AHA CIVIC INTELLIGENCE • NONPARTISAN

DIAMOND LAKES

HOSPITALITY CIVIC FOOTPRINT

CLARK • GARLAND • HOT SPRING • MONTGOMERY • PIKE

8,877 2025 DIRECT TOURISM JOBS	**$1.16B** VISITOR SPENDING	**$242.5M** LABOR INCOME	**5** ARKANSAS STATE PARK SYSTEM SITES
360 RESTAURANT LOCATIONS	**66** HOTEL PROPERTIES	**~4,160** EST. HOTEL ROOMS	**62** AHA MEMBERS IN REGION

THE PARTICIPATION FUNNEL

POPULATION 172,672
2024 CENSUS ESTIMATE

VOTING-AGE POPULATION ~139,000
ESTIMATED RESIDENTS AGE 18+

REGISTERED VOTERS 107,076
2024 EAVS • ACTIVE + INACTIVE

GENERAL VOTERS 70,673
2024 GENERAL ELECTION BALLOTS

PRIMARY VOTERS 21,959
2024 PREFERENTIAL PRIMARY

THE REGION'S SHARE OF ARKANSAS

5.6%	POPULATION
5.8%	VOTING-AGE POP.
5.9%	GENERAL VOTERS
6.1%	PRIMARY VOTERS
12.4%	TOURISM JOBS

TOURISM EMPLOYMENT RANK

3	ARKANSAS DELTA BYWAYS	8,991
4	**DIAMOND LAKES**	8,877
5	WESTERN ARKANSAS	3,763
6	OZARK MOUNTAIN	3,234

2024 LEGISLATIVE RACE DATA EARLY, INFORMED PARTICIPATION MATTERS

HOUSE DISTRICT 84

GENERAL ELECTION | GARLAND

Les Warren (R) - incumbent **7,354**
Jill Summerford (D) **3,494**

3,860 VOTES • 35.6 PTS

HOUSE DISTRICT 85

GENERAL ELECTION | GARLAND

Richard McGrew (R) - incumbent **10,153**
Cortney Warwick McKee (D) **3,275**

6,878 VOTES • 51.2 PTS

HOUSE DISTRICT 86

GENERAL ELECTION | INCLUDES MONTGOMERY

John Maddox (R) - incumbent **11,181**
Bill Bradshaw (D) **1,550**

9,631 VOTES • 75.6 PTS

2026 ELECTION WATCH CURRENT FILINGS AS OF SEPTEMBER 12, 2026 | GENERAL ELECTION NOVEMBER 3, 2026

CONTESTED	HD 29 RICK McCLURE (R-INC) vs. DEONNA MORGAN (D) | INCLUDES HOT SPRING
UNOPPOSED INCUMBENTS	HD 84 WARREN | HD 85 McGREW | HD 86 MADDOX | HD 89 GONZALES | HD 90 WOMACK | HD 91 COZART | SD 7 CLARK (ALL R)

REGIONAL NOTE. Senate Districts 3, 5 and 6 are not on the 2026 ballot.

NONPARTISAN CONTEXT. Jobs are not votes, and these comparisons do not imply partisan alignment. They show the region's civic and economic scale.

SOURCES. County totals cover the region listed above. Pop. | 18+ | EAVS | 2024 General | 2024 Primary | 2026 Filings | 2025 Tourism | BLS QCEW | Parks | STR/CoStar Hotels are 2025 BLS QCEW NAICS 721110 establishments in the exact region counties. Estimated rooms apply the June 2026 statewide CoStar/STR ratio (53,709 rooms / 852 properties). AHA members use current MC Trade organization profiles mapped by Arkansas business address (Sept. 13, 2026); Dropped Member and unresolved-address profiles are excluded. Park sites use regional presence.