

2018 Visitor Contacts

On-Site Visitors	28,759
Museum Website Traffic	57,153
Explore Calico Web Traffic	23,331
<u>Printing Press Café Website</u>	<u>38,113</u>
Total Visitor Contacts	147,356

Signage on Main Street

In December, a new sign was installed on Main Street asking visitors to shop in our local businesses and directing them toward our Business District on Highway 56. This is another way we provide services to all of the businesses in the community. We appreciate Dean & Peggy Hudson and White River Health Care for asking us (and allowing us) to complete this project.

Heritage & Visitor Center Renovations

This month, we are completing renovations in the Heritage & Visitor Center that include a new reception desk, opening up the main floor gallery, creating a more prominent visitor information center, upgrading the artisan gift shop merchandising, and adding new history exhibits.

Neighbors Helping Neighbors

One of the most important roles we have is in being a good neighbor. Last month, The Restaurant opened on Highway 56. Their vent-a-hood wasn't working and, being a new business, they didn't have the money to invest in a new unit. We had a motor that we believed could work for them from the former Don Quixote's restaurant at the Tomlinson Art & Science Center. We naturally gave it to them, at no charge, to help a neighbor. We live in a great community of people that helps one another and we're honored to be a part of it.

New Visitor Center Services

Several years ago, we agreed to take over managing the historic streetlights on Main Street. This winter, we are changing light bulbs, cleaning the streetlights and installing new banners. We have acquired the equipment to install a low-wattage visitor information radio station. It will be up and running by March. We are always looking for ways to make visitor experiences better.

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

February 2019

January Visitors

On-Site Visitors	497
Museum Website Traffic	4,105
Explore Calico Web Traffic	1,029
<u>Printing Press Café Website</u>	<u>2,871</u>
Total Visitor Contacts	8,502

January Slow-Down

During the month of January, we experienced a slow down in tourists. While this is normal, we were slower than usual. We have had similar reports from businesses around town. We attribute this to general uncertainty that seemed to correlate to the government shutdown in January. Despite this data, we are very encouraged about the upcoming tourist season.

Winter Improvements

We have completed renovations at the Heritage & Visitor Center and have turned our attention to the Tomlinson Art & Science Center with a major expansion in the science center and complete redo of the art galleries exhibits. Then, we will turn our attention to outside just in time for spring to change bulbs and clean the streetlights and install new banners.

Packet Enclosures

With this report, you are also being provided our Annual Report and a final report on the grant we received from the AIJ Program last year.

City Appreciation Dinner

The foundation invites the members of the council and city leadership, along with a guest, for our City Appreciation Dinner at the Printing Press Café on Tuesday, February 19 at 6:00 p.m. Please RSVP to Gloria Sanders at 870-297-6100.

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

March 2019

January Visitors

On-Site Visitors	1,055
Museum Website Traffic	2,000
Explore Calico Web Traffic	1,000
Printing Press Café Website	764
Total Visitor Contacts	4,819

Ready for Tourist Season

The Tomlinson Art & Science Center reopened on March 4. The science center will reopen at the first of April. Construction is wrapping up and the new exhibits will be installed shortly. In the art center, 70% of the art work has never been seen before! We are excited about our new American South gallery. At the Heritage & Visitor Center, we completed a lot of renovations over the winter and have already seen growth in our year-over-year sales for February.

Explore Magazine

The second edition of *Explore* is hot off the presses. You will get your copy tonight. These will be placed in every state-operated visitor center in Arkansas and throughout our community.

Regional Tournament Boosts Economy

Our local economy saw a slight uptick in February with the Class 1A Regional Basketball Tournament in Calico Rock. We also saw some benefits from the Class 1A State Tournament hosted at ICC. February also saw a slight increase in tourism as the weather got a little warmer. We are really looking forward to a strong tourist season in 2019.

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

March Visitors

On-Site Visitors	2,177
Special Events & Activities	116
Museum App Unique Users	95
Museum Website Traffic	2,122
Explore Calico Web Traffic	980
Printing Press Café Website	800
Total Visitor Contacts	6,290

Tomlinson Art & Science Center Reopens

The Science Center will be reopening with the coming weeks. The Center will include all new exhibits on Weather, Botany, Dinosaurs, Space, Human Anatomy, Electricity and much more. Its very exciting and we cannot wait for the public to enjoy this new space.

Award-Winning Tradition

In late March, the Arkansas Museums Association held its annual conference in Pine Bluff. At the conference, the Calico Rock Museum & Visitor Center was recognized with two prestigious awards—the Outstanding Achievement in Education and the Outstanding Achievement in Media. We earned the Education award for our weekly Adventures in Science & Art program that regularly has 54 students attending. We earned the Media award for our quarterly *Explore* magazine. In the past five years, our local museum has won more AMA awards than any museum in Arkansas. AMA membership includes museums of all sizes from the Clinton Presidential Center, Museum of Discovery, Crystal Bridges Museum of American Art, to the Calico Rock Museum.

At the conference, the AMA membership elected our own Gloria Sanders to a full term as Vice President. As vice president, Gloria will become President in two years. Also, current AMA President Heather Marie Wells of the Crystal Bridges Museum has appointed me as AMA Endowment Chair. These are high honors for our small town and museum.

Tourist Season Begins

Tourist season has officially begun. We have lots of activities and events at the museum planned from now through October. To keep up with all of our activities, visit our website at: <http://www.calicorockmuseum.com/events.html>

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

April Visitors

On-Site Visitors	2,359
Museum Website Traffic	1,771
Explore Calico Web Traffic	837
<u>Printing Press Café Website</u>	<u>753</u>
Total Visitor Contacts	5,720

Mayor and Museum Team Up to Promote Calico Rock

Mayor Hamby and Museum Executive Director Gloria Sanders appeared together on Hometown TV in Mountain Home. Sanders has appeared on multiple broadcasts over the past few months. Their appearance was designed to promote Calico Rock throughout the Twin Lakes area. Calico Rock has benefited greatly in recent years from visitors from the Mountain Home area.

Quilting Exhibition

In April, we began our longest, largest exhibition in our museum history. The six-week special exhibit on Quilting was strategically planned to coincide with fishing season. The exhibit includes beautiful quilts, the history of quilting and much more. There are also demonstrations and workshops that are going on with the exhibit. To view the full schedule for the exhibition, visit: <http://www.calicorockmuseum.com/events.html>

Museum Honors Class of 2019

When this year's graduating class was in the fourth grade (eleven years ago), we were just starting to raise money for the museum's first building purchase. The class collected their loose change and donated over \$100 to the museum. Their story inspired many others to give and their \$100 donation turned into over \$1,000,000 invested in our local community. It was our honor to recognize the class for their leadership and thank them for their support during the Senior Recognition Program on May 8th. Their faith is an inspiration for us all.

Tourist Season in Full Swing

Our 2019 tourist season is now in full swing. We have lots of great activities and events planned for the summer. View the events: <http://www.calicorockmuseum.com/events.html>

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

May Visitors

On-Site Visitors	3,550
Museum Website Traffic	2,000
Explore Calico Web Traffic	964
<u>Printing Press Café Website</u>	<u>824</u>
Total Visitor Contacts	7,338

29% Increase in Visitors

We saw a 29% increase in the number of on-site visitors to the museum in May over last year. From an economic stand-point, we saw an 11% increase in overall sales from last year. We know there are a lot of economic unknowns, including flooding in south Arkansas. All that considered, Calico Rock is open for business. Our early numbers point to a good summer, which will benefit our entire community. While we can't control the weather, we will do everything we can to promote our local businesses, attract visitors, and grow our local economy.

Explore Magazine Released Soon

The third edition of the *Explore* magazine will be released soon. It may even be available to distribute to you at the council meeting. We have some great summertime articles, including a look at the Lions Club Rodeo and locally owned White River Health Care.

Lions Club Rodeo & All School Reunion Weekend

The 61st Annual Lions Club Rodeo will be held June 14-15. On Saturday, the Printing Press Café is offering breakfast for all the folks in town for the events. The All School Reunion will take place that day at the high school followed by the rodeo parade that afternoon. This is a great weekend of events throughout the community and we'll be ready to assist guests coming into town with visitor information.

Download the App

Wouldn't it be nice to be able to have information on every business in town at your fingertips? Wouldn't it be cool to be able to call those businesses without having to look up phone numbers? We have the answer! Go to the Google Play or iTunes store and search "Calico Rock" to download the free "Welcome to Calico Rock" app. Just a few days ago, we had a new family moving into town and they needed help connecting to area businesses. We helped them download the app and they had everything they needed in just a few steps!

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

June Visitors

On-Site Visitors	3,138
Community App Downloads	665
Museum Website Traffic	2,322
Explore Calico Web Traffic	804
<u>Printing Press Café Website</u>	<u>1,025</u>
Total Visitor Contacts	7,954

Visitor Data Trends

In June, we saw an 11% increase in on-site visitors and an 8% increase in overall taxable sales over June 2018. More importantly, the data is showing a steady trendline increase in tourism and taxable sales dollars for the community. This benefits every business in town.

Sanders Chosen to Lead JIMI Reunion Programs

Gloria Sanders has been chosen to lead the Jekyll Island Management Institute Reunion Programs in January, 2020. Ms. Sanders is a graduate of the JIMI program, which is an intensive museum management program held annually for a select group of museum professionals nationally. She was selected by the South East Museums Conference association president based on her leadership skills and networking experience among museums nationwide.

Calico Rock Is the Model

Calico Rock is quickly becoming the model for historic preservation and economic renewal for small towns throughout the nation. Our leadership has conducted training programs in northern Missouri, Mississippi, and throughout Arkansas. Our model is being used by the Smithsonian Institute's Main Street USA program, too.

Upcoming Events

The Calico Rock Museum & Visitor Center is planning a number of events. In partnership with Candie Luster, we will be conducting Calico Creek Disc Golf Clinics July 22-26 for anyone that would like to learn about this exciting new sport. We will host our first annual Calico Creek Disco Golf Tournament on July 27. We will host a Starving Artist Weekend of activities along Main Street August 8-11.

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

June Visitors

On-Site Visitors	3,283
Community App Downloads	727
Museum Website Traffic	2,375
Explore Calico Web Traffic	670
<u>Printing Press Café Website</u>	<u>1,241</u>
Total Visitor Contacts	8,296

Visitor Data Trends

In July, we had a 9.5% increase in on-site visitors and an 6.5% increase in taxable sales over the previous year. We have seen a 2% increase in our on-site visitors for the first seven months of the year over the same time last year. The data trendlines continue to demonstrate a steady increase year-over-year.

Vision 2020

Our board, staff, the city, and volunteers have been working to develop a vision for our museum and visitor center, historic Main Street, and future development plans. These plans include developing our facilities, increasing opportunities for new businesses, ways to help start-up businesses and develop infrastructure for individuals who want to start a business but don't have the resources to secure a building, hire staff, or start the business. Our goal is to see new businesses on Main Street in 2020. We have some very exciting plans and will be sharing them with you in the very near future!

Upcoming Events

The Calico Rock Museum & Visitor Center is hosting an art show and a Starving Artist Weekend along Main Street August 8-11. We are also gearing up for our Native American Heritage Weekend on September 13-14. This will be a busy weekend in the community with the Off the Beaten Path Studio Tour, the Pineville VFD Annual Fundraiser, and the Calico Rock UMC Yard Sale the same weekend.

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

June Visitors

On-Site Visitors	2,767
Community App Downloads	685
Museum Website Traffic	2,750
Explore Calico Web Traffic	766
<u>Printing Press Café Website</u>	<u>1,280</u>
Total Visitor Contacts	8,248

Economic Outlook

We always like to share with you an overall view of the economic outlook for the community. In August, we saw a considerable increase in our taxable sales which benefits city coffers, but also is good for our local businesses. Over the course of the summer, we saw a 7% increase in on-site visitors and a 16% increase in taxable sales. This means that more folks are visiting, but they are also spending more money. We've always viewed the amount of money that visitors are spending as a key indicator, because in order for them to spend more money they have to spend more time.

Native American Heritage Weekend

By the time the council meets this month, we will have concluded our annual Native American Heritage Weekend. Several local churches hosted annual fundraisers and the Off the Beaten Path Studio Tour was held the same weekend. We will give you a full report next month.

Explore Issue 4

The 4th edition of *Explore* magazine will be out for distribution prior to your meeting, but you will receive a copy at the meeting.

Upcoming Events

The Calico Rock Museum & Visitor Center is hosting an Escape Room in October and our traditional Trick or Treat on Main Street on Halloween night. Looking ahead, we are working with the VFW, VFW Auxiliary, and other groups for our annual Veterans Day Recognition program in November. We are also planning ahead for our Christmas Living Windows and Lighted Christmas Parade.

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

September Visitors

On-Site Visitors	2,545
Adventures in Science Program	168
Native American Weekend	1,145
Museum Website Traffic	2,920
Explore Calico Web Traffic	569
Printing Press Café Website	929
Total Visitor Contacts	8,253

Native American Heritage Weekend

Last month, we hosted our annual Native American Heritage Weekend. We had activities in Rand City Park and along Main Street. This was also a “rebuilding” year because this was the first year we didn’t have a Mountain Man Rendezvous. We had a great turnout, beautiful weather, and a fun weekend of activities. We have already contacted additional groups to join our event for next year.

Adventures in Science Program

Last month, we began our Adventures in Science program for this school year. We are averaging 38 students every Tuesday. The students are divided into smaller groups and participate in hands-on activities that teach them art, science and history skills. The program is led by our staff and volunteers. It’s a great program for the students, museum, and community.

Upcoming Events

The Calico Rock Museum & Visitor Center is hosting an Escape Room in late October and our traditional Trick or Treat on Main Street on Halloween night. Looking ahead, we are working with the VFW, VFW Auxiliary, and other veteran groups for our annual Veterans Recognition program in November. We are also planning ahead for our Christmas Living Windows and Lighted Christmas Parade. This year, we will have more windows than ever before.

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

September Visitors

On-Site Visitors	3,273
Trick or Treating	327
Museum Website Traffic	2,469
Explore Calico Web Traffic	646
<u>Printing Press Café Website</u>	<u>1,287</u>
Total Visitor Contacts	8,002

Trick or Treating Main Street

We had 327 kids on Main Street this year for Trick or Treating. This is one of the most fun activities we conduct every year. We are thrilled that so many families and children are enjoying Main Street again and come celebrate with us and our business neighbors.

Hospice Memorial Service

Another event we have hosted for several years is the annual Hospice Memorial. North Arkansas Hospice hosts an annual dinner for families who have lost loved ones over the past year who were in Hospice care at the time of their passing. The dinner and celebration of life is held at the Printing Press Café.

Escape Room

Our staff and two high school seniors designed a wonderful Escape Room that drew visitors to town the last week of October. The reviews from people who went through the Escape Room signal it was a great success. We like offering a lot of different activities that appeal to lots of different people to continually promote our community and get people to town.

November Activities

By the time you meet this month, we will have hosted two additional events. We have a week of activities to honor our Veterans. We worked with the VFW, VFW Auxiliary, and interested citizens to host these important commemorations and events. We also hosted a state-wide Walk Through History program in the Main Street Historic District sponsored by the Department of Parks, Tourism & Heritage on November 9th.

Looking ahead, our annual Christmas Living Windows and Lighted Parade will be on Saturday, December 14th.

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