

COUNTY OF LOUISA

MONTHLY DEPARTMENT REPORT



Department: Parks, Recreation and Tourism
Period: February 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	37,088				

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	16,359				

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	457				

Upcoming Events

April 12th – Easter Extravaganza

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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.

February Activities

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

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

- **PLACEMENT IN ENHANCED LOUISA COUNTY NEWSLETTER**

The February 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 participated in the February Planning Commission worksession to collect input on potential sign locations.

- **ADVERTISING**

We ran 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 [Romantic Getaways](#)).

- **ADDITIONAL VIDEO CREATION**

In alignment with a social media calendar to ensure a rotation of topics and business highlights, staff also created videos for the [Louisa Arts Center](#) and [Fifty-Third Winery](#).

- **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. February blog posts were Bird Watching, History of The Lion's Den, Black History Learning Opportunities, How to Surprise Your Partner with a Romantic Getaway and The Freedom of Choice Remembrance Project.

- **AGROTOURISM**

Staff presented in a virtual workshop intended to provide [agrotourism information to interested farms in Louisa County](#). The session was coordinated by a senior in Governor's School at Louisa County High School, the Virginia Extension Office and the Louisa County Chamber of Commerce.

- **PUBLIC RELATIONS**

Staff coordinated an interview between [NBC12 and the Louisa County Historical Society](#).

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Louisa

County

• WHAT'S NEXT

○ TOURISM SUPPORT

Staff finalized the Memorandum of Understanding (MOU) with the County Fair and is in the process of completing the MOU with the Louisa Historical Society. Two new Tourism Support Requests were received and a meeting will be scheduled with the Tourism Advisory Committee to review the requests.

○ CHATBOT FOR TOURISM SITE

The chatbot for the tourism site will go live in March and staff will train the chatbot to improve the quality of its responses.

○ SHORT-TERM RENTAL (STR) ANALYTICS

Staff will soon begin using a software to review historical STR booking information as well as future booking information. This data will allow for better understanding occupancy rates and comparing event dates with bookings.

INDICATORS AND STATISTICS: VISIT LOUISA APP

Trip Report

Month	2025	2024	2023	2025	2024	2023	2025	2024	2023
	Day-Trips	Day-Trips	Day-Trips	Overnights	Overnights	Overnights	Average Nights	Average Nights	Average Nights
January	8,681	11,766	5,815	11,419	9,062	9,106	1.5	0.9	1.2
February	8,420*	16,327	4,691	6,371*	12,232	15,561	0.9*	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		11,029	12,281		18,336	17,567		1.2	1.4

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

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Total Trips

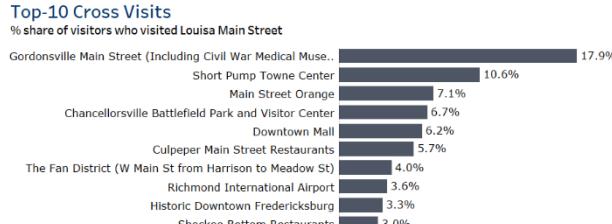
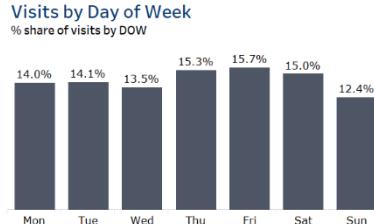


In the data above, day-trips measure visitors from outside 50-mile radius, staying longer than 2-hours and visiting less than 10 times monthly. Overnight visitors are visitors that stay after midnight. The below reports were provided by Virginia Tourism Corporation for 2024.

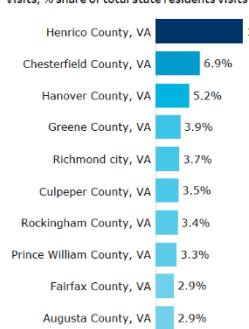
Central Virginia

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

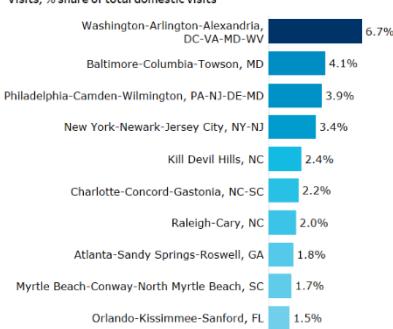
POI Name
Louisa Main Street



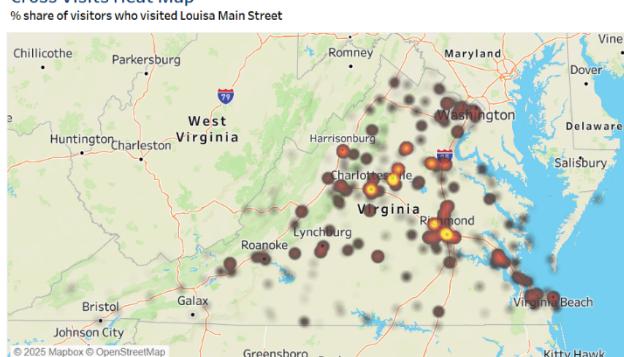
Top-10 Counties (Virginia)



Top-10 MSAs (Domestic Visitors)



Cross Visits Heat Map



Source: Near

SYMPHONY TOURISM ECONOMICS

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Central Virginia

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

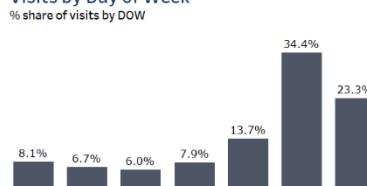
POI Name
Coyote Hole Ciderworks

Sample size: 1,501

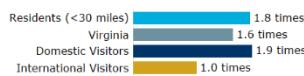
Visits by Origin



Visits by Day of Week

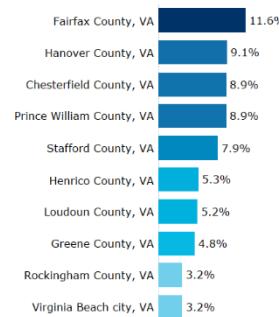


Visits per person



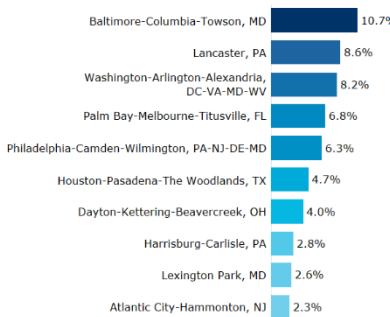
Top-10 Counties (Virginia)

Visits, % share of total state residents visits



Top-10 MSAs (Domestic Visitors)

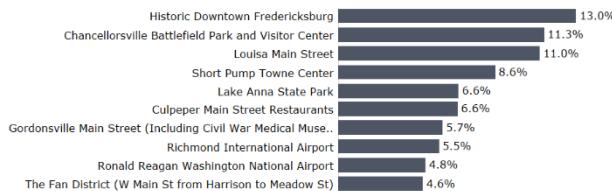
Visits, % share of total domestic visits



Source: Near

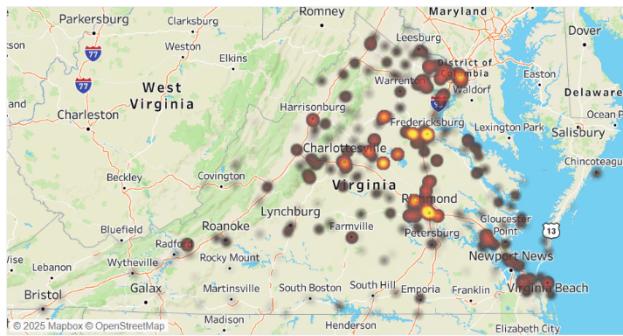
Top-10 Cross Visits

% share of visitors who visited Coyote Hole Ciderworks



Cross Visits Heat Map

% share of visitors who visited Coyote Hole Ciderworks



SYMPHONY TOURISM ECONOMICS

Central Virginia

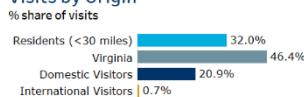
Prospect Hill Inn & Restaurant (January 1, 2024 to December 31, 2024)

POI Name
Prospect Hill Inn & Restaurant

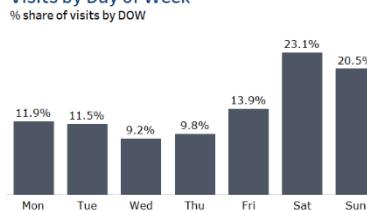
Sample size: 276

Sample size less than 300

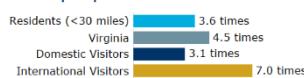
Visits by Origin



Visits by Day of Week

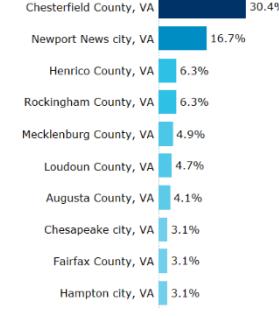


Visits per person



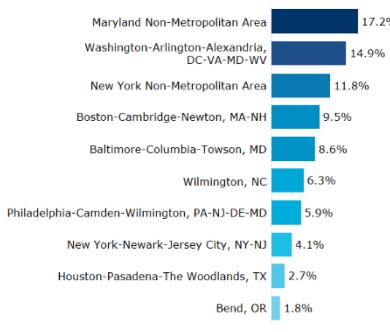
Top-10 Counties (Virginia)

Visits, % share of total state residents visits



Top-10 MSAs (domestic visitors)

Visits, % share of total domestic visits



Source: Near

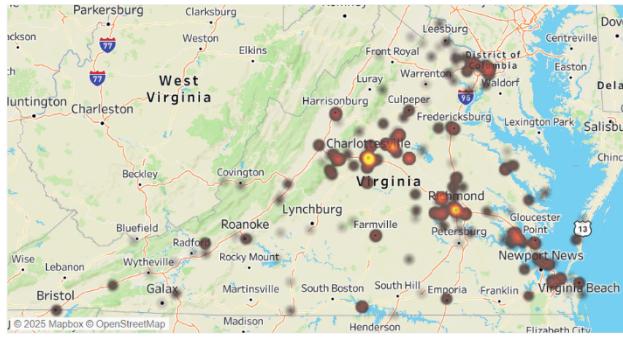
Top-10 Cross Visits

% share of visitors who visited Prospect Hill Inn & Restaurant



Cross Visits Heat Map

% share of visitors who visited Prospect Hill Inn & Restaurant



SYMPHONY TOURISM ECONOMICS

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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	27,117	138,210	2,312	684	Returning: 81.3% New: 18.7%	Louisa Roanoke VA Beach Washington, DC Baltimore Ashburn
Last Month	282 9% from Jan 4 – Jan 31	4,476 24% from Jan 4 – Jan 31	4 69% from Jan 4 – Jan 31	9 18% from Jan 4 – Jan 31	Returning: 72.7% New: 27.3%	Louisa VA Beach Roanoke Ashburn, VA Oilville, VA