

## Marketing Department Quarterly Report

April, May and June 2020

Welcome Center and Museum counts – Report Attached

- The Welcome Center and city museums were closed in April due to COVID-19. They reopened May 18 with changes designed to provide additional safety for guests and staff. The model train exhibit will reopen when safety measures are completed, which should happen within 30 days.
- At the Welcome Center, a large sneeze screen covers most of the area of the welcome desk in the lobby. Hand sanitizer is available. A see-through layer of shrink wrap has been placed across all printed materials to keep them from being touched. Guests ask or point to materials they want and staff pulls it for them. An i-wave system has been installed in the HVAC units. Posters on the door request that visitors respect a six-foot distance from others. Info-to-Go packets that contain our most popular printed materials are placed in a basket outside the door for those who don't want to come inside. Frequently touched surfaces are disinfected regularly. Staff has access to gloves and masks.
- Welcome Center visitors for this quarter totaled 257, down from 1,492 in 2019, which is an 82 percent decrease.
- At the Depot Museum, the layout of the museum has been modified to help visitors maintain social distancing. A bell has been placed on the door to help limit the number of people inside at one time. Signs are located throughout requesting parties to stay six feet from each other. Hand sanitizer is available. Frequently touched surfaces are disinfected regularly.
- Depot Museum visitor totals for the quarter were 986, down from 4,494 in 2019, which is a 78 percent decrease from the same quarter last year.
- The event train began running May 30. The train is wiped down with a disinfectant in between each ride. Guests are asked to practice social distance while waiting in line to ride, and to ride with only those in their party in the train cars. All guests are invited to use hand sanitizer before boarding.
- We are now tracking the number of event train riders. The total was 1088 riders for the month of June.
- At the Holmes Medical Museum, hand sanitizer is available in the lobby and in several places throughout the museum. Guests are asked to respect six-foot distancing, and signage directs guests to limit the number of people in smaller rooms at one time. Frequently touched surfaces are disinfected regularly. The museum board has installed an i-wave system in the HVAC. A sneeze screen has been added to the welcome desk, and docents have access to face masks.
- Attendance at the Medical Museum for the quarter was 808, down from 2,341 in 2019, which is a decrease of 65 percent from last year.

## Activities, Events and Updates

- **Music and a Movie in the Park and Heritage Park Marketplace** was not held this spring due to COVID-19.
- **April Walking Tours** were not held this year due to COVID-19.