



**CREATE**  
BRIDGES



# Introductions



Stands for:

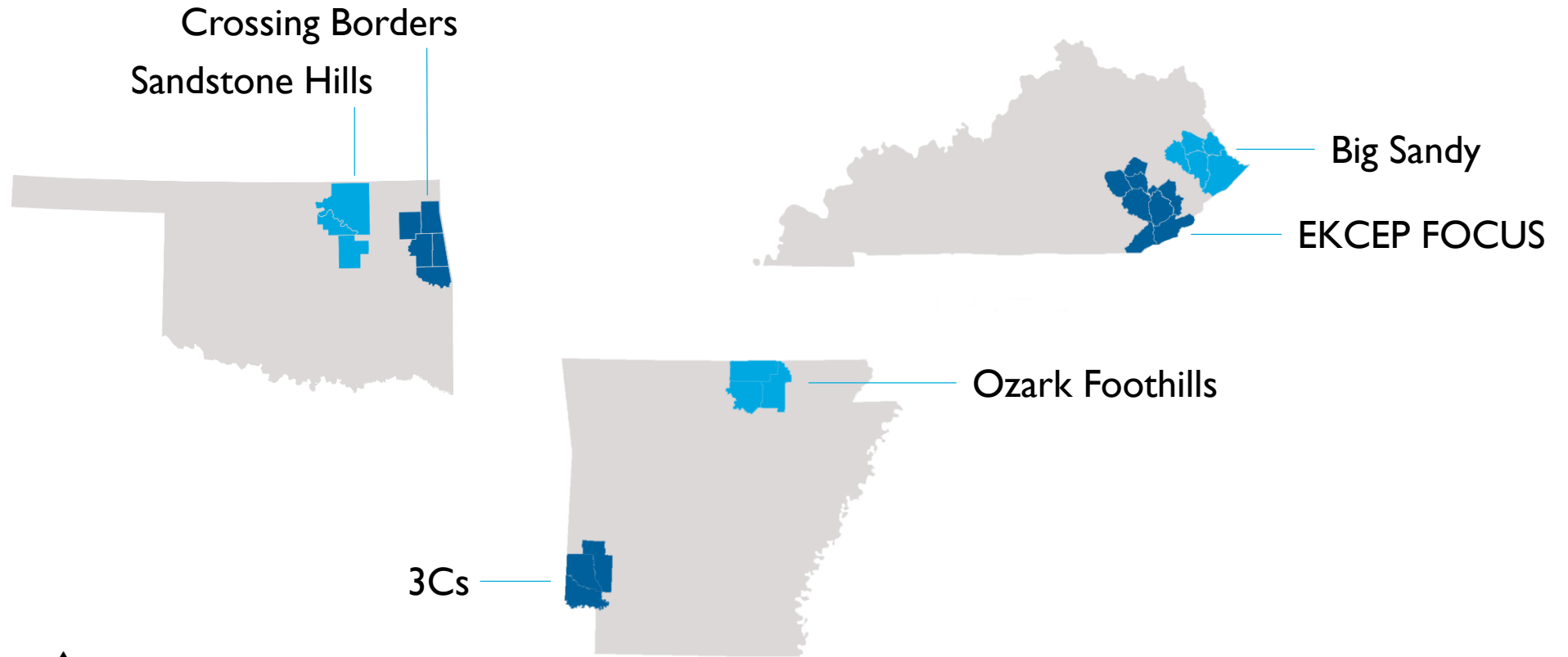
Celebrating **RE**tail, **A**ccommodations, **T**ourism,  
and **E**ntertainment

by

**B**uilding **R**ural **I**nnovations and **D**eveloping  
**G**rowth **E**conomies



# CREATE BRIDGES PARTNERSHIP



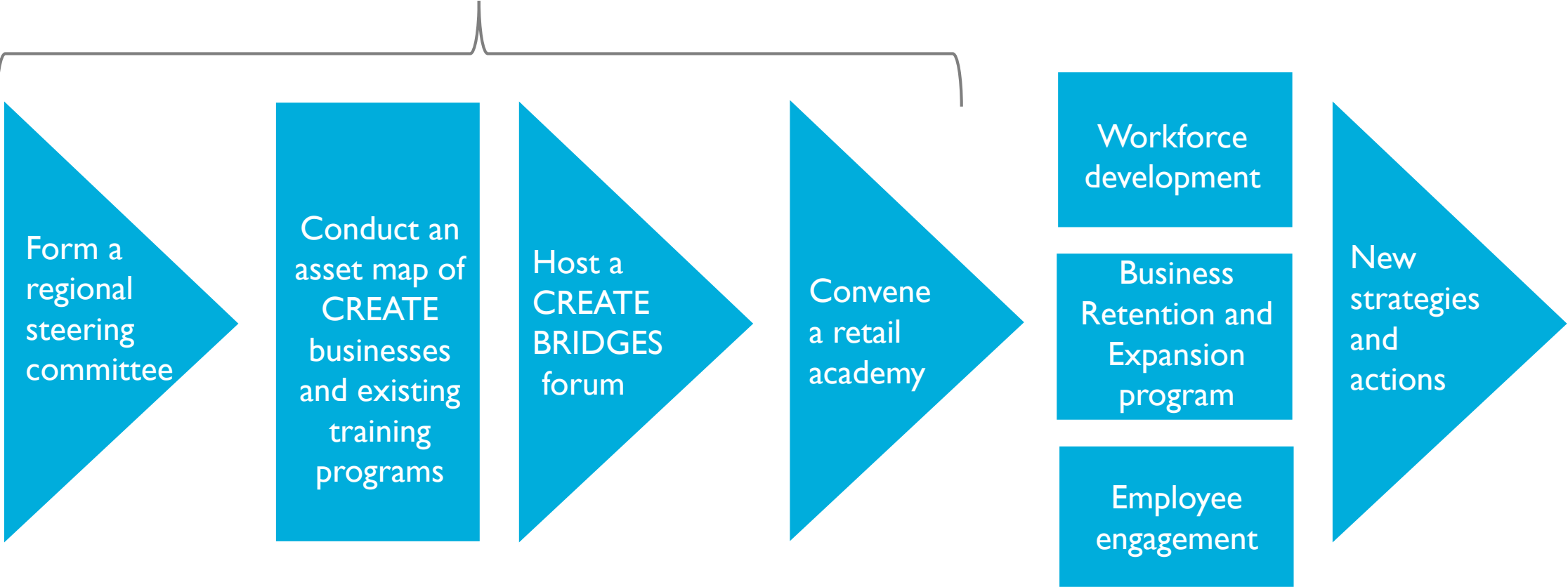
# Purpose of CREATE BRIDGES



- 1. Raise awareness**
- 2. Determine challenges, barriers, and opportunities**
- 3. Develop and implement strategies**



# December – April



# Regional Connections



## What do you shop for in other counties?

Food  
Women's Clothing  
Men's Clothing  
Children's Clothing  
Fast Food  
Nice restaurants  
Hardware  
Mechanics

Drug stores  
Recreation  
Entertainment  
Medical Services  
Furniture  
Appliances  
Retail supplies



# Commuting Patterns



8,129 work in the region

11,492 live in the region



IN-COMMUTERS  
**4,014**



WORK & LIVE IN REGION  
**4,115**



OUT-COMMUTERS  
**7,377**

*In your region, the highest percentage of workers are most likely:*

- Workers ages 30-55 (55%)
- Workers earning between \$15K - \$40K income (44%)
- Workers in all other services (62%)

- Workers ages 30-55 (56%)
- Workers earning between \$15K - \$40K income (46%)
- Workers in all other services (70%)

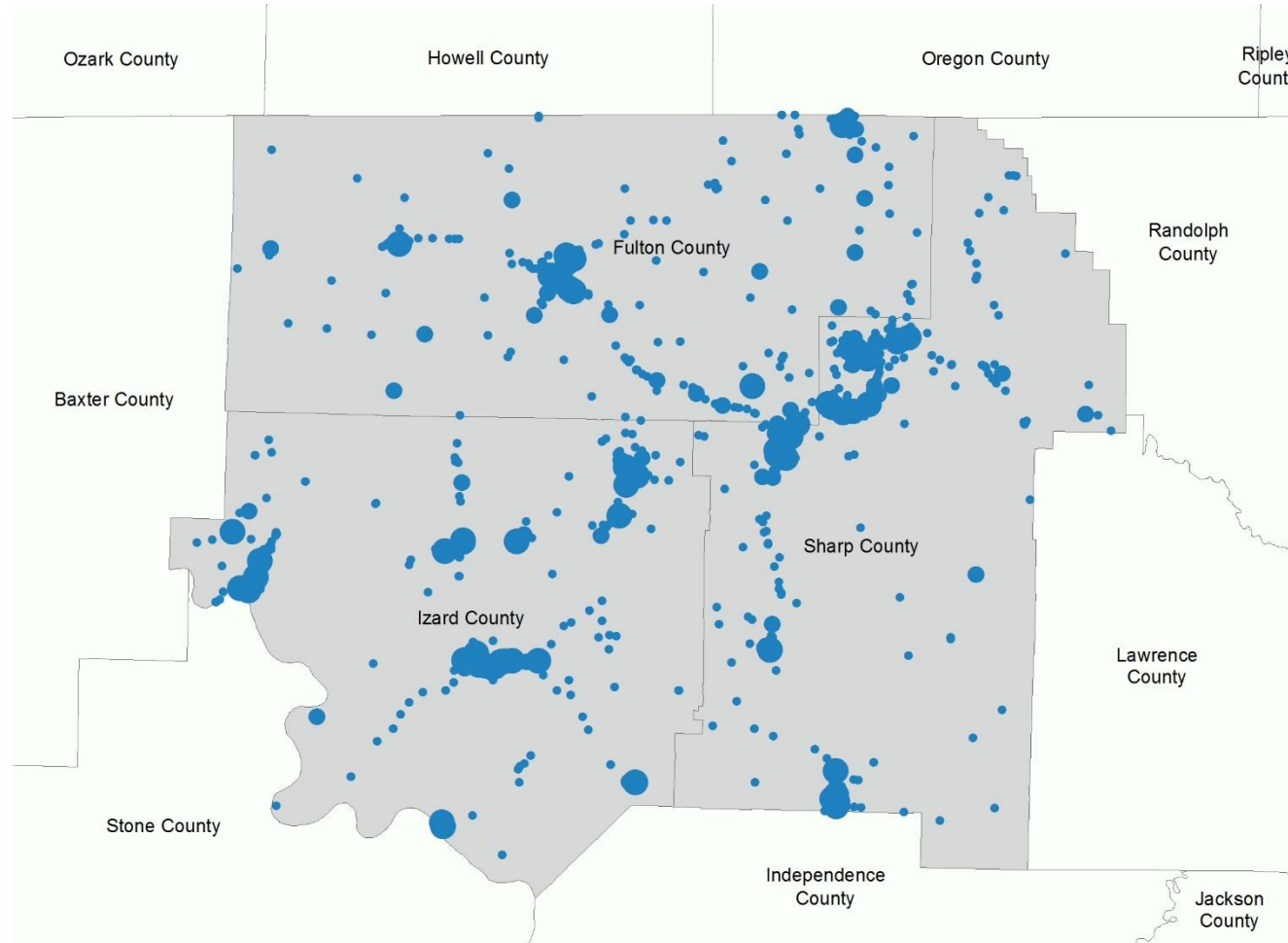
- Workers ages 30-55 (54%)
- Workers earning between \$15K - \$40K income (46%)
- Workers in all other services (56%)

Data Source: On The Map





# Retail Businesses



## Legend

### Business Employment

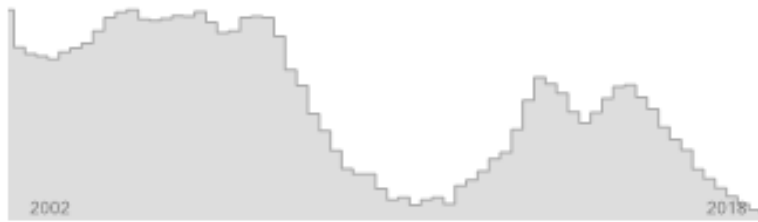
- 1 - 10
- 11 - 25
- > 25



# Retail Industry



## EMPLOYMENT



**1,279**

Regional employment  
**16,599,715** in the nation

## WAGES



**\$24,932**

Avg Wages per Worker  
~~\$32,324~~ in the nation

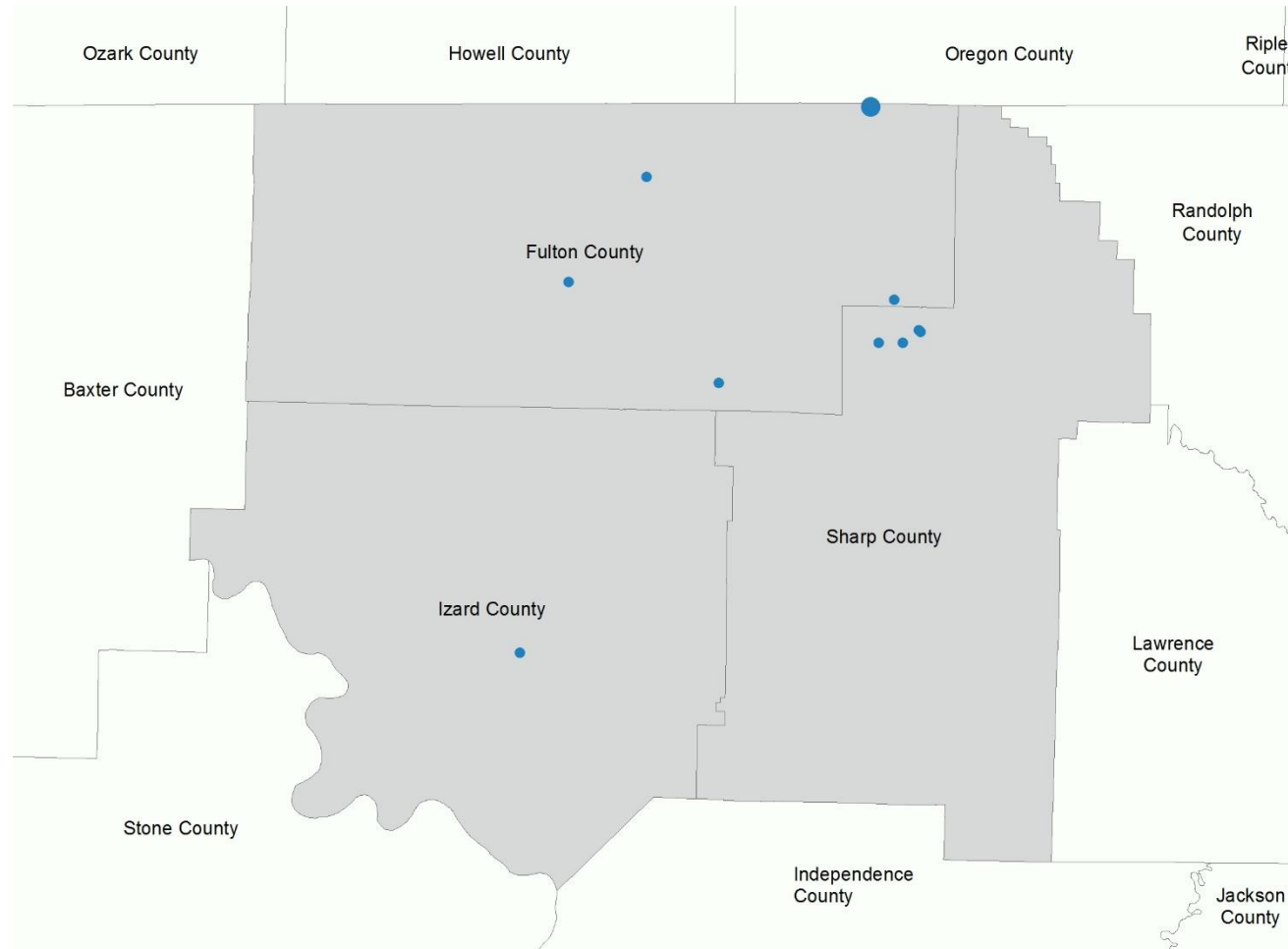
# Retail: Top Five Occupations



<b>Occupation</b>	<b>Employment</b>	<b>Avg. Ann. Wages</b>	<b>Annual Demand</b>
Cashiers	286	\$19,100	51
Retail Salespersons	232	\$24,300	33
First-Line Supervisors of Retail Sales Workers	147	\$34,200	15
Stock Clerks and Order Fillers	111	\$20,400	14
Pharmacy Technicians	39	\$24,200	4



# Entertainment Businesses



## Legend

### Business Employment

- 1 - 10
- 11 - 25



# Entertainment\* Industry



## EMPLOYMENT



**35**

Regional employment  
**1,125,926** in the nation

## WAGES



**\$19,914**

Avg. Wages per Worker  
**\$58,680** in the nation

\* Includes Arts



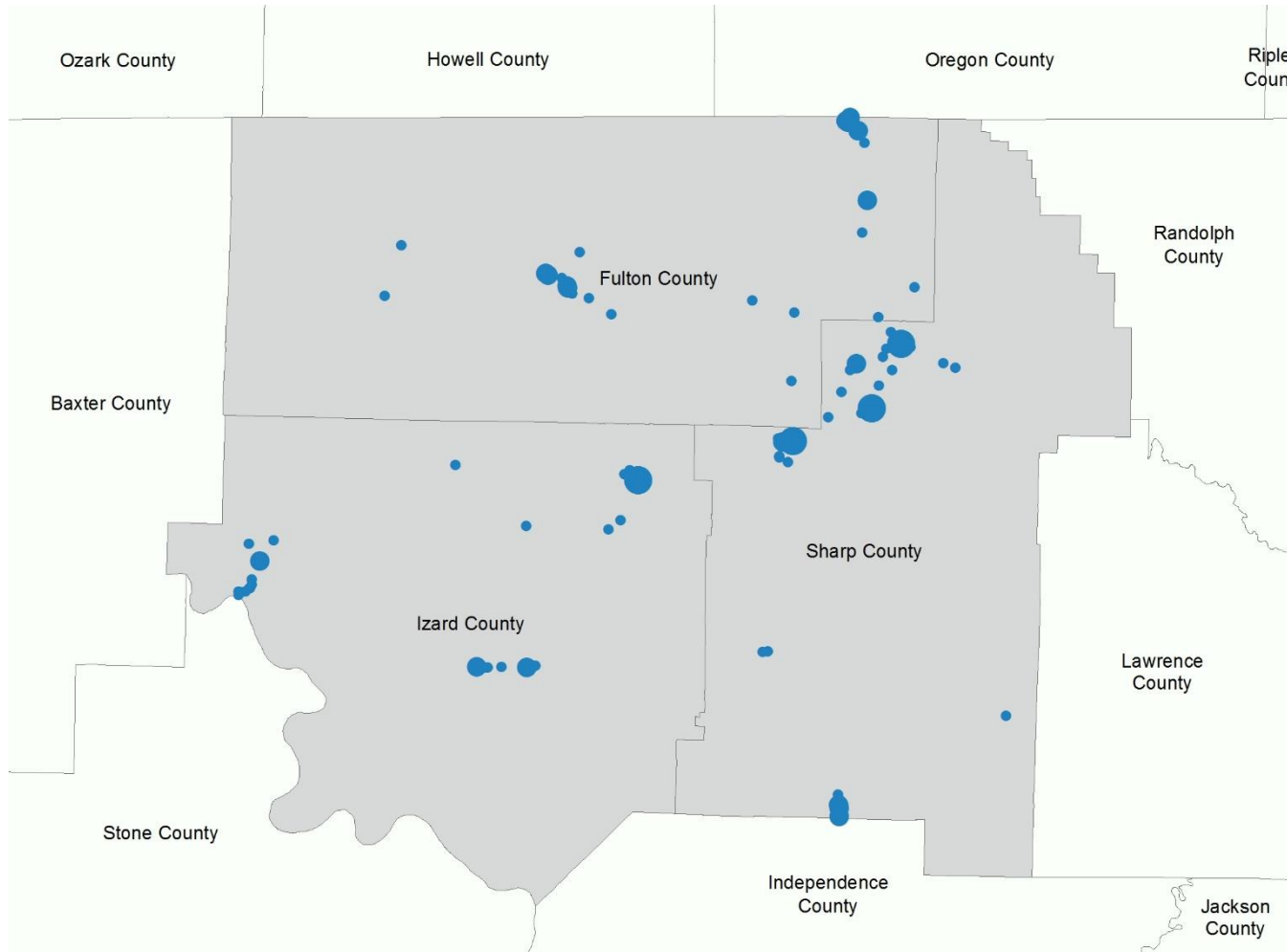
# Entertainment: Top Five Occupations



Occupation	Employment	Avg. Ann. Wages	Annual Demand
Writers & Authors	3	\$36,400	0
Tour Guides & Escorts	2	\$24,800	0
Musicians & Singers	2	\$39,300	0
Landscaping & Groundskeeping Workers	1	\$23,000	0
Multimedia Artists & Animators	1	\$39,200	0



# Accommodation Businesses



## Legend

### Business Employment

- 1 - 10
- 11 - 25
- > 25



# Accommodation\* Industry



## EMPLOYMENT



**648**

Regional employment  
**14,182,666** in the nation

## WAGES



**\$14,529**

Avg. Wages per Worker  
**\$21,796** in the nation

\* Includes Food Services





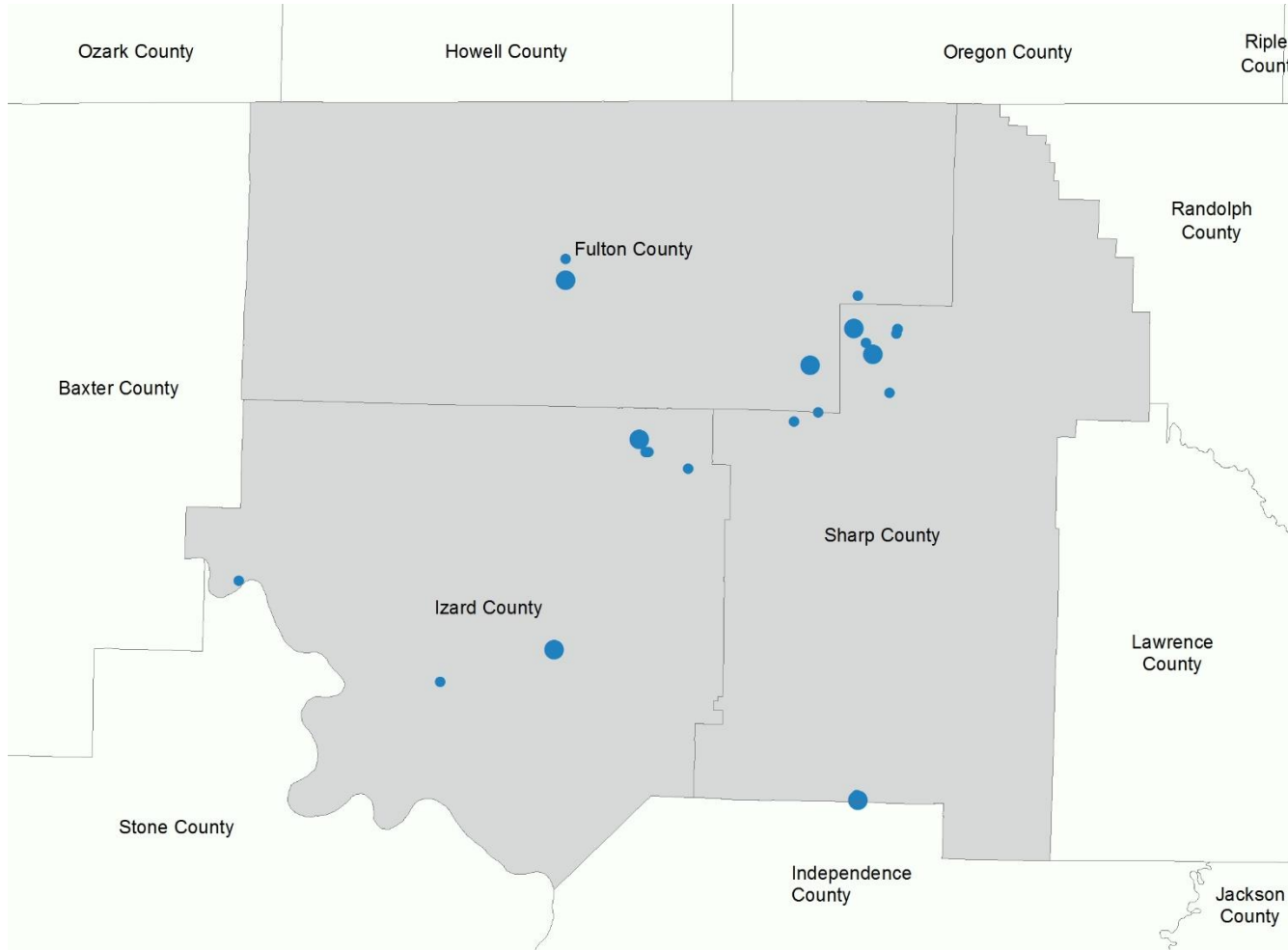
# Accommodation: Top Five Occupations



Occupation	Employment	Avg. Ann. Wages	Annual Demand
Combined Food Preparation and Serving Workers, Including Fast Food	186	\$18,500	36
Waiters and Waitresses	107	\$19,100	20
First-Line Supervisors of Food Preparation and Serving Workers	57	\$20,600	8
Cooks, Restaurant	50	\$25,000	7
Cooks, Fast Food	30	\$18,500	4



# Tourism Businesses



## Legend

### Business Employment

- 1 - 5
- 6 - 10



# Tourism Industry



## EMPLOYMENT



**83**

Regional employment  
**2,258,140** in the nation

## WAGES



**\$14,558**

Avg. Wages per Worker  
**\$28,618** in the nation



# Tourism: Top Five Occupations



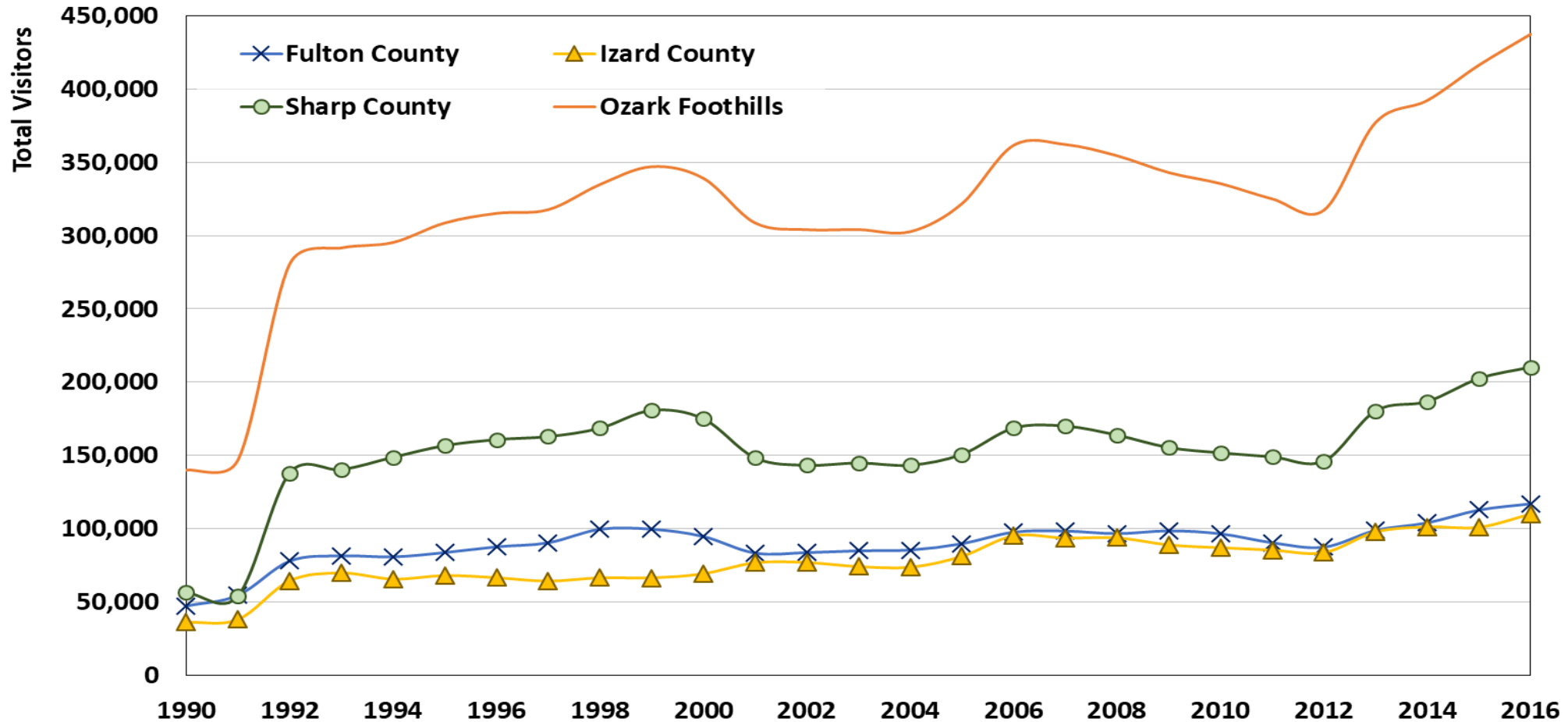
Occupation	Employment	Avg. Ann. Wages	Annual Demand
Landscaping and Grounds keeping Workers	12	\$23,000	1
Amusement and Recreation Attendants	12	\$19,500	3
Waiters and Waitresses	6	\$19,100	1
Maintenance and Repair Workers	3	\$28,500	0
Coaches and Scouts	3	\$34,800	0
General and Operations Managers	3	\$55,700	0
Childcare Workers	3	\$18,600	0



# Tourism Industry



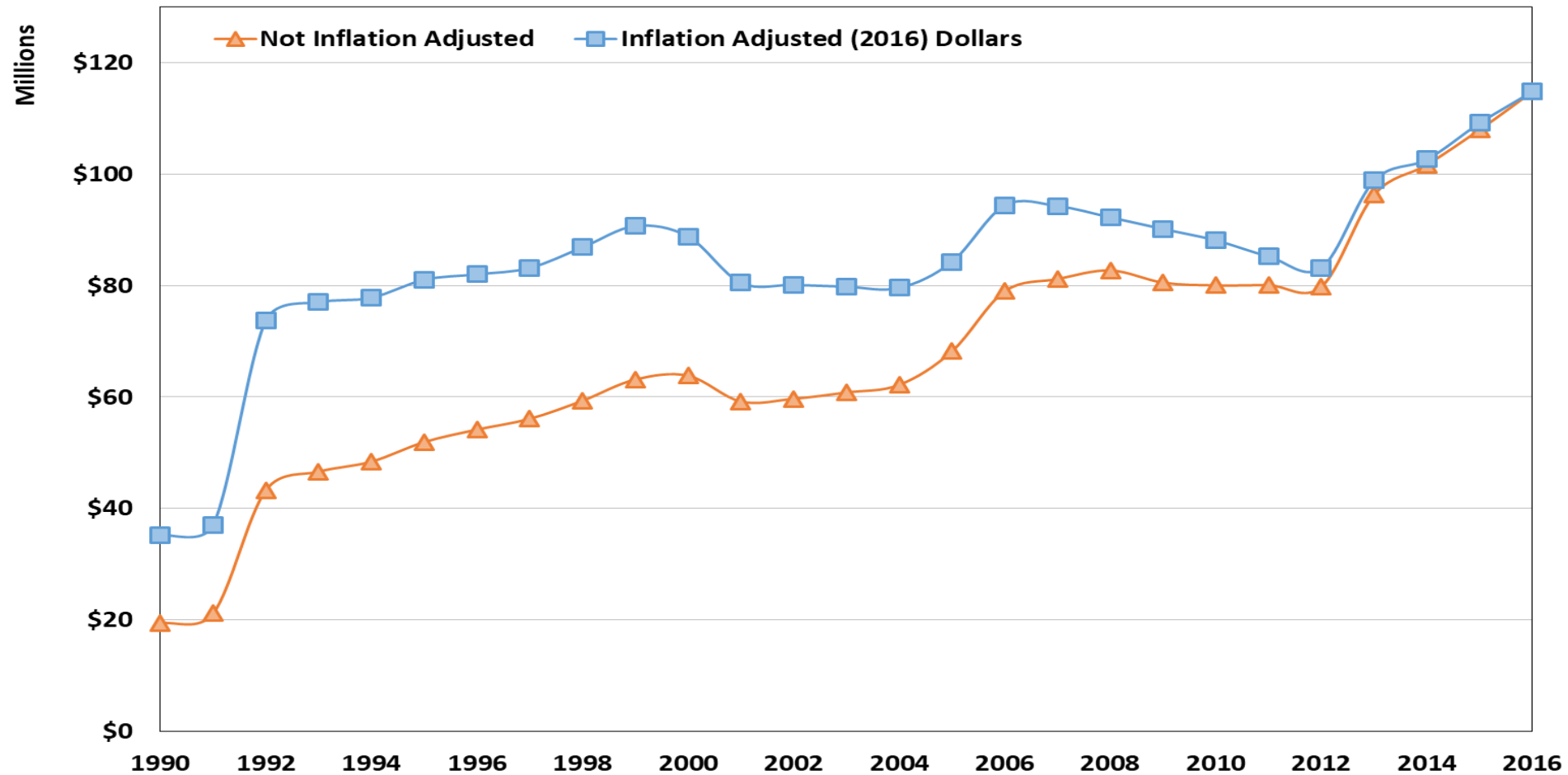
Ozark Foothills Region Visitors by County, 1990-2016



# Tourism Industry



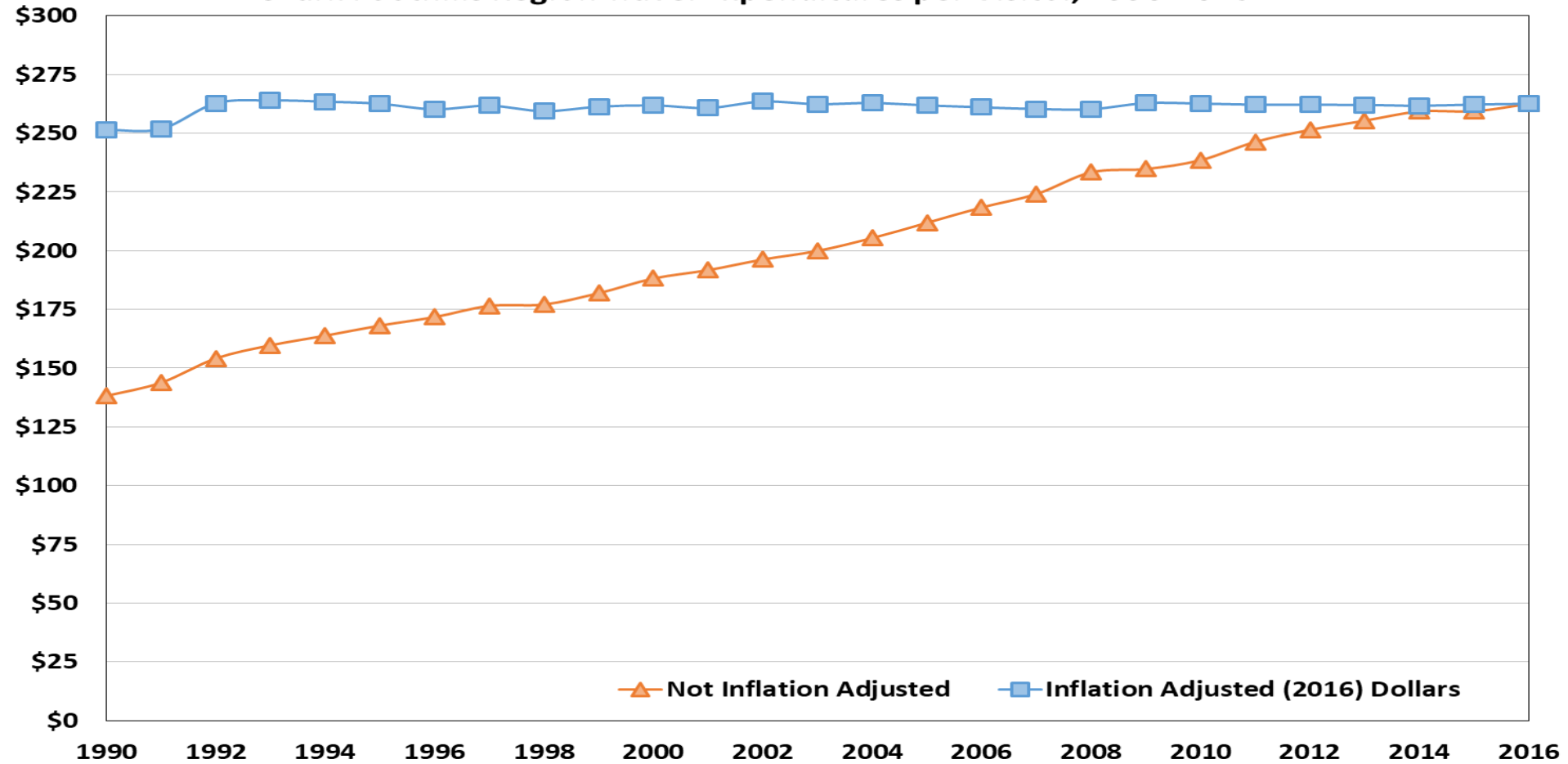
Ozark Foothills Region Total Travel Expenditures, 1990-2016



# Tourism Industry



Ozark Foothills Region Travel Expenditures per Visitor, 1990-2016



# Top Five Skills Needed



## Retail

Customer and Personal Service  
Sales and Marketing  
Administration and Management  
Oral Expression  
Persuasion

## Accommodation

Customer and Personal Service  
Food Production  
Public Safety and Security  
Oral Comprehension  
Oral Expression

## Entertainment

Customer and Personal Service  
Public Safety and Security  
Problem Sensitivity  
Static Strength  
Far Vision

## Tourism

Customer and Personal Service  
Stamina  
Gross Body Coordination  
Instructing  
Administration and Management





# Top Five Skills Needed



What information stands out for you?

What information would you share with others?

# The Role Businesses Play



What employee support are you providing?



# The Role Businesses Play



How has training helped businesses?

How can it help your business?



# Business Retention and Expansion

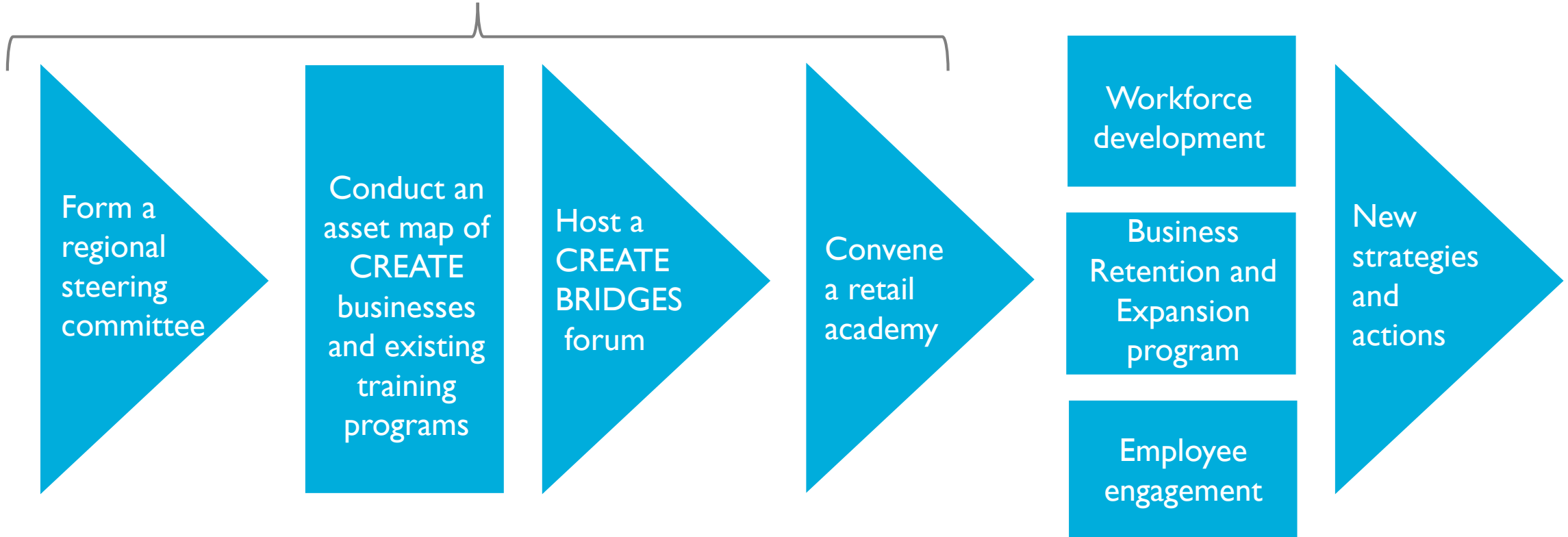


# Business Retention and Expansion



# Next Steps

You are here



# Questions?

# Data Sources



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- Miller, Wayne. (2019). Arkansas Rural Profile. [www.uaex.edu/ruralprofile](http://www.uaex.edu/ruralprofile)







## Ozark Foothills Region Contacts

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Link to Rural Profile of Arkansas:  
<https://www.uaex.edu/RuralProfile>

