

Visitor Contacts

In-House Visitors	2,326
Special Events	2,216
Museum Website Traffic	4,787
Explore Calico Web Traffic	1,212
Printing Press Café Website	2,409
Total Visitor Contacts	12,950

September Special Events

In September, we hosted several special events through increased the number of visitors to town. With students from area schools and visitors, we had 1,200 guests attend this year's Native American Heritage Weekend despite the dismal weather. One advantage of moving the events inside is that they toured the museum and they shopped our neighboring businesses. Our Tuesday afternoon Adventures in Science program has been averaging 50 students every week for a total of 186 students.

In addition to these events, we welcomed Home School students, Calico Rock School students and the Road Scholars for programs and we hosted a Fish Fry that brought several people to the museum, despite the weather.

Explore Magazine

The first edition of *Explore* magazine has received extremely positive reviews. We originally planned to produce three editions every year, but have plans to expand that now to four editions per year. In addition to local reviews, the Arkansas Department of Parks and Tourism have really been impressed with the magazine. It is available in every state visitor center.

Calico Rock Business Brochure

Now that we have our own in-house communications team, we are working on several projects for the city and local businesses. One of these is a new brochure that has a map of Calico Rock and a listing of all our area businesses. This is being printed in-house so we can make changes to it quickly for visitors coming into town. Once again, there is no charge for a business to be listed, they only have to be licensed by the city.

As always, if you have any ideas, questions or concerns, please call me at 870-373-0083.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees