



2021-2022
**ECONOMIC
IMPACT
REPORT**





I am pleased to present Main Street Arkansas's biennial economic impact report. This report reflects the tremendous impact of our local programs and the effectiveness of the nationally recognized Main Street Four-Point Approach™ of Organization, Promotion, Design, and Economic Vitality. Our local programs work daily to support small businesses and entrepreneurs, create partnerships, and recruit volunteers to support their efforts to transform their downtowns and commercial districts into strong economic development engines.

Downtown is where we gather, and where we celebrate. Downtown is home to our history, our culture, and our future. Together we will continue to make our downtown spaces the heart of Arkansas's communities.

We look forward to the continued success of our local programs and to expanding access to Main Street Arkansas to other communities in our beautiful state.

— GREG PHILLIPS, DIRECTOR

\$39M

DOWNTOWN
INVESTMENTS

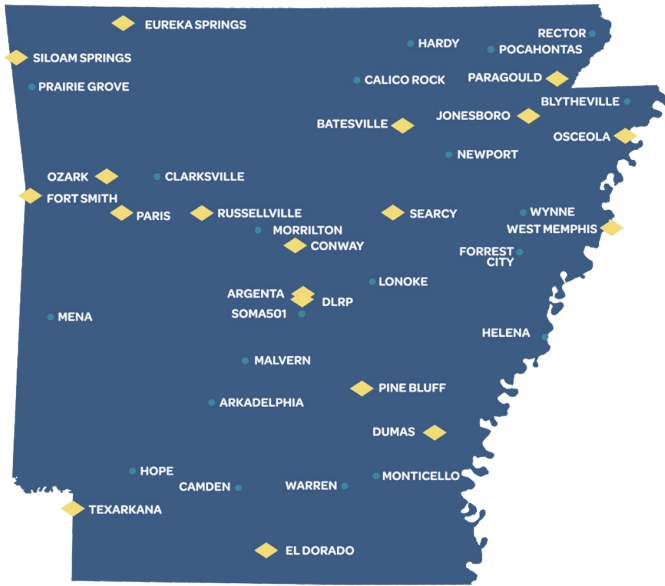
445

NET GAIN
IN JOBS

38K

VOLUNTEER
HOURS

OUR NETWORK



◆ MAIN STREET DESIGNATED PROGRAMS
 ● ARKANSAS DOWNTOWN NETWORK PROGRAMS

Designated Main Street Programs

- ◆ ARGENTA
- ◆ BATESVILLE
- ◆ CONWAY
- ◆ DUMAS
- ◆ EL DORADO
- ◆ EUREKA SPRINGS
- ◆ FORT SMITH
- ◆ JONESBORO
- ◆ DOWNTOWN LITTLE ROCK PARTNERSHIP
- ◆ OSCEOLA
- ◆ OZARK
- ◆ PARAGOULD
- ◆ PARIS
- ◆ PINE BLUFF
- ◆ RUSSELLVILLE
- ◆ SEARCY
- ◆ SILOAM SPRINGS
- ◆ TEXARKANA
- ◆ WEST MEMPHIS

Arkansas Downtown Network Programs

- ARKADELPHIA
- BLYTHEVILLE
- CALICO ROCK
- CAMDEN
- CLARKSVILLE
- FORREST CITY
- HARDY
- HELENA
- HOPE
- LONOKE
- MALVERN
- MENA
- MONTICELLO
- MORRILTON
- NEWPORT
- POCAHONTAS
- PRAIRIE GROVE
- RECTOR
- SoMa501
- WARREN
- WYNNE

MISSION

Main Street Arkansas works to strengthen and preserve historic downtowns and Main Street districts across the state. It provides technical assistance, resources and ongoing education to local programs to help them implement and excel in the Main Street Four-Point Approach™, creating a vivid and vital sense of place.

VISION

2021-2026

In 2030, Main Street Arkansas will be a premiere state coordinating program. The program is known for its expertise in historic preservation, downtown revitalization, small business development and program management. Main Street Arkansas staff are leaders in downtown design and innovative solutions and are the primary resource for downtown economic development. Main Street Arkansas designation is a highly valued and sought-after status by communities.



DESTINATION DOWNTOWN

Main Street Arkansas was proud to host Destination Downtown 2022 in Argenta. Destination Downtown is the south's premier downtown revitalization conference. Every year, Main Street Arkansas partners with Louisiana Main Street and the Mississippi Main street Association to produce this conference, which rotates among the three states. Over 250 people from Arkansas, Louisiana, and Mississippi attended the three-day conference in Argenta. Main Street directors, volunteers, board members, and municipal officials participated in informative sessions, tours, and networking opportunities.

2021 BY THE NUMBERS



44

NET GAIN IN BUSINESSES



182

NET GAIN IN JOBS



18,131

VOLUNTEER HOURS



48

PUBLIC IMPROVEMENT
PROJECTS
\$8,761,507 INVESTED



155

FAÇADE RENOVATION, BUILDING REHAB
& NEW CONSTRUCTION PROJECTS
\$12,240,115 INVESTED

2022 BY THE NUMBERS



48

NET GAIN IN BUSINESSES



263

NET GAIN IN JOBS



20,149

VOLUNTEER HOURS



54

PUBLIC IMPROVEMENT
PROJECTS
\$6,209,374 INVESTED



163

FAÇADE RENOVATION, BUILDING REHAB
& NEW CONSTRUCTION PROJECTS
\$11,803,342 INVESTED

PROGRAM HIGHLIGHTS

MAIN STREET

EUREKA SPRINGS



In with the old *and* the new

The last two years have brought with them an incredible transformation to all aspects of our lives, but throughout that change, those that have thrived are those who have been able to strike a delicate balance between innovation for the everchanging landscape of the future and a tireless support for the roots of their communities. The Main Street Eureka Springs program has perfected that balancing act.

“Downtown Eureka Springs is fortunate to have new businesses yearly while destination businesses thrive”

Jacqueline Wolven
Executive Director

“That mix of old and new creates a vibrant corridor for visitors and the community to explore. You never know what you might find, and that keeps it exciting.” In 2022, the organization shifted its efforts toward entrepreneur development through multiple avenues, including an artist and maker incubation program called OZ INC, which provides guidance on business development, growth and networking opportunities. One success story from that program is Adventure Art, located on Spring Steet, and which offers supplies and painting classes for *plein air* (or outdoor) artists. The owner graduated from the OZ INC Business Incubator and has grown their concept into a rick-and-mortar shop that is quickly becoming a destination business.

As a historic arts community, Main Street Eureka Springs is innovating new ways to engage with local and visiting artists, becoming the first Arkansas community to offer an Urban Sketching group, which meets monthly and brings artists together for an on-location drawing, using a live reference from the community landscape. As the desire for more walkable communities grow, infrastructure and accessibility are at the forefront of new developments for Main Street Eureka Springs. The downtown area is very naturally walkable, and the organization is taking advantage of that, building a walking plan through a partnership with America Walks Arkansas Walking College fellowship to create a path for multi-use experiences through the district. Dovetailing with that effort are the weekly Walk With Us meetings, which bring civic leaders together inside the community to discuss their visions for the space.

In each of their efforts, Main Street Eureka Springs is intentional in enlivening its unique history, geography, and community. In doing so, it has shaped a vibrant, welcoming downtown district that has something for everyone. “In doing so, it has shaped a vibrant, welcoming downtown district that engages the community, and offers something for everyone, “The more we can empower people to be part of the process, the more we will continue that work. There are great ideas out there, and we are excited to continue exploring them with the community leading that effort.”

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