Between March 1, 2020 and February 28, 2021, Little Rock residents are encouraged to “#ExploreLR.” We get into our habits of spending all our time in the neighborhoods around our homes, our offices, our churches, and our schools. #ExploreLR is a chance to learn more and experience more inside our home city.

Here’s how it works:
1. Download a checklist from the City’s website or pick one up at any Parks & Recreation Community Center or Neighborhood Resource Center.

2. Take a photo of yourself or your family doing the activities described on the checklist and upload it to Facebook, Instagram, or Twitter. The same person does not have to be in every photo, however, the prizes will only go to the primary person who is the account holder. The upload must describe the activity AND use the hashtag #ExploreLR. A single photo can only count for one activity, even if it might qualify for more than one.

3. Little Rock residents who complete 10, 20, 30, or all of the #ExploreLR Challenge will receive tiered prizes to be announced at the completion of the challenge.

4. In the taking and posting of photos, participants should not climb on structures, nor trespass. Photos should not be taken while the photographer is driving or otherwise operating a motorized vehicle. All traffic and parking regulations must be observed in the completion of tasks. Individuals covered by any City of Little Rock curfew ordinances or similar regulations must observe those rules.

5. City staff will review the posts to verify eligibility of each photo. All decisions made by City staff are final.

6. Initial communication to participants from the City will be through official City of Little Rock social media accounts on Facebook, Instagram, and Twitter. Participants will be asked to provide the City with an email address and valid Little Rock street address in order to receive any prizes.

7. While admission is often charged at the CALS Ron Robinson Theater, Clinton Presidential Center, Little Rock Zoo, and Museum of Discovery, throughout the year they do provide free or deeply discounted programming. It is the responsibility of participants to contact those institutions or check their websites to determine when those may be. Participation in #ExploreLR in no way guarantees a person admission to any facility or event.
#ExploreLR Checklist

1. Eat cheese dip in a Little Rock restaurant

2. Go to a 2020 food festival such as the Downtown Little Rock Food Truck Festival, the World Cheese Dip Championship, the Cornbread Festival or one which celebrates a different culture or country

3. Go to the 2020 Pop Up in the Rock

4. Attend a Little Rock parade such as (but not limited to): SoMa Mardi Gras, St. Patrick’s Day, Pride, Southwest Little Rock Christmas Parade, Big Jingle Jubilee Holiday Parade, etc.

5. Attend a kickball game at Interstate Ball Park

6. Attend a Sunday afternoon soccer game at Otter Creek ballfields

7. Attend a ballgame at Crump Park

8. Attend a ballgame at West Central Sports Complex

9. Attend a basketball game at a Little Rock Parks and Recreation community center

10. Attend a Little Rock high school sporting event

11. Attend a sporting event at UA Little Rock, Philander Smith College or Arkansas Baptist College

12. Picnic in a Little Rock park

13. Hike or walk a trail in a Little Rock park

14. Run in a Little Rock Marathon race OR cheer on runners during one of the races

15. Walk in the 2020 Susan G. Komen More than Pink Walk OR cheer from the sidelines

16. Participate in the 2020 Keep Little Rock Beautiful City Wide Cleanup or Impact the Rock

17. Visit a participating gallery during a 2nd Friday Art Night or Open Studios Little Rock

18. Check out a book, or DVD, or telescope, or tool, or video game from the Central Arkansas Library System (CALS)

19. Cross the Big Dam Bridge (on foot or non-motorized wheeled vehicle)

20. Cross the Two Rivers Park Bridge (on foot or non-motorized wheeled vehicle)

21. Attend a Little Rock City Board of Directors meeting

22. Attend a neighborhood association meeting

23. Participate in National Night Out

24. Volunteer at a Little Rock non-profit

25. Ride on the Rock Region Metro Streetcar

26. Visit the Scipio A. Jones House (take a photo outside the house)

27. Visit the Trail of Tears Park on the UA Little Rock campus

28. Visit the L. C. and Daisy Bates House (a photo outside the house is acceptable)

29. Visit the historic Paul Laurence Dunbar High School, now Dunbar Magnet Middle School

30. Visit the Central High National Historic Site Visitors Center

31. Sit on the Elizabeth Eckford bench at the Central High National Historic Site

32. Visit the Arkansas State Capitol

33. Visit the Mosaic Templars Cultural Center

34. Visit the Old State House Museum

35. Visit Historic Arkansas Museum
36. Visit the MacArthur Museum of Arkansas Military History

37. Visit the Museum of Discovery

38. Visit the Little Rock Zoo

39. Attend an event at the CALS Ron Robinson Theater in Library Square

40. Visit the Clinton Presidential Center and Park

41. Walk across the Clinton Presidential Bridge

42. Visit Robinson Center Performance Hall (a photo on the front steps is acceptable)

43. Visit the gardens at Wildwood Park for the Arts

44. See an art exhibit at the Central Arkansas Library System branches, the Arkansas Arts Center in Riverdale, or a local art gallery

45. See the Otter sculpture at the CALS Oley Rooker Library

46. See the Arkansas A sculpture at Southwest Community Center

47. See the Sid McMath sculpture at the CALS McMath Library

48. See the Large Standing Figure Knife Edge sculpture

49. Visit the Vogel Schwartz Sculpture Garden in Riverfront Park

50. Pose in front of an outdoor mural

51. Attend an outdoor movie at Movies in the Park or elsewhere in Little Rock

52. Visit the La Petite Roche Plaza in Riverfront Park