

January 2017

| Visitor Statistics | 2016 |
|---------------------------------|------------------|
| In-House Visitors | 18,291 |
| Museum Web Traffic | 26,304 |
| Explore Calico Web Traffic | 10,356 |
| Printing Press Café Website | 12,672 |
| Total Visitor Contacts | 67,623 |
| Foundation Taxable Sales | \$136,467 |

2016 Year-End Report

The amazing number you see above is correct. The Calico Rock Museum & Visitor Center had a record 67,623 visitor contacts and taxable sales of \$136,467 in 2016. Obviously, we serve as a major source of information on Calico Rock through our web presence. If we assume that every in-the-door visitor spent just \$24 while they were in Calico Rock (far below the amount attributed to tourism spending by the state of Arkansas), the museum had an economic impact of \$438,900. With a nearly half million dollar yearly economic impact, sales tax generator, job creator, and partner for the city, the museum provides a tremendous return on investment for the city. We value the partnership we have with you and look forward to serving you for many years into the future.

A Calico Christmas

There were 350 people that attended or participated in the Christmas Living Windows and Lighted Christmas Parade. Participation has increased steadily each year and the quality of windows and floats has improved annually. It's a great event to close out the year and celebrate the holidays.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees

January, 2017

| | | |
|------------------------------------|--------------|---------------|
| In-House Visitors | 1,274 | (74 students) |
| Museum Web Traffic | 2,865 | |
| Explore Calico Web Traffic | 1,195 | |
| <u>Printing Press Café Website</u> | <u>1,626</u> | |
| Total Visitor Contacts | 6,960 | |

Jekyll Island Management Institute

Our executive director, Gloria Sanders, traveled to Jekyll Island, Georgia for 10 days in January to attend the Jekyll Island Management Institute (JIMI). JIMI is a highly prestigious, very competitive management program for museum professionals. There are less than 30 invited attendees from around the country each year. Gloria attended on scholarship along with professionals from the Smithsonian Institution and major national museums. It was a great experience that we believe will pay dividends locally.

Arkansas Discovery Network

In January, our museum joined the Arkansas Discovery Network which includes the Museum of Discovery in Little Rock and Mid-America Science Museum in Hot Springs. The Museum of Discovery has become a great partner for our museum with the desire to bring science and discovery education into this part of rural Arkansas. They love the fact that science and art are being paired with history and that our museum is so intensely focused on our heritage. This partnership will bring huge benefits to our small museum and we will have a number of announcements in the coming months.

Expansion & Improvement Update

This winter, we have contracted for the stairs leading to upper Main Street to be rebuilt and rockered. An attractive handrail will be built for the stairs this spring. The art center expansion is underway. Our hope is to open the art center in April and expand the history exhibits in the current museum. When the art center opens, we will have the art galleries, public restrooms and retail store on the main floor. The loft will feature a conference room, restroom, and gallery/studio space as well as much needed storage. The science center expansion and classroom space will be completed later in 2017.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees

February, 2017

| | |
|------------------------------------|--------------|
| In-House Visitors | 1,256 |
| Museum Web Traffic | 2,451 |
| Explore Calico Web Traffic | 843 |
| <u>Printing Press Café Website</u> | <u>1,450</u> |
| Total Visitor Contacts | 6,000 |

Bootlegger Daze

By the time of your meeting, we will have hosted Bootlegger Daze (Saturday, March 11). We are receiving the jail that was built and used during the filming of *The Bootleggers* in 1974. This gift, by the family of Dwight and Verda Long, will become a historic tourist location as an extension of the museum. We are always excited about conducting events to attract tourists to town and, traditionally, Bootlegger Daze has been our official tourist season kick-off event.

Expansion & Improvement Update

The stairs leading to upper Main Street have been rebuilt and the new handrail is being built now for installation in just a few weeks. The art center expansion continues with construction work inside the building wrapping up. We were able to pay off our bank loan on March 2. While we have always hoped to open by April 1, the more realistic opening date the first weekend of May.

During the renovations for the Art & Science Center, we are making plans to expand our history exhibits in the museum. We will be introducing a new window featuring Historic Main Street businesses soon, expanding the homestead in our current board room in the basement, and then using the present homestead exhibit for an exhibit on farm machinery, logging, and similar jobs in the area. The current art gallery will soon be converted into historical displays, but will still be used as a temporary exhibits gallery and a place for meetings and functions.

We are excited about all these improvements and this tourist season!

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees

March, 2017

| | |
|------------------------------------|--------------|
| In-House Visitors | 1,942 |
| Museum Web Traffic | 2,963 |
| Explore Calico Web Traffic | 1,055 |
| <u>Printing Press Café Website</u> | <u>1,770</u> |
| Total Visitor Contacts | 7,730 |

Bootlegger Jail

Due to the wintry weather, we were unable to conduct the Bootlegger Daze this year. We did relocate the jail from *The Bootleggers* movie to under the tree at the railroad beside the museum. It has already attracted a lot of attention as an historic landmark. We will dedicate the jail and honor the Long family in the near future.

Expansion & Improvement Update

We have installed a new window exhibit focusing on Main Street businesses. There are some very interesting artifacts in the exhibit that honors our history. We have a number of historic prints framed and ready to install in the Murphy Gallery when the art gallery relocates this spring to the new art center. In the art & science center, work is progressing. We hope to begin painting within a week and installing the new ceiling soon.

100th Anniversary of World War I

We will commemorate the 100th Anniversary of the beginning of World War I with an Arkansas Heritage Month event on Saturday, May 13. This will include a temporary exhibit and a talk about the war.

Explore Calico Updates

With the city business license renewal deadline, we will be updating the business directory on the Explore Calico website. We are working on ways to continually promote the businesses licensed by the city and to expand our visitor center services.

It is an honor to serve the city of Calico Rock. If you have any ideas, questions or concerns, please call me at 870-373-0083.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees

April, 2017

| | |
|------------------------------------|--------------|
| In-House Visitors | 1,756 |
| Museum Web Traffic | 2,630 |
| Explore Calico Web Traffic | 972 |
| <u>Printing Press Café Website</u> | <u>1,638</u> |
| Total Visitor Contacts | 6,996 |

Expansion & Improvement Update

We have installed a new window exhibit focusing on Main Street businesses at the museum during the past month. There are some very interesting artifacts in the exhibit. We have a number of historic prints framed and ready to install in the Murphy Gallery when the art gallery relocates to the new art center. In the art & science center, we have been painting and trimming. We still have some painting to do, electrical finishing, and installing the suspended ceiling. Work always seems to take longer than planned, but it is really looking nice.

100th Anniversary of World War I

We will commemorate the 100th Anniversary of the beginning of World War I with an Arkansas Heritage Month event on Saturday, May 13. This will include a temporary exhibit and a talk about the war.

Calico Rock Students Conduct Science Experiments

Calico Rock Elementary School second grade classes came the museum for a morning of science in April. They learned about earth worms and make earth worm farms. There were 38 students, teachers and parents attending.

Museum Works with School on STEAM Education

We reported to you earlier this year that the museum has joined the Arkansas Discovery Network of museums. This membership has allowed Calico Rock Public School science teachers to attend some amazing workshops for free. This partnership is helping students learn Science Technology Engineering Art and Mathematics (STEAM) in their classrooms and, ultimately, they will be able to conduct labs at the museum. Calico Rock will be the first location in the state that applies STEAM education with a connection to history because of our focus as a history museum. It's a great opportunity to blaze a new trail.

It is an honor to serve the city of Calico Rock. If you have any ideas, questions or concerns, please call me at 870-373-0083.

Respectfully submitted,

Steven Mitchell
Chairman
Board of Trustees

May, 2017

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|------------------------------------|--------------|
| In-House Visitors | 1,961 |
| Museum Web Traffic | 3,401 |
| Explore Calico Web Traffic | 1,648 |
| <u>Printing Press Café Website</u> | <u>1,947</u> |
| Total Visitor Contacts | 8,957 |

Expansion & Improvement Update

Work is progressing with the new Art & Science Center. The exterior façade and the interior trim is being painted, the tin ceiling has been ordered and should be installed soon, and the electrical improvements are moving forward. In the Heritage & Visitor Center, we have expanded the Homestead exhibit into the former boardroom and are working on a new Farm & Industry Exhibit in the basement.

100th Anniversary of World War I

Our World War I exhibit was very well attended during the month of May. Our visitors appreciate the focus and honor that the museum, and our community, places upon the men and women who have sacrificed so much in service to our country.

Summer Day Camps

We are hosting Summer Day Camps. The first one was Friday, June 2. The students learned about the art, science and history of Fashion Design. For example, they learned how historic settlers carded cotton, wove fabric, and made their own clothing. Our upcoming camp is entitled, "Be a Survivor."

Museum Developing Partnership with Crystal Bridges

In January, our museum joined the Arkansas Discovery Network which partnered our museum with the Museum of Discovery in Little Rock, Amazeum in Bentonville, and Mid-America Science Museum in Hot Springs. This partnership is paying big dividends in the development of our science center.

We are now beginning a partnership with Crystal Bridges Museum of American Art that we hope will help us with expert advice, loans of works of art, and tourism growth.

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

Calico Rock Museum & Visitor Center City Council Report

July 2017

June, 2017

| | | | |
|------------------------------------|---------------|------------------------|----------|
| In-House Visitors | 2,384 | Jan-June Taxable Sales | \$58,596 |
| Museum Web Traffic | 3,720 | | |
| Explore Calico Web Traffic | 1,763 | | |
| <u>Printing Press Café Website</u> | <u>2,373</u> | | |
| Total Visitor Contacts | 10,240 | | |

Expansion & Improvement Update

After several contractor delays, we have begun to see real progress at the new Art & Science Center. The building façade has been painted, the science center floor has been painted and the “Crime Lab Detective” exhibit is installed, interior painting is completed, and ceiling installation should begin soon. Once it is complete, we can finish electrical and begin moving into the facility.

Temporary Exhibits

In June, we hosted the Arkansas/Arkansaw exhibit created by the Old State House Museum. Later this summer, we will host a Civil War temporary exhibit. In the meantime, the Murphy Gallery will soon close to allow us the opportunity to stage the move into the new art center and prepare the gallery for its remodeling as a permanent history gallery.

Fall Events Planning

We have begun planning for the Mountain Man Rendezvous in early September, the formal dedication of the Art & Science Center, and the dedication of the Bootleggers Jail with the Dwight and Verda Long family.

Winter Improvements

As you know, we are committed to making improvements to our community. We recently completed the installation of new handrails on the stairs that were repaired over the winter on Main Street. This winter, we hope to repair the two sets of stairs leading directly to the museum and making improvements to the handrails on that end of upper Main Street. We are also evaluating options for the peeling and damage to the mural on the Main Street wall.

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

July, 2017

| | |
|-------------------------------|--------------|
| In-House Visitors | 2,682 |
| Boy Scouts Canoe Race | 250 |
| Museum Web Traffic | 3,467 |
| Explore Calico Web Traffic | 1,448 |
| Printing Press Café Website | 2,098 |
| Total Visitor Contacts | 9,945 |

Expansion & Improvement Update

We anticipate construction at the Art & Science Center concluding within the next two weeks. Moving into the building will require a few weeks with an anticipated opening date of the first of October. This has been a major renovation of the building that has pumped \$80,000 into the local economy.

Once the art gallery is relocated to the new center, we will be expanding our history exhibits into the Murphy Gallery. We have some never-before-seen historic photos from several private collections that will fill the walls. The Easton Education Center will honor our railroad past.

The basement homestead and farming exhibits are moving along. This winter, we are planning a complete revision of all of our current history exhibits.

Mountain Man Rendezvous

The Mountain Man Rendezvous will be held in Rand City Park September 7-9. We have been working closely with the Early Arkansas Reenactors Association and the Beyond the Circle Dancers to make this event larger than ever before.

Economic Impact

We always like to report to you the economic impact of your investment in the Calico Rock Museum & Visitor Center. The Foundation will generate \$250,000 in taxable sales, donations, grants, and investment income in 2017. All of this money will be returned to our community. We have three full-time and four part-time employees with a payroll of approximately \$80,000. We have served more on-site visitors in the first seven months of 2017 than all of 2016.

Finally, we will serve visitors six days per week beginning this Fall. This means visitors will have access to public restrooms, visitor information, and have a place to stop and shop on Mondays.

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

September 2017

August, 2017

| | |
|------------------------------------|---------------|
| In-House Visitors | 1,152 |
| Rhodes Scholar Program | 25 |
| Motorcycle Tour | 125 |
| Museum Website Traffic | 6,815 |
| Explore Calico Web Traffic | 2,454 |
| <u>Printing Press Café Website</u> | <u>3,514</u> |
| Total Visitor Contacts | 14,085 |

Visitor Contacts

If the numbers above look staggering to you, they did to us, too. In the past 30 days, we have been receiving a tremendous amount of interest in the construction at the Art & Science Center. We have also had a lot of visitors to the museum website for information on the Mountain Man Rendezvous. Clearly, the impact of the visitor's center/museum through the web continues to grow.

Expanded Hours

During the first week of October, the Calico Rock Museum & Visitor Center will expand our hours to be open Monday-Friday 9:00 a.m. to 5:00 p.m. and Saturday 9:00 a.m. to 3:00 p.m. This will allow visitors to town access to public restrooms, visitor information and shopping on Mondays. We believe this will add a lot more value to the services we provide our local businesses and the city through our visitor center contract.

Mountain Man Rendezvous

By the time you meet in your regular September meeting, we will have completed the Mountain Man Rendezvous. This event promises to draw a large crowd of people to town and allow us to engage with our local elementary school students. This promotes our community and preserves our history. During the Rendezvous, we will open our refurbished Murphy Gallery (former art gallery) which will greatly expand our history exhibits.

Tomlinson Art & Science Center

We have begun moving into and setting up the new center. We have scheduled Thursday, October 5 as the opening date for the new center.

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

September, 2017

| | |
|-------------------------------|---------------|
| In-House Visitors | 2,030 |
| Mountain Man Rendezvous | 1,700 |
| Museum Website Traffic | 2,202 |
| Explore Calico Web Traffic | 3,625 |
| Printing Press Café Website | 1,154 |
| Total Visitor Contacts | 10,711 |

Open Six Days Per Week

On October 2, the Calico Rock Museum Heritage & Visitor Center began opening six days per week to better serve the visitors to the area. The initial reaction to the expanded hours has been extremely positive. We had a lot of visitors into the visitor's center on our first Monday that otherwise would have been greeted by a Main Street with everything closed.

Opening of the Tomlinson Art & Science Center

By the time you read this, the Tom Tomlinson Art & Science Center will be open. Initially, we will have the Center open Wednesday-Saturday and gauge public interest in setting future hours. The Heritage & Visitor Center and the Art & Science Center make up the Calico Rock Museum System. The Art & Science Center is attracting the interest of school groups in the area who are also booking appointments at the Heritage Center, so the expansion is also driving interest in our history. We believe the new museum and gift shop will increase visitors to town and increase the sales tax income for the city.

Heritage Center Revisions Planned

With the opening of the Art & Science Center, we are turning our attention to the history exhibits, many of which have been in place for seven years. We will use the increased space and fresh ideas in telling our history with new and renewed exhibits that we hope to put in place over the winter.

Christmas in Calico

We are already making plans for the Christmas in Calico event that draws tourists to town for the Living Windows and Lighted Christmas Parade. The event will be Saturday, December 9.

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

October, 2017

| | |
|------------------------------------|---------------|
| In-House Visitors | 1,778 |
| School Class Programs | 139 |
| Trick or Treaters | 152 |
| Museum Website Traffic | 4,679 |
| Explore Calico Web Traffic | 2,411 |
| <u>Printing Press Café Website</u> | <u>3,782</u> |
| Total Visitor Contacts | 12,941 |

Visitor Center Services

Businesses pay \$50 every year for a business license in the city of Calico Rock. In addition to the many services provided by the city, every business receives significant services through the contract with the Calico Rock Museum Foundation. Every licensed business is listed, for free, on the www.explorecalico.com website. This is the official visitor center website for our community and is the go-to site for information on visiting our area.

In addition to the website, which is receiving 2,000-4,000 unique visits each month, licensed businesses have an opportunity to distribute brochures and information on their business in the visitor center. When we get phone calls and inquiries from visitors, we promote ALL of our businesses. We are honored to have the opportunity to serve the city, and our local businesses, through our partnership with the city. We look forward to continuing this into the future.

Trick Or Treating Main Street

There are 308 trick-or-treaters that were on Main Street on Halloween. Along with our business neighbors, we welcomed these young people and their parents (900 people) at the Heritage & Visitor Center, Tomlinson Art & Science Center and the Printing Press Café.

Christmas in Calico

We are partnering, again, with our property neighbors to conduct the Living Windows on Historic Main Street on Saturday, December 9. The Lighted Christmas Parade will follow. We are very appreciative of our partnership with the Calico Rock VFD and the Pineville VFD who work so hard to make this a tremendous success every year.

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

Calico Rock Museum & Visitor Center City Council Report

December 2017

November, 2017

| | |
|------------------------------------|---------------|
| In-House Visitors | 2,523 |
| <u>Classroom Programs</u> | <u>124</u> |
| <i>Total In-House Visitors</i> | <i>2,647</i> |
| Museum Website Traffic | 3,599 |
| Explore Calico Web Traffic | 2,446 |
| <u>Printing Press Café Website</u> | <u>3,808</u> |
| Total Visitor Contacts | 12,500 |

Christmas in Calico

We will host the Christmas Living Windows on Historic Main Street on Saturday, December 9 at 5:30 p.m. The Lighted Christmas Parade will follow at 6:45 p.m. We are very appreciative of our partnership with the Calico Rock VFD, Pineville VFD, and business neighbors who work so hard to make this a tremendous success every year.

Economic Report

In January, the Council approved a grant in the amount of \$5,000 to the Foundation for the development of the Tomlinson Art & Science Center. As part of the grant, we pledged the creation of 2-3 jobs. I am pleased to announce that the Foundation has created four new part-time jobs in 2017. In addition, the Center has done nearly \$2,000 in sales through the Brushstrokes gift shop in its opening months. This provides sales tax revenue for the city, county and state. The center has served 158 students from six school districts in its first few months, which also grows the opportunities for our community. The grant funds approved by the Council have already returned dividends to the community and city.

Looking Forward

Over the winter, the Heritage & Visitor Center will undergo a major renovation with an update for all of our historical exhibits. We are looking forward to continuing the work we have begun, together, in making Calico Rock a better place to live and visit.

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