

# Calico Rock Museum & Visitor Center City Council Report

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January 2016

## December 2015 Monthly Statistics

Visitors	840	Meeting Attendance	15
Living Windows & Parade	750	First Graders Polar Express	30

**Total Monthly Visitor Contacts: 1,635**

<b>Total 2015 Visitor Contacts:</b>	<b>27,753</b>	<b>23% Increase Over 2014</b>
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## December Notes

In December, we had a record turn-out for the Living Windows and Christmas Parade. The event continues to grow and attract visitors from around the state. We were honored to welcome first graders again this year to meet Santa before school was dismissed for break. Overall, it was a very good month with strong sales at the gift shop.

## 2015 Notes

In the final analysis, the museum gift shop and café will generate over \$120,000 in taxable sales for the city. We saw a 23% increase in visitor contacts over 2014, which we attribute to the presence of the café and increased visitor traffic on Main Street. This tracks with the reports we are receiving from our business neighbors who report a similar 20-30% increase in sales.

All of these have contributed to our ability to better achieve our mission of preserving our past and sharing that story with the community. We were pleased to open new exhibits, receive new artifacts, and position ourselves for an even stronger 2016.

## Looking Ahead

In 2016, we will celebrate and commemorate several historical milestones including the 90<sup>th</sup> anniversary of the nationally acclaimed Hoss-Hair Pullers (a musical group), the 85<sup>th</sup> anniversary of Dr. Copp's medical practice, the 50<sup>th</sup> anniversary of the Dedication of the White River Bridge, and the 75<sup>th</sup> anniversary of Pearl Harbor (Calico Rock alumnus Kay Matthews was present during the attack). We will also continue with our annual Bootlegger Daze, Mountain Man Rendezvous/Native American Day, and Living Windows/Lighted Christmas Parade.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

February 2016

## January 2016 Monthly Statistics

Visitors	350	Meeting Attendance	51
<b>Total Monthly Visitor Contacts:</b>	<b>401</b>		

## Notes

We had a very strong January with a slight increase in visitors, despite a week of snowy weather. Sales continues to perform well in the gift shop and café in the traditionally slower months of winter. We are using this time for refurbishments and enhancements including adding several new exhibits at the Museum.

## In Memory of Dr. Grasse

We want to spend just a moment honoring the memory of Dr. A. Meryl Grasse, a true friend of Calico Rock. He made our community his legacy and gave tirelessly as a city council member. He and Gladys were great friends of the Museum and they built our hospital. We are thankful for his service and honor his memory.

## Annual Report

We are providing each of you with a bound copy of the 2015 Calico Rock Museum Foundation Annual Report. We are very proud of what we have accomplished and wanted to share that report with you.

## Looking Ahead

On February 13, the Printing Press Café will host a Valentine's Dinner. Proceeds from the four-course dinner will benefit the museum. Reservations are strongly recommended. We are planning for Bootlegger Daze on March 12 and hosting a Sara Grey concert on March 20.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

## February 2016 Monthly Statistics

Visitors	280	Meeting Attendance	52
<b>Total Monthly Visitor Contacts:</b>	<b>332</b>		

### Notes:

Visitors are up 4% over last year and 2016 is the third straight year of increased visitors in February. Our February café sales were higher than December or January and on par with November sales, so we were very pleased. The warm weather certainly helped.

### Bootlegger Daze

On Saturday, March 12, we will be hosting our annual Bootlegger Daze which will include a concert by Christine DeMeo on Main Street, vendors, family activities, a lawnmower race and the showing of the movie, *The Bootleggers*. The events will begin at 11:00 a.m. and run until 3:00 p.m. along Main Street and at the museum.

### Homestead Exhibit

On Saturday, March 12, we will be opening our newest exhibit, Homestead, on the ground floor of the museum at 10:30 a.m. Guests will be able to enter a re-creation of an 1890's cabin built with 125 year old barnwood. The one-room cabin will teach guests what life as a settler was really like on the wild frontier and they will learn a lot about everyday life. We are really excited about some of the interactive aspects of the exhibit and being able to show off some very historic items, including a mechanism that was used 100 years ago to hoist hay into a barn loft long before machinery was built for baling.

### Going Toe to Toe

In late March, our museum representatives will attend the Arkansas Museums Association Conference in Little Rock. Our educational program on Hobos has been nominated as the Outstanding Educational Program of the Year and Gloria Sanders, our executive director, has been nominated as Museum Professional of the Year. The amazing thing about these nominations is that we are competing against large and small museums across Arkansas for these awards including the Clinton Presidential Center, Arkansas Arts Center, all of the state-run museums, Old Independence Regional Museum and dozens of other museums. It's amazing that our museum is going "toe to toe" with these very prominent institutions.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

April 2016

## March 2016 Monthly Statistics

Visitors	595	Meeting Attendance	52
Bootlegger Daze	350	School Program	40

**Total Monthly Visitor Contacts: 1,037**

## Bootlegger Daze

With the rainy weather, we saw a decline in attendance at this year's Bootlegger Daze. We used visitor counts in the museum and data from our food vendors and the café to determine our final visitor totals for the day. While the weather can be challenging, we believe having an event at the beginning of March is a great way to kick off the tourist season. Our sales in the café and gift shop were phenomenal for the day.

## Meetings & Educational Programs

There were several special meetings at the museum this month, including an Alzheimer's Workshop sponsored by White River Health Care. The museum also hosted an educational program on Westward Expansion for Mrs. Kristi Thompson's 4<sup>th</sup> grade class. The students made their own Conestoga wagon from popsicle sticks. They turned out great, the students had a great time, and we gave them a fun experience on Main Street.

## Quarterly Taxable Sales

We are pleased to announce that quarterly taxable sales for the museum gift shop and Printing Press Café were just over \$29,000. This is just another set of data which indicates the economic impact of the museum.

## Congratulations

At the Arkansas Museums Association Conference, Gloria Sanders was named the Distinguished Museum Professional of the Year. There were 10 nominees which were then narrowed to three finalists. Finalists for the award were Gloria, Dr. Todd Hermann of the Arkansas Arts Center and Neva Boatwright of the Arkansas Parks & Tourism Department. This is a very big deal for Gloria, our museum and community. Gloria was also awarded the Tom Biggs Award by the Ozark Gateway Tourism Council for promoting tourism in our region. We are very proud of the work that Gloria is doing!

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

## April 2016 Visitor Statistics

Visitors	661	Meeting Attendance	28
FAM Tour	24		

**Total Monthly Visitor Contacts: 713**

## April 2016 Web Traffic Statistics (One Month Only)

Calico Rock Museum	2,296 visitors	257 Facebook likes
Explore Calico	675 visitors	
Printing Press Café	1,210 visitors	665 Facebook likes

## Arkansas Heritage Month Activity

May is Arkansas Heritage Month which allows Arkansas communities to celebrate our state's culture and heritage. Each year, the Department of Arkansas Heritage designates a theme for that year's celebration, usually the theme centers around one of the Arkansas state museums. This year, the focus is on the Arkansas Arts Center, so the heritage month theme is celebrating our local art. Art has deep roots in our history. Pioneers relied on blacksmithing, candle-making, pottery, woodworking and other skills to survive. Today, these are some of our most celebrated arts.

Our local heritage month event will be on **Saturday, May 14** and we will recognize the works of Emma Drown Morgan, Harvey Bufford, and Junior Cobb. All three are deceased, but played an important part in the artistic community and are recognized nationally for their work. We will also have activities where families and visitors can create their own art and interact with some of our local artisans.

## Summer Educational Programs

We have scheduled several educational programs this summer, including two traditional day camps. Each of our events will be interactive, but this year we are going to have special sessions that are on specific topics that last a shorter time. For instance, we will have a sessions on **Cannon Wars, Project Runway, and Archery**. In the cannon event, we will teach the students are the Civil War and how soldiers had to use geometry to figure out the angle of the cannon so it would shoot the right distance and hit their target. They will also make their own potato cannon and shoot them! Of course, all of our programs are presented by professional educators and supervised. All of them are absolutely free. Registration forms have been provided to every student K-6 at Calico Rock Elementary and are available on our website.

## Café Anniversary

On **May 5**, we celebrated the one-year anniversary of the Printing Press Café. This venture has changed the landscape of Calico Rock. In the past year, the café has generated just under **\$135,000 in taxable sales** for the city of Calico Rock, helped drive an increase in tourism, and promoted the museum and community. Many small businesses never make it to their first anniversary, so we are very humbled and honored to achieve this milestone.

## Calico Rock Museum & Visitor Center City Council Report

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### Summer Special Exhibits

We are very excited to have three very special exhibits at the Calico Rock Museum this summer. **Lesley Love** and **Paige Yutsus** will each present a special one-week art show in the Murphy Gallery. One of the most exciting events for us will be our very first traveling history exhibition. We will present ***War Comes Home*** for two weeks during the month of June. This exhibit is part of the **Smithsonian Institution** and will occur during **Lions Club Rodeo Weekend** and the **All School Reunion**.

Later in the summer, we will commemorate the **85<sup>th</sup> Anniversary of Dr. Noel “Buck” Copp’s** medical practice. He delivered his first baby on June 26, 1931 (Eulice Gillihan). We will also commemorate the 100<sup>th</sup> anniversary of the **Hoss-Hair Pullers**, a local group of musician put together by Dr. H.H. Smith who received “national” attention for Calico Rock.

We are really excited about these new ways for our museum to recognize our history, art and culture and continue to share our story.

### Thank you

It is an honor to serve the citizens of Calico Rock. During the month of April, we sent letters to every business that has a **city business license** to let them know the great services that they receive for free thanks to our partnership! We believe it is a great way to let businesses know how much we appreciate them and that we are all working together to make our community better.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

## May 2016 Visitor Statistics

Visitors	1,733	Meeting Attendance	27
School Students/Special Events	160		

**Total Monthly Visitor Contacts: 1,920**

## End-of-School Year Trips

We welcomed students from Calico Rock Elementary, Calico Rock High School, and Norfolk Elementary School during the month of May. The students participated in educational programs, toured the museum exhibits, and enjoyed treats at the café. We are always thrilled to welcome these school groups because it shares our history and keeps money local.

## War Comes Home

We are very excited to welcome our first Smithsonian Institute special exhibit on June 7. The exhibit entitled ***War Comes Home*** includes several panels that will be exhibited in the Murphy Gallery. We will supplement the panels with our own artifacts, in fact several local residents are bringing never-before-seen artifacts to share as part of the exhibit. We love sharing our history, but are doubly excited that we are able to honor the men and women who have served in our Armed Forces. We invite you to come to the exhibit.

The exhibit will be on display during this year's Lions Club Rodeo and All School Reunion, which always brings lots of people to town. We are always happy to open our doors and welcome our friends and neighbors who may have chosen to live in other places but kept their hearts in Calico Rock.

It should be a very good summer! As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

# Calico Rock Museum & Visitor Center City Council Report

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July 2016

## June 2016 Visitor Statistics

Visitors	1,226
School Students/Special Events	128
<b>Total Monthly Visitor Contacts:</b>	<b>1,354</b>

## June 2016 Web Traffic Counts

Museum	2,712
Explore Calico	1,809
Printing Press Café	1,200

## Summer Educational Programs

We have conducted 80% of our summer educational programs. This year, our programs have been shorter (2 hour) programs that focus on a particular topic. Topics have included archery, calligraphy, making a handbags, and frontier settlements. All of the programs have been hands-on. For example, in the archery program Paul Tidwell took students on a nature walk and they made their own bow and arrows. In the calligraphy program, students made their own paper, ink, quill pen, and learned how to write in calligraphy. The programs have been well-attended and students report having a great time and learning a lot.

## Summer Art Shows

Following our highly successful and well-attended first history traveling exhibit (War Comes Home) last month, we have several summer art shows by local artists, such as Paige Yutsus, planned for the museum. The shows offer a short (one week) art show which showcase the works of our local artists.

## Summer History Commemorations

While we haven't planned any large commemoration events, we are constantly working to showcase our local history. On June 26, we recognized the 85<sup>th</sup> anniversary of the first baby that Dr. Noel "Buck" Copp delivered (Eulice Gillihan). This summer, we will have a special musical performance commemorating the Hoss-Hair Pullers. In August, we will commemorate the 50<sup>th</sup> anniversary of the dedication of the White River bridge.

Welcoming visitors, providing information, showcasing our local art, and being a part of the community are all important parts of our work. But, we consider honoring and recognizing our local history to be our most important work. Preserving this past and educating new generations about our history is paramount to keeping Calico Rock going for many years.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees



## Calico Rock Museum & Visitor Center City Council Report

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August 2016

### July 2016 Visitor Statistics

Visitors	2,050
Students/Special Events	257
<b>Total Monthly Visitor Contacts:</b>	<b>2,307</b>

### July 2016 Web Traffic Counts

Museum	2,553
Explore Calico	1,480
Printing Press Café	1,341
<b>Total</b>	<b>5,374</b>

### Summer Tourism

Our summer tourism has been extremely robust. In addition to tourists, we welcomed the Boy Scouts in late July, completed our summer educational programs, and hosted several art shows by local artists. These events have dramatically increased our guest contacts.

In addition to visitors, the museum website, Explore Calico website and café website saw unique (first-time) visitors totaling a whopping 5,374 people. These numbers continue to show a dramatic interest in our community which is being driven by our global presence through these websites.

We recently updated the Explore Calico website that includes a video produced by our partner, the Ozark Gateway Tourism Council. In addition to the stunning video, we made navigating the site easier. Visit the site to see the changes at [www.explorecalico.com](http://www.explorecalico.com).

### Economic Support

We are very pleased that our gift shop and café sales continue to outperform our internal targets. For the first six months of the year, the museum foundation has generated over \$81,000 in taxable sales that support the city, county, and state. Even though we are nonprofit, we pay our fair share of sales taxes. As a nonprofit, all of our proceeds go back into supporting the museum, funding special programs, employing our staff, and revitalizing our local economy.

In support of our local economy, we have four full-time staff members and two part-time staff members. The museum directly invests over \$200,000 per year into our local economy.

### Upcoming Events

We will be hosting a commemoration of the Hoss-Hair Pullers on August 20 and the annual Mountain Man Rendezvous on September 9-10.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

September 2016

## August 2016 Visitor Statistics

Visitors	1,694
Students/Special Events	76
<b>Total Monthly Visitor Contacts:</b>	<b>1,770</b>

## August 2016 Web Traffic Counts

Museum	3,027
Explore Calico	1,370
Printing Press Café	1,247
<b>Total</b>	<b>5,644</b>

## Mountain Man Rendezvous

By the time you read this, we will have concluded our Mountain Man Rendezvous. This year, we moved everything into Rand City Park which is the perfect location for the event. The new access gate and low water bridge should help tremendously, especially with school bus transportation of the students from Calico Rock Elementary on Friday. We are really excited about the event and have lots of new additions planned. We have scheduled the Beyond the Circle dancers, a Native American group from Springfield, Missouri, to provide authentic dance. Drew Turner, a modern-day Mountain Man, will be on hand to show off his dugout canoe. We have worked with the Early Arkansas Reenactors Association to build the rendezvous.

While it's impossible, as we write this, to predict turnout and success, we have put a ton of work into the event and promoted it as hard as possible. Above all, we aim to honor our history and way of life.

## Economic Conditions

Tourism-related businesses are reporting to us that they have seen 15-20% lower sales this August from the previous year. We have seen similar data at the café. August is notoriously slower as families prepare for kids to return to school and as they get settled back into school. This August, we have also seen both extremely hot temperatures and alternately wet weather. For example, boat docks report a lot of folks canceled fishing trips because of rain which impacts the entire community. Even so, we are ahead for the year overall.

## Upcoming Events

Now that we have Mountain Man Rendezvous in the books, we move into Fall, which traditionally sees increased tourism. We have a few smaller events planned, but our premier events will be Trick-or-Treating on Main Street on Halloween and the Living Windows and Lighted Christmas Parade in December.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

# Calico Rock Museum & Visitor Center City Council Report

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October 2016

## September 2016 Visitor Statistics

Visitors	1,647
Mountain Man Rendezvous	1,925
<b>Total Monthly Visitor Contacts:</b>	<b>3,547</b>

## September 2016 Web Traffic Counts

Museum	3,251
Explore Calico	1,005
Printing Press Café	1,547
<b>Total</b>	<b>5,803</b>

## Mountain Man Rendezvous

We broke all previous attendance records with the three-day Mountain Man Rendezvous. The event had twice as many reenactors camping along Calico Creek in Rand Park. The event would not be possible without the support of the city of Calico Rock. Throughout the year, we find great success, in large part, because of our partnership with you. Thank you!

## Web Traffic

A dynamic, professional website that is regularly updated with current information is essential for any community to attract visitors, help them plan visits, and keep the community connected. With over 5,800 visitors to our three sites during the month of September, we are becoming the “go to” locations for information thanks to our partnership.

## Return on Investment

Our taxable sales for 2016 will exceed \$125,000. We are directly returning approximately 20% of the amount of our contract to the city through sales tax and state turn back funds. Admittedly, it is very difficult to measure the indirect return on investment in our contract with the city. Suffice to say, the museum could not operate without the city’s contract and, we hope and believe, the contract is just as beneficial to the city.

## Upcoming Events

Gene Lockie will be retiring from our board this December, so we will honor him with a public reception on Saturday, October 29. We also have the Trick-or-Treating on Main Street on Halloween, a Homecoming Parade for Miss Arkansas Savannah Skidmore on Saturday, November 26, and the Living Windows and Lighted Christmas Parade on December 10. We are also planning a small recognition of the 65<sup>th</sup> Anniversary of the attack on Pearl Harbor on December 7.

As always, if we can serve you better feel free to call me anytime at 870-373-0083. Thank you for the opportunity!

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

# Calico Rock Museum & Visitor Center City Council Report

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November 2016

## October 2016 Visitor Statistics

Visitors	1,512
Meetings/Classes/Events	101
<b>Total Monthly Visitor Contacts:</b>	<b>1,613</b>

## October 2016 Web Traffic Counts

Museum	2,332
Explore Calico	848
Printing Press Café	1,375
<b>Total</b>	<b>4,555</b>

## Our Expansion Plans

We broke all previous attendance records with the three-day Mountain Man Rendezvous. The event had twice as many reenactors camping along Calico Creek in Rand Park. The event would not be possible without the support of the city of Calico Rock. Throughout the year, we find great success, in large part, because of our partnership with you. Thank you!

## Economic Report

In 2016, the museum gift shop and Printing Press Café have generated just under \$120,000 in taxable sales. In the past six years, the Foundation has generated over \$760,000 in revenue that has been invested back into our community. We've made nearly \$250,000 in investment in facility purchases and renovations. These numbers demonstrate the economic impact of the museum in boosting neighbor business sales, growing sales tax revenue, and increasing land values for property owners. We hope that we are something the community can be proud of.

## Upcoming Events

Calico Rock will welcome home Miss Arkansas Savannah Skidmore. She will conduct a school assembly on Tuesday, November 22 that is open to the public and a parade on Saturday, November 26. November 26 is also Small Business Saturday and we intend to promote our local businesses gain this year. The Living Windows and Lighted Christmas Parade will be December 10. This event attracts a lot of regional interest and visitors.

Because the December meeting is short, we just want to express our appreciation to the council for the opportunity to serve our community. We look forward to continuing our partnership for many years to come. As always, if we can serve you better call me at 870-373-0083.

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees

# Calico Rock Museum & Visitor Center City Council Report

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December 2016

## November 2016 Visitor Statistics

Visitors	1,859
Trick or Treaters	311
Calico Rock Students	45

**Total Monthly Visitor Contacts: 2,215**

## November 2016 Web Traffic Counts

Museum	2,817
Explore Calico	687
Printing Press Café	1,223

**Total 4,727**

## Our Expansion Plans

After eight years, our closets are full, there's no room for new exhibits, and we have to turn down large items. We are simply out of space. After surveying the community, we made the decision to expand. After evaluating three properties on Main Street, we purchased the historic Floyd's Grocery Building, across the street from the museum. This building has three floors that perfectly fit our needs. The Bargain Sale Agreement with the owners made the purchase a very attractive option after their current tenant decided to close their store. We've raised over \$22,000 since October to create a stand-alone art and science center and allow us to expand our history museum. We are excited about this new chapter.

## Economic Report

In 2016 alone, the museum gift shop and Printing Press Café have generated just under \$130,000 in taxable sales. In the past six years, the Foundation has generated over \$760,000 in revenue that has been invested back into our community. We've made nearly \$250,000 in investment in facility purchases and renovations. We've created four full-time positions and plan to create up to two full-time positions with our Art Center expansion. We've welcomed over 125,000 visitors in eight years. If each visitor spent just \$20 while in town and each dollar turns over five times in a community, the museum has had a **\$16.8 million economic impact**. These numbers demonstrate the value of the museum to the community.

## Career Success Program

We are beginning a new program to bring together people looking for a job and businesses looking to hire someone. We will give you more details in January on our plans to train and support these job-seekers through this program.

## Upcoming Events

The Living Windows and Lighted Christmas Parade will be December 10. This event attracts a lot of regional interest and visitors. It is the last event of this calendar year for us.

Respectfully submitted,

*Steven Mitchell*  
Chairman  
Board of Trustees