

August 2018

Visitor Contacts

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|------------------------------------|---------------|
| In-House Visitors | 3,018 |
| Museum Website Traffic | 4,163 |
| Explore Calico Web Traffic | 2,793 |
| <u>Printing Press Café Website</u> | <u>3,419</u> |
| Total Visitor Contacts | 13,393 |

Fall Events

School will start next week and we are preparing for a number of events. We are hosting the Calico Rock Elementary teachers for an in-service program this week. We have a number of art shows and crafts demonstrations. We will host the annual Native American Heritage Weekend on Main Street the first weekend of September. This is the 165th anniversary of the Trail of Tears, so we are working to honor their memory and recognize our Native American heritage. The same weekend, the Mountain Man Rendezvous will be held in Rand City Park.

Marketing and Promotion Program

Thank you for your confidence in supporting our new Marketing and Promotion program. We are working on the advertising campaign to promote Calico Rock in the Little Rock, Jonesboro and Memphis markets. We plan to implement the campaign for Fall and Spring.

Explore Magazine

We will roll out the first edition of the *Explore* magazine promoting Calico Rock and surrounding areas in September. Every edition of the magazine will include a centerfold listing all the businesses licensed to operate by the City of Calico Rock. This is yet another free service for businesses as part of our contract for visitor center services. The magazine will be free to the public and will be distributed in all of the Welcome to Arkansas visitor centers in the state and in local and area businesses. The seed money to begin this effort was provided by the grant approved at the last council meeting. This initiative will be self-sustaining going forward.

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