

May Visitors

On-Site Visitors	3,550
Museum Website Traffic	2,000
Explore Calico Web Traffic	964
<u>Printing Press Café Website</u>	<u>824</u>
Total Visitor Contacts	7,338

29% Increase in Visitors

We saw a 29% increase in the number of on-site visitors to the museum in May over last year. From an economic stand-point, we saw an 11% increase in overall sales from last year. We know there are a lot of economic unknowns, including flooding in south Arkansas. All that considered, Calico Rock is open for business. Our early numbers point to a good summer, which will benefit our entire community. While we can't control the weather, we will do everything we can to promote our local businesses, attract visitors, and grow our local economy.

Explore Magazine Released Soon

The third edition of the *Explore* magazine will be released soon. It may even be available to distribute to you at the council meeting. We have some great summertime articles, including a look at the Lions Club Rodeo and locally owned White River Health Care.

Lions Club Rodeo & All School Reunion Weekend

The 61st Annual Lions Club Rodeo will be held June 14-15. On Saturday, the Printing Press Café is offering breakfast for all the folks in town for the events. The All School Reunion will take place that day at the high school followed by the rodeo parade that afternoon. This is a great weekend of events throughout the community and we'll be ready to assist guests coming into town with visitor information.

Download the App

Wouldn't it be nice to be able to have information on every business in town at your fingertips? Wouldn't it be cool to be able to call those businesses without having to look up phone numbers? We have the answer! Go to the Google Play or iTunes store and search "Calico Rock" to download the free "Welcome to Calico Rock" app. Just a few days ago, we had a new family moving into town and they needed help connecting to area businesses. We helped them download the app and they had everything they needed in just a few steps!

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