

January 2024

Total 2023 On-Site Visitors: 4,071
Nook/Clubhouse Functions (December): 18

CHRISTMAS ON MAIN STREET

We had a record attendance for the Living Windows and Lighted Christmas Parade last month. Community groups and businesses really stepped up their game with the windows this year and we had a record number of entries in the parade. It was a great evening and we are already planning for next year.

We also had a record number of functions at The Nook and Tommy's Clubhouse in December with Christmas parties, birthday parties, and receptions.

MAIN STREET UPDATE

We have named the second story economic center the Lofts on Main. Drywall is being installed now and we hope to begin finishing the building out soon. We have rented out all of the Lofts on Main and hope it will be occupied and running by March 1. (Announcement coming soon)

We have rented The Marketplace building to Cooper's Antiques who will be moving part of their store from the historic Bluff City Bank Building (red building) and opening in February. We have also rented the Bluff City Bank Building to become a General Store and are working with a business to locate in the Coal House. We're excited about all the progress and the opportunity for small businesses to make a success on Main Street.

By renting The Marketplace, we will be moving all of our staff under one roof at the Museum and we will be focusing on the two prongs of our mission: the museum and Main Street Calico Rock.

MUSEUM UPDATE

Over the winter break, we are making improvements to the Artisan Gift Shop, expanding the Artisan Cooperative, and adding two new galleries to the Tomlinson Art Center. We are also making improvements to the Visitor Information Center, as well as waxing floors in the museum galleries and The Nook. We will also be updating several historical exhibits in the museum and continuing work on the Archives.

Less Than 100 Days Until the Total Solar Eclipse: April 8, 2024

Respectfully submitted,



Total 2023 On-Site Visitors:	20,889
February 2024 On-Site Visitors:	1,122
Nook/Clubhouse Functions (December):	18
Nook/Clubhouse Functions (January-February):	15

SEASON OF GROWTH

As you can see from the data above, we welcomed 20,889 visitors to town last year. This is within striking distance of our all-time record visitors over just under 22,000 the year prior to the pandemic. Visitors increased 3% year-over-year and a staggering 282% increase over 2020 (the year of the pandemic). These are optimistic and hopeful data.

MAIN STREET WELCOMES NEW BUSINESSES

We've had a lot of businesses move into new locations on Main Street and new businesses opening. Cooper's Antiques and Peppersauce on Main have completed their relocations. The General Store opened Friday and repairs have been completed to Juniper's Backdoor. We will be welcoming Holly Maria boutique and the White River Current office to Main Street in the next few weeks. We have been promoting the businesses in the Main Street Historic District on our Main Street Calico Rock Facebook page. These posts promote the business, but also share historical information about the buildings and businesses. If you haven't had a chance to see them, check them out.

MUSEUM UPDATE

Over the winter break, we completed a major expansion of the Tomlinson Art Center adding three new galleries and providing a dedicated and relocated area for art to be sold. We expanded and improved the Visitor Information Center, Artisan Gift Shop, and welcomed Peppersauce on Main. We refurbished several exhibits in the Heritage Center. It was a very productive six weeks.

LOFTS OFF MAIN

Construction is finally wrapping up on the Lofts Off Main. We have seven offices/suites available to rent beginning April 1 and plan to begin advertising them by mid-March. These will rent for \$350 per month with all utilities included.

ECLIPSE PREP IN FINAL PHASES

We are in the final phase of planning and preparation for the Eclipse. Gloria will provide a detailed briefing at the meeting.

Less Than 35 Days Until the Total Solar Eclipse: April 8, 2024

Respectfully submitted,



March 2024 On-Site Visitors: 971
Nook Functions in March: 9

TOTAL SOLAR ECLIPSE REPORT

At this point, we are totally dependent upon the weather conditions. We have a great plan in place with a team that has put in thousands of hours of work to plan and execute a variety of activities and events. We are writing this on April 1, a week prior to the eclipse. As it stands today, weather conditions do not look favorable, but we remain hopeful.

LOFTS OFF MAIN OPEN

It took longer than we planned, but the Lofts Off Main are now open and available for rent. We have seven offices/studios available for roughly \$350 per month, with all utilities included. This includes high-speed internet and telephone service. The offices/studios share a common reception area and restroom.

ARKANSAS MUSEUMS ASSOCIATION CONFERENCE

Our staff attended the Arkansas Museums Association Annual Conference at the US Marshal's Museum in Fort Smith in late March. Gloria Sanders is entering her final year as president of the association. My Kim Parnell completed a four-year term on the association board as a NE District Representative. At the conference, our museum won two awards: Outstanding Achievement in Exhibit Design for the Tomlinson Art Gallery expansion and Outstanding Achievement in Conservation for our work in archiving our community's history. There is always fierce competition for these awards and it is a high honor to be recognized.

MAIN STREET CALICO ROCK

We will be investing \$9,000 in our community through Main Street Arkansas funds with \$4,000 invested in portable toilets for the eclipse and \$5,000 for improvements to a small business. This is another example of the great work we are doing, in partnership with the city and county, to benefit our local economy.

MEETING WITH NATIONAL OFFICIALS

Representatives from our museum attended a one-on-one meeting with Chair Shelly Lowe of the National Endowment for the Humanities and Jama Best, Executive Director of the Arkansas Humanities Council, in Little Rock in early March. Our museum was the only organization in the state invited to meet with NEH officials during their stop in Arkansas. We shared with these inspiring stories from how our community survived COVID and how we engage with members of our community.

Respectfully submitted,



April 2024 On-Site Visitors:	2,915
Estimated Eclipse Visitors:	2,500-3,500
Eclipse FB Post Contact:	50,484
Nook Functions in April:	9

TOTAL SOLAR ECLIPSE REPORT

We told you the world was coming to Calico Rock! We placed a map in the entry of the Museum and asked guests to mark their hometown. We had visitors from Norway, Denmark, the United Kingdom, Scotland, Vietnam, the Democratic Republic of Congo, Canada, Japan, Germany, New Zealand and Australia! We also had visitors from across the United States, including Hawaii, California and Alaska!

While it is true that State Tourism estimates were grossly inflated across the state, we had the perfect influx of tourists. Our community team was very prepared and we had no incidents. Every hotel room, cabin, and camp site was full. Many folks that set up temporary camp sites had a huge turnout. Main Street was hopping. The people who came to Calico Rock had a really great experience. Really, it was the perfect number of visitors and they were all very pleasant. They also spent money.

At the Artisan Gift Shop, our four-day sales were our greater than our third best month ever! Our small businesses are reporting similar results. Reactions on Facebook have been astounding. Our “thank you” post reporting on the eclipse has been reached by 50,484 unique users. Yes, you read that number correctly!

While it is impossible to get a concrete number of visitors for the eclipse, our best estimates indicate we had anywhere from 2,500 to 3,500 people in the area over Eclipse weekend. We didn’t have bumper to bumper traffic or wall to wall people, but what we did get was a much better experience. We consider it a total success!

MAIN STREET CALICO ROCK

We will be investing \$9,000 in our community through Main Street Arkansas funds with \$4,000 invested in portable toilets for the eclipse and \$5,000 for improvements to a small business. This is another example of the great work we are doing, in partnership with the city and county, to benefit our local economy.

MOVING FORWARD

Over the past month, we have hired Brandie Soden to our Guest Experiences team. She brings a wealth of experiences and skills to this position and has done a great job. We are already working on the Living Windows event and we have started our first Saturday event (Main Street Live). We also hired Denny Elrod as an Interpreter/Archivist to take our history museum to the next level. We are working with the Lions Club on the Street Dance and Rodeo Weekend. Finally, Gloria Sanders and My Kim Simons will be representing Calico Rock at the Main Street Now Conference in Birmingham, AL in early May.

On-Site Visitors: 1,185
Nook Functions: 7

MAIN STREET CALICO ROCK

As a designated Main Street program, we are laser focused on beautifying our community and improving access to local businesses and supporting them as they grow our local economy. In partnership with Main Street Arkansas, we have provided over \$4,300 in grant support to a local business that recently completed renovations to their façade and improved access to their business. We are working with another local business to make repairs or replace their roof. We are also providing grants to repaint the storefronts on three businesses on Main Street. These are just some of the examples of the benefits of being a designated community.

EXPLORE CALICO UP-TO-DATE

In partnership with City Hall staff, we are continuously updating the ExploreCalico.com website that lists every business licensed in Calico Rock. Five businesses were added to the website after they renewed their licenses following the procedures adopted by the council last month.

HISTORY FRONT AND CENTER

We're excited to welcome Denny Elrod to our team. Denny is a certified history interpreter, which means he has received official training in providing interpretation, tours, and curatorial support of historical sites and artifacts. Denny has been working with our team in updating our historical exhibits. He is also developing upcoming tours of local historical sites. This really advances the credibility of our institution.

MAIN STREET LIVE/FIRST SATURDAYS

We have begun our monthly First Saturday events that we are calling Main Street Live. They include artist demonstrations at the museum, vendors and live music along Main Street, and specials at neighboring businesses. These are designed to bring folks out to explore Main Street, check out our local businesses, and spend money which benefits us all.

UPCOMING EVENTS

The Lions Club Rodeo Weekend is June 14-15 with the Rodeo Parade on Saturday, June 15. It has a new time this year at 11:00 a.m. On the same day (June 15), the All School Reunion will be held at the school. On Saturday night, the Lions Club is hosting a Street Dance in Peppersauce Alley. We are also preparing for the Lions Club Fireworks in King City Park on July 3.

As always, we are honored to serve our community and partner with the City. If we can help in any way, let us know.



On-Site Visitors: 1,181
Nook Functions: 14

MAIN STREET CALICO ROCK

This month, we are beginning improvements to Main Street by painting the Printing Press Café façade and the Coal House which is being rented by the White River Current. In the coming months, we will be adding new park benches. We are also getting quotes to replace a roof on a building that serves two businesses. These are all uses of Main Street Arkansas grants that improve our community and continue make our Main Street a welcoming front door to the entire community.

FEATURED ARTIST

We are starting a new event that features and showcases one of the 42 artists that are in partnership with our museum and are members of the Calico Rock Artisans Cooperative. These events will include refreshments and an opportunity for guests to meet them and visit with them about their works and the techniques they use.

MAIN STREET LIVE/FIRST SATURDAYS

Our monthly First Saturday events that we are calling Main Street Live have been very successful with increased tourism and sales for local businesses. They include artist demonstrations at the museum, live music, and specials at neighboring businesses.

UPCOMING EVENTS

We are already working on the Living Windows and Lighted Christmas Parade for December.

As always, we are honored to serve our community and partner with the City. If we can help in any way, let us know.



On-Site Visitors: 1,493
Nook Functions: 8

ROCKET INTO SCIENCE

We held our first Rocket Into Science event in two years last month with great success. Our next Rocket Into Science is scheduled in just a couple of weeks. It will be a very special treat with a tour of a local cave and a trip to Dr. Paul Sugg's observatory. These programs are sponsored by Cadence Bank.

MAIN STREET CALICO ROCK

On August 8, we will hold an organizational meeting to formally create the Main Street Calico Rock Association, an autonomous subsidiary of the Calico Rock Community Foundation. This will give our Main Street program independence and comply with state and federal regulations. Business and property owners in the district will elect their own board of directors and set up committees to focus on Economic Vitality, Community Design, Promotion, and Organizational Governance.

IN-DEPTH ENGAGEMENT

With the addition of Denny Elrod and Brandie Soden to our team, we are able to provide in-depth engagement with our visitors in the areas of history and art. This is really bringing our exhibits to life and providing an opportunity for guests to have an in-depth engagement with our past and our art. We have some really great things planned from tours of historic sites to artist demonstrations. We are also looking at painting and art making events.

EVENTS

Our Main Street Live events are continuing with great success. We are already working on the Living Windows and Lighted Christmas Parade for December.

As always, we are honored to serve our community and partner with the City. If we can help in any way, let us know.



September 2024

On-Site Visitors: 1,198
Nook Functions: 9

ROCKET INTO SCIENCE

Last month, we held our second Rocket Into Science event for the summer. The students toured the Calico Cave, which is located on private property, and Dr. Paul Sugg's home observatory. The students really enjoyed the event, which was sponsored by Cadence Bank. Our next Rocket Into Science will be Saturday, September 28.

MAIN STREET CALICO ROCK

We've completed some beautification projects on Main Street this summer, including the repainting of the storefronts at the Printing Press Café and the Coal House where the White River Current office is now located. Former Arkansas Supreme Court Justice Josephine Hart has donated plants to Main Street which were added this past week and really bring life to the street. The new park benches have also been added to lower Main Street. In addition to the beautification projects, the Main Street business and property owners have approved by-laws, elected a board, and finalized our strategy moving forward.

UPCOMING EVENTS

We are working on tours of Hobo's Den (October 26) and the Wolf House (November 2); our Mistletoe and Holly Artisan Fair (November 15-16); and the Living Windows and Lighted Christmas Parade (December 14).

MAJOR ANNOUNCEMENT

We have a major announcement that we are really excited about and you will be some of the first to hear about it at your meeting this month. Gloria will have more information for you in person.

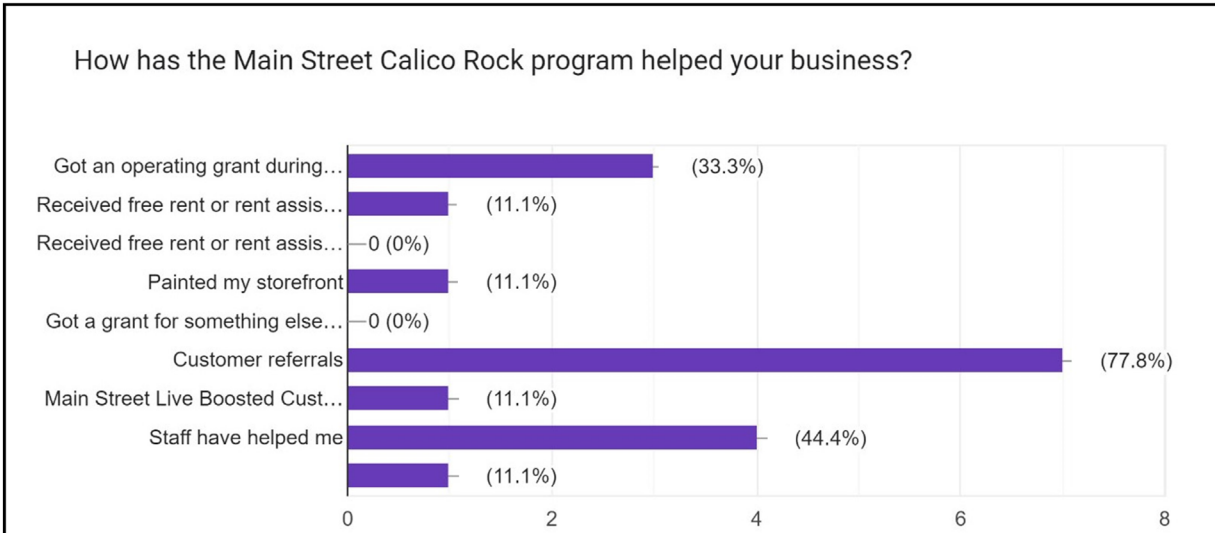
As always, we are honored to serve our community and partner with the City. If we can help in any way, let us know.



On-Site Visitors: 1,267
Nook Functions: 11

HOW HAS MAIN STREET CALICO ROCK BENEFITED LOCAL BUSINESSES?

We recently surveyed our local businesses to determine the impact of the work we are doing in partnership with you. We asked them how Main Street Calico Rock had benefited them:



CALICO ROCK MUSEUM EXPANSION

Last month, we announced a major expansion of the museum complex with the purchase of the historic Calico Rock Hardware Company building. This project will also allow us to expand The Birth of the Ozarks exhibit, relocate our Archives into a more secure space, and add a second community event space we are calling The Hideaway. We also have an art gallery dedicated to photographs, drawings and paintings of Pioneers from our community, individuals who have passed but who left an indelible mark. These will come from all walks of life from farmers, equipment operators, business owners, and homemakers. If you have a photo of a family member you'd like to include in this new gallery space, please let us know.

UPCOMING EVENTS

- October 26 Hobo's Den Tour
- November 15-16 Mistletoe and Holly Artisan Fair
- December 14 Living Windows & Lighted Christmas Parade

As always, we are honored to serve our community and partner with the City. If we can help in any way, let us know.



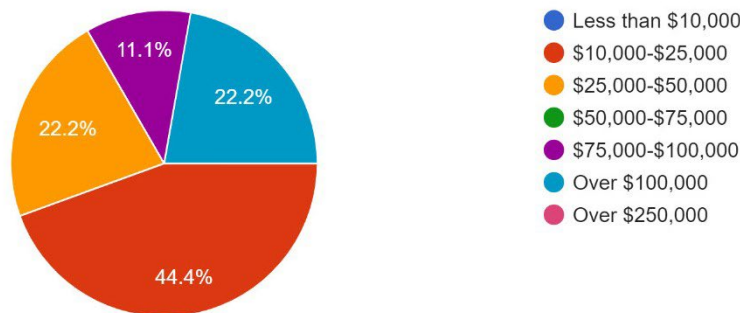
On-Site Visitors: 1,198
Nook Functions: 10

POWERED BY SMALL BUSINESS

Last month reported some findings to you from a survey we conducted of our Main Street Calico Rock businesses. This month, we wanted to share the sales data from those businesses which reveals we are a community powered by small businesses. We had no businesses reporting sales over \$250,000 per year or below \$10,000 per year. The majority sold \$100,000 or more.

In the past year, what have your sales been? (Your information will be kept confidential)

9 responses



CALICO ROCK MUSEUM EXPANSION

We began work this past week on expanding The Birth of the Ozarks Gallery which will include a recreation of the courthouse at Athens that guests can enter, a stunning exhibit on the Trail of Tears, the Blending of the Cultures, and the Civil War.

TOURS TO HOBBO'S DEN AND WOLF HOUSE

Denny Elrod, our staff historian, led a group to Hobbo's Den in October and will have completed a trek to the Wolf House by the time you read this report. These tours were well-attended and are a great extension of the work we are doing in the museum.

UPCOMING EVENTS

November 15-16 Mistletoe and Holly Artisan Fair
December 14 Living Windows & Lighted Christmas Parade

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