



2022 Season Accomplishments

CRUISES

- In July, August & September 2022, we had the best public ticket revenue on the Belle and best bar and concession income overall of the past 10 years, as well as the 3rd highest gross profit of the past decade!
- Total attendance was 30% higher in the 2022 season than the 2019 season
- Hosted 338 public cruises
- Hosted 252 groups & conducted 58 charter cruises (additional)
- Through Cultural Pass participation specifically, we welcomed 3,810 onboard our vessels

VESSELS

- Passed our 2022 USCG Inspections for both passenger vessels without a single discrepancy
- Painted over 20,000 square feet of deck on the Belle of Louisville with Dex-O-Tex coating. In addition, our crew trimmed and painted most of the exterior on all three vessels
- Installed a generator on the Mayor Andrew Broaddus
- Our crew replaced six 26 ft. bucket planks, ten 9 ft. wheel arms (spokes) and various other parts such as wedges, large block, small blocks and battens on the Belle's paddlewheel
- Upgraded our onboard point-of-sale system for concession, bar and souvenirs on both the Belle & Mary.
- Replaced old concession equipment on the Belle
- Painted and re-covered 377 chairs for the Belle's ballroom
- Made improvements to the Belle's stage lighting and sound system
- No trips were cancelled due to mechanical failures

EDUCATION & PROGRAMS

- Developed a new Kid's Cruise series, "Hometown Music" & "Hometown History" with local partners StageOne, Frazier Museum, Jug Band, Rhythm Science Sound and Falls of the Ohio
- Developed and hosted a new fieldtrip program, "Black Life on the Ohio," that was well received by teachers and students, alike. This was also the first time we've had standards-based content
- Hosted dozens of live performances by 25 different local bands and artists
- Premiered "Dream within a Dream," an Edgar Allan Poe theatrical experience, onboard the Belle
- Developed and hosted a new "Ghost Cruise" experience, complete with ghost effects and live actors
- Partnered with the (Un)Known project to produce three "Journeys to Freedom" cruises
- Started partnership with Shawnee High School through Academies of Louisville program



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OUTREACH

- Earned \$10,358,669 in publicity, including local and national TV, as well as online and print publicity. Had a 26% increase in website pageviews and a 44% increase in users from 2021 to 2022
- Our social media followers increased from 2021 to 2022: Facebook by 12%; Instagram by 11%; TikTok by 9% and YouTube by 631%
- Applied for 11 different grants. So far, we've been awarded two, three are pending and one is in-progress.
- Currently, we have 100 active Paddlewheel Society Members
- Launched a new invitation-only cultivation series, "Harbor Happy Hour"
- Participated in Give for Good Louisville for the first time and got 25 new donors!
- Had the first-ever Engineering department intern
- Launched a new volunteer program! Volunteer opportunities include greeter, onboard assistant, floral assistant, docent
 - 62 people attended volunteer training
 - 50 volunteers worked at least one shift (81%)
 - 284 total services out of 598 total slots (47%)
 - \$25,517.40 worth of service (\$29.95/hour)
 - 11 Volunteers worked 10 or more shifts

MISC.

- Participated in a community-wide Homeland Security exercise sponsored by the USCG, along with LMPD, LMFDF and a number of other first responder agencies
- Added a new mural by Often Seen Rarely Spoken to the wharf area—art is inspired by the Belle!
- Hired and trained 49 seasonal employees
- The "Lost Ollie" series featuring the Belle launched on Netflix in August
- Management team completed a situational analysis project this fall that will help us update our strategic plan this winter