



TOURISTS + TOURISM

TRANSFORMATION STRATEGY

KEY DESCRIPTION

Main Street Calico Rock welcomes tourists to fish the White River, enjoy the Ozark National Forest, and those who seek outdoor adventure.

We welcome tourists who visit the **Calico Rock Museum** and the Main Street Historic District shops and restaurants.



CUSTOMERS

- Fishing enthusiasts
- Outdoor recreationalists
- Weekend/Second home owners
- Historical Tourists
- People passing through
- Shoppers and day tourists
- Visitors to the Calico Rock Museum

Create a place that locals love, and visitors will love, too.

FOUR-POINT APPROACH ACTIVITIES

ECONOMIC VITALITY

- Build and update website business directory
- Assist businesses to update Google and Yelp listings
- Develop a “Welcome to Calico Rock” training program for local businesses
- Use grants to create more uniform signage and facades
- Open late some Fridays and Saturdays
- Attract evening hours restaurant

COMMUNITY DESIGN

- Replace park benches on Main Street
- Install wayfinding signs
- Level lower sidewalk
- Add plants, sculptures, murals
- Pet friendly amenities
- Walking audit of “eye sores”

PROMOTION

- Create an Instagram and YouTube page
- Host “Main Street Live” each month
- Launch a “This Place Matters” campaign
- Promote “Shop Local”
- Develop and host a Historic Sites Tour
- Develop historic properties and outdoor enthusiasts tour
- Build up the music scene

ORGANIZATIONAL

- Develop a community parking plan
- Research community tourism tax to promote community
- Research Certified Local Government program with city council
- Actively participate with Ozark Gateway Tourism Council
- Develop capacity for growth