

**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    |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| <b>FY24</b>     | 32,284 | 61,214 | 49,033 | 51,559 | 56,711 | 47,329 | 45,774 | 53,246 | 53,389 | 57,166 | 84,098 | 160,450 |
| <b>FY25</b>     | 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   |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>FY24</b>     | 47,687 | 54,343 | 29,991 | 19,273 | 18,217 | 11,180 | 26,447 | 31,376 | 24,715 | 15,180 | 44,426 | 90,442 |
| <b>FY25</b>     | 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  |
|-----------------------|-------|-------|-------|------|------|------|------|------|------|--------|-------|-------|
| <b>FY 24</b>          | 4,262 | 1,924 | 800   | 463  | 489  | 326  | 873  | 609  | 475  | 1,317  | 1,936 | 3,188 |
| <b>FY 25</b>          | 2,946 | 1,375 | 759   | 451  | 326  | 291  | 636  | 457  |      |        |       |       |

**Upcoming Events**

April 12<sup>th</sup> – 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](#).

# COUNTY OF LOUISA

## MONTHLY DEPARTMENT REPORT



- **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.



Louisa  
County

### INDICATORS AND STATISTICS: VISIT LOUISA APP

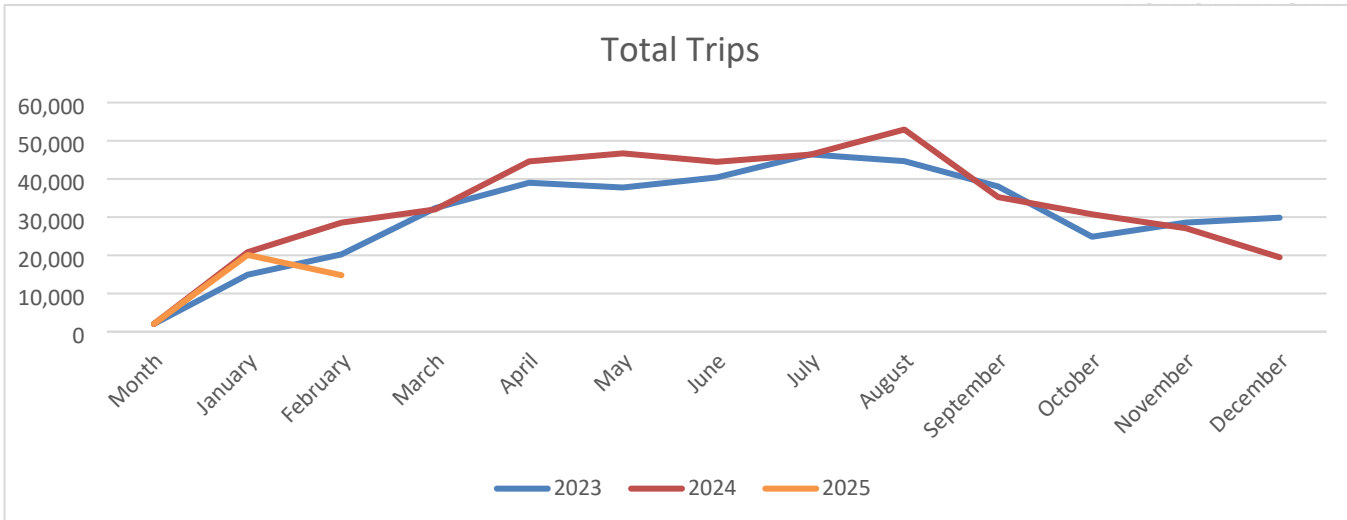
#### Trip Report

|           | 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   | 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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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)

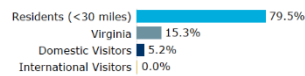
POI Name  
Louisa Main Street

VIRGINIA IS FOR LOVERS®

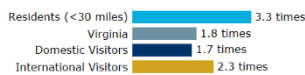
Sample size: 31,328

#### Visits by Origin

% share of visits

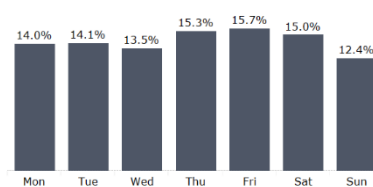


#### Visits per person



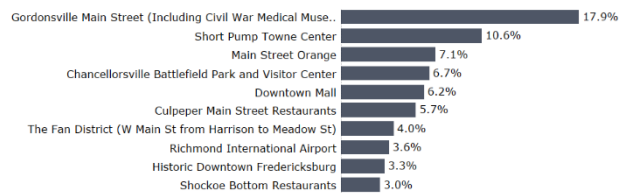
#### Visits by Day of Week

% share of visits by DOW



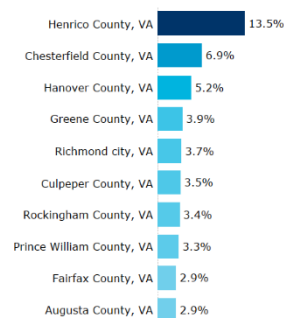
#### Top-10 Cross Visits

% share of visitors who visited Louisa Main Street



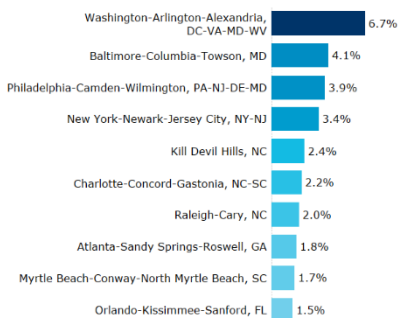
#### Top-10 Counties (Virginia)

Visits, % share of total state residents visits



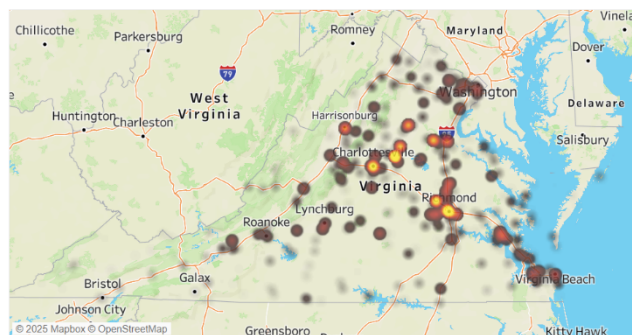
#### Top-10 MSAs (Domestic Visitors)

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

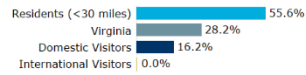
### Central Virginia

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

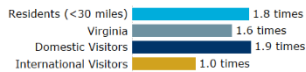
POI Name  
Coyote Hole Ciderworks

#### Visits by Origin

% share of visits

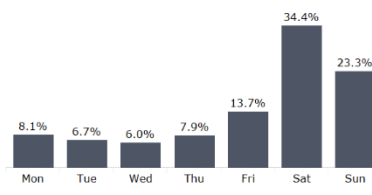


#### Visits per person



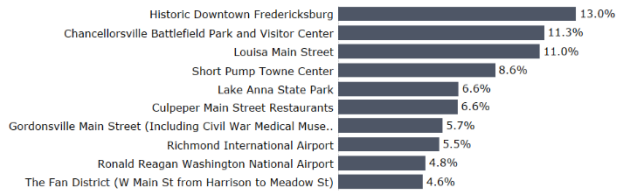
#### Visits by Day of Week

% share of visits by DOW



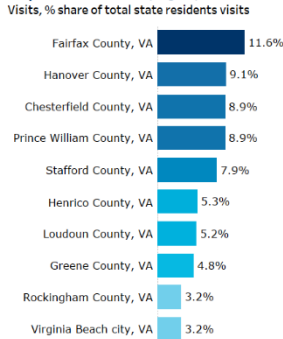
#### Top-10 Cross Visits

% share of visitors who visited Coyote Hole Ciderworks



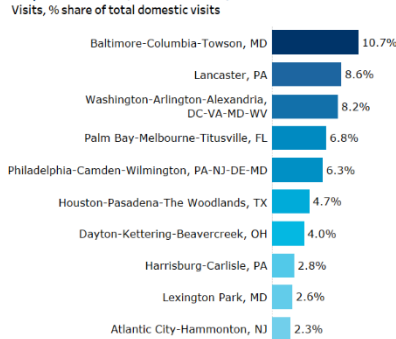
#### Top-10 Counties (Virginia)

Visits, % share of total state residents visits



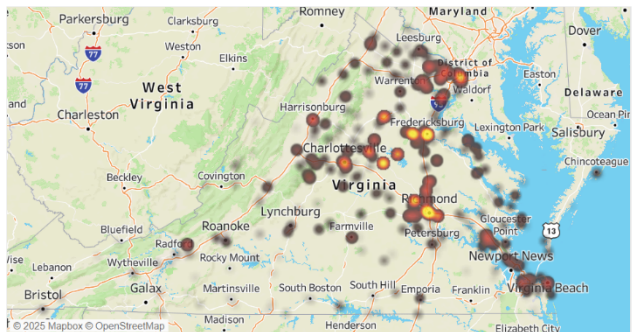
#### Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



#### Cross Visits Heat Map

% share of visitors who visited Coyote Hole Ciderworks



SYMPHONY TOURISM ECONOMICS

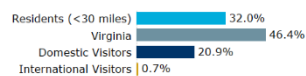
### Central Virginia

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

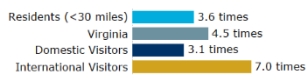
POI Name  
Prospect Hill Inn & Restaurant

#### Visits by Origin

% share of visits

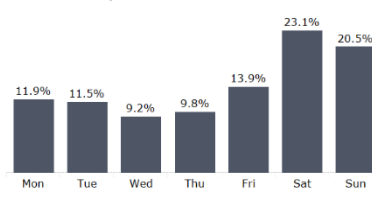


#### Visits per person



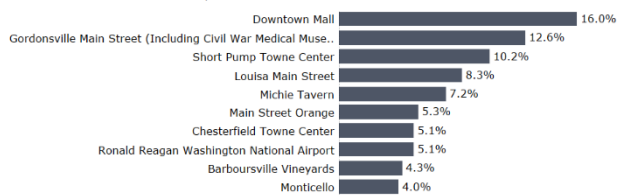
#### Visits by Day of Week

% share of visits by DOW



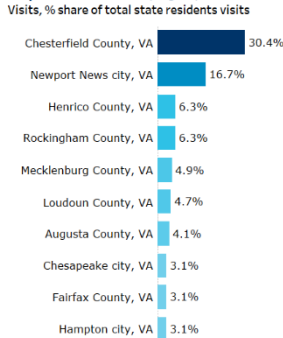
#### Top-10 Cross Visits

% share of visitors who visited Prospect Hill Inn & Restaurant



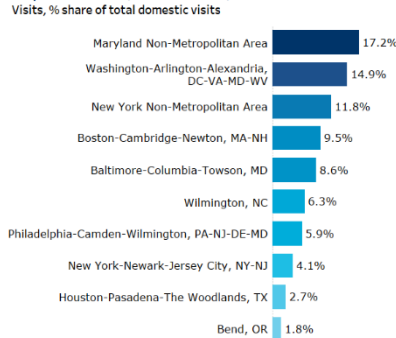
#### Top-10 Counties (Virginia)

Visits, % share of total state residents visits



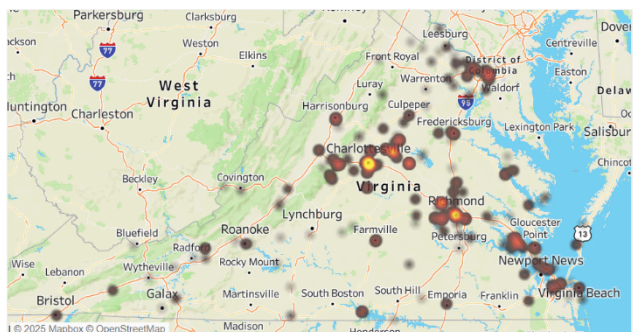
#### Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



#### Cross Visits Heat Map

% share of visitors who visited Prospect Hill Inn & Restaurant



SYMPHONY TOURISM ECONOMICS





# COUNTY OF LOUISA

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The table below shows analytics for the Visit Louisa app:



|                          |  Total Users<br>(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%<br>New: 18.7% | Louisa<br>Roanoke<br>VA Beach<br>Washington, DC<br>Baltimore<br>Ashburn |
| Last Month               | 282<br>9%<br>from<br>Jan 4 –<br>Jan 31  | 4,476<br>24%<br>from<br>Jan 4 –<br>Jan 31  | 4<br>69%<br>from<br>Jan 4 –<br>Jan 31   | 9<br>18%<br>from<br>Jan 4 –<br>Jan 31   | Returning: 72.7%<br>New: 27.3% | Louisa<br>VA Beach<br>Roanoke<br>Ashburn, VA<br>Oilville, VA            |