

## 2021 Visitor Statistics

On-Site Visitors	17,147
Museum Website	20,392
Explore Website	7,595

## Growth and Progress

Last year, we saw a 234% increase in visitors from the year before in the worst days of the pandemic. This was still 40% lower than 2019, which was our all-time record number of visitors. While the number of visitors remains significantly lower than our previous high, our retail sales have more than doubled our previous records. While we are still getting fewer visitors, they are spending more money. This is extremely encouraging for our ongoing recovery.

## Museum Dedication

In less than three years, we have completed a major expansion and relocation of the Calico Rock Museum & Visitor Center. We are excited to dedicate this 14,000 square foot facility. Please mark your calendars and join us on Saturday, April 9, 2022 at 10:00 a.m. The ceremony and reception will be held in The Nook, our new event and expo center inside the museum.

## 2022 Calendar of Events

April 9, 2022	Dedication of the Calico Rock Museum & Visitor Center
June 10-11, 2022	Lions Club Rodeo & All School Reunion
July 3, 2022	Lions Club Fireworks
Sept 9-10, 2022	Native American Weekend
December 10, 2022	Living Windows & Lighted Christmas Parade

## Improvement Projects Status Update

A new welcome sign has been installed at the entry to Peppersauce Ghost Town. Work is progressing on The Nook, including the completion of the decks in Peppersauce Alley. Finally, the mural on Main Street should be sandblasted soon and new metal signage installed.

We are very excited about 2022! As always, thank you for the opportunity to serve you.

Respectfully submitted,

