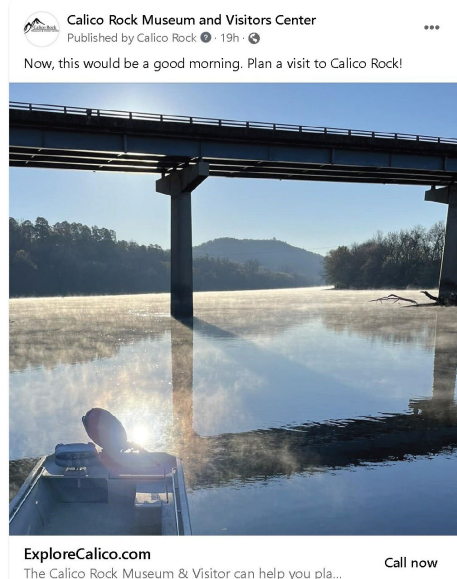


April 2023

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 29<sup>th</sup>. 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,

