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

Dave Boliek, Perry County Chamber of Commerce
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
Morrilton – 15 Miles
Conway – 25 Miles
Little Rock – 30 Miles
Hot Springs – 20 Miles
## Current Tourism Impact

<table>
<thead>
<tr>
<th></th>
<th>Perry County</th>
<th>Tri-Peaks Region</th>
<th>Statewide</th>
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</thead>
<tbody>
<tr>
<td>Travel Expenditures</td>
<td>$20,339,000</td>
<td>$259,356,000</td>
<td>$6,698,501,000</td>
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<tr>
<td>Travel Payroll</td>
<td>$ 2,839,000</td>
<td>$ 40,768,000</td>
<td>$1,209,926,000</td>
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<tr>
<td>Travel Generated Jobs</td>
<td>129</td>
<td>2,198</td>
<td>62,005</td>
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<tr>
<td>Total Visitors</td>
<td>72,641</td>
<td>1,040,605</td>
<td>25,885,000</td>
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</tbody>
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Source: Arkansas Travel and Tourism
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
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
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
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?