

February 2012

Visitor Center

In January, 282 guests signed the guest books, we hosted 6 meetings, and 72 people used the facilities without signing the guest book. This represents a 27% increase over last year.

Museum

We have opened the new One Room School, General Store, and Railroad Depot exhibits. We are overhauling the remaining exhibits and installing the new Homestead exhibit.

Museum Gift Shop & Cooperative

Our gift shop/cooperative sales were \$1,928.50 in January. We didn't open last year until March 15, so we are excited about the new revenue and sales tax.

Promoting Calico Rock

The museum & visitor center were featured on Mountain Home's Hometown Television, which generated guests who brought along out-of-state visitors.

Famed author John Grisham is releasing a new novel on April 10 entitled, *Calico Joe*. In the book, Joe Castle becomes the "greatest rookie baseball has ever known" after growing up in Calico Rock, Arkansas. We have invited Mr. Grisham to conduct a book signing at the center and to host other events in town.

Operational Report

The foundation is upgrading the electrical service in the conference room and making the first bathroom handicap accessible. We met our first payroll in January, paid all taxes and bills, and have filed all returns. The foundation provided electricity for the Christmas lights on upper Main Street at a cost of about \$100.

Upcoming Events

The Arkansas Department of Parks & Tourism selected the museum and Main Street Historic District for a Walking History Tour on June 9, 2012. Between 50-250 city officials, parks & tourism leaders, and Chambers of Commerce throughout the state are expected to attend. We were selected because of the museum and our unique architecture.

On March 17, we will host *Life After the Civil War* to unveil the new One Room School, General Store, and Homestead exhibits. This event is being sponsored, in part, by a grant from the Arkansas Humanities Council.

Moving Forward

If you have any questions or concerns, please call me at 870-373-0083.

/s/ Steven Mitchell

Submitted by Steven Mitchell
Chairman, Board of Trustees