



**Arkansas Overlooked Treasure !
One of the state's prettiest and most
convenient locales**



***Dave Boliek, Perry County Chamber of
Commerce***



Perry County, Arkansas



General Demographics

Population 10,245 (-1.9% from 2010)

22% under 18

18% over 65

60% between 18 and 65

White – 95%

Hispanic – 3%

Black -2%

3,903 Households

79.5% Home Ownership

Median home value \$77,700

Average travel time to work – 35-minutes

Median Household Income - \$42,455

Private nonfarm establishments – 107

Private nonfarm employment ----- 816





Countywide Strategic Initiative

Branding

Tourism

Residential Development/Jobs





Why Branding?

We know all about us...
not everyone else does.

Most common remark:

“I’ve driven through there... seems
like a nice place.”

Perry County, Arkansas



How do folks see Perry County?
We took a survey.

Perry County, Arkansas



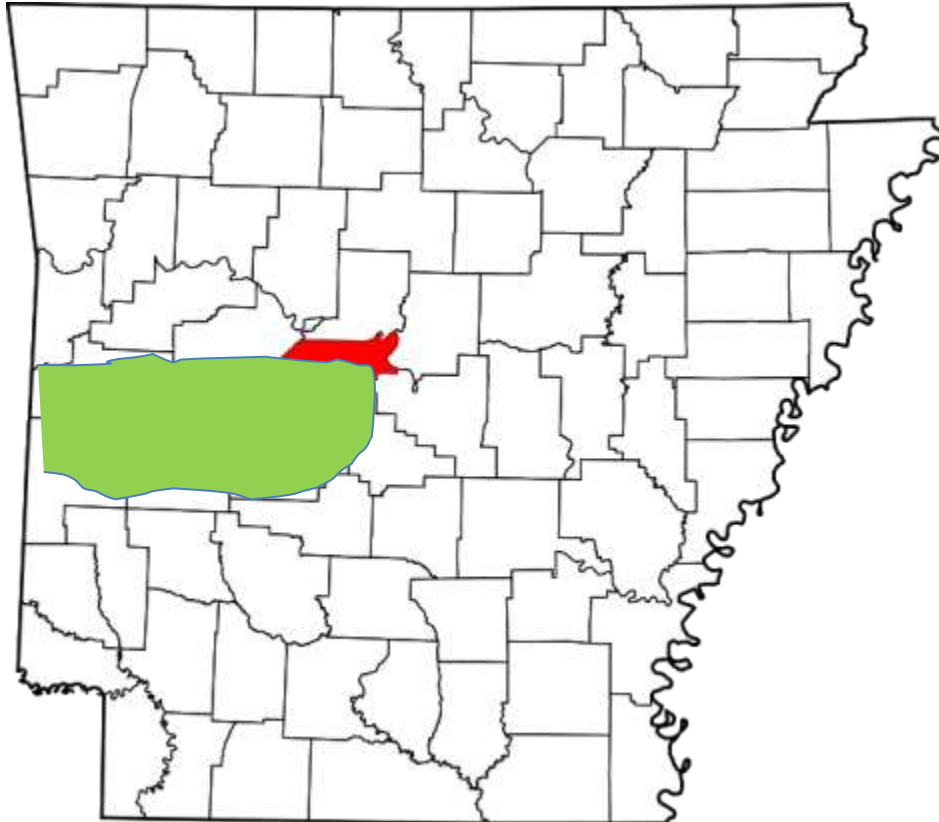
Why Tourism?

More natural activities than nearly any other county... and close to population centers.

Perry County, Arkansas



Gateway to the Ouachitas

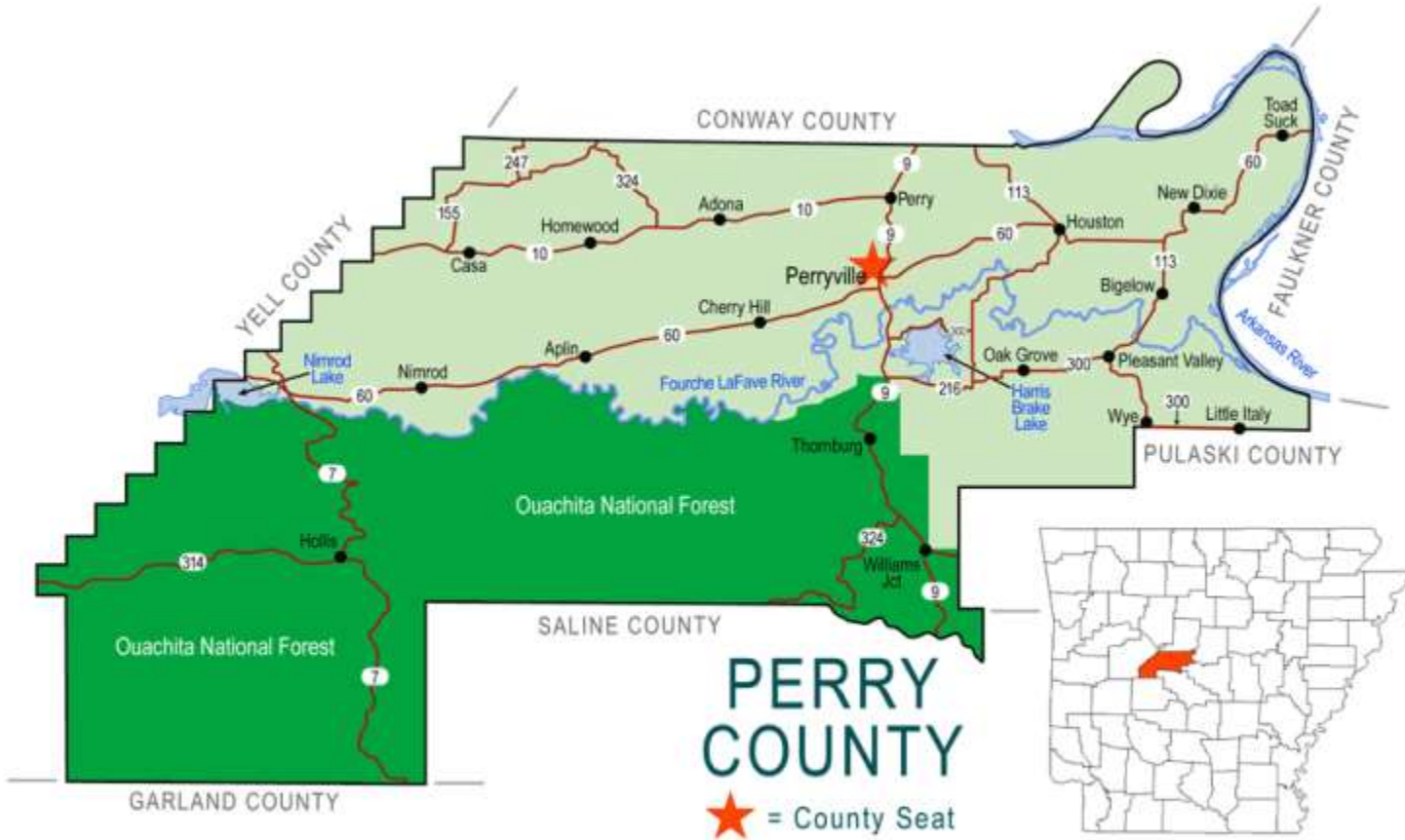


Gateway to the Ouachitas



PERRY COUNTY

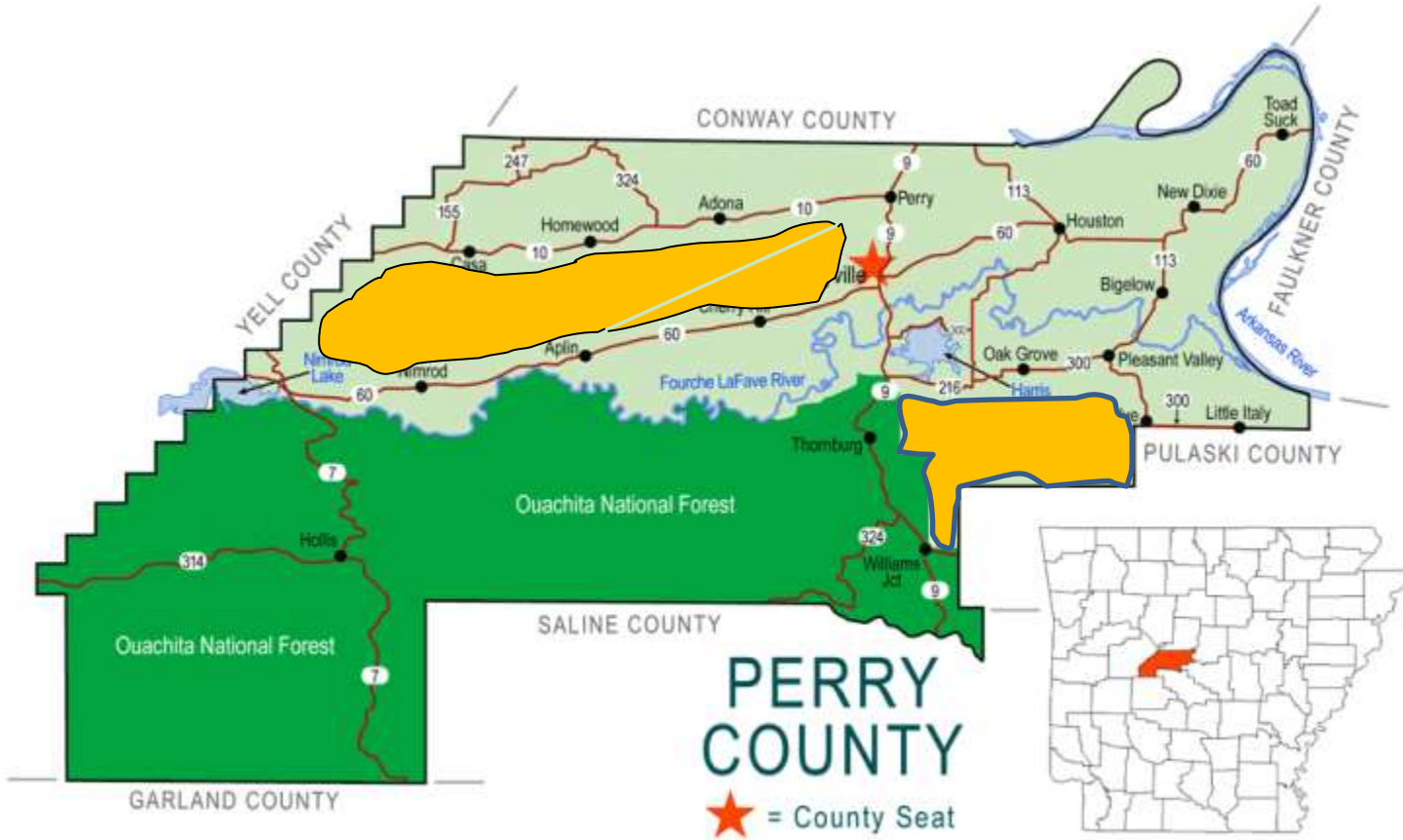
AREA CHAMBER OF COMMERCE





PERRY COUNTY

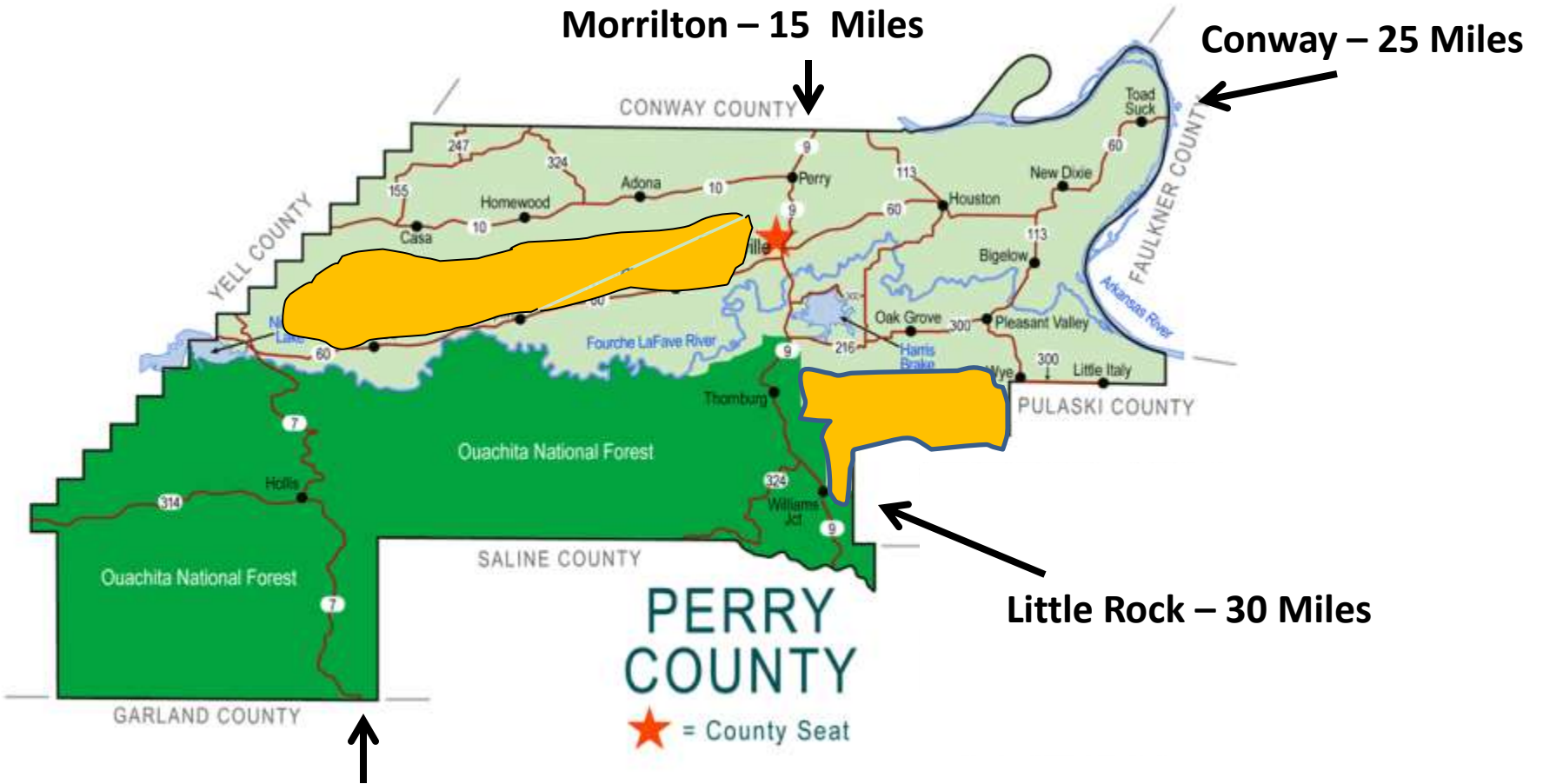
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Morrilton – 15 Miles

Conway – 25 Miles



Little Rock – 30 Miles

Hot Springs – 20 Miles

PERRY COUNTY
★ = County Seat



Current Tourism Impact

	<u>Perry County</u>	<u>Tri-Peaks Region</u>	<u>Statewide</u>
Travel Expenditures	\$20,339,000	\$259,356,000 - 7.8%	\$6,698,501,000 - 0.3%
Travel Payroll	\$ 2,839,000	\$ 40,768,000 - 7.0%	\$1,209,926,000 - 0.2%
Travel Generated Jobs	129	2,198 - 5.9%	62,005 - 0.2%
Total Visitors	72,641	1,040,605 - 7.0%	25,885,000 - 0.3%



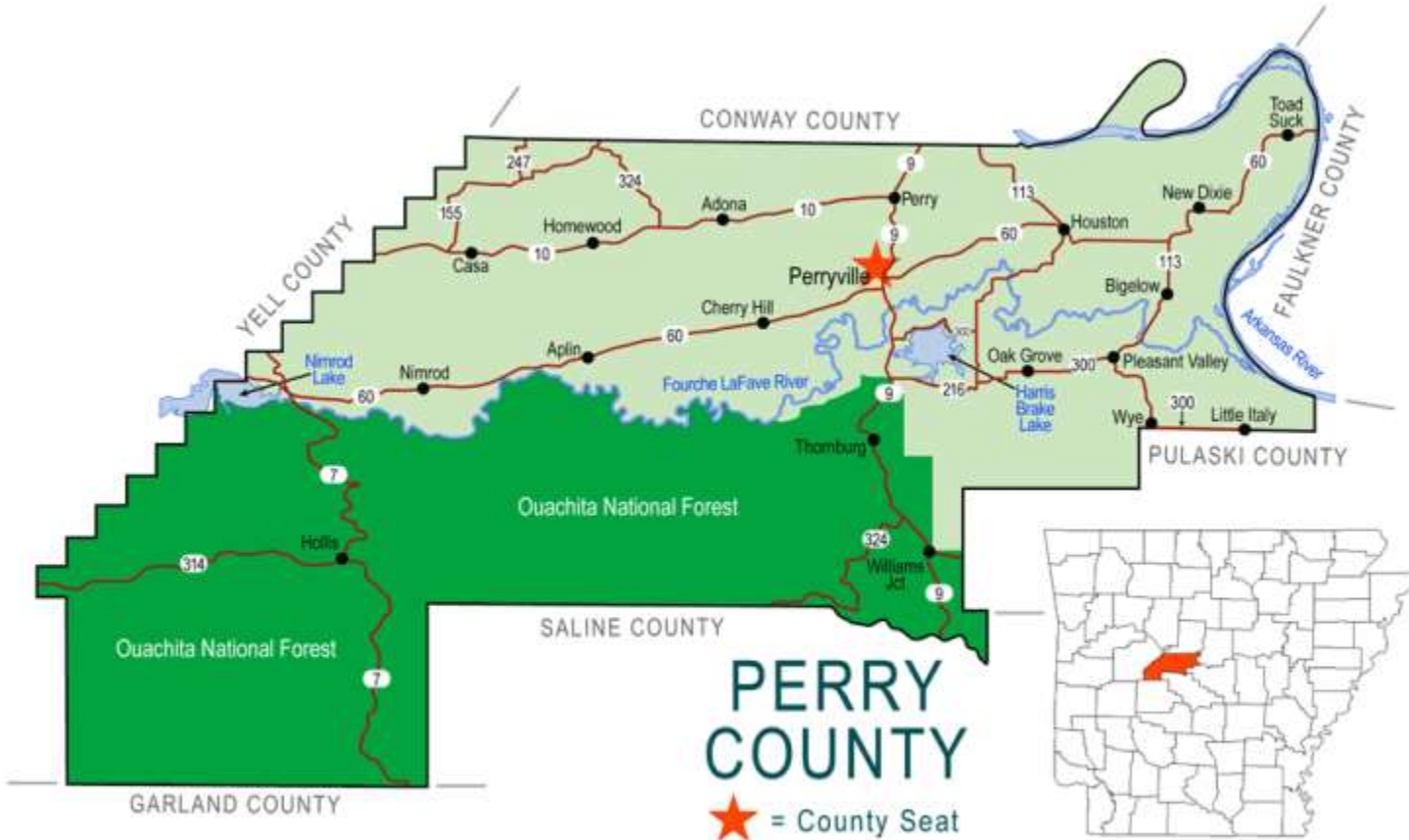
Source: Arkansas Travel and Tourism



U.S. FOREST SERVICE

Caring for the land and serving people

United States Department of Agriculture



**NO
Stats
Available**



Bicycling
Camping
Fishing
Hiking
Horse Riding and Camping
Hunting
Lake Sylvia
Mineral Prospecting
Nature Viewing

OHV Riding and Camping
Outdoor Learning
Picnicking
Rocks and Minerals
Scenic Driving
Target Shooting
Water Activities
Winona Auto Tour



US Army Corps of Engineers

Nimrod Lake – 140,621 Visitors (2012)
Toad Suck Park – 183,799 Visitors (2014)
Total Impact -- 324,420 Visitors



Source: US Army Corps of Engineers



Heifer Ranch Visitors



4079 – Overnight Program

9377 – Day Programs

3528 – Day Programs
(dropin)

767 – Conference Center
Rentals

Total 17,751

Source: Heifer International



May we share a quick, by no means complete, tour of
Perry County?





Harris Brake Lake

Arkansas Game
and Fisheries
lake.



“Hello,
Welcome to
Perry County”





Wye Mountain Daffodil Festival.

Wye Mountain United
Methodist Church





Heifer International Ranch





Heifer Ranch Global Village





Lake Sylvia –
USFS
Recreation
Area





Lake Sylvia – USFS
includes historic
Lake Sylvia Girl
Scout Camp.





Flatside Wilderness Area





Flatside Wilderness Area





Flatside Wilderness Area Forked Mountain Falls



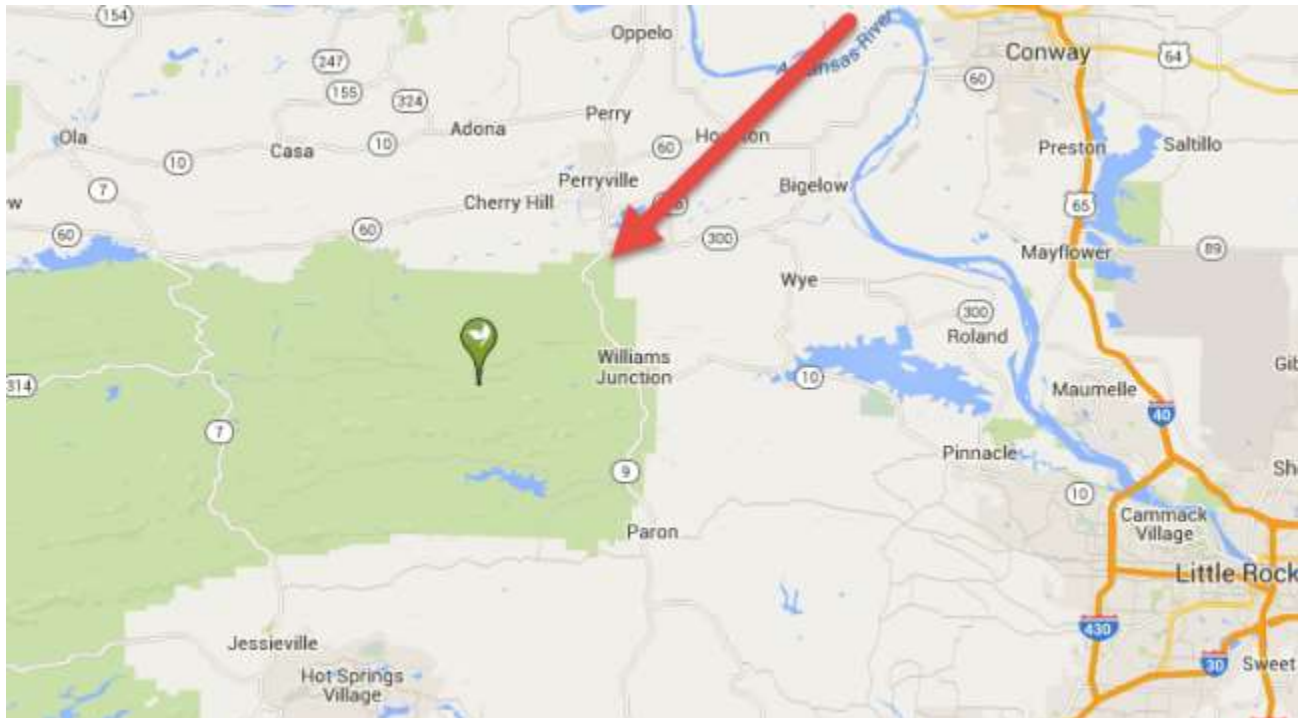


Flatside Wilderness Area





Winona Wildlife Management Area



160,000 acres – moderate to rugged mountain
terrain and narrow valleys
within the Ouachita Mountains



Lake Winona



Winona Scenic Drive

27 Miles – Hwy 9 to Hwy 7



Wildcat
Mountain
Scenic Bike
Trail





Highway 7 Scenic Byway





Cypress Creek Park - Adona





Fourche River Days - Perryville





Why Residential/Jobs?

Nicest place to live in central Arkansas.

Convenient to Little Rock,
Conway, Morrilton, Russellville.

Perry County, Arkansas

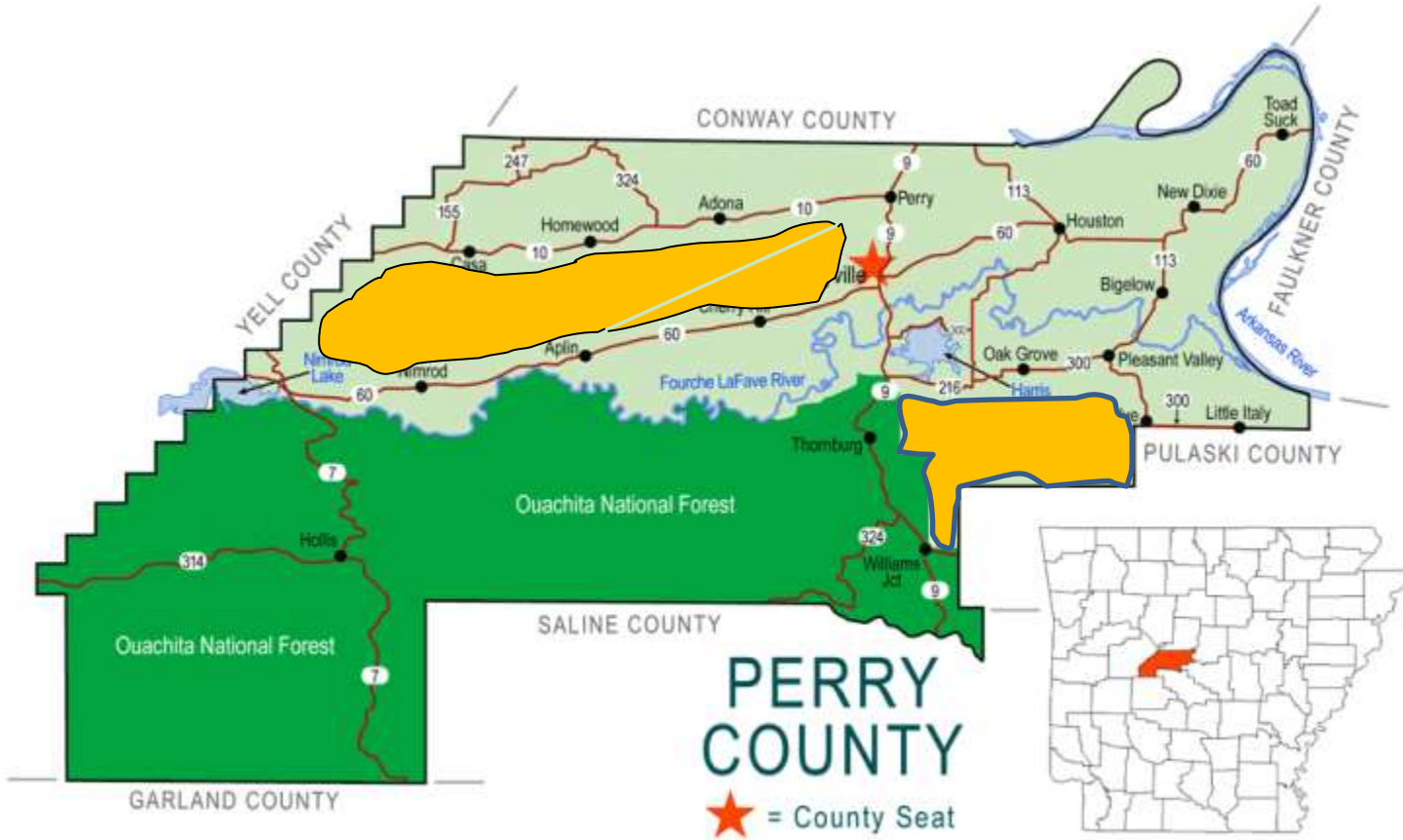


With that kind of
scenery and outdoors
things to do -- who
wouldn't want to live
here?



PERRY COUNTY

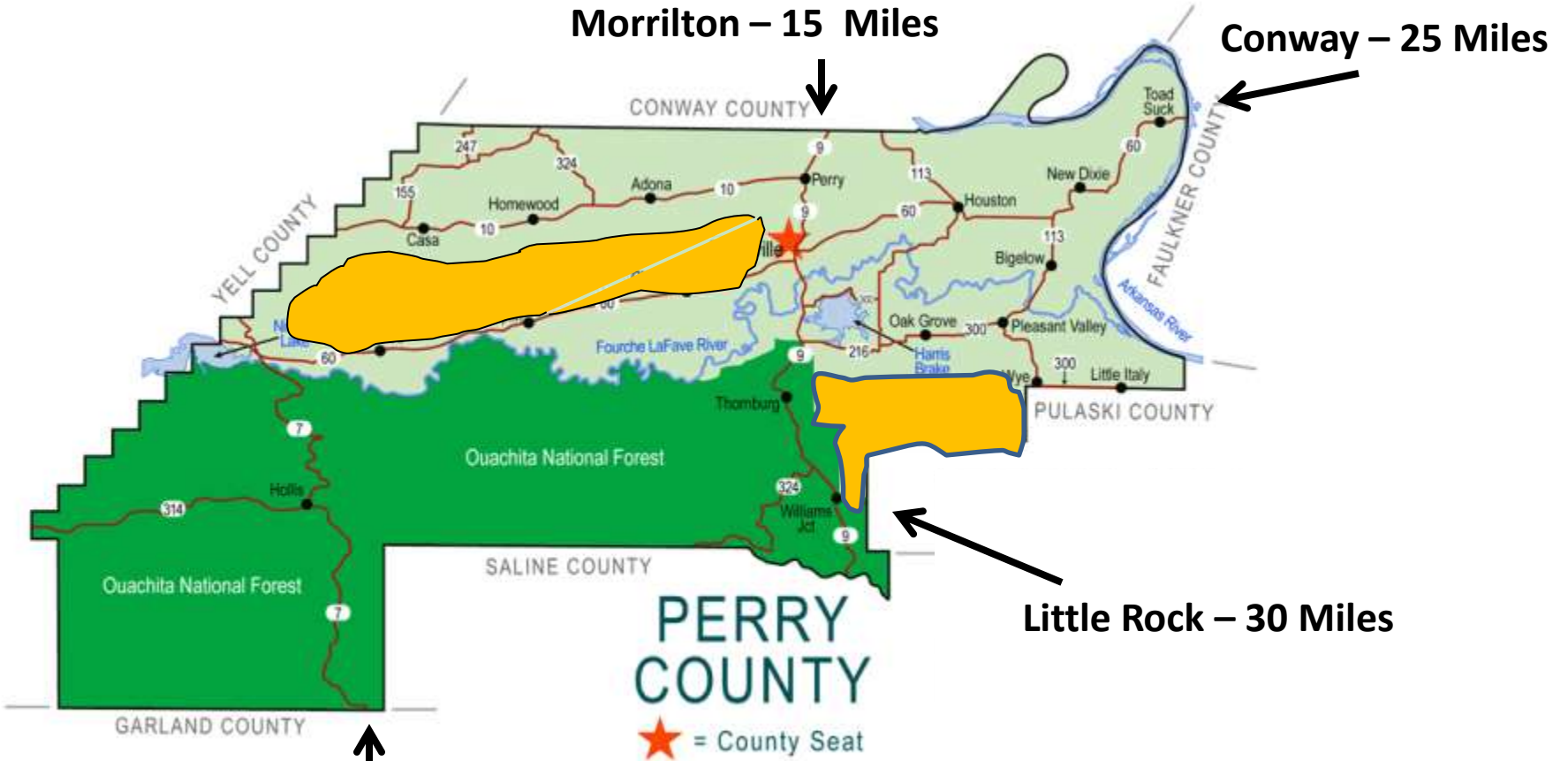
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