

COUNTY OF LOUISA
MONTHLY DEPARTMENT REPORT



Department: Parks, Recreation and Tourism
Period: January 2025



PARKS & RECREATION

Child Care

The following data compares the FY25 monthly revenue related to our Child Care Program. Child Care services are divided into the following three categories: (Before School Only, After School Only, & Before & After School) Child Care Payments are collected every two weeks, based on the registration and attendance plan selected by the parents. Payments are made through our ProCare Registration Software.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
FY24	32,284	61,214	49,033	51,559	56,711	47,329	45,774	53,246	53,389	57,166	84,098	160,450
FY25	71,908	61,921	78,266	71,776	41,400	25,488	30,503					

Self-Supporting Programs

The remainder of our revenue is collectively attributed to the programs and services that we provide to the community. This includes revenue collected under the following categories: Youth Programs, Sports, Health & Wellness, Educational & Enrichment and Special Events.

Monthly Revenue	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
FY24	47,687	54,343	29,991	19,273	18,217	11,180	26,447	31,376	24,715	15,180	44,426	90,442
FY25	59,172	35,421	26,030	21,518	17,379	16,754	20,028					

Self-Supporting Registrations/ Transactions per Month

Monthly Registrations	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April.	May	June
FY 24	4,262	1,924	800	463	489	326	873	609	475	1,317	1,936	3,188
FY 25	2,946	1,375	759	451	326	291	636					

Upcoming Events

Boy Night Out February 28th
Kids Night Out March 28th
Easter Eggstravaganza April 12th

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



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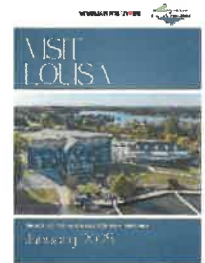
TOURISM

NOTES ON HIGH-LEVEL STRATEGY: Increased tourism spending increases local tax revenue, supports labor income and may reduce the need for additional local taxes. To encourage tourism spending, we follow tourism marketing trends and use data including [Virginia Tourism Corporation travel reports](#), collected meal tax, and collected occupancy tax to make campaign decisions. We use story telling techniques to create a more holistic picture of Louisa's offerings, impart the feeling of "escape" from the hustle and bustle, and develop motivation to visit multiple areas of the County. We pursue grant opportunities often and look for opportunities to partner with others. Please note for advertising efforts that it takes an average of an ad being seen seven to 10 times before it is memorable.

January Activities

- **MONTHLY VISIT LOUISA GUIDE & LOUISA BOUND E-NEWSLETTER**

The January issue of our [monthly tourism guide](#) was available online and in print at the Louisa County Office Building and Betty Queen Center. The issue highlighted locations and events across the county, as did the [Louisa Bound](#) e-newsletter.



- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**

The January issue of [The Informed Citizen newsletter](#) as well as the digital signage system in county buildings helped reach locals with event information.



- **GATEWAY & WAYFINDING/EVENT SIGNAGE**

Staff provided an update to the Board of Supervisors at the January 21 meeting and is in the process of creating an implementation plan to present to the Board.

- **ADVERTISING**

We ran two video ads in Pennsylvania and North Carolina markets to encourage overnight visitation. Copies of the videos are available on the Visit Louisa YouTube channel ([Craft Breweries](#) and [Historic Bed and Breakfasts](#)).

- **ADDITIONAL VIDEO CREATION**

In alignment with a social media calendar to ensure a rotation of topics and business highlights, staff also created videos for [Cutalong Golf](#), [Shenandoah Crossing Resort](#), and [Rhett's](#).

- **BLOG POSTS**

We are utilizing the website's [blog](#) functionality to improve Search Engine Optimization and add good content to the tourism section of the site. The blog posts are set to archive three years after publication to avoid information becoming out of date. January blog posts were Bed, Breakfast and Beyond, Save Money with Unique Finds, Tips for Year-

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Round Fishing at Lake Anna, and Discover How Breweries Enhance Your Travel Experience.



- **WHAT'S NEXT**

- **TRAVEL BUDDY CHATBOT**

Staff began working on the implementation of a chatbot tailored to the tourism section of the website. Go-live is expected in February.

- **PEOPLE COUNTER EQUIPMENT**

Staff is in the process of procuring people counting equipment for use at events. These counters will allow for more accurate event attendance reporting.

- **TOURISM AMBASSADOR PROGRAM**

Staff is in the early stages of working with a vendor on a Tourism Ambassador Program.

INDICATORS AND STATISTICS: VISIT LOUISA APP

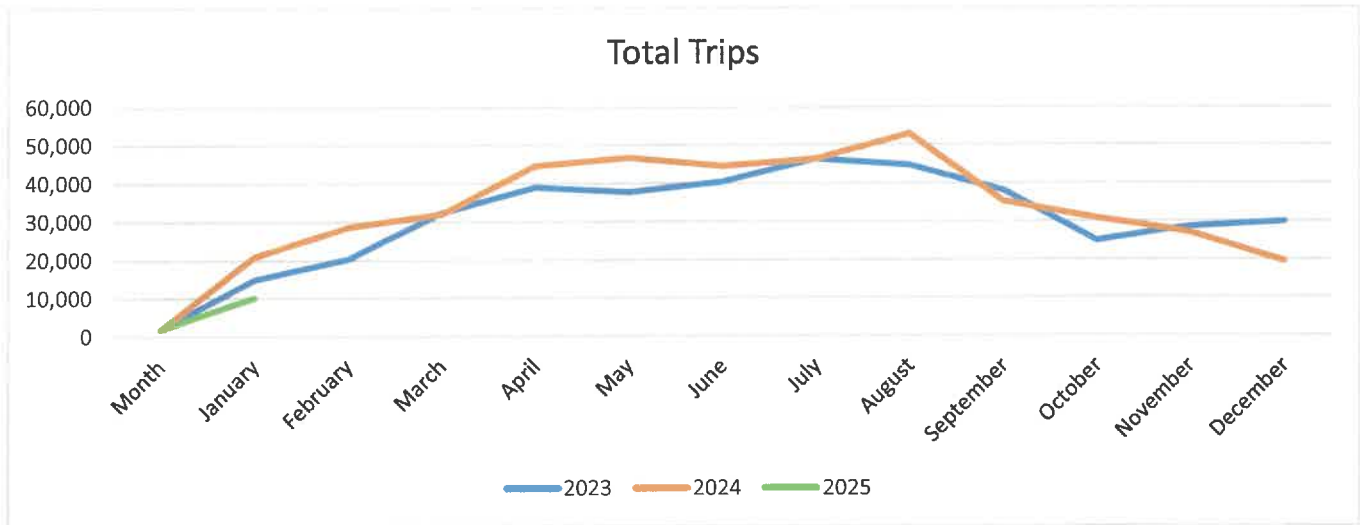
Trip Report

	2025	2024	2023	2025	2024	2023	2025	2024	2023
Month	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	2,661*	11,766	5,815	7,593*	9,062	9,106	1.8*	0.9	1.2
February		16,327	4,691		12,232	15,561		0.9	1.4
March		12,578	9,145		19,445	23,226		1.4	1.7
April		21,632	10,244		22,959	28,762		1.2	1.9
May		17,312	10,094		29,380	27,656		1.5	1.7
June		19,508	11,035		24,973	29,363		1.5	1.7
July		18,434	12,518		27,948	33,900		1.6	1.9
August		23,225	12,521		29,715	32,134		1.5	1.8
September		13,555	6,989		21,681	31,036		1.4	1.8
October		8,292	7,027		22,446	17,834		1.9	1.6
November		6,912	8,240		20,180	20,330		1.7	1.4
December		8,995	12,281		10,487	17,567		1.1	1.4

*Incomplete information for the month, also impacting graph below. To be updated when data becomes available.

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



In the data above, day-trips measure visitors from outside 50-mile radius, staying longer than 2-hours and visiting less than 10 times monthly. Overnight visitors are visitors that stay after midnight. The below reports were provided by Virginia Tourism Corporation for 2024.

Central Virginia

Louisa Main Street (January 1, 2024 to December 31, 2024)

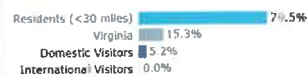
POI Name
Louisa Main Street

VIRGINIA IS FOR LOVERS

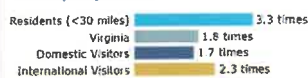
Sample size: 31,328

Visits by Origin

% share of visits

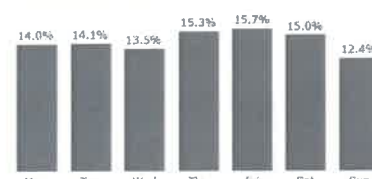


Visits per person



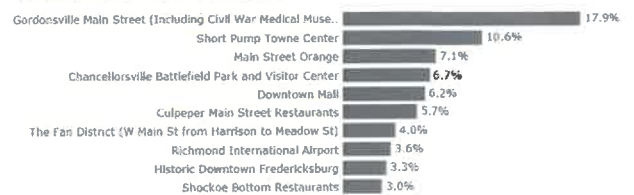
Visits by Day of Week

% share of visits by DOW



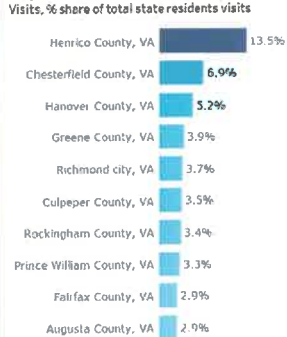
Top-10 Cross Visits

% share of visitors who visited Louisa Main Street



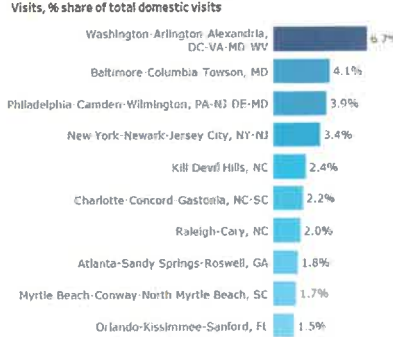
Top-10 Counties (Virginia)

Visits, % share of total state residents visits



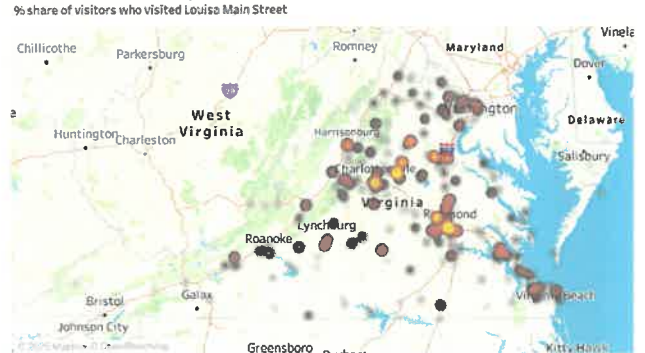
Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



Cross Visits Heat Map

% share of visitors who visited Louisa Main Street



Source: Near

SYMPHONY TOURISM ECONOMICS

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



VIRGINIA IS FOR LOVERS

Sample size: 1,501

Central Virginia

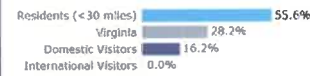
Coyote Hole Ciderworks (January 1, 2024 to December 31, 2024)

POI Name

Coyote Hole Ciderworks

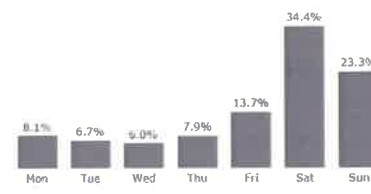
Visits by Origin

% share of visits



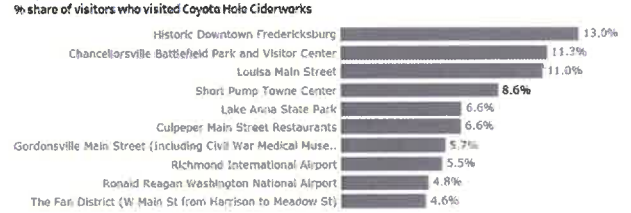
Visits by Day of Week

% share of visits by DOW



Top-10 Cross Visits

% share of visitors who visited Coyote Hole Ciderworks

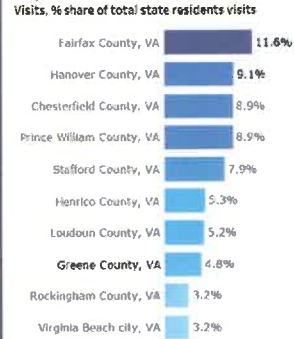


Visits per person



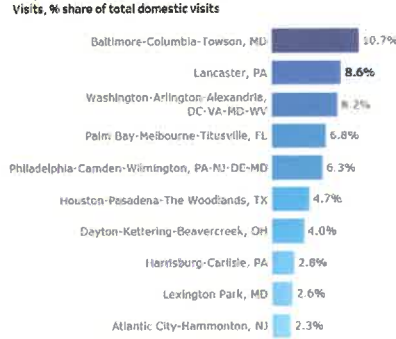
Top-10 Counties (Virginia)

Visits, % share of total state residents visits



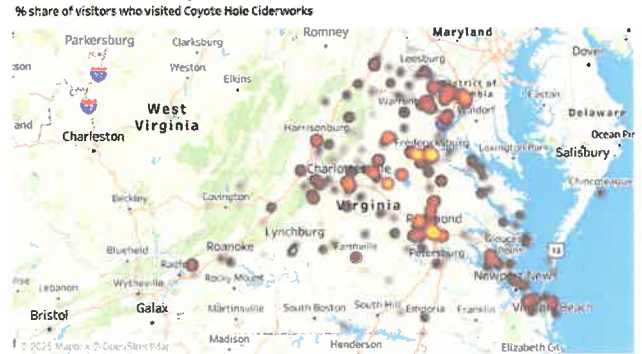
Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



Cross Visits Heat Map

% share of visitors who visited Coyote Hole Ciderworks



Source: Near

SYMPHONY TOURISM ECONOMICS

Central Virginia

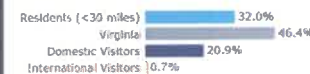
Prospect Hill Inn & Restaurant (January 1, 2024 to December 31, 2024)

POI Name

Prospect Hill Inn & Restaurant

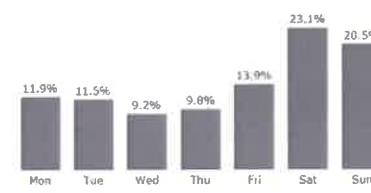
Visits by Origin

% share of visits



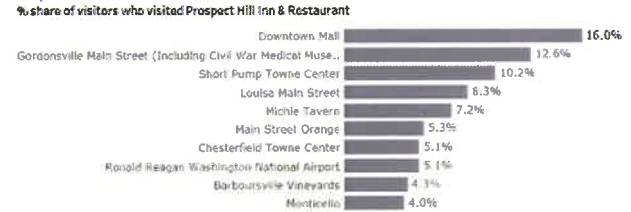
Visits by Day of Week

% share of visits by DOW



Top-10 Cross Visits

% share of visitors who visited Prospect Hill Inn & Restaurant

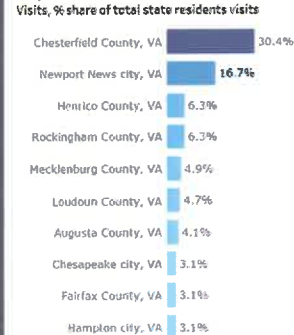


Visits per person



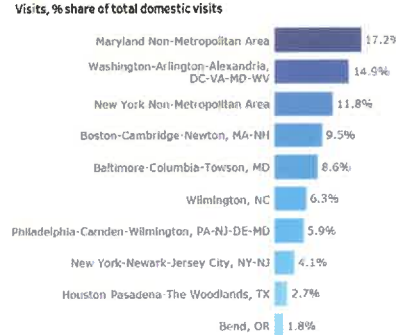
Top-10 Counties (Virginia)

Visits, % share of total state residents visits



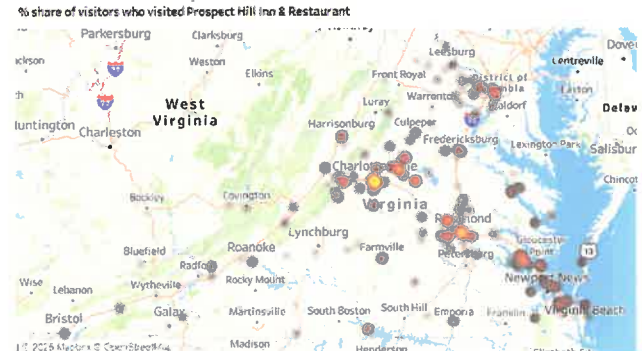
Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



Cross Visits Heat Map

% share of visitors who visited Prospect Hill Inn & Restaurant



Source: Near





SYMPHONY TOURISM ECONOMICS

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



The table below shows analytics for the Visit Louisa app:

	 Total Users (Includes Web Version)	 Page- views	 iOS Downloads	 Android Downloads	New Vs Returning Users	Top Location Information
Since Summer 2022 Launch	26,835	133,734	2,308	675	Returning: 81.4% New: 18.6%	Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn Fredericksburg
Last Month	292 10% from Dec 1 – Dec 31	4,139 9% from Dec 1 - Dec 31	13 8% from Dec 1 - Dec 31	12 29% from Dec 1 - Dec 31	Returning: 76.4% New: 23.9%	Louisa Ashburn, VA VA Beach Roanoke Oilville, VA Washington, DC