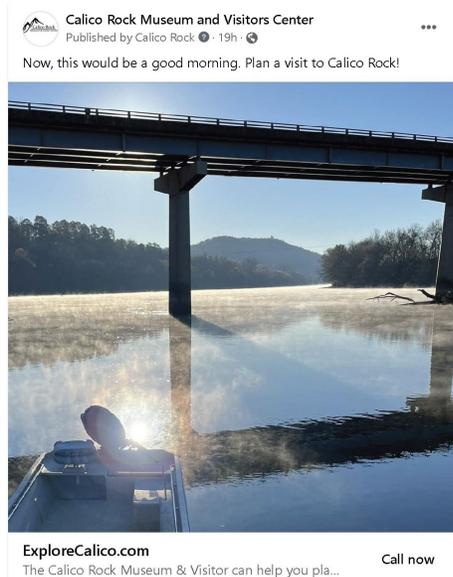


March On-Site Visitors: 1,202
The Nook Functions: 9

COMMUNITY MARKETING



This month, we continued our ongoing marketing efforts with a Facebook/Instagram advertising campaign (at left). We targeted Germantown, TN; Dallas, TX; Little Rock, AR; Fayetteville, AR; Conway, AR; and Jonesboro, AR. Our objective was to entice affluent professionals to book a trip to Calico Rock for fishing, rest, and time with family.

We spent less than \$500 and engaged **23,192 people** over just 10 days.

Engagement was 69% men; 40% reside in Texas; 39% in Arkansas and 21% in Tennessee.

POPULAR PROGRAMS

Several popular programs are returning this year, including the **Rocket Into Science** day program on Saturday, April 29th. We will host a regular **Meet the Artist** on the first Saturday of every month from May to December.

WEBSITE UPDATES/BUSINESS LICENSES

We have completed updates to the ExploreCalico.com website. Every business licensed by the City of Calico Rock are listed on this website and promoted throughout the year.

MARK YOUR CALENDAR!

Mark your calendar for the return of the **Calico Rendezvous** to be held off Main Street this year on September 8-9. Our annual **Living Windows & Lighted Christmas Parade** is December 9. The theme for the Living Windows will be "Rustic Cabin Christmas" and the theme for the Lighted Christmas Parade will be "Whimsical Christmas Wonderland."

We consider it a privilege to serve our community! Thank you for the opportunity.

Respectfully submitted,

