

January 2021

## 2020 Visitors

Onsite Visitors	7,827
Museum Website	23,294
<u>Explore Website</u>	<u>6,386</u>
<b>Total Visitor Contacts</b>	<b>37,507</b>

## COVID-19 Impact on Tourism

The number of onsite visitors in 2020 was just 27% of the onsite visitors in 2019. We were closed five months during the year on the governor's orders. Despite the 73% decline in onsite visitors for the year, we saw a modest increase in gift shop sales. We attribute the strong sales to two factors: 1) folks that did travel wanted to spend money, and 2) folks shopped locally. There has been a genuine interest in supporting our local businesses.

## Small Business Support Grants

We are using a portion of our retail sales to award grants to small businesses in our community who have suffered due to the pandemic. This grant is open to any business licensed to operate in Calico Rock and is being supported by local dollars, not state or federal funds. This is on the heels of the \$3,000 in grants we were able to award last month. We will provide more details on the grant awards next month.

## Heritage Center Exhibit Construction

Due to the ongoing pandemic and the effects on tourism, we will be closed the month of January. This will allow us to finish up construction of our history museum exhibits and to complete some maintenance projects. We will get everything ready for our tourist season, which we are hopeful will begin returning life to normal.

As always, thank you for the opportunity to serve you. Happy New Year!

Respectfully submitted,

