

Calico Rock Museum & Visitor Center Monthly Report

April 2021

March Visitors

On-Site Visitors	1,007
Museum Website	2,135
Explore Website	1,023

Targeted Facebook Advertising

Just before Spring Break, we conducted our first targeted Facebook advertising campaign. The ad was targeted at three zip codes in Conway, Little Rock, and West Little Rock. The ad ran for five days at a total budget of \$200.

The campaign was seen by 8,483 Facebook users and 876 people engaged with the post by clicking on the link that redirected them to our www.explorekalico.com website. Data indicates they spent an average of 7 minutes on the website looking at multiple pages of information. You will recall that this website has a directory of every business licensed by the city of Calico Rock and promotes tourism in our community.

The Explore Calico website saw a 228% increase in visitors after the campaign began. The museum website saw a 128% increase in web traffic. We believe targeted advertising, like this one, can be very effective at promoting tourism in our community and region moving forward.

Construction Wrapping Up

We are wrapping up all of the construction projects at the new museum complex. We are 2/3 finished with the history exhibit installation. We are wrapping up the final projects to beautify the back of the building in Peppersauce Alley, including our outdoor classroom and parking lot for our staff members. Our plan is to have a Grand Opening Weekend this summer.

Retail Sales Picking Up

We've seen an increase in visitors and retail sales this past month. Visitors were about half pre-pandemic levels, which is actually double what we were seeing last fall. Retail sales are running about 75-80% of pre-pandemic levels. They were running about half previous levels. This gradual growth is definitely helping the small businesses in our community and increasing sales tax support for the city and county. We are hopeful for a strong summer of tourism.

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

Respectfully submitted,

