

Calico Rock Museum & Visitor Center City Council Report

November 2017

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