Calico Rock Museum & Visitor Center Monthly Report

July Visitors

On-Site Visitors	2,809
Museum Website	1,816
Explore Website	433

Despite COVID Surge Tourism Rebounds

COVID cases have surged in July throughout the county and region. Arkansas was identified as a national hotspot, with most hospitals in the state reaching capacity. We saw a decline in tourism at the beginning of July, but a rebound toward the end of the month. The number of visitors and retail sales have rivaled any prior July. We are encouraged by these developments, even as we remain concerned for so many of our friends and neighbors who are suffering the impact of COVID-19.

Development in the Tourism Corridor

Eventually, tourism will return to Calico Rock and the city has been a great partner in getting ready for that development. The City of Calico Rock has done a beautiful job of developing the parking lots around the Main Street Historic District and Peppersauce Alley. The new pergola and seating area presented by the 20/20 Group has been a welcome addition for visitors. We have applied for many grants to complete beautification projects along Main Street and through the rest of the community. We are confident all of these projects will continue to grow our tourism, which will grow our economy.

Elected Officials Supporting Calico Rock

We enjoy the support of every elected official in Izard County and the City of Calico Rock, and your support makes a world of difference to us. Thank you for personally visiting the museum, shopping along Main Street, and continuing to support our operations. We would not be here without you!

Science Center Slated to Open in September

We are planning to reopen our Science Center in September, coinciding with the dedication of the entire center. This will fully reopen the Calico Rock Museum & Visitor Center after a nearly two-year renovation and relocation project. The science center is extremely popular, especially for school groups and families. We're excited to reopen this part of the museum very soon.

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

Respectfully submitted,