

September 2018

Visitor Contacts

In-House Visitors	3,035
Museum Website Traffic	4,721
Explore Calico Web Traffic	2,633
<u>Printing Press Café Website</u>	<u>2,951</u>
Total Visitor Contacts	13,340

Road Scholars

The museum has become the point of contact for the Road Scholars program. We welcomed 100 Road Scholars during the month of August. These are professionals who work at visitors centers or in the tourism trade. Having the opportunity for them to experience Calico Rock gives them the information they need to promote our community to their visitors.

School Programs

In August, we conducted a professional development training for Calico Rock teachers before they headed back to school. We gave them a tour of our history exhibits, art gallery, science center, and classrooms with the hopes they will bring their students for programs this year. We also welcomed 50 students, teachers and parents from Mountain Home Christian School.

After a couple weeks break, we are restarting our Adventures in Science program. This is open to Calico Rock elementary students on Tuesday afternoons from 3:30-4:30 p.m. We offer hands-on programs in science, applied math, mechanics, robotics, arts and crafts, and exploring history. It's been the most successful educational programming we have ever offered.

Explore Magazine

The first edition of *Explore* magazine should be ready for distribution at your council meeting. The magazine has been approved by the Arkansas Department of Parks & Tourism for placement in all twelve of the state's visitor centers. It will also be distributed free through our community, as well as Mountain View and surrounding communities.

Native American Heritage Weekend

At the outset of the year, we made a conscience decision to focus our efforts in commemorating the 180th anniversary of the Trail of Tears. We wanted to solemnly honor the memory of those who lost their lives through this national tragedy, but also to celebrate the Native American culture. The remnants of Tropical Storm Gordan caused significant weather challenges. In spite of this, we planned a wonderful event that brought together seven Native American nations and shared the artistry of our Native Americans. It's impossible to predict or control the weather, but we had the facilities to provide alternate arrangements for the event.

After a number of years of coming to Calico Rock, the Early Arkansas Reenactors Association decided to make the 2018 Mountain Man Rendezvous in Calico Rock their last. We appreciate the opportunity to welcome them and share the pioneer ways with the community over the years.

Calico Rock Museum & Visitor Center City Council Report

Serving the Community

It is an honor to serve our community, especially through the contractual relationship we have with the city. In 2018, we have expanded our operating hours of the visitor center to six days per week (Monday-Saturday). This has certainly benefited visitors who come to town without realizing so many businesses close on Monday. With the museums being open, we are able to welcome them to town, give them a restroom break, offer them some shopping and something to do, and then give them a positive feeling about our community.

We have begun publication of the *Explore* magazine that includes a FREE directory listing every business licensed by the city in the centerfold. This promotes every business with no cost to them. We also now offer a virtual tour of the museums and historic sites in the community through a partnership with On-Cell. This is proven to be a very useful tool for folks planning a visit to town. In the future, we hope this will be expanded to include an App.

Later this year, we will begin a low-wattage FM radio station that will broadcast visitor information continuously. This will allow us to serve visitors coming into town at whatever hour they pass through. It will let us serve our travelers 24 hours a day/7 days a week/365 days per year.

Since we began, we have always had one focus...Calico Rock! Our primary focus has always been, and always will be, preserving our history and telling our story. But, we have also always tried to be a good neighbor. Our visitor center contract lets us serve our local businesses and welcome folks to town. We are also the sponsoring organization for the Storybook Project and the Bridges program at the school. By being their sponsoring organization, they are allowed to use our tax-exempt status and structure so 100% of the money they raise can support their missions.

In order to recognize the work we do in the community, our board is exploring the opportunity to change our name to the **Calico Rock Community Foundation**. This would allow us to expand officially expand our mission to what we have really always done...help Calico Rock. The Calico Rock Heritage Museum and Tomlinson Art & Science Center will still be our primary focus, but this expanded view would allow us to be available wherever we are needed.

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