

**AN ECONOMIC ANALYSIS OF
MARION COUNTY IN
NORTHWEST ARKANSAS**



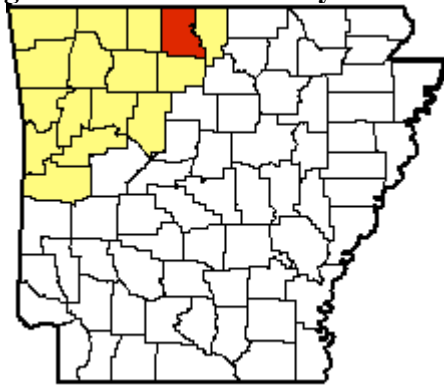
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I. Geographic Description

Marion County is comprised of 598 square miles and is located centrally within the state along the Missouri-Arkansas border in the physiographic region known as Salem Plateau. Figure 1 highlights the counties that comprise the Northwest Arkansas region, as defined by the Arkansas Department of Economic Development. Marion County is shown in red; all other counties in the region are shown in yellow.

Figure 1 – Marion County’s Location



Bull Shoals Lake is located in northern Marion County. Crooked Creek flows east through the county and merges with White River on the border of Marion County and Baxter County. The Buffalo National River Area is located in extreme southeastern Marion County; the river flows north through and merges with the White River on border of Marion and Baxter County.

Sources:

United States Census Bureau. State and County QuickFacts.

<http://quickfacts.census.gov/qfd/states/05/05089.html>

Chart 2-5: Physiographic Regions. Arkansas Statistical Abstract – 2000. April 2000.

Census State Data Center, University of Arkansas at Little Rock. Page 72.

The Rand McNally Road Atlas, 2002 Edition. Page 10.

II. Demographic Characteristics

Population

In 1980, the population of Marion County was 11,334 persons. The county ranked 59th in terms of population among Arkansas’ 75 counties and 13th among the 16 counties in Northwest Arkansas. By 1990, the population of the county had increased 5.9 percent to 12,001 to rank 56th among Arkansas’ counties and 12th among the counties in Northwest Arkansas. From 1980 to 1990, the population of the state of Arkansas increased 2.8 percent from 2,286,435 to 2,350,725; from 1990 to 2000, the state’s population increased 13.7 percent to 2,673,400 persons. In 2000, the population of Marion County stood at

16,140, an increase of 34.5 percent from 1990. The county was the 49th most populous county in Arkansas and the 12th most populous county in Northwest Arkansas in 2000. The five most populous cities in Marion County and their populations in the year 2000 were Bull Shoals City (2,000), Flippin (1,357), Yellville (1,312), Summit (586), and Pyatt (253). Yellville is the county seat for Marion County.

DRI-WEFA, an economic analysis consulting firm, projects the population of Marion County will increase by 9.7 percent to 17,710 people in the year 2010. If the projections are realized, Marion County will be the 43rd most populous county in Arkansas and the 11th most populous county in Northwest Arkansas.

The gender makeup of Marion County is similar to that of the state on the whole. In the year 2000, the proportions of males and females in the county were 49.5 percent and 50.5 percent, respectively, compared to 48.8 percent and 51.2 percent, respectively, for the state.

In the year 2000, Marion County had the 4th oldest median age, the 8th lowest proportion of residents under age 18, and the 8th highest proportion of residents age 65 and older among all Arkansas counties. In the year 2000, the median age of residents in Marion County was 44.1 years, compared to 36.0 years for the state. From 1990 to 2000, the proportion of the county's population that was under 18 years of age increased from 22.0 percent to 22.1 percent; for the same period, the proportion of Arkansans under 18 years of age decreased from 26.4 percent to 25.4 percent. From 1990 to 2000, the proportion of the county's population that was 65 years of age or older decreased from 22.8 percent to 20.0 percent; for the same period, the proportion of Arkansans age 65 or older decreased from 14.9 percent in 1990 to 14.0 percent in 2000.

The racial composition of Marion County is decidedly more Caucasian than the population for the state on the whole. In 2000, the proportions of Marion County's population comprised of Caucasians, African Americans, American Indians and Native Alaskans, and Asians were 97.5 percent, 0.1 percent, 0.8 percent, and 0.2 percent, respectively. For the state, in 2000, the proportions of Caucasians, African Americans, American Indians and Native Alaskans, and Asians were 80.0 percent, 15.7 percent, 0.7 percent, and 0.8 percent, respectively. In 2000, the proportion of residents in Marion County who were Hispanic was 0.8 percent, compared to the state's proportion of 3.2 percent.

Sources:

United States Census Bureau, Population of Counties by Decennial Census: 1900 to 1990. <http://www.census.gov/population/cencounts/ar190090.txt>

United States Census Bureau, Census 2000, Redistricting Data (Public Law 94-171) Summary File.

http://factfinder.census.gov/servlet/BasicFactsTable?_lang=en&_vt_name=DEC_2000_PL_U_GCTPL_ST7&_geo_id=04000US05

The Rand McNally Road Atlas, 2002 Edition. Page 10.

DRI-WEFA, U.S. Regional Analysis. Data supplied by the Institute for Economic Advancement, University of Arkansas-Little Rock.

United States Census Bureau, Census 2000, Table DP-1. Profile of General Demographic Characteristics: 2000. <http://censtats.census.gov/data/AR/04005.pdf>

United States Census Bureau, 1990 Census, Table DP-1. Profile of General Demographic Characteristics: 1990. http://factfinder.census.gov/servlet/BasicFactsTable?_lang=en&_vt_name=DEC_1990_STF1_DP1&_geo_id=04000US05

United States Census Bureau, Census 2000, Table DP-1. Profile of General Demographic Characteristics: 2000. <http://censtats.census.gov/data/AR/05005089.pdf>

United States Census Bureau, 1990 Census, Table DP-1. General Population and Housing Characteristics: 1990. http://factfinder.census.gov/servlet/BasicFactsTable?_lang=en&_vt_name=DEC_1990_STF1_DP1&_geo_id=05000US05089

Income

Table 1 presents median household income and median family income for the year 1999 and per capita personal income for the year 2000 for Marion County. The table also ranks Marion County in terms of these income statistics among the 75 counties in Arkansas and the 16 counties in Northwest Arkansas.

Table 1 – Marion County Income Statistics

Income Statistic	Marion County	Percent of State	Arkansas			Northwest Arkansas		
			Rank	Range		Rank	Range	
				Low	High		Low	High
1999 Median Household Income	\$26,737	83.1%	54	\$20,510	\$42,569	13	\$21,397	\$40,281
1999 Median Family Income	\$32,181	83.2%	58	\$25,846	\$48,717	13	\$27,580	\$45,235
2000 Per Capita Personal Income	\$16,596	75.5%	68	\$14,303	\$30,447	14	\$14,303	\$25,358

Table 2 presents poverty statistics for different resident groups in Marion County and for the State of Arkansas in 1999. The table ranks the county among the 75 counties in Arkansas and among the 16 counties in Northwest Arkansas in terms of the three poverty rates presented. For example, the county ranked 54th among the counties in Arkansas and 8th among the counties in Northwest Arkansas in terms of the poverty rate for individuals in 1999.¹

¹ Note: Rankings are from highest poverty rate to lowest. Hence, a ranking of one indicates relatively high levels of poverty, and a ranking of 75 indicates relatively low levels of poverty.

Table 2 – Marion County Poverty Rates, 1999

Poverty Statistic	County Rate	Arkansas Rate	Arkansas			Northwest Arkansas		
			Rank	Range		Rank	Range	
				Low	High		Low	High
Individuals	15.2%	15.8%	54	7.2%	32.7%	8	10.1%	23.8%
Families with Related Children	20.6%	18.1%	30	7.8%	40.8%	4	11.2%	26.4%
Individuals 65 and Older	14.4%	13.8%	45	7.3%	27.6%	7	8.6%	26.6%

Table 3 presents average weekly earnings for covered employment in Marion County in the year 2001. The table also displays average weekly earnings as a proportion of the state’s figure and ranks Marion County in terms of average weekly earnings relative to the counties in Arkansas and Northwest Arkansas for which data were available. For example, in terms of average weekly earnings in the manufacturing sector, Marion County ranked 58th among the 71 counties in Arkansas for which data were available and 13th among the 15 counties in Northwest Arkansas for which data were available.

Table 3 – Marion County Average Weekly Earnings, by Sector, Calendar Year 2001

Sector	Average Weekly Earnings	Percent of State	Arkansas			Northwest Arkansas		
			Rank	Range		Rank	Range	
				Low	High		Low	High
Manufacturing	\$403.22	70.2%	58 / 71	\$260.75	\$894.22	13 / 15	\$312.98	\$587.60
Wholesale Trade	\$214.77	29.9%	68 / 68	\$214.77	\$995.14	14 / 14	\$214.77	\$995.14
Retail Trade	\$280.85	82.6%	52 / 73	\$215.61	\$439.32	11 / 15	\$244.32	\$358.05
Information	\$832.62	123.4%	3 / 56	\$306.77	\$869.54	1 / 12	\$348.10	\$832.62
Financial Activities	\$377.20	59.6%	71 / 73	\$282.76	829.55	12 / 14	\$282.76	\$622.20
Professional and Business Services	\$370.48	59.2%	55 / 68	\$218.14	\$955.05	13 / 15	\$256.91	\$955.05
Education and Health Services	\$343.74	63.4%	58 / 74	\$231.49	\$668.35	13 / 16	\$231.49	\$649.85
All Sectors	\$374.74	72.3%	62 / 75	\$316.63	\$681.93	13 / 16	\$316.63	\$631.34

Table 4 presents the share of personal income in Marion County in 2000 attributable to different sectors of the economy. The table displays how this share compares to the proportion for the state in aggregate and ranks Marion County in terms of the share of personal income attributed to the sectors relative to the counties in Arkansas and Northwest Arkansas for which data were available. For example, in terms of the share of personal income attributed to the manufacturing sector, Marion County ranked 23rd among the 73 counties in Arkansas for which data were available and 5th among the 15 counties in Northwest Arkansas for which data were available.

Table 4 – Disposition of Personal Income in Marion County, by Sector, Year 2000

Sector	Share of Personal Income	Greater or Less than State	Arkansas			Northwest Arkansas		
			Rank	Range		Rank	Range	
				Low	High		Low	High
Farm Earnings	3.3%	0.7%	40 / 75	0.1%	15.9%	7 / 16	0.4%	15.9%
Manufacturing	17.8%	3.5%	23 / 73	1.3%	77.9%	5 / 15	3.4%	27.1%
Transportation and Utilities	2.1%	-3.6%	61 / 71	1.3%	14.5%	12 / 15	1.8%	14.5%
Wholesale Trade	0.6%	-2.9%	61 / 67	0.2%	11.4%	12 / 15	0.4%	5.9%
Retail Trade	4.1%	-3.7%	57 / 75	1.4%	24.4%	13 / 16	2.4%	24.4%
Finance, Insurance, and Real Estate	2.0%	-1.4%	38 / 71	0.8%	8.0%	9 / 15	1.1%	3.5%
Services	6.2%	-8.7%	56 / 75	3.3%	29.0%	13 / 16	4.8%	29.0%
Business Services	0.6%	-2.0%	46 / 65	0.1%	10.5%	11 / 14	0.2%	5.5%
Health Services	1.8%	-4.4%	60 / 72	0.5%	14.4%	14 / 16	0.5%	14.4%
Hotel and Lodging	0.2%	-0.1%	27 / 55	0.04%	1.9%	9 / 14	0.05%	1.9%
Amusement and Recreation Services	0.8%	0.5%	4 / 48	0.03%	1.0%	2 / 10	0.03%	1.0%

The sale of livestock accounted for 98.6 percent of Marion County’s cash receipts from farm marketings in the year 2000. Livestock cash receipts and total cash receipts for Marion County in the year 2000 were \$24.6 million and \$25.0 million, respectively; the county ranked 40th in terms of the former and 62nd in terms of the latter among Arkansas’ counties. Cash receipts for crops and government payments for Marion County in the year 2000 totaled \$350,000 million and \$499,000, respectively; the county ranked 67th in terms of the former and 55th in terms of the latter among Arkansas’ counties. The county ranked 62nd among Arkansas’ counties in terms of total production expenses in the year 2000, \$21.0 million. As of January 1, 2002, Marion County had a total of 30,000 cattle and calves and 15,000 beef cows; the county ranked 29th in terms of the former and 30th in terms of the latter among the counties in Arkansas.

Sources:

- United States Census Bureau, Census 2000, Table DP-3. Profile of Selected Economic Characteristics: 2000. <http://censtats.census.gov/data/AR/04005.pdf>
- United States Census Bureau, Census 2000, Table DP-3. Profile of Selected Economic Characteristics: 2000. <http://censtats.census.gov/data/AR/05005089.pdf>
- U.S. Commerce Department, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income, Table CA1-3: Personal Income Summary Estimates. <http://www.bea.gov/bea/regional/reis/>
- Arkansas Employment Security Department, Covered Employment and Earnings, Annual 2001. Table 6: County Summary Employment and Earnings, by Industry, Calendar Year 2001. <http://www.accessarkansas.org/esd/01antb6.htm>
- Arkansas Employment Security Department, Covered Employment and Earnings, Annual 2001. Table 1: Average Covered Employment and Average Weekly Earnings, by Industry, 2001. <http://www.accessarkansas.org/esd/01antb1.htm>

U.S. Commerce Department, Bureau of Economic Analysis. Regional Accounts Data, Local Area Personal Income. Table CA05 – Personal Income by Major Source and Earnings by Industry. <http://www.bea.gov/bea/regional/reis/>
 Arkansas Agricultural Statistics Service, National Agricultural Statistics Service, United States Department of Agriculture, 2001 County Profiles. <http://www.nass.usda.gov/ar/marion.PDF>

Education

Marion County contains the following three school districts, with October 1, 2000 enrollment found in parentheses: Flippin (923), Marion County (306), and Yellville-Summit (1,078). Table 5 displays the average ACT composite score for high school seniors (which ranges from 1 to 36, with 36 being the best), the attendance rate, the dropout rate (percentage of students dropping out of school in Grades 7-12 from October of one school year to October of the next school year), the graduation rate (percentage of students enrolled in Grade 9 and completing Grade 12), and the college remediation rate (percentage of freshmen entering an *Arkansas* college or university who are required to take at least one remedial class) for the above school districts and for the state in aggregate.

Table 5 – Educational Statistics for Marion County Schools, 2000-2001 School Year

School District	ACT Composite Score	Attendance Rate	Dropout Rate	Graduation Rate	College Remediation Rate
Flippin	22.2	91.7%	1.0%	92.9%	56.0%
Marion County	18.6	93.5%	1.9%	93.3%	71.0%
Yellville-Summit	20.9	92.9%	0.4%	91.9%	31.0%
State Average	20.1	93.2%	3.0%	84.3%	41.0%

Among the 301 school districts in Arkansas for which data were available, the ACT composite scores for the school districts in Marion County ranked as follows: Flippin (tied for 9th), Marion County (tied for 220th), and Yellville-Summit (tied for 57th); because of ties, the rankings ranged from 1 through 299. Among the 72 school districts in Northwest Arkansas, the ACT composite scores for the school districts in Marion County ranked as follows: Flippin (tied for 8th), Marion County (64th), and Yellville-Summit (23rd). District-wide average ACT composite scores for the 301 school districts in Arkansas for which data were available ranged from 24.0 to 14.0; for the school districts in Northwest Arkansas, the district-wide average ACT composite scores ranged from 24.0 to 15.8.

Among the 307 school districts in Arkansas for which data were available, the dropout rates for the school districts in Marion County ranked as follows: Flippin (tied for 235th), Marion County (tied for 165th), and Yellville-Summit (tied for 276th); because of 27 districts' being tied for last place with a 0.0 percent dropout rate, the rankings ranged

from 1 through 285.² Among the 72 school districts in Northwest Arkansas, the dropout rates for the school districts in Marion County ranked as follows: Flippin (tied for 58th), Marion County (tied for 32nd), and Yellville-Summit (66th); because of four districts' being tied for last place with a 0.0 percent dropout rate, the rankings ranged from 1 through 69. For the state, dropout rates ranged from 15.4 percent to 0.0 percent; for the districts in Northwest Arkansas, dropout rates ranged from 12.5 percent to 0.0 percent.

Among the 307 school districts in Arkansas for which data were available, the graduation rates for the school districts in Marion County ranked as follows: Flippin (tied for 66th), Marion County (tied for 58th), and Yellville-Summit (tied for 85th). Among the 72 school districts in Northwest Arkansas, the graduation rates for the school districts in Marion County ranked as follows: Flippin (tied for 14th), Marion County (tied for 12th), and Yellville-Summit (tied for 20th). For the state, graduation rates ranged from 100.0 percent to 23.6 percent; for the districts in Northwest Arkansas, graduation rates ranged from 100.0 percent to 63.2 percent.

Among the 307 school districts in Arkansas for which there were data available, the college remediation rates for the school districts in Marion County ranked as follows: Flippin (tied for 95th), Marion County (tied for 36th), and Yellville-Summit (tied for 248th); because of 31 districts' being tied for last place with a 0.0 percent college remediation rate, the rankings ranged from 1 through 281.³ Among the 72 school districts in Northwest Arkansas, the college remediation rate for the school districts in Marion County ranked as follows: Flippin (tied for 12th), Marion County (tied for 3rd), and Yellville-Summit (tied for 60th); because of three districts' being tied for last place with a 0.0 percent college remediation rate, the rankings ranged from 1 through 70. For the state, college remediation rates ranged from 100.0 percent to 0.0 percent; for the districts in Northwest Arkansas, college remediation rates ranged from 80.0 percent to 0.0 percent.

In the Flippin School District, all three of the district's schools are accredited by the North Central Association of Secondary Schools and Colleges (NCASSC). In the Marion County School District, neither of the district's schools is accredited by the NCASSC. In the Yellville-Summit School District, all three of the district's schools are accredited by the NCASSC.

Table 6 displays the proportion of persons 25 years of age or older in Marion County with various levels of education in the year 2000. The table also presents the proportions for the state in aggregate and ranks the county among the 75 counties in Arkansas and among the 16 counties in Northwest Arkansas in terms of the four levels of education presented. For example, Marion County ranked 45th among Arkansas' counties and 11th among the counties in Northwest Arkansas in terms of the proportion of the persons 25 years of age or older with a bachelor's degree in 2000.

² Note: Rankings are from highest dropout rate to lowest. Hence, a ranking of one indicates a relatively high dropout rate, and a ranking of 285 indicates a relatively low dropout rate.

³ Note: Rankings are from highest remediation rate to lowest. Hence, a ranking of one indicates a relatively high dropout rate, and a ranking of 281 indicates a relatively low remediation rate.

Table 6 – Educational Attainment in Marion County, 2000

Level of Education	County	Arkansas	Arkansas			Northwest Arkansas		
			Rank	Range		Rank	Range	
				Low	High		Low	High
Bachelor's Degree	7.2%	11.0%	45	4.2%	18.0%	11	5.4%	14.8%
Graduate or Professional Degree	3.2%	5.7%	53	1.8%	10.1%	11	2.8%	9.8%
Bachelor's Degree or Higher	10.4%	16.7%	48	6.3%	28.1%	11	8.4%	24.5%
High School Diploma or Higher	76.0%	75.3%	14	56.2%	84.4%	7	65.4%	80.4%

There are 13 Arkansas colleges and universities within 100 miles of Yellville, Arkansas. The institutions, the number and type of degree programs offered at the institutions, and their enrollment statistics are presented below.

Arkansas State University – Mountain Home (ASUMH) is a two-year public college located in Mountain Home, Arkansas in Baxter County. The Arkansas Higher Education Coordinating Board (AHECB) of the Arkansas Department of Higher Education has approved the dissemination of the following academic degrees and certificate programs at ASUMH: certificates of proficiency in 5 program areas, technical certificates in 9 program areas, and associate degrees in 14 program areas. Opening fall enrollment for ASUMH was 1,238 persons in 2001, 8.5 percent greater than fall 2000. Opening fall enrollment for the two-year public institutions in Arkansas stood at 43,387 in 2001, 6.3 percent greater than fall 2000. ASUMH ranked 13th among the 23 two-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at ASUMH has increased 45.3 percent, compared to a 16.6 percent increase for two-year public institutions in Arkansas.

Arkansas Tech University (ATU), located in Russellville, Arkansas in Pope County, is a four-year public university. The AHECB has approved the dissemination of the following academic degrees and certificate programs at ATU: technical certificates in 3 program areas, associate degrees in 10 program areas, baccalaureate degrees in 54 program areas, master’s degrees in 20 program areas, and a specialist degree in educational leadership. Opening fall enrollment for ATU was 5,576 in 2001, 7.8 percent greater than fall 2000. Opening fall enrollment for the four-year public universities in Arkansas stood at 65,704 in 2001, 2.4 percent greater than fall 2000. The school ranked fifth among the ten four-year public universities in terms of fall enrollment in 2001. Since 1997, fall enrollment at ATU has increased 31.6 percent, compared to a 4.8 percent increase for four-year public universities in Arkansas.

Central Baptist College (CBC), located in Conway, Arkansas in Faulkner County, is a four-year private college and offers associate degrees in three program areas and baccalaureate degrees in nine program areas. Opening fall enrollment for CBC was 358

persons in 2001, 8.5 percent greater than fall 2000. Since 1997, fall enrollment at CBC has increased 7.5 percent.

Hendrix College, located in Conway, Arkansas in Faulkner County, is a four-year private liberal arts college associated with the United Methodist Church and offers baccalaureate degrees in 27 program areas and a master's degree in accounting. Opening fall enrollment for Hendrix College was 1,085 persons in 2001, 4.6 percent less than fall 2000. Since 1997, fall enrollment at Hendrix College has increased 4.9 percent.

Lyon College, located in Batesville, Arkansas in Independence County, is a four-year private liberal arts college associated with the Presbyterian Church (USA) and offers baccalaureate degrees in 19 program areas. Opening fall enrollment for Lyon College was 526 persons in 2001, 11.0 percent greater than fall 2000. Since 1997, fall enrollment at Lyon College has increased 1.0 percent.

North Arkansas College (NAC), located in Harrison, Arkansas in Boone County, is a two-year public college. The AHECB has approved the dissemination of the following academic degrees and certificate programs at the NAC: certificates of proficiency in 5 program areas, technical certificates in 25 program areas, an advanced certificate in electronics, and associate degrees in 26 program areas. Opening fall enrollment for NAC was 1,889 persons in 2001, 4.0 percent greater than fall 2000. The school ranked eighth among the 23 two-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at NAC has decreased 14.6 percent.

Northwest Arkansas Community College (NWACC), located in Bentonville, Arkansas in Benton County, is a two-year public college. The AHECB has approved the dissemination of the following academic degrees and certificate programs at the NWACC: certificates of proficiency in 4 program areas, technical certificates in 3 program areas, associate degrees in 26 program areas, and an advanced certificate in medical dosimetry. Opening fall enrollment for NWACC was 4,292 persons in 2001, 5.8 percent greater than fall 2000. The school ranked third among the 23 two-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at NWACC has increased 32.5 percent.

Ozarka College, located in Melbourne, Arkansas in Izard County, is a two-year public college. The AHECB has approved the dissemination of the following academic degrees and certificate programs at Ozarka College: certificates of proficiency in five program areas, technical certificates in six program areas, and associate degrees in nine program areas. Opening fall enrollment for Ozarka College was 878 persons in 2001, 10.2 percent greater than fall 2000. The school ranked 22nd among the 23 two-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at Ozarka College has increased 22.3 percent.

The University of Arkansas (UA), located in Fayetteville, Arkansas in Washington County, is the flagship institution of the University of Arkansas system. The AHECB has approved the dissemination of the following academic degrees and certificate programs at

the UA: associate degrees in 2 program areas, baccalaureate degrees in 123 program areas, post-baccalaureate certificates in 2 program areas, master's degrees in 101 program areas, specialist degrees in 8 program areas, doctoral degrees in 42 program areas, and a professional degree in law. Opening fall enrollment for the UA was 15,752 in 2001, 2.6 percent greater than fall 2000. The school ranked first among the ten four-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at the UA has increased 7.5 percent.

The University of Arkansas Community College at Batesville (UACCB), located in Independence County, is a two-year public college in the University of Arkansas system. The AHECB has approved the dissemination of the following academic degrees and certificate programs at UACCB: certificates of proficiency in 6 program areas, technical certificates in 13 program areas, and associate degrees in 12 program areas. Opening fall enrollment for UACCB was 1,236 persons in 2001, 20.7 percent greater than fall 2000. The school ranked 14th among the 23 two-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at UACCB has increased 113.5 percent.

The University of Arkansas Community College at Morrilton (UACCM), located in Morrilton, Arkansas in Conway County, is a two-year public college in the University of Arkansas system. The AHECB has approved the dissemination of the following academic degrees and certificate programs at the UACCM: certificates of proficiency in 3 program areas, technical certificates in 17 program areas, and associate degrees in 17 program areas. Opening fall enrollment for UACCM was 1,290 in 2001, 10.1 percent greater than fall 2000. The school ranked 12th among the 23 two-year public colleges in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at UACCM has increased 43.8 percent.

The University of Central Arkansas (UCA), located in Conway, Arkansas in Faulkner County, is a four-year public university. The AHECB has approved the dissemination of the following academic degrees and certificate programs at UCA: associate degrees in 6 program areas, baccalaureate degrees in 105 program areas, post-baccalaureate certificates in 2 program areas, master's degrees in 50 program areas, specialist degrees in 2 program areas, and doctoral degrees in 3 program areas. Opening fall enrollment for UCA was 8,486 in 2001, 0.1 percent greater than fall 2000. The school ranked fourth among the ten four-year public institutions in Arkansas in terms of fall enrollment in 2001. Since 1997, fall enrollment at UCA has decreased 6.0 percent.

The University of the Ozarks, located in Clarksville, Arkansas in Johnson County, is a four-year private liberal arts university and offers baccalaureate degrees in 25 program areas. Opening fall enrollment for the University of the Ozarks was 654 persons in 2001, 5.1 percent greater than fall 2000. Since 1997, fall enrollment at the University of the Ozarks has increased 22.5 percent.

Sources:

- Arkansas Department of Education, Arkansas School Information Site, Performance Report, 2001. <http://www.as-is.org/reportcard/rc2001/>
- North Central Association Commission on Accreditation and School Improvement. <http://www.ncacasi.org/>
- United States Census Bureau, Census 2000, Table DP-2. Profile of Selected Social Characteristics: 2000. <http://censtats.census.gov/data/AR/05005089.pdf>
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- Arkansas Department of Higher Education, Arkansas State Colleges and Universities. <http://www.arkansashighered.com/colleges.html>
- Arkansas Department of Higher Education, Approved Academic Degree and Certificate Programs. http://www.arkansashighered.com/pdfs/RP/degrees_2003.pdf
- Arkansas Department of Higher Education, Opening Fall Enrollment at Public Colleges and Universities. October 29,2001. <http://www.arkansashighered.com/Research/Enrollment/Actual%20Enroll%20Fall%202001.xls>
- Central Baptist College, 2001-2003 Catalog of Studies. <http://www.cbc.edu/Catalog01-03V.htm#General%20Admission%20Requirements>
- Hendrix College. <http://www.hendrix.edu/abouthendrix/glance.htm>
- Hendrix College Registrar's Office.
- Lyon College Registrar's Office. <http://www.lyon.edu/webdata/groups/registrar/>
- Lyon College Academic Programs. <http://www.lyon.edu/webdata/groups/academicaffairs/acprogs.htm>
- University of the Ozarks. <http://www.ozarks.edu/academics/programs.html>

III. Infrastructure

Ports

There are no ports on the White River in Marion County. However, the river is navigable on a seasonal basis by a nine-foot channel from Newport, located in Jackson County, to the Mississippi River, a distance of approximately 255 miles.

Source:

Arkansas Waterways Commission. <http://www.waterways.dina.org/whiteriver.html>

Highways

Figure 2 displays the major cities, highways, lakes, and rivers found in Marion County. In 2003, a major widening of 3.94 miles of U.S. Highway 62 in Flippin is planned.

Figure 2 – Marion County Cities, Highways, Lakes, and Rivers



Sources:

Arkansas State Highway and Transportation Department. Statewide Transportation Improvement Program 2003-2005 Preliminary.

<http://www.ahtd.state.ar.us/contract/progcon/stip/stip%20by%20ffy%202003%2D2005%20prelim.xls>

MapQuest.com, Inc. <http://www.mapquest.com>

Utilities

Table 7 displays the surplus water capacity, the surplus wastewater capacity, the electricity provider, and the natural gas provider for the three most populous cities in Marion County.⁴

⁴ GPD = Gallons Per Day

Table 7 – Utilities for the Three Most Populous Cities in Marion County

City	Water Surplus Capacity	Waste Water Surplus Capacity	Electricity Provider	Natural Gas Provider
Bull Shoals City	N/A	N/A	Entergy	Arkansas Western Gas
Flippin	1.7 million GPD	0.08 million GPD	Entergy	Arkansas Western Gas
Yellville	N/A	N/A	Entergy	Arkansas Western Gas

Sources:

Carrie Vandmark, Bull Shoals City, Arkansas.

Doug Brown, Bull Shoals City, Arkansas.

Arnold Berg, City of Flippin, Arkansas.

Gayle Stuttle, City of Yellville, Arkansas.

Railroads

The Missouri and Northern Arkansas Railroad passes through Yellville and Flippin in its 527-mile route from Kansas City, Missouri to Newport, Arkansas. The railroad has interchanges with the Union Pacific Railroad in Kansas City, Missouri and Newport, Arkansas; with the Burlington Northern-Santa Fe Railroad in Lamar, Aurora, and Springfield, Missouri; and with the Kansas City Southern Railroad in Joplin, Missouri.

Sources:

RailAmerica, Inc., North American Rail Group.

http://www.railamerica.com/html/missouri_northern_arkansas_r.html

RailAmerica, Inc. North American Rail Group.

<http://www.railamerica.com/railmaps/MNA.htm>

Airports

The Marion County Regional Airport, located one mile north of Flippin, has two asphalt runways, each 5,000 feet in length, that can accommodate a 30,000-pound single-wheel aircraft. Services offered at the Marion County Regional Airport include: aviation fuel, aircraft parking (hangars and tie-downs), a passenger terminal and lounge, aircraft maintenance, avionics sales and services, aircraft parts, rental cars on site, courtesy transportation, public telephones, a pilot’s lounge, and restrooms.

The four major airports closest to Baxter County are Springfield-Branson Regional Airport in Springfield, Missouri (roughly 110 miles northwest of Yellville), Northwest Arkansas Regional Airport in Bentonville, Arkansas (roughly 110 miles west of Yellville), Adams Field Airport in Little Rock, Arkansas (roughly 130 miles south of Yellville), and Tulsa International Airport in Tulsa, Oklahoma (roughly 210 miles west of Yellville).

Source:

AirNav, LLC. Marion County Regional Airport: Flippin, Arkansas.

<http://www.airnav.com/airport/KFLP>

IV. Labor Force

A breakdown of covered employment for Marion County in 2001 is provided in Table 8 below.

Table 8 – Covered Employment for Marion County, 2001 Annual Averages

North American Industry Classification System Industry Group	Average Employing Units	Average Covered Employment
Natural Resources & Mining	4	32
Construction	16	55
Manufacturing	28	1,896
Trade, Transportation & Utilities	56	463
Wholesale Trade	5	13
Retail Trade	39	416
Transportation, Warehousing & Utilities	12	33
Information	3	58
Financial Activities	31	197
Professional & Business Services	19	64
Education & Health Services	21	282
Leisure & Hospitality	40	285
Other Services	14	33
Local Government	21	473
State Government	9	97
Marion County - Total	261	3,932

The manufacturing sector accounted for 48.2 percent of total covered employment in Marion County in 2001, compared to the state's figure of 20.5 percent. In terms of the proportion of covered employment attributed to the manufacturing sector, the county ranked 3rd behind Calhoun County and Howard County among the 71 counties in Arkansas for which data were available and 1st among the 15 counties in Northwest Arkansas for which data were available. For the state, the proportions ranged from 62.4 percent (Calhoun County) to 5.1 percent (Perry County); for Northwest Arkansas, the proportions ranged from Marion County's 48.2 percent to Newton County's 8.3 percent.

The wholesale trade sector accounted for 0.3 percent of total covered employment in Marion County in 2001, compared to the state's figure of 4.1 percent. In terms of the proportion of covered employment attributed to the wholesale trade sector, the county ranked last among the 68 counties in Arkansas for which data were available. For the state, the proportions ranged from 23.0 percent (Woodruff County) to 0.3 percent (Marion County); for Northwest Arkansas, the proportions ranged from Boone County's 7.5 percent to Marion County's 0.3 percent.

The retail trade sector accounted for 10.6 percent of total covered employment in Marion County in 2001, compared to the state's figures of 11.9 percent. In terms of the proportion of covered employment attributed to the retail trade sector, the county ranked 56th among the 74 counties in Arkansas for which data were available and 14th ahead of Benton County among the 15 counties in Northwest Arkansas for which data were available. For the state, the proportions ranged from 18.9 percent (Saline County) to 2.7 percent (Calhoun County); for Northwest Arkansas, the proportions ranged from Baxter County's 14.5 percent to Benton County's 8.6 percent.

The transportation, warehousing, and utilities sectors accounted for 0.8 percent of total covered employment in Marion County in 2001, compared to the state's figure of 5.5 percent. In terms of the proportion of covered employment attributed to the transportation, warehousing, and utilities sectors, the county ranked last among the 69 counties in Arkansas for which data were available. For the state, the proportions ranged from 18.4 percent (Little River County) to 0.8 percent (Marion County); for Northwest Arkansas, the proportions ranged from Crawford County's 17.7 percent to Marion County's 0.8 percent.

The information sector accounted for 1.5 percent of total covered employment in Marion County in 2001, compared to the state's figure of 1.9 percent. In terms of the proportion of covered employment attributed to the information sector, the county ranked 11th among the 56 counties in Arkansas for which data were available and 5th among the 12 counties in Northwest Arkansas for which data were available. For the state, the proportions ranged from 3.6 percent (Pulaski County) to 0.3 percent (Little River County); for Northwest Arkansas, the proportions ranged from Boone County's 3.2 percent to Johnson County's 0.4 percent.

The financial activities sector accounted for 5.0 percent of total covered employment in Marion County in 2001, compared to the state's figure of 4.3 percent. In terms of the proportion of covered employment attributed to the financial activities sector, the county ranked 9th among the 73 counties in Arkansas for which data were available and 1st among the 14 counties in Northwest Arkansas for which data were available. For the state, the proportions ranged from 7.5 percent (Pike County) to 1.9 percent (Nevada County); for Northwest Arkansas, the proportions ranged from Marion County's 5.0 percent to Scott County's 2.3 percent.

The professional and business services sector accounted for 1.6 percent of total covered employment in Marion County in 2001, compared to the state's figure of 9.2 percent. In

terms of the proportion of covered employment attributed to the professional and business services sector, the county ranked 55th among the 68 counties in Arkansas for which data were available and 11th among the 15 counties in Northwest Arkansas for which data were available. For the state, the proportions ranged from 23.3 percent (Benton County) to 0.5 percent (Woodruff County); for Northwest Arkansas, the proportions ranged from Benton County's 23.3 percent to Scott County's 0.6 percent.

The education and health services sector accounted for 7.2 percent of total covered employment in Marion County in 2001, compared to the state's figure of 11.3 percent. In terms of the proportion of covered employment attributed to the education and health services sector, the county ranked 62nd among the 74 counties in Arkansas for which data were available and 13th among the 16 counties in Northwest Arkansas. For the state, the proportions ranged from 19.9 percent (Baxter County) to 2.2 percent (Little River County); for Northwest Arkansas, the proportions ranged from Baxter County's 19.9 percent to Crawford County's 6.6 percent.

The leisure and hospitality sector accounted for 7.2 percent of total covered employment in Marion County in 2001, compared to the state's figure of 7.8 percent. In terms of the proportion of covered employment attributed to the leisure and hospitality sector, the county ranked 30th among the 73 counties in Arkansas for which data were available and 6th among the 16 counties in Northwest Arkansas. For the state, the proportions ranged from 16.7 percent (Carroll County) to 1.9 percent (Woodruff County); for Northwest Arkansas, the proportions ranged from Carroll County's 16.7 percent to Madison County's 4.3 percent.

A summary of Marion County's largest employers is presented in Table 9 below.

Table 9 – Marion County's Largest Employers

Company Name	City	Product	Employees
Wood Manufacturing (Ranger Boats)	Flippin	Fiberglass and Aluminum Boats	D
Micro Plastics	Flippin	Plastic Hardware and Fasteners	C
Actronix	Flippin	Wire and Cable Harnesses	B
St. Louis Music	Yellville	Guitar Amplifiers	A
Wal-Mart	Flippin	Retail	A

Employee Codes – A: Less than 100; B: 100-250; C: 251-500; D: 501-1,000

Figure 3 displays the annual unemployment rates for Marion County, the State of Arkansas, and the United States for the period 1995 through 2001. For the 1995-2000 period, Marion County experienced unemployment rates well below the state and national averages; the annual unemployment rate in Marion County was between 0.5 percent below and 1.7 percent below the annual unemployment rate for the state and between 0.3 percent below and 2.2 percent below the annual unemployment rate for the U.S. for the period. In 2001, the unemployment rate in Marion County was 5.6 percent, compared to the state and national figures of 5.1 percent and 4.8 percent, respectively. Marion County had the 36th highest unemployment rate among Arkansas' 75 counties in 2001 and 4th highest unemployment rate among the 16 counties in Northwest Arkansas. Unemployment rates in Arkansas ranged from 2.2 percent in Benton County to 13.9

percent in Mississippi County; unemployment rates in Northwest Arkansas ranged from Benton County's 2.2 percent to Newton County's 6.7 percent.

Figure 3 – Historical Unemployment Rate Comparisons: 1995-2001

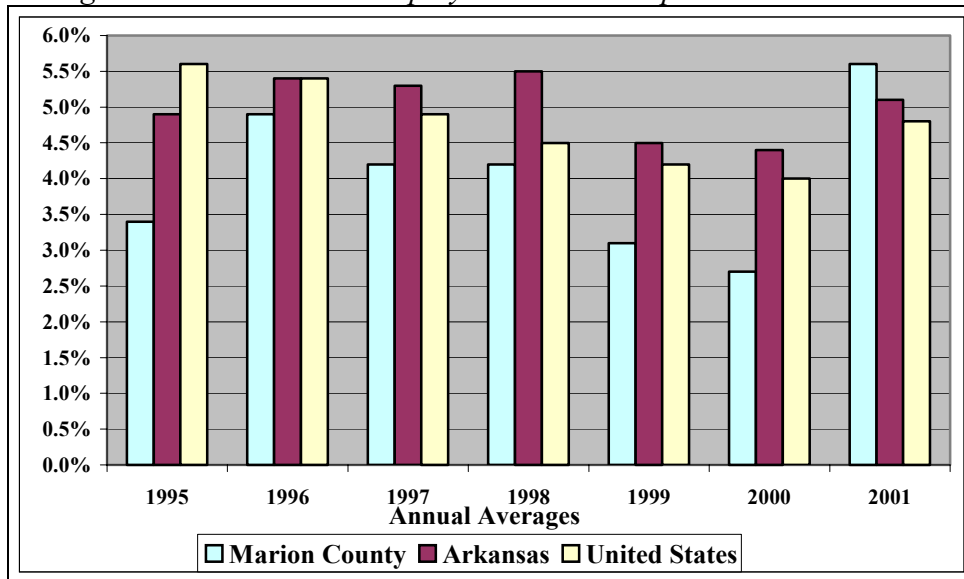
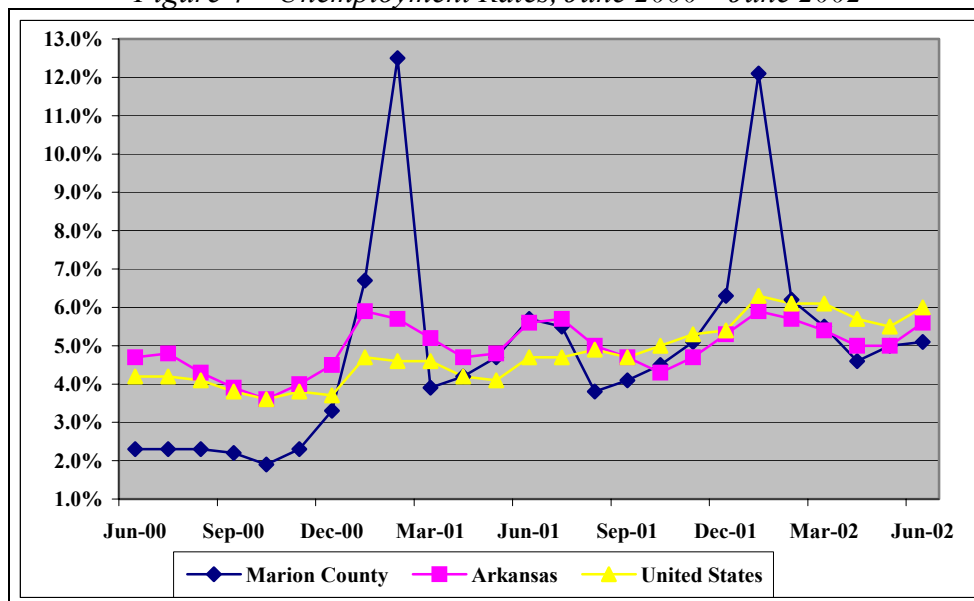


Figure 4 displays the monthly unemployment rates for Marion County, the State of Arkansas, and the United States from June 2000 to June 2002.⁵

Figure 4 – Unemployment Rates, June 2000 – June 2002



Sources:

⁵ Note: Data are not seasonally adjusted.

Arkansas Employment Security Department, Covered Employment and Earnings, Annual 2001. Table 6: County Summary Employment and Earnings, by Industry, Calendar Year 2001. <http://www.accessarkansas.org/esd/01antb6.htm>

Arkansas Employment Security Department, Covered Employment and Earnings, Annual 2001. Table 1: Average Covered Employment and Weekly Earnings, by Industry, 2001. <http://www.accessarkansas.org/esd/01antb1.htm>

Largest Employers by County data from Arkansas Department of Economic Development.

Arkansas Economic Security Department, Arkansas Revised Labor Force Statistics, Annual Average, 2001. <http://www.accessarkansas.org/esd/lmiaa01.htm>

Arkansas Employment Security Department, Arkansas Labor Force Statistics. <http://www.accessarkansas.org/esd/lmilaborforcestats.htm>

V. Available Industrial Sites and Buildings

There is currently only one available industrial site in Marion County. The property is located inside the city limits of Yellville and is owned by the Yellville Industrial Development Corporation. There are 17 acres of land available within the property, priced at \$3,500 per acre, price negotiable. The site is cleared with a slope of less than 2 percent. Two firms have a presence on the site: St. Louis Music and Mar-Bax. Arkansas Highway 202 and U.S. Highway 62 directly service the property, and Interstate 40 is 90 miles south of the site. The Missouri and Northern Arkansas Railroad has a spur on the north boundary of the site. Commercial air service is available at the Harrison Airport 30 miles west of the site. Port facilities, warehouse facilities, and Foreign Trade Zone # 14 are available in Little Rock 135 miles to the south of the site. The City of Yellville provides water service to the site through a 12-inch main with a normal line pressure of 60 pounds per square inch (psi). The City of Yellville also provides sewer service to the site through a ten-inch main. The Arkansas Western Gas Company provides natural gas service through a 3-inch main with a normal line pressure of 35 psi. The Entergy Corporation provides electricity to the site with a voltage of 13.8 kilovolts.

There are no available industrial buildings in Marion County.

Source:

Available Building and Site Database for Arkansas Communities, Arkansas Department of Economic Development.

http://www.1800arkansas.com/Buildings_Sites/Site.asp?SiteNumber=YELL001

VI. Economic Goals

Economic activity in Marion County centers on two main industries: tourism and manufacturing. As the home of the Bull Shoals dam and lake and the White River, Marion County is able to offer the full spectrum of water activities and associated businesses. At the same time, manufacturing makes up more than double the state average of economic activity in Marion County. For future economic development to be

successful, Marion County needs to diversify its industrial base, while drawing on its natural resources as a driver of growth.

To compete in the new economy, Marion County must focus on producing and maintaining a highly educated workforce that is able to adapt to changing economic conditions. This high quality workforce will attract high quality jobs in sectors like professional and business services and health and education where Marion County is currently lacking. This growth will help alleviate the relatively high poverty of the county and help improve low per capita personal income numbers.

VII. Opportunities for Future Business Development

Leisure Products

The demand for boat trailers is closely connected to purchases of recreational boats. Over the past several years, a strong domestic economy and gains in disposable personal income have helped accelerate purchases of large boats. The National Marine Manufacturers Association estimates that in 1999, retail expenditures related to boating rose 20 percent to \$23 billion. Demographic changes in the United States are poised to reshape the landscape for leisure product manufacturers for years to come. As Baby Boomers continue to age, they are expected to further shift their lifestyles and outlook on sports participation, especially on less vigorous leisure activities, liking boating, which will benefit expenditures related to boating.

Household Nondurable Goods

In the currently tough economic environment, household and personal care product companies are facing persistent pressure on revenues and earnings. In seeking to rejuvenate growth, one way to boost overall sales and profits is for a company to acquire faster growing businesses. At the other extreme, value might be better provided to shareholders by selling certain operations - or the entire company. At the same time, companies continue to be attracted to higher-growth opportunities in product lines that are new to them.

The slow growth trend of the U.S. population is likely to cause stagnation in consumer demand in coming years. Along with slow population growth, a long-term trend affecting the U.S. market is the aging of the population. The Baby Boom generation is nearing retirement. This is a time when consumption patterns are likely to shift radically, from a focus on material goods to an emphasis on healthcare, financial, and leisure services. Another consequence is a slowdown in the rate of household formations. This means reduced demand for items needed to set up and maintain a household, such as household cleaning and disposable products.

On the other hand, the aging U.S. population has been a driving force behind manufacturers' creation of new products. For example, many new products are clearly targeted at Baby Boomers. According to marketers, these individuals are keenly sensitive

about their looks. Thus, women's eye creams and hair coloring are two categories that have shown strong sales increases over the past several years. Meanwhile, companies are also beginning to cater to the younger population. According to government statistics, the female teen market (aged 12 to 19) in the U.S. is expected to number 15.2 million by 2001, a 6.3 percent increase from 14.3 million in 1995. As dual-income and single-parent families have become more common, household nondurables companies have developed products to address consumers' lack of free time. These include "multipurpose" cleaning products that can be used for a variety of cleaning jobs, from cutting grease to cleaning glass, and detergents that contain bleach (or bleach substitutes) as well as softeners.

As product lines mature, companies often reinvent an older product by enhancing it. The result is generally an improved product for which the company can charge a higher price, thereby increasing margins. While this practice is not new, it appears that companies are using it more frequently as a way of driving profitability in markets where it is difficult to develop new product categories. A healthy domestic economy with low unemployment levels, coupled with Baby Boomers who want to take good care of themselves, has helped to create a market for higher-end household and personal care products.

Over the past several years, private-label goods - products sold under specific retailers' brand names - have constituted a growing threat to U.S. makers of brand-name household and personal products. Consumers have become more accepting of these items as their quality and packaging have improved. Price has provided an even more compelling motivation; private-label goods typically cost consumers 30 percent to 40 percent less than their branded counterparts. Although shoppers are less willing to entrust certain personal care products, such as skin care and feminine hygiene needs, to store brands, they are more willing to experiment with paper products and cleaning supplies. Markets in which private-label products enjoy a share greater than 10 percent include disposable diapers, fabric softener sheets, garden and trash bags, liquid bleach, moist towelettes, mouthwash, plastic wrap, food storage bags, sanitary pads, and toilet tissue.

Faced with uninspiring growth prospects and ever-increasing competition domestically, the major U.S. household and personal care companies have aggressively built operations in faster-growing markets overseas. Developing nations in Latin America and Southeast Asia have become primary avenue of growth for household nondurables companies. Youthful populations, growing labor forces, rising purchasing power, and rapid urbanization are among factors that will contribute to an explosion in demand for consumer nondurables in these countries. There are both negative and positive sides to expansions to the developing nations. On the negative side, the distribution can be substantially more difficult, as roads are often in disrepair or even nonexistent. On the plus side, advertising and promotional costs are likely to be lower than in industrialized nations because there is less competition. In addition, manufacturing costs can be kept under control by using local labor, which is typically less expensive.

Retail

Retailing is a mature business, and growth opportunities are limited, given the large number of retail outlets spread across the country. Demographic trends primarily affect retail sales. As demographic trends influence consumers' preferences and shopping patterns, they are important to retailers' understanding of target markets. For example, the Baby Boom Generation, comprising individuals born between 1946 and 1964, constitutes some 78 million Americans - about 30 percent of the U.S. population. As the Baby Boomers entered adulthood and formed households, they fueled much of the boom in retail sales in the 1970s and 1980s. Today, having swollen the ranks of Americans in their 40s and 50s, their priorities have shifted from youthful spending to tuition payments for children and to saving for retirement.

Shopping trends also affect all aspects of retailing, from store layout to merchandise assortment. Current shopping trends in the U.S retail market can be summarized as Price + Quality = Value, “cross shopping,” “precision shopping,” and “going casual.”

Although the American retail landscape is saturated with stores, sales can be increased by developing new markets overseas. Discount stores, like Wal-Mart, are expanding overseas more rapidly than other types of retailers, such as department stores. This is because discount stores offer low prices to attract customers; merchandising and cultural differences have made it unattractive for department stores, whose mainstay is apparel, to allocate the capital for overseas expansion.

Source: Standard and Poor's NetAdvantage.

<http://0-www.netadvantage.standardpoor.com.library.uark.edu/>