



2021 Season Accomplishments

CRUISES

- Looking at June, July & August 2021 versus the same time period in 2019, passenger counts increased by 22%
- July 2021, in particular, was one for the record books, with 67% more passengers than July 2019 & 21% more revenue!
- In our first year participating in the Arts & Cultural Alliance's Cultural Pass program, we welcomed over 4,000 guests. 63% of these were children
- New special event cruises were successful, completely selling out, including Yacht Rock, Roaring 20s, two Pirate events (with live sword fighting!), Fall Foliage & Geology and two Halloween events
- All new low-cost cruise options were well-attended, often selling out, including a kids' cruise series, Throwback Thursdays, Anchors Away Friday trivia cruises & continuation of a long-time favorite, Harbor History excursions. All tickets just \$10
- Premiered new Boujie Brunch concept with 5 sold-out events & produced 7 sold-out Captain's Dinners

VESSEL OPERATIONS

- Preparing the Belle for her annual USCG Inspection was more challenging than previous years following her required 5-year shipyard inspection last winter and the consequential repairs. Accomplished this task in March & went on to pass all 2021 USCG Inspections without a single discrepancy!
- Safely conducted nearly 300 cruises & dockside events
- Painted over 20,000 sq. ft of deck on the Belle's roof, third, second & main decks
- Replaced six 25 ft. bucket planks, eight 9 ft. supporting arms and various other smaller parts of the Belle's famous paddlewheel
- Participated in a Homeland Security exercise sponsored by the USCG along with LMPD, LMFD & other first responder agencies from both sides of the river

EDUCATION & PROGRAMS

- Developed the program *What Makes the Belle Unique?* in collaboration with JCPS Social Studies
- Hosted dozens of live performances by 31 different local bands
- Education & Programs Manager Eric Frantz was invited to present at the Kentucky Social Studies fall conference
- In partnership with the (un)known Project, we hosted a total of four Floating Reconciliation Share-formances

GUEST SERVICES

- Food & Beverage sold over 84,000 alcoholic beverages, 10,000 sodas, 5600 popcorns, 4000 soft pretzels, 3000 hot dogs, 2200 candies, 1200 burgers and much more, including new charcuterie boxes!



2021 Season Accomplishments

- In July, rolled out new branded boarding materials, including cruise itineraries, packages & upgrades & concession/bar information
- In October, added onboard screens to both vessels, which will be helpful for wayfinding, onboard promotions, sponsor recognition & event theming

COMMUNICATIONS & FUNDRAISING

- Generated \$68,957,876 in earned media in 2021 via TV, print and online news coverage with an audience of 192,709,497!
- Generated 1,011,044 webpage views & 331,640 sessions, 3/12/21– 11/28/21, from 226,256 unique users
- Created TikTok presence of nearly 45,000 followers and 1 million likes in just over one year!
12% increase in Instagram followers to 5,619
Grew email subscribers by 26% & over 10,000 new contacts
- Received \$5,000 grant from J. Mack Gamble for Broaddus paddlewheel wood
- Hosted first members-only cruise featuring a performance of *Romeo & Juliet* in partnership with Kentucky Shakespeare for 92 members
- Conducted first year-end solicitation campaign!

GROUP SALES

- Hosted 185 groups & conducted 29 charter cruises
- Produced 18 weddings or related bookings, including proposals, rehearsal dinners, bachelorette parties & anniversaries
- Site of Louisville Wedding Network's Fall 2021 wedding show, hosted on both the Belle & the Mary

MISC.

- Site of an episode of the new Netflix kids series, *Lost Ollie*, expected to launch in 2022
- Employed 30 seasonal workers over the course of 8 months
- Featured as a clue on *Jeopardy* in honor of the Belle's 107th birthday in October
- Selected as site of Kentucky Travel Industry Association's (KTIA) fall conference volunteer project (Nov.)
- Inaugural "First Mate's Market" on Small Business Saturday: 780 people attended this dockside event, which featured 31 local vendors; earned \$181,524 in local news coverage + over \$31MM more due to international Yahoo! News and national news pickup!