this report.

A field trip to Rockhill Studios introduced attendees to this production hub in Fayetteville. The studio is a comprehensive resource center for film and video. Owner, Blake Elder, has directed, produced, written, edited, and shot numerous award winning films, promotional videos, and commercials.

HOT SPRINGS BOOT CAMP

AGENDA **Legislative Arts and Technology Boot Camp**

Tuesday, March 29, 2022
10:00 AM

National Park College, Student Commons Building, 101 College Drive
Hot Springs, Arkansas

Sen. Joyce Elliott, Co-Chair
Sen. Cecile Bledsoe
Sen. Larry Teague
Sen. Missy Irvin
Sen. Keith Ingram
Sen. Blake Johnson
Sen. Breanne Davis
Sen. James Sturch
Sen. Ben Gilmore

Rep. Les Warren, Co-Chair
Rep. Mike Holcomb
Rep. Jack Fortner
Rep. Johnny Rye
Rep. Carol Dalby
Rep. Jamie Scott
Rep. Denise Garner
Rep. Harlan Breaux
Rep. Stu Smith

- A. Call to Order
- B. Comments by Committee Co-Chairs
- C. Welcome From National Parks College (NPC)
- Dr. John Hogan, President
- D. How Arts and Technology Grow the Creative Economy
- Dr. Lenore Shoults, Chair, Arts & Technology Boot Camp, Arkansans for the Arts (AFTA)
- E. Creative Economy Data Report **[EXHIBIT E]**
-Sandy Martin, Chair, AFTA
- F. Presentation from Arkansas School for Mathematics, Sciences, and the Arts: Equity and Access
- Corey Alderdice, Director
- G. Current Use and the Future of 3D Imaging
 1. Joel Rush, Director of Makerspace, NPC
 2. Michael Karr, Makerspace Coordinator, NPC
- H. Arkansas Arts Council: Art Education and Arts Entrepreneurship
- Patrick Ralston, Director
- I. Arkansas STEM Coalition: Technology and Arts Intersections
- Hannah Vogler, Executive Director
- J. Mid-America Science Museum: Informal Learning
- Diane LaFollette, Executive Director
- K. Other Business
- L. Adjournment

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National Park College hosted the March 29, 2022 Boot Camp and its proximity to Mid-America Science Museum allowed a field trip that showcased art and technology.

Lenore Shoults, Ph.D., discussed how planting the seeds of creativity can grow the creative economy. Decades ago, LED lights were just emerging on the market and the current explosion of products in this niche grew from those humble roots to today's full-blown extravaganzas. One example is the 2022 Super Bowl light show that was the culmination of drones, LED lights, music and advanced computer programming. Also discussed as an example of art and technology was the first-down technology used in sports broadcasting.

Corey Alderdice, Executive Director, of the Arkansas School for Math, Science, and the Arts discussed the ASMSA approach to equal access and how to close the opportunity gap for all students.

Joel Rush and Michael Karr presented the use of 3D imaging across industries and its use in the Arts notably the work of Hot Springs artist, Longhua Xu who created a model sculpture that was then scanned using 3D imaging, and the specifications sent abroad for bronze casting.

Patrick Ralston, the Executive Director of the Arkansas Arts Council (AAC), a Division of the Arkansas Department of Parks, Tourism, and Heritage, presented the history and impact of AAC.

Hannah Vogler is the Executive Director of the Arkansas STEM Coalition and she established the vital connection between the Arts and technology and the need for a bridge between these disciplines across all education and economic sectors.

Diane LaFollette is the Executive Director of Mid-America Science Museum. Diane wrote the grant that originated the Arkansas Discovery Network which germinated art and technology in the participating museums across the state that were part of that project.

Sandy Martin presented Data Reports and Arts District 5, which includes Hot Springs, can be found in Data Report section.

A field trip to Mid-America Science Museum shared the intersection of art and technology and attendees were treated to performances by the Hot Springs High School Dance Troupe, the Lakeside High School Choir, and they toured the Lakeside High School Mobile Broadcast Lab.

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

TEXARKANA BOOT CAMP

AGENDA **Arkansas Legislative Arts and Technology Boot Camp**

Wednesday, May 4, 2022

10:00 AM

Texarkana School District
3435 Jefferson Ave, Texarkana, Arkansas

Sen. Joyce Elliott, Co-Chair
Sen. Cecile Bledsoe
Sen. Larry Teague
Sen. Missy Irvin
Sen. Keith Ingram
Sen. Blake Johnson
Sen. Breanne Davis
Sen. James Sturch
Sen. Ben Gilmore

Rep. Les Warren, Co-Chair
Rep. Mike Holcomb
Rep. Jack Fortner
Rep. Johnny Rye
Rep. Carol Dalby
Rep. Jamie Scott
Rep. Denise Garner
Rep. Harlan Breaux
Rep. Stu Smith

- A. Call to Order
- B. Comments from Committee Co-Chairs
- C. Consideration of a Motion to Approve Previous Meeting Minutes **[EXHIBITS E1-E4]**
- D. Welcome from Texarkana School District (TASD)
 - Dr. Becki Kesler, Superintendent, TASD
- E. Creative Economy Overview
 - Dr. Lenore Shoults, Chair, Arts & Technology Boot Camp, Arkansans for the Arts (AFTA)
- F. Creative Economy Data Report **[EXHIBIT F]**
 - Sandy Martin, Chair, AFTA
- G. Robotics Discussion
 1. Julie Carver, Exploration Lab Robotics Team, Edward Trice Elementary School
 2. Tracey Boyles, Principal, TASD
 3. Chris Biscoe, Robotics Teacher, TASD
- H. Technology and the Arts
 - Remica Gray, Chair, Arkansas Arts Council
- I. Creative Economy Discussion
 - Sandy Martin, Chair, AFTA
- J. Other Business
- K. Adjournment

Note: All exhibits for this meeting are available by electronic means and are accessible on the General Assembly's website at www.arkleg.state.ar.us

Notice: Silence your cell phones. Keep your personal conversations to a minimum. Observe restrictions designating areas as 'Members and Staff Only'.

The Texarkana Boot Camp was held at the administration building of the Texarkana Arkansas School District. Dr. Becki Kessler is the superintendent and she addressed the foundation of the Arts as an approach to education. The elementary robotics program is housed in an arts focused school.

Tracey Boyles, Principal of Trice Elementary School in the Texarkana School District discussed the establishment of the robotics program and the cross-silo work between art and technology.

Julie Carver, Robotics Teacher, and students ages 7 through 13 presented projects that were taken to regional competitions.

Chris Biscoe, Robotics Teacher, discussed his winning Robotics Team that went on to compete in Houston. He emphasized how glad the team was to be in attendance but how some teams have been competing for years and international teams are so far ahead that "the robot from Japan walked off the truck by itself," meaning other states and countries have invested in and been teaching art and technology for a long time.

Remica Grey, Chair of the Arkansas Arts Council and longtime supporter of the Arts addressed the use of technology during the pandemic. She shared the use of technology in Arts fundraising, the connection that technology provides for artists, and the role of technology in communication.

Legislators went on a tour of the Arts in Texarkana.

JONESBORO / HEALTH AND WELLNESS BOOT CAMP

AGENDA

Arkansas Legislative Arts and Technology Boot Camp: Health & Wellness

Friday, May 13, 2022

9:00-10:00 a.m.

Via Zoom from the Arkansas State University, New York Institute of Technology College of Osteopathic Medicine

Call to Order

Comment from Senator Joyce Elliott

Welcome, introductions, and facilitation from Dr. Brookeshield Laurent, Chair and Associate Professor Department of Clinical Medicine, New York Institute of Technology College of Osteopathic Medicine, Arkansas

Panel:

Dr. Susan Whiteland, Associate Professor of Art Education, Arkansas State University

Dr. Temma Balducci, Professor of Art and Department Chair, Arkansas State University

Garry Holstein, Director, Bradbury Art Museum at Arkansas State University

Community Based Arts/Wellness Program

- Intergenerational social engagement
- Creating Wellness/Innovation Hubs

Arts for health communication and public health initiatives

- Health cost savings for prevention and treatment of chronic illness
- Creating community health opportunities
- Restoring trust to facilitate healthy behaviors
- Arts based Health Education

Arts in Health Care Outreach

- Arts in health care services
- Development of interdisciplinary workforce for retention and recruitment

Note that the presentation has been included, below, because the research is very compelling for Arkansas with its rural population. Additionally, bridging health and wellness with art and technology is a new way of thinking and this information needs to be reviewed by as many people as possible in order to gain an understanding of the possible positive health impact.

AR TS ARKANSANS FOR THE ARTS
EDUCATE | INFORM | ADVANCE

Art + Health/Wellness+Technology

Art and Tech Boot Camp

Brookshield Laurent DO
Temma Balducci PhD
Susan Whiteland PhD
Garry Holstein

NEW YORK INSTITUTE OF TECHNOLOGY
College of Osteopathic Medicine
Arkansas State University

DELTA POPULATION HEALTH INSTITUTE

STATE ARKANSAS STATE UNIVERSITY

BAM BRADBURY ART MUSEUM



NeuroArts Blue Print Executive Summary Advancing the Science of Arts , Health and Wellbeing . 2021 Aspen Institute

What If ?

- **What if music helps people recover from depression and improves memory in those with Alzheimer's disease?**
- **What if movement and dance reduce the symptoms of Parkinson's disease?**
- **What if virtual reality allows people with physical disabilities to become more mobile?**
- **What if watching a theatrical performance lessens the toll of chronic illness or reduces the anxiety of palliative care?**
- **What if drawing bolsters social and emotional wellbeing in a child?**
- **What if the visual arts are an effective treatment for posttraumatic stress disorder (PTSD) and traumatic brain injury?**
- **What if community arts activities can reduce isolation and increase wellbeing?**

NeuroArts Blueprint. (2021, December 1). NeuroArts Blueprint. NeuroArts Blueprint: Advancing the Science of Arts, Health, and Wellbeing. Retrieved May 1, 2022, from www.neuroartsblueprint.org.

Health Cost Savings and Revenue Building

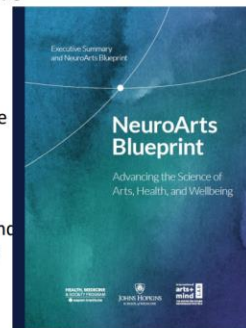
- A conservative analysis concluded that if 30 percent of the population with Alzheimer's disease has the opportunity for music engagement
 - it would contribute \$830 million to GDP
 - sustain 7,784 jobs across the United States
 - generate \$369 million in labor income
 - produce \$126 million in government tax revenues



(KPMG 2021)

NeuroArts Blueprint

- John Hopkins International Arts and Mind Lab and Aspen Institute's Center for Applied Neuro Aesthetics
- Initiative breaking new ground at the crossroads of science the arts and technology
- Mission: cultivate an ecosystem for neuro arts: defined as transdisciplinary and extradisciplinary study of how the arts and aesthetic experiences measurably change the body, brain and behavior how this knowledge is translated to advance health and well being



NeuroArts Blueprint. (2021, December 1). NeuroArts Blueprint. NeuroArts Blueprint: Advancing the Science of Arts, Health, and Wellbeing. Retrieved May 1, 2022, from www.neuroartsblueprint.org.

3 focus areas for the Arts + Health + Technology

- Arts in Health Care and Outreach
- Arts for Health Communication and Public Health Initiatives
- Community Based Arts and Wellness Programs

A Continuum of Care

Creative Art Therapies (CATS) :

board certified professionals include the distinct regulated health professions of art therapy, dance/movement therapy, drama therapy, music therapy, poetry therapy, and psychodrama therapy.

Expressive Arts Therapy (EATS):

by contrast, is defined as the integration or use of all the arts in therapeutic practice

Arts in Health:

A growing number of medical centers have an arts coordinator or director who manages a variety of arts experiences

visiting artists, artists-in-residence, arts programming developed in partnership with community arts agencies, arts collections, and rotating arts exhibits

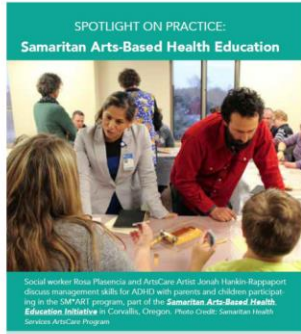
Arts in Health Care

What is Art Therapy?

Art therapy is a specialized area of mental health that uses art materials and the creative process to explore emotions, reduce anxiety, increase self-esteem, and resolve other psychological conflicts including addiction recovery, sexual abuse, and rehabilitation.



Arts in Health Care Outreach



Art in Health Care Education

Arts and Humanities in the education and training of health care professionals through experiential and reflective activities

- cultivate empathy
- to improve patient experience
- decrease burn out
- improve the clinical environment
- reduce medical error
- enhance community health



Arts in Health Care

Medical schools increasingly use art to teach their students. A professor of dermatology at Yale University was one of the first to experiment with the idea. He noted that medical students often did not completely or accurately describe their observations - instead jumping to conclusions or relying on technology to make a diagnosis. He correctly surmised that asking students to describe something nonmedical, like art, might help them learn to better assess and relay visual information. Students who took his course were 10 percent more likely to notice significant details in their patients.



Arts for Health Communication and Public Health Initiatives



At least 40%-50% of deaths can be attributed to preventable **social and behavioral factors**

Murals, theatre and music have long been used as a means for health communication in other parts of the world and, increasingly, **public health professionals are applying these methods to health communication programs in the U.S.**

Community Based Arts and Wellness Programs

Documented Examples of Intergenerational Art & Tech Programs:

- Multi-age students in Mix@ages project created movies, audio guides for museums, art blogs, digital music, photography
- Using Technology to Connect Generations* documents 46 programs digital storytelling, digital books, photography, gaming, visual communication through Skype
- Possibility: Shared intergenerational sites, training activity directors, educators, health administration; develop toolkits

- How can the promotion of this field be supported in our area?
- What could a center for wellness/innovation look like?

May is “Older Americans Month”

President’s Proclamation:

- Ensure older Americans have resources to maintain independence and connection to communities
- Administration commitment for safety and health \$1.4 billion allocation plan



Older adult viewing printmaking project

Emphasis on aging is appropriate

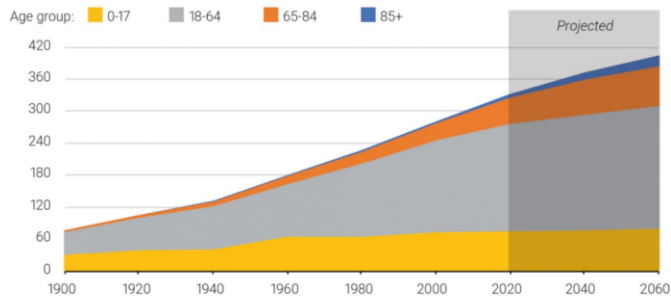
- 54 million adults 65+ in US today
- 16.5% of US population
- 2050 projection: 85.7 million
- 20% of US population



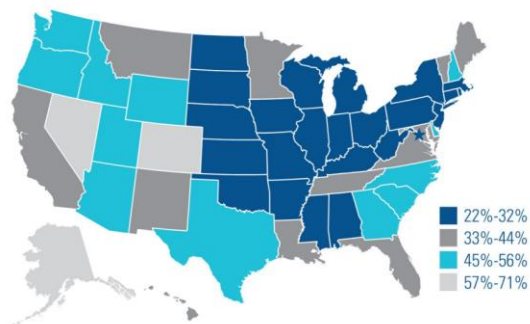
A university student shares iPad art with an assisted living resident

Emphasis on aging is appropriate

U. S. Population by age group (millions), 1900 to 2060



Increase in population 65+ 2009-2019



Source: U.S. Census Bureau, Population Estimates

Research indicates arts and creative expression promote health with aging



Digital drawing techniques taught by university students encourage self-expression and sense of empowerment.

- Making art can produce new neural pathways and stronger dendrites
- Making art or viewing art causes brain to reshape, adapt and restructure
- Brain response to art can create positive emotions that trigger beneficial immune system cells
- Creative abilities do not deteriorate with aging

Art promotes opportunities for socialization

- Loneliness and isolation that can lead to depression counteracted through art engagement
- Intergenerational art experiences can provide social-emotional benefits for all ages
- First documented 1970's; today often combined with technology emphasis



Example of community connection: Claymation project brings multi-generations together with a common goal

Windgate Center for 3D Arts: A place for collaboration



The Department of Art + Design at Arkansas State has become a center for collaboration. Our faculty, including Game Designers, sculptors, and fiber artists can work with other units on campus to design everything from prosthetic limbs to apps that can monitor pollution from crop burning

Bradbury Art Museum

- The creative exploration of cultural dialogue within our community is the essence of our mission at Bradbury Art Museum.*
- Our strategy is to enhance quality of life across the Mid-South through interpretation and display of art, opportunity creation, and program facilitation.*
- This practice reinforces BAM's dedication to serve as a cultural steward and champion the role of the arts in the formulation of a shared sense of place through creative learning and community engagement.*



Actions

- Create opportunities for local artists on campus and within our community.
- Build relationships with other university programs.
- Continue and expand local outreach programs.
 - Act as a resource for our community through partnerships with other local programming.
 - Fulfill the BAM VAN initiative.
- Continue *Inspired* program with regional high schools.
 - Find financial assistance for participating schools
 - Provide stipends for art supplies and field trip costs (bus, substitute teacher to cover absence, and lunch).
 - Provide scholarships and awards to students.
 - Increase access to the arts for parents and students through partnerships with regional school programs.
- Increase experiential learning opportunities such as artist talks and workshops.
 - Find financial assistance for the cost of hosting visiting artists (events, lectures, and workshops provided during their stay).

Gaps

- Maker space for the public.
- Shared work space.
- Professional development programs.
- Technology training and access for artists.
- Technology in schools.
- Dedicated outreach position in museum.

Current Health and Healthcare Landscape

- Health disparities are widening - COVID 19 has widen the gap further
- Hospitals are being stressed in physical and human infrastructure
- Imminent hospital closures
- Health Care Systems are being tasks to address the social determinants of health
 - the conditions where we live learn work and play
 - health care systems not inherently prepared to address the social factors affecting patient care
- Technology Disparities
 - Telemedicine is more widely adapted (IF THERE IS CONNECTIVITY)

Challenges

- Access
- Connectivity
- Digital literacy
- Work force development
- Recruitment of professionals
- Medical coverage
- Resources for space making

References

National Organization for Arts in Health. (2017).
Arts, health, and well-being in America. San Diego, CA: Author.

NeuroArts Blueprint: Advancing the Arts , Health and Well-being
Executive Summary. 2021 Aspen Institute

Dr. Brookeshield Laurent is the Chair of the New York Institute of Technology College of Osteopathic Medicine at Arkansas State University. The program develops health professionals through the behavioral, social, and clinical skills required in modern medical practice. The curriculum incorporates factors from anatomical to societal that affect the nature of illness and patient outcomes. Dr. Laurent facilitated the conversation focusing on community-based arts and wellness programs, the use of the arts in health communication and public health, and arts in health care outreach. Research on the subject is outlined in the National Organization for Arts in Health, *Arts, health, and well-being in America*. San Diego, CA (accessed June 2, 2022, [ARTS and HEALTH NOAH-2017-White-Paper-Online-Edition \(1\).pdf](#))

Dr. Susan Whiteland Associate Professor of Art Education, Arkansas State University addressed the positive impact of inter-generational forums. Generations United and the Eisner Foundation, (2019). *The Best of Both Worlds: A closer look at creating spaces that connect young and old*. (2017) [The Eisner Foundation](#)

Dr. Temma Balducci, Chair of the Department of Art + Design discussed the use of art and technology, the hope of bringing an art therapy program to Arkansas State University, and the latest departmental addition, gaming.

Garry Holstein is the director of the Bradbury Museum of Art on the ASU campus, and he described the arts-outreach kits developed for local hospitals. One use of the kit is for children in the hospital since an art activity can help ease traumatic situations, providing a hands-on activity and forum for expression.

COMMUNITY DEVELOPMENT BOOT CAMP

AGENDA

Arkansas Legislative Art and Technology Boot Camp: Community Development

May 25, 2022

1:00-2:00 p.m.

Via Zoom

Call to Order

Comment from Senator Joyce Elliott

Introductions from Erin Holliday, Arkansans for the Arts

Talicia Richardson is the Executive Director of 64.6 Downtown in Ft. Smith discussing creative placemaking and the impact that 64.6 has had on Ft. Smith's community and economy, how the organization began and where they are now.

Mary Zunick, Cultural Affairs Manager for Visit Hot Springs presenting via video. Discussion includes the creative economy, the arts influence on quality of life and tourism, and the Art Moves project in Hot Springs.

Dr. Lenore Shoults of Arkansans for the Arts speaking to the importance of the arts in documenting and celebrating local history and placemaking for our communities.

Shelby Feigel, Director of the University of Central Arkansas Center for Community and Economic Development (CCED) and the Community Development Institute (CDI) addressing CDI, and defining community development, how it impacts economic development, and how the arts are integral to growing vibrant communities.

DIVERSITY, EQUITY, AND INCLUSION BOOT CAMP

AGENDA

Arkansas Legislative Art and Technology Boot Camp: Diversity, Equity, and Inclusion

June 2, 2022

10:00-11:00 a.m.

Via Zoom

Call to Order

Comment from Senator Joyce Elliott

Adrienne Collins, Facilitator. *Arkansas Money & Politics* Power Women of 2021, HR for Rock Region Metro, and owner of AC Production consulting firm. facilitator.

Lauren Wilson, Assistant Director of the Multi-Cultural Center at University of Arkansas at Little Rock. Defining terms for a Diversity, Equity, and Inclusion conversation.

Margie Reese: DEIA consultant for Mid America Arts Alliance with a 30+ year career in the Arts that spans the globe. Discussing the importance of Diversity, Equity, and Inclusion in the Arts.

The Boot Camp on Diversity, Equity, and Inclusion emanated from conversations with Dr. Amanda J. Ashley (Associate Professor, Urban Studies, School of Public Service, Boise State University), Dr. Carolyn G. Loh (Associate Professor, Urban Studies and Planning, Wayne State University), and Dr. Leslie Durham (Professor of Theatre Arts, Interim Dean of the College of Arts and Sciences, Boise State University) regarding how to consider diversity and equity in arts and cultural planning. This is the introduction, from their research:

Diversity, equity, and inclusion (DEI) are increasingly referenced ideas in planning practice. There is considerable debate and uncertainty about how to plan for and implement these concepts in a time of increased scrutiny and rapid cultural and political change (Watson, 2013). There is momentum around these ideas and expectations that institutions of all types, including arts and culture, will address structural inequality related to race, ethnicity, age, gender, sexual orientations, able-isms, and other forms of marginalization. DEI language increasingly appears in goals and values in newer comprehensive land use plans, but there is debate by practitioners about the depth of understanding of DEI concepts, the execution of these ideals, the motivation for including them, and the likelihood of their implementation at the local level (Loh and Kim, forthcoming). In this paper, we raise similar questions about how a particular planning subfield, arts and cultural planning, addresses DEI.

DATA REPORTS

The Data Reports that follow were prepared by Sandy Martin utilizing the Creative Vitality Suite from Westaf. The Creative Vitality Suite was funded by CACHE (Creative Arts Community Hub and Exchange) and Arkansans for the Arts and the Data Reports were funded by CACHE and the Pine Bluff Advertising & Promotion Commission. The data is based on 2020 reports from North American Industry Classification System (NAICS) codes, Standard Occupational Classification (SOC) codes, National Center for Charitable Statistics, National Assembly of State Arts Agencies, U.S. Bureau of Labor Statistics, the Bureau of Economic Analysis, and the U.S. Census Bureau.

The Data Reports compile the counties within each of Arkansas' Arts Districts. The full 75 county reports will be part of the Arkansas Legislative Art + Technology Boot Camp Final Report.

ARKANSAS ARTS DISTRICTS



The 8 Arts Districts align with the Arkansas Economic Development & Planning Districts

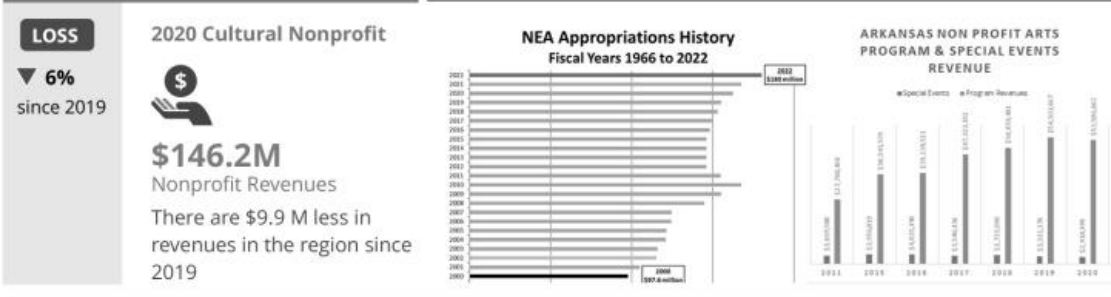
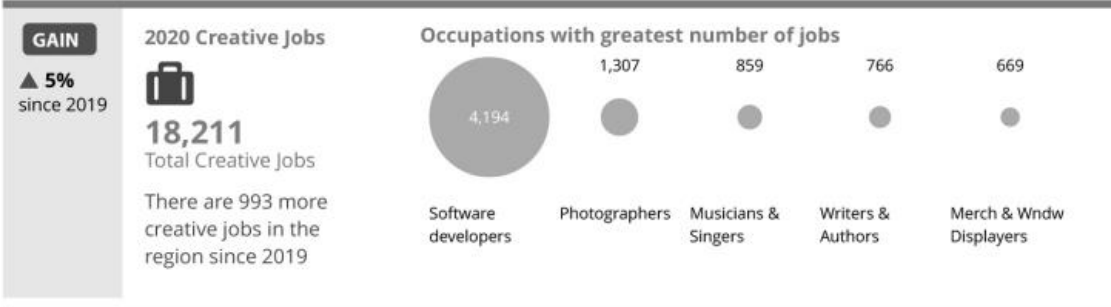
COUNTIES BY DISTRICT

- District 1:**
Baxter, Benton, Boone, Carroll, Madison, Marion, Newton, Searcy, Washington
- District 2:**
Cleburne, Fulton, Independence, Izard, Jackson, Sharp, Stone, Van Buren, White, Woodruff
- District 3:**
Clay, Craighead, Crittenden, Cross, Greene, Lawrence, Lee, Mississippi, Phillips, Poinsett, Randolph, St. Francis
- District 4:**
Crawford, Franklin, Logan, Polk, Scott, Sebastian
- District 5:**
Clark, Conway, Garland, Hot Spring, Johnson, Montgomery, Perry, Pike, Pope, Yell
- District 6:**
Faulkner, Lonoke, Monroe, Prairie, Pulaski, Saline
- District 7:**
Calhoun, Columbia, Dallas, Hempstead, Howard, Lafayette, Little River, Miller, Nevada, Ouachita, Sevier, Union
- District 8:**
Arkansas, Ashley, Bradley, Chicot, Cleveland, Desha, Drew, Grant, Jefferson, Lincoln

ARKANSAS ARTS + TECH IMPACTS

ARFTS ARKANSANS FOR THE ARTS 2020 Data

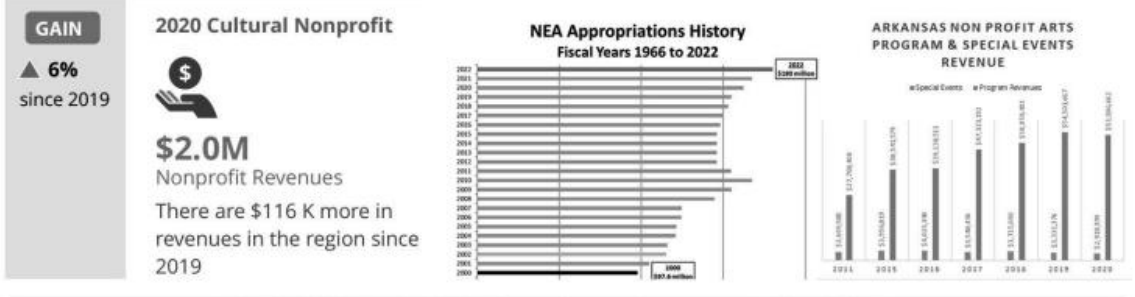
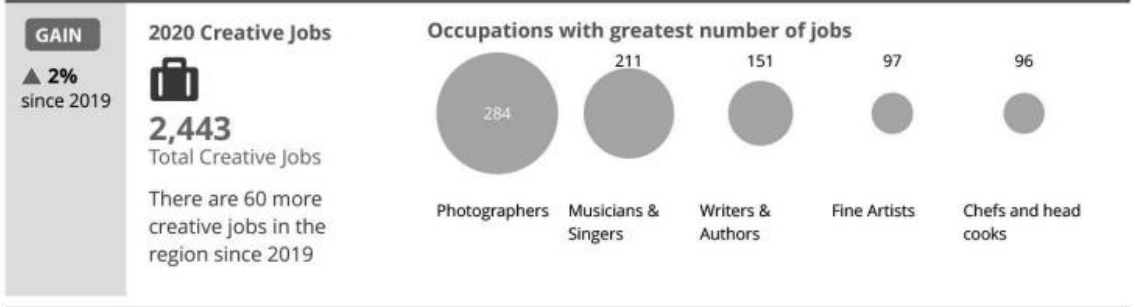
ARTS DISTRICT 1



ARKANSAS ARTS + TECH IMPACTS

ARTS DISTRICT 2

ARKANSANS FOR THE ARTS
2020 Data

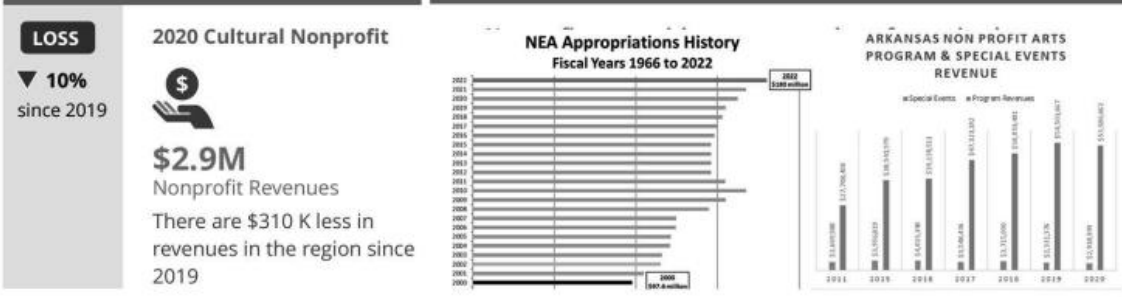
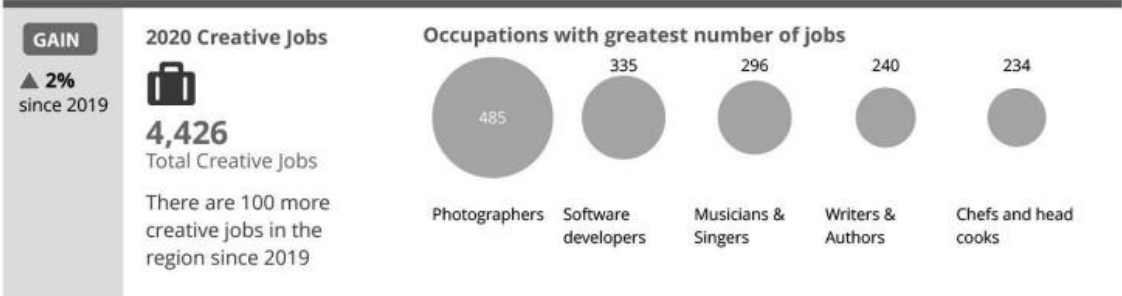
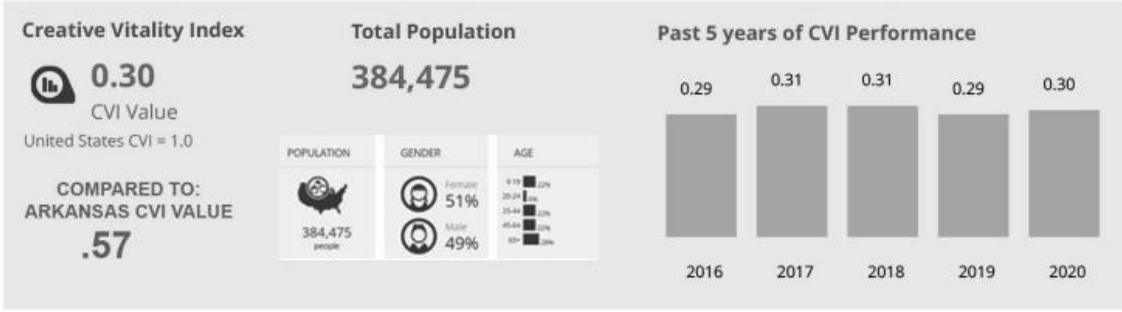


ARKANSAS ARTS + TECH IMPACTS

SNAPSHOT

ARTS ARKANSANS FOR THE ARTS 2020 Data

ARTS DISTRICT 3

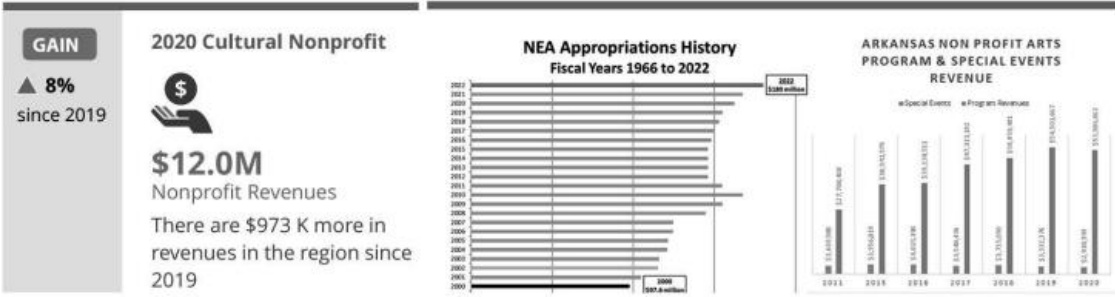
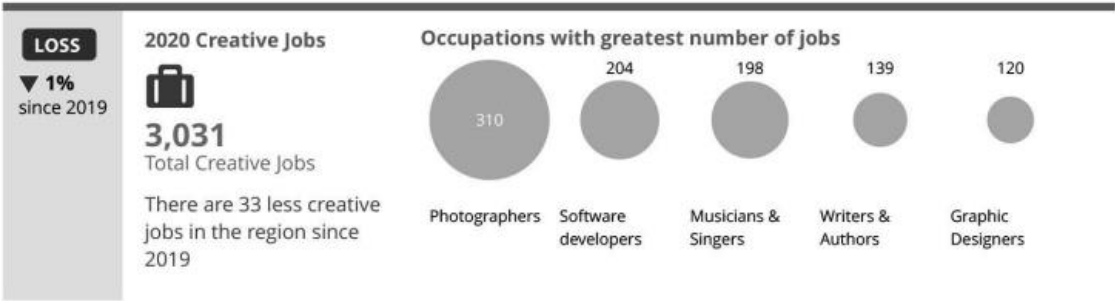
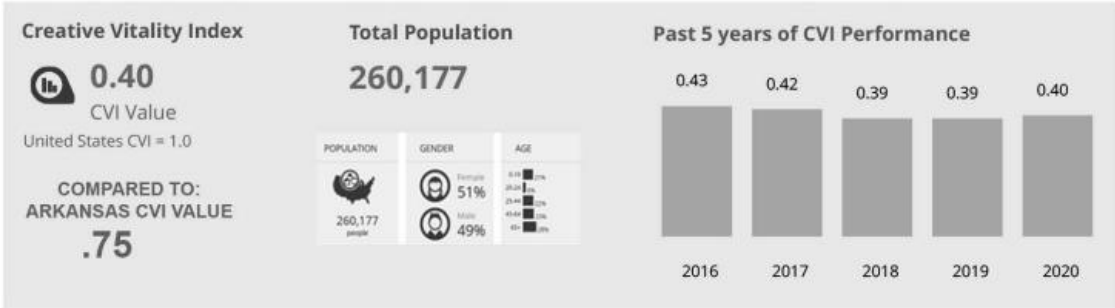


ARKANSAS ARTS + TECH IMPACTS

SNAPSHOT

ARTS ARKANSANS FOR THE ARTS 2020 Data

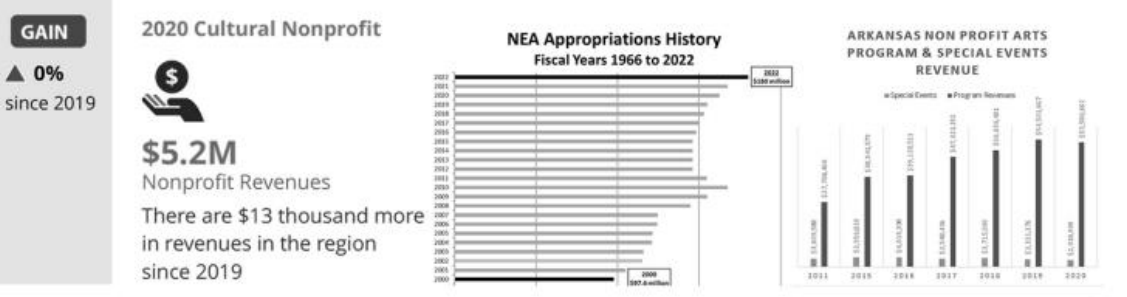
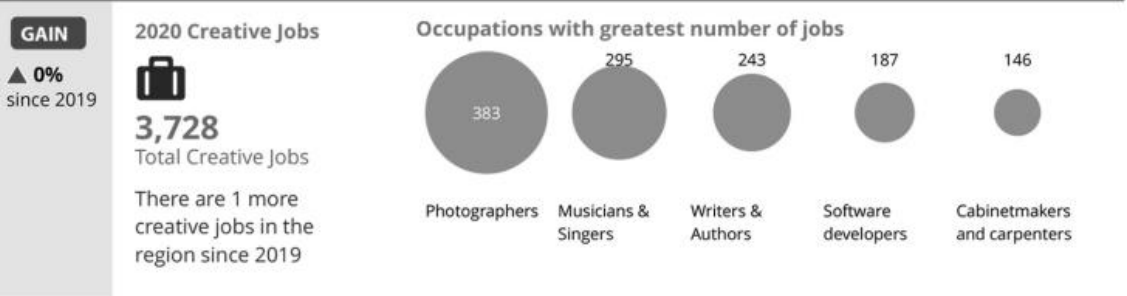
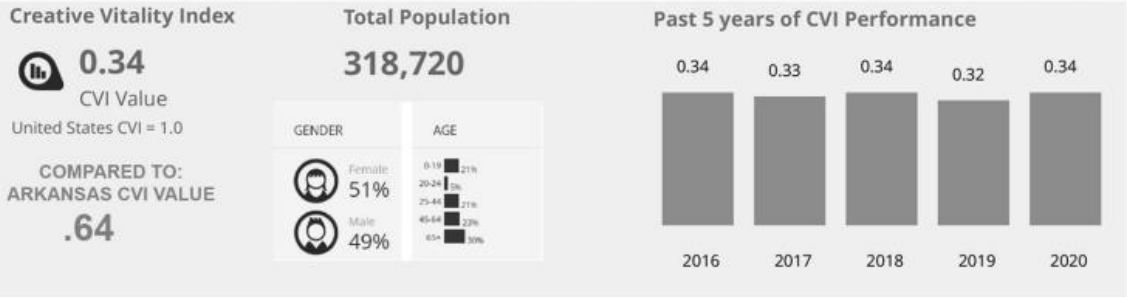
ARTS DISTRICT 4



ARKANSAS ARTS + TECH IMPACTS

ARFTS ARKANSANS FOR THE ARTS 2020 Data

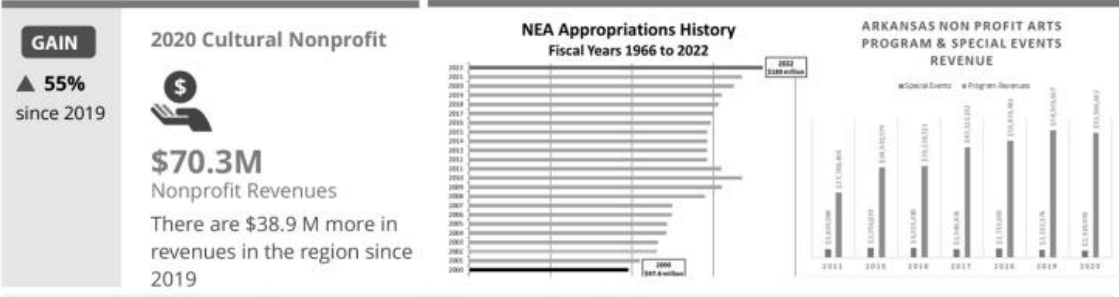
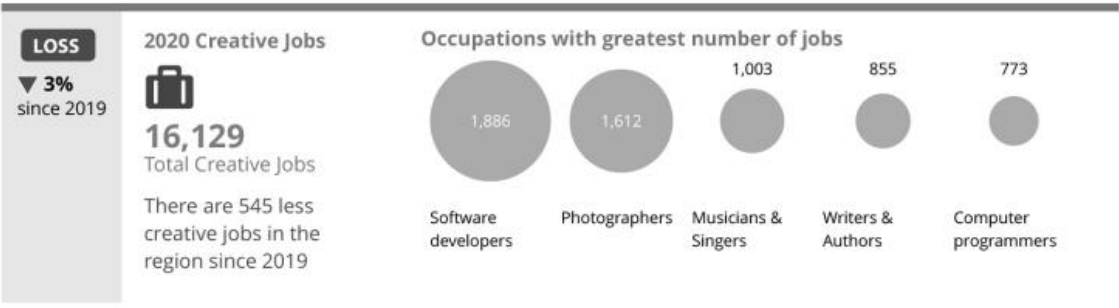
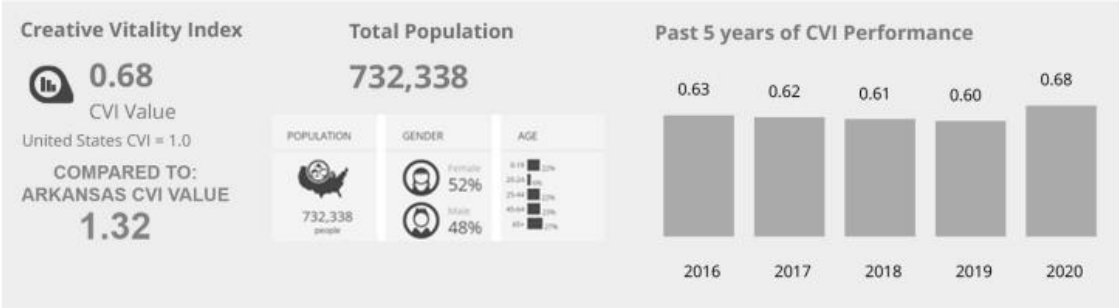
ARTS DISTRICT 5



ARKANSAS CREATIVE ECONOMY

ARFTS ARKANSANS FOR THE ARTS 2020 Data

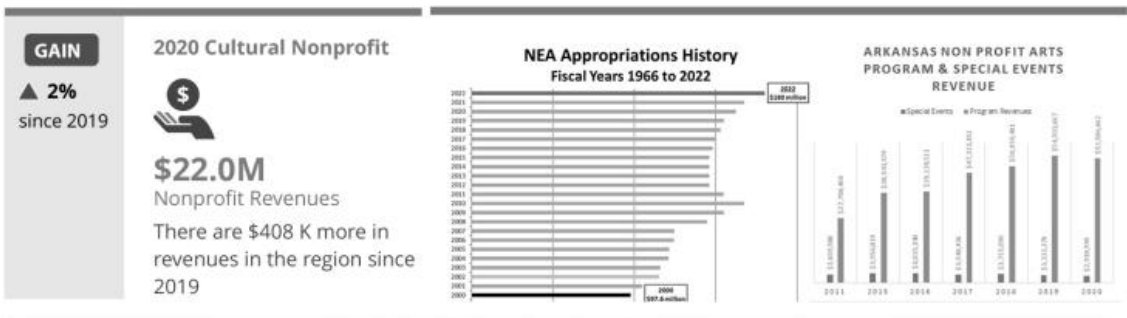
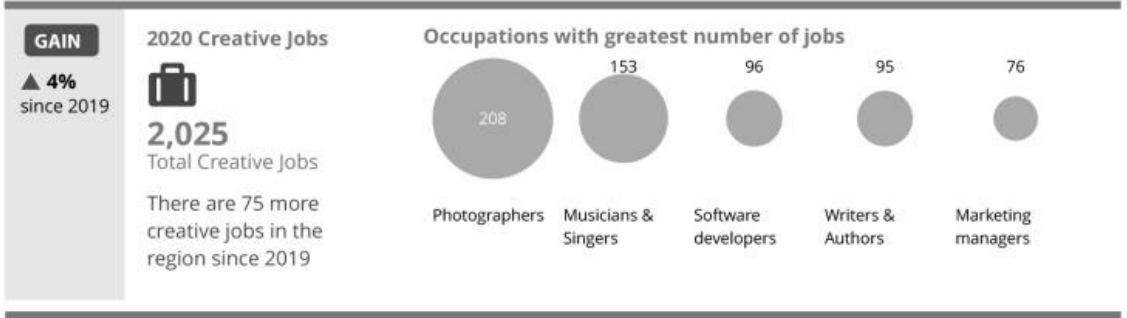
ARTS DISTRICT 6



ARKANSAS CREATIVE ECONOMY

ARFTS ARKANSANS FOR THE ARTS
2020 Data

ARTS DISTRICT 7



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

WESTAF © Creative Vitality™ Suite 2022

CACHE

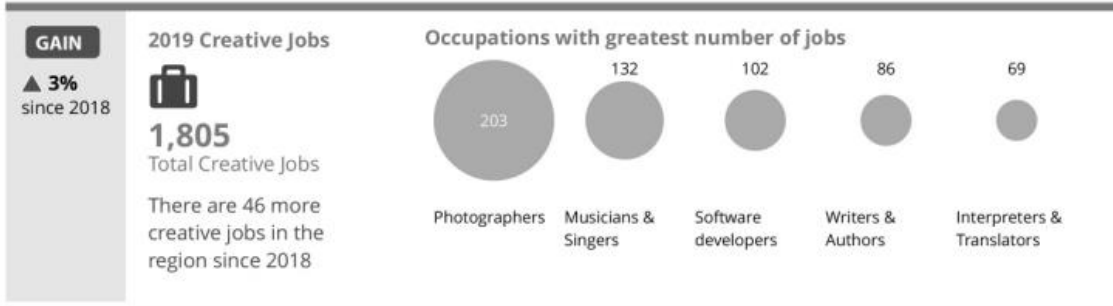
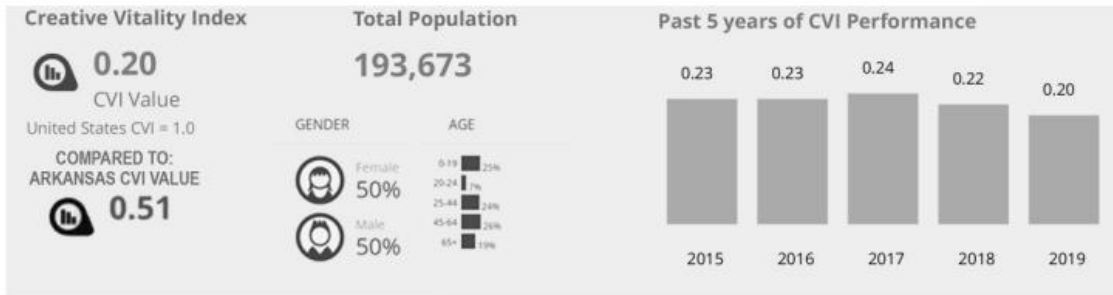
PINE BLUFF
ADVERTISING AND PROMOTION
COMMISSION

Arkansans for the Arts
REPORT CREATED: 4.18.22

ARKANSAS ARTS + TECH IMPACTS

ARKANSANS FOR THE ARTS 2019 Data

SOUTHEAST ARKANSAS Arts District 8



ACT 577

Stricken language would be deleted from and underlined language would be added to present law.
Act 577 of the Regular Session

1 State of Arkansas
2 93rd General Assembly
3 Regular Session, 2021
4

A Bill

SENATE BILL 531

5 By: Senators Elliott, B. Ballinger, Beckham, Bledsoe, Caldwell, L. Chesterfield, B. Davis, J. Dismang, L.
6 Eads, J. English, Flippo, J. Hendren, Hester, Hickey, Hill, K. Ingram, Irvin, B. Johnson, M. Johnson, G.
7 Leding, M. Pitsch, Rapert, B. Sample, J. Sturch, D. Sullivan, Teague, C. Tucker
8 By: Representatives Warren, F. Allen, Brooks, Christiansen, Cloud, Clowney, A. Collins, Cozart, Dalby,
9 Dotson, Ennett, Eubanks, Evans, D. Ferguson, K. Ferguson, Fielding, L. Fite, V. Flowers, D. Garner,
10 Gazaway, Godfrey, Haak, Hawks, M. Hodges, Holcomb, Hudson, L. Johnson, Jett, Love, Lundstrum,
11 Maddox, Magie, McClure, McCollum, McCullough, McGrew, Milligan, Murdock, Nicks, Penzo,
12 Richardson, Scott, Shepherd, B. Smith, Springer, Tosh, Underwood, Vaught, D. Whitaker, Wing
13

For An Act To Be Entitled

14 AN ACT TO CREATE THE ARKANSAS LEGISLATIVE ARTS AND
15 TECHNOLOGY BOOT CAMP; AND FOR OTHER PURPOSES.
16

Subtitle

17 TO CREATE THE ARKANSAS LEGISLATIVE ARTS
18 AND TECHNOLOGY BOOT CAMP.
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24 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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26 SECTION 1. DO NOT CODIFY. TEMPORARY LANGUAGE. Findings and intent.

27 (a) The General Assembly finds that:

28 (1) Arkansas's creative economy consists of many industries,

29 including:

30 (A) Agriculture and agribusiness;

31 (B) Tourism and recreation;

32 (C) Health and wellness;

33 (D) Technology;

34 (E) Consumer products; and

35 (F) Cottage industries; and

36 (2) The Arkansas nonprofit arts and culture sector is critical



3/11/2021 10:10:11 AM RWO031

1 to Arkansas's cultural and economic success:

2 (A) Two billion nine hundred thousand dollars
3 (\$2,900,000,000) of the Arkansas's gross domestic product is generated by the
4 nonprofit arts and culture sector.

5 (B) Arkansas has thirty-three thousand seven hundred
6 twenty nine (33,729) jobs in the nonprofit arts sector.

7 (C) Thirty percent (30%) of all employees in the state of
8 Arkansas work in creative industries.

9 (3)(A) Arkansas abounds with culture and creativity. This
10 strengthens the economy, drives tourism and business, and improves economic
11 performance.

12 (B) The arts in Arkansas celebrate and bring visibility to
13 the richness and diversity of the culture, history, and potential of all
14 Arkansans.

15 (4)(A) The arts and creative experiences play a vital role in
16 supporting and improving quality of life across Arkansas.

17 (B) Ninety-one percent (91%) of Arkansans believe the arts
18 are necessary for a well-rounded K-12 education.

19 (C) Eighty-two percent (82%) of Arkansans believe the arts
20 are critical to local businesses and the economy.

21 (D) Seventy-two percent (72%) of Arkansans believe the
22 arts unify communities and seventy-three percent (73%) believe the arts help
23 them to better understand other cultures.

24 (E) The arts spur economic growth for communities during
25 recovery from disaster, trauma and pandemics.

26 (5) It is desirable to identify and bring together existing
27 groups, organizations, and other initiatives working on the intersection of
28 the arts and technology to:

29 (A) Identify state-wide programming gaps for digital arts
30 and technology;

31 (B) Bring together arts and technology public school
32 teachers to share ideas; and

33 (C) Stimulate new partnerships to help grow Arkansas's
34 creative economy.

35 (b) It is the intent of the General Assembly to create a Legislative
36 Arts and Technology Boot Camp that will hold one (1) or more boot camps to

1 share ideas that can help grow Arkansas's creative economy.

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3 SECTION 2. DO NOT CODIFY. TEMPORARY LANGUAGE. Legislative Arts and
4 Technology Boot Camp – Creation and duties.

5 (a) The Legislative Arts and Technology Boot Camp is created and
6 consists of the following:

7 (1) Eight (8) members appointed from the Senate membership by
8 the President Pro Tempore of the Senate;

9 (2) Eight (8) members appointed from the membership of the House
10 of Representatives by the Speaker of the House of Representatives;

11 (3) The Senate lead sponsor of this act or his or her designee,
12 who shall serve as a cochair of the boot camp; and

13 (4) The House lead sponsor of this act or his or her designee,
14 who shall serve as a cochair of the boot camp.

15 (b)(1) If a vacancy occurs on the boot camp, the vacancy shall be
16 filled by the same process as the original appointment.

17 (2) Members of the boot camp shall be paid per diem and mileage
18 as authorized by law for attendance at meetings of interim committees of the
19 General Assembly.

20 (c)(1) The cochairs of the boot camp shall call the first meeting of
21 the boot camp by October 1, 2021.

22 (2) Meetings of the boot camp shall be held at the call of the
23 cochairs.

24 (3) The boot camp shall establish rules and procedures for
25 conducting its business.

26 (4) The Bureau of Legislative Research shall provide staff for
27 the boot camp.

28 (d)(1) The appointments in subsection (a) of this section shall be
29 made no later than thirty (30) days after the effective date of this act.

30 (2) The boot camp expires August 31, 2022.

31 (e)(1) By August 31, 2022, the boot camp shall issue a final written
32 report, which shall include without limitation:

33 (A) An inventory of Arkansas's statewide arts and cultural
34 assets, to be organized by creative economy industry clusters;

35 (B) An assessment of:

36 (i) The amount of funding needed for Arkansans for

1 the Arts to create, update, and maintain a statewide database that contains
2 an inventory of Arkansas's arts and cultural assets for each of the Arkansas
3 Arts Council's eight (8) art districts; and
4 (ii) The options for and practicability of obtaining
5 that amount of funding; and
6 (C) A plan for identifying and leveraging current and
7 future assets and talents in the areas of arts and technology.
8 (2) The report required under subdivision (e)(1) of this section
9 shall be made available to the public and shall be delivered to:
10 (A) The Governor;
11 (B) The Legislative Council or, if the General Assembly is
12 in session, the Joint Budget Committee;
13 (C) The Arkansas Economic Development Commission;
14 (D) The Arkansas Planning and Development Districts and
15 (E) Any other relevant state agencies.
16 (f) To develop the information needed for the report under subsection
17 (e) of this section, the boot camp shall hold one (1) or more boot camps as
18 described in Section 3 of this act.

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20 SECTION 3. DO NOT CODIFY. TEMPORARY LANGUAGE. Arts and Technology Boot
21 Camps – Purpose and composition.

22 (a) The primary, though not exclusive, means by which the Legislative
23 Arts and Technology Boot Camp shall obtain the information needed for the
24 report required under Section 2 of this act is through assembling and
25 conducting one (1) or more meetings to be known as an "Arts and Technology
26 Boot Camp".

27 (b) An Arts and Technology Boot Camp shall be composed of individuals
28 invited by the Legislative Arts and Technology Boot Camp from any of the
29 following:

- 30 (1) The Department of Commerce;
31 (2) The Department of Education;
32 (3) The Department of Parks, Heritage, and Tourism;
33 (4) Public school teachers who teach arts or technology;
34 (5) People involved in conducting career and technical education
35 programs;
36 (6) People involved in Environmental and Spatial Technologies

1 (EAST) Initiative labs; and
2 (7) Any other existing groups, organizations, or individuals
3 working on or interested in the intersection of arts and technology.
4 (c) An Arts and Technology Boot Camp shall:
5 (1) Identify statewide gaps in the funding, talent, or assets in
6 the areas of digital arts and technology programming;
7 (2) Discuss the business of the arts in the following creative
8 industries:
9 (A) Creative services;
10 (B) Design;
11 (C) Media;
12 (D) Publishing and printing;
13 (E) Visual arts;
14 (F) Audio, music, and sound arts;
15 (G) Cultural sites;
16 (H) Performing arts;
17 (I) Film or animation;
18 (J) Culinary arts;
19 (K) Product design and development;
20 (L) Fashion design;
21 (M) Crafts; and
22 (N) Literary arts; and
23 (3) Engage in any other discussions or provide any other
24 information relevant to the report to be issued by the boot camp under
25 Section 2 of this act.
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