

Calico Rock Museum & Visitor Center City Council Report

January 2018

Visitor Contacts	December	2017 Total
In-House Visitors	320	20,837
School Program/Events	770	3,668
<i>Total In-House Visitors</i>	<i>1,090</i>	<i>24,505</i>
Museum Website Traffic	3,179	43,343
Explore Calico Web Traffic	1,917	20,319
Printing Press Café Website	2,721	28,975
Total Visitor Contacts	8,907	117,142

In the figures above, we share the number of in-house visitors and website traffic for both the month of December and the entire year. In 2017, we welcomed 24,505 visitors to Calico Rock. These are actual visitors that were counted in the Heritage Center, Art & Science Center, or at our public events. This is a staggering figure in-and-of itself. When you look at the website traffic, it is truly mind-blowing. Our websites are managed by GoDaddy which tracks visitors to our three sites. These visitors are unique clicks, so if, for example, Junior Watts visits the Calico Rock Museum and he revisits the museum website it is only counted once.

This shows the reach and power of web presence. Clearly, an on-site visitor has the potential to spend money in our local restaurants, shops and hotels and is the visitor we aim to attract. However, on-site visitors reflect alumni keeping in contact with their hometown, people whose interest in Calico Rock may lead to them relocating here, or visitors who gain information and will, hopefully, make a visit soon.

It's also important to note that when these visitors come to our sites, we are promoting all of our community's businesses. This is especially true of the 20,319 people who visited the website www.explorecalico.com. This website specifically promotes all of the businesses who hold a city business license.

Over the past year, the museum foundation operations have provided nearly \$125,000 in taxable sales which has translated into sales tax revenue for the city, county and state. The Calico Rock Museum Foundation is honored and privileged to work with you in providing essential visitor center services for the city and we look forward to working with you in the future.

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