

# GROWING TOGETHER

Our Partnership Is Returning on Investment



Since the Calico Rock Museum opened in 2010, sales tax revenue has increased exponentially with growing numbers of visitors.

Our Impact

By the Numbers

**\$3.2 MILLION**  
Invested In Our Community

**260,015** Visitors

Our partnership is mutually beneficial and is returning on your investment. We have invested over \$3.2 million into our local economy since 2010 and welcomed over 260,000 visitors.

According to the Arkansas Department of Parks, Tourism & Heritage, these visitors have generated a \$26 million economic impact for our city and county, growing sales tax revenue as well.

The Calico Rock Community Foundation serves our local business community through the Main Street Calico Rock program. We welcome and share our story with visitors at the Calico Rock Museum & Visitor Center. We offer a place for people to gather at The Nook. We are growing together.

Thank you for your support and the opportunity to partner with you!

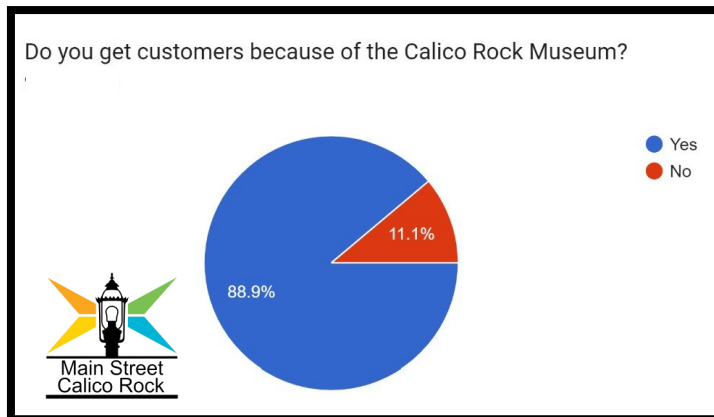


Denny Elrod, our staff historian, takes local students on a tour of Calico Cave during a recent Rocket Into Science program.

This Place Matters.



## WHAT OUR BUSINESSES ARE SAYING.



Calico Rock   
**Community**  
Foundation