

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