Introductions
CREATE BRIDGES

Stands for:

Celebrating RETail, Accommodations, Tourism, and Entertainment

by

Building Rural Innovations and Developing Growth Economies
CREATE BRIDGES PARTNERSHIP

Crossing Borders
Sandstone Hills

Big Sandy
EKCEP FOCUS

Ozark Foothills

3Cs
Purpose of CREATE BRIDGES

1. Raise awareness

2. Determine challenges, barriers, and opportunities

3. Develop and implement strategies
December – April

- Form a regional steering committee
- Conduct an asset map of CREATE businesses and existing training programs
- Host a CREATE BRIDGES forum
- Convene a retail academy
  - Workforce development
  - Business Retention and Expansion program
  - Employee engagement
- New strategies and actions
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 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

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Cashiers</td>
<td>286</td>
<td>$19,100</td>
<td>51</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>232</td>
<td>$24,300</td>
<td>33</td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>147</td>
<td>$34,200</td>
<td>15</td>
</tr>
<tr>
<td>Stock Clerks and Order Fillers</td>
<td>111</td>
<td>$20,400</td>
<td>14</td>
</tr>
<tr>
<td>Pharmacy Technicians</td>
<td>39</td>
<td>$24,200</td>
<td>4</td>
</tr>
</tbody>
</table>
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
<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Writers &amp; Authors</td>
<td>3</td>
<td>$36,400</td>
<td>0</td>
</tr>
<tr>
<td>Tour Guides &amp; Escorts</td>
<td>2</td>
<td>$24,800</td>
<td>0</td>
</tr>
<tr>
<td>Musicians &amp; Singers</td>
<td>2</td>
<td>$39,300</td>
<td>0</td>
</tr>
<tr>
<td>Landscaping &amp; Groundskeeping Workers</td>
<td>1</td>
<td>$23,000</td>
<td>0</td>
</tr>
<tr>
<td>Multimedia Artists &amp; Animators</td>
<td>1</td>
<td>$39,200</td>
<td>0</td>
</tr>
</tbody>
</table>
Accommodation Businesses

Legend

Business Employment

- ▼ 1 - 10
- • 11 - 25
- ○ > 25

Ozark County
Howell County
Oregon County
Ripley County

Baxter County

Fulton County

Izard County

Sharp County

Independence County

Jackson County

Randolph County

Lawrence County

Stone County
Accommodation* Industry

**EMPLOYMENT**

648
Regional employment
14,182,666 in the nation

**WAGES**

$14,529
Avg. Wages per Worker
$21,786 in the nation

* Includes Food Services
## Accommodation: Top Five Occupations

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<tr>
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</thead>
<tbody>
<tr>
<td>Combined Food Preparation and Serving Workers, Including Fast Food</td>
<td>186</td>
<td>$18,500</td>
<td>36</td>
</tr>
<tr>
<td>Waiters and Waitresses</td>
<td>107</td>
<td>$19,100</td>
<td>20</td>
</tr>
<tr>
<td>First-Line Supervisors of Food Preparation and Serving Workers</td>
<td>57</td>
<td>$20,600</td>
<td>8</td>
</tr>
<tr>
<td>Cooks, Restaurant</td>
<td>50</td>
<td>$25,000</td>
<td>7</td>
</tr>
<tr>
<td>Cooks, Fast Food</td>
<td>30</td>
<td>$18,500</td>
<td>4</td>
</tr>
</tbody>
</table>
Tourism Businesses
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

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Landscaping and Grounds keeping Workers</td>
<td>12</td>
<td>$23,000</td>
<td>1</td>
</tr>
<tr>
<td>Amusement and Recreation Attendants</td>
<td>12</td>
<td>$19,500</td>
<td>3</td>
</tr>
<tr>
<td>Waiters and Waitresses</td>
<td>6</td>
<td>$19,100</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance and Repair Workers</td>
<td>3</td>
<td>$28,500</td>
<td>0</td>
</tr>
<tr>
<td>Coaches and Scouts</td>
<td>3</td>
<td>$34,800</td>
<td>0</td>
</tr>
<tr>
<td>General and Operations Managers</td>
<td>3</td>
<td>$55,700</td>
<td>0</td>
</tr>
<tr>
<td>Childcare Workers</td>
<td>3</td>
<td>$18,600</td>
<td>0</td>
</tr>
</tbody>
</table>
Tourism Industry

Ozark Foothills Region Total Travel Expenditures, 1990-2016

- Not Inflation Adjusted
- Inflation Adjusted (2016) Dollars

Millions

- $120
- $100
- $80
- $60
- $40
- $20
- $0

Tourism Industry

Ozark Foothills Region Travel Expenditures per Visitor, 1990-2016

- Not Inflation Adjusted
- Inflation Adjusted (2016) Dollars

Expenses over time from 1990 to 2016, showing a general increase in expenditure per visitor.
## 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

Share your story!
Next Steps

Form a regional steering committee

Conduct an asset map of CREATE businesses and existing training programs

Host a CREATE BRIDGES forum

Convene a retail academy

Workforce development

Business Retention and Expansion program

Employee engagement

New strategies and actions
Data Sources


Ozark Foothills Region Contacts

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