## 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	<b>1468</b> (25% overnight)	<b>3093</b> (12% overnight)	<b>4452</b> (14%over night)	<b>4314</b> (13% overnight)
Q-2 Jan-Mar	1864	3179	2376	<b>1397</b> (27% overnight)	<b>2321</b> (19% overnight)	<b>3112</b> (24% overnight)	<b>3772</b> (17% overnight)
Q-3 Apr-June	285 I	4289	388	<b>2526</b> (17% overnight)	<b>3636</b> (34% overnight)	<b>3610</b> (95% overnight)	<b>3659</b> (22% overnight)
Q-4 Jul-Sept	3074	3687	1503	<b>2218</b> (60% overnight)	<b>2575</b> (38% overnight)	<b>3002</b> (42% overnight)	<b>2736</b> (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



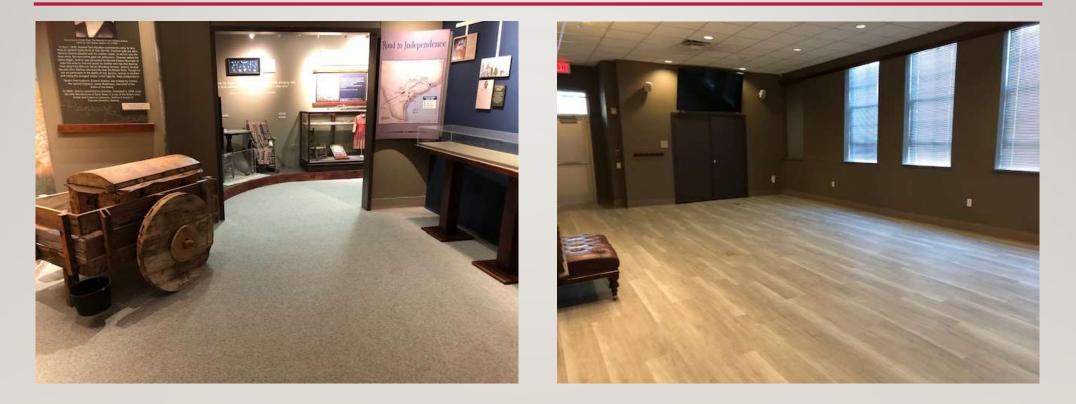
#### MUSEUM HIGHLIGHTS VISITORS FROM HOLLAND

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



