



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, APRIL 17, 2024, AT 9:00 AM  
MORRISS HALL, THE BARNHILL CENTER  
106 S DOUGLAS  
BRENHAM, TEXAS**

- 1. Call Meeting to Order and Welcome New Board Member Keith Hankins**
- 2. Public Comments**

*[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with the law.]*

**REGULAR SESSION**

- 3. Discuss and Possibly Act Upon Approval of Minutes from January 30, 2025, Tourism Advisory Board Meeting**

**WORK SESSION**

- 4. Discuss Washington County Request for Input from the Tourism Advisory Board on Plans for Expo**
- 5. Visit Brenham DMO Fiscal Year Q2 Report**
- 6. Administrative Report to Include Review of 2025 Round 2 Tourism Grant Funding Timeline; Recognition as Tourism Friendly Texas Certified Community; and Ice Cream Capital of Texas Update**
- 7. Adjourn**

***CERTIFICATION***

I certify that a copy of the April 17, 2025, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas, on Monday, April 14, 2025, at 8:30 am.

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Nancy Joiner  
Tourism and Marketing Specialist

**Disability Access Statement:** This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located

adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board was removed by me from the City Hall bulletin board on the \_\_\_\_\_ day of \_\_\_\_\_, 2024 at \_\_\_\_\_.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

## **TOURISM ADVISORY BOARD MINUTES**

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, January 30, 2025, beginning at 9:00 a.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas.

### Board Members present:

Scott Atwood  
DeWayne Burnett  
Jenny Van Dorf  
Stephanie Wehring  
Harrison Williams

### Board Members absent:

Commissioner Kirk Hanath  
Keith Hankins

### Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Lu Hollander with Visit Brenham; Tourism & Marketing Manager Kathrine Briscoe; Destination & Partner Coordinator, Elayne Grisbee; Manager of The Barnhill Center, Alex Dill; Melinda Faubion, and Natalie Lange.

### Citizens Present:

none

### Media Present:

none

#### **1. Call Meeting to Order**

Chairman Scott Atwood called the meeting to order.

#### **2. Welcome New Board Members Keith Hankins and Stephanie Wehring**

Keith Hankins was absent, and Stephanie Wehring gave information on her background and her current business.

### **REGULAR SESSION**

#### **3. Discuss and Possibly Act Upon Approval of Minutes from the October 17, 2024, Tourism Advisory Board Meeting**

A motion was made by Board Member Jenny Van Dorf and seconded by Board Member DeWayne Burnett to approve the minutes from October 17, 2024, Board Meeting.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Absent
Jenny Van Dorf	Yes
Stephanie Wehring	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Absent

**4. Discuss and Possibly Act Upon the Election of a Board Chair and Vice-Chair for the 2025 Calendar Year**

The Tourism Advisory Board By-Laws state that at the first meeting of each calendar year, the Board is to appoint or reappoint a Chair and Vice-Chair to serve for the calendar year. Current Chair Scott Atwood and Vice-Chair Jenny Van Dorf have agreed to serve again.

A motion was made by Board Member DeWayne Burnett and seconded by Board Member Jenny Van Dorf approved Scott Atwood as Board Chair for another year.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Absent
Jenny Van Dorf	Yes
Stephanie Wehring	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Absent

A motion was made by Board Member Scott Atwood and seconded by Board Member Stephanie Wehring to approve Jenny Van Dorf as Board Chair for another year.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Yes
Keith Hankins	Absent
Jenny Van Dorf	Yes
Stephanie Wehring	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Absent

## **WORK SESSION**

### **5. Review Update on Geiger & Associates Media Tour**

Jennifer Eckermann, Director of Tourism & Marketing, and Lu Hollander, with Visit Brenham, presented this report. Jennifer Eckermann reported that the Geiger Media Tour was held November 12-15, and attached is a list of journalists who participated and the itinerary for the trip. We will receive our first report from Debbie Geiger on February 4. Our two primary takeaways were that tourism partners needed some training about the journalists who were coming and that there were several issues that had to be addressed. This most likely could have been avoided with direction and tips. Secondly, there was not enough time scheduled in Downtown Brenham, and it will be an easy fix for the next time they tour. Geiger & Associates have training that will be shared before the next media tour.

Lu Hollander presented the Visit Brenham Media Marketing Overview report. The progress by the numbers shows the potential visitors it will reach, the total cost of publicity if it had been purchased as paid advertising, the number of journalists who came, and the number of articles that have been written to date. Also, the contributions by sponsorship and the return on investment. Also, the coverage of publications that will be coming out soon. Geiger planned everything before they came, and they worked with what our needs were.

### **6. Update on Brenham's Request for Recognition as the Ice Cream Capital of Texas by the State Legislature**

Kathrine Briscoe, Tourism & Marketing Manager, presented this report. We are in the process of requesting that Brenham be recognized as the Ice Cream Capital of Texas by the State Legislature in this session. It has been submitted to Senator Lois Kolkhorst's office, and it will be a Concurrent Resolution once approved by Representative Trey Wharton's office. We will plan a celebration at the State Capital and here in Brenham. We will partner with Blue Bell on celebrations along with appointing a task force to help plan. We will trademark the Ice Cream Capital of Texas and change the sign in the Visitor Center as well.

### **7. Report on Planning for the Upcoming Wildflower Season**

Kathrine Briscoe, Tourism & Marketing Manager, presented this report. The Wildflower Watch Page, Map, and Blog will all go live on February 14<sup>th</sup>. The Visitor Center has already started receiving phone calls and questions regarding the wildflower

season. Social media posts will be geared toward spring, and ad campaigns have been created for this as well. For those visitors traveling to Brenham, we will create an Itineraries Page since springtime brings many families to Brenham and Washington County. The first one will be family friendly. More part-time staff are needed in the Visitor Center, and a job listing will be posted by the Human Resources soon. We hope to have someone hired before going to Blue Bell during Spring Break.

**8. Report on Wrap-Up of Brenham's Hosting of the Smithsonian's Museum on Main Street Crossroads and A Century of Simon Exhibits, and Related Projects and Programming**

Jennifer Eckermann, Director of Tourism & Marketing, presented this report. Our 18-month journey of hosting the Smithsonian ended on January 19<sup>th</sup>. We were extremely successful in accomplishing our goals, which were in the application of sharing the under-told stories of local Black History, celebrating the 100<sup>th</sup> Anniversary of the Historic Simon Theatre, and increasing heritage tourism in Brenham and Washington County. All the goals were accomplished by the Visit Brenham team. The Smithsonian exhibit was open seven days a week except for Christmas Eve, Christmas Day, and New Year's Day. We are looking at other ways to showcase the Simon exhibit at other locations and in the theatre throughout the year. The historical videos in the theatre drew a big interest with visitors, and we are looking at how to showcase these as well throughout the year.

**9. Visit Brenham DMO Fiscal Year Q4 Report**

Jennifer Eckermann presented this item, along with Elayne Grisbee, Destination & Partner Coordinator; Nancy Joiner, Tourism & Marketing Specialist; Kathrine Briscoe, Tourism & Marketing Manager; Lu Hollander, with Visit Brenham; Alex Dill, Manager of The Barnhill Center; Natalie Lange; and Melinda Faubion. Elayne Grisbee, Destination & Partner Coordinator, presented quarterly updates on the Fire Museum tours, Visitor Center statistics, Geiger press trip, and Smithsonian activities; developed the 2025 Visitor Guide distribution plan, updating and publishing blogs, and planning for the 2024 Tourism Partner Awards to be held on February 11, 2025. Nancy Joiner, Tourism & Marketing Specialist, reported on the number of short-term properties for the end of 2024, new short-term rentals, and the number of those who are delinquent in paying the local HOT. Kathrine Briscoe, Tourism & Marketing Manager, reported on the Visit Brenham and Washington County website on the number of views, users, and total time of engagement by month. Also, the number of referrals received, walk-ins, visitor guides mailed, and phone calls to the Visitor Center. The E-Newsletters that were sent out and the open and click rates. She reported on the Happening This Week flyer along with the website's analytics, number of subscribers to the monthly newsletter, blog posts, visitors to the Fire Museum, and the completion of the application for Brenham to receive its Texas Tourism Friendly Certification. Natalie Lange reported on social media impressions and the most popular Facebook and Instagram posts. How our numbers continue to increase, and the most popular places in the county to visit. Melinda Faubion presented digital marketing with Madden Media. We are doing exceptionally well, and our benchmarks surpass others in the industry. Our impressions, click rates, and reach are up, as well as print and digital that were submitted to different outlets. Lu Hollander with Visit Brenham, presented the bonus media ads that were sent to other outlets, along with the number of reaches each outlet has. Alex Dill, Manager of The Barnhill Center, presented on group rentals and concerts in the theatre, and the usage

of Morriss Hall for the Smithsonian and Simon Exhibits. Total ticket sales for the 2025 Season for the last quarter of 2024 were \$235,881, which is up from last year. The Golden Age of Hollywood fundraiser raised over \$126,00 for improvements to TBC.

**10. Washington County Expo Report**

Harrison Williams, Director of the Washington County Expo, presented this report. For 2025, more show dates have been added to the livestock and equestrian shows, and seven acres of the Expo property were turned into Johnson grass fields as Texas A & M presented thirty test spots on how to manage these fields. Ted Cruz was at the Expo for a campaign rally, They tracked at least 3,500 heads of cattle, 6,500 supported cows, and 2,500 horses that were at the Expo. Washington and Burleson Counties are the largest producers of support cows. 32,000 are coming to the Expo with \$7.2 million in impact to the community, with \$10.79 worth of impact coming out of 172,000 people coming to the Expo. They will hold a three- to four-day event in August of 2025 for the Masons, and they will be staying in and around the county. They will host shows for 2025 and are moving forward, but slowly, with a new arena, trying to get the King Sale, which is a big sale, and they are trying to adopt a different approach to customer service by giving a better experience here and hoping they will come back again. They do have one person who is at the Expo all weekend during these shows. They have upgraded the bathrooms and made maintenance changes to the buildings as well. The event center has been remodeled, replacing barn number one pens from 170 to 200. The events that are coming are getting bigger, and trying to make improvements to benefit them.

**11. Administrative Report to Include Review of 2025 Round 1 Tourism Grant Funding; Update on Tourism-Friendly Texas Recognition; Tourism Partner Awards Coming February 11**

Jennifer Eckermann, Director of Tourism & Marketing, presented this report. The 2025 Round 1 Tourism Grants were only funded for \$ 16,900. Tourism Texas Friendly had an interview with Kathrine and herself in late November, and we are now considered Tourism Texas Friendly. It will be announced in a couple of weeks to possibly in March 2025. Thirty-three communities are Tourism Texas Friendly. The Tourism Partner Awards will be on February 11, 2025, and the awards will be presented in the theatre.

**12. Adjourn**

With no further business, Scott Atwood adjourned the meeting.

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Scott Atwood  
Board Chair

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Date

**ATTEST:**

\_\_\_\_\_  
Nancy Joiner  
Tourism & Marketing Specialist

\_\_\_\_\_  
Date





**AGENDA ITEM 5**

To: Tourism Advisory Board

From: Tourism & Marketing Director Jennifer Eckermann

Subject: Visit Brenham DMO Fiscal Year Q2 Report

Date: April 13, 2025

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The team will present highlights of the fiscal Q2 Report on the work of the Visit Brenham DMO during January, February, and March of 2025.

A copy of the presentation is attached for your review.

# Visit Brenham DMO Q2 Report

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Presented to:  
Tourism Advisory Board  
April 17, 2025

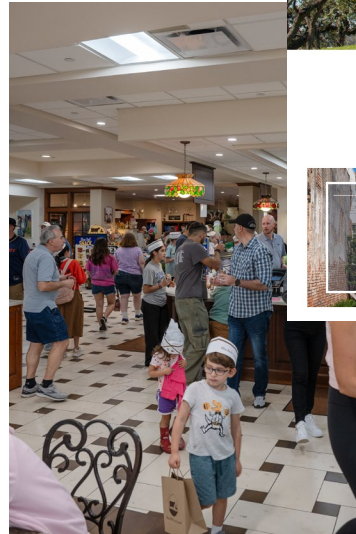
# DMO & Visitor Center Updates

- Fire Museum Tours: 1; Walk-ins: 1,702
- Hosted 2024 Tourism Partner Awards
- Organized a Volunteer Appreciation Party for Smithsonian and Simon Exhibit volunteers
- Welcomed and trained new part-time Visitor Center staff
- Updated and published blogs: Sweet Treats, Spring Happenings, Wildflower Etiquette, Arts and Culture, History, Your Guide to Spring Break, & Picture Perfect

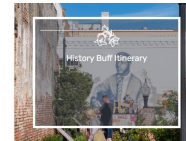


# DMO & Visitor Center Updates

- Updated VB website for spring
- Wildflower Watch Map & Page went Live
- Hosted Mobile Visitor Center at Blue Bell during Spring Break & Fun Run
- Created and launched new themed itineraries: Family-Friendly, Girls' Trip, and History Buff
- Created "Plan Your Visit" tab on website with lodging, itineraries, and contact info
- Provided 269 visitor bags for 9 groups
- Assisted a total of 23 different groups



Not sure where to start? Our itineraries are to help! Whether you're visiting for a day trip, a weekend getaway, or a special occasion, we've curated the best experiences to make your time in Brenham & Washington County unforgettable!



# Spring Break Experiences!



- Manned an information booth at Blue Bell for 2 weeks of Spring Break – more than 29,000 visitors!
- Fire Museum open all week – 1,324 visitors, up 17.6% over last year
- Visitor Center welcomed visitors from France, Australia, Scotland, Canada, Mexico, Germany, Ireland, The Netherlands, Japan, and more!

# Visitor Center

	January 2025 / 2024	February 2025 / 2024	March 2025 / 2024	Q2 TOTALS 2025 / 2024
Walk-Ins	565 / 208	323 / 293	993 / 819	<b>1,881 / 1,320</b>
Visitor Guides Mailed	151 / 161	277 / 227	537 / 450	<b>965 / 838</b>
Phone Calls	175 / 125	109 / 147	227 / 262	<b>511 / 534</b>

# Visit Brenham/WC Website



Search...

Plan Your Visit ▾ Groups & Meetings ▾ Weddings ▾ About ▾

Things to Do ▾ Event Calendar Dining ▾ Lodging ▾ Shopping ▾ Beyond Brenham ▾



"A gateway to small-town hospitality  
and unforgettable experiences"

— Houston Style Magazine



# Visit Brenham/WC Website



**Started updating the Wildflower Watch Page in February**



# Wildflower Watch Map



- Sent the Wildflower Watch Map flyer to our tourism partners.
- Included the Wildflower Watch Page/Map information in our monthly newsletters for February and March.
- We have received over 400,000 views on the Wildflower Watch Map!

# Visit Brenham/WC Website

	<b>Views 2025 / 2024</b>	<b>Users 2025 / 2024</b>	<b>Views Per User:</b>	<b>Avg. Time of Engagement</b>
January	96,770 / 49,452	17,206 / 13,834	5.62 / 3.57	1m 09s / 1m 30s
February	134,294 / 51,768	21,721 / 17,150	6.18 / 3.02	1m 14s / 1m 21s
March	304,476 / 160,099	45,467 / 57,122	6.70 / 2.80	1m 16s / 1m 2s
<b>Q2 TOTALS</b>	<b>535,540 / 261,319</b>	<b>84,394 / 88,106</b>	<b>6.17 / 3.13</b>	<b>1m 13s / 1m 18s</b>

# E-Newsletter



**Start the New Year in Brenham & Washington County!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**SATURDAY January 18th 3pm-7pm**  
**Smalltown Spaw!n**  
 Downtown Brenham | January 18  
 What better way to kick off the new year than to go to or receive an afternoon of spa pampering in small town Brenham? Downtown Brenham's Historic District is the perfect place to relax and rejuvenate. [Click here to buy tickets!](#)

**The Strand Theatre 100th Birthday Celebration**  
 Downtown Brenham | January 20  
 To celebrate our 100th birthday, we have a special event and feature a special show. [Click here to buy tickets!](#)

**A CENTURY OF SIMON 2015 is our 100th Birthday!**  
 Downtown Brenham | January 23  
 Celebrate our 100th birthday with a special event and feature a special show. [Click here to buy tickets!](#)

**Smithsonian Exhibit in Brenham**

The Smithsonian is all in Brenham, but not for much longer! From one until January 19, 2015, you can experience "Dinosaur: Dying and Reviving" a temporary exhibit from the Smithsonian as part of the Houston to Main Street (H2MS) program. Brenham is proud to be one of just seven Texas towns being honored as a Smithsonian location.

In addition to the Smithsonian exhibit, local partners across Washington County are offering a variety of educational programs, cultural activities, and exhibits, including the local Centers of the Strand which have been selected to highlight 100 years of the Strand Theatre's impact on Brenham.

For more details, check out our [Smithsonian blog post](#) and visit our website or Facebook page for the latest updates!

**Mark your calendar for more fun!**

<b>BRENHAM HERITAGE MUSEUM</b> Downtown Brenham January 7 & 11	<b>Small Town Spaw!n</b> Downtown Brenham January 11	<b>Texas Film Festival</b> Downtown Brenham January 17-18
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**Love Local Culture in Brenham & Washington County!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**SAVE THE DATE**  
**Wine & Chocolate Spoil**  
 Downtown Chappell Hill | January 9  
 Come join in the fun and festivities during Wine Spoil for the Chappell Hill Wine & Chocolate Spoil. [Click here to buy tickets!](#)

**Live Performing Arts**  
**THE TRIP TO BOUNTIFUL**  
 Downtown Chappell Hill | February 6-23  
 Come join in the fun and festivities during Wine Spoil for the Chappell Hill Wine & Chocolate Spoil. [Click here to buy tickets!](#)

**Live at the Strand Theatre**  
 Downtown Brenham | February 14  
 Come join in the fun and festivities during Wine Spoil for the Chappell Hill Wine & Chocolate Spoil. [Click here to buy tickets!](#)


**| Featured Blog Post |**

This month, we're shining a spotlight on the rich arts and culture scene in Brenham. From vibrant music and local galleries to live performances and historic landmarks, there's no shortage of ways to immerse yourself in our community. Check out our featured blog, "9 Ways to Explore Arts & Culture Beyond the Museum" and start planning your next adventure!

Explore all our blogs: [Visit Brenham Blogs](#)

**Mark your calendar for more fun!**

<b>Honorable 100th Birthday</b> Downtown Brenham February 1	<b>Brenham First Friday</b> Downtown Brenham February 7	<b>Roses 101</b> Downtown Brenham February 7
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**March into Fun in Brenham & Washington County!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**A Toast to Texas Family Festival**  
 Washington County | March 1  
 Join us for A Toast to Texas Family Festival on March 1st at approximately 10:00 AM in the courtyard of the Texas Independence at Independence on March 1, 2015!

**Spring Celebration**  
 Downtown Brenham | March 6-8  
 Join us for two unforgettable days of celebration with a variety of activities and entertainment for the whole family. [Click here to buy tickets!](#)

**Texas Ranger Day**  
 Downtown Brenham | March 13  
 Celebrate Texas history with an afternoon of activities including tours, food, and more. [Click here to buy tickets!](#)

**| Featured Blog Post |**

We are here to be your personal guide and help plan the perfect Spring Break in Brenham. Whether you're seeking family-friendly fun, outdoor adventures, or unique local experiences, we've got you covered. From historic sites and must-see attractions to special events happening throughout the town, there's something for everyone. Check out our featured blog, "Your Guide to Spring Break in Brenham," and start planning your trip today!

Explore all our blogs: [Visit Brenham Blogs](#)

**Mark your calendar for more fun!**

<b>Chappell Hill Winter</b> Chappell Hill February 1	<b>Honorable 100th Birthday</b> Downtown Brenham February 1	<b>La Brea Springs</b> Downtown Brenham February 1
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# E-Newsletter

	January	February	March
Sent/ Successful	12,400/ 12,104	13,333/ 12,857	13,545/ 13,028
Open Rate*	40.9%%	41.2%	44.9%
Click Rate**	2%	2.9%	3.6%
Top Clicks	<ul style="list-style-type: none"> <li>• Event Calendar</li> <li>• Texas Film Round Up with TAMI</li> <li>• Visitor Guide</li> <li>• Unity: Trip to Bountiful</li> <li>• Blinn: James &amp; Giant Peach</li> </ul>	<ul style="list-style-type: none"> <li>• First Friday Farmer &amp; Artisan Market</li> <li>• Hummingbird Hill Open House</li> <li>• Roses 101 at ARE</li> <li>• Wildflower Watch Page</li> <li>• Unity: Trip to Bountiful</li> </ul>	<ul style="list-style-type: none"> <li>• Toast to TX Fest at WOB</li> <li>• Wildflower Watch Page</li> <li>• Event Calendar</li> <li>• LaBahia Spring Antiques Show</li> <li>• Independence Historic Home Tours</li> </ul>

\* Industry Average: 12 - 25% - \*\*Industry Average: 2 - 5%

# “Happenings This Week”

## SPRING BREAK EDITION!



### What's Happening

#### Brenham & Washington County Spring Break Week

MARCH 10 - 16, 2020

#### WEDNESDAY

- Trivia Night at 30 North Gastropub
- Freedom Colonies Exhibit at Brenham Heritage Museum
- Texas Wildlife Explorer Scavenger Hunt at Brenham Heritage Museum

#### THURSDAY

- Freedom Colonies Exhibit at Brenham Heritage Museum
- Engine & Ginmer Work Day at Burton Cotton Gin Museum
- Texas Wildlife Explorer Scavenger Hunt at Brenham Heritage Museum
- Thirsty Thursday Open Mic Night at Burton Short Stop Ice House
- Trivia and Nacho Night at Brazos Valley Brewing Co.

#### FRIDAY

- Freedom Colonies Exhibit at Brenham Heritage Museum
- Engine & Ginmer Work Day at Burton Cotton Gin Museum
- Texas Wildlife Explorer Scavenger Hunt at Brenham Heritage Museum
- Pizza Bingo at Blue Bell Aquatic Center
- Aaron Stephens Live at Grapevine on Main
- Mason Marek Live at Burton Short Stop Ice House
- Reagan Archer Live at Floyd's Lounge
- Getocowboys Live at HSF Biergarten
- Singo Bingo at Haak Wines

#### SATURDAY

- Freedom Colonies Exhibit at Brenham Heritage Museum
- Texas Wildlife Explorer Scavenger Hunt at Brenham Heritage Museum
- Historic Homes Tours in Independence
- Texas Ranger Day in Burton
- Tailgate Poets Live at Grapevine on Main
- Riders in the Sky at The Barnhill Center
- Coleton Black Live at Burton Short Stop Ice House
- Jes Schneider Live at Ray's Lounge
- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum Open
- Mike Gallo Live at 36 North Vineyard
- The Brenham Bounce with The Mighty Org Live at HSF Biergarten

#### SUNDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum Open
- St. Patrick's Day Eve with The Piper Jones Band Live at HSF Biergarten

### Spring Break Activities March 10-16

#### Brenham:

##### Antique Carousel Rides

Mon - Sat 11 - 4, Sun 1 - 4

##### Blue Bell Creamery

Mon - Fri 8 - 5, observation deck closes at 2pm

##### Brenham Fire Museum

Mon- Sun 11 - 3

##### Brenham Heritage Museum

Wed - Sat 10 - 4

##### Brenham History Movies at The Barnhill Center

Mon - Fri 10 - 4

##### Skating at Silver Wings Ballroom

Mon - Fri 12 - 5, Sat 11 - 5, Sun 2 - 5

##### Swim Inflatables at Aquatic Center

Mon - Fri 1 - 4

#### Around the County:

##### Texas Cotton Gin Museum

Tues - Sat 10 - 4; Tours at 10 and 2

##### Burton Railroad Depot & Museum

Mon - Fri 10 - 4

##### Peeka Ranch Alpaca Farm

By appointment only Mon - Sat; Call (713) 857-1461

##### Chappell Hill Lavender Farm

Monday - Sunday 10 - 2

##### Chappell Hill Historical Museum Wed - Sat 10 - 4

##### Antique Rose Emporium

Monday - Sat 9 - 5:30, Sunday 11 - 5:30

##### Texas Baptist Historical Museum Tues - Sat 10 - 4

##### Washington-on-the-Brazos State Historic Site

Grounds: open daily 8-5

Independence Hall Tours: 11, 1, and 3

Barrington Plantation State Historic Site: 10 - 4:30

#### Breweries & Wineries:

36 North Vineyard Wed - Sat 11 - 7, Sun 12 - 6

##### Brazos Valley Brewery

Wed & Thurs 3 - 9, Fri & Sat 12 - 10, Sun 12 - 7

Chapelton Vineyards Thursday - Monday 11 - 6

Texas Star Winery Fri - Sat 11 - 6, Sun 12 - 5

FOR MORE UPCOMING EVENTS IN  
BRENHAM AND WASHINGTON  
COUNTY SCAN HERE!

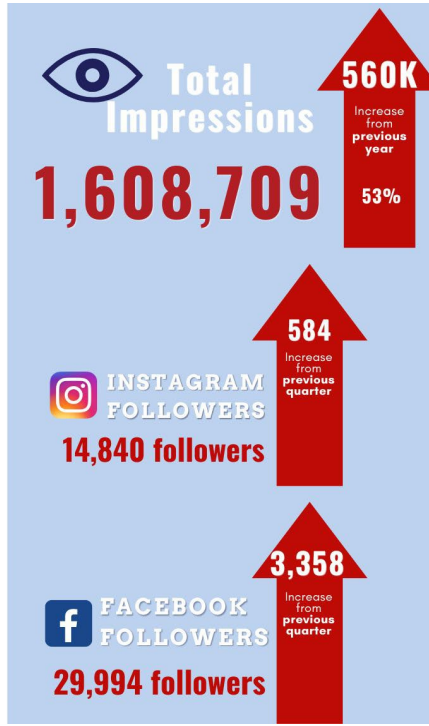


# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



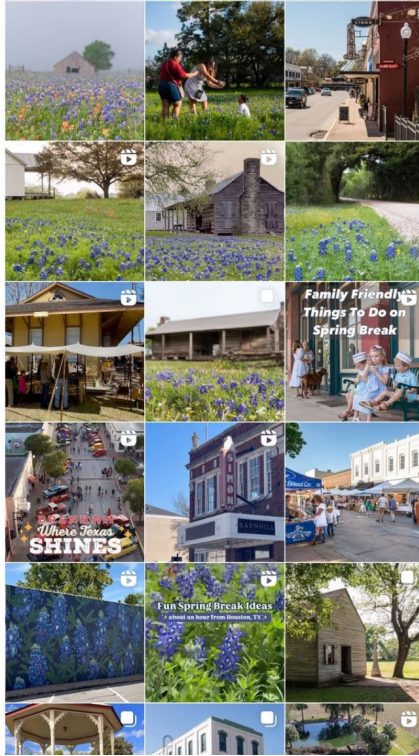
JANUARY 2025 - MARCH 2025



## TREMENDOUS!

We saw over 50% growth in views/impressions over same quarter last year – and last year, saw over 20% growth from previous year!

# Social Media



## SOCIAL MEDIA QUARTERLY REPORT



## INSTAGRAM Most Popular Posts



3,420 Likes  
30,382 Plays  
43 Hrs Watchtime



448 Likes  
10,015 Plays  
12 Hrs Watchtime

We had multiple very strong performing posts, and one that went viral on both platforms.

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



JANUARY 2025 - MARCH 2025



## FACEBOOK

### Most Popular Post



**17,277 Likes/Reactions**



**4,165 Shares**



**543,196 Views**

Unlike some of our other viral posts, we gained a huge jump in Facebook followers from this post.



# Digital Marketing



# Digital Marketing

MADDEN

## PERFORMANCE AT A GLANCE • YoY COMPARISON

### SEM

- 17,612 clicks +95.21%
- 106,291 impressions +115.85%
- 16.57% avg. ctr -9.56%
- 126% of click goal reached
- Spend +110.73%

A significant increase in spend for the SEM campaign occurred in Q1 FY25.

Correlating with the increase in spend, impressions and clicks increased simultaneously.

With more than doubling impressions quarter over quarter, CTR will naturally drop. Despite this, CTR was still comfortably above benchmark.

### GOOGLE VIDEO

- 88 clicks +72.55%
- 94,410 impressions +19.33%
- 53,505 views +5.79%
- 56.67% view rate -11.34%
- 208% of view goal reached
- Spend: +12.73%

Through the first quarter view goal has been achieved over two-fold.

With the larger increase in impressions, there was a decrease in view rate. This will occur when impressions and overall brand awareness is being optimized towards.

### META CTS

- 24,012 clicks +54.91%
- 1,068,060 impressions +33.87%
- 3.06% avg. ctr -18.80%
- 170% of click goal reached
- Spend: +14.59%

Positive growth in all metrics indicate the power of the new creative, strategy, and additional media investment. While CTR is down quarter over quarter, this is still above our internal benchmark of 1.76%.

1,268,761

TOTAL IMPRESSIONS

41,712

TOTAL CLICKS

# Digital Marketing

## PERFORMANCE AT A GLANCE

### META VIDEO

- 176 clicks +93.41%
- 518,965 views +15.09%
- 609,759 impressions +22.01%
- 50.69% avg. vtr
- 0.06% avg. ctr -30.41%
- 112% of impression goal reached
- Spend: -6.94%

Q1 saw a decrease in CTR due to the increase in overall impressions. This campaign is optimizing towards views, focusing on having the video reach a large number of people under audience targeting. Views increased quarter over quarter showing in improvement in performance.

### PROGRAMMATIC DISPLAY

- 4,391 clicks +212.30%
- 1,044,031 impressions +212.22%
- 0.42% avg. ctr +0.00%
- 33% of impression goal reached
- 104 conversions +76.27%

1,653,790  
↓  
TOTAL IMPRESSIONS

4,567  
↑  
TOTAL CLICKS

# Digital Marketing

## DMO TOURISM INDUSTRY BENCHMARKS

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	16.57%	9.59%	+6.98%
GOOGLE VIDEO (YOUTUBE)	56.67% VIEW RATE	52.58% VIEW RATE	+4.09%
META PROSPECTING (CTS)	2.25%	1.76%	+0.49%
META VIDEO	50.69% VIEW RATE	21.64% VIEW RATE	+29.05%
PROGRAMMATIC DISPLAY	0.42%	.63%	-0.21%

NOTE: PROGRAMMATIC DISPLAY IS OPTIMIZED FOR CONVERSIONS, NOT CLICKS.

# Digital Marketing

MADDEN

## TOP PERFORMING ADS

META CTS  
Get Ready for Wildflowers



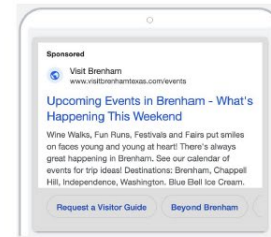
267,655 IMPRESSIONS  
6,123 CLICKS  
2.19% CTR

Programmatic Display  
- Size 300x250



509,555 IMPRESSIONS  
2,169 CLICKS  
0.40% CTR

Google SEM - Events



1,070 IMPRESSIONS  
400 CLICKS  
37.38% CTR

# Digital Marketing



## GOOGLE SEARCH

### WHAT WORKED

- Conversion rate increased by 3.11% compared to Q4 and saw an increase of 101.28% increase in overall conversions.
- Quarter over quarter, CTR did decrease but was still remained around 17% above the benchmark of 9.59%.
- On average users viewed 6.52 pages, spending 1m 16s of engaged time on site.
- Brought in 17,338 engaged sessions to the site with an engagement rate of 93.64%.

### KEY LEARNINGS

- The top performing ad group was Events. While bringing in about 10% of the clicks, Event's CTR was a stellar 34.71%.
- Things to Do had the second highest CTR with 31.92%, but pulled in more clicks (around 24% of all clicks)
- The most engaged demographic leaned females aged 45+ in the top 10% of HHI. They are mostly located in Texas, primarily the Houston DMA.

106,291

IMPRESSIONS

17,612

CLICKS

16.57%

CTR

108.14

%

CONVERSION RATE

19,045

CONVERSIONS

# Digital Marketing



## SEARCH *TOP KEYWORDS*

KEYWORD	CLICKS	IMPRESSIONS	CTR
things to do in brenham tx	2,046	6,265	32.66%
texas bluebonnets season	1,489	12,894	11.55%
restaurants in brenham tx	1,469	7,707	19.06%
what to do in brenham tx	1,348	3,579	37.66%
brenham bluebonnet trail	1,119	3,013	37.14%

# Digital Marketing

MADDEN

## GOOGLE VIDEO

### WHAT WORKED

- 57% of viewers watched the video to completion.
- There was over 530 hours of total ad view time in Q1, with users viewing 20.5 seconds on average.

### KEY LEARNINGS

- The most engaged demographic leaned males, in the top 11-20% of HHI. Engagement across age groups was relatively evenly distributed between those 18-64.
- Texas pulled in the most views (69% of all views), with DFW and Houston being standout DMAs.
- TV screens continue make up about 75% of views.
- Top Audience Segments: Travel Buffs, In Market for Travel, and Foodies.

94,410

IMPRESSIONS

53,505

VIEWS

56.67%

VIEW RATE



# Digital Marketing

MADDEN

## META PROSPECTING

### WHAT WORKED

- Q1 had a CTR of 2.25%, which is about 28% over the benchmark of 1.76%.
- Quarter over quarter, there was 248.51% increase in clicks (24,012 vs 6,890). Additionally, there was a 65.51% increase in CTR (2.25% vs 1.36%).
- "Get Ready for Wildflowers" was the top performing ad group with a CTR of 2.76% and producing almost 18k clicks.

### KEY LEARNINGS

- Females aged 65+ were the most engaged demographic. They were primarily located in Houston. Houston accounted for 46% of all clicks.
- This campaign saw 33,729 engagements, including 1,039 post shares.
- The Visit Brenham also gained 336 new followers from this prospecting campaign.

1,068,060

IMPRESSIONS

460,501

REACH

24,012

CLICKS

2.25%

CTR

# Digital Marketing

MADDEN

## META VIDEO

### WHAT WORKED

- The primary goal of this campaign was to grow awareness, optimizing towards reach at a balanced frequency. In Q1, there was a total reach of over 260,000 at a frequency of 2.30.
- The Arts & Culture video had 481,381 video starts with an average view time of 0:02.
- The :30s video had a higher reach and received more video plays than the :15s. However, both videos had an average play time of 0:02.
- The :15s video had more video completions (2,012 vs 1,080).

### KEY LEARNINGS

- This campaign reached mostly adults aged 35-64, with men and women being close to a 50/50 split.
- The DMAs that were reached the most were DFW and Houston—accounting for 37% of all impressions.

609,759

IMPRESSIONS

518,965

VIEWS

264,783

REACH

2.30

FREQUENCY

# Digital Marketing

MADDEN

## PROGRAMMATIC DISPLAY

### WHAT WORKED

- This programmatic display campaign produced 104 conversions. All conversions for this campaign were defined as eNewsletter Sign Up page views, optimizing to direct users to this page.
- 74 of these conversions were under the interaction type "First." "First" is defined as the display ads were the first ad influencing a conversion from a new visitor.

### KEY LEARNINGS

- Ads received the most engagement from users who were not parents, making up 53% of clicks and 56% of the impressions.
- Clicks favored men, leading with 625 of all clicks.
- Like META's video campaign, those aged 35-44 popped for clicks, producing more engagement than other targeted ages.

1,044,03

1

IMPRESSIONS

4,391

CLICKS

0.42%

CTR

# Print Ads



**• FREEDOM COLONIES EXHIBITS**  
Learn about the lives and times of formerly enslaved citizens from our area thru riveting first-hand accounts and reports.

**• CAMPTOWN SOUNDWALK EXPERIENCE**  
Immersive listening tours bring to life the stories and struggles of the formerly enslaved – steeped in history and full of pride.



**Smithsonian**  
**National Traveling Exhibit in Brenham!**  
Dec. 7, 2024 - Jan. 19, 2025

**• COUNTY-WIDE SOUNDWALK EXPERIENCES**  
These colorful tales of sites and sounds from long ago recreate moments that will inspire imaginations of all ages.

BURTON  
CHAPPELL HILL

**visit**  
**BRENHAM**

INDEPENDENCE  
WASHINGTON

For a free Visitor Guide or lodging info, contact us at [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) | 979.337.7580

Texas Highways  
January



**Where Texas BLOOMS**  
*"The Earth Laughs in Flowers"*  
-Ralph Waldo Emerson

*Come for a Visit – You'll Find A Lot to Smile About!*

- **14<sup>TH</sup> ANNUAL TEXAS RANGER DAY**  
March 15
- **BLUEBONNET FESTIVAL OF TEXAS**  
April 12-13
- **"THE AMERICAN REVOLUTIONARY EXPERIENCE" EXHIBIT**  
April 14 - 27
- **BURTON COTTON GIN FESTIVAL**  
April 26
- **BRENHAM MAIFEST**  
May 2-3
- **CHAPPELL HILL ART WALK**  
May 24


visit **BRENHAM**  
BURTON \* CHAPPELL HILL INDEPENDENCE \* WASHINGTON

For a free Visitor Guide or more information, contact us at [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) | 979.337.7580

Dallas Drives  
Spring

# Print Ads

Come find your happy place where ...  
**"THE EARTH LAUGHS  
 IN FLOWERS."**  
*- Ralph Waldo Emerson*

*Spontaneous SMILES Everywhere*  
 Don't miss the fun ... so much to see and do!  
 Pack your bags, stay a while ... we'll have  
 you grinning from ear to ear in no time.

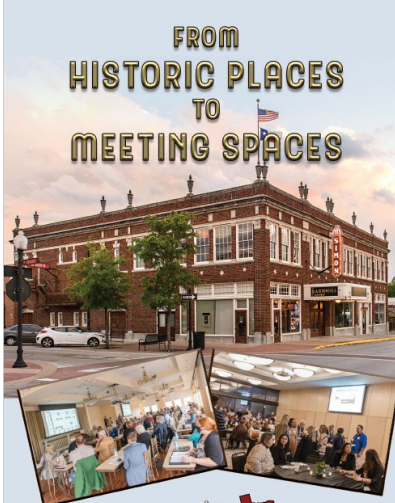
- 14<sup>TH</sup> ANNUAL TEXAS RANGER DAY  
 March 15
- BLUEBONNET FESTIVAL OF TEXAS  
 April 12-13
- "THE AMERICAN REVOLUTIONARY  
 EXPERIENCE" EXHIBIT  
 April 14 - 27
- BURTON COTTON GIN FESTIVAL  
 April 26

visit **BRENHAM** INDEPENDENCE • WASHINGTON  
 BURTON • CHAPPELLHILL


For a free Visitor Guide or lodging info, contact us at VisitBrenhamTexas.com | 979.337.7580

Texas Highways  
 March

FROM  
 HISTORIC PLACES  
 TO  
 MEETING SPACES



meet in **BRENHAM**  
 Located halfway between Houston & Austin  
 979.337.7580 • MeetInBrenham.com



Texas Society of  
 Association Executives  
 (TSAE)

# Print Ads

Texas Events Calendar  
Spring



Texas State  
Travel Guide



# Digital Ads

*Where Texas*  
**BLOOMS**  
*And ... "The Earth Laughs in Flowers."  
- Ralph Waldo Emerson*

- 14<sup>TH</sup> ANNUAL TEXAS RANGER DAY  
March 15
- "THE AMERICAN REVOLUTIONARY EXPERIENCE" EXHIBIT  
April 14 - 27
- BLUEBONNET FESTIVAL OF TEXAS  
April 12-13
- BURTON COTTON GIN FESTIVAL  
April 26

visit **BRENHAM**  
BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON

# Bonus Media/Advertorial



Living history: WCHC and Visit Brenham host 'An Afternoon with Sam Houston'

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Living history: WCHC and Visit Brenham host 'An Afternoon with Sam Houston'

in for the presentation of "An Afternoon with Sam Houston," sponsored by The Washington County Historical Commission and [Visit Brenham](#).

## Killeen Daily Herald

Reach: 152K



HOME STRATOSPHERE

☰ 🔍

## 20 of the Best Small Towns in Texas's Bluebonnet Country Where Wildflowers Reign

BY JON DYKSTRA / JANUARY 18, 2025 / TEXAS

Nestled within the rolling hills and sprawling landscapes of Texas lies a collection of charming small towns that burst into a sea of blue every spring. These towns, rich in history and culture, offer not just stunning views of the iconic bluebonnets but also a warm welcome to all who visit. From enchanting main streets lined with antique shops to riverside parks perfect for picnicking amidst wildflowers, Texas's Bluebonnet Country invites you to explore its hidden gems. Whether you're a nature enthusiast eager to capture the perfect floral snapshot or a traveler seeking the simple pleasures of small-town life, this guide highlights the 20 best small towns where the bluebonnet blooms are as vibrant as the communities themselves.

### 7. Brenham – Birthplace of Blue Bell Ice Cream

Brenham is a delightful mix of small-town charm and sweet indulgence, famously known as the home of Blue Bell Ice Cream. Visitors can tour the Blue Bell Creameries to learn about the ice cream-making process and enjoy a scoop of their favorite flavor. The town's historic downtown features a collection of boutiques, antique shops, and cafes set against the backdrop of well-preserved architecture. Brenham is also at the heart of wildflower country, with scenic drives showcasing stunning displays of bluebonnets and other native blooms each spring. Homes with 3-4 bedrooms in Brenham are typically priced between \$350,000 and \$450,000, making it an appealing option for those seeking a blend of history and charm.

Reach: 321K



# Bonus Media/Advertorial

## Discovering Chapelton Vineyards at Lyn Ranch: A Taste of Texas Wine Country

Reginald Dominique | 2/18/2025, 11:20 a.m. | Updated on 2/18/2025, 11:53 a.m.



Chapelton Vineyard Photo By: Natalie Lacy Lange

### A Storied Past: The History of Lyn Ranch and Chapelton Vineyards

Nestled in the heart of historic Washington, Texas, Chapelton Vineyards at Lyn Ranch is more than just a winery—it's a testament to the vision and dedication of its owners, attorney Kurt and Dr. Michelle Lyn. As one of the few Black-owned wineries in the state, their winemaking journey began in 2014 when they purchased a 75-acre ranch in Washington County, initially intending it as a weekend retreat from their demanding careers in law and medicine.



Houston Style Magazine

Reach: 14K

**Mommy Poppins** Rebecca Matheson Ortiz • USA • Feb 21 • 3:56 am

### Ultimate Texas Bucket List: 100 Things To Do With Kids in Texas

... fishing and more - a perfect summer lake destination | 64. **Blue Bell Creamery**  
Get the scoop on how **Blue Bell** makes its tasty ice cream ...

**TheCollector** CAN • Feb 15 • 2:11 am

### 10 Must-Visit Historic Towns Near Houston, Texas

... and the Rock Store. Nature lovers can visit the nearby **Chappell Hill Lavender**  
Farm, where they can stroll through fragrant fields and ...

### Troubadour Festival at Aggie Park announces 2025 music lineup

... Station staple 1775 Texas Pit BBQ will be featured as well as **LJ's BBQ** out of  
**Brenham**. The Troubadour Festival will be held on May 17 ...

# Bonus Media/Advertorial

## Restaurants & Bars

### Rants and Raves: What Our Dining Critic Is Most (and Least) Excited About in March 2025

Collaboration dinners, great barbecue, and new food and drinks inside Half Price Books are some of the biggest news this month.

Here's an unlikely collaboration dinner: LJ's BBQ, an acclaimed barbecue restaurant down south in Brenham, is coming to Dallas to collaborate on a special one-night crossover menu with—are you ready for this?—**MoMo Italian Kitchen in Lake Highlands**. That will be on Sunday, March 30. There's

Making Dallas an  
Even Better Place



Reach: **84K**



## Brenham, Texas



Exterior view of Dunlap Buildings, dating back to 1870, in Brenham. Image credit: Alzada Studios via Shutterstock.

Located in Washington County, in the heart of Texas, lies Brenham. Like many other small towns in Texas, it has a well-preserved history for tourists to explore. What sets Brenham apart is the variety of historical experiences it offers. Brenham boasts historic homes, farms, and schoolhouses and a historic downtown home to Glissmann's Gift Gallery & Historic Drug Store, with the Brenham Fire Museum nearby. Tourists can also ride on Brenham's Flying Horses Carousel, the oldest remaining antique carousel in the state. Brenham is also the birthplace of Blue Bell ice cream. Named to honor the state's flower, the Bluebonnet, Blue Bell ice cream is considered the best and only choice for ice cream by many Texans. The Blue Bell Creamery offers self-guided museums showcasing over 100 years of history and the opportunity to observe the ice cream-making process or sit down in their ice cream parlor to try their delicious creations.

In addition to these attractions, Brenham is home to captivating lavender farms and an enchanting rose emporium. It has a burgeoning brewery scene that offers visitors a delightful range of experiences.



Reach: **6M**

# Geiger Press Trip

## 5 Best Places To Find Spring Wildflowers In Texas

By Cynthia Drake | Published on February 23, 2025

Southern Living

Reach: 20K

02 | Washington County  
of 05



PHOTO: NATALIE LACY LANGE

Brenham, Burton, Chappell Hill, Independence, and Washington-on-the-Brazos, Texas

Considered the “birthplace of Texas,” the Washington County region is composed of the charming small towns of [Brenham](#), Burton, Chappell Hill, Independence, and Washington-on-the-Brazos, where the expansive farmlands blossom with beautiful blooms in springtime. Consult their annual “[Wildflower Watch](#)”; pick a weekend in March or April and go on a [self-guided driving tour](#) to find your favorite blooms.

# Geiger Press Trip

## Discover the Heart of Texas: Exploring Brenham and Washington County

Reginald Dominique | 1/28/2025, 12:50 p.m.



Between Austin and Houston lies Washington County, Texas, a region rich in history and brimming with charm as the Birthplace of Texas. Here, where the Texas Declaration of Independence was drafted and signed in 1836, visitors can explore the Washington-on-the-Brazos State Historic Site, a pivotal landmark that celebrates Texas's journey to independence. But this region is more than just a history lesson; it's a gateway to small-town hospitality and unforgettable experiences.

At the heart of Washington County lies Brenham, a delightful town renowned for its vibrant arts scene, diverse culinary offerings, and welcoming community spirit that embodies true Texas hospitality. Surrounding Brenham are four equally captivating communities: Burton, Chappell Hill, Independence, and Washington, each with its unique flair, offering something special for every traveler.

## Houston Style Magazine

Reach: **20K**

# Geiger Press Trip

## PROFESSIONAL PHOTOGRAPHER

PROFILES | TECH | BUSINESS | QUICK TAKES

### The Art of the Bokeh

Looking beyond the subject, an exploration of the meaning and use of bokeh.

MARK EDWARD HARRIS • MARCH 2025 ISSUE



©Mark Edward Harris  
Nikkor Z 85mm f/1.2 set to f/3.2

# Geiger Press Trip

## TOM WILMER PODCASTS ON NPR

Exploring the birthplace of Texas--Washington County's living history

Unearthing history at Camptown Freedom Colony Cemetery in Brenham, Texas

**7 IN ALL**

**(nominated for Lowell Thomas Travel Journalism Award)**

**Reach: 19-20K  
Each Episode**

## THOMAS WILMER

Travel Writer, Explorer, and Maker of Things

<

As featured in



WORLD TRAVEL skycLOUD



# The Barnhill Center - Rentals

Sam Houston Speech Re-enactment  
by WCHC

TAMI Film Screening & Video Roundup

18 - Rentals Including Meetings, New  
Church Services, St. Paul's Church  
School Practices and Performance

Century of Simon Exhibit Boxed and  
Stored for November Showing

Step Into the Past Movies Shown  
During Spring Break

6 – DMO, City and Chamber  
Events Hosted



# The Barnhill Center - Entertainment



**100 Birthday  
Vaudeville Show**

**Mandy Barnett  
sings Patsy Cline**

**Riders in the Sky**

**Aggieland Orchestra  
playing Big Band  
Sounds**







**AGENDA ITEM 6**

To: Tourism Advisory Board

From: Tourism & Marketing Director Jennifer Eckermann

Subject: Administrative Report

Date: April 13, 2025

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Attached is the timeline for Round 2 Tourism Grant Funding.

We will receive official certification as a Tourism Friendly Texas Community at the City Council meeting at 1 pm, April 17. Many thanks for all the work to pull the application together.

At the meeting, we will update you on where we are in the process of getting Brenham recognized as the Ice Cream Capital of Texas.

**Proposed Dates for 2025 HOT Funding:**

**2025 Hotel Occupancy Tax Funding**  
**Events/programs/projects occurring January 2025 -June 2025 (Round 1);**  
**and from July 2025 – to December 2025 (Round 2)**

	<b>Round 1 for 2025</b>	<b>Round 2 for 2025</b>
Application Packet Available Online	October 28, 2024	May 5, 2025
Application Due	November 17, 2024	May 18, 2025
Eligibility Funding Committee	November 18, 2024	May 19, 2025
Funding Committee Review	December 2, 2024	May 26 – May 30, 2025
Commissioners’ Court Consideration	December 10, 2024	June 3, 2025
Tourism Grant Award Notifications and Funding	December 16-20, 2024	June 9 – 13, 2025

**Post Event/Program/Project (E/P/P) Reports are due within 60 days of each funded event.**



1



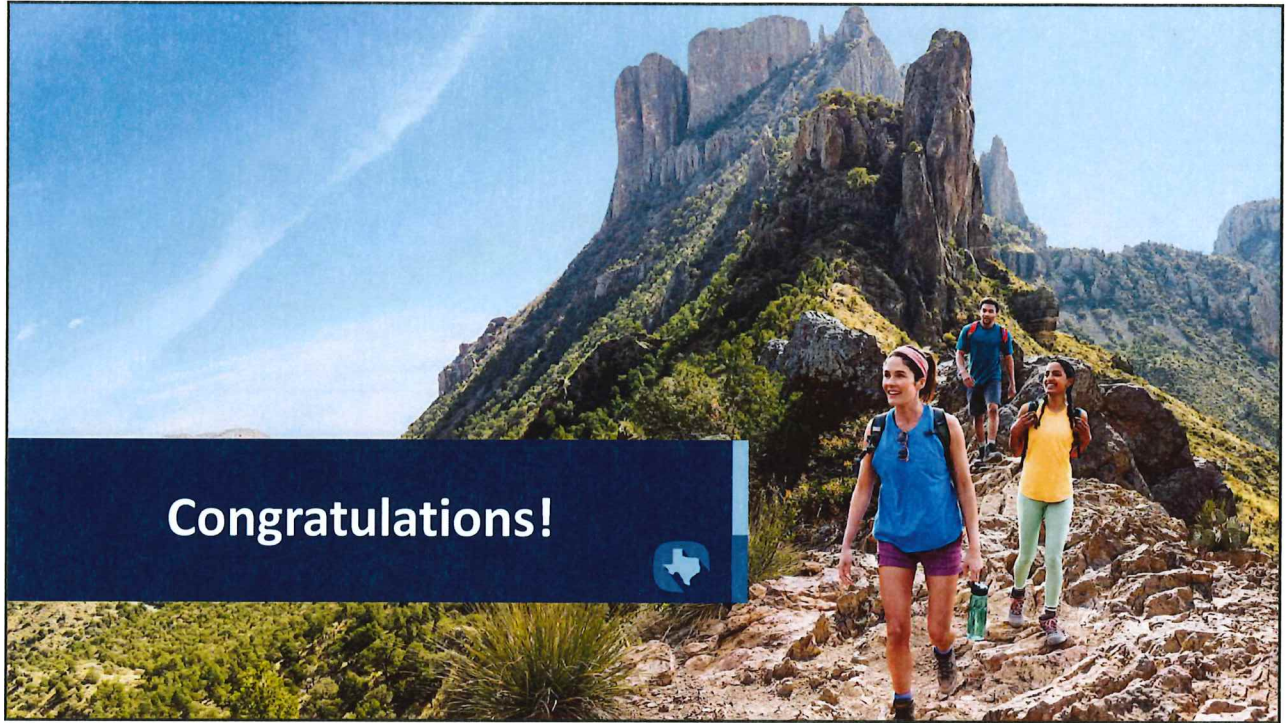
## TOURISM FRIENDLY COMMUNITY CERTIFICATION PROGRAM

- A new certification program managed by Travel Texas within the Office of the Governor, Economic Development and Tourism to encourage communities to pursue tourism as an economic development strategy and provide resources to support their efforts.

2

32

1



3



4