

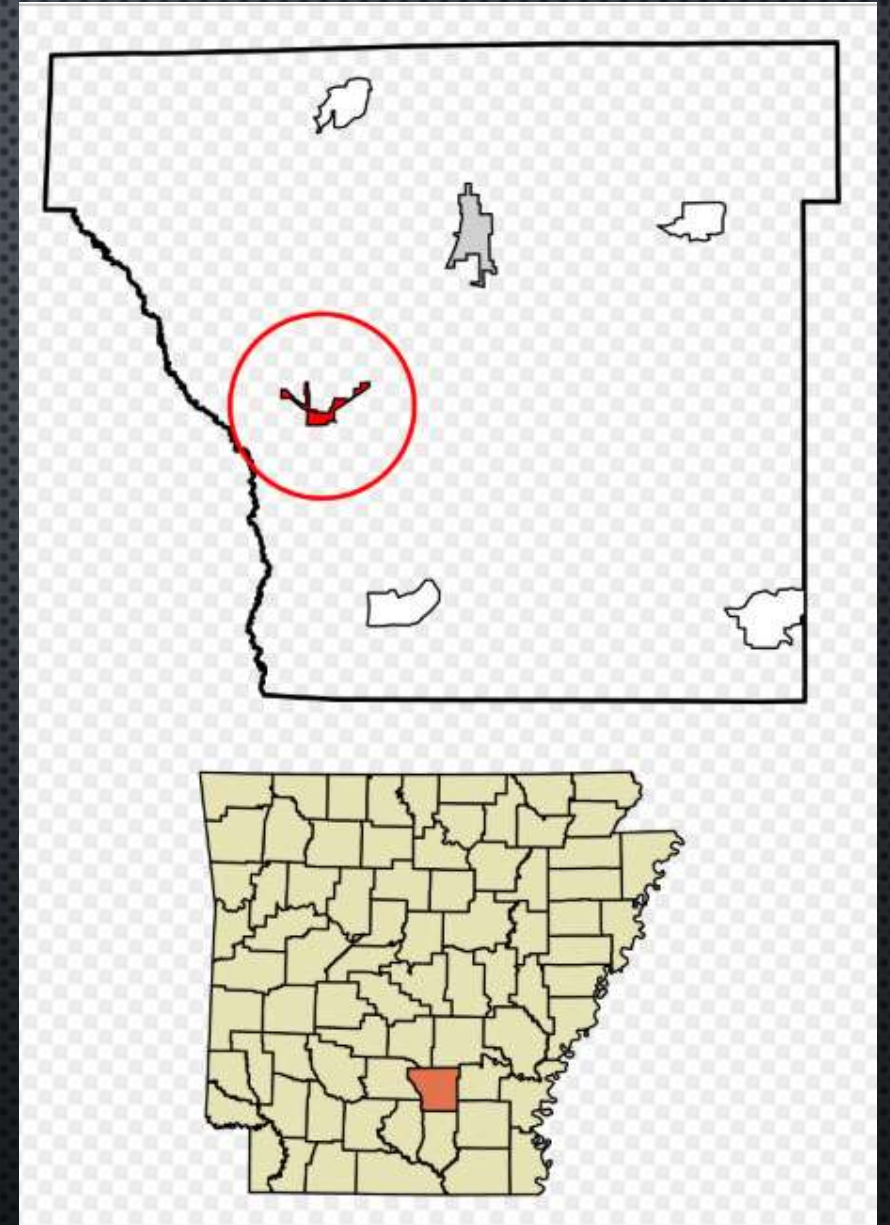


JOHNNY CASH PROJECT

BUILDING TOURISM ON HISTORICAL ASSETS IN
KINGSLAND, ARKANSAS

Kingsland, Arkansas

- Located along U.S. Hwy. 79 in Cleveland County
- Pop: 414 (2017 estimate)
- Businesses include one convenience store and one trucking company
- Local elementary is being consolidated to Rison in August
- Local school will become Head Start Center for Rison and Kingsland students



Challenges Facing Kingsland and Cleveland County

U.S. Census Bureau County Population Estimates				
County	2010 Census	2018 Est.	Gain/Loss	Percent
Cleveland County	8,689	8,018	-671	-7.7%
Bradley County	11,508	10,897	-611	-5.3%
Calhoun County	5,368	5,277	-91	-1.7%
Dallas County	8,116	7,182	-934	-11.5%
Drew County	18,509	18,328	-181	-1%
Grant County	17,853	18,188	+335	+1.9%
Jefferson County	77,435	68,114	-9,321	-12%
Lincoln County	14,134	13,383	-751	-5.3%

Challenges Facing Kingsland and Cleveland County

History of Cleveland County Population Changes			Cleveland County Yearly Population Changes*			
Year	Population	% Change	Year	Pop. Number	Pcnt.	
1890	11,362	—	2010	8,678	-	-
1900	11,620	2.3%	2011	8,673	-5	-.01%
1910	13,481	16.0%	2012	8,608	-65	-.07%
1920	12,260	-9.1%	2013	8,515	-93	-1%
1930	12,744	3.9%	2014	8,398	-117	-1.3%
1940	12,570	-1.4%	2015	8,284	-114	-1.3%
1950	8,956	-28.8%	2016	8,249	-35	-.01%
1960	6,944	-22.5%	2017	8,181	-68	-.01%
1970	6,605	-4.9%	2018	8,018	-163	-2%
1980	7,868	19.1%	* Source: Data is based on U.S. Census Bureau estimates for July 1 of each year. Numbers and percentages reflect the changes from one year to the next.			
1990	7,781	-1.1%				
2000	8,571	10.2%				
2010	8,689	1.4%				
Source: U.S. Decennial Census						

Historical Assets in Cleveland County:

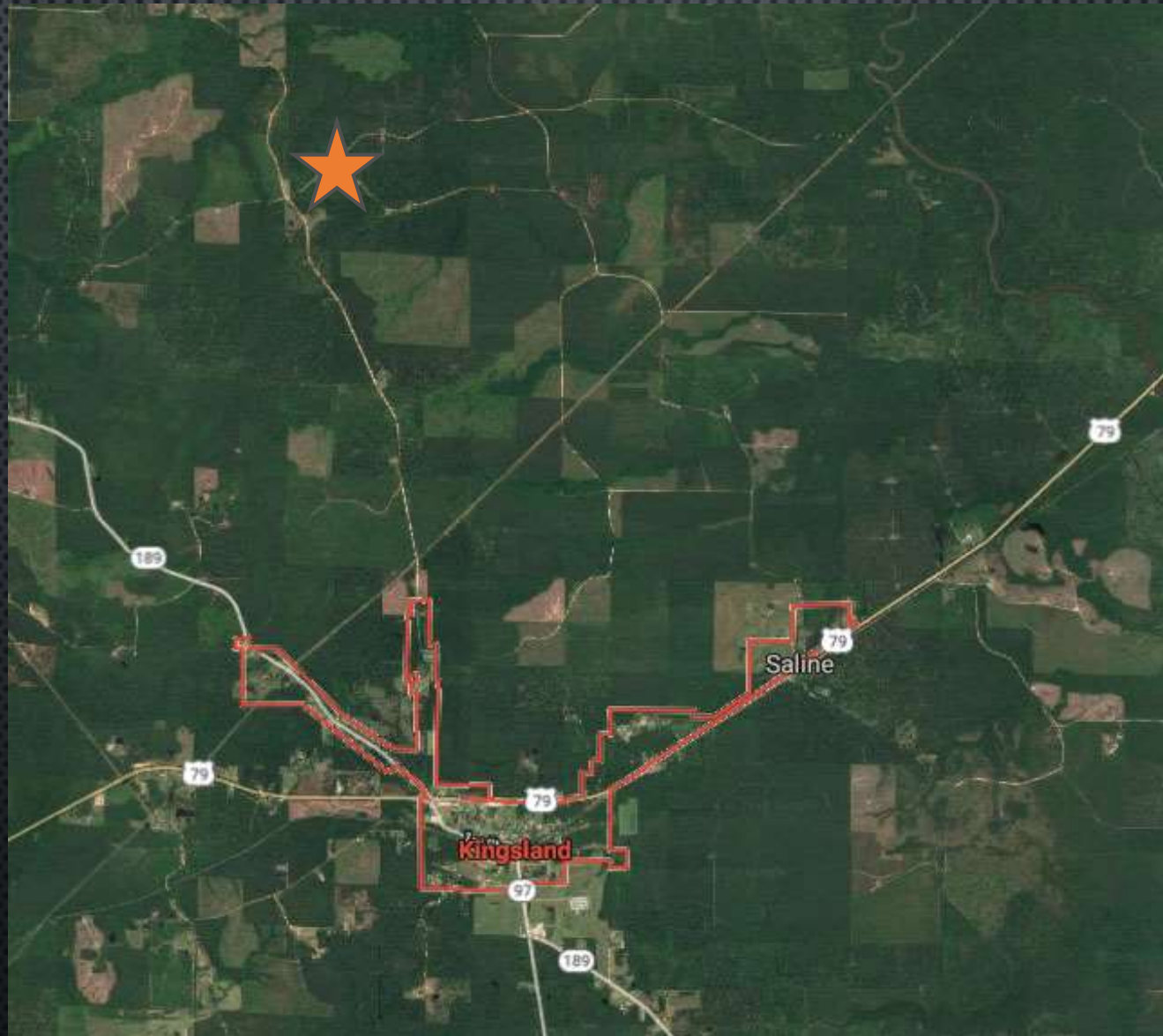
- Birthplace of Johnny Cash
- Birthplace of Paul "Bear" Bryant
- Site of the Civil War Battle of Marks Mill



Johnny "J.R." Cash's Cleveland County Connections

- Born Feb. 26, 1932 at Cross Roads community north of Kingsland
- Parents: Ray Cash (Rison native) and Carrie Rivers Cash (Kingsland native)
- Family moved from Kingsland to Dyess in 1935 as part of a New Deal farming colony
- Made several trips back to Cleveland County to visit relatives as both a youth and adult
- Performed a Bicentennial Concert at the Rison High School football field in 1976
- Many relatives still remain in the county

Johnny Cash Birthplace - Cross Roads Community



Cross Roads Community Today



Current local tributes to Johnny Cash



Johnny Cash marker in Kingsland after installation



Johnny Cash visits to Cleveland County

Johnny Cash and Johnny Horton visit Kingsland in 1959



Johnny Cash visits to Cleveland County

Old Kingsland Post Office today



Johnny Cash visits to Cleveland County

Train visit to Kingsland and Rison for Bicentennial Concert



Johnny Cash visits to Cleveland County

Train visit to Kingsland and Rison for Bicentennial Concert



Johnny Cash visits to Cleveland County

Family Reunions at Rison Legion Hut



Johnny with his Aunt Mabel McKinney and Father Ray Cash during 1970 visit



Johnny poses with some young relatives during a 1977 visit

Our Plans To Promote Johnny Cash and Other Historical Assets Moving Forward

- Work with the Johnny Cash Family Trust to develop a new center dedicated solely to his birthplace and family ties to Kingsland and Cleveland County.
- We are currently working with Breakthrough Solutions partner Ed Levy with Cromwell Architects Engineers on a design for a building

Our Plans To Promote Johnny Cash and Other Historical Assets Moving Forward

- In the interim, develop a small local history museum at the Roy Sturgis Fine Arts Building that was part of the Kingsland School campus
- This museum will promote the area's affiliation with not only Johnny Cash, but also Paul "Bear" Bryant, the Roy Sturgis Family and other significant people from the Kingsland and Cleveland County

Our Plans To Promote Johnny Cash and Other Historical Assets Moving Forward

- Develop a Johnny Cash "Geocache" Trail in Cleveland County that will take visitors to sites within the county that have ties to Johnny Cash
- Destinations will include his birthplace, the Old Kingsland Post Office, his parade route along Main Street in Downtown Rison, the football field where he performed his Bicentennial Concert, and other other sites.