PLANNING FOR PRESERVATION

The Arkansas Historic Preservation Plan 2018-2022

The Department of Arkansas Heritage

Arkansas Historic Preservation Program

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Planning for Preservation

An antebellum home in south Arkansas. A Civil War battlefield in the northwest. A cemetery on Crowley's Ridge. An Indian mound in the Delta. Historic main streets and neighborhoods across the state. These are the places that define us as a state and a people. The Arkansas Historic Preservation Program, a division of the Department of Arkansas Heritage, works to see that these places will be around for future generations to enjoy.

The Arkansas Historic Preservation Program (AHPP) is the division of the Department of Arkansas Heritage charged with preserving the buildings, sites, neighborhoods, and structures that constitute the state's built heritage. The Arkansas Historic Preservation Program documents and registers the state's cultural resource treasures and provides grants, tax credits and technical assistance to help the guardians of these places ensure their survival and leverage investments that pay dividends in skilled employment and enhanced property values locally and statewide. Through the Main Street Arkansas program, the AHPP works to bring new vitality to the historic commercial centers that serve as economic development generators in their communities. The division works with federal, state and local government agencies to protect the past even as we work together toward a prosperous future. The AHPP offers tours, workshops and publications to foster new understanding and appreciation of the places that provide us with tangible links to our past.

Every five years, the staff at the AHPP reviews their work over the previous five-year period, develops and examines information to assess current trends related to Arkansas's historic and cultural properties, and works to develop goals and objectives to guide its efforts for preservation of Arkansas's precious cultural resources as it moves into the next five-year period. The National Historic Preservation Act of 1966 established a national historic preservation program predicated on a partnership between Federal and State governments. In this system, each state takes the lead in the preservation of its historic properties through identification, evaluation, registration, grants, incentives and other programs supported in part by federal grant funds administered by the National Park Service. In 2017-18, the AHPP produced this comprehensive statewide preservation plan, which will be in effect from 2018-2023, as a part of this program. This plan will guide the AHPP's undertakings of the next five years, but also is intended to guide and inform the efforts of others in the state's preservation community.

From top: James E. M. Barkman House, Arkadelphia, Clark County, NRHP 3/8/74; Spring River Bridge, Mammoth Spring vic., Fulton County, NRHP 1/22/14; Old U.S. Post Office, Fayetteville, Washington County, c. 1911, NRHP 8/27/74.

From top: Hotel Seville, Harrison, Boone County, 1929, NRHP (National Register of Historic Places Listed) 5/19/94; Col. Samuel W. Peel House, Bentonville, Benton County, 1875, NRHP 5/4/95; First Methodist Church Christian Education Building, Hot Springs, Garland County, 1963-1965, NRHP 6/7/16

This plan is based on the experience of the AHPP's staff in the field, research-based metrics developed through studies and data collection, and constituent contributions. It includes analysis of the current context for preservation of historic resources in the state—the economic and social pressures and opportunities for practicing preservation in Arkansas—and an exploration of the AHPP's existing programs and potential new initiatives to enhance the quality of life of all Arkansans by preserving our heritage resources. This plan is intended to work in conjunction with the AHPP's annual action plans and its goals and initiatives are informed by the strategic plan and core values of the AHPP's parent agency, the Department of Arkansas Heritage, which are attached as appendices.

In developing the plan, the AHPP sought public participation through community "listening sessions" in six cities and through an online survey, in addition to relying on internal data and expertise. Some areas of strong agreement were clear in the survey and listening session responses. Those points are noted throughout the body of the plan where relevant. The results of the survey and listening session comments are presented in more detail in an appendix to this plan.

Arkansas's Historic Resources: Current Context—Challenges and Opportunities

Strategies for preservation of Arkansas's cultural resources cannot be divorced from the greater societal, political, and economic forces at work in the state and in the nation. Any truly effective program for the preservation of cultural resources must understand, plan for and, where possible, capitalize on the complex relationships between societal forces and the historic environment.

The most significant factors currently affecting historic resources in Arkansas relate to rapidly shifting population patterns and changes in the state's economic landscape. These create challenges and opportunities.

- Population pressures combined with economic growth in some areas may create an environment of rapid change, but can also present an opportunity to encourage

reinvestment in historic downtown commercial districts, historic neighborhoods, and other cultural resources that can serve the needs of a growing population.

- Rapid growth into previously low-density or rural areas can threaten to erase the past if some balance between modern development and heritage values is not encouraged, but incorporation of significant cultural places into new development can enhance quality of life.
- Disinvestment and loss of population in rural areas may result in loss of small town commercial districts, historic cemeteries, or churches without assistance from state or federal programs, so the AHPP must make sure its programs are accessible to constituents in those areas.

Perhaps the most dramatic change in the character of Arkansas over the past 30 years has been its shifting population patterns. The increasing concentration of Arkansas's population from rural to more urbanized areas has, in some areas, literally transformed the landscape. The historic environment has been, and will continue to be, affected by this change.

The concentration of population has been most dramatic in Northwest Arkansas, where the urbanized area was the 15th fastest growing region according to the 2010 U. S. Census. The Census estimates for 2016 showed the area was up 12.8% since the last decennial census in 2010, to a total of 525,032. In the same period, the population of Jonesboro grew by over 7.1%, and the Little Rock Metropolitan Area by 4.6%. The Pine Bluff area saw a loss of 8.1% from 2010-2016, and across Arkansas more counties continued to lose population than gain residents. The AHPP will need to target efforts in these areas of rapid change.

Rapid growth in any population center tends to produce similar patterns that have the potential to affect historic resources. Some of these include the expansion of city size through suburban development, the construction of new infrastructure, such as roads, utility lines, and water systems, potential construction of denser housing options in existing neighborhoods, and changes in the pattern of commercial centers and access to them.

Increasing property values and pressure to construct multi-family housing when population booms can threaten the fabric of existing historic single-family neighborhoods and our communities' unique sense of place. But investment in new construction in existing historic

From top: Bayou Meto (Reed's Bridge) Battlefield, Jacksonville, Pulaski County, 1863, NRHP 12/31/02; Daisy Bates House, Little Rock, Pulaski County, c. 1950s, NHL 1/3/2001; Alderson-Coston House, Malvern, Hot Spring County, 1923, NRHP 5/26/95.

neighborhoods can often be achieved in ways that add value for neighborhood vitality and preserve historic character to enhance Arkansas's quality of life. Without an understanding of the importance of the historic fabric of these districts, these opportunities may be lost. Identifying historic resources in these areas and making local residents aware of the AHPP's programs and services must be a priority.

Suburban development often means new construction and investment in new infrastructure into areas with intact rural churches, barns, archeological sites, cultural landscapes, or valuable cultural properties. These properties and the history they represent are at risk. Educating local policymakers and other constituents on the value of the heritage resources in the areas encompassed by urbanized expansion and working together to formulate strategies for their incorporation into smart planning must be part of the AHPP's strategy in coming years. Historic resources are vital parts of vibrant cities, providing unique in-town shopping areas and authenticity and variety to areas of modern development.

Decentralization of shopping areas and movement of shopping to the suburbs, away from downtowns and neighborhood shopping areas, often occurs with suburban growth. The AHPP's Main Street Arkansas program has had good success in helping urban commercial districts market their unique appeal and retain market share, which in turn helps guarantee preservation of their historic fabric.

There has been an increasing growth in the manufacturing, education and healthcare sectors. Some of the largest major employers in Arkansas include the University of Arkansas for Medical Sciences, Baptist Health, and Arkansas Children's Hospital in Little Rock, Wal-Mart in Bentonville, Tyson Foods in Springdale, the University of Arkansas in Fayetteville, and Arkansas State University in Jonesboro. The education and healthcare industries, in turn, attract additional residents, visitors, and create additional economic activity, which have created a need for additional housing, infrastructure, and commercial development. In some areas, this economic prosperity has created challenges for preservation when the demand for new, multi-family or modern residences has led to tear-downs of historic buildings. In others, there has been success in channeling that prosperity into the revitalization of small historic commercial districts through efforts like the Main Street Arkansas program in conjunction with historic preservation tax credits and the guidance of Certified Local Governments.

Geographically distributed shifts in employment opportunities have had an effect on Arkansas's population patterns. While the mainstay of Arkansas's economy was traditionally agriculture, the economic landscape of the state has changed in recent years. The services sector is now the largest sector of the economy, followed by manufacturing. The drop off in agricultural investment and increased mechanization in the field has meant that this once primary source of employment in rural counties has greatly decreased, although it remains higher than in urban areas. Rural areas lost about the same number of manufacturing jobs in recent years as urban areas, and did not add as many service jobs. While employment in urban areas increases by 2 percent from 2007 to 2015, in rural areas it fell by 3 percent in the same period. Migration to urban areas where a wider variety of employment opportunities may be available has been one result of these conditions.

Loss of job opportunities means tighter personal budgets and, frequently, a lower tax base, which can mean not enough money is available to properly maintain private or public historic buildings. The AHPP tries to bridge the gap by offering assistance with the cost of repairs and

rehabilitation to historic courthouses and historic buildings owned by cities and non-profit organizations through our County Courthouse and Historic Preservation Restoration Grant Programs. These rural areas need special attention from the AHPP. Residents of areas that may need the most help may have never encountered one of our outreach programs and may therefore be unaware of our services.

Loss of population carries other threats. Whether in rural areas or urban, fewer people need fewer houses, fewer commercial buildings, fewer buildings in general. Buildings are frequently abandoned or demolished. Identification of historic resources in these areas for recordation and registration, and promotion of the AHPP's incentive programs to help prioritize the preservation of significant historic buildings and sites in these areas will be essential. Loss of population is often driven by disinvestment in an area and comes hand-in-hand with economic decline, which make these strategies additionally important. Preservation and revitalization of residential and commercial historic districts, and identification and promotion of historic sites, can help to retain and attract residents and draw tourists. The AHPP can help through support of local preservation programs by the Main Street Arkansas and Certified Local Government programs.

Preservation and the Economy

Historic preservation contributes to a healthier economy for all Arkansans. A 2006 study by the Center for Urban Policy Research at the Edward J. Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey, found that **historic preservation contributed over $970 million and 23,000 jobs to Arkansas's economy each year.** The same study found that the Federal Rehabilitation Tax Credit and the AHPP's technical assistance programs play an important role in encouraging and facilitating these historic rehabilitations via AHPP outreach programs. Recent changes in these programs, such as the increase on the per-project cap on Arkansas's state historic rehabilitation tax credits for income producing properties, have spurred even more growth.

The same study found that heritage tourism contributed over $870 million to the state's economy. The heritage tourism industry in Arkansas continues to grow and to play an increasingly important role in the state's economy. Studies indicate that experiencing history and culture are major goals for most tourists and that in many areas cultural resources are the top tourist attractions. Heritage travelers tend to stay longer, and spend more money, according to national studies.

By concentrating on the preservation and marketing of broad ranges of historic properties, visitors to the state may be attracted to smaller communities. For example, towns with historic districts are more likely to attract tourists than those featuring only landmarks or house museums. Support of the preservation of these historic districts through the AHPP's Certified Local Government and Main Street programs is one way the AHPP can contribute to Arkansas's economic prosperity.

The AHPP's program efforts will continue to enhance its contributions to Arkansas's economic strength. AHPP will move to acquire more data on the economic impact of historic preservation and the AHPP's preservation programs through internal tracking, constituent data collection, and economic impact studies as a part of its efforts to maximize the positive impact of its programs on the quality of life of all Arkansans.

Goals and Objectives

The goals and objectives stated here are a distillation of the strategies we think are best calculated to enhance the preservation of Arkansans' heritage treasures. They will form the basic framework for all our work in the next five years.

GOAL

1. **Educate Arkansans about the importance of preserving our heritage and our myriad historic resources.**

   A. Objective --- Increase the public's understanding, awareness, and involvement in historic preservation through education programs and services for all age groups.
   B. Objective --- Encourage the widespread understanding and use of accepted preservation standards and techniques.
   C. Objective --- Develop programs and services that will help local preservation organizations educate their constituencies about available resources.
   D. Objective --- Strive to reach new audiences and bring new constituents to historic preservation.

GOAL

2. **Provide leadership, assistance, and guidance for Arkansans involved in historic preservation activities on all levels.**

   A. Objective --- Increase the availability and scope of technical assistance sources and resources throughout the state through traditional, web-based and social media outlets.
   B. Objective --- Encourage the growth and further development of a statewide preservation network by partnering with local, state, regional, and federal agencies and organizations.
   C. Objective --- Increase the visibility of the AHPP staff, programs, and services in local communities.

GOAL

3. **Support a variety of preservation approaches to enhance the lives of Arkansans.**

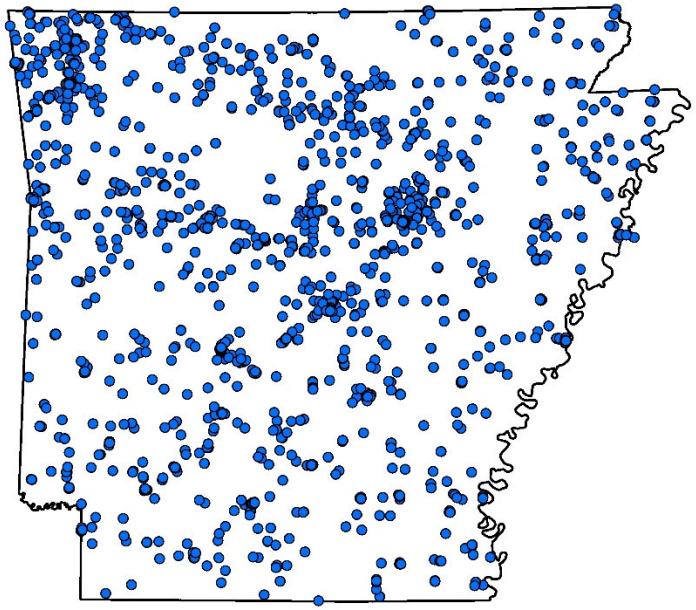
   A. Objective --- Respond to community needs through survey, registration, and education efforts in historic districts.
   B. Objective --- Preserve knowledge of Arkansas's heritage though informed survey and registration program planning.
   C. Objective --- Encourage economic revitalization through the rehabilitation of historic structures.
   D. Objective --- Determine the most effective ways to educate new stakeholders and meet them "where they are."

Arkansas's Historic Resources: Strategies for Preservation

The division pursues these goals and objectives by pursuing a broad range of programs designed to optimize the environment for preservation of cultural resources in Arkansas. Division staff are called upon daily as historians, advocates, technical experts, educators, archeologists, small business consultants, economic development experts, designers, and data managers. Staff in these following program areas collaborate to achieve the division's charge to foster preservation in Arkansas.

Identification & Registration

The AHPP was called into being by the state legislature in 1969 in response to the National Historic Preservation Act of 1966, which created a federal historic preservation program based on a system of state historic preservation offices. Assisted by federal grant funds, the AHPP was primarily charged with identifying, recording, evaluating, and registering the state's historic structures, sites, buildings, districts, and objects. These continue to be some of its core program areas today, as National Register listing and Survey information provide critical support to all of the AHPP's programs—identification as a historic property and listing on a historic register is a prerequisite for financial incentives. Three related programs, the Arkansas Architectural Resources Survey, the National Register of Historic Places, and the Arkansas Register of Historic Places, work in concert to carry out these important functions. Functions related to archeological sites are carried out by the Arkansas Archeological Survey.



Distribution of National Register of Historic Places Listings in Arkansas

Survey

Over 40,700 historic resources have been surveyed and recorded by the AHPP since 1969, while the Arkansas Archeological Survey has more than 48,779 archeological sites listed in their files. The Arkansas Architectural Resource Survey, which documents historic properties around the state through written descriptions, photographs, sketches, and research, forms a basic historical record. While the AHPP may not be able to preserve all of these properties, the Survey ensures our memory of them, and the information about our shared past they record, will not be lost.

From top: Louisiana Purchase Survey Marker, Blackton, Lee County, 1815 (site), NHL 4/19/93; Memphis to Little Rock Road, Newcastle vic., Cross County, c. 1828, NRHP 4/11/03; Walnut Grove Cemetery, Cord, Independence County, c. 1840-1940, NRHP 9/30/13.

Registration

The National Register of Historic Places (NRHP) is a list of the nation's most significant properties. This list is maintained by the National Park Service (NPS). The Arkansas Register of Historic Places (ARHP) is a sister list of properties not deemed eligible for the National Register, but which still are of historic significance to the state. Listing on the National Register involves substantial background research into the history of a property, extensive documentation, photography, and the preparation of a nomination report for the NPS demonstrating a property meets exacting federal standards of significance, as well as a review by the AHPP's 11-member State Review Board and approval of the State Historic Preservation Officer. Over 2,600 properties in Arkansas have been listed on the NRHP since 1969, and another 147 have been listed on the ARHP since it was instituted in 1993. Listing on the NRHP and ARHP is honorary, but listing on one or the other is required for state and federal incentive and financial assistance programs.

Planning for Survey and Registration

The AHPP's Survey and Registration activities are guided by internal plans, the development or pursuit of thematic contexts, and response to constituent requests. Planning for these activities requires an understanding of the state's resource types in their historic context, conditions that may currently affect them, and the extent to which each resource type has been inventoried since the initiation of the program.

Any summary of Arkansas's history sufficient to form a context for all Arkansas's historic resources and its myriad resource types would require many more pages than one document could reasonably hold. The AHPP has developed a number of survey and registration contexts addressing different resource types, and maintains a resource library of surveys, context reports, histories, and other information. The library is available to the public and is critical to understanding the state's resources and planning efforts. What is summarized below are the priorities of the Survey and Registration efforts the AHPP anticipates pursuing in the next five years based on its understanding of Arkansas's historic resources in current context.

Survey and Registration Priorities

Certain activities of the Survey form the day-to-day work of the program staff. Priority in survey work is always given to constituent requests for assistance with identification of historic structures and assessments of their significance. The greatest of these relate to residential and commercial structures. The Survey program is tasked with maintaining accurate records on all historic resources in the state, and works to update the inventory, identifying properties that have been previously recorded but subsequently lost or altered. A geographic plan over time guides these efforts. In addition, the Survey staff routinely records additional historic resources or potential historic resources that come to its attention in the field, as time and resources permit.

In the Registration area, too, much of the work is driven by evaluation requests from constituents. At least 75% of National Register nominations each year originate with constituent contacts. This work will continue to be staff's first priority. However, registration priorities have also been set to reflect the interests expressed by the public, the needs expressed by applicants to our incentive programs, and the experience of the staff in the field.

Survey activities are often a precursor to registration program activities, and there is substantial overlap between the priorities of the two programs, so those priorities have been summarized below in one list. These priorities address property types that are particularly fragile or threatened, have been traditionally overlooked or undervalued in preservation efforts, are considered particularly significant to their communities, or have only recently become old enough to be considered significant.

Some specific types or groups of properties that will form some of the priorities for planned survey and registration activities over the next five years include:

1) **Residential Historic Districts**

   Residential buildings and residential historic districts were most often cited as important and threatened by constituents in our online survey and listening sessions. Residential historic districts play a vital role, not only in conveying a sense of how we lived, but also in preserving a livable, walkable environment for people and families. In affluent residential

From top: Monticello North Main Street Historic District, Monticello, Drew County, NRHP 2/2/79; Cemetery Preservation Workshop (2016), Prescott Cemetery, Nevada County; A. M. Bohnert Rice Plantation Pump, Arkansas County, NRHP 9/23/10.

From top: Lake Nixon, Pulaski County, c. 1966-1969, NRHP 6/5/17; Harold Adams Office Building, Fort Smith, Sebastian County, c. 1959-1960, NRHP 9/30/14; Rohwer Relocation Center Memorial Cemetery, Rohwer, Desha County, c. 1942-1945, NHL 7/6/92.

neighborhoods, economic pressures and shifts in housing expectations may lead to new construction or unsympathetic remodeling, changing the historic character of the neighborhoods. In less affluent neighborhoods, houses and other buildings may be threatened with neglect or demolition.

Register listing can be a first step to the use of incentive programs by property owners and interest in appropriate revitalization plans to keep traditional cities alive, thriving, and generating a healthy environment and a healthy tax base. While historic district survey and nomination may be too time-intensive to take on in-house, due to the number of properties involved, creative solutions to the problem, such as the use of Certified Local Government grants, outsourcing, or working with local governments or private investors, are avenues to explore to reach this goal.

2) Resources associated with the history of African Americans, especially those that are uniquely African American in association, typology, design, or some other significant aspect

Intact examples of these resources are particularly valuable because they are less likely to have survived to the current day in good repair or with good historic integrity. Properties of this type often have been undervalued by the larger communities in which they are located. In some cases, altered buildings and sites that tell important stories about the history of African Americans in Arkansas will be eligible for listing on the Arkansas Register. In other cases, such a significant amount of historic fabric has been lost that registration on the Arkansas Register is not possible. In these cases, Survey documentation can be the only record of the significance of these sites to the history of the African American community and the state.

3) Cemeteries, particularly small rural or family cemeteries

The Register staff has seen an increase in requests for assistance with NRHP nominations of cemeteries with the advent of the Historic Preservation Restoration Program Option 3 grants, which provide grant funding for cemetery restoration work. Cemetery nominations will need to be a priority going forward to meet this need. Like residential historic districts, this priority has inherent challenges. First, cemeteries often require more complicated and intensive nominations than a typical building or structure, which may require more staff time or outside

Howe Grocery/Harlem Theater

401 Front Street, Forrest City, St. Francis County

The building at 401 Front Street, although substantially altered since its historic heyday, has a significant story to tell in the history of St. Francis County. The western portion of the building was once owned and operated as a grocery by a Chinese-American, Edwin Howe. The Chinese-American population in Arkansas has never been large, and was even smaller in this historic period, so this association is of particular significance. The eastern half of the building was adapted in the 1930s for use as a movie theater for the African-American community. Asked by the owners to determine the National Register eligibility of the building in 2017, the staff determined that the loss of historic integrity had been too great to merit National Register listing, but the building was eligible for listing on the Arkansas Register. Documentation of the building and the research gathered in this effort will be used as a part of the National Register and Survey staff's larger efforts to document, evaluate, and register properties associated with minority and ethnic groups in the state.

assistance. Second, cemeteries, particularly rural, Native American, and African American cemeteries, sometimes contain a large percentage of unmarked graves. Assessing these sites for NRHP eligibility may require the assistance of an archeologist. Finding ways to incorporate the assistance of archeologists, from the Arkansas Archeological Survey (AAS), university partners, or in some other way, to assist in these cases should be a priority.

4) Mid-Century Modern

Architectural styles typically achieve significant historic status for National Register purposes as examples of the style become 50 years of age or older. AHPP staff has been busy in recent years working to include buildings from the middle of the twentieth century (1945-1960s), typically grouped under the term "Mid-Century Modern" in the AHPP's inventory and on the National Register. In some areas, the building boom of the post-World War II era meant older churches, schools, or civic buildings were replaced by Mid-Century buildings, which may be among the most significant structures in town. The staff has been successful in identifying a number of significant Mid-Century Modern residences, churches, schools, and other buildings, primarily by Arkansas architects, for nomination to the NRHP. Many of the properties have been located in smaller towns, or even rural areas of the state, where they have not previously been identified as significant.

5) Resources associated with World War II and the Cold War, including Military Installations and Prisoner of War camps

Program staff have been surveying a number of Arkansas properties that were significant to the defense effort during WWII and the Cold War era. Many of these properties are passing out of the hands of the Defense Department into private ownership, and sites of significance in our country's military history should be recognized. Many are sites that bear witness to the development of great technological innovations as well. Working with property owners to have

From top: Winona Church/School, Winona Springs, Carroll County, c. 1886, NRHP 6/5/1991; DAH Director Stacy Hurst with 2017 Mississippi County grant recipient; Yell County Courthouse, Dardanelle, Yell County, 1914, NRHP 9/8/92.

their significance to the history of the state and the nation recognized should be a priority.

6) Resources associated with the settlement of minority cultural and ethnic groups in Arkansas, particularly outside urban areas

A variety of cultural and ethnic minority groups, Italian-Americans, Jews, Japanese-Americans, and others, settled in Arkansas. When they came to the state, they carried their culture and traditions with them. Their history is recorded in the buildings they constructed or inhabited. These resources have often been neglected due to economic factors, population migration, cultural adaptations, or other factors. Targeted survey efforts will support the development of historic contexts for identification and evaluation of historic properties such as these, and preservation of the important stories they tell, in the future.

7) Historic Commercial Districts

Historic Commercial Districts are important records of how we once lived and potential revitalization engines. Their nomination to the Register has been a top priority for this office, and will continue to be a priority. However, these nominations are now placed lower on this list because the division's systematic push to nominate historic commercial districts across the state has been very successful, and there are very few eligible commercial districts that have not been listed.

8) Resources associated with agricultural production and associated lifeways and technologies

The declining significance of small farms to the Arkansas economy, population shifts into urbanized areas, and suburban development of rural land combine to place intense pressure on historic resources associated with agricultural development. The AHPP has surveyed hundreds of endangered barns in Washington and Benton counties, an area of major population growth, in recent years.

Additional Considerations

There are classes of properties that are highly significant but are not represented on this priority list. Some resource types that are particularly threatened and/or particularly significant, such as antebellum properties and intact log structures, tend to come to the attention of the Survey staff through constituent contacts, because most of these structures that are easily discoverable have already been surveyed. Resources of some types, such as those associated with early historic period Native American or European habitation or settlement, often exist primarily as archeological sites that would be brought to the attention of the Arkansas Archeological Survey. Other types of properties that are unquestionably significant, such as sites associated with the Trail of Tears, have been the subject of prior intensive survey and registration efforts. While survey and registration of these properties is always a priority, they are not the subject of current formal planning efforts. Education strategies discussed elsewhere in this plan, such as raising the profile of the AHPP's programs in underserved areas, will play an important role in identifying these types of resources.

Incentive Programs

Grants

The AHPP has two primary "bricks and mortar" grant programs to assist historic property owners to keep historic properties vital—the County Courthouse Grant program and the Historic Preservation Restoration Grant (HPRG) Program.

The County Courthouse Grant program provides grants for repair and rehabilitation work of all kinds to historic county courthouses listed on the National Register. **The Courthouse Grant program has provided $22.9 million in grants for rehabilitation work to 73 courthouses and annexes in 61 counties since its inception in 1989.** Work ranges from $100,000 to $250,000.

The Historic Preservation Restoration Grant program provides three types of grants. Option 1 grants provide grants up to $10,000 to owners of Arkansas Register listed properties to correct alterations that prevent properties from being listed on the NRHP. These grants pave the way for eligibility for other incentive programs, like historic tax credits. Option 2 grants are larger

Leake-Ingham Building, Camden, Ouachita County, c. 1850, NRHP 5/2/75

Preservation Skills Training

The AHPP has heard from construction firms, homeowners, developers, and others concerned with rehabilitation of historic buildings that the number of workers with the skills to do appropriate repairs and restoration on historic houses and commercial buildings is too small. All too often historic windows are discarded because there is no one to repair them, decorative plasterwork is replaced with drywall because artisans are unavailable, and masons unfamiliar with historic mortars cause damage instead of repairing it. The AHPP is working to partner with other state agencies and private employers to find ways to build a workforce to fill these higher-paying, in demand jobs.

(over $10,000) grants for general rehabilitation and restoration work, available to properties owned by non-profits and local units of government. Option 3 grants provide grants from $5,000 to $9,999 to non-profit or local government applicants for cemetery restoration work. To be eligible for Option 2 and 3 grants, properties must be listed on the National Register. **The HPRG program has provided $9.8 million through grants to 247 properties since its inception in 1996, leveraging a total project investment of more than $29.4 million.**

The Courthouse Grant program is funded through grants from the Arkansas Natural and Cultural Resources Council (ANCRC) and the HPRG program is funded by the AHPP's dedicated funding from the Real Estate Transfer Tax. The AHPP must advocate for ANCRC funding each year, and will continue to make the best case for this successful and popular program. While Real Estate Transfer Tax funding is a dedicated income stream for the division, it could be reallocated by the state legislature in the future. The AHPP must advocate strongly for continued access to these important funding sources. These efforts must include communicating the benefit of these programs to decision makers and the general public.

Tax Credits

The AHPP administers two tax credit programs to assist property owners investing in the rehabilitation of historic properties, one federal and one state.

The federal tax credit enables the owner of an income-producing property to earn a credit on their federal income taxes in the amount of 20% of their qualifying rehabilitation costs for a historic building. The State program provides a state tax credit of 25% for owners of income-producing or owner-occupied properties, although the credit is capped at $25,000 and $400,000, respectively. To qualify for each program, a property must be listed on the National Register of Historic Places or a contributing building in a National Register historic district, and the work must meet guidelines ensuring the historic character of the property is respected.

Lane Hotel, Rogers, Benton County, NRHP 1988, photo copyright JKJ Architects

The Lane Hotel in Rogers (Benton County), listed on the NRHP in 1988, is the largest Spanish Colonial Revival building in Arkansas. Designed by John Parks Almand of Little Rock, it was called "The Palace of the Ozarks" in its advertising literature after it opened in 1929. After years of use as a retirement home when demand for traditional hotel rooms faded in Rogers, it was shuttered for ten years and locals had begun to fear for its survival. But in 2016, with the assistance of state and federal tax credits, it found a new use as the Rogers campus of Haas Hall Academy, a charter school with other academically successful campuses in Northwest Arkansas. Over $2.5 million in tax credits helped leverage over $15 million in rehabilitation and adaptive reuse work, including the restoration of the exterior, original lobby, and dining rooms, and adaptation of upper floor hallways and guest rooms as classroom spaces. The building is now home to 200 students in grades 7-10.

From 2013-2016, 62 projects representing a total investment of $65,637,535 were completed using the federal tax credit, and 223 projects representing a total investment of $96,124,369 were completed using the state tax credit.

The Arkansas legislature voted to raise the cap on tax credits for commercial projects to $400,000 from $125,000. A number of suggestions aimed at making the tax credit program accessible to more constituent projects were gathered during the survey process. The AHPP will continue to review the program going forward to ensure maximum economic and preservation benefits.

Technical Assistance

The AHPP technical assistance coordinators assist grant recipients and other constituents with advice and referrals related to technical preservation matters, from advice on historic mortar composition to referrals for restoration of historic theater marquees. Technical assistance coordinators answer questions on the telephone, by email, through field visits, or any other means that may be helpful. Technical assistance is also provided by other staff members as requested when it falls within their area of expertise. **From 2013-2016, the AHPP's staff responded to 70,127 technical assistance requests from Arkansans.** Community outreach during the planning process produced conflicting opinions on the best medium for most efficiently providing technical assistance and education to wider groups, for example, through social media, video, or publications. In recent years, the AHPP has explored options such as producing instructional videos or brochures, and has conducted in-person window rehabilitation workshops. Developing outreach targeted to larger constituent groups will be a focus in the next five years.

Main Street Batesville

When the Batesville Main Street program seemed in danger of folding, with administrative disorganization and a board that was foundering, the Main Street Arkansas staff stepped in. They worked with the organization to build board effectiveness, increase staff administrative skills, and reinforce their understanding and use of the elements of the Main Street Four Point Approach to encourage and support revitalization in the historic commercial area. In the past six years, with Main Street Batesville as a key player, downtown Batesville has seen big changes for the better. Commercial space in the historic commercial core has largely filled and three new restaurants have opened. The county library is relocating into the historic Barnett Building instead of seeking a location out of downtown. The historic Melba Theater has been rehabilitated by private investors who worked with Main Street Arkansas's small business consultant to establish a successful business plan. Most recently, Main Street Batesville was instrumental in the completion of a downtown streetscape project. Batesville also participates in the Certified Local Government program.

Main Street Arkansas

Main Street Arkansas is a downtown revitalization program that combines historic preservation with economic development to spark life into Arkansas's traditional commercial cores. With more than 28 years of experience, Main Street has seen communities capitalize on the very assets that characterize their downtowns: their distinctive architecture, entrepreneurial spirit, pedestrian-friendly environment and unique sense of place.

Since 1984, Main Street Arkansas has been a leading advocate for downtown revitalization providing resources, education and professional assistance to spark life into Arkansas's traditional commercial areas. **Since that time, Main Street Arkansas cities have yielded a net gain of 7,085 jobs, 1,367 new businesses, and 1,239 business expansions and relocations into downtown. A total of $246,576,733 in investment has financed 2,576 façade renovations, rehabilitations and new construction projects. Main Street cities have seen 1,009 public improvement projects valued at $35,224,887 and recorded 634,170 volunteer hours on Main Street projects.**

Main Street Arkansas provides the resources, education, and professional assistance necessary to promote the cultural heritage of the state's built environment and to stimulate the economic vitality of Arkansas's downtowns. The Main Street program includes staff that provides assistance with exterior design, interior design, merchandising, small business start-up, management, promotions, and organizational training. The program also provides grants to support local Main Street program activities. Main Street Arkansas assists nineteen local Main Street and sixteen Arkansas Downtown Network programs. We expect this program and the number of communities it serves will continue to grow.

Certified Local Government Grants

A 2015 CLG grant funded an innovative project in which the City of Little Rock worked with community groups and volunteers. Using smartphone technology, they recorded the condition and quality of buildings and lots in historic neighborhoods to support local reinvestment planning efforts.

Certified Local Government Program

As part of a state-federal-local partnership program established by the National Park Service, the AHPP works with local governments with qualifying preservation programs to help them achieve preservation goals through training, technical assistance, and grant funding. To qualify for the program, a municipality or county must have a locally designated historic district in which changes to historic properties are reviewed by a historic district commission. Twenty-one local governments participate in the program at this time as Certified Local Governments (CLGs):

Batesville, Benton, Blytheville, Conway, Dumas, El Dorado, Eureka Springs, Fairfield Bay, Fayetteville, Fort Smith, Helena-West Helena, Hot Springs, Little Rock, Morrilton, North Little Rock, Pine Bluff, Osceola, Rogers, Russellville, Van Buren, and Texarkana.

The AHPP grants at least 10% of its annual federal Historic Preservation Fund grant to CLGs. CLG grants in recent years have paid for National Register of Historic Places nominations, historic district design guidelines, rehabilitation work on historic structures, websites combining GIS mapping with historic photographs and information on surveyed historic properties, and a wide variety of other preservation-related projects. The CLG program will continue to work as a partner with local communities and provide assistance to local preservation programs through training, grants, and technical assistance.

Education and Community Outreach

Educating Arkansans about the value and history of cultural resources around the state is a core mission of the AHPP, one the division puts front and center. **From 2013-2016, the AHPP's Education programs served 25,207 Arkansas schoolchildren with in-school presentations, tours, and other live programs on Arkansas's built and archeological heritage.** The AHPP develops lesson plans and trains teachers in preservation-related topics keyed to state curriculum standards. The division sponsors a student arts and essay contest, a yearly film prize, and has published two coloring books on Arkansas landmarks and architectural styles, over 24,500 of which were shipped to teachers and others involved with Arkansas's children in 2014-2015 alone.

Our staff's speaking engagements, events, and Sandwiching through History and Walks Through History Tours have provided over 31,000 Arkansans information on the history of our towns, neighborhoods, buildings, and historic sites. The AHPP's website, Facebook page, blogs, and newsletters regularly reach Arkansans across the state with information about planned activities of division and local partners, engaging articles on Arkansas history, inspiring preservation stories, information on the AHPP's programs, technical advice, and features spotlighting Arkansas's diverse cultural resource properties.

Among other special projects, the AHPP housed the Arkansas Civil War Sesquicentennial Commission (ACWSC) from 2007 to 2015. **The ACWSC sanctioned a total of 732 events**

From top: An AHPP cemetery workshop at Mount Holly Cemetery, Little Rock, Pulaski County, ca. 1843, NRHP 3/5/70; DAH Director Stacy Hurst with 2015 AHPP Film Festival participants; Howard County Museum/First Presbyterian Church, Nashville, Howard County, 1912, NRHP 5/4/76

attended by at least 375,275 people and operated a historical marker program that placed 144 markers with at least one in each of Arkansas's 75 counties, among other activities. The AHPP is now providing primary staff and resources for the Department of Arkansas Heritage-based Arkansas WWI Centennial Commemoration Committee.

One suggestion consistently noted in constituent surveys and listening sessions as an essential support to historic preservation was an increased understanding of the benefits of preservation of historic resources to the lives of Arkansans. Increasing the division's messaging in a variety of media though articles, interviews, and advertising, among other avenues, was often urged. Education and promotion of the significance of historic sites and structures to a variety of stakeholder groups, in addition to the general public, was also suggested. Some potential ideas for outreach identified during development of this plan included connecting with private sector groups with potential stake in historic properties, for example, with Realtors associations to provide continuing education training, or with insurance companies; collaborating with economic development agencies; and identifying trade groups as potential partner investors.

Conservation Easements

The highest degree of protection available to the owner of a historic property can be realized through donation of a conservation easement to the AHPP. Through the easement program, owners of National Register-listed properties agree that they will not inappropriately alter their property. In return, the owners may be eligible for a federal tax deduction, as well as the peace of mind that their historic property will be protected long into the future.

Jacob Wolf House Historic Site

In March of 2017, the Department of Arkansas Heritage acquired the Jacob Wolf House from Baxter County. The property is now the Jacob Wolf House Historic Site, under the aegis of the AHPP. Jacob Wolf was a merchant, carpenter, and blacksmith who was elected as a representative to the General Assembly of Arkansas Territory in 1826. The large log structure was constructed in 1829 as the first permanent courthouse for Izard County in Arkansas Territory. The Wolf House was listed on the National Register of Historic Places in 1973. The National Park Service documented in 2013 that "…it is the only surviving example with at least moderate historic integrity constructed for a civic purpose; the others were private homes or early stagecoach inns and taverns."

The Jacob Wolf Historic Site exists to preserve, protect, and promote Arkansas' oldest public structure and interpret the cultural and historical significance of this Ozark region. Soon, new site improvements, provided by an Arkansas Natural and Cultural Resources Council grant, will enhance the visitor's experience. Grant funds will also aid in restoring the historic structures on site, renovate support facilities, provide for new exhibits, and allow the department to offer public programming for the first time.

Section 106

Under Section 106 of the National Historic Preservation Act of 1966, as amended, federal agencies must identify and evaluate cultural resources and consider the impact of undertakings they fund, license, permit, or assist on historic properties eligible for inclusion in the National Register of Historic Places. The federal agencies must give the State Historic Preservation Officer (in Arkansas, the director of the Department of Arkansas Heritage), Tribal Historic Preservation Officers, and the Advisory Council on Historic Preservation the opportunity to comment on these undertakings.

Through the Section 106 Review process, the AHPP can work with the federal agencies to protect cultural resources by bringing historic properties into consideration during the early stages of project planning or to mitigate any adverse effects. The AHPP's Section 106 staff reviews more than 5,000 projects each year. Federal regulations require that the SHPO complete its review within 30 days, and the review of smaller projects usually takes about two weeks. The AHPP has worked in recent years to digitize its records to expedite processing of requests, and continues to seek new ways to work as efficiently as possible in its review process.

Conclusions

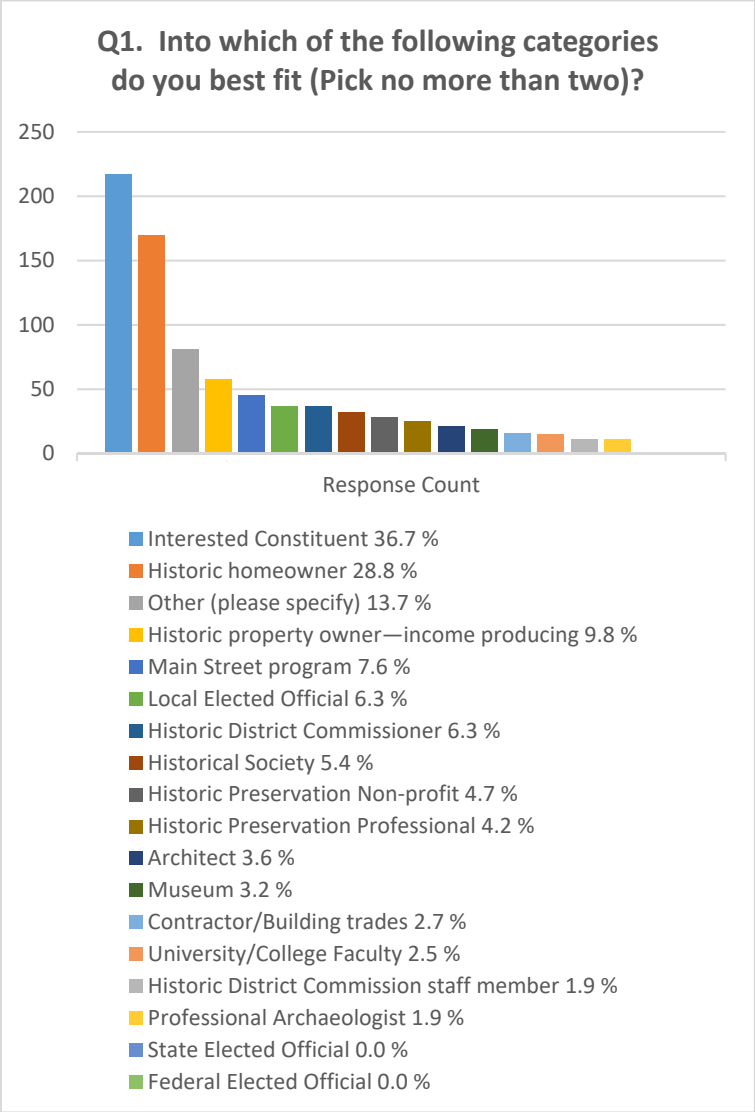
The importance of historic preservation to our state's unique identity, economic development, tourism, and community planning cannot be overstated. While we plan for the AHPP's work for the preservation of Arkansas's heritage places in the next five years, we know that the real work of preservation happens on the local level. The AHPP will be most effective working in partnership with individuals and entities on the local, state, and federal levels to encourage and facilitate preservation activities. Building awareness of the benefits of preservation and of AHPP's programs will remain a focus. Working smart to make the most of existing resources will be a priority. It is the intent of the staff of the AHPP to continue to provide the highest level of service to ensure that Arkansas's unique historic fabric and authentic character remains intact for future generations.

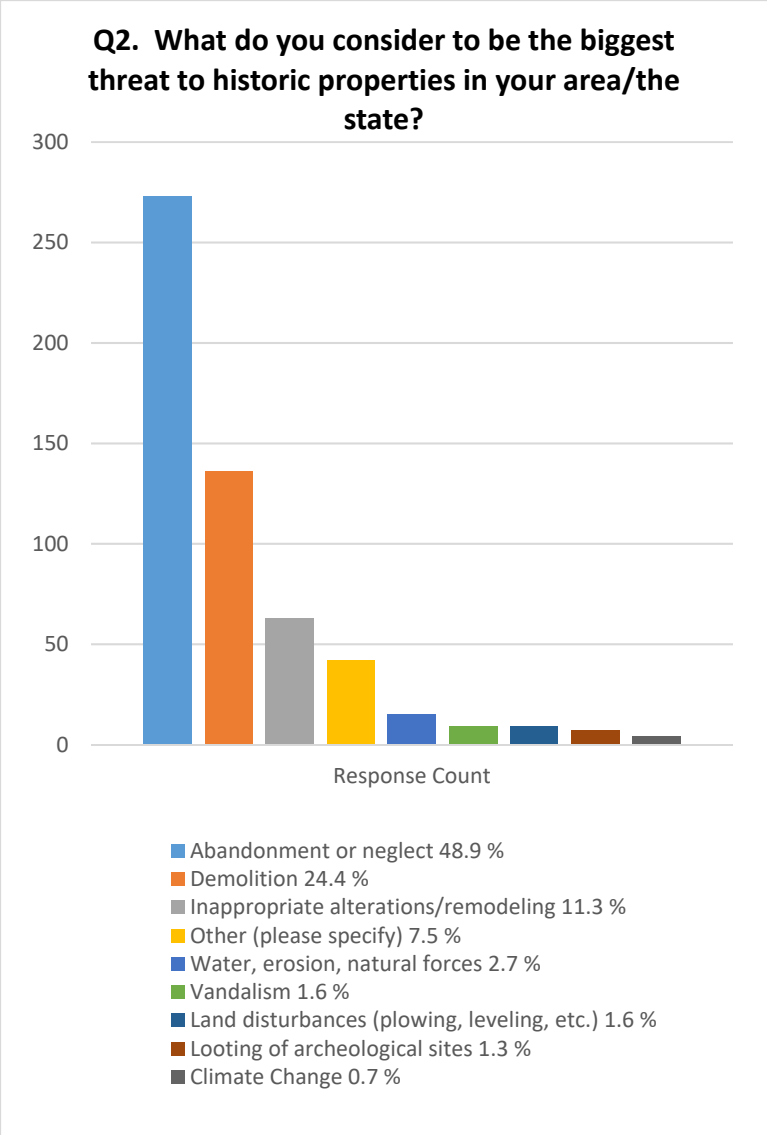
APPENDIX A: COMMUNITY PERSPECTIVES

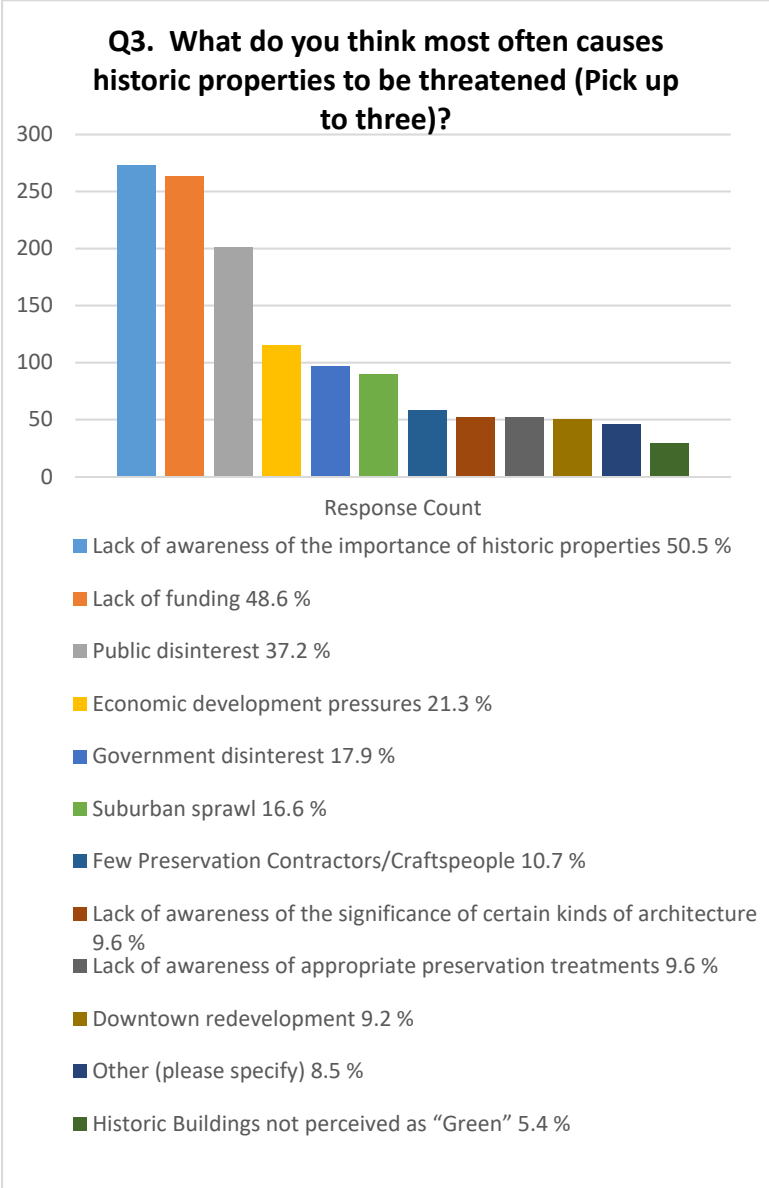
In everything we do constituent requests come first, so assessing community priorities and the perspective of Arkansans involved in preservation across the state was a natural component of our planning effort. In developing this plan, the AHPP sought public participation through community "listening sessions" in six cities and through an online survey, in addition to relying on internal data and expertise. Widely advertised listening sessions with the general public were held in Pine Bluff, Fayetteville, Texarkana, Little Rock, and Jonesboro in May and June of 2017, and an additional session with Certified Local Government training program participants was held in May of 2017. An online survey advertised through the division's website, Facebook page, email lists, newsletters, and through targeted online marketing was available in May and June of 2017. Partner agencies and non-profits, including the Quapaw Quarter Association, Preserve Arkansas, Certified Local Government participants, and Main Street Arkansas member cities, also distributed the survey link to their members and constituents through emails and web postings. These contributions were considered carefully in crafting this plan.

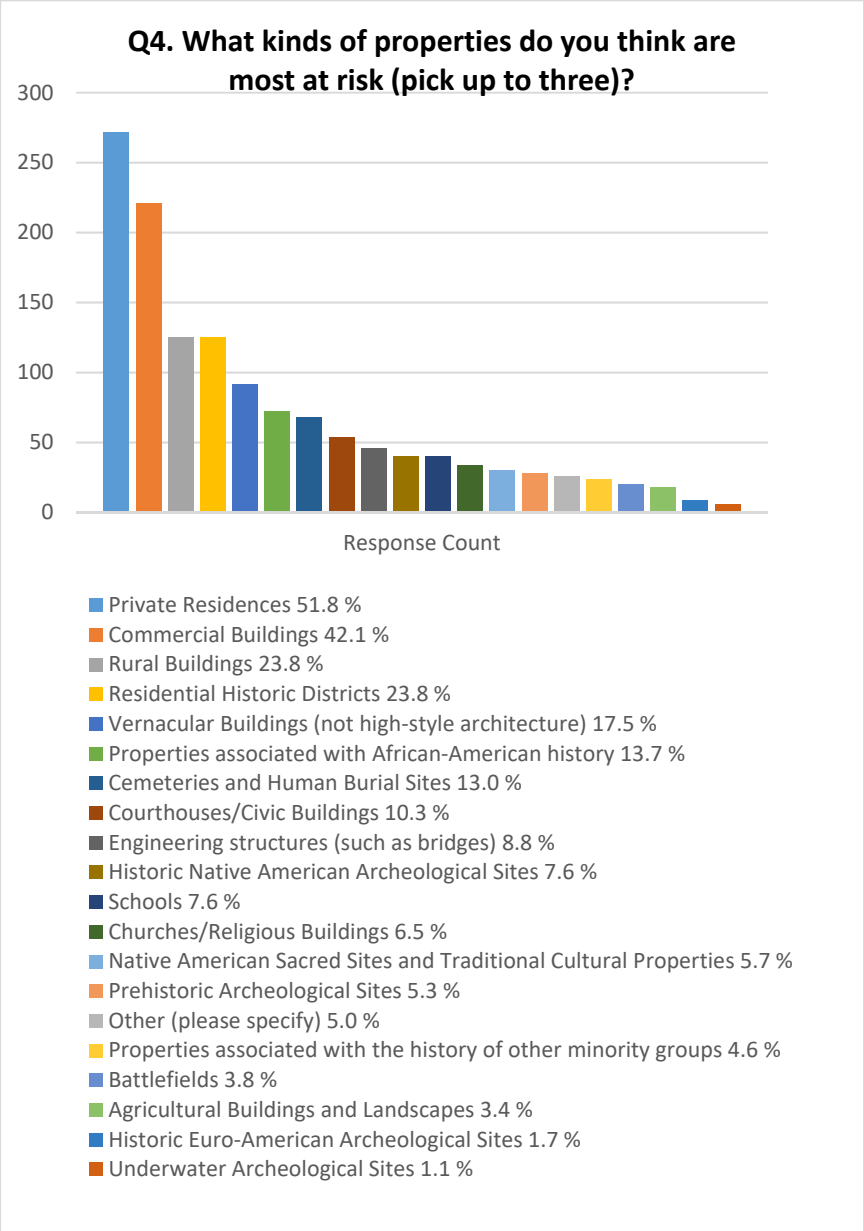
Online Survey Results

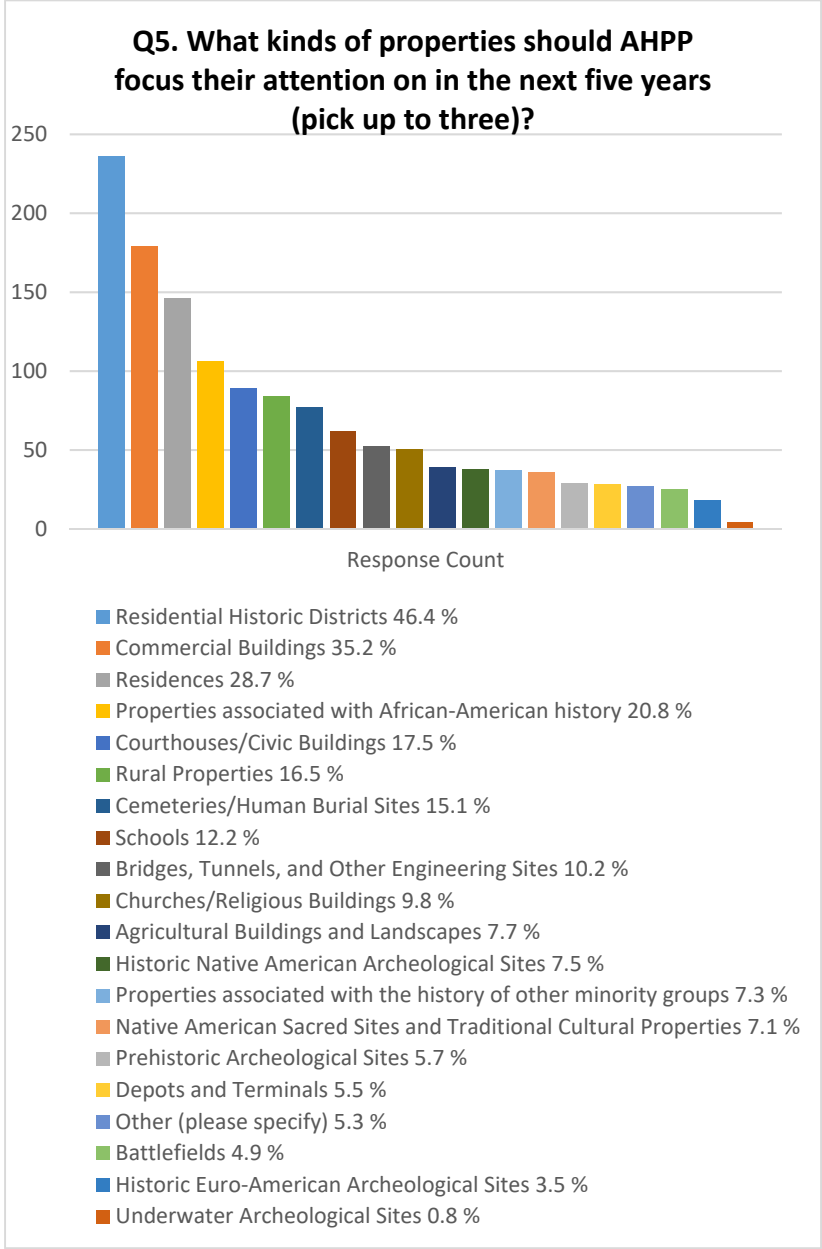
591 property owners, preservation advocates, heritage professionals, and other interested members of the public took the time to answer the survey questions. Some areas of strong agreement were clear in the survey and listening session responses. Those messages are noted throughout the body of the plan where relevant. The following tables summarize the results of the online survey.



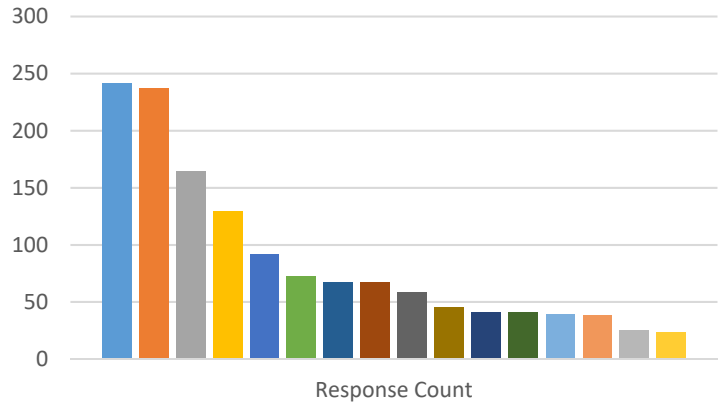

Q2. What do you consider to be the biggest threat to historic properties in your area/the state?
300
250
200
150
100
50
0
Response Count
Abandonment or neglect 48.9 %
Demolition 24.4 %
Inappropriate alterations/remodeling 11.3 %
Other (please specify) 7.5 %
Water, erosion, natural forces 2.7 %
Vandalism 1.6 %
Land disturbances (plowing, leveling, etc.) 1.6 %
Looting of archeological sites 1.3 %
Climate Change 0.7 %


Q3. What do you think most often causes historic properties to be threatened (Pick up to three)?
300
250
200
150
100
50
0
Response Count
Lack of awareness of the importance of historic properties 50.5 %
Lack of funding 48.6 %
Public disinterest 37.2 %
Economic development pressures 21.3 %
Government disinterest 17.9 %
Suburban sprawl 16.6 %
Few Preservation Contractors/Craftspeople 10.7 %
Lack of awareness of the significance of certain kinds of architecture 9.6 %
Lack of awareness of appropriate preservation treatments 9.6 %
Downtown redevelopment 9.2 %
Other (please specify) 8.5 %
Historic Buildings not perceived as "Green" 5.4 %


Q4. What kinds of properties do you think are most at risk (pick up to three)?
300
250
200
150
100
50
0
Response Count
Private Residences 51.8 %
Commercial Buildings 42.1 %
Rural Buildings 23.8 %
Residential Historic Districts 23.8 %
Vernacular Buildings (not high-style architecture) 17.5 %
Properties associated with African-American history 13.7 %
Cemeteries and Human Burial Sites 13.0 %
Courthouses/Civic Buildings 10.3 %
Engineering structures (such as bridges) 8.8 %
Historic Native American Archeological Sites 7.6 %
Schools 7.6 %
Churches/Religious Buildings 6.5 %
Native American Sacred Sites and Traditional Cultural Properties 5.7 %
Prehistoric Archeological Sites 5.3 %
Other (please specify) 5.0 %
Properties associated with the history of other minority groups 4.6 %
Battlefields 3.8 %
Agricultural Buildings and Landscapes 3.4 %
Historic Euro-American Archeological Sites 1.7 %
Underwater Archeological Sites 1.1 %

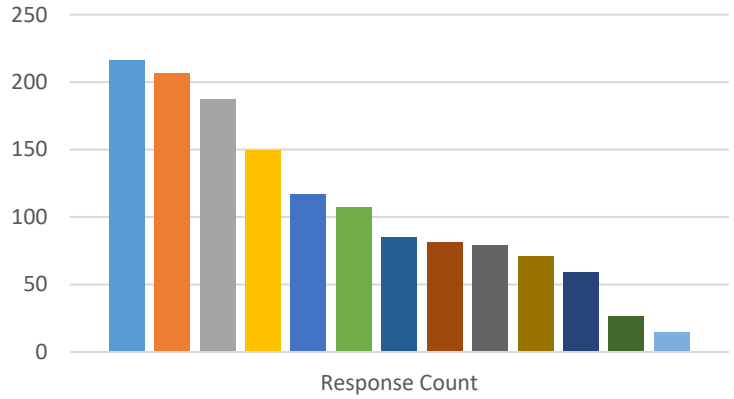

Q5. What kinds of properties should AHPP focus their attention on in the next five years (pick up to three)?
250
200
150
100
50
0
Response Count
Residential Historic Districts 46.4 %
Commercial Buildings 35.2 %
Residences 28.7 %
Properties associated with African-American history 20.8 %
Courthouses/Civic Buildings 17.5 %
Rural Properties 16.5 %
Cemeteries/Human Burial Sites 15.1 %
Schools 12.2 %
Bridges, Tunnels, and Other Engineering Sites 10.2 %
Churches/Religious Buildings 9.8 %
Agricultural Buildings and Landscapes 7.7 %
Historic Native American Archeological Sites 7.5 %
Properties associated with the history of other minority groups 7.3 %
Native American Sacred Sites and Traditional Cultural Properties 7.1 %
Prehistoric Archeological Sites 5.7 %
Depots and Terminals 5.5 %
Other (please specify) 5.3 %
Battlefields 4.9 %
Historic Euro-American Archeological Sites 3.5 %
Underwater Archeological Sites 0.8 %

Q6. What historic preservation tools or approaches do you think are currently most effective (pick up to three)?



- Tax Credits 48.2 %
- Bricks and Mortar grants 47.4 %
- Local historic preservation ordinances and commissions 32.8 %
- National Register of Historic Places 25.8 %
- Main Street programs 18.4 %
- Technical Assistance 14.4 %
- Training for decision-makers 13.4 %
- Preservation Education Programs 13.4 %
- Historic Preservation Easements 11.6 %
- Federal historic preservation regulations 9.0 %
- K-12 Preservation Education 8.2 %
- Cemetery Grants 8.2 %
- Plaques and Markers 7.8 %
- Certified Local Government Program 7.6 %
- Awards and Recognition Programs 5.0 %
- Other (please specify) 4.6 %

Q7. What methods are most effective in historic preservation education (pick up to three)?



- Trainings/Workshops 43.7 %
- Tours 41.7 %
- Facebook and other Social Media 37.9 %
- Public Lectures/Presentations 30.2 %
- Lectures/Presentations to Clubs and Social Organizations 23.7 %
- Websites 21.7 %
- Traditional Media (TV, Newspaper, etc.) 17.2 %
- Lectures/Presentations in K-12 Schools 16.4 %
- Plaques and Markers 16.0 %
- Curriculum for Students 14.4 %
- YouTube or other Web-based Videos 11.9 %
- Brochures and other Paper Publications 5.3 %
- Other (please specify) 2.8 %

Listening Sessions

A total of 85 constituents attended five listening sessions in five cities. Six volunteer historic district commissioners attending an unrelated meeting in May also agreed to share their views. All comments received are summarized below. The participants were a mix of city employees, Main Street managers, historic property owners, cemetery association volunteers, preservation developers, Civil War reenactors, teachers, neighborhood activists, students, college professors, architects, volunteer historic district commissioners, and people from many other walks of life. The great majority of them were not preservation professionals, but were individuals engaged in various ways with preservation in their community through advocacy, ownership, or rehabilitation. A few were simply curious or thought history was important and wanted to be informed.

Most Frequent Participant Responses

Most Emphasized

Question One: What kinds of places do you think it is most important to preserve?

- Residential Districts/Neighborhoods
- Commercial/Downtown Districts
- Cemeteries
- Rural Structures/Landscapes

Question Two: What types of properties is your community preserving?

- None
- Civic Buildings
- Commercial/Downtown Buildings

Question Three: Are there important property types in your community that don't get preserved?

- Residential (many types were mentioned)
- Mid-century

Question Four: Who makes preservation happen in your community?

- Private Individuals
- Individual Developers
- Main Streets

Question Five: What are the biggest threats to historic resources in your community?

- Owner apathy/neglect
- Lack of interest in preservation in policy makers
- Misconceptions about preservation by property owners
- Lack of knowledge/understanding of appropriate treatment or techniques
- Financial
- Poor City Planning/Poor City Policies

Question Six: What types of assistance would be helpful?

- Technical Assistance
- Technical Education—
  - of property owners and
  - contractors/artisans (there is a widespread feeling that there are too few people who can do appropriate work on historic resources and this makes it much harder for people to take on work on historic properties, particularly homes)
- Education generally about importance of heritage resources and preservation
- Education on availability of Incentives
- Education of policy makers
- More financial assistance/incentives for residential buildings
- More in-person technical assistance locally
- Work with local governments for preservation –friendly policies, codes, etc.

Question Seven: What AHPP programs or services do you know about or use?

- National Register
- Grants
- Main Street
- Tax Credits
- CLG

Question Eight: What are the most important things AHPP can do to help?

- Promotion
- Education on importance of historic resources
- Education on importance of preservation
- Technical Education
- Training of preservation contractors/artisans
- Financial
- Be more locally available
- Training/Education/Advocacy with policy makers at local level

Draft copies of this plan were circulated to the following people, organizations, and agencies for comment:

- Absentee Shawnee Tribe
- Alabama Quassarte Tribal Town
- Arkansas Archeological Survey
- Arkansas Building Authority
- Arkansas Capitol Arts and Grounds Commission
- Arkansas Cemetery Board
- Arkansas County
- Arkansas Department of Emergency Management
- Arkansas Department of Environmental Quality
- Arkansas Department of Parks and Tourism
- Arkansas Department of Rural Services
- Arkansas Development Finance Authority
- Arkansas Economic Development Commission
- Arkansas Forestry Commission
- Arkansas Game and Fish Commission
- Arkansas Geological Survey
- Arkansas National Guard
- Arkansas State Highway and Transportation Department
- Arkansas Waterways Commission
- Ashley County
- Baxter County
- Benton County
- Boone County
- Bradley County
- Caddo Nation
- Calhoun County
- Carroll County
- Central Arkansas Development Council
- Central Arkansas Planning and Development District
- Cherokee Nation of Oklahoma
- Chicot County
- Choctaw Nation of Oklahoma
- City of Batesville
- City of Benton
- City of Blytheville
- City of Conway
- City of Dumas
- City of El Dorado
- City of Eureka Springs
- City of Fairfield Bay
- City of Fayetteville
- City of Fort Smith
- City of Helena-West Helena
- City of Hot Springs
- City of Little Rock
- City of Morrilton
- City of North Little Rock
- City of Osceola
- City of Pine Bluff
- City of Russellville
- City of Texarkana
- City of Van Buren
- Clark County
- Clay County
- Cleburne County
- Cleveland County
- Columbia County
- Constituents Participating in "Listening Sessions"

- Conway County
- Craighead County
- Crawford County
- Crittenden County
- Cross County
- Dallas County
- Department of Housing & Urban Development, Little Rock Field Office
- Desha County
- Drew County
- East Arkansas Planning and Development District
- Eastern Shawnee Tribe of Oklahoma
- Faulkner County
- Federal Emergency Management Agency, Little Rock Joint Field Office
- Federal Emergency Management Agency, Region 6
- Franklin County
- Fulton County
- Garland County
- Grant County
- Greene County
- Hempstead County
- Hot Spring County
- Howard County
- Independence County
- Izard County
- Jackson County
- Jefferson County
- Jena Band of the Choctaw Indians
- Johnson County
- Kialegee Tribal Town
- Lafayette County
- Lawrence County
- Lee County
- Lincoln County
- Little River County
- Logan County
- Lonoke County
- Madison County
- Marion County
- Miller County
- Mississippi Band of Choctaw Indians
- Mississippi County
- Monroe County
- Montgomery
- Muskogee (Creek) Nation of Oklahoma
- Nevada County
- Newton County
- Northwest Arkansas Economic Development District
- Ouachita County
- Perry County
- Phillips County
- Pike County
- Poinsett County
- Polk County
- Pope County
- Prairie County
- Preserve Arkansas
- Pulaski County
- Quapaw Tribe of Oklahoma
- Quapaw Quarter Association
- Randolph County
- Saline County
- Scott County
- Searcy County
- Sebastian County

- Seminole Nation of Oklahoma
- Sevier County
- Sharp County
- Shawnee Tribe of Oklahoma
- Southeast Arkansas Economic Development District
- Southwest Arkansas Planning and Development District
- St. Francis County
- Stone County
- The Chickasaw Nation
- The Delaware Nation
- The Osage Nation
- Thlopthlocco Tribal Town
- Tunica-Biloxi Tribe of Louisiana
- Union County
- United Keetoowah Band of Cherokee Indians
- US Army Corps of Engineers (Little Rock, Tulsa, Vicksburg, Memphis & Southwestern District Offices)
- US Department of Agriculture, NRCS Office, Little Rock
- US Department of the Army – Fort Chaffee Maneuver Training Center
- US Department of Transportation
- US Department of Transportation, Federal Highway Administration
- US Environmental Protection Agency, Dallas
- USDA – Forest Service
- USDA – Rural Development
- Van Buren County
- Washington County
- West Central Arkansas Planning and Development District
- Western Arkansas Planning and Development District
- White County
- White River Planning and Development District
- Wichita Affiliated Tribes
- Woodruff County
- Yell County

Appendix B: DEPARTMENT OF ARKANSAS HERITAGE STRATEGIC PLAN

DEPARTMENT OF ARKANSAS HERITAGE

FY 2018 – FY 2019 STRATEGIC PLAN

MISSION: To Discover, Preserve and Present Arkansas's cultural, historic and natural resources

VISION: Strengthening the social, cultural, educational and economic future of Arkansas through the state's historic, cultural, and natural resources

CORE VALUES:

We practice responsible STEWARDSHIP.
We invite COLLABORATION and TEAMWORK.
We value INNOVATION.
We rely on RESEARCH and DATA.
We promote EDUCATION.
We have INTEGRITY.
We advocate for CONSERVATION and PRESERVATION.
We treat others with RESPECT.

GOAL 1 EDUCATE ARKANSANS ABOUT ARKANSAS'S CULTURAL, HISTORIC and NATURAL HERITAGE

DAH Goal 1 aligns with the following State of Arkansas Goals: Educate and Quality of Life

Measurable Objective 1: Enhance on-site and outreach programming to encourage more participation in educational opportunities/attract new audiences.

Strategy 1: Cross-train staff to encourage collaboration and infuse new ideas into established programming.

Strategy 2: Conduct market research and surveys to gather public input on best strategies for engaging new audiences.

Measurable Objective 2: Connect Arkansans with the cultural affairs and heritage resources of the state at their convenience and through easily accessible formats.

Strategy 1: Increase information-sharing about events and tour sites throughout Arkansas with blog posts and social media.

Strategy 2: Promote the cultural affairs and heritage resources of the state online, in local communities, and at established state-owned sites.

GOAL 2 INCREASE ACCESS TO CULTURAL, HISTORIC and NATURAL HERITAGE RESOURCES

DAH Goal 2 aligns with the following State of Arkansas Goals: Educate, Healthy, Efficient and Responsive, and Quality of Life

Measurable Objective 1: Improve access to online databases and online collections.

Strategy 1: Make DAH websites easier to navigate/customer-friendly.

Strategy 2: Drive more traffic to DAH websites.

Strategy 3: Increase digitization efforts to improve availability of archival and other records.

Measurable Objective 2: Enhance access to physical locations (museums, archives and regionally-located archives, historic sites, and natural areas).

Strategy 1: Create printable tours with directions.

Strategy 2: Improve trails, signage and interpretation.

Strategy 3: Host themed special events to attract new audiences.

Measurable Objective 3: Make museums and other public venues more welcoming to all visitors (#inclusivearkansas).

Strategy 1: Develop programming/accommodations for specific/previously un-engaged groups.

Strategy 2: Invite specific/previously un-engaged groups to attend events.

GOAL 3 IDENTIFY WAYS IN WHICH OUR WORK CONTRIBUTES TO ECONOMIC DEVELOPMENT AND JOB CREATION IN ARKANSAS, FOCUS RESOURCES ON THESE ITEMS, AND EDUCATE ARKANSANS ABOUT THESE BENEFITS

DAH Goal 3 aligns with the following State of Arkansas Goals: Grow, Educate, Efficient and Responsive, and Quality of Life

Measurable Objective 1: Demonstrate to holders of heritage resources how to preserve and protect those resources, enhance those resources through interpretation and collaborate with other tourism resources to maximize return on investment.

Strategy 1: Create “how-to” manual for communities or individuals with an interest in developing heritage resources.

Strategy 2: Work with partners to create a training/apprenticeship program for skilled craftsman in historic preservation techniques.

Strategy 3: Demonstrate through survey and data collection in Arkansas and through general research the impact our work has on quality of life.

Strategy 4: Further develop new programs like Food Hall of Fame and Historic Marker programs to encourage tourist activity.

Measurable Objective 2: Promote Arkansas's heritage resources through "Heritage Tours."

Strategy 1: Work with partners to create maps (driving, motorcycle, walking, etc.) with themed narratives directing tourists interested in particular subjects (birding, battlefields, blues music, etc.).

Strategy 2: Measure #AuthenticArkansas Heritage Tourism efforts through online data collection and surveys.

Measurable Objective 3: Collect and share information about the value of historic preservation and cultural and natural resources as tools for economic development.

Strategy 1: Compile economic impact data/studies and disseminate information to key community leaders.

Strategy 2: Measure the impact of our work on community revitalization and job creation.

GOAL 4 IMPLEMENT EFFICIENCY MEASURES TO ACHIEVE COST-CONTAINMENT

DAH Goal 4 aligns with the following State of Arkansas Goal: Efficient and Responsive

Measurable Objective 1: Streamline internal operations within DAH.

Strategy 1: Reduce duplication of staff responsibilities to ensure proper staffing levels and duplication of division responsibilities to avoid "mission creep."

Strategy 2: Identify potential paperless processes.

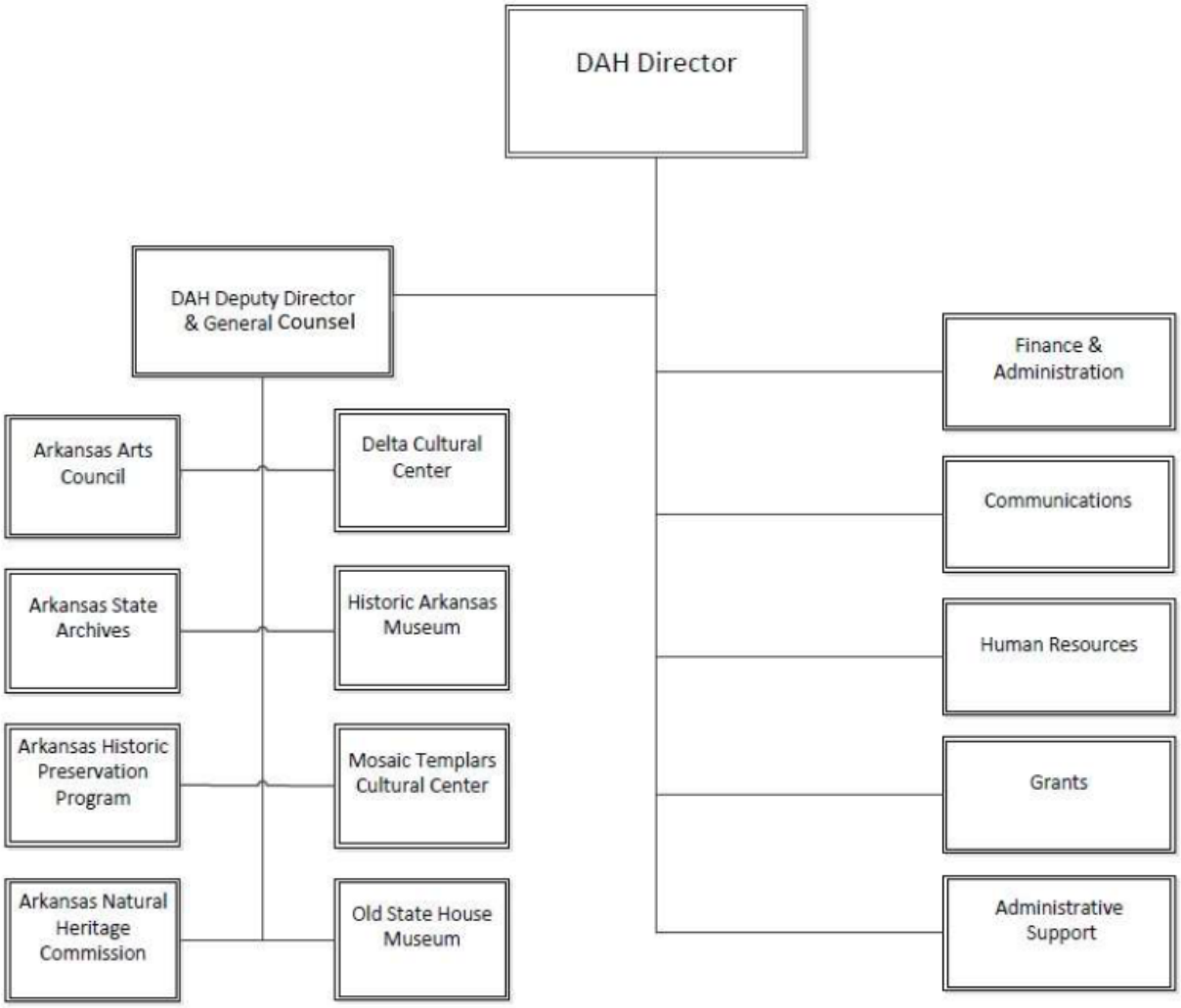
Strategy 3: Document processes and compliance efforts to ease the burden of staff transition due to retirements, turnover, etc.

Measurable Objective 2: Manage shared vehicle pool (20 vehicles) to right-size the fleet across the department.

Strategy 1: Adopt shared online administration process for vehicle reservation and for managing vehicle maintenance.

Strategy 2: Monitor fleet usage to reduce under-used vehicles.

Department of Arkansas Heritage



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