

BASTROP CITY COUNCIL
Q4 – 2024
HOT FUNDS
PRESENTATION



VISITOR DEMOGRAPHICS



Texas
Q4- 2417
Year – 13,230



Out of State
Q4-173
Year – 1,522



International
Q4-36
Year - 348

Year – Overnight guests – 3,259

TOTAL VISITATION

	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Q-1 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	2851	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



John L. Nau Award for
Excellence in
Museums



We were in the top three, and lost to the Bob Bullock museum!