



EUREKA SPRINGS

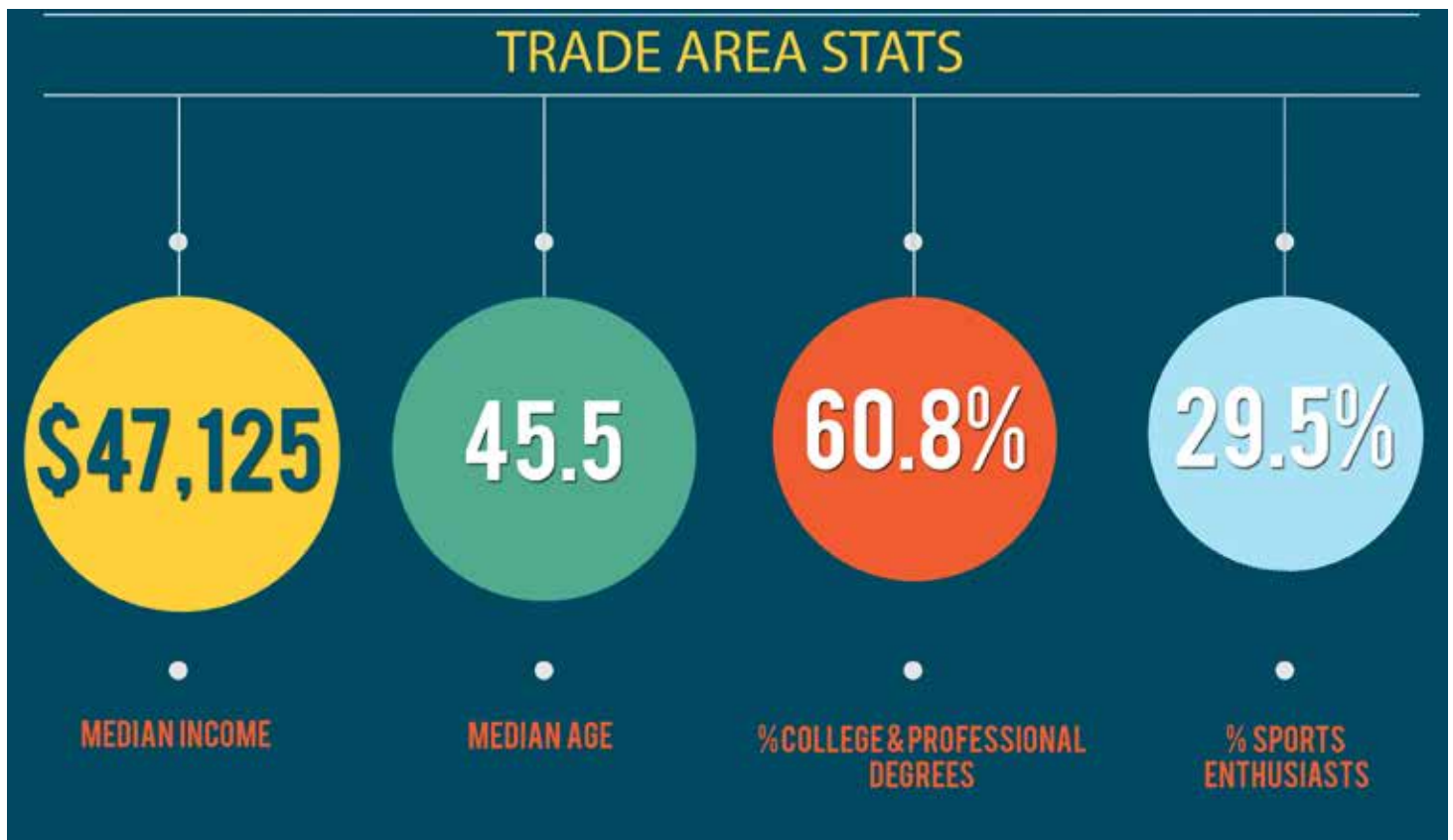
A One-of-a-Kind Oasis in Northwest Arkansas

2018

No Place Like It



Eureka Springs is an authentic historic village nestled in the mountains and surrounded by lakes, rivers, streams and wide open spaces. The entire downtown district is on the National Registry of Historic Places (with Significance). Over 65 natural springs have been preserved throughout town and most are featured in pocket parks. Eureka Springs has a huge connected trail system for mountain biking, hiking and trails - 25 miles and growing. The vibe of Eureka Springs is arts, entertainment, outdoor recreation and a unique culinary scene. There are over 100 casual and gourmet restaurants, bistros and roadhouses - but only 3 are chain eateries. Eureka Springs is dedicated to preserving and enhancing quality of life, a distinct sense of place, nature all wrapped up in a vibrant creative culture. There's simply no other place like Eureka Springs!



Source: ESRI TS 2017

SATISFACTION GUARANTEED

95%

HIGHLY SATISFIED LIVING IN EUREKA SPRINGS

RATE EUREKA SPRINGS
QUALITY OF LIFE ONE OF
THE BEST

99%

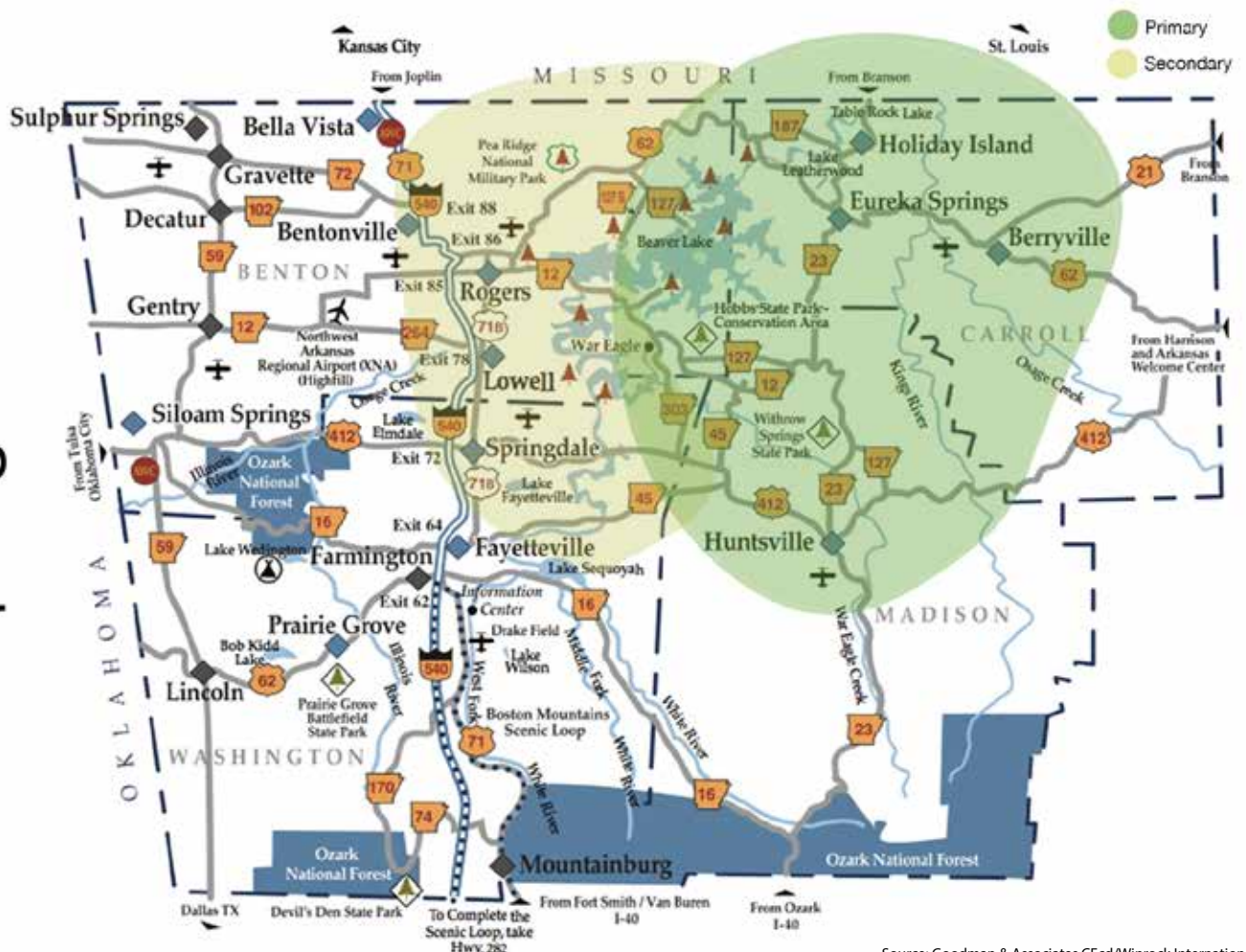
INCLUSIVE

CREATIVE

OPEN
SPACES

**EUREKA
SPRINGS**
MAYOR'S TASK FORCE
ON
ECONOMIC DEVELOPMENT
EUREKASPRINGSINC.ORG

Eureka Springs Trade Area



Source: Goodman & Associates CEd/Winrock International

EurekaSpringsInc.org

CityofEurekaSprings.us

EurekaSprings.org



Economy

"The creative economy is revitalizing manufacturing, services, retailing and entertainment industries."

"It is changing where people want to live, work and learn - where they think, invent and produce."

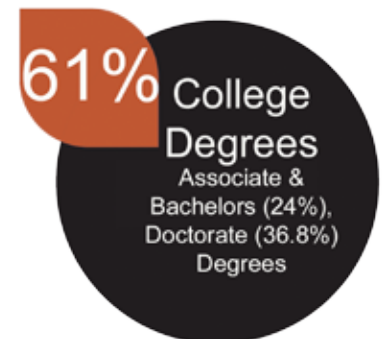
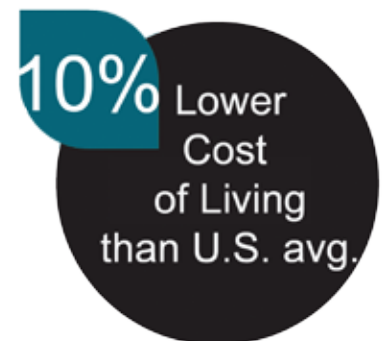
-John Hawkins | Hawkins & Associates

Creative Economy Connection



The creative economy of Eureka Springs provides a solid foundation for entrepreneurs, start-ups, organizations and independent contractors. At the heart of the creative economy are the cultural and creative industries that lie at the crossroads of arts, culture, business and technology.

Eureka Springs' creative economy translates into economic value and vitality.





"It could be argued that Eureka Springs, that wonderful Victorian art city clinging to the limestone hills and crags of Carroll County, marches to the beat of its own drummer.

Eureka is Bohemian in its vibe and progressive in its outlook yet decidedly family friendly and enthusiastically green."

- Arkansas Business

QUALITY OF LIFE

While the 65+ natural springs scattered throughout Eureka Springs aren't used for healing any longer, it is still a "healing place" where people come to get away from it all and soak in life as it should be lived. The town has been referred to as "cosmo-rural" because of its collection of urbanites, artists, foodies and retired professionals. The public transit system is notable for a city the size of Eureka Springs, with extensive routes and easy access

NATURAL SURROUNDINGS

Eureka Springs is rich with natural assets. Tucked between Beaver and Table Rock lakes, Eureka Springs is also close to the White, King and Buffalo Rivers. Outdoor recreation is plentiful - hiking, biking, swimming, fishing, hunting, boating, zip-lining, and bird-watching are popular past-times.

LAKES: Beaver Lake, Lake Leatherwood Park & Lake – 1600 acres; 25 miles of trails, Bass Lake, Table Rock Lake

RIVERS: White River, Kings River

MARINAS: Several Marinas on Beaver Lake and Table Rock Lake

LIVING ART

Eureka Springs is a living art village with more than 375 working artists choosing it as home-base. A quarter of all the art galleries in Arkansas are located in Eureka Springs. Several dozen unique shops and galleries offer that special, one-of-a-kind treasure that can't be purchased just anywhere.

HISTORICALLY SIGNIFICANT

The City of Eureka Springs was placed on the *National Register of Historic Places* in 1970 and re-listed as **Nationally Significant** in 2004. We were the first Preserve America Community in Arkansas. Eureka Springs was honored as one of *America's Dozen Distinctive Destinations by the National Trust for Historic Preservation*. We are a Downtown Network member of Main Street Arkansas and a Certified Local Government through the Arkansas Historic Preservation Program.

EXTRAORDINARY CULINARY

And for the 'foodies' - over 100 restaurants from down home southern comfort food, to award-winning bistros and five star, high continental cuisine - there's no place like Eureka Springs for extraordinary dining experiences.

Eureka Springs: A FUTURE CITY

Eureka Springs is poised to be the City of the Future for the growing independent contractor and freelance workforce. Eureka Springs can be a talent magnet with our quality of life, inclusive community, open spaces, authentic culture and low cost of living.

Independent workers want to locate where they want to live rather than where they need to work.

Older workers (Gen X and Baby Boomers) are especially interesting in freelancing, whether it is a transition to retirement, reinventing their first career, or wanting to earn extra income through freelancing.



ACCESS

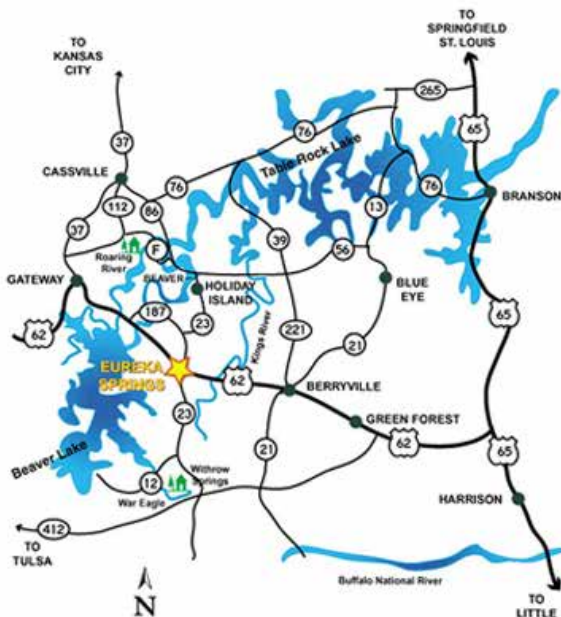


Airports –

Carroll County, AR (11 miles)
Northwest Arkansas Regional (XNA) (53 miles)
Fayetteville Executive (43 miles)
Springdale Municipal (38 miles)
Rogers Municipal (42 miles)
Branson, MO (53 miles)
Springfield/Branson, MO (103 miles)
Tulsa, OK (137 miles)

Motor Freight –

There are approximately 30 motor freight carriers in Northwest Arkansas.



Distance to Major Cities –

Atlanta, GA — 645 miles
Birmingham, AL — 519 miles
Charlotte, NC — 895 miles
Chicago, IL — 617 miles
Dallas/Ft. Worth, TX — 373 miles
Detroit, MI — 875 miles
Houston, TX — 600 miles
Indianapolis, IN — 565 miles
Kansas City, MO — 207 miles
Los Angeles, CA — 1,680 miles
Memphis, TN — 274 miles
New Orleans, LA — 558 miles
Oklahoma City, OK — 328 miles
Pittsburgh, PA — 920 miles
San Francisco, CA — 1,964 miles
Tulsa, OK — 149 miles
Washington, DC — 964 miles

Other Amenities within a 15 minute drive from downtown Eureka Springs

HIKING-BIKING-PARK-TRAILS

25+ miles of trails
Mountain Biking Trails & Courses
Hiking trails
Several large city parks
Pocket parks with Springs
Bark Park
Community parks

GOLF:

One 18-hole courses
Two 9-hole courses
Mini-golf course

COMMUNITY RECREATION:

Berryville Community Center
Skate Park
Three Swimming Pools
Tennis Courts
Basketball Courts
Softball Fields
Soccer Fields
Campgrounds & RV Parks



Climate

Monthly average temperatures and precipitation for Eureka Springs are shown below.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High	46°	50°	61°	72°	78°	85°	90°	88°	81°	72°	58°	48°
Avg. Low	25°	28°	37°	47°	55°	62°	67°	65°	58°	48°	38°	28°
Daily Avg	36°	40°	50°	60°	67°	74°	78°	78°	70°	60°	48°	38°
Avg. Precip.	2.0 - 4.0 inches											

Note: All temperatures are in degrees Fahrenheit.

Sales Tax Rates

The sales tax on purchases made within the City limits is collected by the State of Arkansas who, in turn, passes back earmarked amounts to local governments such as counties and cities. The total sales tax rate of 9.375% is controlled by the following three entities and their individual sales tax rates.

State of Arkansas - 6.5 %
Carroll County - .5 %
City of Eureka Springs - 2.375 %

In addition to the taxes listed above, the City of Eureka Springs currently has a 3.00 %Hotel/Motel/Restaurant (HMR) tax on establishments engaged in the business of renting, leasing or otherwise furnishing hotel or motel accommodations, or selling prepared food for consumption, on or off premises.

Unique Neighborhoods and Architecture

Eureka Springs is known for its Victorian architecture, but in actuality, the town has every type of architectural style from the 1800's to very contemporary homes. Pick your style and setting - city dweller, lake view, cabin in the woods, tree-toppers, contemporary, mid-century bungalows, rambling ranches, or Victorian mansions.



Safe Place to Call Home



“Our mission

is to ensure each and every resident
and visitor in Eureka Springs feels safe.”

-Police Chief, Thomas Achord

Based on national averages, a city like Eureka Springs with a population of 2,075 residents should have between 2-3 police officers. We have 13 police officers and several reserve officers. Why? Because we are one of the largest tourists destination in the state of Arkansas. In season, our population swells to 1.3 Million people.

National statistics erroneously state Eureka Springs crime statistics because their calculations are based on a per/100,000 population and they include Carroll County stats - not just Eureka Springs. Here's the real story and why you should always feel safe in Eureka Springs.

Number of Police Officers	13 FTE
	plus, reserve officers
Law Enforcement Employees	20
Murders	0
Rapes	0
Burglaries/Robberies	1
Assaults/Domestic Disturbances	13
Thefts	2
Auto Thefts	0
Arson	0
Vehicle Traffic Accidents Worked	89
Noise Violations Issued	58
Disorderly Conduct	4
Total Calls for Service	1600

Source: 2017 Annual Police Chief Report

A CARING COMMUNITY

The history of Eureka Springs is all about health ("the healing spring waters), wellness and caring for one another.

Eureka Christian Health Outreach (ECHO) Clinic is a shining example of why Eureka Springs is an extremely caring community. It is one of 106 nonprofit organizations ready to help our residents and visitors and a one-of-a-kind community health clinic unique enough to get the attention of OPRAH and Dr. Oz.

ECHO provides FREE health care services to the community through a completely volunteer staff of 16 Doctors, 4 APN's and 5 Registered Pharmacists, 3 Dentists and 2 Optometrists

For most towns the size of Eureka Springs, there may be 2 doctors and possibly a dentist. Hospitals, optometrists and specialists are a long drive away. That isn't the case in Eureka Springs!

We have 2 hospitals, 19 doctors, 6 dentists, 5 optometrists and 2 convenient care walk-in clinics. The town is full of massage therapists, spas, acupuncturists, herbalists and health food markets. Life Flight and emergency transportation services to other regional hospitals and facilities take-off and land at our Carroll County Airport.



"We're only about 2,100 [people]. We don't even have a stoplight, but yet, we have a place that people can come and get care."

- Dr. Dan Bell with Suzie Bell & Dr. Oz as featured on the "OPRAH" Show.

Eureka Springs' Free Clinic Runs on Kindness

abc NEWS by Erin Hayes

"What do a bank executive, a retired nurse, a jeweler, a computer specialist an artist, a teenager and an idealistic family doctor -- all from the town of Eureka Springs, Ark. -- have in common?

They are part of a unique approach to the health care in America: all have volunteered to help their uninsured neighbors receive first-rate health care -- for **FREE**. And nearly 200 other local volunteers have joined them."



TAPESTRY SEGMENTATION

Tapestry Segmentation classifies communities and trade areas into 67 unique segments based not only on demographics but also socioeconomic characteristics and describes them in easy-to-visualize terms. Tapestry Segmentation further classifies the segments into LifeMode and Urbanization Groups.

Tapestry gives insight and understanding to lifestyle and purchase choices and how the segment spends their free time. Tapestry also identifies best customers, optimal sites and underserved markets to facilitate investing resources wisely.



LifeMode Group: Cozy Country Living

The Great Outdoors

Average Household Size: 2.43

Median Age: 46.3

Median Household Income: \$53,000

33%

% of Eureka Springs
Households

WHO WE ARE

Passionate about the environment, ecosystem and land, our "Great Outdoors" residents and business owners are educated empty nesters living an active but modest lifestyle. We are more likely to invest in real estate or a vacation home than stocks.

We are avid users of Eureka Springs' hiking and mountain biking trails, parks, lakes and rivers. We are active gardeners and partial to homegrown and home-cooked meals.

Most of us still work with incomes 17% above the Arkansas median HH income and slightly above the US level.

Over 55% of us are married-couple families; 36% couples without children.

We love the urban-rural setting of Eureka Springs and choose to live and work in a community that values the environment, history, culture and the arts.

SOCIOECONOMIC TRAITS

- Nearly 60% have attended college and hold degrees.
- We have discretionary income.
- We are do-it-yourselfers and enjoy home improvement and remodeling projects.
- We prefer domestic trips and adventures over traveling abroad.
- We spend 4% more than the US average on entertainment and recreation.
- Almost 80% own our home and are pet-lovers.





LifeMode Group: Cozy Country Living

Rural Resort Dwellers

Average Household Size: 2.21

Median Age: 52.4

Median Household Income: \$46,000

29%

% of Eureka Springs
Households

WHO WE ARE

- Living in a resort area is appealing to us. We enjoy the four seasons and wide variety of outdoor activities. As a premiere tourism destination, Eureka Springs also offers us a wide range of entertainment options and events throughout the year. We never get bored.
- We postponed our retirement to maintain our current lifestyle. Many of us opened a new business and started a second career.
- We are passionate about our hobbies and appreciate the creativity and innovative spirit of Eureka Springs. It has encouraged us to learn new skills and creative outlets.
- We love the low cost of living and the low-to-no crime in Eureka Springs. It's a very affordable and safe place to live, work and raise a family.
- 42% of us are married with no children and 28% are single.

SOCIOECONOMIC TRAITS

- We have accumulated wealth.
- We are active citizens who still work in skilled occupations or have a new business venture.
- We enjoy getting involved in our community and many of us are involved with city government and city commissions.
- For some of us, this is our second home, but it is where we will retire.
- Eureka Springs is a very connected and caring community. Our social calendar always stays full.





LifeMode Group: Senior Styles

Retirement Communities

Average Household Size: 1.86

Median Age: 52

Median Household Income: \$35,000

21%

% of Eureka Springs
Households

WHO WE ARE

Many of us invested in a second home several years ago as we planned for retirement in Eureka Springs.

The outdoors and a variety of activities and interests attracted us to the beautiful area. We enjoy golfing, boating, fishing and hiking.

We eat out a lot and have always been impressed with the fine dining options in Eureka Springs. We love taking cooking classes and learning from the local chefs.

We are patrons of the arts. The variety of live entertainment, opera and theater in Eureka Springs and within a short drive keeps our social calendar full.

We are politically active locally and nationally.

We are readers and life-long learners.

SOCIOECONOMIC TRAITS

- We are health conscious and appreciate the health care systems available in Eureka Springs. We have more options for traditional care and alternative, homeopathic care.
- We do quite a bit of international travel.
- We may be frugal, but we will spend more on favorite items and brands. We are brand loyal.
- More than half of us own our home and invest in it with remodeling and landscaping projects.
- We are interested in taking arts and crafts classes and participating in book clubs.





LifeMode Group: Senior Styles Senior Escapes

Average Household Size: 2.19

Median Age: 52.6

Median Household Income: \$35,000

16%

% of Eureka Springs
Households

WHO WE ARE

Eureka Springs was our seasonal get-away but now our permanent home.

We live in the outlying areas and around the lake areas.

For many of us this is the second home we have purchased in Eureka Springs. The variety of neighborhoods and architectural styles were very inviting. Some of us started with a Victorian style home and transitioned into a lake home or off-the-beaten path neighborhood.

We enjoy boating, fishing, hiking, golfing, hunting and the four seasons of the Midwest.

Most of us are patrons of the arts.

We always feel safe in Eureka Springs no matter where we go or how busy the tourist season is throughout the year.

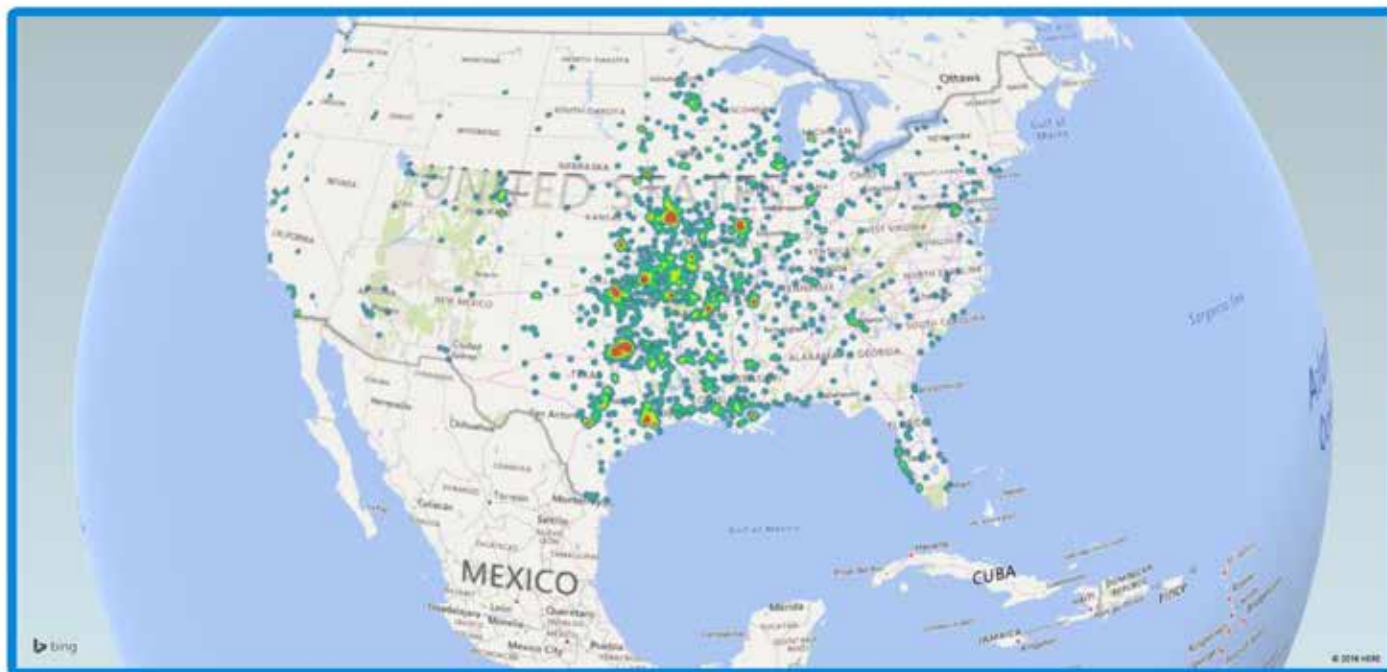
SOCIOECONOMIC TRAITS

- We own our home free and clear.
- Half of us are still working and do not draw Social Security income yet.
- We tend to be on the conservative side.
- We have 2-3 vehicles that we keep in meticulous condition.
- We have no credit card debt.
- Health conscious and sometimes health-challenged, our medical spending is about that of the U.S. but our spending on homeopathic and supplemental supplies is above average.
- Eureka Springs has excellent health care options. Many of us rely on ECHO-the free health clinic.

DESTINATION: EUREKA SPRINGS

Eureka Springs welcomes over 1.3 Million visitors from around the world every year. Everyone is welcome, well-fed and entertained. More than 200 artists, musicians and performers live and work in Eureka Springs. During festival season, every month is different and packed with indoor and outdoor activities.

EUREKA SPRINGS VISITOR CLUSTERS



EUREKA SPRINGS WELCOMES VISITORS FROM 47 STATES AND 6 FOREIGN COUNTRIES.

BUSINESS ADVANTAGES

A CENTRAL LOCATION

Eureka Springs and Northwest Arkansas are literally the center of the U.S., providing easy access and distribution.

QUALITY OF LIFE

Eureka Springs is great for business and great for life! The "island" of Eureka Springs is rich with natural beauty, art, culture, the finest culinary scene in the region, history, open spaces, preservation, trails, rivers, lakes, green, low-to-know crime rate and a creative economic base and culture. Live in town, right outside of town or on Beaver Lake – your life your way.

AFFORDABILITY

Eureka Springs is a value with a very low cost of living (Arkansas is second to the lowest in U.S. for cost of living.)

A CREATIVE CULTURE OF ENTREPRENEURSHIP AND INNOVATION

Entrepreneurship is in our DNA, and regional leaders are committed to sustaining and enhancing an environment that allows innovative businesses to start, grow and thrive. Ideas can become products, virtual services and companies. Our region encourages university research and private sector innovation by building a network of mentors, physical space, shared space and local investors.

TECHNOLOGY

Eureka Springs has state-of-the-art telecommunications systems through: Verizon, Cox Communication, AT&T and Windstream. Northwest Arkansas is home to many technology, science and business incubators and centers.

ACCESS TO CRITICAL MASS OF BUSINESS & AMENITIES

Within a 45-minute drive, commuting is easy to Walmart, Tyson Foods, J.B. Hunt Transport Services and many companies in the Fortune 500. Most are part of a supplier base that numbers over 1,300 who have located here to be close to their customers and because of the great business climate.

QUALITY TALENT POOL

Our region has a growing workforce of more than 350,000. The concentration of corporate headquarters attracts a large concentration of white-collar workers, nearly seven times higher than the national average. More than 40,000 college students attend universities and colleges in the region creating a talent-rich pipeline of potential employees. The explosion of growth in the area has created a large pool of skilled workers and technicians. The vibrant tourism industry of Eureka Springs attracts techies and creatives from all disciplines – visual and performing art, graphics, chefs, musicians, marketing, filmmaking and digital creative.

WE WANT YOU HERE!

Eureka Springs city officials and civic leaders are ready to work with you to make your investment mutually beneficial.

CONTACTS:

Mayor Robert "Butch" Berry

City of Eureka Springs

479.253.9703

mayor@eurekaspringsar.gov

Sandy Royce Martin

Mayor's Task Force on Economical Development

479.244.6636 procommeureka@gmail.com