

October 2017

September, 2017

In-House Visitors	2,030
Mountain Man Rendezvous	1,700
Museum Website Traffic	2,202
Explore Calico Web Traffic	3,625
Printing Press Café Website	1,154
Total Visitor Contacts	10,711

Open Six Days Per Week

On October 2, the Calico Rock Museum Heritage & Visitor Center began opening six days per week to better serve the visitors to the area. The initial reaction to the expanded hours has been extremely positive. We had a lot of visitors into the visitor's center on our first Monday that otherwise would have been greeted by a Main Street with everything closed.

Opening of the Tomlinson Art & Science Center

By the time you read this, the Tom Tomlinson Art & Science Center will be open. Initially, we will have the Center open Wednesday-Saturday and gauge public interest in setting future hours. The Heritage & Visitor Center and the Art & Science Center make up the Calico Rock Museum System. The Art & Science Center is attracting the interest of school groups in the area who are also booking appointments at the Heritage Center, so the expansion is also driving interest in our history. We believe the new museum and gift shop will increase visitors to town and increase the sales tax income for the city.

Heritage Center Revisions Planned

With the opening of the Art & Science Center, we are turning our attention to the history exhibits, many of which have been in place for seven years. We will use the increased space and fresh ideas in telling our history with new and renewed exhibits that we hope to put in place over the winter.

Christmas in Calico

We are already making plans for the Christmas in Calico event that draws tourists to town for the Living Windows and Lighted Christmas Parade. The event will be Saturday, December 9.

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