

May 2024

April 2024 On-Site Visitors:	2,915
Estimated Eclipse Visitors:	2,500-3,500
Eclipse FB Post Contact:	50,484
Nook Functions in April:	9

TOTAL SOLAR ECLIPSE REPORT

We told you the world was coming to Calico Rock! We placed a map in the entry of the Museum and asked guests to mark their hometown. We had visitors from Norway, Denmark, the United Kingdom, Scotland, Vietnam, the Democratic Republic of Congo, Canada, Japan, Germany, New Zealand and Australia! We also had visitors from across the United States, including Hawaii, California and Alaska!

While it is true that State Tourism estimates were grossly inflated across the state, we had the perfect influx of tourists. Our community team was very prepared and we had no incidents. Every hotel room, cabin, and camp site was full. Many folks that set up temporary camp sites had a huge turnout. Main Street was hopping. The people who came to Calico Rock had a really great experience. Really, it was the perfect number of visitors and they were all very pleasant. They also spent money.

At the Artisan Gift Shop, our four-day sales were our greater than our third best month ever! Our small businesses are reporting similar results. Reactions on Facebook have been astounding. Our “thank you” post reporting on the eclipse has been reached by 50,484 unique users. Yes, you read that number correctly!

While it is impossible to get a concrete number of visitors for the eclipse, our best estimates indicate we had anywhere from 2,500 to 3,500 people in the area over Eclipse weekend. We didn’t have bumper to bumper traffic or wall to wall people, but what we did get was a much better experience. We consider it a total success!

MAIN STREET CALICO ROCK

We will be investing \$9,000 in our community through Main Street Arkansas funds with \$4,000 invested in portable toilets for the eclipse and \$5,000 for improvements to a small business. This is another example of the great work we are doing, in partnership with the city and county, to benefit our local economy.

MOVING FORWARD

Over the past month, we have hired Brandie Soden to our Guest Experiences team. She brings a wealth of experiences and skills to this position and has done a great job. We are already working on the Living Windows event and we have started our first Saturday event (Main Street Live). We also hired Denny Elrod as an Interpreter/Archivist to take our history museum to the next level. We are working with the Lions Club on the Street Dance and Rodeo Weekend. Finally, Gloria Sanders and My Kim Simons will be representing Calico Rock at the Main Street Now Conference in Birmingham, AL in early May.