

February 2018

Visitor Contacts

In-House Visitors	1,048
Museum Website Traffic	3,716
Explore Calico Web Traffic	1,933
<u>Printing Press Café Website</u>	<u>2,917</u>
Total Visitor Contacts	9,614

Arkansas Museums Association Conference

The Arkansas Museums Association Conference daytime sessions will be held at the Calico Rock Museum & Visitor Center during the week of March 27-29. The conference will welcome an estimated 100 museum professionals from museums around the state. Museum members include Old Independence Regional Museum in Batesville, the Clinton Presidential Center, Crystal Bridges Museum of American Art, and the Old State House Museum. There are small and large museums in the organization.

This conference will be an opportunity for us to share our community, history and hospitality. The city and 20/20 have been invaluable partners in getting ready for the conference. We believe the positive experience these folks have in Calico Rock will build the number of visitors we have to our museum and community in the future.

American Countryside Radio

One of the main purposes of the visitor center is to promote Calico Rock and benefit all of our local businesses. In December, we welcomed Andrew McCrea, host of the nationally-syndicated radio program American Countryside, to Calico Rock. These interviews have led to a number of feature programs on our area. Again, this national exposure will help drive tourism which, in turn, will boost the economy for our local businesses.

Renovation Efforts

At the Calico Rock Museum, we are making some physical improvements that will help visitors find more information about Calico Rock, improve and refresh all of our history exhibits, and make the museum more accessible for our visitors. One of the biggest improvements is to our public restrooms. They are being completely remodeled and look very nice. All of these renovations are aimed at giving the city, our local businesses and our community the best facility we can offer for the services we provide.

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