

2024

Annual Report



Calico Rock
Community
Foundation



2024 Annual Report

Calico Rock Community Foundation, Inc.

105 Main Street
Calico Rock, Arkansas 72519
www.CalicoRockMuseum.com
870-297-6100

Office Hours:

Monday-Saturday
10:00 a.m. to 4:00 p.m.

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our mission.

we *bring our community together.*
to bridge gaps of greatest need



Dear Supporters:

We are **Growing Together!**

The **Windgate Foundation** and **First National Bank of IZARD County** are making possible a major expansion of the **Calico Rock Museum & Visitor Center**. The purchase of the historic **Calico Rock Hardware Company** building will triple the size of our **Art Center**, double the **Ben Sanders Discovery Center**, provide a permanent ground-level **Archives**, and a three-bedroom vacation rental on Main Street providing perpetual income to the Foundation.

Early last year, we finished the *Lofts off Main*, expanded the **Artisan Gift Shop** and the **Tomlinson Art Gallery**.

Together, we are enhancing guests' experiences with guided tours and interpretations by our Program and Museum Manager **Denny Elrod**. Denny is adding details to existing exhibits, researching new exhibit ideas, and providing innovative ideas and a fresh perspective. His addition to our team solidifies our bedrock principle that preserving our history and telling our story is the centerpiece of the work we have always done.

As a team, we are expanding the **Sue McClusky Birth of the Ozarks Gallery**, including a scale replica of the **Second IZARD County Courthouse** that was located at Athens and an expanded exhibit memorializing the **Trail of Tears**.

And, finally, we continue to diversify our revenue stream with **commercial rental properties** in revitalized historic buildings. We are opening doors of opportunity for small businesses and growing our community together.

Together, our Foundation and our community are **GROWING TOGETHER**.

Steven D Mitchell

Steven D. Mitchell
Chairman
Board of Trustees

Stephen Hicks

Stephen Hicks
Vice Chairman
Board of Trustees

Gloria Sanders

Gloria Sanders
Executive Director

yesterday.



The famous cartographer and explorer Schoolcraft traveled up the White River to the place French fur traders had named Calico Roche, because of the calico-coloring on the bluffs rising out from the river. When the railroad began construction along the river in 1903, we met those rocks and nearly met their match.

The railroad blasted away huge chunks of those bluffs to make way for the railroad bed and sent those huge boulders into the river. Many thought our namesake calico-coloring was gone forever. Over 200 years later, those huge boulders still jut up from the riverbank and the calico-coloring has returned. And, Calico Rock is still **the only place in the world** with that name.

The **Calico Rock Community Foundation** was formed in 2008. At the time, our sole purpose was to create and operate the **Calico Rock Museum & Visitor Center**. Since then, we have restored nine historic buildings; sparked an economic revitalization driven by the creative economy; built a museum of national acclaim focusing on science, history, and art; highlighted our artistic community; and served our local businesses.

The foundation has invested **\$3 million** and provided **a \$17 million economic impact** on Calico Rock, Izard County, and Arkansas.

We are *preserving our past*, celebrating today, and *building a better tomorrow*.

today.

The **Calico Rock Community Foundation** promotes local artisans, preserves historic buildings, educates the public about our past, highlights American art, supports local businesses, drives economic growth, and influences our community, county, and state.

Our staff works tirelessly to promote our community, grow our economy, and prepare the next generation to be the leaders of tomorrow.

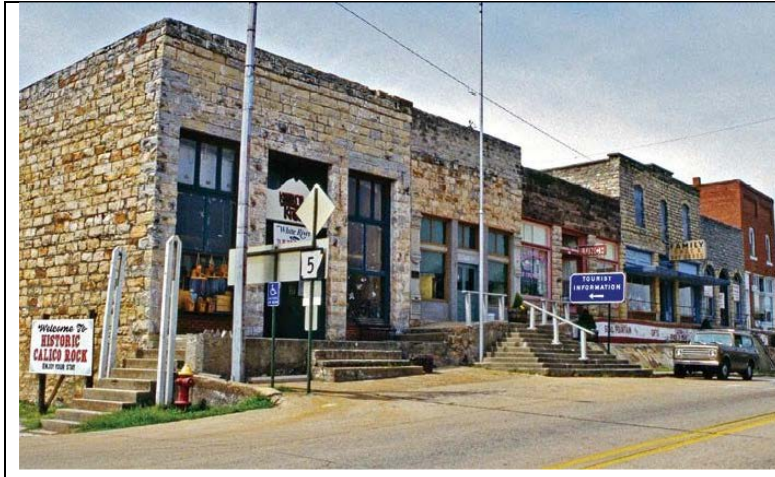
We welcome tourists, visitors, and new residents to Calico Rock. We partner with the city of Calico Rock and Izard County for visitor services, economic development, and cultural awareness programs.

We bring people in our community together.

The Foundation has welcomed over 275,000 visitors to Calico Rock since 2008.



A Transformation Story



It was 2005. The historic buildings that had once formed a railroad boomtown were vacant with just two businesses operating in them. Windows were broken and staying in place simply by habit. Paint had faded. Weeds were poking through concrete sidewalks. Calico Rock had become little more than a ghost town. Something had to change.

Enter a group of concerned residents, some of them local and some of them from “off.” Together We formed a group We called CORE (Calico Rock Organization for Revitalization Efforts) to try to make a change. We started pulling weeds, painting storefronts, adding solar powered streetlights, and collecting the town’s history for interpretive signs. The 2020 Group had worked on a similar mission to beautify Main Street, but CORE worked on economic revitalization. Despite being advised not to focus on the town’s history, we had the foresight to make Calico Rock a historic tourist destination. We were ahead of their time.

We also rejected the advice of experts and decided to open a small museum for the town. CORE wanted to revitalize, not operate, so the group spun off the museum project to a smaller committee. Ultimately, that committee formed the Calico Rock Community Foundation.

The Foundation applied to become a 501 (c) (3) tax exempt organization and started raising funds, accepting family heirlooms and historic artifacts, and working to open the small museum. We opened the museum in the backroom of the city’s Visitor Center on Main Street. It was barely open a few months before a unique opportunity presented itself. The adjoining building was for sale at a discounted price to the Foundation, but We had to act quickly. The Foundation did not even have a bank account at the time, but a gift from founding trustee Rev. Ed Matthews allowed the Foundation to open an account with \$500. The local bank took a leap of faith and loaned the Foundation \$65,000 to buy the building.

Those two actions were the first steps toward a fifteen-year effort to preserve the historic buildings on Main Street and revitalize the local economy. With a new building that was falling in around them, a bank loan, no revenue, and a tenant that decided to move out, the Foundation looked like its first action would be its last. Challenges give way to opportunities.

The Foundation’s volunteer executive director, Gloria Sanders, struck up an idea. Invite local artists to rent booth space in the new building with a portion of their proceeds supporting the effort. To the surprise of most, artists came and soon the building’s main floor and basement were filled with artisans. The mezzanine became the museum.

A partnership with the city provided needed funds to hire Sanders as a full-time executive director, install a bigger Visitor Center, expand the museum into the arts, and start the economic

Calico Rock's Rebirth

development that was being driven by the arts. Sanders and the Foundation's board chairman, Steven Mitchell, soon realized there was something lacking on Main Street. Food. To get more people to stop along Scenic Highway 5, Calico Rock needed a restaurant on Main Street, and, in Sanders' and Mitchell's view, it needed to rival something that could be found in the city.

The board agreed with their vision and another opportunity presented itself. The Foundation, which had already paid off the museum's building loan and completed renovations, borrowed money again to buy another building on Main Street and opened the Printing Press Café. With black and white interior designed by Mark Green, the Printing Press was in the town's original newspaper office and featured upscale dining with hometown service. The proceeds from the Printing Press fueled more historic preservation and community efforts.

Soon, the museum had outgrown its space. With no option for growth, the Foundation looked across the street. The Foundation had already purchased one of those buildings that had housed Don Quixote's Restaurant, one of the two businesses that were operating when the group's efforts had begun. The museum had installed an Art & Science Center, but it was difficult to operate in two locations with two staffs.

The Foundation bought the two adjoining buildings and connected them. The work could not have been done without the City of Calico Rock and Mayor Greg Hamby offering his own expertise and labor, city employees, and local inmates to help do the work. Soon, the buildings were preserved, restored, and the museum now had 14,000 square feet of space.



The work of the Foundation to transform and grow Calico Rock is continuing. The Foundation sold the original building We bought on faith and used that money to buy another historic building and save it. Today, the Foundation owns the three buildings that house the museum and five buildings We rent for commercial purposes. We are completing work upstairs of one of those buildings to offer offices and studios for rent. The Foundation rents all these spaces at affordable prices, with utilities included, to encourage economic revitalization and opportunities. It is part of their mission and goal.

Over the past fifteen years, the Calico Rock Community Foundation has renovated nine historic buildings on Main Street. We have opened or supported ten small businesses. The Foundation has raised and invested \$2,800,000 into the local community. Today, the Foundation continues to operate the Calico Rock Museum & Visitor Center, Artisan Gift Shop, partners with the City of Calico Rock, partners with the Calico Rock Artisan Cooperative, operates Main Street Calico Rock (a designated Main Street program), has an endowment fund, employs three full-time staff members, and supports our local community.

All of this from so little. It is a testament to what a small group of committed dreamers can do to change their local community.

Board of Trustees

Steven D. Mitchell*
Chairman
2008-Present

Stephen Hicks
Vice Chairman
2020-Present

Mayor Greg Hamby
Trustee
2019-Present

Dr. Freda Hardison
Trustee
2017-Present

Jonathan Moss
Trustee
2017-Present

Olivia Bennett-Bear
Trustee
2020-Present

Dr. Paul Sugg
Trustee
2022-Present

Misty Pannell
Trustee
2023-Present

Mr. Gayle Cooper
Trustee
President, Main Street Calico Rock

trustees *emeritus*

Reed M. Perryman
2010-2015

Ronnie Guthrie*
2008-2018

Jill Easton
2012-2021

Wayne Wood*
2008-2022

Dr. Ed Stephens
2012-2024

former trustees

Velda Dixon*
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2015-2019

Lanelle Hamby
2011-2014

*Dean Hudson**
2008-2017

Barbara Fischer
2010-2011

*Gene Lockie**
2008-2016

Ed Matthews
2008-2011

Wanda Sanders
2011-2012

Kristie Thompson
2017-2020

Sue Whittington
2020-2023

(*) denotes a founding trustee, *italics indicate a deceased trustee*

Foundation Leadership



GLORIA SANDERS EXECUTIVE DIRECTOR

870-916-2230

Gloria Sanders is the executive director. She is an AMA Distinguished Museum Professional and graduate of the Jekyll Island Management Institute. She has served as the advocate for Arkansas at the American Museum Day in Washington, D.C. and serves on the Ozark Gateway Tourism Council board of directors. Gloria is completing her term as the President of the Arkansas Museums Association.

DENNY ELROD PROGRAM AND MUSEUM MANAGER

870-916-2234

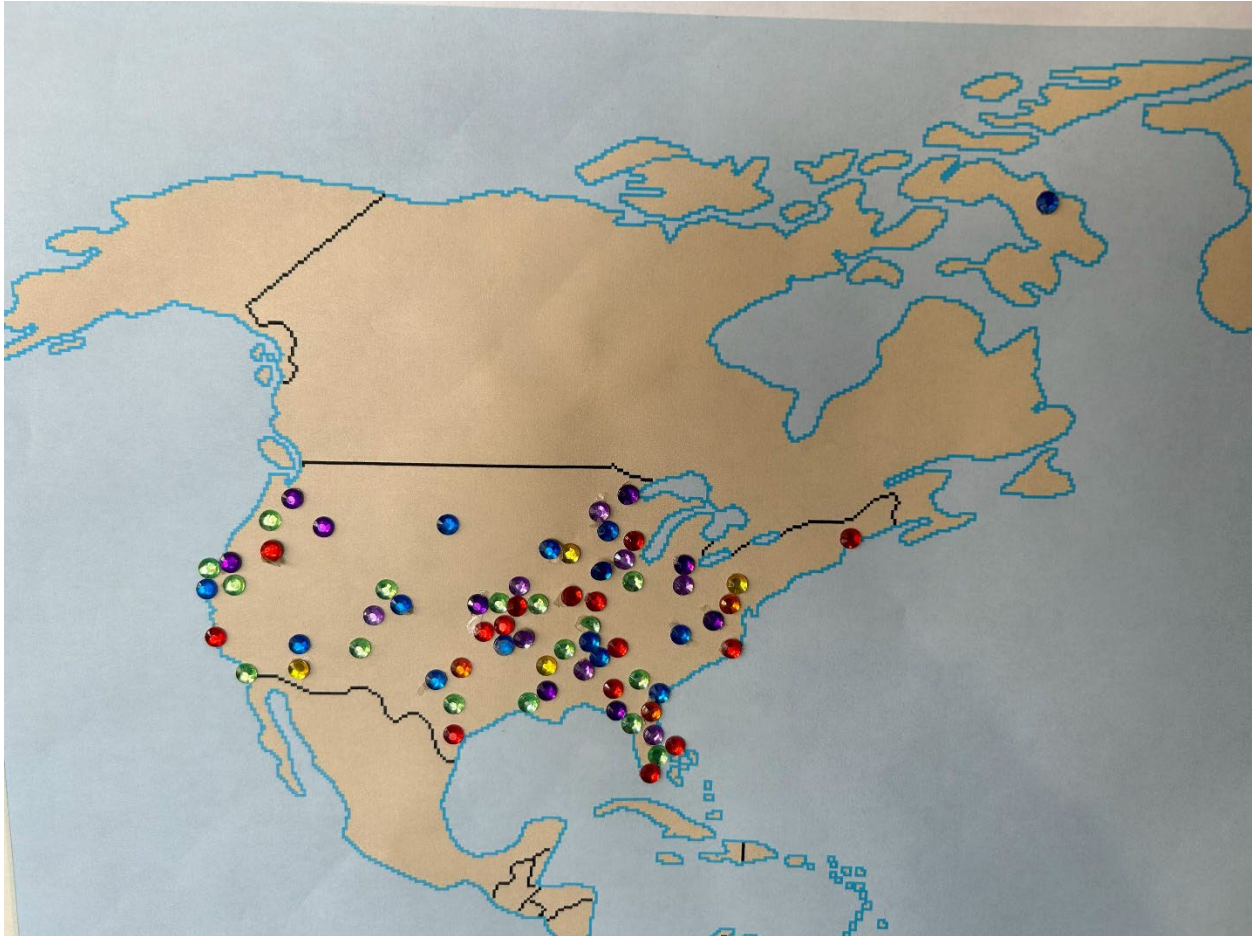
Denny Elrod is the Program and Museum Manager, leading efforts in learning and sharing our art and history. Denny is a certified museum interpreter and has experience with the Arkansas Department of Heritage at the Wolf House Historic Site and brings a lifetime love of Izard County history and culture.



Great American Eclipse



Great American Eclipse



Calico Rock welcomed thousands of visitors from around the country and across the globe for the Great American Eclipse. Andrew McCrea's American Countryside covered the eclipse from Calico Rock for RFD-TV! We had visitors from Greenland, the United Kingdom, Ireland, Africa, Japan, and Vietnam! It was a wonderful day that culminated a year of planning by our team, the city of Calico Rock, and Izard County officials.

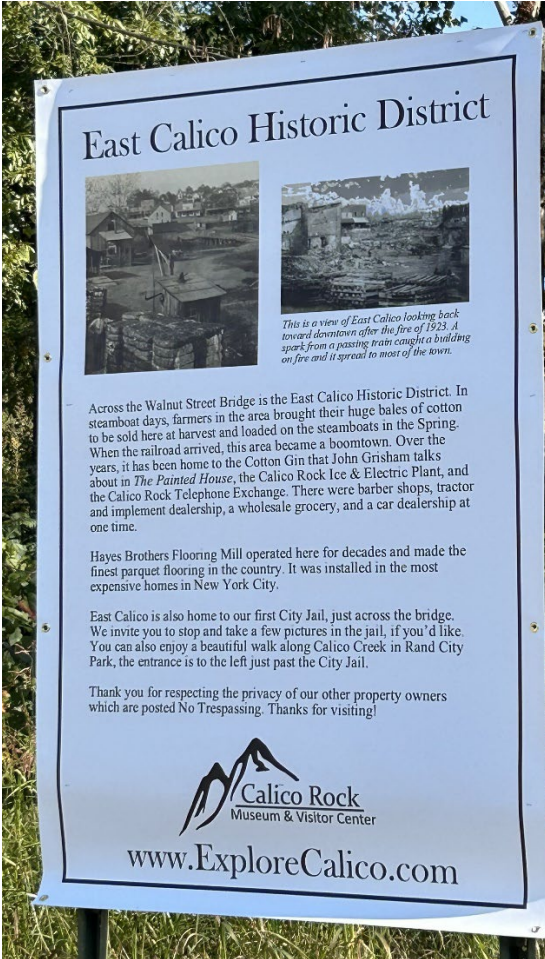
Artisan Cooperative



The artisans of the Calico Rock Artisan Cooperative shared their talents and expertise with our visitors during Main Street Live! on the first Saturday of each month and Featured Artist events.



Calico Rock Museum



We placed a new interpretive sign at the entrance of the East Calico Historic District and the historic Walnut Street Bridge (left) and installed memorial bricks honoring individuals and businesses in our community along the sidewalk on Main Street (right).



*In the Calico Rock Museum & Visitor Center, we have begun work on a major expansion of the **Sue McCluskey Birth of the Ozarks** gallery, including the construction of a replica of the Second Izard County Courthouse at Athens. The exhibit space will include an expanded Trail of Tears and a new Blending of the Cultures exhibit.*

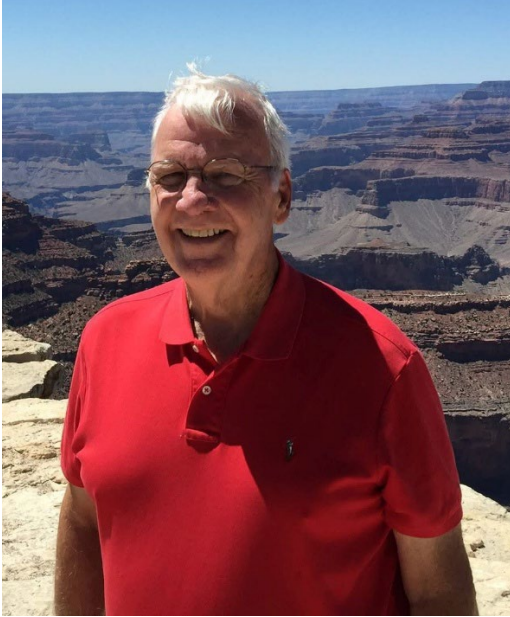
Christmas in Calico



The Living Windows and Lighted Christmas Parade are important events in our community. Our Christmas in Calico event drew an estimated 1,200 people from all over to see our Main Street windows come alive with the spirit of Christmas movies. We were also excited to welcome Santa Claus to greet his biggest fans on Main Street for the first time ever. He then led our Lighted Christmas Parade, which is always a big hit!

We're already working on plans for next year!

Thank You, Ed



*All of us at the Calico Rock Community Foundation and Calico Rock Museum & Visitor Center want to share our appreciation to **Dr. Ed Stephens** for his 12 years of service on our Foundation board of trustees. Ed and his wife, Kay, moved to Calico Rock after retiring from Louisiana where he had a great career in education and as a flying instructor. They have been invaluable assets to the community and he has been a fantastic board member.*

*Our board designated Ed as a **Trustee Emeritus** in recognition of his many years of service and upon the occasion of his retirement from the board.*

Thank you for your service, Ed!

Welcome, Gayle

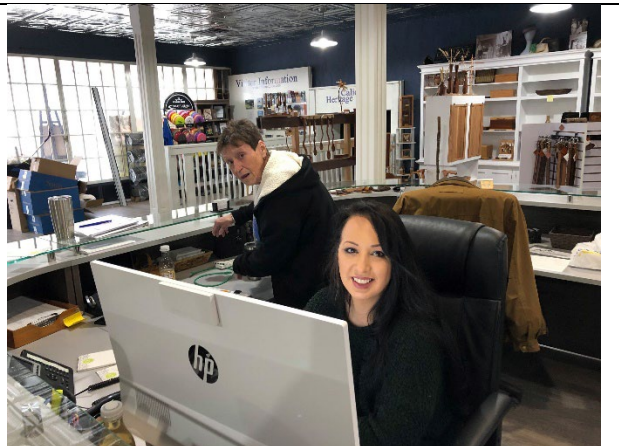


*We are excited to welcome **Mr. Gayle Cooper** to the board of trustees as the representative for Main Street Calico Rock businesses.*

Gayle and his wife, Carol, own Cooper's Antiques & Collectibles. He is the former Vice Chancellor of Finance & Administration for the University of Arkansas Community College at Batesville and is a member of the board of trustees of Ozarka College.

Thank you, Kim!

My Kim Parnell joined our team in 2010 at the Printing Press Café and later became our Assistant Director and manager of The Marketplace. Earlier this year, Kim became the Clerk and Recorder of the City of Calico Rock, where she continues to collaborate with us. She serves on the board of directors of Main Street Calico Rock. Thank you, Kim, for the sacrifice and leadership you have provided to the Calico Rock Community Foundation and to our community.



By the Numbers

\$3,734,000

Total Community Investment Since 2008

276,060

Total On-Site Visitors Since 2010

36,545

Unique Website Visitors This Year

ANNUAL FINANCIAL STATEMENT

2024

Calico Rock Community Foundation, Inc.

REVENUES	2020	2021	2022	2023	2024
Contributions, Gifts and Grants					
Contributions	\$159,448.00	\$145,462.42	\$134,751.58	\$79,884.71	\$81,984.61
Operating Grants	\$6,617.00	\$8,594.00	\$8,727.00	\$16,736.93	\$25,534.12
City Visitor Center Contract	\$30,000.00	\$35,000.00	\$37,000.00	\$40,000.00	\$40,000.00
County Visitor Center Contract	\$4,000.00	\$4,000.00	\$3,000.00	\$4,000.00	\$4,000.00
Special Capital Investment Gifts	\$0.00	\$0.00	\$0.00	\$80,000.00	\$475,000.00
TOTAL CONTRIBUTIONS	\$200,065.00	\$193,056.42	\$183,478.58	\$220,621.64	\$626,518.73
INVESTMENT INCOME	\$14,191.81	\$8,167.41	(\$4,814.25)	\$1,537.26	\$19,399.38
Retail Sales					
Gross Sales	\$73,863.05	\$173,619.21	\$110,827.78	\$105,506.32	\$79,397.25
Less Cost of Goods	\$48,056.02	\$123,393.48	\$77,275.55	\$73,672.95	\$50,074.99
TOTAL SALE OF INVENTORY	\$25,807.03	\$50,225.73	\$33,552.23	\$31,833.37	\$29,322.26
Other Revenue					
SALE OF REAL PROPERTY	\$0.00	\$0.00	\$125,000.00	\$0.00	\$0.00
LINE OF CREDIT/LOAN	\$125,000.00	\$0.00	\$0.00	\$13,000.00	\$0.00
TOTAL OTHER REVENUE	\$125,000.00	\$0.00	\$125,000.00	\$13,000.00	\$0.00
TOTAL ALL REVENUE SOURCES	\$365,063.84	\$251,449.56	\$337,216.56	\$266,992.27	\$675,240.37
TOTAL OPERATING REVENUE				\$186,992.27	\$200,240.37

All funds are unrestricted.

ANNUAL FINANCIAL STATEMENT

2024

Calico Rock Community Foundation, Inc.

EXPENSES	2020	2021	2022	2023	2024
EMPLOYEE COSTS	\$59,544.70	\$71,523.82	\$86,019.55	\$99,715.93	\$88,675.60
Maintenance & Operation					
Maintenance & Operation Cost	\$6,627.85	\$11,451.72	\$830.52	\$13,858.91	\$19,235.00
Insurance	\$8,969.95	\$4,474.28	\$4,217.12	\$4,663.52	\$2,959.90
Utilities	\$16,516.48	\$21,766.00	\$26,348.16	\$23,998.70	\$25,954.49
Sales Tax	\$5,648.49	\$17,361.90	\$11,908.27	\$9,746.00	\$6,662.44
TOTAL MAINTENANCE & OPERATION	\$37,762.77	\$55,053.90	\$43,304.07	\$52,267.13	\$54,811.83
Programmatic Expenses					
Historic Preservation	\$237,409.03	\$69,607.86	\$188,871.57	\$87,335.12	\$377,378.26
Calico Rock Museum	\$7,188.34	\$21,106.51	\$15,078.75	\$27,406.85	\$16,806.36
Main Street Calico Rock	\$5,229.38	\$7,617.88	\$5,618.53	\$3,126.97	\$40,380.00
TOTAL PROGRAMMATIC EXPENSE	\$249,826.75	\$98,332.25	\$209,568.85	\$117,868.94	\$434,564.62
TOTAL EXPENSES	\$347,134.22	\$224,909.97	\$338,892.47	\$269,852.00	\$578,052.05
TOTAL REVENUES	\$365,063.84	\$251,449.56	\$337,216.56	\$266,992.27	\$675,240.37
TOTAL EXPENSES	\$347,134.22	\$224,909.97	\$338,892.47	\$269,852.00	\$578,052.05
REVENUE LESS EXPENSES	\$17,929.62	\$26,539.59	(\$1,675.91)	(\$2,859.73)	\$97,188.32

ACCOUNT BALANCES					
Operating Fund	\$4,586.64	\$9,004.77	\$4,553.38	\$509.02	\$1,673.69
Building Fund	\$3,761.01	\$18,927.00	\$25,882.35	\$15,130.65	\$122,670.22
Artisan Gift Shop Fund	\$5,203.74	\$8,681.76	\$3,216.25	\$5,192.51	\$2,997.61
Savings Account	\$50,005.27	\$17,204.07	\$24,745.77	\$20,002.02	\$10,057.29
Endowment Account	\$48,196.39	\$49,016.93	\$44,202.68	\$61,521.85	\$70,000.00
Other Accounts	\$13,186.42	\$11,911.60	\$10,469.79	\$7,854.44	\$0.00
TOTAL ACCOUNT BALANCES	\$124,939.47	\$114,746.13	\$113,070.22	\$110,210.49	\$207,398.81

Growth or Loss in Funds (\$10,193.34) (\$1,675.91) (\$2,859.73) \$97,188.32

Donor & Partner Recognition

Platinum Donor

Windgate Foundation

Chairman's Circle

City of Calico Rock

First National Bank
of Izard County

Main Street Arkansas

Steven and Sarah Mitchell

Gold Donors

Joe Rota
Arkansas Department of Heritage
Arkansas Humanities Council
Carl H. Miller, Jr Foundation

Silver Donors

20/20 Foundation
Brenda Kankey
CM Morris Company
Jill Easton
Karla Kerr Wilson
The Matthews Family
Wendy R. Johnson

Friends of the Museum

Elizabeth Moad
Estate of Wanda Sanders
Gin and Stanley Brown
Janie Jenkins
Kristie Thompson
Mitch Arnold
Robert and Debbie Hess
Steve Marsee
Susan Varno

Growing Together.



The Calico Rock Museum & Visitor Center is busting at the seams and needs room to grow. To remedy the problem, the Calico Rock Community Foundation has purchased the historic **Calico Rock Hardware Company** building, located next door to the museum. This expansion will nearly double the size of the museum and provide space for new exhibits, archives, gatherings, and classrooms.

The Tomlinson Art Gallery will more than double in size, a major component of the project. This will allow the museum to display all the works in the collection and add sculpture and installations, which was not possible before this expansion. It will also include a new discovery center, make the archives, and research center more accessible.

When completed, guests will be able to enter the museum at an expanded Birth of the Ozarks exhibit, continue through the heritage museum, the science center, the new discovery center, and finish their tour in the art center. The complete round trip will be easy for guests to navigate and explore.

The **Windgate Foundation** has awarded the museum with a significant grant for the purchase and renovations. This grant requires local donors to invest in the project, as well. The Windgate Foundation is challenging the community to get behind the project and support the museum.

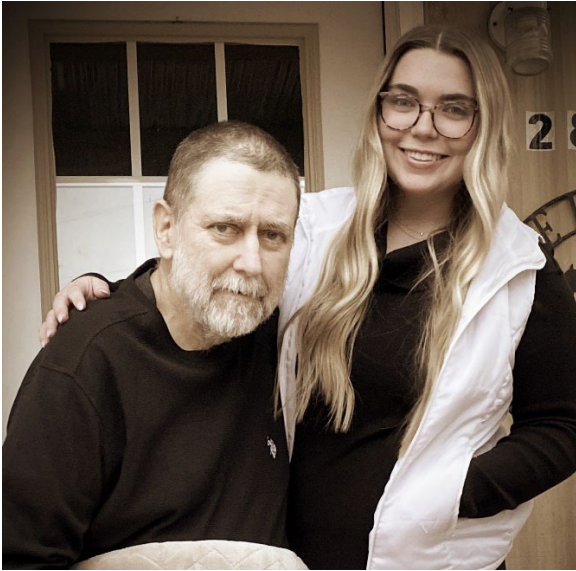
We are seeking donations for this project. Any gift will help.

Donations may be mailed to:

**Calico Rock Museum Expansion
105 Main Street
Calico Rock, AR 72519**

In Memory of Jimmy Walters

In late 2024, the Calico Rock Community Foundation lost a valued member of our family. Jimmy Walters lost a short battle with cancer.



Jimmy graduated Calico Rock High School in 1987 and spent several years working construction in Oklahoma before relocating to Calico Rock. Jimmy was a carpenter by trade, managed B & B Supply in Pineville, and used his hands and the talent God gave him for the betterment of others.

God *chose* a carpenter. He chose a carpenter to care for His Son, to be an earthly father for Him. God chose another carpenter. He chose that carpenter to care for our community, to preserve a few pieces of our history, and to share kindness with old friends when He sent Jimmy Walters into our lives. He chose the right time to bring us together and for that we would forever be grateful.

A carpenter's hands are usually rough from working in the weather, using their talent and skill to shape and mold, but the results of their labor become a work of art. Jimmy Walters was a craftsman, a skilled carpenter with experience and a heart of gold. He transformed a dingy basement into Tommy's Clubhouse, a long-ago abandoned attic into the Lofts Off Main, and connected each of the buildings of the Calico Rock Museum with a beautiful outdoor deck in a once-forgotten Peppersauce Alley.

While preserving those old buildings and bringing character and life to a century of history, Jimmy transformed us. He taught us kindness, humility, overcoming any challenge that may face you, and being a friend to those in need. We witnessed Jimmy's constant pursuit of finding the good in others. He was a gift from God. He shaped all of us while he was shaping the lumber and driving the nails.

It's impossible to measure the impact a person has in their life, the difference a carpenter can make on the world. A man of humble means living a life, using the talent God gave him to do the best he can to make each day a little better for those around him. This was the story of Jimmy Walters, a life that will not be recognized on the national news but whose life made a difference in our world...well done, thy good and faithful servant, well done.

In Memory of Peggy Hudson



She lived on Main Street in Wiseman Hotel with her parents, Tip and Retha, in the blue building on upper Main Street where Cooper's Antiques is located today. She never stopped loving Downtown Calico Rock. We learned this morning that Peggy Wiseman Hudson has gone to be with the Lord and all of us in Calico Rock are mourning her loss.

Inside Wiseman Hotel, she ran up and down the grand staircase, listened to all the tales from travelers that filled the hotel with the latest arriving train, and spent time with her friends in the businesses along Main Street.

She loved it when the train arrived because it carried all kinds of surprises, and sometimes it brought a big bunch of green bananas. She learned what happens when you eat too many of them the hard way, but it never curbed her love for them.

Years later, she and her husband, Dean, who also spent a lot of time growing up on Main Street, started the efforts to save all those old buildings that had fallen into the pages of history. She lived to see those buildings full and thriving again, people laughing and shopping and enjoying the street the way she remembered it as a kid. She and Dean attended meetings and work sessions together for a time, until her health began to falter and she began cheering from home.

In 1952, she married Elmer Dean Hudson, a school teacher and administrator. While he was busy at school, they joined her parents in founding White River Healthcare & Rehab, a skilled care nursing facility. They borrowed \$98,000 and opened the facility on top of the hill overlooking the mountains and White River in 1967.

Peggy became the administrator but earned her nursing degree because she wanted to know everything the nurses knew and she wanted to help them care for the patients. When Dean retired from the school business in 1975, she told him he was the new administrator and she headed to the floor caring for those patients she loved dearly. They created far more than a nursing facility or family business. For the residents of White River Healthcare, many of them living there for decades, they created a home. They were family.

While Dean was a founding trustee for the Calico Rock Community Foundation and one of the five founders of the Calico Rock Museum & Visitor Center, it was so many talks in her living room over fresh-baked cookies that produced so much of the work you see today. She was a consultant, historian, editor, and the greatest cheerleader the town has ever known. There are many who love Calico Rock, Peggy Wiseman Hudson **ADORED** it and worked quietly behind the scenes to bring it back to life.

Calico Rock Community Foundation

