

February 2021

Promise Kept: Investment in Local Business

In the past three months, the Calico Rock Community Foundation have awarded \$8,000 in grants to our local small businesses. Last month, we awarded \$5,000 of these grants with no assistance from state or federal money. These grants were given from the proceeds at The Marketplace and Artisan Gift Shop. Every qualified business received a grant of at least \$125, with the average grant being \$250. In total, 20 local businesses received the money. These 20 businesses employ, based on their applications, 108 people in our community. The data we gleaned from the applications confirms the information we provided to you in our application for the AIJ grant last Fall.

Promise Kept: Investment in Our Community

Over the winter, we have completed construction projects that will ultimately benefit the entire community. One of our biggest projects is work behind our new facility in Peppersauce Alley. We are building a two-story deck with a stylish and functional spiral staircase that will create two levels for entertainment, events, and outdoor education. The lower deck will serve as our primary outdoor classroom. We intend to use this space and the nearby Calico Creek in partnership with the Arkansas Game & Fish Commission for nature programs, but this space can be used for events, street dances, festivals.

Promise Kept: Promoting Local Business

While printing a magazine during the pandemic has not been feasible, we have turned to Facebook and other social media platforms to promote our local businesses. Our Shop Local campaign last fall generated sales in our local businesses which generated local tax dollars. We are in negotiations with our printer to resume printing the magazine and are hopeful this useful tool can resume and thrive later this year.

Staying True

Our primary focus remains preserving our history, art, and culture at the Calico Rock Museum & Visitor Center. Our construction on the heritage exhibits is now complete and we are waiting on painters to finish a few key exhibit areas that need a professional touch. By the time you read this report, we hope to be well on our way to installing the artifacts into the exhibits. Our goal is to open these areas on April 1.

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

Respectfully submitted,

