

REPORT OF THE VISITOR SERVICES + GALLERY ATTENDANT: December 2022

Kendra Schmidt

SUMMARY

This month was busy with A Signature Christmas artist market, majority of people who came into the LAC were coming to view the market/purchase items from it. People were also renewing their memberships as the new year approached.

MEMBERSHIP + VISITORS

- **Membership:** At present membership is 34. The new year just began so people are renewing their memberships.
 - **Visitor Attendance Trend and General Status:** Visitor total for December is 135
 - **Daily:** Fridays and Saturdays seem to be busiest this month
 - **Monthly:** Jan 73, Feb 100, March 171, April 252, May 254, June 180, July 174, Aug 451, Sept 310, Oct 531, Nov 239, Dec 135
-

MARKETING + ADVERTISING

- **Website:** still working to develop monster insights and good analytics to report here.
 - **Newspaper:**
 - **Google Review:** 4.7/5 based on 59 reviews
 - **Mailchimp Weekly eMail Campaigns:** 479 subscribers (increase), 686 contacts (increase)
 - **Facebook:** 3.9/5 rating. 3,299 following, 2,870 likes, 9,320 reached in December.
 - **Instagram:** 1,537 followers (increase)
 - **Twitter:** 166 followers
 - **LinkedIn:** 677 connections (increase)
 - **Website:** Still looking into Google Analytics and Console to generate reports on traffic, behavior and more.
-

MAINTENANCE + JANITORIAL

- **General Status, Noteworthy Comments or Special Tasks:** Generally everything is well kept, and tidy, weekly bathroom cleans are needed, I notice the bathrooms are messy after kids classes but I clean it up after.
- **Stock & Supply Status:** Everything is stocked well
- **Deficiencies to Report:**
 - **Elevator:** Only 6 of the 36 light bulbs remain on. This has been an ongoing issue yet to be resolved. Gary Emery was informed again that it is getting very dark in the cab.
 - **Education studio lights:** one trough is out, another making noise