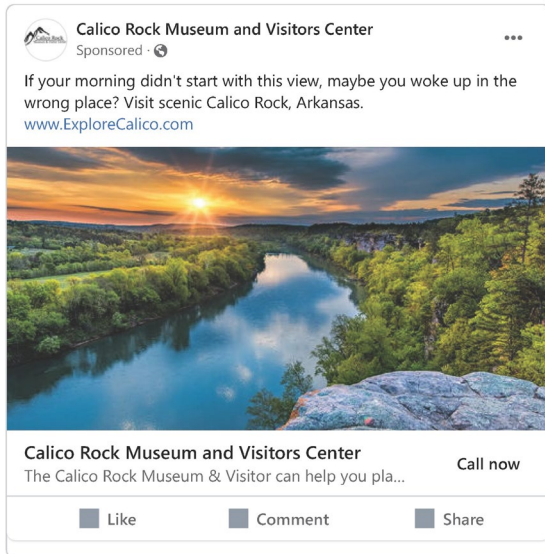


August 2022

### July 2022 Visitors

On-Site Visitors	2,113
Facebook Ad Results	24,040

### Targeted Facebook Ad



On Independence Day, we began our second targeted Facebook ad campaign of 2022. The ads were targeted to Maumelle; West Little Rock; Conway; Bentonville; Fayetteville; Jonesboro; Germantown, TN; Frisco, Tx; and West Lafayette, LA. We chose these zip codes for their affluence and relative proximity to Calico Rock. We spent less than \$500 over 14 days for the ads to run. The results were astounding.

The ads reached 24,040 Facebook users. The ad demographics were 40% over the age of 55, 58% women, with a vast majority residing in Arkansas. We also saw placements in Indiana, Texas, and Tennessee.

### Slowing Tourism Economy

In the past month, we have seen a drought, scorching temperatures, sky-high inflation, record gas prices, a barrage of negative news stories, and rising COVID cases. There is no question all of this negativity has taken a toll on the local economy. Visitors were down 25% from last year and we are seeing sales down about 40% from last year. It isn't all bad news as we are seeing some turnaround in the last week as gas prices have fallen, the stock market rebounded, and rain began blessing the community. We will keep a close watch on this going forward.

### Events

We have postponed our Native American Weekend until 2023 at the request of the Native American Nations we work with. We are scheduling local activities to try to keep tourists engaged and bring local residents out. These events are being promoted on our Facebook page.

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

Respectfully submitted,

