

Pulse of Conway

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APRIL 2025

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Exec Q&A: Rachel Shaw

The executive director of the Visit Conway gives an update on current projects and the impact of Conway's visitor economy.

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Focus: Visit Conway

New amenities are poised to bring more visitors to Conway.

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MORE INSIDE



CENTRAL ARKANSAS ART COLLECTIVE'S NEW GALLERY ENHANCES CONWAY'S ART SCENE

A new art gallery in downtown Conway is sparking energy and engagement by filling a long-standing gap in the local arts scene.

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REAL ESTATE

The Most Expensive Homes Sold in Faulkner County in March

PAGE 10



A group of teachers and staff at Carolyn Lewis Elementary School teamed up for the Blue & You Fitness Challenge, making wellness a team sport.
Photo courtesy of Arkansas Blue Cross and Blue Shield

Wellness Programs Benefitting Conway Workers, Employers and Community

"I am an active person and try to encourage others to move their bodies daily or as often as possible."

Most of the time, as a physical education teacher at Carolyn Lewis Elementary School in Conway, Jami Schwartz spends her days encouraging students to exercise their minds and bodies through fun games and activities. But exercise, she says, isn't just child's play.

"When I received the email about the Blue & You Fitness Challenge, I was like, we need to do this," Schwartz said.

Organizations encourage physical and mental wellness activities

The Blue & You Fitness Challenge is a three-month, free challenge that encourages Arkansas adults to form teams and engage in healthy behaviors. They earn points by exercising, getting enough

sleep and other activities. The goal is to improve participants' physical and mental well-being. Schwartz recruited six co-workers to join her on the journey. When the Challenge concludes, she hopes the healthy habits they've developed translate into better health for the staff for years to come.

WELLNESS PROGRAMS
CONTINUED ON PAGE 4



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- 22** MAY
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- 29** MAY
Off the Clock: Central Cold Solutions
-
- 13** JUNE
Bowling for Business
-
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-

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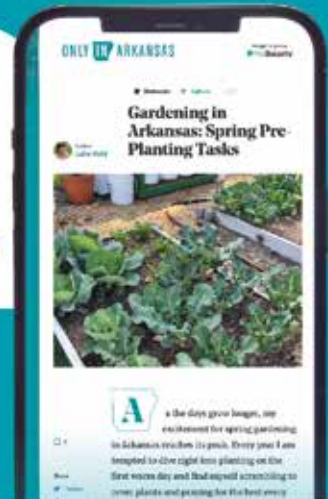


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WELLNESS PROGRAMS

FROM PAGE 1

That includes reducing the risk of chronic conditions. According to the National Institute for Health Care Management (NIHCM) Foundation, Americans spent \$4.5 trillion on healthcare in 2022. 90% of that was to treat chronic physical and mental health conditions. Six in 10 Americans live with at least one chronic disease. The numbers can be even higher among people with financial challenges, poor nutrition, lower levels of education or substance use.

More wellness initiatives include behavioral health programs

Many of the people served by the Arkansas Department of Human Services fall into one or more of these categories. The organization co-founded the Blue & You Fitness Challenge in collaboration with Arkansas Blue Cross and Blue Shield and the Arkansas Department of Health more than 20 years ago. In 2023, DHS also collaborated with Arkansas Blue Cross to train 53 DHS employees in Mental Health First Aid, including 16 at the Conway Human Development Center.

“The Mental Health First Aid program is designed to enable anyone to be a first responder to someone experiencing a mental health or substance use challenge,” said Phoebe Haddad, a staff development coordinator with the DHS Office of Human Resources who completed the certification program. “Program participants learn specific language and techniques to provide initial support to those having a challenge or in crisis and to direct them to additional resources and professional help. Before I took this training, I really had no idea how to respond to someone in a mental health crisis.”

DHS says training like this benefits the community members it serves and its employees. The state agency is committed to investing in the well-being of its team.

“The Arkansas Department of Human Services employs more than 6,500 people across every county in the state, and we’re responsible for an array of key programs like Medicaid and SNAP that provide important services to qualifying Arkansans,” said DHS Chief of Human Resources Damian Hicks. “In order to best perform this work and serve the many beneficiaries who rely on us, we need to ensure that our staff is taken care of. That’s why employee well-being is such a big focus at our agency, and why we offer a comprehensive wellness program with resources aimed at tobacco cessation, weight management, stress

reduction, exercise, health risk assessments, and so much more.”

According to the 2025 State of Work-Life Wellness Report by Wellhub, 83% of employees would consider leaving their employer due to a lack of well-being initiatives, and 88% value workplace well-being as much as their salary.

Wellness programs pay off

Investing in employee well-being has also been shown to help reduce the trillions spent each year to treat chronic conditions, saving businesses and employees money. Studies have found that for every dollar spent on wellness programs, a person’s medical costs can be reduced by around \$3.27. Even free and low-cost programs can make a big impact.

Carolyn Lewis Elementary nurse Shelly Glenn says the Blue & You Fitness Challenge keeps her moving in the right direction, even when part of her would rather sit back and relax. “No, I need to do something so I can log it,” she said.

Editor’s note: this article is provided by Arkansas Blue Cross and Blue Shield. For more information about the Blue & You Fitness Challenge, visit blueandyoufitnesschallenge-ark.com. For more information about Mental Health First Aid certification classes, visit arkansasbluecross.com/firstaid. 📍



At Carolyn Lewis Elementary School, your workday might include running a 5K around the campus on a beautiful day. Photo courtesy of Arkansas Blue Cross and Blue Shield



Patrons visit The Rogue Roundabout on April 11 during Conway Art Walk. Restaurant sales in Conway have shown positive growth through March of this year, up to \$72.6 million from \$70.6 million the same time last year.

Conway Hotel Receipts Down, Restaurant Sales Up Through March

Hotel receipts in Conway through the first three months of 2025 have decreased compared to the same period last year, while restaurant sales have seen an increase, according to figures released by the Conway Advertising & Promotion Commission.

Hotel receipts totaled \$4.54 million through March, a decrease from the \$5.38 million reported during the same timeframe in 2024. The \$840,000 difference represents a 15.6% decline year-over-year for the hotel sector in the city.

Conversely, restaurant sales in Conway have shown positive growth. Sales reached \$72.6 million through March of this year, up from \$70.6 million during the comparable period in 2024. This \$2 million increase signifies a 2.8% rise in restaurant activity.

The figures provide a snapshot of the hospitality and dining sectors in Conway during the initial quarter of 2025. While hotel revenue has seen a downturn, the increase in restaurant sales

suggests continued strength in the local dining scene. The Conway A&P Commission utilizes collections from prepared food and hotel taxes to fund tourism promotion and advertising efforts for the city.

"March was down in total collections, which is rare," said Visit Conway Executive Director Rachel Shaw. "But we're confident numbers will bounce back as we head into the busy youth sports seasons of spring and summer."

Conway A&P Collections Show Strong Growth in 2024

The decrease in hotel receipts comes after a year of strong growth in 2024. According to previously released data, Conway's hotel tax collections exceeded \$550,000 in 2024, setting a new record for the city. The increase in restaurant sales through March continues a positive trend seen in 2024. Prepared food tax collections reached a record high of over \$5.8 million last year.

Conway's Advertising & Promotion collections reached a record \$6.35 million in 2024, the highest since the commission's formation in 2007. This represented a 7.1% increase from the \$5.93 million collected in 2023.

Prepared food tax collections surged to over \$5.8 million in 2024, up from \$5.65 million in 2023. Hotel tax collections also saw significant growth, exceeding \$550,000 in 2024, a new record for Conway. This followed total collections of \$515,347.48 in 2023 and \$450,000 in 2022.

"Conway's continued growth in A&P tax collections reflects the strength of our hospitality and tourism industries," Shaw said. "With record-breaking numbers in 2024, we're seeing more visitors, more events, and increased support for local businesses. This underscores Conway's appeal and reinforces our commitment to driving economic impact through tourism and promotion." 🍷



The Conway Soccer Complex, which opened in February, is already making its presence felt. Manager Jeff Turnage anticipates the new facility will draw thousands of visitors for games and tournaments.

New Amenities Poised to Bring More Visitors to Conway

Conway is banking on a surge in its visitor economy, fueled by recent and upcoming investments in recreational amenities. The city's new Conway Soccer Complex, the soon-to-open Community Center, and the burgeoning Meadows Tech Park Trail are strategically positioned to attract tournaments, events, and outdoor enthusiasts, promising a boost to local businesses and Conway's overall appeal.

FOCUS: VISIT CONWAY

The Conway Soccer Complex, which opened in February at 2100 Museum Road, is already making its presence felt. Its 10 lit fields and central location off Interstate 40, near hotels and restaurants, are a significant upgrade from the city's former flood-prone complex. Soccer Complex Manager Jeff Turnage anticipates the new facility will draw thousands of visitors for games and tournaments.

"With the city running the soccer program, it's going to be very cost effective for kids to get into soccer," Turnage said. Season program prices range from \$30 for 2- and 3-year-olds to \$100 for the U9-U19 recreational league. The Conway Soccer Club also offers a competitive league.

Turnage, a veteran of central Arkansas soccer programs, aims to grow the Conway Soccer Club's enrollment from nearly 700 players to 1,000 by 2025 with the new complex. He is optimistic about the facility's potential for community involvement and economic growth. The influx of visiting teams and their families is expected to generate revenue for local hotels, restaurants, and retailers.

"Visitors are an important part of our overall economy in Conway," said Visit Conway Executive Director Rachel Shaw. "Thanks to the tax dollars generated from hotels and restaurants, we are able to continue to build new parks, sports facilities and attractions to



The forthcoming Conway Community Center will bring 133,000-square-feet of activity space to the city, including an eight-lane competition pool, a community fitness center, an outdoor pool with a lazy river and slides, volleyball courts, pickleball courts, an indoor track, and community lounges.

bring in more visitors, but also for our citizens to enjoy as well."

Adding to Conway's recreational portfolio is the forthcoming Community Center, approved by voters in February 2022. The 133,000-square-foot facility, anticipated to open this summer, will feature an eight-lane competition pool, a community fitness center, an outdoor pool area with a lazy river and water slides, eight volleyball courts, 12 pickleball courts, an indoor track, and community lounges. This diverse range of

amenities is expected to attract a broad spectrum of visitors for sporting events, day-travel, and other gatherings.

Conway's commitment to outdoor recreation extends to the Meadows Tech Park Trail, a new mountain bike trail in south Conway. The trail has already hosted Arkansas National Interscholastic Cycling Association mountain biking events and is set to welcome several more. Notably, Conway will host the Mid Season Classic on Sept. 20-21, and Champions Weekend on Oct. 25-26. These significant cycling events, along with other races scheduled throughout the fall, are expected to draw participants and spectators, providing a boost to the local economy.

Collectively, these investments in recreational infrastructure position Conway to capitalize on the growing demand for sports tourism and outdoor activities. By strategically enhancing its recreational offerings, Conway aims to not only improve the quality of life for its residents but also to establish itself as a more compelling destination for visitors, ultimately boosting its local economy.

"Conway has established its self as a destination for youth sports, not just within Central Arkansas, but state-wide," Shaw said. "The addition of these new facilities and amenities will help us to maintain that status and add to the list of events we are able to host." 🍏



The Meadows Tech Park Trail hosted its first Arkansas National Interscholastic Cycling Association mountain bike events last year, and will host several more this fall.

WHAT'S THAT GONNA BE?

Dave's Hot Chicken Coming to East Oak Street

Dave's Hot Chicken, a Nashville-style hot chicken restaurant, is coming to the District on Oak.

The District on Oak is a development owned by Engage Management at 1120 E. Oak St. next to Conway Family Bowl. The fast-casual spot will fill out the District on Oak, which also includes Jersey Mike's and Cold Stone Creamery.

Dave's Hot Chicken was founded in 2017 in L.A. The first brick-and-mortar opened in 2018. Now, the restaurant has more than 280 locations across the globe. *AY Magazine* reported last year that the restaurant had plans for expanding into Arkansas, including two locations in Little Rock and one in Fort Smith.

Dave's specializes in chicken tenders and sliders. The restaurant has seven spice levels, ranging from no spice to reaper, made with the Carolina Reaper pepper. It also offers a cauliflower alternative, Dave's NOT Chicken, as a healthier alternative. Sides include crinkle-cut fries, mac and cheese, and kale slaw. Dave's also has loaded fries, shakes, and slushers.

No word at this time on an open date.



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EDUCATION

Central Baptist College has named **Wendolyn Robinson** as its new director of financial aid. Robinson brings more than 10 years of experience in higher education and financial services

to the position.

Garbine Vidal-Torreira has been selected as an **Associated Colleges of the South** Fellow. Vidal-Torreira is an associate professor of Spanish at **Hendrix College** and serves as faculty director for the college's Women's Leadership Community.

NONPROFITS

The **Women's Leadership Network** has hired **Shaneil Ealy** as its executive director. This is a new role for the network, an organization dedicated to empowering women through leadership development, networking, and mentorship. Ealy comes to WLN from the University of Central Arkansas, where she was most recently associate vice president for the Division of Outreach and Community Engagement.



UTILITIES

Conway Corp has promoted several promotions and new employee certifications across its departments.

Tyler Pierce has been promoted to utility worker in the water department. Pierce will assist in maintaining and repairing the city's water systems, ensuring reliable and efficient service for the community.



Dylan Hopper has been promoted to apprentice lineman 1 in the electric department. Hopper was hired as a groundman in 2022.

Alex Barlow has been promoted to telecom construction technician 1 in the cable telecommunications department. He will be responsible for on-call duties and gaining hands-on experience

working with Passive Optical Network systems, a critical component of Conway Corp's expanding telecommunications infrastructure. Barlow joined Conway Corp as a telecom construction technician trainee in 2024.



UCA Picks Tim Bisping as Business Dean

The **University of Central Arkansas** has announced **Tim Bisping** as the new dean of the **UCA College of Business**. He will begin July 1.

The UCA College of Business offers a wide range of undergraduate and graduate programs across four academic departments and three centers and serves as the home of the Arkansas Insurance Hall of Fame.

Bisping currently serves as the dean of the **Nelson Rusche College of Business** at **Stephen F. Austin State University**, where he has led initiatives to enhance academic excellence, foster faculty and staff development and support student achievement.

Bisping has held key administrative and faculty positions at multiple institutions, including

serving as interim dean and associate dean of graduate programs and research at **Louisiana Tech University**. Notably, he is returning to UCA, where he previously served as associate professor of economics and chair of the **Department of Economics, Finance, and Insurance & Risk Management** from 2006 to 2011.

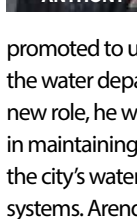
"Dr. Bisping is an accomplished leader who brings a strong vision for business education and student success," said UCA Executive Vice President and Provost Michael Hargis. "His extensive experience in higher education, coupled with his familiarity with UCA and the College of Business, makes him an excellent choice to lead the college into the future." 🟢



Hunter Fusilier has been promoted to operations center receptionist. Fusilier joined Conway Corp in 2024 as a cashier in the billing services department.



Si Anthony has been promoted to journeyman lineman and training coordinator in the electric department. Anthony began his career at Conway Corp in 2013.



Levi Arendall has been promoted to utility worker in the water department. In his new role, he will play a key part in maintaining and repairing the city's water and wastewater systems. Arendall began at Conway Corp in 2022.

Ivan Robinson has been promoted to apprentice lineman 3 in the electric department. He was originally hired as a groundman in 2020.



Wesley Fason has been promoted to apprentice lineman 3 in the electric department. He was hired as a groundman in 2020.



Lane Hall has been promoted to utility worker in the water department. He began his career at Conway Corp in 2022.



Caden Owen has been promoted to utility worker in the water department. He began his career at Conway Corp in 2022.

Plant Maintenance Worker



Wayce Howard and **Jason Huskey**, Plant Operator Apprentices **Sean Oates** and **Nate Tarkington**, and Lab Technician **James Woolfolk** have earned his Class 1 Wastewater Treatment certification from the Arkansas Department of Environmental Quality.



Emergency Management and Safety Coordinator **Logan Pryor** has completed his Infrastructure Protection certificate from Texas A&M. Pryor began at Conway Corp in 2022 and was promoted to his current role in 2023.

Scotty Bell has been appointed to the Conway Corp Board of Directors for a three-year term. Bell is the chief operating officer at Virco. 🟢





\$875,000
Price of top home
sold in March

68
Average days spent
on the market among
top five homes

\$731,000
Average price of the
top five homes

This 5-bed, 4-bath home was the most expensive home sold in Faulkner County in March. The 3,935 SF Greenbrier home sold for \$875,000 and \$222.36 per square foot.
Photo courtesy of Zillow

Three Greenbrier Homes Among Most Expensive Sold in Faulkner County in March

Greenbrier homes dominated the top five of the most expensive homes sold in Faulkner County in March, placing three sales among the top.

The most expensive home sold during March was a 3,935-square-foot home sold on Taryn Trail. The 5-bed, 4-bath home sold for \$875,000 and \$222.36 per square foot, the highest price per square foot among the top five. The home, built in 2024, was on the market for 29 days.

Coming in at No. 2 was a 4,869-square-foot home on Case Watson Drive in Greenbrier. The 3-bed, 3-bath home sold for \$830,000 and \$170.45 per square foot. It was on the market for 78 days. The third Greenbrier home included in the top five was a Miller Road Home that was the fourth most-

expensive home sold at \$660,000 and \$184.15 per square foot.

Two Conway homes rounded out the top five at Nos. 3 and 5, selling at \$665,000 and \$625,000, respectively.

Faulkner County Housing Report: 2025 Q1

The Faulkner County housing market presents a complex picture in the first quarter of 2025, according to year-to-date figures. While the number of homes sold countywide remained steady at 311 compared to the same period in 2024, the total dollar volume of those sales dipped from \$88.9 million to \$85.4 million, a decrease of approximately 3.9%.

Conway experienced a positive trend in sales volume, rising from \$35.1 million in 2024 to \$39.6

million in 2025, a 12.7% increase. This growth occurred despite a modest rise in the number of homes sold in Conway, from 120 to 144.

The median home price per square foot saw an increase in both Faulkner County and Conway. Countywide, the price rose from \$146.40 to \$149.45 per square foot, while Conway experienced a similar increase from \$145.08 to \$149.50 per square foot.

Conversely, the median home price for both Faulkner County and Conway decreased. The county saw a drop from \$247,500 in 2024 to \$235,215 in 2025, a decline of roughly 4.9%. Conway also experienced a decrease in median home prices, falling from \$247,500 to \$231,350, a 6.5% reduction. 📉

	ADDRESS	PRICE	PRICE PER SQ. FT.	APPROX. SQ. FT.	BEDS	FULL BATHS	DAYS ON MARKET
1	29 Taryn Trail, Greenbrier	\$875,000	\$222.36	3,935	5	4	29
2	65 Case Watson Drive, Greenbrier	\$830,000	\$170.47	4,869	3	3	78
3	362 Pippinpost Drive, Conway	\$665,000	\$137.57	4,834	4	4	206
4	116 Miller Road, Greenbrier	\$660,000	\$184.15	3,584	4	3	22
5	53 Megan Ln, Conway	\$625,000	\$179.60	3,480	3	2	5

ECONOMY AT A GLANCE

The Key Economic Indicators for Conway & Faulkner County

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February 2025

Civilian Labor Force



170,359,000



1,420,665

Seasonally Adjusted

U.S.

170,116,000

AR

1,416,582

Conway

37,172

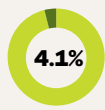
Faulkner Co.

66,406

Not Seasonally Adjusted

Unemployment Rate

U.S.



4.1%

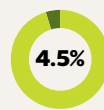
Seasonally Adjusted

AR



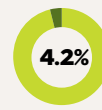
3.6%

U.S.



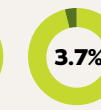
4.5%

AR



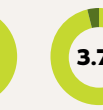
4.2%

Conway



3.7%

Faulkner Co.



3.7%

Not Seasonally Adjusted

TAX COLLECTIONS

March 2025, Year-to-Date

Total Sales

Conway

2025 \$577,709,260

2024 \$601,803,768

4.0% decrease



1.75% TAX RATE*

Faulkner County

2025 \$774,128,818

2024 \$842,689,938

8.14% decrease



0.5% TAX RATE

Restaurant Sales*

Conway

2025 72,596,335

2024 \$70,645,571

2.76% increase



*includes mixed drink sales

Hotel Receipts

Conway

2025 \$4,536,105

2024 \$5,383,659

15.74% decrease



SINGLE FAMILY HOME SALES

March 2025, Year-to-Date

Home Permits

Conway

2025 40

2024 28

42.86% increase



Homes Sold

Conway

2025 144

2024 120

20.00% increase

Faulkner County

2025 311

2024 311

0.00% increase

Home Sales

Conway

2025 \$39,643,201

2024 \$35,186,125

12.67% increase

Faulkner County

2025 \$85,413,755

2024 \$88,948,169

3.97% decrease

Median Home Price

Conway

2025 \$231,350

2024 \$247,500

6.53% decrease

Faulkner County

2025 \$235,215

2024 \$247,500

4.96% decrease

View more economic data at pulseofconway.com

Data is current at the time of printing. *Methodology Note: Conway figures are now for "Conway City Limits"



The Central Arkansas Art Collective has opened a new gallery in The Studio Downtown. The space displays art from local artists and is a hub for art in the community.

Central Arkansas Art Collective's New Gallery Enhances Conway's Art Scene

A new art gallery in downtown Conway is sparking energy and engagement by filling a long-standing gap in the local arts scene. The Central Arkansas Collective has transformed part of The Studio Downtown, a co-working space, into a museum-quality gallery that showcases professional Arkansas artists and serves as a cultural hub for the community.

Faye Hedera, president of the Central Arkansas Arts Collective, said the gallery emerged from a need she recognized when she moved to Conway.

"UCA and Hendrix College both have excellent galleries, but there was no dedicated space for working creatives outside the academic environment," she said.

Housing the gallery inside The Studio Downtown brings built-in foot traffic and flexibility. "We benefit from an existing audience and visibility," Hedera said. "It's exciting to walk downtown and see our gallery sign in the windows of such a prominent location."

The space is about more than displaying art — it's designed to promote community pride and encourage interaction with the arts.

"Many people have told us ours was the first art gallery they've ever visited. That tells me we're making an impact, educating the public and making art more approachable," she said.

To foster deeper engagement, the gallery opens new exhibitions in sync with the Conway Art Walk.

"That's allowed us to witness the real-time effect of our presence during public events," Hedera said.

A quarterly visiting artist program adds variety and depth, featuring central Arkansas artists who present their work alongside members and participate in talks during Art Walk events.

The creation of the gallery was a collaborative effort. Hedera credits Kate Carnahan, owner of The Studio Downtown, for embracing the vision of a hybrid space that supports both artists and entrepreneurs. Founding member James Volkert, a museum gallery expert, and Joanna Nabholz contributed to the gallery's seamless design.

Hedera believes this model could be replicated in other cities looking to combine community spaces with cultural investment.

"It's been inspiring to experience this support," she said.

The project also benefited from strong partnerships. H&N Architects, The Creative Institute, Blackbird Arts Collective, and the Adcock Family Foundation all played crucial roles, Hedera said, with the latter awarding a \$20,000 grant to help fund the gallery.

"The Adcock Family Foundation's generosity made a tremendous difference," Hedera said. "It's difficult to overstate their impact."

For Hedera, the gallery is the result of a shared vision and hard work.

"The gallery has been open two months, and it was only this week that I got up early one morning and just sat inside the gallery to marvel at the work of our hands," Hedera said. "While I was waiting for BMB Creations to open, I just sat there in the silence and observed the spring light illuminating two years' worth of effort, planning, and teamwork. It was truly a result of so many contributing people who recognized the same need: to provide a welcoming place to show incredible art. Before I walked down the street for my treat, I did acknowledge the pathway that led us to success and felt overwhelming gratitude for where I live." 🍋

How would you describe Conway's visitor economy?

A large majority of our visitor economy relies on youth sports. Thanks to investment in baseball and softball facilities over a decade ago, Conway has become a hub for competitive baseball and softball in Arkansas. We have also continued to grow our cycling amenities, which have brought in large youth cycling events and will continue to be a driver of economic activity.

What motivated the change to Visit Conway for the Convention and Visitors Bureau's branding?

Conway has always had more of a visitor economy than a tourism economy. We wanted our brand to reflect that and felt like it better described the work we do, and the reasons people come to Conway.

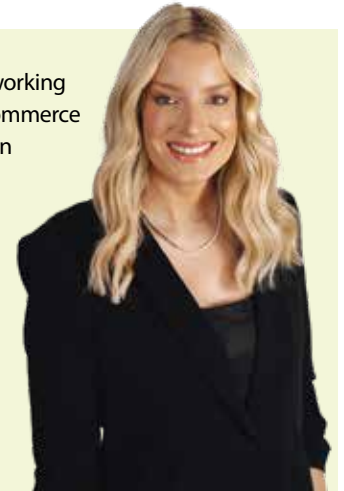
What are some long-range projects Visit Conway has in store?

We have come to be recognized as a statewide leader in youth sports; however, it's time to expand our focus to some other markets. In the coming years, we hope to add some new amenities that will attract a different type of visitor, while also appealing to our residents.

Are there any untapped opportunities that excite you?

With the opening of the new Conway Soccer Complex this spring, Conway is becoming more of a destination for competitive soccer. This summer, we will host the Arkansas State Competitive Soccer tournament, as well as two 3v3 Live events. Once the Community Center opens this summer, we will also have added opportunities to increase our swimming events and host additional volleyball events.

Background: Rachel Shaw began working for the Conway Area Chamber of Commerce in 2011 as the Director of Destination Marketing. In 2019, she became the Executive Director of the Conway Convention & Visitors Bureau. Shaw serves as president of the Arkansas Association of Convention & Visitors Bureaus and serves on the board of the Heart of Arkansas Regional Tourism Association.



How does Visit Conway support local events and festivals?

The Advertising & Promotion Commission provides grant funding each year to support local events. These grants can range from helping to support marketing efforts or helping to cover some necessary start-up expenses for new events. We also encourage anyone hosting an event in town to add their information to our online event calendar as some added free promotion.

How does Visit Conway grow our visitor economy?

Funds collected through the A&P Commission on prepared food and hotel/motel nights are then put back into the local economy to support local events or attract larger statewide or regional events. A&P funds are also used to build parks infrastructure that brings more people to town. Our baseball and softball fields, new soccer complex and new community center were all built with funds collected from the A&P tax. 🍋



The Conway Art Walk has brought hundreds of visitors to downtown Conway the first Friday of the month. Event organizers estimate the economic impact at more than \$200,000 a year.

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