

| | |
|---|---------------|
| Total 2023 On-Site Visitors: | 20,889 |
| February 2024 On-Site Visitors: | 1,122 |
| Nook/Clubhouse Functions (December): | 18 |
| Nook/Clubhouse Functions (January-February): | 15 |

SEASON OF GROWTH

As you can see from the data above, we welcomed 20,889 visitors to town last year. This is within striking distance of our all-time record visitors over just under 22,000 the year prior to the pandemic. Visitors increased 3% year-over-year and a staggering 282% increase over 2020 (the year of the pandemic). These are optimistic and hopeful data.

MAIN STREET WELCOMES NEW BUSINESSES

We've had a lot of businesses move into new locations on Main Street and new businesses opening. Cooper's Antiques and Peppersauce on Main have completed their relocations. The General Store opened Friday and repairs have been completed to Juniper's Backdoor. We will be welcoming Holly Maria boutique and the White River Current office to Main Street in the next few weeks. We have been promoting the businesses in the Main Street Historic District on our Main Street Calico Rock Facebook page. These posts promote the business, but also share historical information about the buildings and businesses. If you haven't had a chance to see them, check them out.

MUSEUM UPDATE

Over the winter break, we completed a major expansion of the Tomlinson Art Center adding three new galleries and providing a dedicated and relocated area for art to be sold. We expanded and improved the Visitor Information Center, Artisan Gift Shop, and welcomed Peppersauce on Main. We refurbished several exhibits in the Heritage Center. It was a very productive six weeks.

LOFTS OFF MAIN

Construction is finally wrapping up on the Lofts Off Main. We have seven offices/suites available to rent beginning April 1 and plan to begin advertising them by mid-March. These will rent for \$350 per month with all utilities included.

ECLIPSE PREP IN FINAL PHASES

We are in the final phase of planning and preparation for the Eclipse. Gloria will provide a detailed briefing at the meeting.

Less Than 35 Days Until the Total Solar Eclipse: April 8, 2024

Respectfully submitted,

