BASTROP CITY COUNCIL Q4 – 2024 HOT FUNDS PRESENTATION



VISITOR DEMOGRAPHICS



Year - 13,230

Year – 1,522

Year - 348

Year – Overnight guests – 3,259

TOTAL VISITATION

	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Q-I Oct-Dec	2392	3422	3808	1468 (25% overnight)	3093 (12% overnight)	4452 (14%over night)	4314 (13% overnight)
Q-2 Jan-Mar	1864	3179	2376	1397 (27% overnight)	2321 (19% overnight)	3112 (24% overnight)	3772 (17% overnight)
Q-3 Apr-June	285 I	4289	388	2526 (17% overnight)	3636 (34% overnight)	3610 (95% overnight)	3659 (22% overnight)
Q-4 Jul-Sept	3074	3687	1503	2218 (60% overnight)	2575 (38% overnight)	3002 (42% overnight)	2736 (22% overnight)
	10,434	14,577	8,075	7,609	11,625	14,176	15,224

SOCIAL MEDIA RESULTS

Facebook:

- Followers: 3,100
- Posts: 500
- Reach: 166,000
- Reaction: 13,000
- Audience: mostly women 60+

Website:

- Page views: 25,496
- Sessions: 11,147
- New visitors: 23,786
- Returning visitors: 1,710

Instagram:

- Followers: 476
- Post: 158
- Reach: 7,500
- Audience: mostly women 35-44 years old

VOLUNTEERS AND THEIR HOURS

Museum – docents and researchers:

1,104.75 hours







• Visitor Center: 1,475.5 hours





VISITOR CENTER HIGHLIGHTS NEW WELCOME DESK!





VISITOR CENTER HIGHLIGHT COWBOY DAY









VISITOR CENTER HIGHLIGHTS FIRE ENGINE LEAVES THE BUILDING



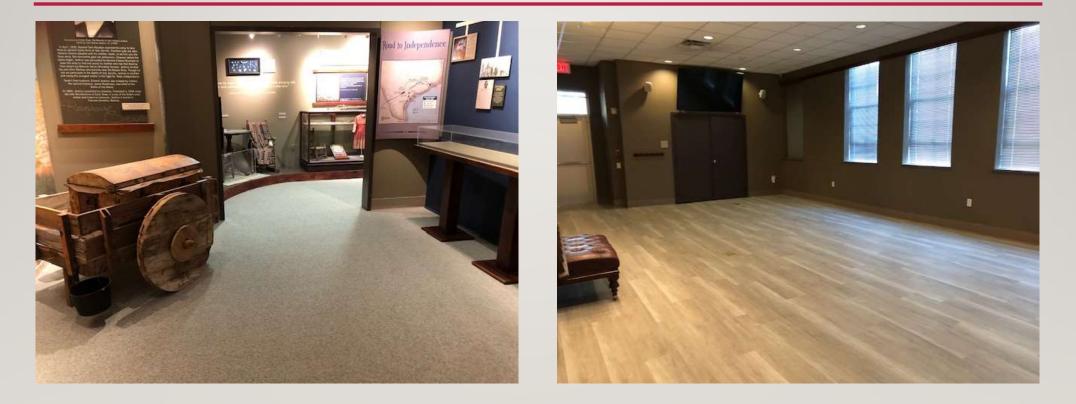
MUSEUM HIGHLIGHTS VISITORS FROM HOLLAND

The Museum was on the front page of the Dutch newspaper and the family came!





MUSEUM HIGHLIGHTS NEW CARPET AND FLOORING



MUSEUM AWARDS



Awards Austin We were in the top three, and lost to

the Bob Bullock museum!



John L. Nau Award for Excellence in Museums



