

Arkansas State Highway and Transportation Department



Governor's Conference on Tourism

Hot Springs, AR

Tuesday, March 5, 2013

Perfect Partners





- Dates back to 1937
- Signage – our most obvious partnership



Highway Signs



'Attractions' Logo Signs



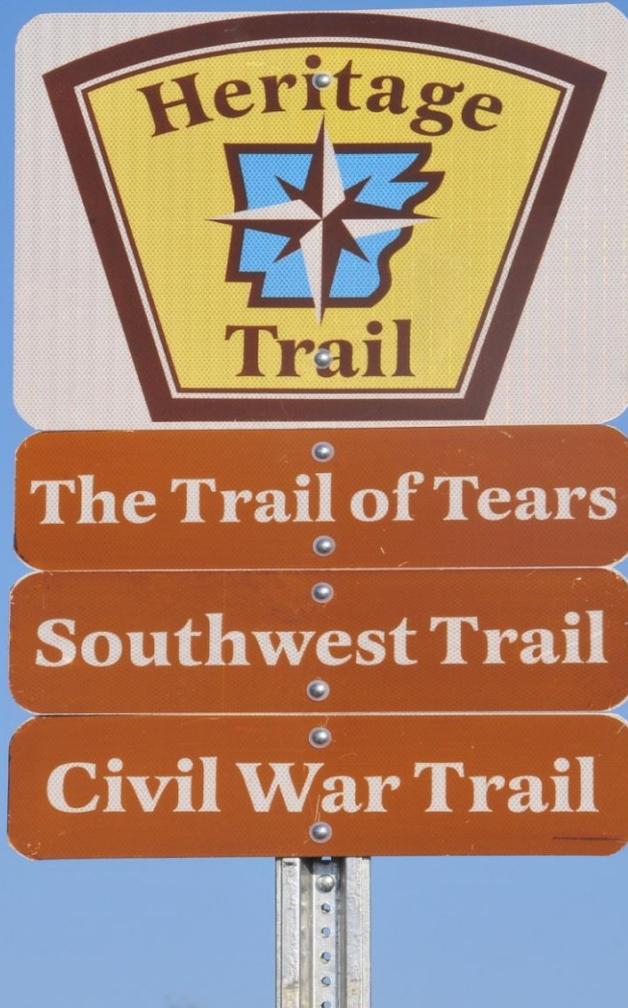
Tourist Destination Signs



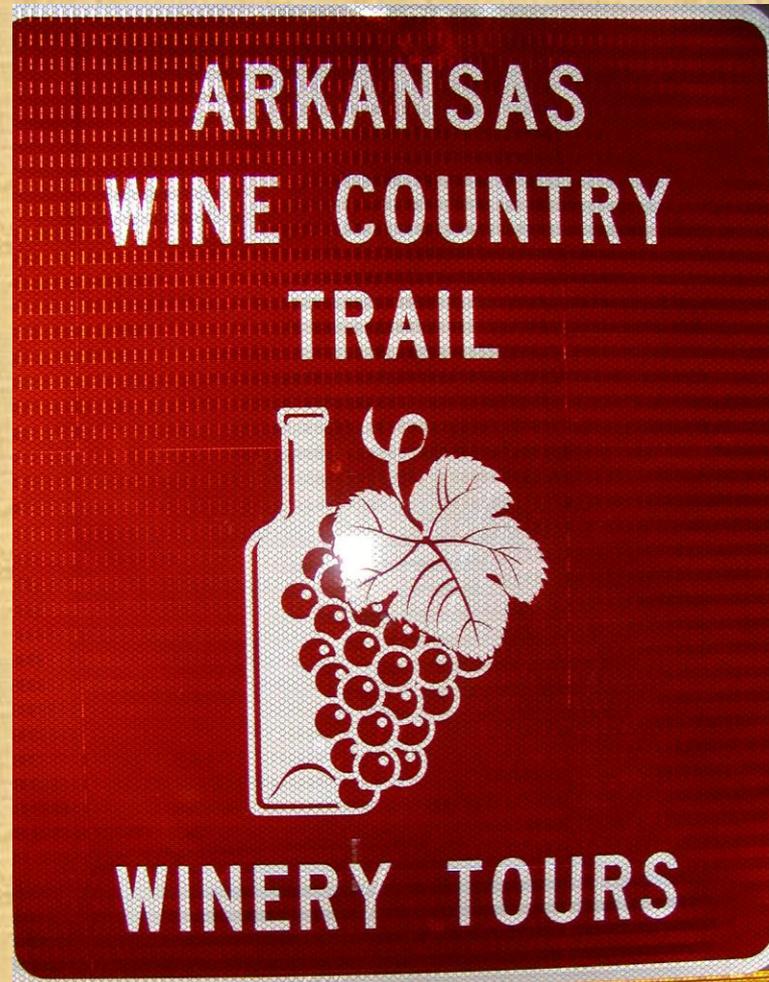
Natural State Golf Trail



Heritage Trails



Wine Trails



- Promotes 8 Wineries
- Cost: \$12,500.00
- Paid by: Arkansas Wine Producers Council
- Installation: Begins Next Week
- Complete: April 1

Arkansas Welcome Centers



Welcome Centers

Arkansas

THE NATURAL STATE

14 Locations

Open 360 Days
Per Year

8:00 a.m. - 5:00
p.m.



Arkansas

THE NATURAL STATE



Arkansas

THE NATURAL STATE



Arkansas
THE NATURAL STATE



Welcome Center Construction



Helena/W. Helena
(Opening in July)

West Memphis
(Opening in April)



KEEP ARKANSAS BEAUTIFUL





The Facts:

- **12th** Largest System in USA
- **43rd** Highway Revenue Per Mile
- **2nd** Lowest Administrative Costs



How We Compare

State	Mileage
Arkansas	16,430
Illinois	16,040
California	15,205
New York	14,969
Tennessee	13,881
Florida	12,084



How We Compare

State	Mileage	Revenue Per Mile
Arkansas	16,430	\$58,536
Illinois	16,040	\$252,000
California	15,205	\$682,000
New York	14,969	\$237,000
Tennessee	13,881	\$108,000
Florida	12,084	\$694,532

How We Compare

State	Mileage	Admin. Cost Per Mile
Arkansas	16,430	\$1,821
Illinois	16,040	\$8,830
California	15,205	\$109,417
New York	14,969	\$84,062
Tennessee	13,881	\$11,905
Florida	12,084	\$16,985

Recent Voter Approved Programs

November 2011

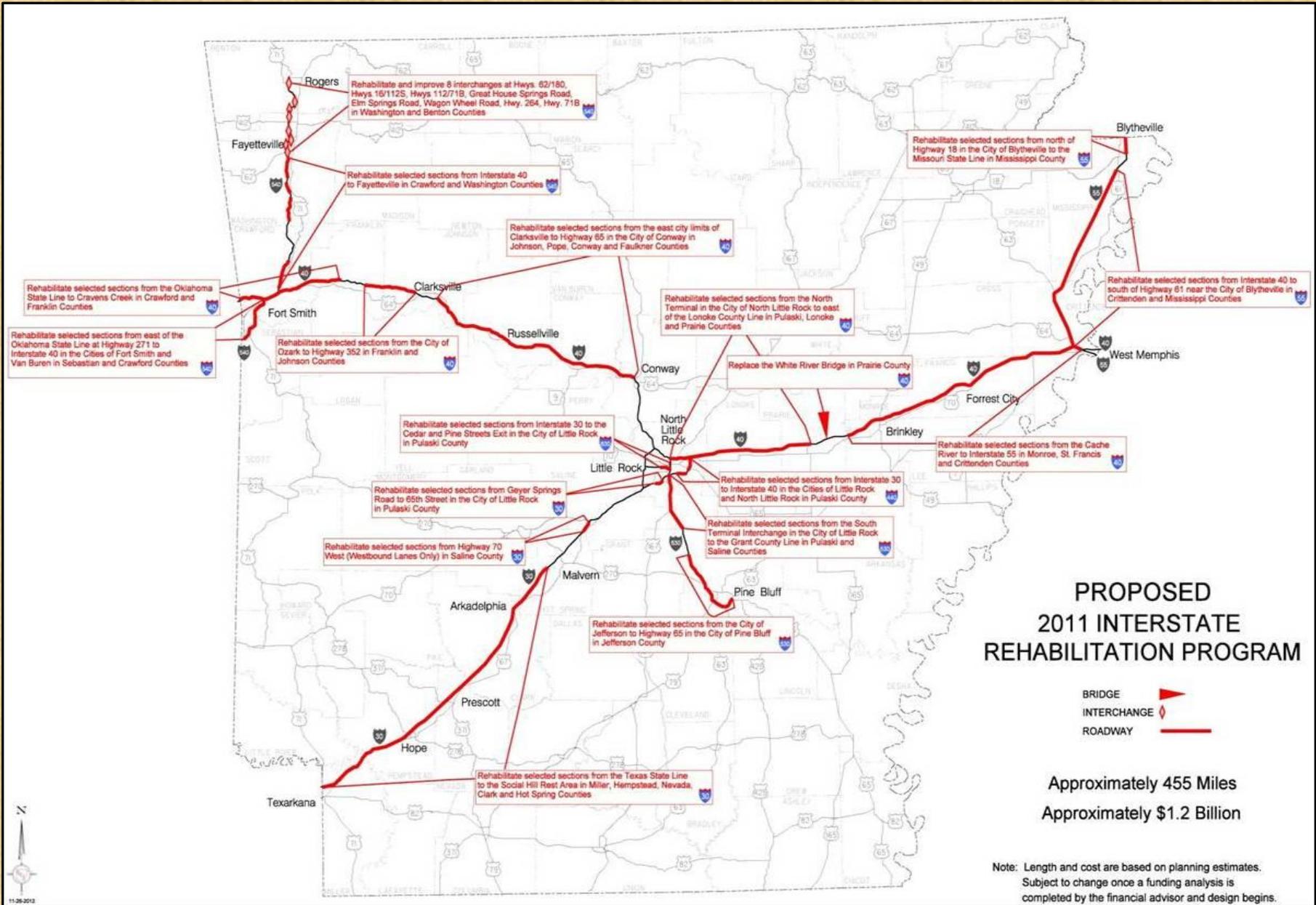
Interstate Rehabilitation Program

November 2012

Connecting Arkansas Program



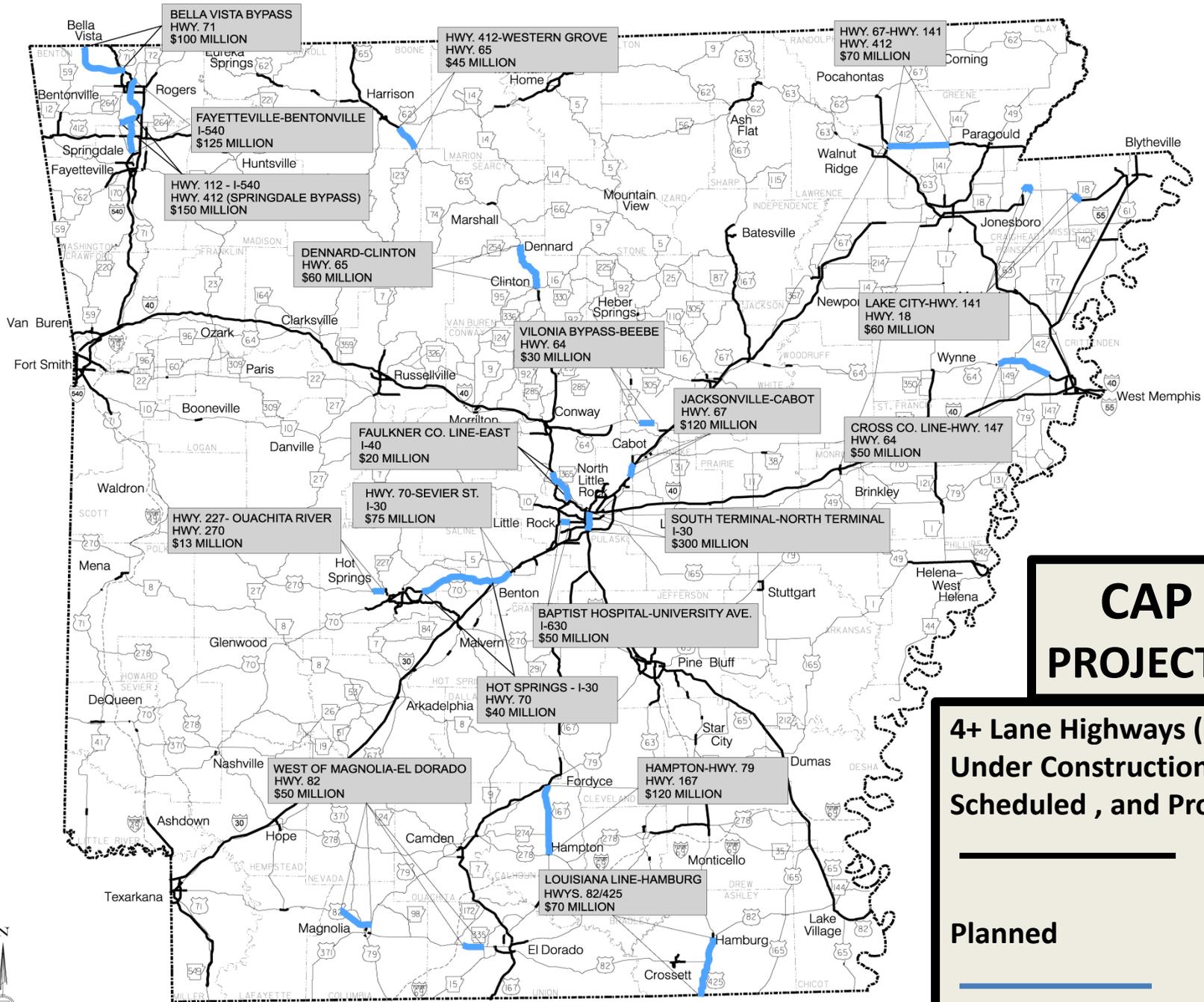
Interstate Rehabilitation Program





Connecting Arkansas Program

**Connects Arkansas
Increases Capacity
10-Year Revenue Cap**



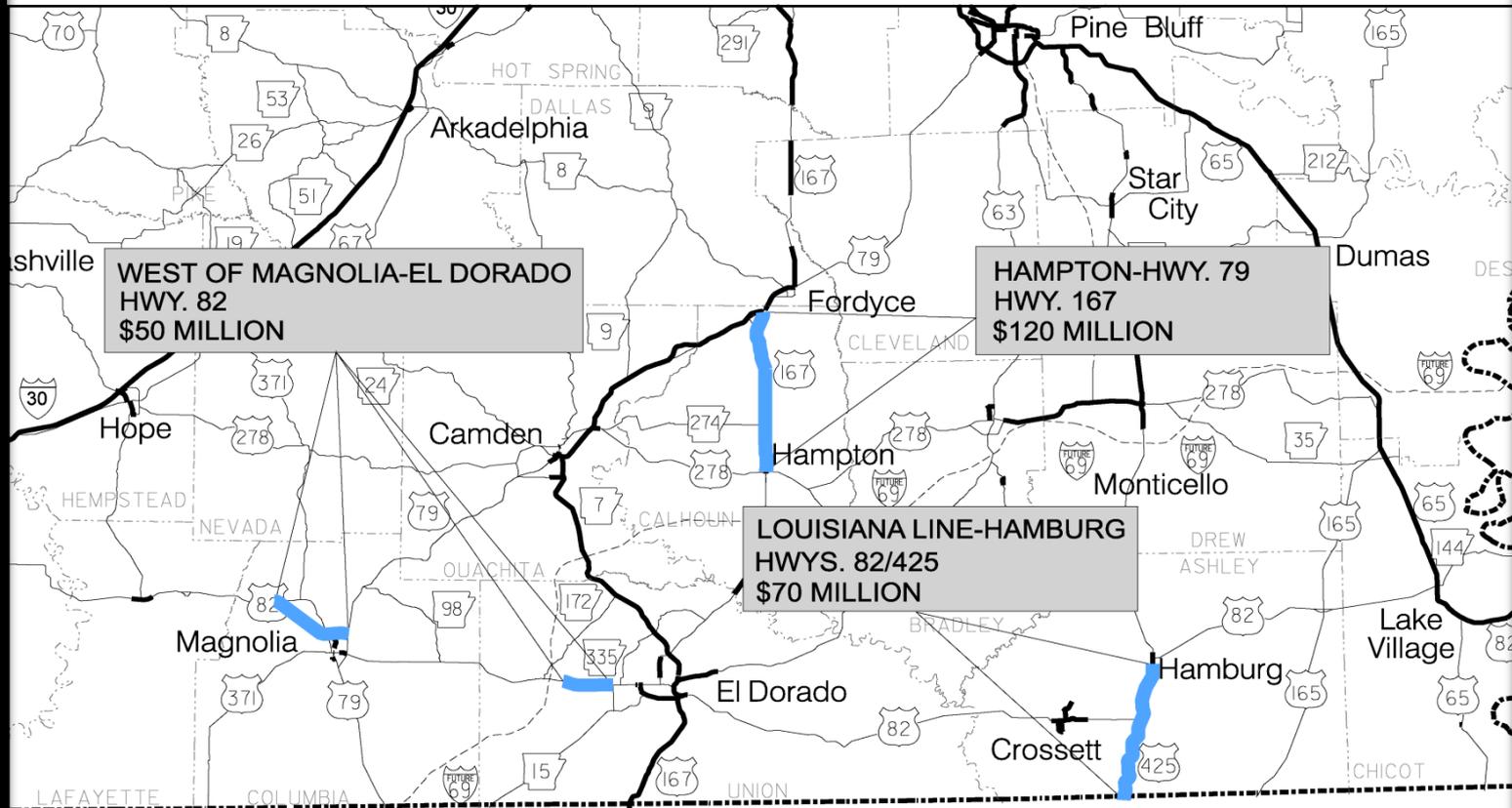
CAP PROJECTS

4+ Lane Highways (Existing, Under Construction, Scheduled , and Proposed)

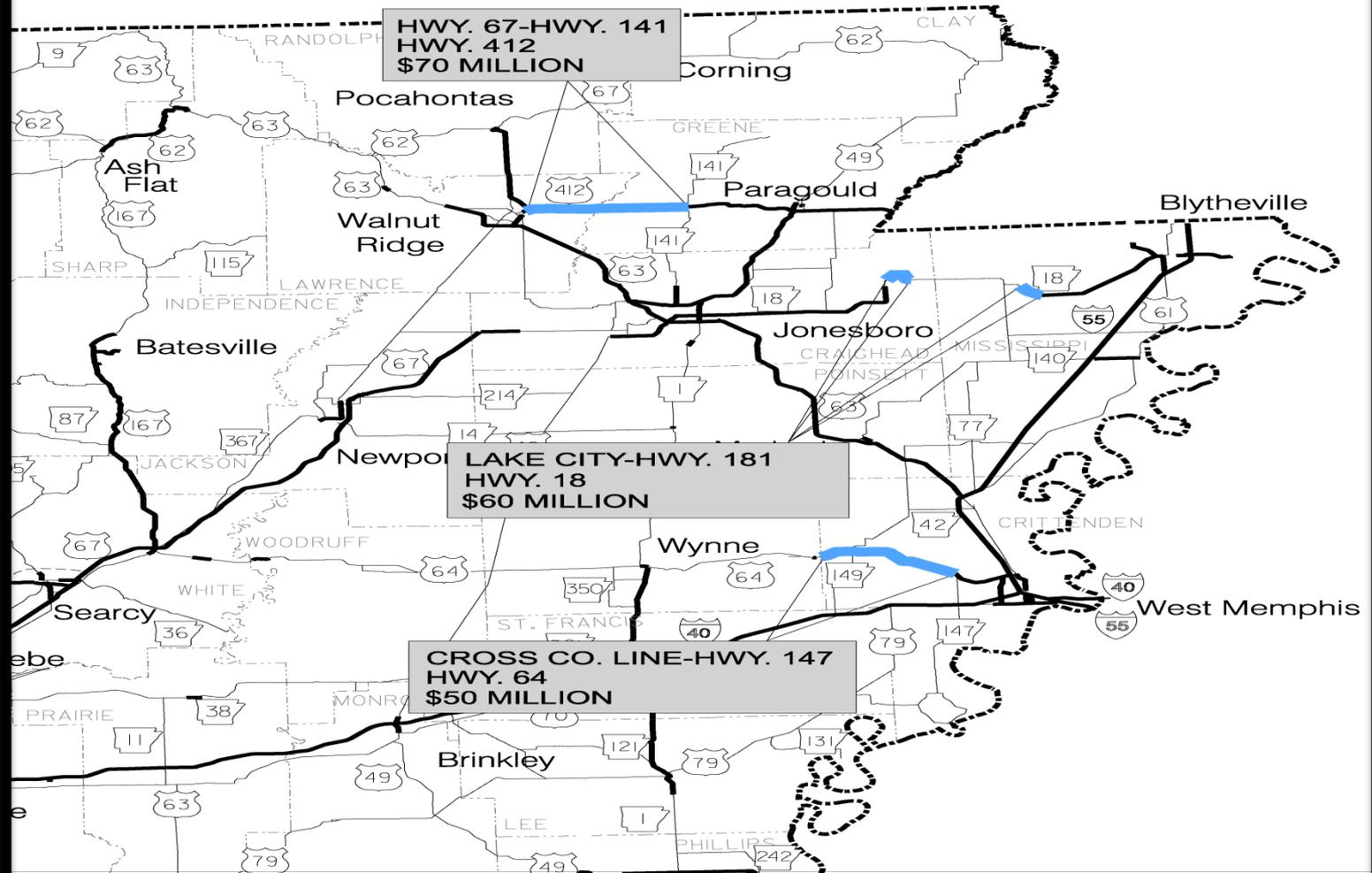
Planned



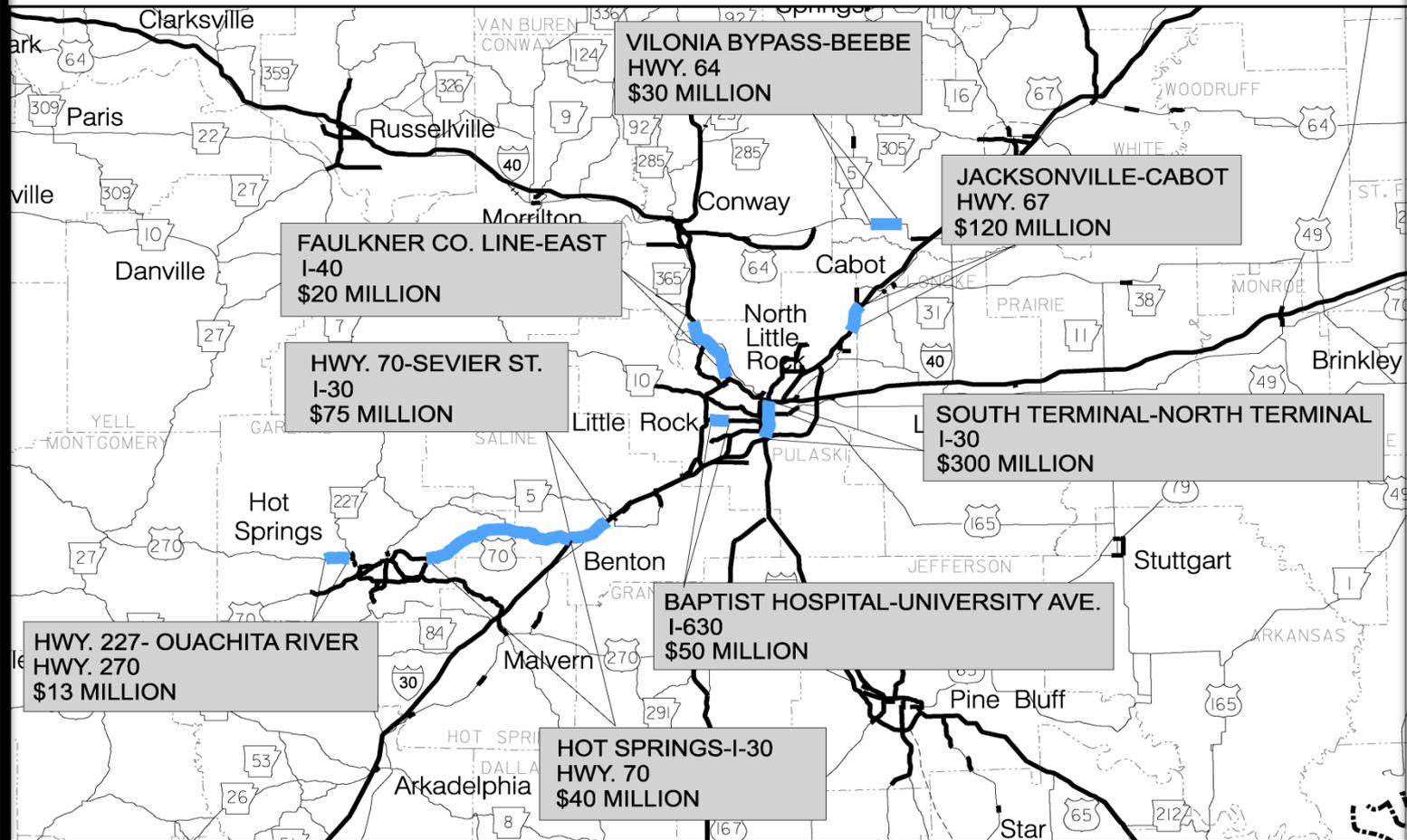
CAP SOUTHERN ARKANSAS



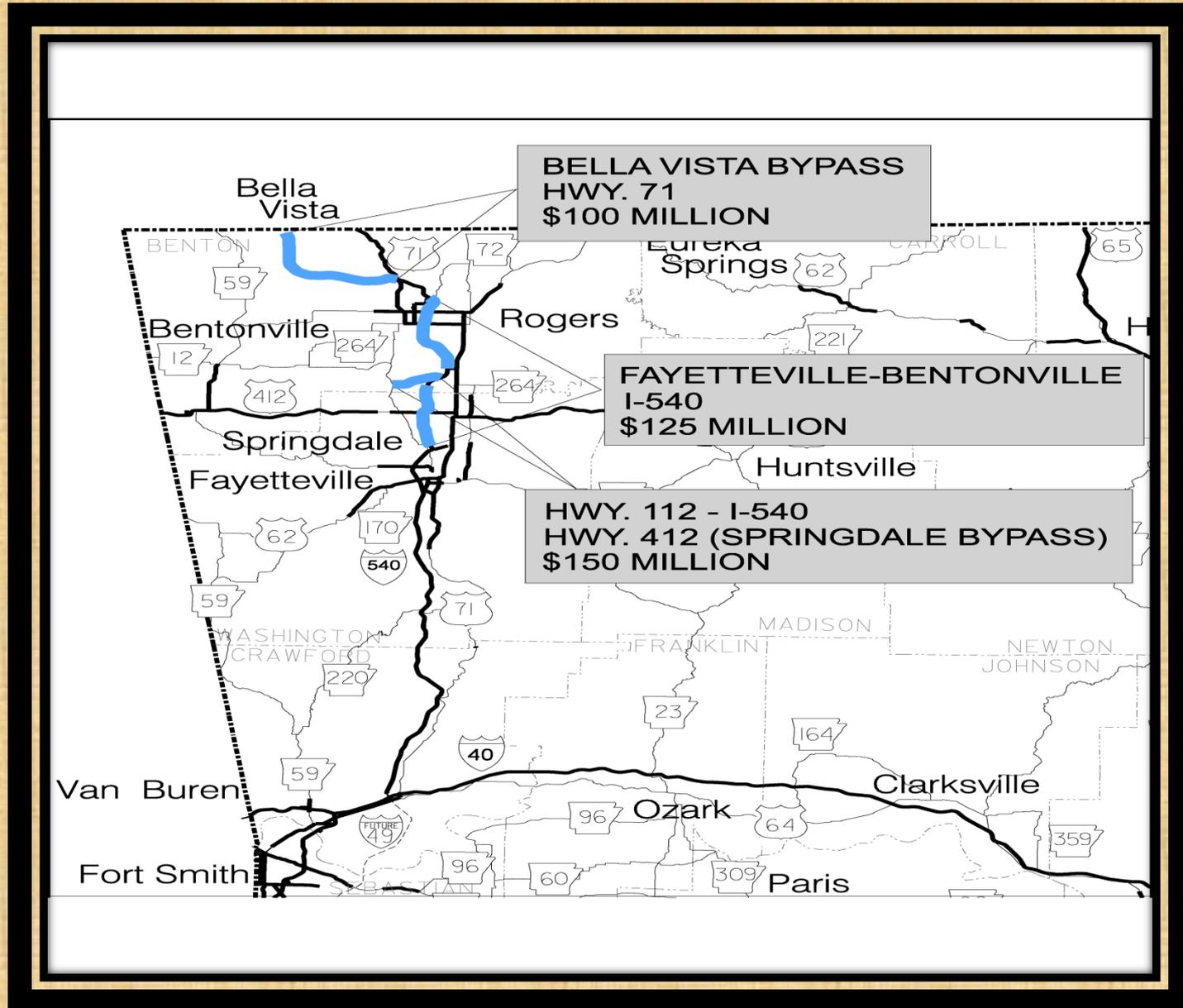
CAP NORTHEAST ARKANSAS



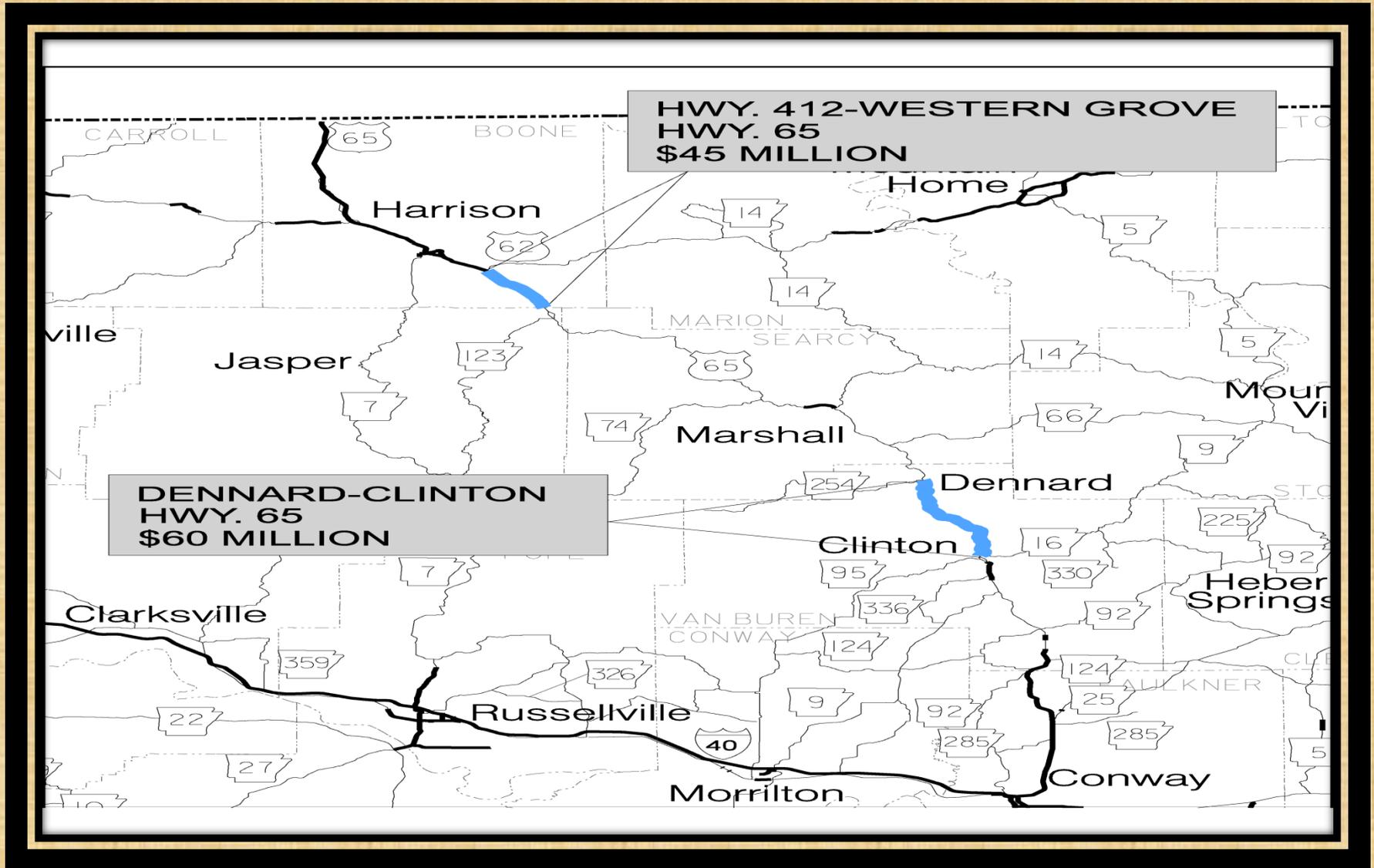
CAP CENTRAL ARKANSAS



CAP NORTHWEST ARKANSAS



CAP NORTHCENTRAL ARKANSAS



CAP: What's Next?

Hired a Program Manager
(Garver)

Hired a Financial Advisor
(Stephens, Inc.)

Hired Bond Counsel
(Coming Soon)



CAP: What's Next?

Assign Projects to Existing
On-Call Design Consultants
(Ongoing)

Schedule Projects
(Coming Soon)

Issue Bonds
(Late 2013?)

Award First Contracts
(Late 2013?)





PERFECT
PARTNERS



Scooter Regulations



Arkansas
THE NATURAL STATE



Litter Hotline
866-811-1222

