

Visitor Contacts

In-House Visitors	2,411
Museum Website Traffic	5,672
Explore Calico Web Traffic	2,767
<u>Printing Press Café Website</u>	<u>4,051</u>
Total Visitor Contacts	14,901

Arkansas Museums Association Conference Recap

There were 79 professionals from small, medium and large museums throughout Arkansas at our museum for the 2018 Arkansas Museums Association Conference the last week of March. During the conference, Gloria Sanders was elected to be AMA Vice President and Freda Cruse Hardison was awarded the 2018 AMA Volunteer of the Year Award. The reviews have been overwhelmingly positive for the museum, community, and our hospitality.

Media Contacts/Visitor Center Growth

In March, the museum and visitor center staff hosted former state tourism director Joe David Rice who wrote a wonderful article for *AY* magazine about Calico Rock. Over the winter, we also hosted a television film crew from AETN and have been working with a couple of other authors on articles about Calico Rock. One of our main objectives, through the visitor center, is to promote our community in the media, which increases tourism and benefits all of our local businesses.

Dedication of the Tomlinson Art & Science Center

We will be formally dedicating the Tomlinson Art & Science Center on Saturday, May 12 at 10:00 a.m. to Noon. Council members are invited to attend the dedication ceremonies. Miss Arkansas 2016 Savannah Skidmore will be the keynote speaker. Additionally, council members are invited to attend an invitation-only breakfast for donors and dignitaries at the Printing Press Café that morning at 9:00 a.m.

Tourism Outlook

We begin our tourism season this month with great hopefulness. The bridge construction is completed and there have been lots of positive press. We hope to have a banner tourism season this summer.

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