

June Visitors

On-Site Visitors	3,283
Community App Downloads	727
Museum Website Traffic	2,375
Explore Calico Web Traffic	670
<u>Printing Press Café Website</u>	<u>1,241</u>
Total Visitor Contacts	8,296

Visitor Data Trends

In July, we had a 9.5% increase in on-site visitors and an 6.5% increase in taxable sales over the previous year. We have seen a 2% increase in our on-site visitors for the first seven months of the year over the same time last year. The data trendlines continue to demonstrate a steady increase year-over-year.

Vision 2020

Our board, staff, the city, and volunteers have been working to develop a vision for our museum and visitor center, historic Main Street, and future development plans. These plans include developing our facilities, increasing opportunities for new businesses, ways to help start-up businesses and develop infrastructure for individuals who want to start a business but don't have the resources to secure a building, hire staff, or start the business. Our goal is to see new businesses on Main Street in 2020. We have some very exciting plans and will be sharing them with you in the very near future!

Upcoming Events

The Calico Rock Museum & Visitor Center is hosting an art show and a Starving Artist Weekend along Main Street August 8-11. We are also gearing up for our Native American Heritage Weekend on September 13-14. This will be a busy weekend in the community with the Off the Beaten Path Studio Tour, the Pineville VFD Annual Fundraiser, and the Calico Rock UMC Yard Sale the same weekend.

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