



FINDING 

Northwest Arkansas Regional Guide

**Surprise, you might just love it here. We do.** This place inspires us, from the undulating, expansive Ozark Mountains and ample urban greenspace, to world-class mountain biking, destination-worthy art experiences, rising star chefs and makers driving a flourishing culinary scene, and unparalleled entrepreneurial spirit.

We are a small town with modern sensibilities—close-knit, yet global. We welcome 30 new faces a day, from across the country and the globe, and we're better for it. As a community, we work hard to create space for all to connect and share their stories, exchange ideas, and to be at home.

In this guide, we will explore just how we do that. We hope you'll be open to the unexpected, it might even draw you in—and don't just take our word for it. National publications, economists and university researchers recognize Northwest Arkansas as one of the nation's most successful regions.

Click the publications below to explore:

The Washington Post

THE WALL STREET JOURNAL.

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Photo: Bike NWA



Photo: Experience Fayetteville

# CULTURE & DIVERSITY

We believe in the power of individual experience—that your own story is a vital contribution to the vibrancy of our community, from the workplace to our schools, events and public spaces.

Amplifying that individual experience makes our community a better place to live, work and play. As a community, we work hard to create space for all to connect, to listen and to share, to exchange ideas, and to feel at home.

This groundswell of support to recruit and engage diversity and inclusion across all levels, sectors and communities in our region is evident through efforts like **The Community Cohesion Project**. For this initiative, the largest employers of Northwest Arkansas are joining forces with our cultural institutions and community to create programming and events that make Northwest Arkansas a welcoming place for all.

Embracing and advocating for the individual and collective community is paramount, with particular focus on Asian/Pacific Island, Hispanic/Latino, LGBTQI, Native American, and African American communities.

The influx of transplants from across the country and the globe has created an incredibly unique population. The results of these population shifts are evident in the strength of our schools.

The largest school districts in Northwest Arkansas are majority students of color, and students in Northwest Arkansas school systems come from more than 90 countries and speak at least 87 languages.

**Native American** The storied history of Native American tribes runs deep in our region, and The Museum of Native American History (MONAH) is a living example of keeping that history alive. Founded by David Bogle, a registered member of the Cherokee Nation born and raised in Bentonville, the museum houses over 10,000 of the finest Native American artifacts, and is recognized as a thriving cultural center representing indigenous communities through storytelling, song, art, language, dialogue and more. Connecting with and paying respect to the Native American tribes of our region and our state, including the Osage, Caddo and Quapaw people, is a critical element of the past and future.



# CULTURE & DIVERSITY

**LatinX** More than 80,000 Northwest Arkansas residents are Hispanic, and make up about half of the school districts in Rogers and Springdale. Not only has the LatinX community fueled incredible growth in Northwest Arkansas over the past two decades, it is a cultural force, inspiring vibrant cultural and culinary offerings across the region. Among them, a LatinX film festival at Crystal Bridges Museum of American Art, annual music festivals at the Walmart AMP, Springdale Civic Center, and Arkansalsa art and music festival benefitting local scholarship funds. Arts organizations engage dialogue and movement including LatinX Theatre Project, committed to continuing an inclusive conversation about community identity, and Latin Arts Organization of Arkansas, promoting Latin heritage in the community through dance, music and arts programs. There are events year-round, especially lively during Hispanic Heritage Month, where you are sure to witness dancing in the streets and marches in our downtowns, featuring arts organizations like Dancers from Ballet Folklorico or Chinelos Morelenses Unidos en Arkansas.

**African American** Underscoring the strength of the African American community in our region, The U.S. debut of *Soul of a Nation: Art in the Age of Black Power* took place at Crystal Bridges Museum of American Art in Bentonville, and artist Nick Cave presents *Until at The Momentary*—the exhibition, just like these previous works, question gender, race, and violence—in particular, gun violence—in America. Organizations like the Northwest Arkansas African American Heritage Association, Dr. Martin Luther King Jr Council, and Black Cultural Action Committee spearhead cultural events, leadership awards and education across the region.

**Asian American** Pacific Islanders make up a large percentage of the Asian population in Springdale, with the largest population of Marshallese in the continental U.S. The flourishing, nationally recognized Farmers Markets across our downtowns are anchored by our incredible Hmong farming community. To support a growing Southeast Asian population, Indian-American Srividya Venkatasubramanya founded the Ra-Ve Cultural Foundation, providing opportunities to access the richness of Indian arts and culture, through traditional dance and classical music.

**LGBTQI** There is a vibrant and thriving LGBTQI community in Northwest Arkansas. According to ABCNews, “Northwest Arkansas is one of many regions in red states trying to build an oasis for LGBTQI visitors from rural America,” with specific mention of Eureka Springs, where locals say over 30 percent of residents are LGBTQI and playfully remark their town has “no straight streets.” The Human Rights Campaign consistently lists Fayetteville at the top of its Municipal Equality Index for Arkansas. The index is an evaluation examining cities’ “laws, policies and services, and rates them on the basis of their inclusivity of LGBTQI people who live and work there.”



# CULTURE & DIVERSITY

## EXPERIENCES

Experience the rich cultural fabric of our region through a breadth of opportunity to connect. The types of events vary greatly, here is **just a sampling of other community cultural events** you may encounter in the region:

**EngageNWA** Connecting leaders in business, government and the community as a platform to demonstrate shared values, practical strategies for engagement and positive results around efforts to build an inclusive region.

**TRUE NWA** Arkansas Community Foundation, supported by the Walmart Foundation and Walton Family Foundation, administers TRUE Northwest Arkansas (TRUE), a three-year community-based initiative to advance diversity, equity and inclusion.

**Ideals Institute** A hub of training, research and support for diversity and inclusion efforts across the state, launched in 2019. The University of Arkansas is a unique conduit for government agencies, community groups, philanthropic organizations, businesses, public schools and fellow higher education institutions

to receive support, expertise and training in best diversity and inclusion practices offered by the new Institute.

**NWA Fashion Week** Highlights designers, artists, boutiques and other creative professionals who are committed to building a vibrant, inspired creative community in Northwest Arkansas. The NWAFFW team is devoted to promoting diversity and inclusion in our local design community, while supporting the growth of the industry and setting the bar high for fashion.

**A People's Journey—Curating African American History and Culture in a National Museum**  
Presented by the Pryor Center, a lecture by Kevin Strait, museum curator at the Smithsonian's National Museum of African American History and Culture.

**Bentonville Film Festival** Championed by the Geena Davis Institute on Gender in Media to promote underrepresented voices of diverse storytellers, amplifying females, LGBTQI, people of color and people with disabilities in entertainment and media.

**Cultural Festivals** Types of festivals include Barrio Fiesta presented by Northwest Arkansas Filipino American Association, The Northwest Arkansas Hispanic Heritage Festival, The Indian Cultural Association of Northwest Arkansas Independence Day Celebration, and Botanical Garden of the Ozarks International Festival as a part of Welcoming Week, a series of events nationwide bringing together immigrants, refugees and native-born residents.

**Facing Race Workshop: Becoming Conscious Allies**  
A safe space, inviting us to open our hearts, in order to create a new awareness and understanding of how to become conscious allies to our Black sisters and brothers within the faith communities.

**LatinXNA Empowerment Forum** Catalyzing LatinX empowerment throughout the region.





# CULTURE & DIVERSITY

## EXPERIENCES

**Native American Cultural Celebration** The Museum of Native American History hosts the Native American Cultural Celebration, in its third year. The three-day event brings Native artists, actors, leaders and advocates from across the country to Northwest Arkansas.

**Northwest Arkansas Black-Owned Business Expo** Organized to amplify, celebrate, and highlight our local black-owned businesses.

**Northwest Arkansas Pride Parade and Festival** The largest LGBTQI Pride celebration in Arkansas is an annual event. In just over a decade, NWA Pride has grown from 200 brave participants and spectators into a multi-day calendar of events serving more than 20,000 residents and tourists and has the honor of being Fayetteville's second-largest event, and Arkansas' largest LGBTQI Pride celebration.

**Martin Luther King Jr. Remembrance** The Northwest Arkansas Dr. Martin Luther King Jr. Council was developed to continue to advance and promote the dream, life and legacy of Dr. Martin Luther King, Jr. which emphasizes love and action. Series of events running for 24 years throughout the region include a Freedom March, Vigil, Memorial Service, Day of Service and Recommitment Banquet.

**Prologues Story Sharing Salon** Designed to introduce others to the good work happening around the region through the personal lens of the humans catalyzing positive change.

**Salsa Lessons with Calle Soule** A family-friendly kickoff to Hispanic Heritage Month at the Springdale Public Library with a night full of Latin music and dance.

**Tonya Lewis Lee** American film and television producer, author, entrepreneur and advocate for women and infant health. She discusses the power and impact of art and images to inspire social justice.

For more information about diversity in our community, explore [DiversityNWA.com](https://DiversityNWA.com) and [EngageNWA.com](https://EngageNWA.com). For a full list of religious organizations represented in the region, see [FindingNWA.com](https://FindingNWA.com).





# ARTS & ENTERTAINMENT

There is no shortage of things to do in Northwest Arkansas, where the intersections of nature and art and food and education are uniquely us—unparalleled by any other region.

The local arts and entertainment experience unites our diverse communities, providing a vibrant canvas for all to appreciate. Ranging from **Crystal Bridges Museum of American Art**, the first museum of its size to open between the coasts in more than a generation, to the **Fayetteville Roots Festival**, a five-day, intimate, urban music and food festival. And, let's not forget **Bikes, Blues & BBQ**, the world's largest charitable motorcycle rally with events spanning across Northwest Arkansas and serving motorcycle enthusiasts for 20 years.

We blur the lines of arts and entertainment—all with the lush natural landscape of the Ozarks as our backdrop.



Photo: Dero for Experience Fayetteville



Photo: Visit Bentonville



# ARTS & ENTERTAINMENT

**Botanical Garden of the Ozarks (Fayetteville)** A 42-acre public garden in Fayetteville dedicated to education and environmental awareness, featuring 12 themed gardens and the region's only native butterfly house.

**Crystal Bridges Museum of American Art (Bentonville)** Shrouded by a 120-acre wooded park and trail system in the center of Bentonville sits the 217,000-square-foot space, designed by renowned architect Moshe Safdie, and home to permanent American masterworks from the likes of John Singer Sargent, Norman Rockwell, James Turrell and Andy Warhol and the stunning Yayoi Kusama's artwork, Infinity Mirrored Room—My Heart is Dancing into the Universe. Temporary exhibitions have included the Tate Modern developed Soul of a Nation: Art in the Age of Black Power, Hank Willis Thomas: All Things Being Equal, and the acclaimed State of the Art, showcasing an extensive nationwide selection of contemporary art from artists not yet recognized at the national level.

**George's Majestic Lounge (Fayetteville)** Established in 1927. This downtown Fayetteville gem is a local music mecca, over the years showcasing acts like Turnpike Troubadours, Bassnectar, Big Gigantic, Zac Brown Band, Fitz & the Tantrums, Cherub, Tower of Power, Animal Collective, Phantogram, comedian Hannibal Burress, Sturgill Simpson, Old Crow Medicine Show, Dierks Bentley and so many more.

**The Momentary (Bentonville)** A newly opened 63,000-square-foot contemporary art space for visual and performing arts, culinary experiences, festivals, artists-in-residence, and more, invites the public to make contemporary art a part of their daily routine. Chicago's Wheeler Kearns Architects developed a sustainable adaptive reuse plan for the former Kraft plant, situated along the Razorback Regional Greenway trail and near 8th Street Market in downtown Bentonville.

**The Scott Family Amazeum (Bentonville)** An interactive arts and sciences museum in Bentonville for children and families to embrace curiosity and creativity through collaborative exhibits and programs, including workshops, camps, and nearly one acre of outdoor space. Exhibitions include the 3M Tinkering Hub, General Mills Lift, Load and Haul, Market Sponsored by Walmart, Nature Valley Water Amazeum, Nickelodeon Play Lab, Hershey's Lab and more. The Amazeum has officially welcomed over one million guests since opening in 2019.

**Symphony of Northwest Arkansas (Fayetteville)** A resident company of the Walton Arts Center, providing musical performances and educational opportunities to Northwest Arkansas for over 60 years. SoNA spearheads an interactive arts integration program, which has brought live music to over 3,000 students in Benton and Washington counties.

**TheatreSquared (Fayetteville)** A nationally recognized professional theatre, offering 220 performances a year in an intimate setting with state-of-the-art community space in downtown Fayetteville. TheatreSquared has been recognized by the American Theatre Wing, founder of the Tony Awards, as one of the nation's ten most promising emerging theatres. TheatreSquared recently completed a new, architecturally significant, permanent home for professional theatre in Northwest Arkansas. This 50,000 square-foot cultural landmark unites two intimate theatres, rehearsal space, a three-level commons and café, outdoor gathering spaces, production workshops, offices and artists' apartments.

**Walmart AMP (Arkansas Music Pavilion) (Rogers)** The state's largest outdoor amphitheater hosting world-class touring artists and musicians for every music fan, including Janet Jackson, Rob Thomas, The Killers, comedian Trevor Noah, Earth, Wind, & Fire, Florida Georgia Line, Leon Bridges, Travis Scott, G-Eazy, Lil Uzi Vert, The Smashing Pumpkins, Santana, Brad Paisley, Jackson Browne and more.

**Walton Arts Center (Fayetteville)** A world-class performing arts center hosting plays and musicals from Broadway stages, as well as performances and entertainers from all over the world. Shows include The Book of Mormon, Les Misérables, Fiddler on the Roof, CATS, School of Rock, Hair, Jersey Boys, RENT and more. Be the first in line for critically acclaimed Hamilton coming early 2022.



# RESTAURANTS

Across the region, there is no shortage of chefs working hard to bring people together through an amazing culinary experience, from a seven-course tasting menu to fresh, flavor-packed tacos. Here are just a few of Northwest Arkansas' local food heroes.

Meet **Rafael Rios**, executive chef and owner of **Yeyo's Mexican Street Food and Mezcal Bar**, and **James Beard Semi-Finalist Nominee**, whose Bentonville family farm supplies all the produce for their restaurant. Meet Executive Chef **Matthew Cooper**, of farm-to-table restaurant **Preacher's Son**, who, by the way, is the son of a Methodist preacher. Meet **Andrea Allen**, owner of nationally-acclaimed **Onyx Coffee** and winner of the **United States Coffee Championship**, who, with every new retail location, has an astounding ability to create a sublime coffee experience.

**Every restaurant has a story to tell (and taste).**



Photo: Experience Fayetteville



Photo: Experience Fayetteville



Photo: Finding NWA



# RESTAURANTS

## FINE DINING

**Bordinos (Fayetteville)** American cuisine with a Northern Italian influence in a warm, sophisticated space. The restaurant also boasts a 14-time Wine Spectator Award of Excellence wine list.

**Heirloom (Rogers)** An intimate 20-seat, multi-course tasting menu prepared by chef and owner Jason Paul, and hidden within the 1907 building in historic downtown Rogers.

**The Hive at 21c Museum Hotel (Bentonville)** Elevated Southern cuisine by chef Matt McClure, a six-time James Beard Foundation Best Chef Semi-Finalist.

**Preacher's Son (Bentonville)** A farm-to-table experience featuring sustainably sourced ingredients from farmers in Northwest Arkansas, located in a beautifully restored historic church in downtown Bentonville. An immense art glass window by acclaimed artist George Dombeck fills the space with grandeur and calming natural light.

## CASUAL DINING

**The 1907 (Rogers)** A historic 30,000-square-foot building in downtown Rogers, designed as an open marketplace hosting Onyx coffee, Yeyo's Mexican Street Food (Chef Rios, James Beard Semi-Finalist Nominee), Heirloom fine dining, Doughp bakery, and The Foreman craft cocktails.

**8th Street Market (Bentonville)** A community-focused food hub and home to Brightwater culinary school, local artisans and restaurants such as Yeyo's Mexican Street Food, Coop Ramen, The Holler local hangout, Markham & Fitz bean to bar chocolate and nearby Blu Fish House for market-fresh fish and sushi. Designers Hufft Architecture received an Excellence in Architecture Merit Award for adaptive reuse design.

**The Depot by Arsaga's (Fayetteville)** Located in the historic Fayetteville Depot near the Frisco walking trail, serving house-roasted coffee and an inspired seasonal menu for breakfast, lunch and dinner.

**Hugo's (Fayetteville)** A cultural institution located off the Fayetteville historic square, serving classic

burgers, homemade French fries and still boasting its 1977 funky vibe.

**Oven & Tap (Bentonville)** American South and Italian inspired cuisine using locally sourced ingredients. Here you'll find wood-fired pizza, house-made cocktails, wine and craft beers.

**Pressroom (Bentonville)** An American bistro, coffeehouse, juice and cocktail bar, open for breakfast, lunch and dinner.

**Saiwok (Rogers)** A modern eatery offering pho, banh mis and other casual Vietnamese fares.

**Taco Tour (Springdale)** A self-guided excursion through Springdale's mom and pop taquerias. Visit [teamspringdale.com/tacotour](https://teamspringdale.com/tacotour) for more information.

**Wright's BBQ (Johnson)** Classic barbeque menu using traditional smoking methods, as well as housemade pies and cookies.



# RESTAURANTS

## COFFEE

[Airship Coffee \(Bentonville\)](#) Farm-direct fresh roasted coffee headquartered on 5th Street in Bentonville.

[Arsaga's Coffee Roasters \(Fayetteville\)](#) A family-owned business producing small-batch artisan coffee roasting and unique culinary experiences in the Ozarks since 1992.

[Onyx Coffee Lab \(Bentonville, Fayetteville, Springdale, Rogers\)](#) Award-winning coffee in beautiful spaces throughout Northwest Arkansas.

## BREWERIES, DISTILLERIES & TASTING ROOMS

Northwest Arkansas Council shows that producers made nearly 18,000 barrels of beer in 2019 – up 43% since 2017 – that's 4.3 million pints.

[Bike Rack Brewing \(Bentonville\)](#)

[Black Apple Cidery \(Springdale\)](#)

[Fossil Cove \(Fayetteville\)](#)

[Fox Trail Distillery \(Rogers\)](#)

[Ivory Bill \(Siloam Springs\)](#)

[Ozark Beer Co. \(Rogers\)](#)

[Sassafras Springs Vineyard & Winery \(Springdale\)](#)

## AFTER HOURS

[The Foreman \(Rogers\)](#)

[Maxine's \(Fayetteville\)](#)

[Scotch & Soda \(Bentonville\)](#)

[Undercroft \(Bentonville\)](#)

[Vault \(Fayetteville\)](#)

## FOOD TRUCKS

[8th Street Market \(Bentonville\)](#)

[City Pump \(Rogers\)](#)

[Lakeview Road \(Springdale\)](#)

[Shulertown \(Fayetteville\)](#)

[Yacht Club \(Fayetteville\)](#)



Photo: Wesley Hitt for Experience Fayetteville



Photo: Finding NWA



Photo: @hangrypedalernwa for Experience Fayetteville



# EDUCATION

We are incredibly focused on providing opportunities that inspire a love of learning in our kids from an early age.

**According to U.S. News & World Report, Northwest Arkansas is home to eight public high schools that rank in the top 10% in the nation.**

In addition to core curriculum, interactive and real-world programs instill an appreciation of the outdoors, of innovation, the arts and sciences. Girls Who Code works to close the gender gap in Tech and The Smithsonian Air and Space Museum's She Can STEM Camp expanded to Bentonville for the first time. At the high school and university level, a surge in robotics startups and programming shows a fervor for tech innovation, including AMBOTS, More Technologies through the University of Arkansas and Root Negative One, a competitive robotics team. A Bentonville High School student just struck a deal on ABC's Shark Tank. Apple Seeds Teaching Farm reached 10,778 students in 2019.

## EARLY CHILDHOOD

**[Helen R. Walton Children's Enrichment Center \(Bentonville\)](#)** A non-profit organization providing high-quality early childhood education for children ages six weeks to pre-kindergarten since 1982.

**[Jean Tyson Child Development Study Center \(Fayetteville\)](#)** A family-centered program facility designed to provide best practices in early childhood education, for ages 8 weeks to 5 years, and to enhance the learning experience for University of Arkansas students.

**[Montessori Education \(Bentonville, Fayetteville, Rogers, Springdale\)](#)** There are several Montessori campuses in Northwest Arkansas specializing in child-centered education, tailored to facilitate independence and self-exploration.

Resources: **[Child Care Aware of NWA](#), [Better Beginnings Arkansas](#), [Search for Licensed Programs](#)** provided by the State of Arkansas Child Care Division, showing a level of accreditation by facility, as well as any licensing violations the facility has had.

## INDEPENDENT & PRIVATE SCHOOLS

**[The New School \(Fayetteville\)](#)** A K-12 private school in Fayetteville, ranked No. 1 in the nation by The Best Schools on their list of 50 Best Private Elementary Schools in the U.S.

**[Providence Academy \(Rogers\)](#)** An independent Christian K-12 school serving college-prep education to equip students with a biblical worldview.

**[Shiloh Christian \(Rogers, Springdale\)](#)**

A private Christian school educating students in K-12. Shiloh Christian holds state, national and international accreditation.

**[Thaden School \(Bentonville\)](#)** An independent, 30-acre campus in the heart of Bentonville offering classes to grades 6-12—led by Clayton Marsh, a former deputy dean at Princeton University.

# EDUCATION

## PUBLIC & CHARTER SCHOOLS

**[Arkansas Arts Academy \(Rogers\)](#)** An open-enrollment public charter school offering fine arts education to K–12 students with a mission to provide a rigorous academic program with a purposeful integration of the arts.

**[Bentonville Ignite Program \(Bentonville\)](#)** A program offered by Bentonville schools to provide students with real-life learning experiences in collaboration with regional businesses, non-profits, and industry professionals that align with future opportunities in the community.

**[Don Tyson School of Innovation \(Springdale\)](#)** A technology-rich STEAM School for grades 6–12, embracing flexible and blended learning opportunities and allowing for a project-based learning environment that promotes student success.

**[Haas Hall \(Fayetteville, Bentonville\)](#)** Haas Hall's accelerated curriculum is designed to educate, challenge and inspire their scholars for their higher educational pursuits. In 2020, Haas Hall Bentonville was ranked as the top public school in Arkansas and the No. 8 public school in the nation. Haas Hall Fayetteville ranked No. 2 high school in the state and top 100 in the nation.

**[Northwest Arkansas Classical Academy \(Bentonville\)](#)** A member of Hillsdale College's Barney Charter School Initiative. K-12 education using the Socratic method of learning to provide the skills necessary to communicate and function in a global society.

## HIGHER EDUCATION

**[John Brown University \(Siloam Springs\)](#)** John Brown University is one of the region's largest private colleges with 2,300 students. JBU is recognized by U.S. News & World Report as one of the Best Regional Universities in the South, as well as one of the nation's Best Value Schools.

**[Northwest Arkansas Community College \(Bentonville\)](#)** A public community college providing quality and affordable higher education, including cutting edge culinary training through Brightwater: Center for the Study of Food. The college offers an Integrated Design Lab for students pursuing an education in arts and construction technology, which houses sculptures, ceramics, a Fab Lab with 3D printers, a CNC router, laser cutting equipment and other tools.

**[University of Arkansas \(Fayetteville\)](#)** The flagship of the University of Arkansas system, comprising 10 colleges and schools, and offering more than 200 academic programs, including the nationally competitive Sam M. Walton College of Business and the newly established School of Art, made possible by a \$120 million gift from the Walton Family Charitable Support Foundation—the largest gift ever given to a U.S. university to support or establish a school of art.





# NETWORKING & COMMUNITY

We have grown from the small town that fostered Fortune No. 1 and the richest man in America at the time, to an area rife with thought leaders and innovators.

Sam Walton's entrepreneurial spirit is thriving, and Northwest Arkansas has built a world-class business infrastructure to support its flagship industries and their employees.

## REGIONAL GROWTH

- Northwest Arkansas has seven times the U.S. average of headquarters and management employees in its workforce, and per capita personal income is roughly 14% higher than the national average.
- We are home to over 1,400 Walmart suppliers, many of them Fortune 500 companies like Procter & Gamble, Rubbermaid and Kraft, and neighboring headquarters, including J.B. Hunt, Tyson Foods, George's Poultry and Simmons, with over a dozen company headquarters with revenue exceeding \$100 million.
- The region grows by approximately 30 people every day, making it one of the fastest-growing metro areas in the nation.
- We have the No. 4 hottest job market with a population under one million, according to the Wall Street Journal.
- LinkedIn named Northwest Arkansas 1 of 12 cities defying the job market odds in 2020.
- According to the 2018 Northwest Arkansas Quality of Life Survey by the Walton Family Foundation, 95% of Northwest Arkansas residents reported being "very happy" or "fairly happy" since 2015.

## ENTREPRENEURSHIP & INNOVATION

- Northwest Arkansas has enjoyed national attention from Entrepreneur and CNN Business as an unexpected hub for tech startups, from DataFox as one of the best places to found a startup outside of Silicon Valley and from Fast Company as a top place for minority-owned businesses.
- **Mentorship & Support** Entrepreneurs of all ages and backgrounds are using local programs to grow their ideas into successful businesses, including: **Brewer Family Entrepreneurship Hub**, **Elevate Performance**, **Endeavor**, **The Exchange**, **Fuel Accelerator**, **Grit Studios**, **Kiva NW Arkansas**, **Plug and Play**, **Startup Junkie** and **Venture Noire**.
- **Coworking Spaces** There are many ways to share collaborative spaces, from community spaces with free Wifi to coworking spaces with meeting rooms. Spaces include: **WeWork**, **Likewise**, and Centerspace. See **StartupNWA.com** for a full list.

## CAREER GROWTH & NETWORKING

- **Industry Growth** Retail, logistics, food and higher education anchor the regional economy. The growth of these industries is driving growth in almost every other sector: healthcare, IT services, data analytics, decision science, K-12 education and construction. As a result, new job growth in Northwest Arkansas is outpacing the national average by 6.5%.
- To explore career opportunities, see **CareersNWA.com**.
- **Calendars & Events** **Leisurlist.com** makes it easy to connect with the community through local updates, networking opportunities, and upcoming events—customizable to your interests, location, and more.

# TRAVEL

Accessibility for all—to nature, to adventure, to play—is one of our region’s superpowers. Northwest Arkansas is an outdoor adventurer’s dream.

Known as one of the **best mountain-biking areas in the country** (International Mountain Biking Association ranked Bentonville a Silver-Level Ride Center), the region has more than **140 miles of hard and soft trails** for every level from beginner to expert.

Reach remote wilderness areas like the **Buffalo National River** in under two hours, **Beaver Lake** in under an hour and expansive urban parks in minutes. Less than half an hour from downtown Bentonville, the airport has **nearly 40 flights a day to 15 destinations**, including New York City, Chicago and San Francisco.

## PROXIMITY TO NEARBY CITIES

Approximate drive times from Bentonville:

<b>Branson</b> 2 hour drive	<b>Memphis</b> 5 hour drive
<b>Dallas</b> 5 hour 41 minute drive	<b>Oklahoma City</b> 4 hour drive
<b>Hot Springs</b> 4 hour drive	<b>St. Louis</b> 5 hour drive
<b>Kansas City</b> 3 hour drive	<b>Tulsa</b> 2 hour drive



Photo: GH Studios for Visit Bentonville

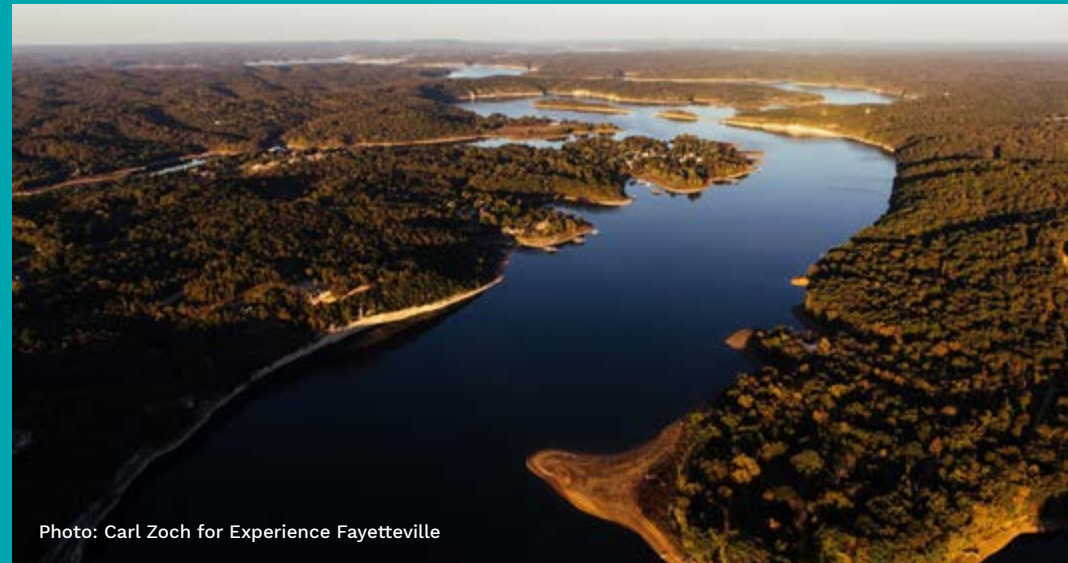


Photo: Carl Zoch for Experience Fayetteville



Photo: Experience Fayetteville



# TRAVEL

## AIR FARE

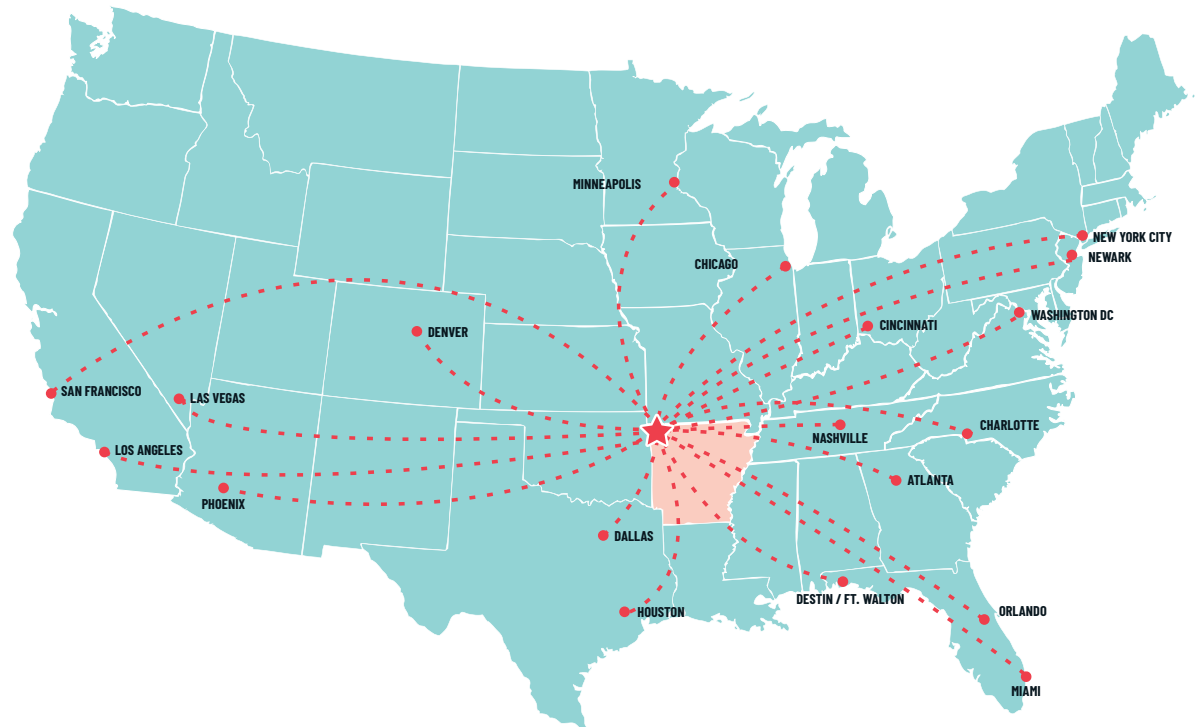
### The Northwest Arkansas National Airport (XNA)

XNA is vital to the region's long-term economic success, making it possible for the region's business and leisure travelers to fly across the country and the world. It's easy to find a direct flight at all hours of the day to over 15 cities, ranging from Los Angeles to New York. Now partnering with carriers like Allegiant Air and Frontier, XNA offers direct flights to Denver, Las Vegas, Destin and more.

[FareFlightNWA.com](http://FareFlightNWA.com) Providing a searchable database of the best fares and cost calculator for travel through surrounding regional airports.

- **Lower Cost Carriers** Allegiant, Frontier
- **Other Carriers** United, Delta, American
- **Direct flights** Chicago, Dallas, Atlanta, Houston, Charlotte, New York, Denver, Minneapolis, Los Angeles, Miami, San Francisco, Washington, D.C., Nashville, Las Vegas, Orlando, Phoenix, Destin

## DIRECT FLIGHTS FROM XNA



# RECREATION

## OUTDOOR

**Biking** Northwest Arkansas boasts many bike-friendly destinations, and was named one of the Top 25 PlacesforBikes in the U.S. by Outdoor Magazine. There are 250 miles of natural surface trails and 150 miles of paved paths with 2 miles of new trail being built every day. Cycling provided \$27 million in Northwest Arkansas tourism spending by out-of-state visitors in 2017. Northwest Arkansas also hosts regional and international cycling events, including the Joe Martin Stage Race for road cycling, and is set to host the 2022 Cyclo-cross World Championships.

**Buffalo National River** A landscape nationally renowned for its exceptional hiking, rock climbing, caving, canoeing, kayaking and wildlife watching. Established and protected as America's first National River in 1972, the Buffalo flows freely for 135 miles and is one of the few remaining undammed rivers in the lower 48 states.

**The Razorback Regional Greenway** A hard-surface trail stretching more than 36 miles as it winds its way from Bella Vista to Fayetteville, linking together dozens of

popular community hubs, seven cities, elementary schools and the University of Arkansas. In addition, the trail runs near J.B. Hunt, Procter & Gamble, Walmart and a Tyson Foods technology hub.

**Wilderness Areas** Find an abundance of outdoor activities just a short drive away, including fishing, hiking, camping, climbing, kayaking, canoeing, boating and more in the beautiful wilderness areas that surround our communities. Popular spots include Beaver Lake, Devil's Den State Park, Mount Kessler, Hobbs State Park and the Buffalo National River.

**Golf Courses** Access over 30 courses across the region, both public and private, including Blessings in Johnson, designed to test championship golfers on every shot and sited as one of the top golf clubhouses in the world by Architectural Digest, and Pinnacle Country Club in Rogers, home to the LPGA's Walmart NW Arkansas Championship since 2007.

## SPORTS

**Topgolf (Rogers)** An interactive golf and games entertainment space for all skill levels, including full-service bar and restaurant.

**Razorback Athletics (Fayetteville)** The University of Arkansas has 19 teams competing at the highest level of NCAA competition in the Southeastern Conference, with more than 200 sporting events on campus every year and at least 200 opportunities to "Call those Hogs."

**Northwest Arkansas Naturals (Springdale)** A Minor League baseball and Double-A affiliate team of the Kansas City Royals. Catch a game at the Arvest Ballpark in Springdale.





# REGIONAL MAP

## BELLA VISTA

Established in 1917 as a summer resort destination, Bella Vista is a recreational community offering five golf courses, miles of nature trails and parks for hiking, biking, swimming and much more.

## BENTONVILLE

Known as the birthplace of Walmart, Bentonville is one of the fastest-growing regions in the country. With the opening of Crystal Bridges and The Momentary, it is an ideal place to call home.

## ROGERS

Rogers is the perfect place to experience both cutting-edge entertainment and a nostalgic downtown square. Find bustling outdoor shopping and innovative dining throughout the city.

## LOWELL

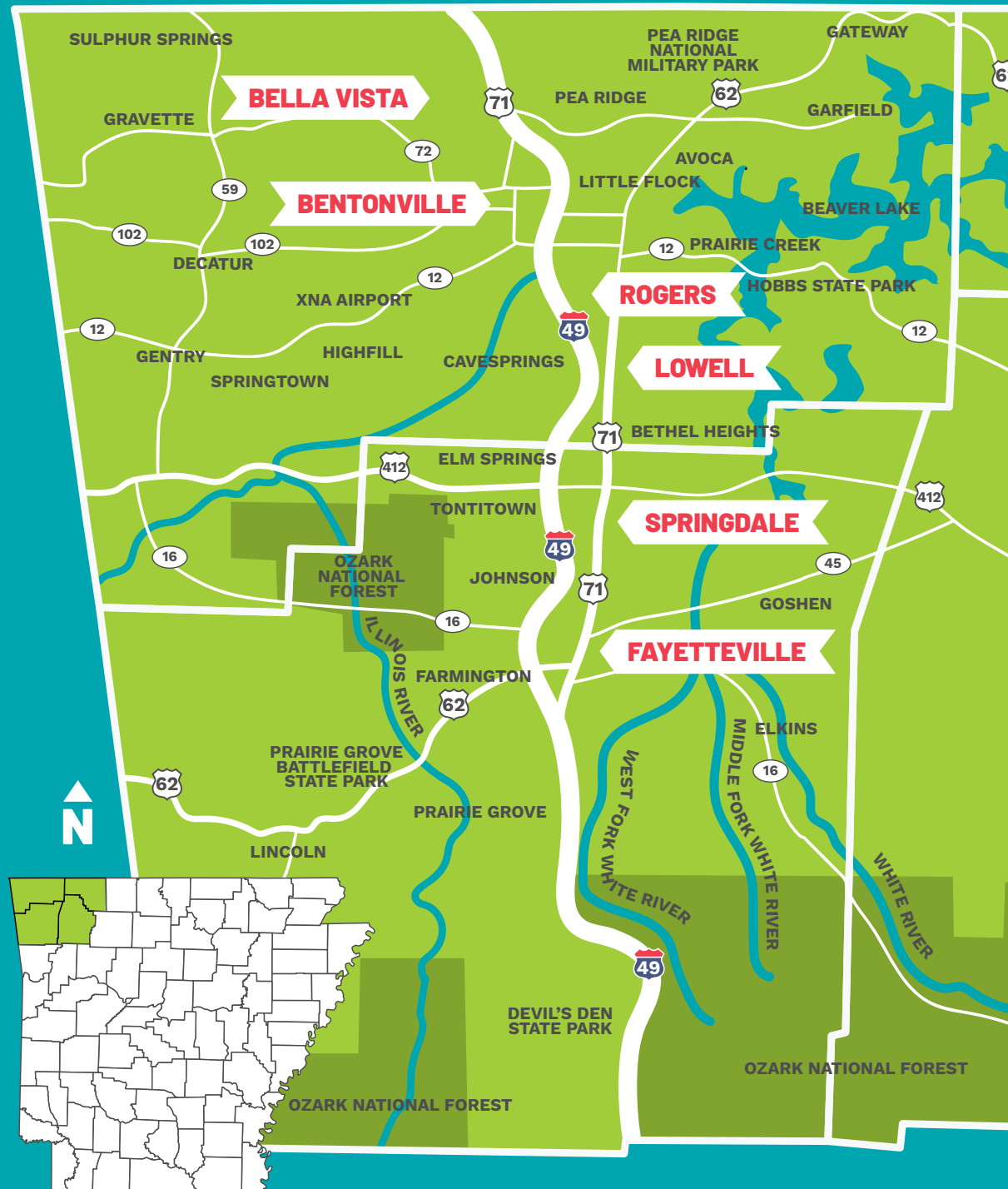
Lowell is the first settlement along Old Wire Road and is centrally located to all that Northwest Arkansas has to offer. It is a growing suburban community, home to many families and commuters.

## SPRINGDALE

The city of Springdale is a diverse community, sprawling with parks and recreational areas. It is also home to neighboring headquarters like Tyson Foods, a minor league baseball team and a museum of natural history.

## FAYETTEVILLE

From the arts to nightlife to nature, Fayetteville provides something for everyone. It is home to the University of Arkansas, eclectic restaurants and culinary experiences, and more than 50 parks and natural areas.



# REAL ESTATE

In 2019, Northwest Arkansas ranked **No. 5 on U.S. News & World Report's list of Best Places to Live in America** for the third year in a row. Home to a university and the world's largest retailer, our community continues to evolve and grow. From National Historic districts to mature tree-covered lots, downtown apartments, suburban neighborhoods or gated communities, Northwest Arkansas offers it all.

## PROXIMITY

- The average commute time is just over 20 minutes.
- If opting for car-free living, there are many housing options offering trailside access to the Razorback Regional Greenway, a paved trail which connects 6 downtowns in our region and offers an alternative transportation route within each city.
- Reach remote wilderness areas like the Buffalo National River in under two hours and expansive urban parks in just minutes.

## AFFORDABILITY

- Find out what you get for your money in Northwest Arkansas. Use the [Northwest Arkansas Cost of Living Calculator](#) to find direct salary comparisons and a breakdown comparison of our five top household expenses.
- Paychecks go further in Northwest Arkansas, considering the region's high per capita personal income coupled with a low cost of living—about 14% lower than the national average.
- The median price of a home sold in Northwest Arkansas last year rose 7.3% to \$208,750.



Photo: Starboard and Port Creative for Specialized Real Estate Group



Photo: Joshua Duke Photography for Flintlock



Photo: Experience Fayetteville

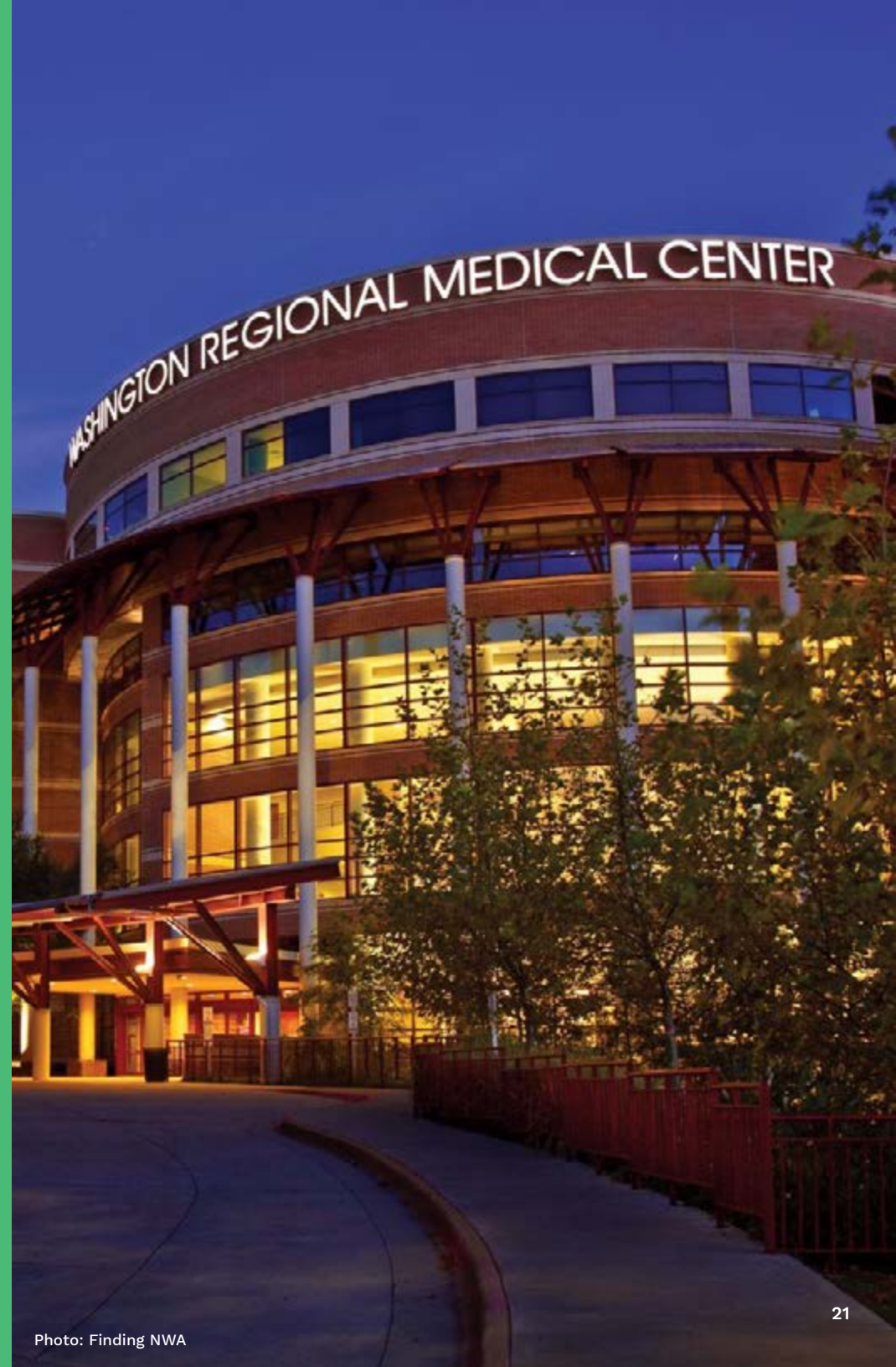


# HEALTHCARE

Healthcare has been the fastest growing industry in the region for the past 18 years. Now, more than ever, we are dedicated to supporting the health and wellness of our community.

Northwest Arkansas offers excellent healthcare with incredible investments being made across the region each year to build on that excellence, underscored by the recently announced formation of the **Whole Health Institute and Chopra Medical Library**.

The approach complements conventional treatments with alternative treatments, collaborating across hospital systems, insurance companies and healthcare providers in an effort to reduce health care costs and inspire healthy living. The step shows region-wide commitment to promoting holistic health for a thriving community.



# HEALTHCARE

## **Arkansas Children's Northwest (Springdale)**

A pediatric hospital campus with state-of-the-art technology and expert care. The medical team is available 24/7, and the facility includes an emergency department just for children. Unique specialty services are available for all children in the region and address even the most complex medical situations.

**Highland Oncology** Nationally recognized cancer care, offering highly advanced treatment options, multidisciplinary cancer teams, and industry-leading clinical studies. A comprehensive program enables patients to see multiple specialists and support services all under one roof at locations in Rogers, Fayetteville, and coming soon to Springdale.

**Integrative Care** Chiropractic care, acupuncture, massage and other integrative wellness programs are readily available throughout the region, including the newly opened Washington Regional Center for Wellbeing.

**Mercy Northwest Arkansas (Rogers)** A hospital in Rogers that's complemented by more than 30 health clinics in Bella Vista, Bentonville, Centerton, Lowell, Rogers, Springdale and other cities.

Mercy has a med-flight helicopter available to residents 24/7. In 2016, Mercy announced a \$247 million investment as part of a five-year strategic plan focusing on access to basic and specialized healthcare by expanding healthcare infrastructure and adding jobs.

**Northwest Health System (Bentonville, Johnson, Springdale)** Includes hospitals in Bentonville, Springdale and Johnson with numerous clinics across the region, offering many medical services, including specialized cardiac and neonatal intensive care.

**Ozark Dermatology (Bentonville, Fayetteville, Lowell, Siloam Springs)** Locations throughout Northwest Arkansas provide both medical, surgical and cosmetic dermatology.

**Veterans Administration Hospital (Fayetteville)** Part of the Veterans Health Care System of the Ozarks, the hospital provides outpatient services, including counseling and access to support groups. Many veterans choose to live in Northwest Arkansas because any city in the region is a short drive from the VA hospital in Fayetteville.

## **Washington Regional Medical Center (Fayetteville)**

A level II trauma center and the largest hospital in the region with a network of primary care and specialty clinics, located in Fayetteville.

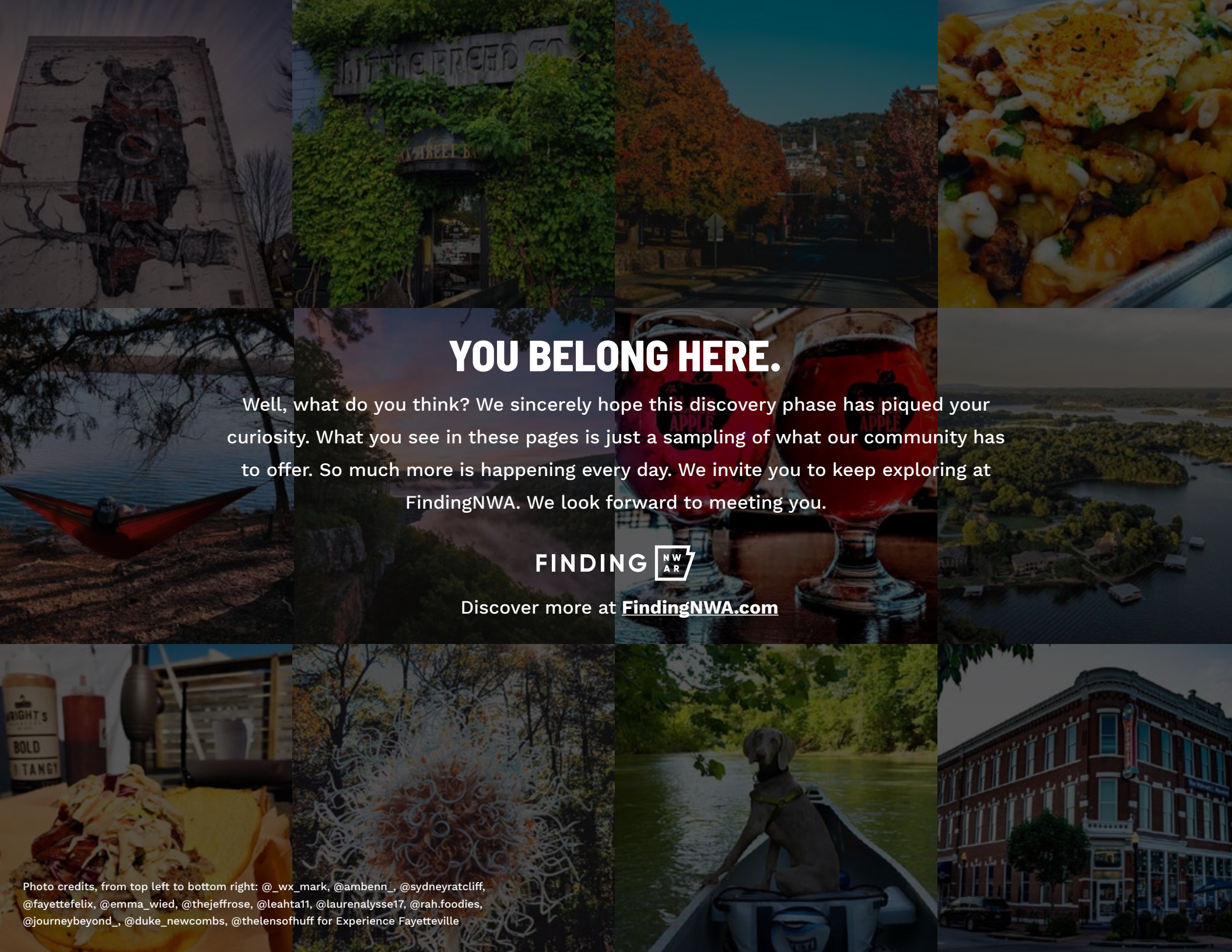
**Washington Regional Women and Infants Center (Fayetteville)** Added to Washington Regional in 2016, the Women and Infants Center provides quality care for women at all stages of life. Its 34-bed Level 3A NICU is the largest in Northwest Arkansas and continues to provide the highest level of neonatal intensive care available in the region.

## **Willow Creek Women's Hospital (Johnson)**

A 64-bed full-service facility dedicated solely to women's health needs. For new mothers, Willow Creek offers everything from obstetrics to a Level 3 NICU and maternal-fetal medicine for high-risk pregnancies and an OB/GYN emergency department solely focused on women's needs with board-certified OB/GYNs available 24/7. Willow Creek's Breast Imaging Center is home to the first 3D mammography technology in Northwest Arkansas, providing detection of breast tumors and abnormalities at the earliest possible stages.







## YOU BELONG HERE.

Well, what do you think? We sincerely hope this discovery phase has piqued your curiosity. What you see in these pages is just a sampling of what our community has to offer. So much more is happening every day. We invite you to keep exploring at FindingNWA. We look forward to meeting you.

FINDING 

Discover more at [FindingNWA.com](https://www.FindingNWA.com)

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