

June 2022 Visitors

On-Site Visitors	2,127
Museum Website	348
Explore Website	262

“Our Walls Were Talking”

Local volunteers brought our exhibits to life during Rodeo Weekend last month. They portrayed historical figures from our past and brought our history to life. The event was well-attended and provided a relief from the heat for visitors in town after the All-School Reunion and before the Rodeo Parade. We plan to bring this event back in the future.

Main Street Developments

This month, the Foundation will sell our building at 100 Main Street which is occupied by The Marketplace. Under the deal, The Marketplace and Peppersauce on Main will remain where it is until the rest of the year. The new owner will be opening a vintage clothing shop that she successfully ran in Colorado next year. The Foundation is buying 114 Main Street where the Downtown Mall, Clinkingbeard’s Dry Goods, and Wiseman Hotel was located. Early next year, we will move The Marketplace and Peppersauce on Main to this building, which will put our store on one level. We plan to convert the upstairs into an enterprise center with office units for start-up businesses, service providers, and others. This will also allow us to make 104 Main Street available as a rental unit or develop it for other uses. We see these changes as positive for the community as we continue our efforts to revitalize Main Street and our local economy.

Impact on Tourism

What impact is COVID, high inflation and gas prices, and talk of recession having on tourism? Our visitor numbers remain 32% lower than 2019 before the pandemic, but we continue to see sales figures higher than pre-pandemic spending. While these sales numbers have largely leveled off, we have not seen a decline despite high inflation. Fewer people may be traveling, but they are willing to spend more money. We have closely monitored where visitors are coming from to see if our visitors are largely regional due to gas prices, but we have not seen evidence to support that theory. In fact, we had visitors from Minnesota, Washington, and Hawaii in June. We did see a spike in visitors in June that may correlate to the Facebook advertising that we did in May. We will continue to keep you posted on developments.

As always, thank you for the opportunity to serve you.

Respectfully submitted,

