

Calico Rock Museum & Visitor Center City Council Report

January 2017

Visitor Statistics	2016
In-House Visitors	18,291
Museum Web Traffic	26,304
Explore Calico Web Traffic	10,356
Printing Press Café Website	12,672
Total Visitor Contacts	67,623
Foundation Taxable Sales	\$136,467

2016 Year-End Report

The amazing number you see above is correct. The Calico Rock Museum & Visitor Center had a record 67,623 visitor contacts and taxable sales of \$136,467 in 2016. Obviously, we serve as a major source of information on Calico Rock through our web presence. If we assume that every in-the-door visitor spent just \$24 while they were in Calico Rock (far below the amount attributed to tourism spending by the state of Arkansas), the museum had an economic impact of \$438,900. With a nearly half million dollar yearly economic impact, sales tax generator, job creator, and partner for the city, the museum provides a tremendous return on investment for the city. We value the partnership we have with you and look forward to serving you for many years into the future.

A Calico Christmas

There were 350 people that attended or participated in the Christmas Living Windows and Lighted Christmas Parade. Participation has increased steadily each year and the quality of windows and floats has improved annually. It's a great event to close out the year and celebrate the holidays.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees