

January 2019

## **2018 Visitor Contacts**

On-Site Visitors	28,759
Museum Website Traffic	57,153
Explore Calico Web Traffic	23,331
<u>Printing Press Café Website</u>	<u>38,113</u>
<b>Total Visitor Contacts</b>	<b>147,356</b>

## **Signage on Main Street**

In December, a new sign was installed on Main Street asking visitors to shop in our local businesses and directing them toward our Business District on Highway 56. This is another way we provide services to all of the businesses in the community. We appreciate Dean & Peggy Hudson and White River Health Care for asking us (and allowing us) to complete this project.

## **Heritage & Visitor Center Renovations**

This month, we are completing renovations in the Heritage & Visitor Center that include a new reception desk, opening up the main floor gallery, creating a more prominent visitor information center, upgrading the artisan gift shop merchandising, and adding new history exhibits.

## **Neighbors Helping Neighbors**

One of the most important roles we have is in being a good neighbor. Last month, The Restaurant opened on Highway 56. Their vent-a-hood wasn't working and, being a new business, they didn't have the money to invest in a new unit. We had a motor that we believed could work for them from the former Don Quixote's restaurant at the Tomlinson Art & Science Center. We naturally gave it to them, at no charge, to help a neighbor. We live in a great community of people that helps one another and we're honored to be a part of it.

## **New Visitor Center Services**

Several years ago, we agreed to take over managing the historic streetlights on Main Street. This winter, we are changing light bulbs, cleaning the streetlights and installing new banners. We have acquired the equipment to install a low-wattage visitor information radio station. It will be up and running by March. We are always looking for ways to make visitor experiences better.

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