

Visitors

Onsite Visitors	1,536
Museum Website	1,849
<u>Explore Website</u>	<u>574</u>
Total Visitor Contacts	3,959

The Marketplace

A year ago when we reported our plan to move the museum and visitor center across the street to our current location, we identified a number of benefits—increased square footage, room for growth, a state-of-the-art facility, and continued revitalization of Main Street. One of our concerns was what to do with the former museum building. Our plan was to convert the space into a marketplace that would allow lots of vendors an opportunity to have a retail presence on Main Street without the cost of building ownership. Although beset with many problems arising from the global pandemic, we are happy to report the incredible success of The Marketplace.

August sales have far outpaced our initial projections. The sales tax revenue generated from museum enterprises—the Artisan Gift Shop and The Marketplace—are 27% higher than we have ever generated before, including when we owned the Printing Press Café. Our neighbors are likewise reporting economic success, all while adhering to state guidelines.

This is an encouraging sign for our economic outlook and for your use in budgeting and planning for the future.

Museum Exhibits

We continue to work on museum exhibits during the pandemic closure. This month we are working on the gristmill and a large steamboat exterior. Stay tuned for more details.

Main Street Program

Calico Rock was the only community in Northcentral Arkansas awarded an economic revitalization grant through our Main Street Calico Rock program. The \$3,000 grant will be used to provide minigrants to our local businesses for restoration projects on their buildings, help for small businesses dealing with the pandemic, or other similar projects.

Thank you for your support for the services we provide to our community!

Respectfully submitted,

