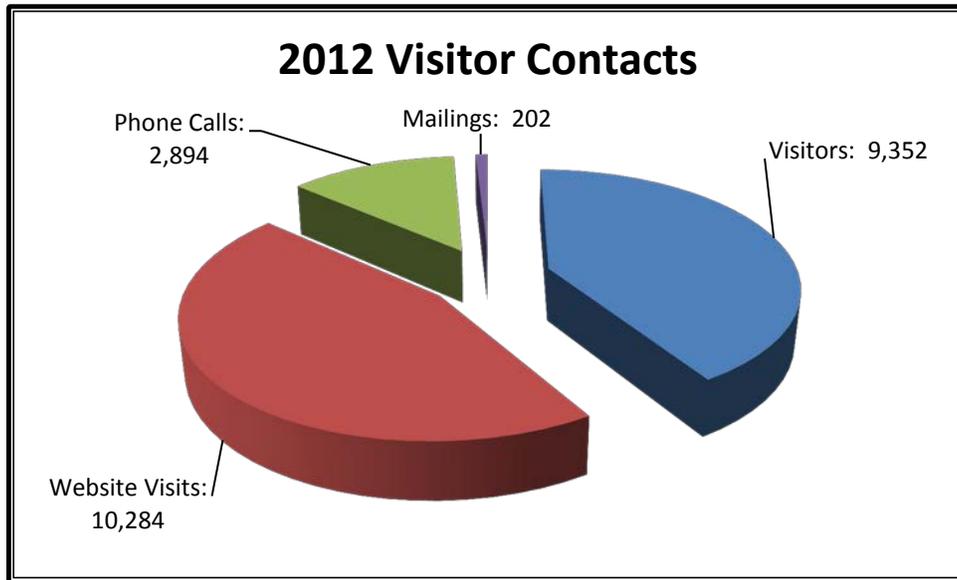


**Visitor Contacts**

In December, we had 456 visitor contacts, including: 336 visitors, 20 people attended 4 meetings, 100 people attended the reception for Jim and Billie Clinkingbeard, we mailed 21 information packets, and there were 171 incoming phone calls.

We had a total of **22,732 visitor contacts** in 2012.



**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$2,945 in December with **YTD sales of \$25,051**.

**Winter Improvements**

The museum will complete renovations in the basement, to museum exhibits and general improvements in January and February that will not affect visitor center operations.

In the Coal House, the concrete floor is broken and uneven which presents a serious safety risk and liability to the city. We plan to install a “floating” wooden floor made from treated lumber that will not be attached to the floor. It can be removed at any time with no damage to the building. This improvement is being sponsored by the Questers as a special project of the foundation unless the council has any questions or concerns.

**Thank you**

As noted above, we had tremendous success in 2012. The museum appreciates the opportunity to provide visitor center services in 2013. As always, if you have any questions, concerns or ideas, feel free to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**February 2013**

**Visitor Contacts**

In January, we had 268 visitor contacts, including: 151 visitors, 31 people attended 7 meetings, we mailed 27 information packets, and there were 117 incoming phone calls. Of course, January is notoriously a slower month which provides an opportunity to regroup and prepare for the tourist season, which traditionally begins in March. Weather is always an unpredictable factor that has slowed tourism across the state in January.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$873.74 in January.

**Winter Improvements**

The museum is moving full-steam ahead with renovations to our basement and general improvements to both buildings. These are on target for our February completion. The museum board of trustees has decided to put the Coal House project on hold in order to devote our full attention to the projects that are already in progress. We will revisit this project at a later date.

**Looking Ahead**

The museum will be opening the renovated basement, updated exhibits (Building the Railroad), and kick off the tourist season on Saturday, March 9. One of the exhibits we are really looking forward to in the basement is a tribute to the pioneers of Calico Rock. A rock wall in the basement is being devoted to photos and stories of pioneers. These will be rotated often. If you have someone in mind who worked in Calico Rock from our beginning until 1960, please let us know.

The museum has applied for several grants to help improve our exhibits and enhance the services we offer. As always, if you have any questions, concerns or ideas, feel free to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**March 2013**

**Visitor Contacts**

In February, we had 416 visitor contacts, including: 241 visitors, 57 people attended 8 meetings, we mailed 14 information packets, and there were 175 incoming phone calls. While we had quite a bit of bad weather in February, our visitor contacts **were up 19.8%** over 2012. Our year-to-date visitor contacts are even with last year, despite all the bad weather over the past two months.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,035.74 in February.

**Winter Improvements**

Renovations to the museum basement are now complete. We are completing finishing touches and will be ready to officially launch the 2013 tourist season on March 9 with our Bootlegger Daze event. In addition to the basement renovations, we have updated or added the Jesse James exhibit, Building the Railroad exhibit, Pioneers and Sports Hall of Fame exhibits, and have begun work on a Main Street exhibit. There has been a lot of work and we are looking forward to opening them to guests.

**Looking Ahead**

The museum will commemorate the 110<sup>th</sup> anniversary of the building of the railroad on March 9. On May 13, we will celebrate the 110<sup>th</sup> anniversary of upper Main Street and the 90<sup>th</sup> anniversary of lower Main Street. In August, we will celebrate the 110<sup>th</sup> anniversary of the first passenger train to Calico Rock and in September we will commemorate the 110<sup>th</sup> anniversary of the establishment of Calico Rock Schools! It's a big year for the history of Calico Rock and the museum!

As always, if you have any questions, concerns or ideas, feel free to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**Visitor Contacts**

In March, we had 1,062 visitor contacts, including: 861 visitors, 32 people attended 6 meetings, we mailed 17 information packets, and there were 201 incoming phone calls. There were 420 people who attended the Bootlegger Daze, school group tours, and special events.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$3,350 in March. This was our second best month of sales in the gift shop. A good percentage of these sales are from pottery, with higher demand following the sudden death of Harvey Bufford.

**Museum Honored**

Our recently published book, *Calico Rock: a history from 1831-1966*, was awarded the 2012 Book of the Year by the Arkansas Museums Association. The runner-up was a book published by the Old Statehouse Museum. The museum's Native American exhibit was honored as runner-up for the 2012 Exhibit of the Year. These are high honors to be recognized by our peers, especially considering the association membership includes some of the largest and most prestigious museums in Arkansas (and nation).

**Looking Ahead**

On May 13, we will celebrate the 110<sup>th</sup> anniversary of upper Main Street and the 90<sup>th</sup> anniversary of lower Main Street. We are inviting anyone who ever owned or worked at a business on Main Street to join us for this Main Street Reunion to share stories and history. We expect a number of folks to be on hand to help us celebrate.

In August, we will celebrate the 110<sup>th</sup> anniversary of the first passenger train to Calico Rock and in September we will commemorate the 110<sup>th</sup> anniversary of the establishment of Calico Rock Schools!

**Final Thoughts**

In order for a museum to gain the respect and support of the community, its content and exhibits must be completely factual. To do this, the museum must rely on those who lived the history and grew up with the history to make sure every detail is correct. Our museum has had the benefit of tremendous support from local folks like Junior Watts. We lost a lot of history with the passing of Floyd Hicks this past month. I was thankful and honored to spend some time with Mr. Floyd over the past year getting some of his stories. Our board is committed to preserving the history of Calico Rock from the people of Calico Rock.

As always, if you have any questions, concerns or ideas, feel free to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**Visitor Contacts**

In April, we had 816 visitor contacts, including: 593 visitors, 80 people attended 13 meetings, we mailed 28 information packets, and there were 195 incoming phone calls. We had 27 people attend special tours and functions. In May, the Calico Rock kindergarten and fourth grade classes will attend special tours and programs. We have several new volunteers who will be helping with these tours, including Judy Eldridge and Nicky Webb.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,324 in April.

**Looking Ahead**

On Saturday, May 11, we will celebrate the 110<sup>th</sup> anniversary of upper Main Street and the 90<sup>th</sup> anniversary of lower Main Street. We are inviting anyone who ever owned or worked at a business on Main Street to join us for this Main Street Reunion to share stories and history. We expect a number of folks to be on hand to help us celebrate.

On August 24, we will celebrate the 110<sup>th</sup> anniversary of the first passenger train to Calico Rock. The railroad has agreed stop a locomotive for about 30 minutes that morning for a commemoration ceremony.

**Final Thoughts**

Tourist season is beginning with increasing numbers of visitors. The facility and exhibits really look nice and are receiving lots of great compliments. It is amazing some of the places where people have come to visit Calico Rock. In April, two families from Russia and a girl from China visited town. They were very impressed with the museum, visitor center, and community.

As always, if you have any questions, concerns or ideas, feel free to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

June 2013

**Visitor Contacts**

In May, we had 1,012 visitor contacts, including: 720 visitors, 65 people attended 13 meetings, we mailed 19 information packets, and there were 275 incoming phone calls. We had 227 people attend tours and special functions, including the Calico Rock kindergarten and fourth grade classes.

We had over 100 people attend the **Main Street Reunion** and other activities in town on May 11. We received a grant for this program through the **Department of Arkansas Heritage** with the assistance of Mayor Guthrie, which was very much appreciated. Department Director **Martha Miller** and her mother, Ruby (wife of former State Rep. John E. Miller), attended the program at Calico Rock and were very impressed with the museum.

This was the highest volume of visitors we have had in 2013 and the second highest volume of visitors in the past 18 months (September 2012 included Native American Day).

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$2,273 in May. This is the second highest month in sales in the two years of business.

**Summer Ready**

We are hopeful for a good summer for tourism. If we continue to get rain and have good fishing weather, we can expect larger crowds in town, which will increase the usage of our services. We are ready for a great summer season.

**New Welcome Signs**

The new "**Welcome to Calico Rock**" signs have been installed by the city, including one at the Museum greeting visitors to town. The signs look really good and are very much appreciated by the museum. Thank you.

**Looking Ahead**

The visitor center is providing lots of information on the new **Hills-N-Thrills** attraction and assisting in welcoming guests to the **Lions Club Rodeo**. On August 24, we will celebrate the 110<sup>th</sup> anniversary of the **first passenger train** to Calico Rock. The railroad has agreed stop a locomotive for about 30 minutes that morning for a commemoration ceremony.

**Final Thoughts**

Tourist season is beginning with increasing numbers of visitors. As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**July 2013**

**Visitor Contacts**

In June, we had 900 visitor contacts, including: 490 visitors, 52 people attended 8 meetings, we mailed 13 information packets, 47 people attended a special event or tour, and there were 200 incoming phone calls. We have had 4,827 visitor contacts year to date.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,477 in June. This is a 3% increase over last year.

**Looking Ahead**

We have a number of special events planned for the remainder of the year, including:

August 24	110 <sup>th</sup> Anniversary: First Passenger Train
Sept 13-14	Native American Day
Oct 12	110 <sup>th</sup> Anniversary: Establishment of Calico Rock Schools
Oct 19	Mystery Night at the Museum
Nov 9	Veteran's Parade and Display
December 14	Christmas Parade & Living Windows

These special events recognize our heritage, but they draw visitors to town. Our hope is that the visitors spend the night in Calico Rock, eat in the restaurants, shop in the stores, and help boost our local economy. A Department of Parks and Tourism study reveals every visitor to a small town generates an average of \$50 for the local economy. If we can keep locals in town spending money locally that is money that isn't going into other community's economies.

**Final Thoughts**

As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**Visitor Contacts**

In July, we had 1,000 visitor contacts, including: 510 visitors, 52 people attended 8 meetings, we mailed 14 information packets, 125 Boy Scouts toured the museum during the annual canoe races, and there were 195 incoming phone calls. This was the third highest monthly visitors in 2013.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$2,701 in July. This is the second highest monthly sales for 2013.

**Looking Ahead**

We have a number of special events planned for the remainder of the year, including:

August 24	110 <sup>th</sup> Anniversary: First Passenger Train
Sept 13-14	Native American Day
Oct 12	110 <sup>th</sup> Anniversary: Establishment of Calico Rock Schools
Oct 19	Mystery Night at the Museum
Nov 9	Veteran's Parade and Display
December 14	Christmas Parade & Living Windows

We appreciate the strong support of the council, especially for our events which draw visitors to town, and we hope you know that you are always welcome at them.

**Community Support**

The museum/visitor center has been working closely with the newly elected Chamber officers to support them during their transition to office. We constantly promote community events and work to attract visitors to the area. While we are always mindful of our limited role with other organizations, we do monitor the happenings of various organizations, especially those that use our facilities. We believe this is important in protecting the museum/visitor center and city.

**Final Thoughts**

As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**September 2013**

**Visitor Contacts**

In August, we had 1,161 visitor contacts, including: 515 visitors, 51 people attended 9 meetings, we mailed 17 information packets, 200 people attended the 110<sup>th</sup> Anniversary of the First Passenger Train, and there were 275 incoming phone calls. We have had 5,212 visits to our website this year. Our year-to-date visitor contacts are 12,201. This is a 1% increase over the first 8 months of 2012.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,796 in August. Our year-to-date sales are \$14,831.

**Facilities and Maintenance**

Over time, several issues are developing at the visitor center which resulted from significant water damage prior to the new roof. The ceiling is gradually deteriorating in the art gallery and the floor is coming up in the reception area. In addition, when we started to renovate the first bathroom and Coal House last winter we ran into significant challenges that made renovation impossible at the time. We estimate all of these improvements will cost \$10,000-\$20,000.

We do have a solution which would eliminate any of these costs to the city, save the city money over time, and be a win-win for both organizations. We will talk to you more about this option in the coming weeks and months.

**Looking Ahead**

We have a number of special events planned for the remainder of the year, including:

Sept 13-14	Native American Day
Oct 12	110 <sup>th</sup> Anniversary: Establishment of Calico Rock Schools
Oct 19	Mystery Night at the Museum

We appreciate the strong support of the council, especially for our events which draw visitors to town, and we hope you know that you are always welcome at them.

**Final Thoughts**

As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**October 2013**

**Visitor Contacts**

September saw new records for attendance. In September, we had 3,413 visitor contacts, including: 820 visitors, 47 people attended 9 meetings, we mailed 12 information packets. We had 2,000 people attend the Mountain Man Rendezvous and Native American Day celebrations over three days. We also had 30 high school art students who toured the museum and 35 visitor information center guests from around the state attend the FAM Tour hosted in Calico Rock. There were 305 incoming phone calls. It was a huge month.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,609 in September. Our year-to-date sales are \$16,440.

**Visitor Center Property Transfer**

The visitor center property has officially been transferred. The insurance and all utilities have either been transferred or canceled, providing an immediate savings to the city. There will be no disruption in service to our visitors and guests because of the transfer.

**New Telephone Number**

Because the former telephone number was in the name of the CRIDC, we have secured a new telephone number. The **new number is 870-297-6100**. This number is easier to remember. We have begun an extensive marketing campaign to make folks aware of our new telephone number.

**Looking Ahead**

We have a number of special events planned for the remainder of the year, including:

Oct 19	Mystery Night at the Museum
Nov 2	Veteran's Day Parade
Dec 14	Christmas Parade & Window Displays

**Final Thoughts**

As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**November 2013**

**Visitor Contacts**

In October, we had 921 visitor contacts, including: 655 visitors, 45 people attended 8 meetings, we mailed 21 information packets. There were 245 incoming phone calls.

We have had 8,642 unique visitors to the [www.calicorockmuseum.com](http://www.calicorockmuseum.com) website. In 2012, we had just over 7,500 visits to the website. As you can see, we are continuing to grow our presence and serve the community through the website.

The museum hosted our first educational program for the Calico Rock Elementary 4<sup>th</sup> graders. There were 40 students, parents and teachers present. They learned about Westward Expansion and built wagons out of popsicle sticks. They had a great time learning through this off-campus, hands-on activity.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,982. Our year-to-date sales are \$18,442.

**Upcoming Events**

On November 9, the museum will host Heritage Day which will be a series of public educational programs including baking bread in a Dutch oven, learning about early schools, and rolling your own marbles.

On December 14, the museum will sponsor a Christmas Lights Parade and Living Window Displays.

**Renovations Update**

Guests to the Calico Rock Museum & Visitor Center now enter through the museum building. Visitor information has been moved front and center to better serve our visitors. Our staff and volunteers now greet our guests from a professional reception/check-out counter and two bathrooms now serve the public in the museum building.

These renovations will allow us to focus on restoring the ceiling in the art gallery, installing a new floor throughout the former visitor center building, restoring the front window façade, and restoring the Coal House (as funds are available) in January and February. We are excited about the opportunities the added space are providing us every day to serve the community.

**Final Thoughts**

As always, we are very appreciative of the opportunity to serve the citizens of Calico Rock. If we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees

**December 2013**

**Visitor Contacts**

In November, we had 873 visitor contacts, including: 545 visitors, 35 people attended 8 meetings, we mailed 13 information packets. There were 265 incoming phone calls. We had 50 people attend our first public educational program, which was a great turn-out for this type of activity.

**Museum Gift Shop & Cooperative**

Our gift shop/cooperative sales were \$1,595. Our year-to-date sales are \$21,000.

**Upcoming Events**

On December 14, the Calico Rock Museum & Visitor Center is partnering with the Calico Rock VFD, and Pineville VFD to host the Christmas Lights Parade at 7:00 p.m. The parade will feature lighted floats, Emergency vehicles, and Santa Clause. The museum will be partnering with Peppersauce Players to present Living Windows that night along Main Street windows.

**Renovations Update**

In January, we will begin renovations to the former visitor center building including a complete remodeling of the art gallery space and new flooring throughout the building. Depending upon our finances and time, we hope to restore the window façade and the Coal House. None of these renovations will cause any disruption in our service to the public.

**Final Thoughts**

We want to extend our gratitude for your continuation of our visitor center services contract through the approval of the 2014 city budget. We will continue to work every day to serve the taxpayers of Calico Rock and visitors to our community.

As always, if we can ever be of service to any of you, please do not hesitate to call me at 870-373-0083.

*/s/ Steven Mitchell*

Submitted by Steven Mitchell  
Chairman, Board of Trustees