

LAS VEGAS
CITY COUNCIL MEETING
MARCH 5, 2014

Neon Museum Report
January 1 – December 31, 2013

NEON MUSEUM



NEON MUSEUM



NEON MUSEUM

Employees

9 full-time

20 part-time

Volunteers

30

NEON MUSEUM

Total Revenue \$1,956,903

Tour Revenue \$1,008,463
(51% of total revenue)

NEON MUSEUM

Total Visitors	60,461
(80% are out-of-state visitors; a quarter of those visitors are international)	
Photo Shoots	247
Events	48

NEON MUSEUM

Visitors **221% increase in visitors**

Tours **235% increase in tour income**

MEDIA IMPRESSIONS 2,546,746,217

The New York Times



NEON MUSEUM

Facebook

Likes: 14,252 likes (increase of 66.7%)

Reach: 450,000

Last month, Facebook reached:

86,190 in the U.S.

15,903 in Italy

11,077 in Las Vegas

3,556 In the UK

2,283 in Canada

1,611 in Australia

Twitter - 1,851 (increase of 54.2%)

NEON MUSEUM

Goals

- Storage lot renovation for expanded programming, photo shoot and event capabilities
- Further facility expansion
- Continued growth in educational programming
- New restoration and conservation initiatives