

September 2021

August Visitors

On-Site Visitors	1,130
Museum Website	1,364
Explore Website	1,064

Targeted Digital Advertising Round 2

In early August, we ran our second targeted digital ad. You'll remember that we ran our first digital ad on Facebook targeting folks living within 25 miles of Little Rock and reached over 13,000 individuals and had 3,500 engagements. The results from that ad included an uptick in tourism in May and June. The theme was "Escape to the Mountain" and featured a beautiful photo of the bluffs, mountains and river.

The second digital ad campaign was entitled "Making Memories" and featured a fishing photo montage. The ten-day ad campaign targeted Facebook users in Jonesboro, Little Rock, Conway and Fayetteville. It was an astounding success! **We had 66,451 impressions, 18,654 paid placements, and 692 direct contacts.** Traffic to the ExploreCalico website was 3 times higher than in the previous month. We will be closely monitoring the affects of the ad on tourism this Fall, but we are very hopeful.

These targeted digital ad campaign statistics greatly outpace far more expensive print ads or billboards. We expect great results from these modest-budget campaigns and plan to continue doing them going forward as part of our services contract with the city and county.

Historic Downtown Welcomes Three New Businesses

Three new businesses are being added to our Downtown Historic District: Lemley's Country Store, Juniper's Back Door, and Cooper Antiques & Collectibles. We're glad to have these new businesses join our community.

Downtown Improvement Projects

The city is continuing to improve parking for visitors in Peppersauce Alley, which will be beneficial for the Main Street Historic District, East Calico Historic District, and future development in Peppersauce Alley. The Foundation is planning changes to the Main Street mural that has fallen into disrepair, signage in the East Calico district, and development of an event center off Peppersauce Alley that continues our commitment to improving our community. We hope this work can be completed over the winter off-season.

As always, thank you for the opportunity to serve you.

Respectfully submitted,

