

May Visitors

On-Site Visitors	2,164
Museum Website	1,930
Explore Website	535
Facebook Ad Reach**	10,156

R.U.S.H. Bikers

In June, we hosted the R.U.S.H. Bikers, a group of Harley Davidson motorcycle enthusiasts who choose different locations along undiscovered highways to travel. They pay a fee for the rides, part of which is paid within a local community for lunch. We were the lunchtime location and three of our local restaurants chose to participate—Riverside Pizza, Our House Café, and Between the Buns. This added \$1,350 to our local economy for this one day event, just for their lunch tickets. They also spent money in gift shops on Main Street, toured the museum, and enjoyed many stops throughout Izard County on their scenic tour.

The Reviews Are In

Our heritage museum exhibits have been open for about a month and the reviews have been extremely positive. Arkansas Democrat-Gazette Columnist Rex Nelson called the museum “a gem in the middle of nowhere.” The Rice family from Memphis said, “the museum is so professionally developed.” Locals are visiting and raving, too. Alice Dockins said simply, “love it.” Jay and Lisa Thunberg said, “beautifully done, will be back!” And, we aren’t finished, yet. We are working this summer on installing the interactive components ahead of our dedication ceremony.

Independence Day Activities

The July 3rd Celebration in the Park this past weekend was highly successful. We planned duck races, a dog show, pie and barbecue cook-offs, and much more. We had about 500 people in the park during the daytime activities and the Lions Club estimates about 1,000 people attended their fireworks show that evening. We advertised this event on Facebook and reached 13,156 people within a 50 mile radius of Calico Rock over one week. The budget for that advertising was just \$150.

Mark Your Calendar for Dedication Ceremony

The Dedication Ceremony will be held on Saturday, September 11 at 10:00 a.m. We hope all of you can attend this special ceremony with a reception immediately following.

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

Respectfully submitted,

