

Calico Rock Museum & Visitor Center City Council Report

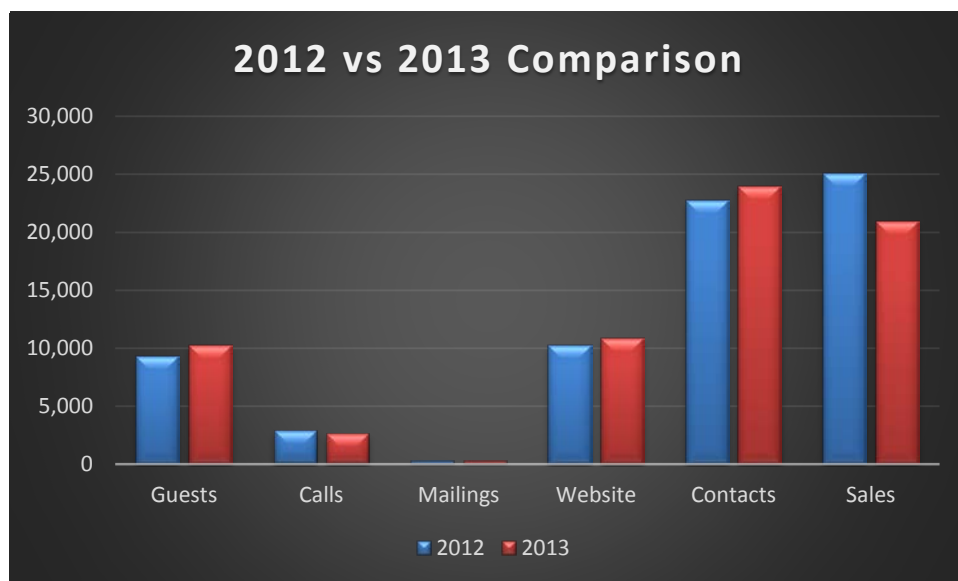
January 2014

December Monthly Statistics

Visitors	150	Meeting Attendance	15
Information Mailings	14	Phone Calls	202
Special Functions	550		

Visitor Contacts:	931	Cooperative Sales:	\$921
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The snow and ice definitely impacted our December visitors and cooperative sales. Despite these lower than anticipated December numbers, our year-to-date statistics were higher than 2012.



Calico Rock Museum & Visitor Center City Council Report

A Calico Christmas

It is worth noting that 350 people enjoyed the Christmas Living Windows along Main Street and an estimated 500 people enjoyed the Lighted Christmas Parade on December 14. Besides having a very unique event that allowed people to finally get out of the house after the wintry weather, the event allowed the museum to work with the Calico Rock Fire Department, Pineville Fire Department and Peppersauce Players to put on a highly successful event. Bringing the community together is a major part of our mission and it is always fun to work with other organizations that share this vision.

The Polar Calico Express

On December 17, the museum hosted the Calico Rock Elementary first graders who had boarded the trolley to bring the Polar Express to life. After a trolley tour through East Calico, the first graders met Santa, had hot chocolate and cookies, and enjoyed a story at the museum. We really enjoy hosting and working with the elementary school.

Conclusion

We appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

February 2014

January Monthly Statistics

Visitors	187	Meeting Attendance	15
Special Functions	100		

Visitor Contacts: 332	Cooperative Sales: \$683
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Despite the winter weather, the Calico Rock Museum & Visitor Center had a 12% increase in visitor contacts in January 2014 (332) over January 2013 (295). This is largely credited to the Note Burning Ceremony held on January 11.

2014 Calendar of Events

March 8	Bootlegger Daze
April 11	Chairman's Reception (Public Officials, Donors & Invited Guests)
April 12	Museum Dedication Ceremony & Reception
Sept 12-13	Mountain Man Rendezvous & Native American Day

These major activities and events will be joined with smaller monthly activities, including craft demonstrations, history programs, and art shows. Our data shows that when we have these activities, our visitor contacts and sales increase dramatically.

Construction Update

In January, we began the final phase of construction at the museum and visitor center. We have completed all of the planned projects in the main museum gallery and are focusing on the art gallery in the former visitor center building. The bathrooms have been removed which has nearly doubled the usable space. As we feared, there was significant damage to the ceiling from the previous leaky roof. We added a corrugated metal ceiling below the original ceiling and have made significant repairs to the walls and layout of the building.

You can follow our progress at www.calicorockmuseum.com/building.html

Conclusion

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/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

March 2014

February Monthly Statistics

Visitors	210	Meeting Attendance	21
Special Functions	40		

Visitor Contacts: 298	Cooperative Sales: \$1,474
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After a hard winter, we are looking forward to a very productive and busy spring. Our cooperative sales were up in February, which is very encouraging. At the end of February, we hosted the fourth grade for another educational program. With construction coming to a close, several elementary classes are planning educational programs at the museum.

2014 Calendar of Events

March 8	Bootlegger Daze
April 11	Chairman's Reception (Public Officials, Donors & Invited Guests)
April 12	Museum Dedication Ceremony & Reception

Construction Update

We have completed construction at the Calico Rock Museum & Visitor Center and are working on moving back into the restored spaces. Construction is still planned on the Coal House and several other refurbishment projects. We have remained open during the construction without any reduction in the services we provide. All construction will be completed no later than April 11.

You can follow our progress at www.calicorockmuseum.com/building.html

Conclusion

We appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

April 2014

March Monthly Statistics

Visitors	342	Meeting Attendance	40
Special Functions	542		

Visitor Contacts: 924	Cooperative Sales: \$1,385
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Despite a wintry early March, we had a successful month boosted by our highest attended Bootlegger Daze event ever. We had approximately 500 attendees throughout Bootlegger Daze. We also welcomed 40 elementary students during the month and rounded out March with a strong sales performance. During the last two weeks, visitors and sales have really begun to pick up.

We have seen tremendous usage of our website. Our tracking data indicates that 57% of our website visitors visit our visitor information page where they can find information on local businesses, especially lodging, fishing, activities and restaurants. This indicates that a large portion of web traffic are visitors or potential visitors to the community.

In the month of March, the Calico Rock Museum was honored with the Outstanding Educational Program in Arkansas by the state museums association. Our competition for the award came from the Clinton Library, Crystal Bridges, and the Museum of Discovery. So, this was a very prestigious honor.

2014 Calendar of Events

April 11	Chairman's Reception (Public Officials, Donors & Invited Guests)
April 12	Museum Dedication Ceremony & Reception

Construction Update

We have completed construction at the Calico Rock Museum & Visitor Center main facility and are in the process of installing our new river, trading post and veterans exhibits. The art gallery is now open to the public and everything looks very nice. Construction is still planned on the Coal House. We have remained open during the construction without any reduction in the services we provide. All construction will be completed by April 11.

You can follow our progress at www.calicorockmuseum.com/building.html

Conclusion

We appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

June 2014

May Monthly Statistics

Visitors	696	Meeting Attendance	54
Special Functions	354		

Visitor Contacts: 1,104	Cooperative Sales: \$1,629
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In May, we had a lot of special functions at the museum which brought in a huge amount of visitors. We welcomed 150 people to our Arkansas Heritage Month activity which featured the opening of the Homesteading in the Coal House exhibit. We welcomed 54 people to our Mystery Night at the Museum which also doubled as a fundraiser for the museum and included a dinner and show presented by the Peppersauce Players. We were thrilled to welcome 150 students, teachers and parents from Calico Rock Elementary for school programs and field trips in May.

We have purchased the historic *Calico Rock Progress* building on Main Street. This is the building that the Clinkingbeards used as a shoe store beside the historic bank building on upper Main Street. It has beautiful arched windows lined with stone and was built in about 1906. We hope to use this building to continue the revitalization on Main Street that the city began with the visitor center and has been continued with museum and cooperative.

2014 Calendar of Events

The museum & visitor center will be ready to welcome guests to Calico Rock for the annual Lions Club Rodeo on June 13-14, which is always a major event for the community. While we have no official part to play, we are always ready to provide information and a diversion for our visitors to town.

On June 19 and July 11, the museum will host Life as an Artist and Life as a Settler for elementary students on summer vacation. Each of these days will be marked with fun activities that teach and provide a break from summer boredom. We already have half of our capacity signed up for the events. So, we are really excited about these days.

Conclusion

We appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

June 2014

June Monthly Statistics

Visitors	672	Meeting Attendance	45
Special Functions	40		

Visitor Contacts: 757	Cooperative Sales: \$2,345
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This past month we hosted our first summer day camp. We had 20 students and their parents and guardians in the museum for a total of 40 guests. During the program, the students made their own marbles, crafted their own sculpture, created sand art, and made tie-dyed shirts. In keeping the museum's policy to provide free experiences to our guests, there was no charge for the event and the students kept all of the things they made. Pirate Graphic and Design helped sponsor the event.

We welcomed a lot of people into town during the recent Lions Club Rodeo and provided them with a cool place to visit before the parade. These two events were largely attended by people who have not typically attended our functions.

You will also notice that we had a tremendous month in sales at the cooperative. As I have reported previously, these sales indicate that our guests are doing more than using a restroom or picking up a brochure. They are spending time in the museum exhibits and shopping in the gift shop. It's a great indicator of the time spent in the center.

Additionally, it provides sales tax revenue that goes back into city improvements.

2014 Calendar of Events

Our next summer day camp will be July 11 and focus on Life as a Settler. Our registrations are at capacity for this event, too. We are, of course, making plans for our Mountain Man Rendezvous and Native American Day on the second weekend of September.

Conclusion

We appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

August 2014

July Monthly Statistics

Visitors	791	Meeting Attendance	40
Special Functions	125		

Visitor Contacts: 1,051	Cooperative Sales: \$2,278
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In July, we hosted our second summer day camp with an astounding number of guests, parents, and grandparents. Interestingly, 67% of these guests had never been to the museum before. During the event, the students churned butter in Mason jars, made homemade ice cream in Ziploc bags, and spun wool. The two events this summer brought in lots of first-time visitors and engaged these students in heritage activities that were fun and educational. We count these as tremendous successes.

Building on the success of these programs and educational programs that we hosted last school year, we will host all of the elementary teachers at an in-service program conducted by our professional educator, Judy Eldridge, on August 12. We hope this program will motivate the teachers to bring their classes on multiple visits to the museum throughout the school year.

In July, we hosted the Boy Scouts during their annual canoe race. They are a large group of students who enjoy touring the museum and learning about Calico Rock history.

Once again, we had an extremely successful month in the artisan's cooperative.

2014 Calendar of Events

September 12-13	Mountain Man Rendezvous & Native American Day
December 13	Christmas in Calico Events

Conclusion

As always, we appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

September 2014

August Monthly Statistics

Visitors	859	Meeting Attendance	45
Special Functions	22		

Visitor Contacts: 1,031	Cooperative Sales: \$2,338
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Despite the much hotter temperatures, we saw an increase in visitors in August over last year. In fact, we have had a tremendous summer. After a lower than average attendance at the beginning of the year with the wintry weather, our visitor contacts are actually up about 1% over last year for the first 8 months of the year.

We continue to see growth in our website traffic. We provide visitor information and a web presence for the city and museum. In fact, we have begun to offer relocation information on our website following multiple requests by calls into the office.

We have seen a marked increase in the use of the museum facilities and programs by the school. This keeps our local students in our community rather than taking field trips out of town. In August, we welcomed 22 teachers and administrators from Calico Rock Elementary School for a professional development program on Arkansas history. We believe this will continue to increase the usage of these programs as a result of this program for elementary teachers.

Finally, we couldn't be more pleased with the sales in the cooperative. As I have told you on multiple occasions, this is a key indicator for us. It means an increase in sales tax that we are able to turn back to the city, but it also means that our visitors are doing more than walking through the building to use a restroom. When a tourist buys something in the cooperative, it means we have been successful in keeping them in the museum long enough to look at merchandise, which is an equally good indicator that they also learned about our town and our history.

Now, we gear up for Fall activities and tourists, especially for our greatly anticipated Mountain Man Rendezvous and Native American Day.

2014 Calendar of Events

September 12-13	Mountain Man Rendezvous & Native American Day
December 13	Christmas in Calico Events

Conclusion

As always, we appreciate the opportunity to serve our community. If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

November 2014

August Monthly Statistics

Visitors	984	Meeting Attendance	36
Special Functions	71		

Visitor Contacts: 1,091	Cooperative Sales: \$3,247
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October was the second busiest month in 2014 for visitor contacts. We had a very strong tourism month fueled by wonderful weather and an improving economy. We welcomed 71 students, parents and teachers for two educational programs for Calico Rock Elementary. These focused on Native Americans and Steamboats. These were great programs and, as we have told you before, they keep these students and classes here locally rather than taking field trips outside of town. All of these programs are taught by our professional educators Judy Eldridge and Connie Martin.

In the cooperative, we had the third highest month in sales in our history. As I have told you before, we look closely at the cooperative sales figure to indicate the use of our facility. After all, it's one thing for someone to stop in and use the restroom and another thing if they are buying something in the gift shop. In order to buy something, they have to take the time to look for something, pick out an item, and buy it. It is also a really good indicator that they are spending time looking at the exhibits in the museum and learning about our history.

We track all of this data closely and analyze it with sophistication. Our goal is be able to constantly improve our services to the city, the taxpayers, and our community.

2014 Calendar of Events

December 13 Christmas in Calico Events

Conclusion

As always, we appreciate the opportunity to serve our community. We hope that the council will continue our partnership into 2015. We appreciate your support in funding the contract in the 2015 general operating budget.

If you have any questions, concerns, or ideas feel free to contact me at any time at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees

Calico Rock Museum & Visitor Center City Council Report

December 2014

August Monthly Statistics

Visitors	822	Meeting Attendance	25
Special Functions	36		

Visitor Contacts: 883	Cooperative Sales: \$1,383
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In early November, we had very strong visitor numbers as several folks continued traveling, especially to see the Fall colors. We welcomed the Calico Rock Kindergarten class this month to an educational program entitled, "Life as a Hobo." The program taught the students about the railroad from a different perspective. In December, we will host the First grade students as a final stop on the Polar Express. These types of activities teach our students about our history and keep them interested in our community.

As you may know, Executive Director Gloria Gushue lost her husband, Robert, on November 23. While she took a few days off, volunteers staffed the museum and visitor center. We appreciated the dedication of these volunteers, all of them also member of the artisan's cooperative.

We are looking forward to our final event of 2014. The Living Windows will be Saturday, December 13 at 5:30 p.m. Churches, organizations and the Peppersauce Players will present Christmas scenes in the windows all along Main Street. Guests will be able to walk along and enjoy the scenes. At 6:30 p.m., the Lighted Christmas Parade will depart from Main Street and travel along Highway 56 to the Fire Department where Santa will meet guests for photos. The lighted parade is beautiful and unique. These evening events are a wonderful way to celebrate the Christmas season and close out our year.

Conclusion

It has been a pleasure to serve the citizens of Calico Rock this year. We are poised for a very productive year in 2015. We are looking forward to our continued partnership.

If you ever have questions, concerns or ideas, we look forward to hearing from you. Thank you for your opportunity. Merry Christmas!

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees