

May 2021

## April Visitors

On-Site Visitors	1,330
Museum Website	2,455
Explore Website	579

## Retail Sales Growth

Our retail sales at the Artisan Gift Shop in April were double what they were in 2019. While the number of visitors remains about half what they were in 2019, we are encouraged by the retail sales growth. News outlets are reporting that Americans are looking for small towns with rentals (like cabins) for vacations this year so they can get out, get away, and still remain safe. We are hopeful that Calico Rock will be on their list of destinations.

## *Southern Living* Magazine's "Historic Downtowns We Love"

Downtown Calico Rock has been listed in the May edition of *Southern Living* magazine on their list of "Historic Downtowns We Love." The list features 2-3 places in all of the southern states. For Arkansas, Dickson Street in Fayetteville, Downtown Eureka Springs, and Downtown Calico Rock were listed. This is the second time this year that we have been featured in *SL*.

## Economic Development Activities

We've been working with a number of businesses owners in the area as they develop plans for expansion or opening a business. We continue to stay involved in property owners who are interested in selling or renting their space. This is an important part of the work we do to make sure our part of Izard County continues to grow and develop.

## Independence Day Activities

We are planning family activities for the afternoon of Saturday, July 3<sup>rd</sup> ahead of the annual Lion's Club Fireworks at dark. The activities will take place in King City Park.

## Target Opening

We have set a target date of June 26 as the opening of the entire Calico Rock Museum & Visitor Center. This date will be dependent on progress in installing the last section of our history exhibits and preparing our science center. We will confirm the dates with you in early June.

As always, thank you for the opportunity to serve you.

Respectfully submitted,

