



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, JANUARY 30, 2025, AT 9:00 AM  
MORRISS HALL, THE BARNHILL CENTER  
106 S DOUGLAS  
BRENHAM, TEXAS**

**1. Call Meeting to Order and Welcome New Board Members Keith Hankins and Stephanie Wehring**

**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 October 17, 2024, Tourism Advisory Board Meeting**

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

**WORK SESSION**

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

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

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

**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**

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

**10. Washington County Expo Report**

**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**

**12. Adjourn**

***CERTIFICATION***

I certify that a copy of the January 30, 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 Friday, January 24, 2025, at \_\_\_\_\_.

\_\_\_\_\_  
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 \_\_\_\_\_, 2025 at \_\_\_\_\_.

\_\_\_\_\_  
Signature

## **TOURISM ADVISORY BOARD MINUTES**

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 17, 2024, 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  
Commissioner Kirk Hanath  
James Pharaon  
Jenny Van Dorf  
Stacey Walters  
Harrison Williams

### Board Members absent:

### 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:

Sarah Forsythe, The Banner Press

- 1. Call Meeting to Order**  
Chairman Scott Atwood called the meeting to order.
- 2. Public Comments**  
There were no public comments.

## **REGULAR SESSION**

- 3. Discuss and Possibly Act Upon Approval of Minutes from July 17, 2024 Tourism Advisory Board Meeting**

A motion was made by Board Member Jenny Van Dorf and seconded by Board Member Stacey Walters to approve the minutes from the July 17, 2024, Board Meeting.

Chair Scott Atwood called for a vote. The motion passed with voting as follows:

Scott Atwood	Yes
DeWayne Burnett	Yes
James Pharaon	Yes
Jenny Van Dorf	Yes
Stacey Walters	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Yes

## WORK SESSION

### 4. **Update on Hosting of the Smithsonian’s Museum on Main Street *Crossroads* Exhibit and Related Projects and Programming.**

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. Visit Brenham is finalizing details and pulling all the pieces together for hosting the Smithsonian exhibit. *The Crossroads: Change in Rural America* exhibit will be installed before Friday, December 6 for the donor and supporter reception.

On local exhibits, “A Century of Simon” will be installed in time for the Geiger Press Trip on November 12 and there will be a preview weekend on November 22-24 and then reopening to the public on December 6-7. Freedom Colonies of Washington County will be in Belle’s Alley and the panels are at iZone for production. There will be a scavenger hunt brochure for this exhibit. The Camptown soundwalk experience panels are at iZone and James Pharaon is working to complete the soundwalk.

Other projects and programming include completing the fundraising needed for the project budget, taking volunteers to view the exhibit in Clifton, the Historical Markers Guide, and Washington County Soundwalk Experience brochures are completed and printed for all communities except for Washington on the Brazos. A photo contest is online for registration, a Sam Houston Speech Reenactment, and the movie will be on January 11, 2025, Texas Archive of the Moving Image will be screening Brenham videos on Friday, January 17 with a round-up the next day, a Donor Reception on December 6 from 5:30-7 pm before the formal opening on December 7, and Nancy Joiner is scheduling school and group tours during the hosting period. We are working on visitor bags that will include information on events during the hosting period in hopes the information will be shared with friends and family.

Kathrine Briscoe and Elayne Grisbee have the Smithsonian Facebook page and the Smithsonian page on the website, up and is live, and will update it as things come together. A Texas Highway ad will be placed for December, and the Datafy targeted digital campaign will launch later and run for six weeks. Printed materials include a general Smithsonian rack card with a calendar of events, Freedom Colonies, Camptown rack cards, a scavenger hunt brochure, and a Washington County Sound Walk Experience rack card. We are upgrading the dining, shopping

guides, the Downtown Historic Walking Tour brochure, and the Art Walk map with the new murals on it.

**5. Review Dates for 2025 Round One Tourism Grants Tentatively Opening October 28, 2024**

Jennifer Eckermann Director of Tourism and Marketing and Nancy Joiner, Tourism and Marketing Specialist, presented this item. The application date was presented as when the online application will go live. Also, the Eligibility Committee and Funding Committee reviewed and okayed the dates that they will meet. Commissioner Hanath mentioned that funding from 2024 Round 2 will be added to the 2025 Round 1 funding.

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

Jennifer Eckermann presented this item, along with Elayne Grisbee, Destination & Partner Coordinator; Alex Dill, Manager of The Barnhill Center; and Melinda Faubion. Elayne Grisbee Destination & Partner Coordinator presented Visit Brenham website data, e-Newsletter with open and click rates, and the What's Happening This Week with a new QR code. Along with the 2<sup>nd</sup> Annual Summer Showcase during Hot Nights, blog updates and new blogs were added, created a quarterly newsletter for Tourism Partners, collected 2025 Visitor Guide agreement forms, worked on MoMS information, held quarterly meetings with hoteliers, and gave tour information numbers. Jennifer Eckerman reported on social media impressions and the most popular Facebook and Instagram posts. 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. Jennifer Eckermann presented an overview of our print and digital ads that were submitted to different outlets. Alex Dill presented on group rentals and concerts in the theatre, and reported on our third Speaker Series, which was a great success, a retirement party, the Washington County Wedding Group Fall Wedding Show, and a Birthday party. On ticket sales for the 2025 season, sales have surpassed 2024 sales.

**7. Washington County Expo Report**

Harrison Williams, Director of the Washington County Expo presented this item. He gave an overview of what has been happening at The Expo. They made it through the Washington County Fair and have over 56,000 in attendance. They will need to redo their stage area to accommodate artists and help support those who want to play at the fair. There will be a National Cutting Horse South Texas Championship this weekend and they are referring them to Airbnb's and hotels. They are getting ready for the HLS&R event, their budget was approved for additional office staff, and in 2025 there will be a new event happening at the Expo. There will be an Amazon and Prime Show, along with talks with the Free Masons from Dallas coming with about 1,000 people. They will begin talks on a new arena which should be completed in 2026 and will hold 5,000 seats. There will be new bathrooms. This arena will help keep animals separated and an architect is coming next week. There will also be naming rights for the new arena. The arena will not be air-conditioned for now but hope that one day it will

be. There will be a new layout at the Expo and improvements made in the barns along with the separation of the different animals at the Expo.

**8. Administrative Report to Include Proposed TAB Board Meeting Dates for 2025; update on STR Property numbers; 2025 Season Tickets Sales Report; and Upcoming Geiger Press Trip**

Jennifer Eckermann Director of Tourism and Marketing presented this item. This will be James Pharaoh’s last meeting. He will be getting off the Tourism Advisory board. The Hotel Occupancy Tax for the last quarter was up. The proposed dates for the Tourism Advisory Board meeting are January 23, April 17, July 17, and October 16, 2025. Currently, we have 97 STRs that are active, and out of the 97 nine are at Municipal Court for non-payment and one repaying HOT, ten are new since the last Tourism Advisory Board meeting, fourteen are delinquent, and four properties have either sold or have gone long-term. On November 8 there will be the Tourism Partner meeting at 8:30 am and invitations will go out this week. The Geiger press tour will be here November 12-15 and thirteen writers are coming. A movie director called and will be filming at WOB about the last cattle drive, and he is contacting the Browning Plantation to see about filming there as well. There will be about eighty people. Chappell Hill has a visitor center at Popular and Main Street.

**9. Adjourn**

With no further business, Scott Atwood adjourned the meeting.

\_\_\_\_\_  
Scott Atwood  
Board Chair

\_\_\_\_\_  
Date

**ATTEST:**

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

\_\_\_\_\_  
Date



#### **AGENDA ITEM 4**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Discuss and Possibly Act Upon the Election of a Chair and Vice-Chair for the 2025 Calendar Year

Date: January 23, 2025

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As part of the Tourism Advisory Board By-Laws, during 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 are both willing to serve again.

Nominations for each position will be accepted at the Thursday, January 30 meeting.



## AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Review Update on Geiger & Associates Media Tour

Date: January 24, 2025

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The Geiger Media Tour was held November 12-15. Attached is the journalist participant list and itinerary for the trip. With the financial support of Washington County Commissioners Court, you will see a county tourism partner-heavy schedule.

While we will receive our first formal report from Debbie Geiger at an upcoming February 4 meeting, we expect a preliminary report to be ready to present to you at the January 30 meeting.

Our two primary takeaways from this tour include:

- First, and foremost, is that there needs to be some training made available to tourism partners who will be hosting journalists. There were several issues that had to be addressed, and they might have been avoided with some prior direction and tips.

Debbie is more than aware of this need and Geiger & Associates has training that will be shared prior to the next media tour.

- We quickly realized that there was not enough time scheduled in Downtown Brenham. An easy fix for the next tour.

Attached here is also the Media Impressions report of participating journalist evaluations and comments.

We look forward to discussing the media tour with you at the meeting.

GEIGER & ASSOCIATES MEDIA TOUR



## ITINERARY WITH STAFF ATTENDANCE

### **Tuesday, November 12**

- Welcome Reception at Antique Rose Emporium - Visit Brenham Staff (6)
  - Jennifer Eckermann, Kathrine Briscoe, Elayne Grisbee, Natalie Lange, Lu Hollander, and Melinda Faubion
- Dinner was separated into 2 groups:
  - Group 1: Brossa's Cibo e Vino
  - Group 2: Volare

### **Wednesday, November 13**

- Track 1: Ag at Rockin Star – Elayne Grisbee and Natalie Lange (2)
- Track 2: Heritage
  - Neon Moon Coffee – Melinda Faubion and Kathrine Briscoe (2)
  - Texas Cotton Gin Museum - Melinda Faubion and Kathrine Briscoe (2)
  - Brenham Heritage Museum – Kathrine Briscoe (1)
  - Brenham Fire Museum - Kathrine Briscoe (1)
  - Individually exploring Downtown Brenham
- Milk and Honey Lunch and Activities – Kathrine Briscoe, Elayne Grisbee, and Natalie Lange (3)
- Peeka Ranch Alpacas – Kathrine Briscoe, Elayne Grisbee, and Natalie Lange (3)
- Dinner was separated into 2 groups:
  - Group 1: Danny's
  - Group 2: Main Street Uncorked
- Nightlife at Floyd's Lounge – Kathrine Briscoe and Elayne Grisbee (2)

### **Thursday, November 14**

- Blue Bell Creamery – Elayne Grisbee, Natalie Lange, and Lu Hollander (3)
- Washington-on-the-Brazos - Elayne Grisbee and Natalie Lange (2)
- Everyone had lunch at Bevers Kitchen
- Track 1: Ag
  - Chappell Hill Lavender Farm – Elayne Grisbee (1)
  - Texas Star Winery – Elayne Grisbee (1)
- Track 2: Heritage Soundwalk Experience – Kathrine Briscoe, Natalie Lange, and Jennifer Eckermann (3)
- Chapelton Vineyards Tour & Tasting – Kathrine Briscoe, Elayne Grisbee, and Natalie Lange (3)
- Everyone had dinner at Pioneer Smokehouse & Mercantile
- Nightlife at Haak Tasting Room – Kathrine Briscoe, Elayne Grisbee, and Jennifer Eckermann (3)

**Geiger & Associates Public Relations Brenham, Texas**  
**November 12-15, 2024 Media Tour**  
**PRELIMINARY Media Participants List**

Rebecca Deurlein

Freelance travel journalist who contributes to **Travel + Leisure** (National travel magazine with a circulation of 962,011; content is also available online and reaches 8 million uvpm), **Southern Living** (National lifestyle magazine with a circulation of 2.8 million; content is also available online and reaches 13 million uvpm), **AAA Explorer Texas** (Auto-club magazine distributed to members throughout Texas with a circulation of 680,000), **Texas Monthly** (Regional lifestyle magazine with a circulation of 273,742; content is also available online and reaches 2.2 million uvpm), **Texas Highways** (Regional lifestyle magazine with a circulation of 196,852; content is also available online and reaches 137,411 uvpm), **Better Homes & Gardens** (National lifestyle magazine with a circulation of 235,000; content is also available online and reaches 8 million uvpm), **Good Grit Magazine** (Culture and lifestyle publication covering people, food, travel and more with a circulation of 25,000 distributed bimonthly by subscription and sold on newsstands throughout Alabama, Georgia and Florida), **MSN** (Digital news and lifestyle outlet that reaches 530 million uvpm), **Yahoo!** (Digital news and lifestyle outlet that reaches 530 million uvpm), **Atlas Obscura** (Digital travel outlet that reaches 5.8 million uvpm), **Houston Chronicle** (Daily newspaper with a circulation of 208,063; content is also available online and reaches 26.1 million uvpm), **Travel Awaits** (Digital travel and lifestyle outlet that reaches 1.3 million uvpm), and others  
*Social Media: @rebeccadeurlein (Instagram, Twitter)*

**TexasMonthly**

**Southern Living**

**TRAVEL+  
LEISURE**

Mark Edward Harris

Freelance travel journalist and photographer who contributes to **Conde Nast Traveler** (National travel magazine with a circulation of 807,873 distributed monthly; content is also available online and reaches 5.3 million uvpm); **National Geographic Traveler** (Digital travel outlet available online that reaches 26.1 million uvpm); **Newsweek** (National news and lifestyle magazine with a circulation of 1.5 million; content is also available online and reaches 49.4 million uvpm); **The Washington Post** (Daily newspaper with a circulation of 413,821 distributed by subscription and sold on newsstands; content also is available online and reaches 48.8 million uvpm); **Los Angeles Times** (Daily newspaper with a circulation of 665,738; content is also available online and reaches 23.9 million uvpm); **Outdoor Photographer** (Monthly magazine for outdoor and travel enthusiasts with a circulation of 156,076; content is also available online and reaches 158,705 uvpm); **Vogue** (National upscale, luxury magazine with a circulation of 1.2 million; content is also available online and reaches 6.5 million uvpm); **Vanity Fair** (National upscale, luxury magazine with a circulation of 1.2 million; content is also available online and reaches 11.8 million uvpm); **Elle** (National women's lifestyle publication with a circulation of 1.1 million; content is also available online and reaches 11.8 million uvpm); **New York Times** (Daily newspaper with a circulation of 972,774; content is also available online and reaches 29.9 million uvpm); **Professional Photographer** (National photography magazine with a circulation of 55,500; content is also available online and reaches 91,474 uvpm); **Black & White** (National photography magazine with a circulation of 28,000); **Lens Magazine** (National fine art photography magazine with a circulation of 15,000) and others  
*Social Media: @markedwardharrisphoto (Instagram)*



Addie Broyles

Freelance travel journalist who contributes to the **Austin American-Statesman** (Daily newspaper with a circulation of 125,305 distributed throughout Austin, TX metro; content is also available online and reaches 2 million uvpm), **Atlanta Journal-Constitution** (Daily newspaper with a circulation of 248,083; content is also available online and reaches 5.6 million uvpm), **New York Daily News** (Daily newspaper with a circulation of 236,971; content is also available online and reaches 9.1 million uvpm), **Austin Monthly** (Regional lifestyle magazine with a circulation of 40,123; content is also available online and reaches 88,767 uvpm), **USA Today** (National daily newspaper with a circulation of 1.6 million; content is also available online and reaches 141 million uvpm), **Houston Chronicle** (Daily newspaper with a circulation of 208,063; content is also available online and reaches 26.1 million uvpm) and others

*Social media: @broylesa (Instagram & Twitter)*

Austin  
American-  
Statesman



Mary Ann Anderson

Columnist

**McClatchy Company**—Group of newspapers distributed across the U.S. in more than 30 major markets with more than 65 million readers per month including **The Kansas City Star** (Daily newspaper with print circulation of 93,607 and 135,479 on weekends, and online viewership of 815,892), **Fort Worth Star-Telegram** (Daily newspaper with print circulation of 70,253 and 124,564 on weekends, and online viewership of 1,381,934), **The Miami Herald** (Daily newspaper with print circulation of 100,564 and 133,328 on weekends, and online viewership of 7,336,504 per month), **The Charlotte Observer** (Daily newspaper with print circulation of 74,171 and 109,971 on weekends, and online viewership of 1,071,773), **The Sacramento Bee** (Daily newspaper with print circulation of 111,736 and 157,365 on weekends, and online viewership of 2,692,553), **The Wichita Eagle** (Daily newspaper with print circulation of 33,274 and 49,046 on weekends, and online viewership of 586,377), **Lexington Herald-Leader** (Daily newspaper with print circulation of 49,797 and 63,767 on weekends, and online viewership of 559,431) and others

FORT WORTH  
Star-Telegram

Miami Herald

Tom Wilmer

Producer and Host

**NPR's Journeys of Discovery with Tom Wilmer**—Award-winning travel show and podcast airing weekly on National Public Radio (Internationally acclaimed producer and distributor of non-commercial news, talk and entertainment programming) with a listenership of 250,000; podcast is also featured for listeners on NPR.org (Radio news website that reaches an average of 21.9 million uvpm); also available for listening on Apple Podcasts

Travel Editor

**Civilian Magazine**—Affluent lifestyle magazine with a circulation of 100,000 distributed throughout Chicago, Los Angeles, New York City, Miami and Canada by subscription and sold on newsstands

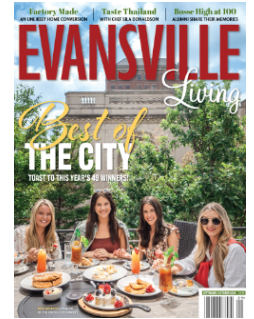
*Social Media: @thomas.wilmer (Instagram); @journeysofdiscovery (Facebook)*



Kristen Tucker  
Publisher & Editor

**Evansville Living Magazine**—Upscale city lifestyle magazine serving Evansville, Indiana and surrounding areas covering cuisine, culture, travel and entertainment with a circulation of 50,000; content is also available online and reaches 25,000 unique visitors per month

*Social media: @kristentucker (Instagram, twitter); @evansvilleliving (Instagram, Facebook); @evansville (twitter)*



Jill Weinlein

Freelance travel journalist who contributes to **Fodor's Travel** (Digital travel outlet that reaches 1.7 million uvpm), **Smarter Travel** (Digital travel outlet featuring travel tips, feature destinations and travel news that reaches an average of 2.7 million uvpm), **JustLuxe** (Digital luxury lifestyle, fashion and travel outlet that reaches 458,490 uvpm), **Upscale Living Magazine** (Luxury lifestyle magazine with a circulation of 300,000; content is also available online and reaches an average of 42,910 uvpm), **LuxeBeat Magazine** (Luxury lifestyle and travel e-magazine with a circulation of 150,000; content is also available online and reaches an average of 1 million uvpm), **InTravel Magazine** (Online magazine featuring affordable travel destinations, photography and travel tips that reaches an average of 11,820 uvpm), **Go World Travel Magazine** (International digital travel magazine that reaches an average of 246,000 uvpm) and others

*Social Media: @jillsfoodtravels (Instagram, X); @jillweinlein (TikTok)*

JustLuxe

SMARTERTRAVEL

Reginald Dominique  
Editor

**Houston Style Magazine**—Upscale lifestyle magazine with a circulation of 120,000 distributed by subscription and sold on newsstands throughout Houston, Baytown and Sugar Land, TX; content is also available online ([www.stylemagazine.com](http://www.stylemagazine.com)) and reaches 52,645 unique visitors per month

*Social media: @iamreggo (Instagram)*



Jennifer Simonson

Freelance travel journalist who contributes to **Smithsonian** (National magazine with a circulation of 6.1 million distributed nine times per year by subscription and available on newsstands; content is also available online and reaches an average of 12.8 million uvpm), **MSN** (Digital news and lifestyle outlet that reaches 530 million uvpm), **Lonely Planet** (Digital travel outlet reaching 7.4 million uvpm – the world's number one rated travel guidebook brand), **Fodor's Travel** (Digital travel outlet that reaches 1.7 million uvpm), **Plano Magazine** (Local magazine distributed in Plano, Texas, with a circulation of 30,000; content is also available online and reaches 109,440 uvpm), **Forbes** (Digital news, culture and lifestyle outlet that reaches 92.7 million uvpm), **Condé Nast Traveler** (International upscale travel magazine with a circulation of 807,873; content is also available online and reaches 2.8 million uvpm), **Texas Monthly** (Regional lifestyle magazine with a circulation of 273,742; content is also available online and reaches 2.2 million uvpm) and others

*Social Media: @storiestoldwell (Instagram)*



Bill Newcott

Freelance travel journalist who contributes to **National Geographic** (National human-interest magazine with a circulation of 2.2 million distributed monthly by subscription and sold on newsstands; content is also available online and reaches 17.3 million uvpm), **The Saturday Evening Post** (Upscale lifestyle magazine with a circulation of 301,992; content is also available online and reaches 61,211 uvpm) and others  
*Social Media: @BillNewcott (Instagram); BillNewcottTravel (Facebook)*



Stacy Conde and Alexis Fleisig

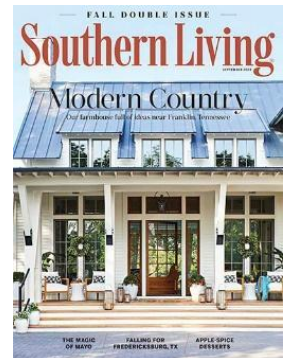
Freelance writer and photographer who contribute to **Garden & Gun** (Southern lifestyle magazine with a circulation of 396,522; content is also available online and receives an average of 864,000 uvpm), **Midwest Living** (National lifestyle magazine with a circulation of 2.3 million; content is also available online and reaches 376,000 million uvpm), **Atlas Obscura** (Digital travel outlet that reaches 5.8 million uvpm) and others



**City Lifestyle Publications Group**—Upscale lifestyle magazine group with a combined circulation of 65,000 distributed monthly by subscription and sold on newsstands throughout the Atlanta metro area; content also is shared online and receives 70,000 uvpm. Magazine titles include **BuckHaven City Lifestyle**, **Roswell City Lifestyle**, **South Fulton Lifestyle**, **Alpharetta City Lifestyle** and **John's Creek City Lifestyle**  
*Social Media: @freshcondiments2 (Instagram)*

Cynthia Drake

Freelance travel journalist who contributes to **Southern Living** (National lifestyle magazine with a circulation of 2.8 million; content is also available online and reaches 13 million uvpm), **Travel + Leisure** (National travel magazine with a circulation of 962,011; content is also available online and reaches 8 million uvpm), **AAA Explorer** (AAA Auto-club magazine distributed nationally with a circulation of 2.1 million), **AAA Southern Traveler** (AAA auto-club magazine distributed to members in the southern US with a circulation of 304,718), **MSN** (Digital news and lifestyle outlet that reaches 530 million uvpm), **Yahoo!** (Digital news and lifestyle outlet that reaches 530 million uvpm), **House Beautiful** (National upscale lifestyle magazine with a circulation of 200,000; content is also available online and reaches 4.4 million uvpm), **AARP** (National publication for 50+ audience with a circulation of 23.8 million; content is also available online and reaches 18.9 million uvpm), **TripSavvy** (Digital travel outlet that reaches 6.9 million uvpm), **EATER** (Digital culinary outlet that reaches 11.7 million uvpm), **Southern Bride** (National bridal magazine featuring weddings and inspirations with a circulation of 40,000 distributed bi-annually across the southern U.S. by subscription and also sold on newsstands; content is available online and reaches 20,641 uvpm), **Austin American-Statesman** (Daily newspaper with a circulation of 125,305 distributed throughout Austin, TX metro; content is also available online and reaches 2 million uvpm), **Good Housekeeping** (National upscale lifestyle magazine with a circulation of 1.2 million; content is also available online and reaches 6.5 million uvpm), **ShermansTravel** (Digital travel outlet that reaches 881,336 uvpm), **FamilyVacationCritic** (Digital travel outlet that reaches 1.1 million uvpm) and others  
*Social Media: @cynthiadrake (Instagram, Twitter); @cynthiajdrake (Facebook)*



# Southern Bride

# MEDIA IMPRESSIONS



**NOVEMBER 12-15, 2024 MEDIA TOUR**  
*JOURNALIST EVALUATION & COMMENTS*  
*PRESENTED BY GEIGER & ASSOCIATES PR*

# OBJECTIVE

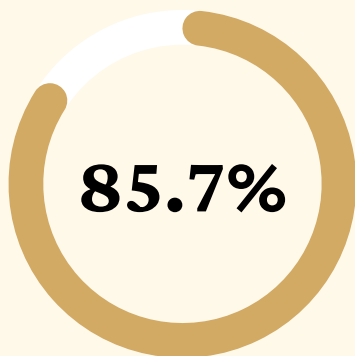
The goal of the November 12-15, 2024 media tour was to increase media exposure by hosting a group of twelve travel journalists representing a range of U.S. outlets.

# RESULTS

Following the media tour, participants were asked a series of questions regarding the media tour experience and their impressions of the destination.

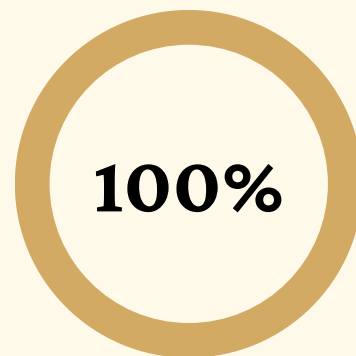


➤ **Media participants were asked - Were you familiar with Brenham/Washington County before this media tour?**



85.7% of visiting journalists were not familiar with Brenham/Washington County before this media tour.

➤ **Media participants were asked - Did your perceptions of Brenham/Washington County as a destination change as a result of this in-person visit?**



100% of visiting journalists perceptions changed as a result of this in-person visit.

## > In what way did your perceptions change?

“ I now better understand the historic significance of Washington Co., Texas, and what that means for tourism and quality of life for the area.

I didn't really have any perceptions, because I did not know the area before visiting, but I definitely learned a lot about a new destination that I would recommend to friends and readers!

I only knew it through Blue Bell, so I was thrilled to see all it has to offer.

I was amazed by how much more Brenham offered as a tourism destination than when I visited 10 years ago.

I had no idea that Washington County was the birthplace of Texas.

The history of Texas is really not known to most people; I learned a lot.

My perceptions somewhat changed — I learned a lot more about the history of the area than before.

There are friendly people, great food. I loved the Ant Street Inn and all the day trip attractions.

”





> **What influenced your decision to participate in this media tour?**



The Geiger team is so wonderful. I always enjoy my Geiger travel experiences.

Debbie, the ultimate influencer.

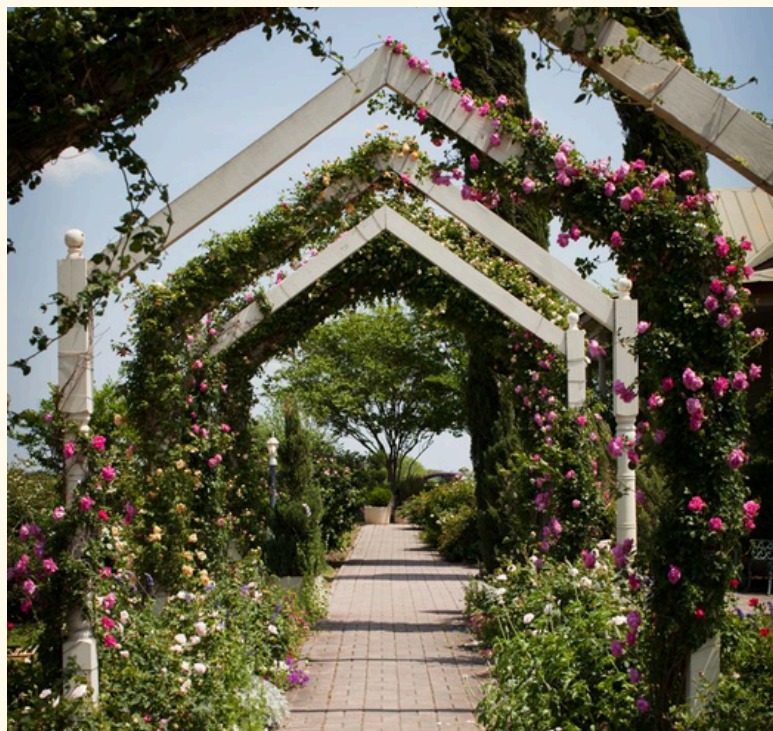
Exploration of an area of the country I hadn't visited before.

I wanted to see what the destination looked like today and Geiger tours always deliver.

I write frequently about Texas travel, but had not spent a lot of time in this area before.

Interest in a part of Texas never visited or written about.

Horseback riding and checking out Texas ranch-life.



## > What best met your editorial needs during the tour?



The wide range of activities — that is likely what I will pitch, as I think a lot of Texans are unaware of what it has to offer.

How thorough the Geiger team is in putting together information to enhance an article. Thank you for all your hard work. You make writing reviews easier.

Having a bit of down time between activities so that we were able to check our photo content and get in a bit of work.

The visit to the ranches and all the animal interactions!

Access to local historians and private tours of historical sites.

Washington on the Brazos tour and the Freedom Colonies tour.

The complete itinerary.



## > What experiences did you like best? Why?



Riding at Rockin' Star Ranch and learning about local history. Although I am a somewhat experienced rider, I really appreciated Darrell's attention to teaching the group about how to prepare and ride. It's a much better experience than just getting tossed on a horse and set out to ride in a line. It felt so friendly and like hanging out with family, just as he said he wanted his place to be. And then on the history side of things, I think that too often this is overlooked in favor of just having a good time eating, drinking and looking at things. History tells stories — and that's what we do as journalists!

Horseback riding because they did it in a unique way, and I really liked the reception in the Rose Emporium — it lent itself to some great Instagram photos and everyone asked me about it after.

The Cotton Gin Museum — I could have used more time here, as it seemed important to understanding the history of the area; talking with the local historians affiliated with the permanent history tour of the freedmen's colony — it provided interesting and underreported history; the Washington on the Brazos tour, because it previewed new developments currently under way; and finally, visiting the alpaca farm. Selfishly, I just liked cuddling the alpacas!

Taste testing Blue Bell Ice Cream with Debbie after a factory tour. I enjoyed meeting the Brenham team at the Antique Rose Gardens during the beautiful reception. I loved the pizza, salads, lattes and hugging miniature Highland cows at Milk & Honey Ranch, and horseback riding with Darrell at Rockin' Star Ranch. It was fascinating petting and learning about Alpacas. I enjoyed Marie at the Lavender Farm and wine tasting at Texas Star Winery and Chapelton Vineyards. I love the meals and meeting the owners at Pioneer Smokehouse, Bevers Kitchen and Main Street Uncorked. I also enjoyed meeting 2,000 pound oxen at Barrington Plantation.

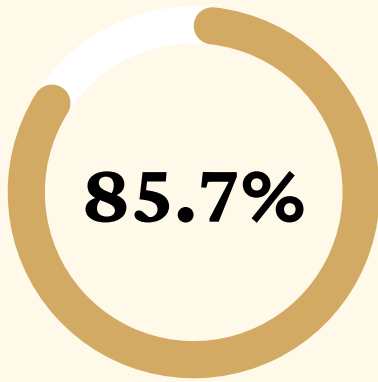
The opportunity to interview so many local tourism industry members.

Cotton Gin Museum (I had no idea how they worked!); Milk and Honey Ranch (what an amazing story and property); Ant Street Inn accommodations; Chapelton Vineyards — Wow!

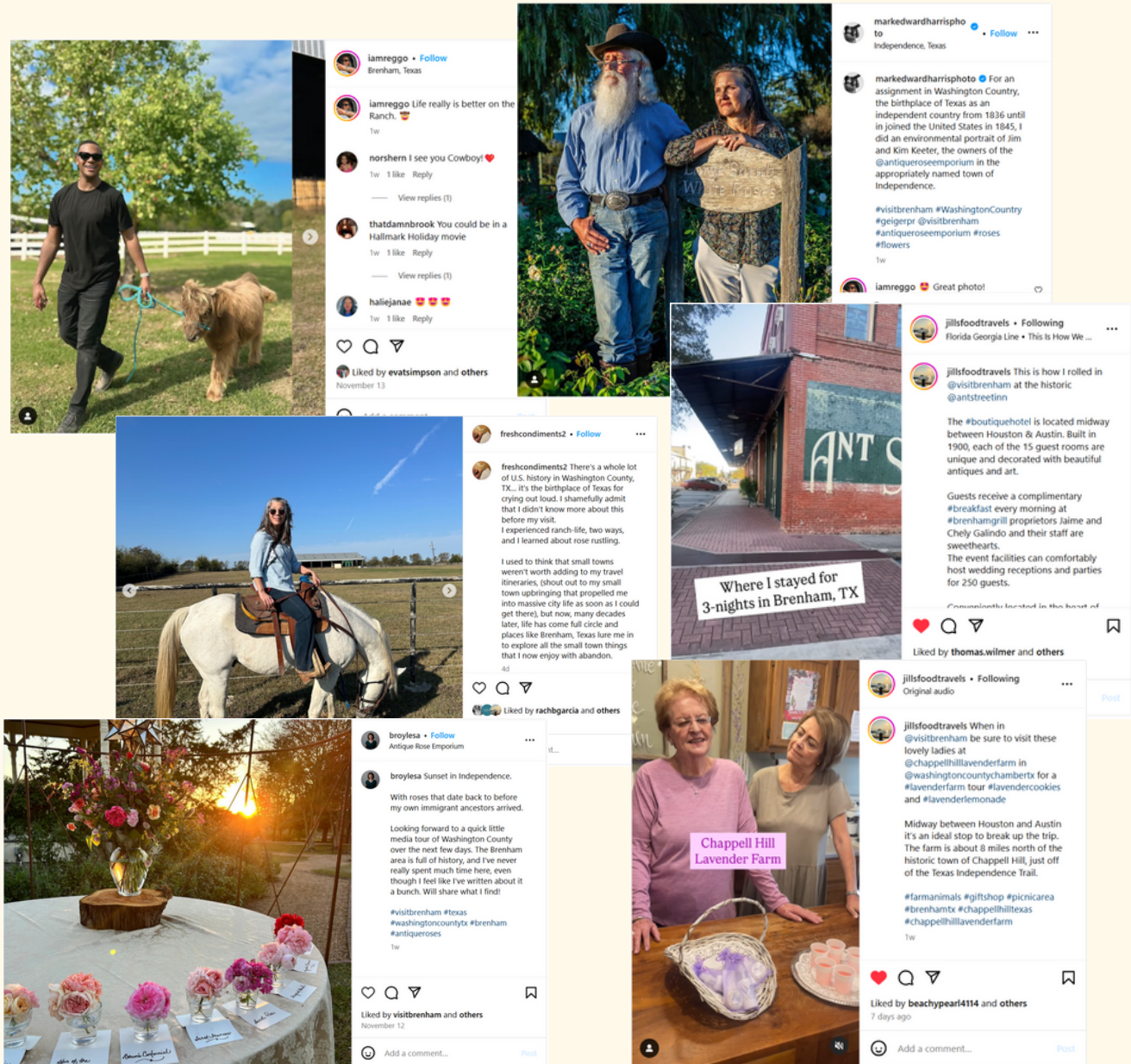
Exploring and learning about the history of Washington County.



# ➤ Media participants were asked - Did you post on social media while on the media tour?



85.7% of visiting journalists posted on social media while on the media tour.



## > Do you have any suggestions on how we could improve the media tour experience?



No. It was the right pace and I always appreciate the water and snacks in the vans.

Everything was great.

I would have loved to have an hour or so to just walk around the town of Brenham. I also think it's very important to build in an hour or so to refresh in our rooms before dinner. The days are very long, and that time is precious to regroup.

The restaurant experience at Volare wasn't the best, but this matter has already been addressed by Debbie, I believe.

A tour of Downtown Brenham could be incorporated. I feel we did see a lot.

Offer this media tour during various seasons for photographic opportunities.

My only suggestion is the thing we already discussed about the accommodation at Milk and Honey Ranch. It did set up the stay a bit funny on the front end and didn't give me the opportunity to experience their property as it is for a guest – with accommodation that is bookable. Decor is a big thing for me – and that space didn't reflect the look of the rest of the property. I know that you already have these notes, so all good. Their property is lovely. I just wish my first impression had been different.





Welcome to  
**WASHINGTON COUNTY**

**THANK YOU  
FOR YOUR  
SUPPORT!**

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## AGENDA ITEM 6

To: Tourism Advisory Board

From: Kathrine Briscoe, Tourism & Marketing Manager

Subject: Update on Brenham's Request for Recognition as the Ice Cream Capital of Texas by the State Legislature

Date: January 24, 2025

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We are in the process of requesting Brenham be recognized as the Ice Cream Capital of Texas by the State Legislature this session.

At Senator Lois Kolkhorst's Office's request, we submitted a Council Resolution (attached) requesting the designation, and today, we received the attached Concurrent Resolution that will be filed once approval by Representative Trey Wharton's office is received.

Being optimistic, once it is official, we are planning an Ice Cream Party in Austin, and Blue Bell is ready to help.

Plans are also underway for a large month-long celebration in July during National Ice Cream Month.

We will share more details as plans progress.

## **RESOLUTION NO. R-24-022**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BRENHAM, TEXAS, REQUESTING THE STATE OF TEXAS LEGISLATURE DESIGNATE BRENHAM, TEXAS AS THE OFFICIAL ICE CREAM CAPITAL OF TEXAS**

**WHEREAS**, Brenham, Texas is the home of Blue Bell Creameries, Inc. which is often referred to as the Best Ice Cream in the Country; and

**WHEREAS**, the company's humble beginnings were as Brenham Creamery Company in 1907, as a butter manufacturer using excess cream from area farms, and in 1930, changed its name to Blue Bell after the Texas native bluebell flower; and

**WHEREAS**, Blue Bell Creameries is the #1 ranked Ice Cream brand in Texas with a 47% market share and the #3 branded Ice Cream in the US, with the Texas market accounting for 41% of all Blue Bell retail sales; and

**WHEREAS**, part of Blue Bell's success can be attributed to the amazing location of its home conveniently situated between some of the largest cities in the United States; and

**WHEREAS**, Blue Bell welcomes more than 250,000 visitors to the Brenham creamery each year, mightily impacting tourism in our community; and

**WHEREAS**, Blue Bell is one of the top employers in Brenham; and

**WHEREAS**, Blue Bell has made significant contributions to local organizations and to the City of Brenham that have improved the quality of life in our community and in the lives of our citizens; and

**WHEREAS**, Blue Bell is a proud supporter of many area and state organizations in Texas, such as Gulf Coast Regional Blood Center, CASA for Kids, Washington-on-the-Brazos, Make-A-Wish Foundation Texas Gulf Coast & Louisiana, Texas 4-H Youth Development Foundation, Girl Scouts of Central Texas, Miracle Farm, and many more.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BRENHAM, TEXAS THAT:**

The City Council of Brenham, Texas formally requests the State Legislature of the great State of Texas recognize the impact of Blue Bell Creameries to the City of Brenham community and to our state, and designate Brenham, Texas as the Ice Cream Capital of Texas in the upcoming 2025 Legislative Session.



RESOLVED on this 7<sup>th</sup> day of November 2024.



*Atwood C. Kenjura*

Atwood C. Kenjura  
Mayor

ATTEST:

*Jeana Bellinger*

Jeana Bellinger, TRMC, CMC  
City Secretary

By: \_\_\_\_\_

\_\_\_\_.C.R. No. \_\_\_\_\_

CONCURRENT RESOLUTION

1           WHEREAS, Blue Bell Creameries has become synonymous with ice  
2 cream across the Lone Star State and beyond, and the city of Brenham  
3 is renowned as the home of this venerable brand; and

4           WHEREAS, Blue Bell ice cream traces its roots to the  
5 establishment of the Brenham Creamery Company in 1907; the business  
6 initially manufactured butter using excess cream from area farms,  
7 and a few years later, it began making ice cream and delivering it  
8 by horse-drawn wagon; in 1930, the business was renamed Blue Bell  
9 Creameries in honor of the native Texas wildflower, and in 1958, the  
10 company began to exclusively focus on making ice cream;  
11 headquartered in Brenham with production facilities located there  
12 and in Oklahoma and Alabama, Blue Bell is today one of the nation's  
13 top-selling ice cream manufacturers, and it markets its products in  
14 23 states; and

15           WHEREAS, A major city employer and a regional tourist  
16 attraction, the Brenham Blue Bell facility has long played a vital  
17 role in boosting the area economy; visitors can learn about the  
18 company's history, observe the manufacturing process, and of  
19 course, visit the ice cream parlor; in 2025, the Brenham creamery is  
20 projected to welcome some 300,000 people; and

21           WHEREAS, The frosty deliciousness of ice cream has had an  
22 enduring influence on the development and prosperity of Brenham and  
23 has made the city a popular destination for a multitude of visitors,  
24 and the community is indeed deserving of recognition for its

1 special role in the culinary heritage of the Lone Star State; now,  
2 therefore, be it

3         RESOLVED, That the 89th Legislature of the State of Texas  
4 hereby designate Brenham as the official Ice Cream Capital of  
5 Texas; and, be it further

6         RESOLVED, That, in accordance with the provisions of  
7 Section 391.003(e), Government Code, this designation remain in  
8 effect until the 10th anniversary of the date this resolution is  
9 finally passed by the legislature.



## AGENDA ITEM 7

To: Tourism Advisory Board

From: Kathrine Briscoe, Tourism & Marketing Manager

Subject: Plans for the Upcoming Wildflower Season

Date: January 17, 2025

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Spring is quickly approaching, and Visit Brenham is preparing for the traffic. 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 wildflower season so it's best to start getting the information out early. Social media posts will start being geared toward spring soon, and ad campaigns have been created for this as well.

To make Visit Brenham's Website more user-friendly to visitors traveling to Brenham, we will be creating an Itineraries Page. Since springtime brings many families to Brenham and Washington County, the first one will be a family friendly itinerary.

More part-time staff is needed in the Visitor Center. We hope to get the job listing posted soon so that they can be hired and trained prior to spring, especially with part of our staff needing to be at Blue Bell during Spring Break.



## AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

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

Date: January 24, 2025

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It's hard to believe we've completed the 18-month journey to host the Smithsonian. I can tell you there's a huge sigh of relief by everyone on the Visit Brenham team.

In reviewing the original application, I'm super pleased to say the team - and all who assisted in any way - were extremely successful in accomplishing the stated goals:

### **1. Share Undertold Stories of Local Black History:**

As you know, two permanent exhibits were completed that tell visitors a part of our collective history in Brenham and Washington County that had not been shared in such a public way. The Camptown Soundwalk Experience panels and audio tour were produced, and scavenger hunts were prepared to help make a tour of the exhibits interactive and educational.

MISSION ACCOMPLISHED!

### **2. Celebrate the 100<sup>th</sup> Anniversary of the Historic Simon Theatre:**

What can we say about the amazing exhibit developed on the history of the Simon? The positive comments we received, the number of return visitors - and those bringing others to see it - was seriously astounding. It was so popular that there were many requests that it not be a temporary exhibit.

We do have plans to continue to display particular parts of the exhibit throughout The Barnhill during this anniversary year, and Alex and I have discussed the possibility of displaying it again

in November. I have also started talks with a local bank that may be interested in displaying the exhibit for a month next summer.

MISSION ACCOMPLISHED!

### **3. Increase heritage tourism in Brenham and Washington County:**

This was a huge goal for us. As the Smithsonian wants to impact rural communities across the country by making quality exhibits available, accomplishing this goal makes this whole process worth the journey.

It was very important to Visit Brenham that this hosting experience impact tourism into the future. It definitely took a LOT of time to come to the place where each of our partner communities could agree on a direction, they could all support, and the Washington County Soundwalk Experience became the vehicle on which everyone got on board.

While the weather wasn't the best to experience this new tourism product, the brochures and soundwalks were completed just in the nick of time and should stand the test of time! Each community partner knows that Visit Brenham is committed to keeping this product updated once a year. We will update and reproduce both the brochure and soundwalks each year to be ready at the beginning of the busy spring season, at the same time we update maps in each community's visitor kiosk.

Also, it was a huge commitment for Visit Brenham to produce the new Washington County Historical Markers guide, in partnership with the Washington County Historical Commission. This guide has been digitized and is available in print and on the VisitBrenhamTexas.com website.

The advertising and promotion of this event was extensive and was excellent for getting word out about all that is offered in Brenham and Washington County.

MISSION ACCOMPLISHED!

I want to share some general information about the hosting that you might find interesting:

- The Smithsonian and Simon exhibits were open 7-days a week, except for Christmas Eve, Christmas Day, and New Year's Day
- Even with a slow start through Christmas, we saw almost 3500 visitors to the exhibits
- We had more than 45 volunteers covering more than 75 shifts to keep it open every day
- Nancy booked 23 group tours, with more than 850 participants – with a number of them wanting to return to spend more time in the area.
- Questions posted for visitor response were very well received with a lot of participation. We'll share that information once we've had time to organize the responses.

- More than 1800 visitor bags with loads of information were shared with guests, and we're confident that they will help draw more people to the area in the future

On a personal note, there are a couple of things I want to share with you:

First and foremost, I am in awe of the work of the Visit Brenham team in making this happen. As some of you may have heard me say, taking this on was not something I thought to ask the team about early on. The depth and breadth of the work and commitment they have shown in helping to make this a success, would be hard to overstate. They were amazing!

Secondly, the commitment of the City and Commissioners Court, and multiple supporters – whether financially and/or with their time – can't be highlighted enough! From planning to financial support, to just getting things accomplished, this took an amazing amount of dedication.

Without a doubt, the main takeaway is that this experience did accomplish so much more than just hosting a Smithsonian exhibit in Brenham and Washington County, TOGETHER, we worked on something that will impact tourism for years to come.

**GOOD JOB, EVERYONE!**



**AGENDA ITEM 9**

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Visit Brenham DMO Fiscal Year Q4 Report

Date: January 24, 2025

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Attached is the Fiscal Q1 Report for '24/'25 and the Visit Brenham team will give an overview at the meeting.



# Visit Brenham DMO Fiscal 24/25 Q1 Report

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Presented to:  
Tourism Advisory Board  
January 30, 2025

# DMO & Visitor Center Quarterly Updates

- Fire Museum Tours: 3; Walk-ins: 413
- Assisted in planning for TBC fundraiser and worked event
- Visitor Bags: 189 for 5 groups
- Meetings with Meltwater to make more of our contract
- Quarterly Hotelier Meeting
- Hosted Tourism Partner meeting to update on Geiger Trip and Smithsonian Activities



# DMO & Visitor Center Quarterly Updates

- Hosted Geiger & Associates Press Tour of 13 journalists around Brenham and Washington County
- Developed 2025 Visitor Guide distribution plan for 115,000 guides and worked on Partner Participation
- Updated and published blogs: MoMS; Patio Dining; Destination Shopping Around Brenham; Holiday Happenings; Uptown Swirl
- Visitor Center closed for Thanksgiving, Christmas Eve, Christmas and New Year's Eve



# DMO & Visitor Center Quarterly Updates

- Assisted with TBC Season Ticket Sales
- Hosted and attended MoMS Opening Day Ribbon Cuttings for Freedom Colonies Exhibits & the Smithsonian/Simon Exhibits
- Developed and managed a volunteer program to staff the Smithsonian/Simon Exhibits
- Assembled 2,000 Welcome Bags for visitors attending the Smithsonian/Simon Exhibits
- Started planning for 2024 Tourism Partner Awards, to be held February 11, 2025

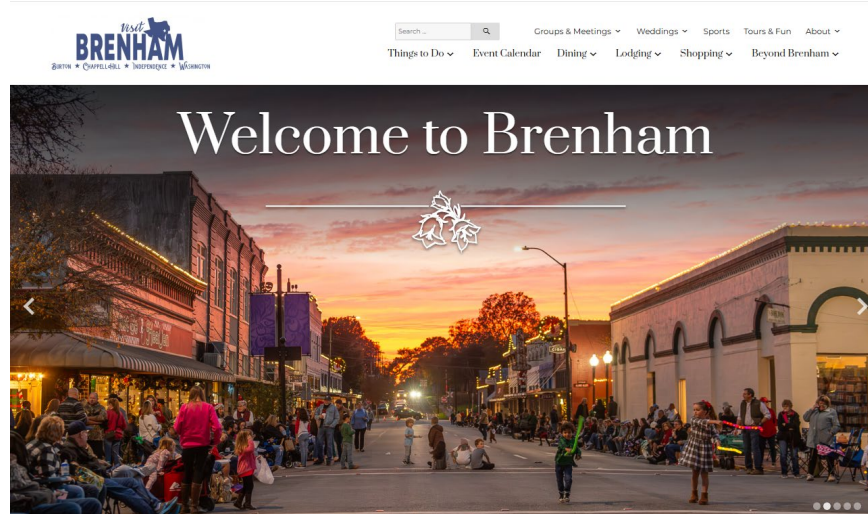


# DMO & Visitor Center Updates

- Lodging Property Partner Update:
  - Ended 2024 with 93 properties located in the city limits
  - 8 new; 2 closed or closing
  - Currently working 14 delinquent properties, all at different places in the enforcement process



# Visit Brenham/WC Website



"Legendary past woven together with a  
modern vibe"

— *Lonely Planet*

When you visit Washington County and experience the sites, smells and sounds of Brenham, Burton, Chappell Hill, Independence and Washington, you'll feel the real pride of Texas.

# Visit Brenham/WC Website

	Views '24 / '23	Users '24 / '23	Views/User '24 / '23	Avg. Time of Engagement
<b>October</b>	58,499 / 47,340	22,959 / 15,156	2.55 / 3.12	1m 1s / 1m 23s
<b>November</b>	52,560 / 41,106	17,657 / 14,949	2.98 / 2.42	1m 14s / 1m 10s
<b>December</b>	79,188 / 48,754	16,783 / 20,182	4.72 / 2.42	1m 13s / 54s
<b>Q1 TOTALS</b>	<b>190,247 / 137,200</b>	<b>57,399 / 50,287</b>	<b>3.42 / 2.80</b>	<b>1m 9s / 1m 9s</b>

# Most Visited Pages

	Page/Views	Page/Views	Page/Views
<b>October</b>	Event Calendar/ 8,234	Annual Events/ 4,051	Homepage/ 3,975
<b>November</b>	Homepage/ 9,865	Event Calendar/ 5,301	Holiday Happenings/ 2,054
<b>December</b>	Homepage/ 12,716	Event Calendar/ 8,435	Smithsonian Page 2,032



# Visit Brenham/WC Website

## Plan Your Visit

Choose your check-in and check-out dates to view availability with our lodging partners.

- October: 419 referrals
- November: 300 referrals
- December: 142 referrals

# Visitor Center

	October 2024 / 2023	November 2024 / 2023	December 2024 / 2023	Q4 TOTALS 2024 / 2023
Walk-Ins	492 / 413	340 / 384	483 / 313	<b>1,315 / 1,110</b>
Visitor Guides Mailed	167 / 110	115 / 113	103 / 92	<b>385 / 315</b>
Phone Calls	183 / 149	160 / 152	120 / 126	<b>463 / 427</b>

# E-Newsletter



**BRENHAM**

*Fall into fun this October in Brenham & Washington County!*

Have fun! Enjoy the season in the heart of Washington County. About 100 events are held!

**| Featured Events |**

**Annual Antiques Festival**  
October 1-2  
The Antique Festival is the largest antique show in the area. It features over 100 booths of antique dealers, collectors, and enthusiasts. The festival is held in the heart of downtown Brenham.

**Trunk, Art & Music Festival**  
October 10-11  
Trunk, Art & Music Festival is a fun-filled event featuring car shows, art displays, and live music. The festival is held in the heart of downtown Brenham.

**William Stone**  
October 12-13  
The William Stone Festival is a celebration of the life and work of William Stone, the first settler of Brenham. The festival features a variety of activities, including a parade, a play, and a historical reenactment.

**| Featured Wine Points |**

Mark your calendar for more fun!



**BRENHAM**

*Discover Brenham & Washington County this November: Festivities, Fall Fun, and More!*

Have fun! Enjoy the season in the heart of Washington County. About 100 events are held!

**| Featured Events |**

**Christmas Pageant**  
November 10  
The Christmas Pageant is a festive event featuring a parade of floats, bands, and community groups. The pageant is held in the heart of downtown Brenham.

**Old-Fashioned Fall Festival**  
November 15-17  
The Old-Fashioned Fall Festival is a celebration of the season featuring a variety of activities, including a parade, a play, and a historical reenactment.

**Carve Craft**  
November 18  
Carve Craft is a fun-filled event featuring a variety of carving demonstrations and contests. The event is held in the heart of downtown Brenham.

**| Featured Wine Points |**

Mark your calendar for more fun!



**BRENHAM**

*Holiday Cheer, Local Charm, & Unforgettable Experiences in Brenham & Washington County!*

Have fun! Enjoy the season in the heart of Washington County. About 100 events are held!

**| Featured Events |**

**Christmas Food & Light Parade**  
December 1  
The Christmas Food & Light Parade is a festive event featuring a parade of floats, bands, and community groups. The parade is held in the heart of downtown Brenham.

**Holiday & Artisan Markets and Christmas Shopping Events**  
December 1-31  
The Holiday & Artisan Markets and Christmas Shopping Events are a series of events featuring a variety of activities, including a parade, a play, and a historical reenactment.

**Gifts for Everyone**  
December 1-31  
The Gifts for Everyone event is a celebration of the season featuring a variety of activities, including a parade, a play, and a historical reenactment.

**December is a Wonderful Time to Visit**  
December 1-31  
The December is a Wonderful Time to Visit event is a celebration of the season featuring a variety of activities, including a parade, a play, and a historical reenactment.

**| Businesses Coming to Brenham |**

Mark your calendar for more fun!

# E-Newsletter

	October	November	December
Sent/ Successful	12,235 / 11,855	12,359 / 11,960	12,407 / 11,984
Open Rate*	38.3%	36.3%	40%
Click Rate**	2.5%	2.2%	2.3%
Top Clicks	<ul style="list-style-type: none"> <li>• Scarecrow Festival</li> <li>• TAMF</li> <li>• LaBahia Show</li> <li>• Boozy Book Fair @ Floyd's</li> <li>• Maskerade on Main Trick or Treat</li> </ul>	<ul style="list-style-type: none"> <li>• Hermann Presents Christmas Magic</li> <li>• Big Star Texas Night</li> <li>• Event Calendar</li> <li>• Live Music &amp; Nightlife</li> <li>• Homepage</li> </ul>	<ul style="list-style-type: none"> <li>• Stroll &amp; Lighted Parade</li> <li>• Tamale Fest &amp; Market</li> <li>• Homepage</li> <li>• Event Calendar</li> </ul>

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

# happening This Week Flyer



OCTOBER 23 - OCTOBER 27, 2024

## WEDNESDAY

- Trivia Night at 30 North Gastropub

## THURSDAY

- Halloween Trivia and Nacho Night at Brazos Valley Brewing Company
- Thirsty Thursday & Bingo at Burton Short Stop Ice House
- Glamfest Harry Potter Party & Movie at Westwood Cinema 6
- Pains & Sip Steak Night at Haak Wines
- Slaphappy: An Evening of Impassioned at Dr. W.W. O'Donnell Performing Arts Center

## FRIDAY

- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- HEARTTest Brenham at St. Peter's Episcopal Church
- Custom Trucker Hat Party & Dinner at Milk & Honey Ranch
- Don Godrich Live at Grapevine on Main
- Halloween Party at Wine Bar Brenham
- Beth Lee Live at Floyd's Lounge
- Matthew Marcus McDaniel Live at HSF Biergarten
- Chris Helms Live at Haak Wines

## SATURDAY

- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- Cuddle a Cow Day at Milk & Honey Ranch
- Antique Carousel Rides at Fireman's Park
- HEARTTest Brenham at St. Peter's Episcopal Church
- Brenham Fire Museum Open
- Mask-erade on Main! Trick-or-Treat in Downtown Brenham
- Fall Lantern Walk and Movie Night at Antique Rose Emporium
- Sister Witches Trivia at Board and Brush
- Halloween in the Taproom at Brazos Valley Brewing Company
- Ben Cogg Live at Grapevine on Main
- Clayton Chapin Live at Floyd's Lounge
- Cody Taylor Live at Burton Short Stop Ice House
- Bryan Summers Live at 36 North Vineyard
- Nash Daniel Live at Haak Wines
- Halloween Party at HSF Biergarten featuring The Mighty Orq

## SUNDAY

- Cade Bacous Live at HSF Biergarten
- Sherita Perez Live at Haak Wines
- American Legion Auxiliary Oktoberfest
- Brews & Brushes at Brazos Valley Brewing Company



## OCTOBER

- Live Demonstrations at Barrington Plantation State Historic Site
- Museum Scavenger Hunt at Brenham Heritage Museum
- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- Brenham Boo Bash at Boys & Girls Club & Blue Bell Aquatic Center Parking Lot

## NOVEMBER

- First Fridays Farmer & Artisan Market in Downtown Brenham
- Hermann Furniture presents Christmas 'N' Giege
- Fall Garden Party at Antique Rose Emporium
- Holiday Farm-To-Table Festivities at Chappell Hill Lavender Farm
- 2nd "Viva La Vida" Latin Hispanic Market
- Integral! Speaker Series: Gals at the Brenham Heritage Museum
- 66th Annual Ladies Night Out in Downtown Brenham
- Loteria Night at SALLUD!
- 3rd Anniversary Party at Floyd's Lounge
- Big Star Texas Night at La Balza Turn, VeeV and Dance Hall
- Resurrection: A Journey Tribute at Dr. W.W. O'Donnell Performing Arts Center
- Crossroads Speaker Series: Michael Hund
- Winter Dance Party at The Barnhill Center
- Crossroads Speaker Series: Marty Merritt
- Children of Eden at Dr. W.W. O'Donnell Performing Arts Center
- Speaker Series Luncheon with John Nau, III at The Barnhill Center
- 11th Annual Sugar Plum Market at Fireman's Training Center
- Cuddle a Cow Day at Milk & Honey Ranch
- Cocoa Crew! Shop Small Event in Downtown Brenham
- Live Demonstrations at Barrington Plantation State Historic Site
- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- Museum Scavenger Hunt at Brenham Heritage Museum

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



DECEMBER 4 - DECEMBER 8, 2024

## WEDNESDAY

- Trivia Night at 30 North Gastropub
- Symphonic Band at Dr. W.W. O'Donnell Performing Arts Center

## THURSDAY

- Percussion Ensemble at Dr. W.W. O'Donnell Performing Arts Center
- Unity Theater Presents: Fruitcakes
- Trivia Night at Brazos Valley Brewing Company

## FRIDAY

- Jingle Bell Market at Ant Street Inn
- Mini Sessions with Santa at Antique Rose Emporium
- First Fridays Farmer & Artisan Market in Downtown Brenham
- The Greatest Gift: Naivety Display at The Church of Jesus Christ of Latter-day Saints
- Cold Nights, Holiday Lights in Downtown Brenham
- Keenan Houshens Live at Burton Short Stop Ice House
- Unity Theater Presents: Fruitcakes
- Anthony Muenos Live at Floyd's Lounge
- The Oceans Live at HSF Biergarten
- Kenny Karr Live at Brazos Valley Brewing Company
- Sherita Perez Live at Haak Wines

## SATURDAY

- Jingle Bell Market at Ant Street Inn
- Breakfast with Santa at The Barnhill Center
- The Smithsonian Exhibit opening at The Barnhill Center
- The Simon Exhibit opening at The Barnhill Center
- Cuddle a Cow - Christmas Edition at Milk & Honey Ranch
- Christmas Container Workshop at Antique Rose Emporium
- Velvet Knightz Band Live at 36 North Vineyard
- Brenham Children's Chorus at the Brenham Heritage Museum
- The Greatest Gift: Naivety Display at The Church of Jesus Christ of Latter-day Saints
- Duane Vincent Live at Grapevine on Main
- Henry Williams & Catelyn Bolin Live at Burton Short Stop Ice House
- Susan Hickman Live at Floyd's Lounge
- Erik Flores Live at Brazos Valley Brewing Company
- Christmas Scrool & Lighted Parade in Downtown Brenham

## SUNDAY

- MarcusPlayzMusic Live at HSF Biergarten

## DECEMBER

- Unity Theater Presents: Fruitcakes
- The Smithsonian Traveling Exhibit opening at The Barnhill Center
- The Simon Exhibit at The Barnhill Center
- Christmas with the Goats & Cuddle a Cow at Milk & Honey Ranch
- Mommy-n-Me Stocking Decorating Class at Antique Rose Emporium
- Christmas Home Tour in Chappell Hill
- Giddings Stone Mansion & Giddings Wilkin House Christmas Home Tour
- Burton Christmas Market at Oliver Whitener-Roy Winkler Pavilions
- Tamale Fest & Christmas Market at Washington County Fairgrounds
- Bethlehem in Independence Live Nativity Scene
- Wreaths Across America at Old Independence and Liberty Community Cemeteries
- Annual Teddy Bear Parade in Downtown Chappell Hill
- The 3 Redneck Tenors Christmas at The Barnhill Center
- The Christmas Experience at Milk & Honey Ranch
- Crossroads Speaker Series: James Kearney, PhD
- Booby Book Fair at Floyd's Lounge
- Live Demonstrations at Barrington Plantation State Historic Site
- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- Museum Scavenger Hunt at Brenham Heritage Museum

## JANUARY

- Crossroads Speaker Series: Walter Kamphoefner, PhD
- Sam Houston Speech Reenactment at The Barnhill Center
- Hymns of Old Independence at Historic Baptist Church
- Cemetery Hydrize Tour at Old Independence & Liberty Community Cemeteries
- 2025 Uppdown Swift in Downtown Brenham
- Crossroads Speaker Series: Walter Buenger, PhD
- The Smithsonian Exhibit at The Barnhill Center
- The Simon Exhibit at The Barnhill Center
- Live Demonstrations at Barrington Plantation State Historic Site
- All Trails Lead to Houston Exhibit at Brenham Heritage Museum
- Museum Scavenger Hunt at Brenham Heritage Museum

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



# DMO & Visitor Center 2024 Highlights

- Visit Brenham Website Analytics:
  - 2023 Views: 866,594
  - 2024 Views: 941,199
- Started sending a tourism partner quarterly newsletter
- Ended 2024 with 12,407 subscribers for Monthly Newsletter
- Published a total of 16 blogs in 2024
- Completed the application process for Brenham to receive its Texas Tourism Friendly Certification
- Brenham Fire Museum Visitors:
  - 2023: 2,407
  - 2024: 3,549



# Social Media



**SOCIAL MEDIA  
QUARTERLY REPORT**

**INSTAGRAM**  
Most Popular Posts



**394 Likes** ❤️  
6,047 Plays  
9 Hrs Watchtime



**342 Likes**  
7,883 Plays  
9 Hrs Watchtime

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT




OCTOBER 2024 - DECEMBER 2024



### FACEBOOK


#### Most Popular Post

 Visit Brenham/Washington County, Texas  
Published by [MistakeLynce Lange](#)  
November 12, 2024 · 🌐

Downtown Brenham looks like a holiday movie set with the holiday magic of the annual Christmas Street. The lighted parade on Saturday, Dec. 7 is the highlight of the festivities, but the weekend also includes the First Friday Farmer & Artisan Market, Cold Nights, Holiday Tunes (free concert!), Breakfast with Santa at The Barnhill Center, Jingle Bell Market at Art Street Inn, rides on the 1950 Inlander Ferris wheel following the parade, and more. Plan to be in Brenham for this weekend of holiday fun. Link in comments for more Holiday Happenings around Washington County!

👍  
👍  
👍  
👍  
👍

Photo: [@mistakeLynce](#)  
Downtown Brenham  
Hot Nights, Cold Tunes Downtown Brenham  
Barnhill Center at Historic Simon Theatre  
Art Street Inn  
Brenham First Fridays Farmer & Artisan Market



❤️ **169 Likes/Reactions**  
📄 **33 Shares**  
👁️ **16,165 Impressions**



# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2024 - DECEMBER 2024



Total  
Impressions

**367,717**



INSTAGRAM  
FOLLOWERS

**14,256 followers**

**119**

Increase  
from  
previous  
quarter



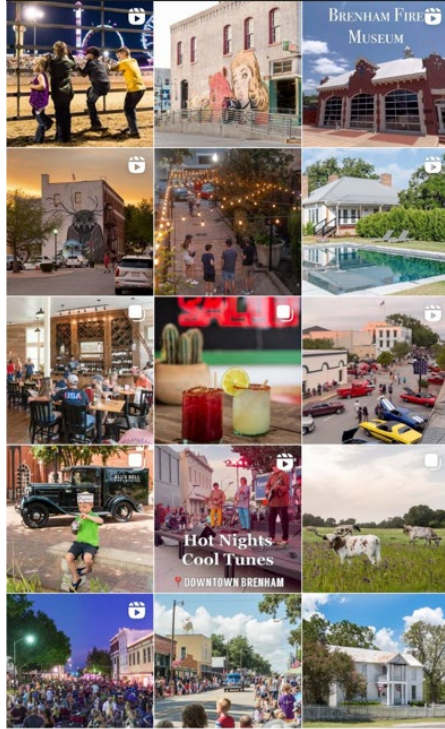
FACEBOOK  
FOLLOWERS

**26,636 followers**

**263**

Increase  
from  
previous  
quarter

# Social Media



## 2024 IN REVIEW



**2.2 MILLION**  
Total Impressions

**33%**

Decrease  
from  
previous  
year



**INSTAGRAM  
FOLLOWERS**

**14,256 followers**

**35%**

Increase  
from  
previous  
year



**FACEBOOK  
FOLLOWERS**

**26,636 followers**

**12%**

Increase  
from  
previous  
year

# Social Media



## SOCIAL MEDIA YEAR IN REVIEW

2024

### Popular Posts for Communities



### Brenham

Visit Brenham/Washington County, Texas is at Downtown Brenham

Published by @visitbrenham

April 26 · Brenham, TX · 48

It's always bluebonnet season in Downtown Brenham thanks to @texasartsmainfestival and mural artist @benkay! 🌸🌸🌸

... See more

Interactions ● 1,416

Reactions ● 1,283

Comments ● 48

Shares ● 70

Saves ● 15

Reels

A Weekend in Brenham

visitbrenham

Make your plans to visit Brenham in 2024

Liked by downtownbrenham and 715 others

Melissady · Wanderlust · 11 people · Brenham



# Social Media



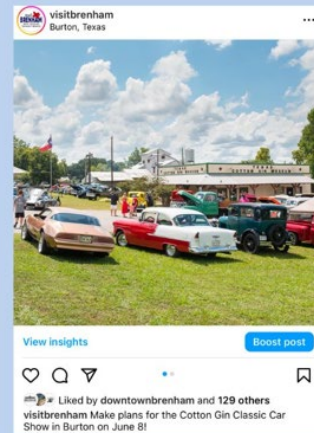
## SOCIAL MEDIA YEAR IN REVIEW

2024

Popular Posts  
for Communities



Burton



# Social Media



## SOCIAL MEDIA YEAR IN REVIEW

2024

Popular Posts  
for Communities



Chappell Hill



# Social Media



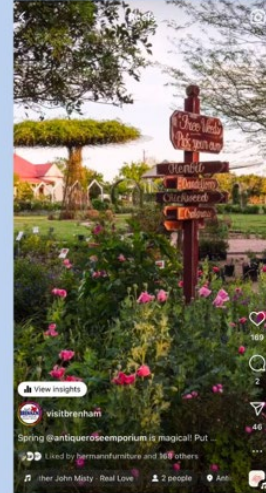
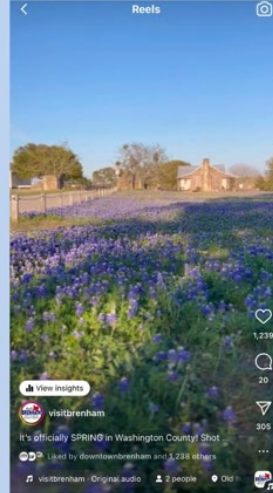
## SOCIAL MEDIA YEAR IN REVIEW

2024

Popular Posts  
for Communities



Independence



# Social Media



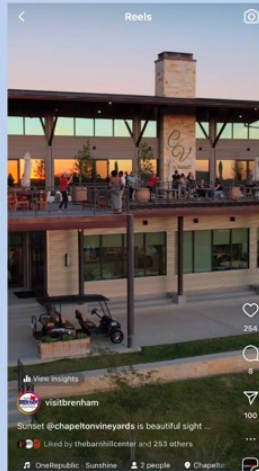
## SOCIAL MEDIA YEAR IN REVIEW

2024

Popular Posts  
for Communities



Washington



# Digital Marketing





# Digital Marketing



## 2024 HIGHLIGHTS

### AUDIENCE DIVERSIFICATION

We recognized men interacting more often with our ads in 2024. This group resonated with BBQ messaging and the authentic Southern messaging Brenham included in all types of ads, but most especially in our Video units.

This audience interaction was part of the inspiration for wider audience diversification and more investment in building brand awareness among new audiences in 2025.

### INVESTMENT IN VIDEO

In 2024, we invested in creating new videos to plug into video media units, giving audiences a new way to interact with Brenham's messaging.

Diversifying this message led to higher view through rates; July & August we reached 63%, but we consistently outperformed Madden industry standards of 56%.

Additionally, this tactic has led to Brenham's ads being displayed on TV's, a medium that was previously unavailable to us.

### CREATIVE PIVOTS

At the end of 2024, we built out new creative messaging. The Where Texas Shines / Where Texas Blooms tagline has resonated with audiences across media channels, leading to higher engagement and allowing brand awareness ads to reach target markets in a new and exciting way.

# Digital Marketing



## Q1 HIGHLIGHTS

### SEM SUCCESS

Our 18.32% average CTR for the quarter (a 65.99% increase over last year) shows we're reaching a high quality user searching for things to do in Brenham.

This metric surpasses the Madden client benchmark (8.54%) by almost 10%.

### IMPROVED TIME ON SITE

Diversifying our channels and investing in brand awareness tactics were defining factors in **growth in time on site**.

Paid Social - 23.27% increase  
Paid Search - 18.49% increase

### DATA-DRIVEN TWEAKS

Our 2024 tests to discover how events and ads that focused on those planning to visit Brenham to experience events have allowed us to optimize our Meta Prospecting campaigns.

This quarter, Annual Events solidified its place as the top performing ad group, bringing in **55% of clicks**.

# Digital Marketing



## TACTICS AT A GLANCE

### AWARENESS

- Programmatic Display

### WHY?

Programmatic Display reaches audiences across a vast network of websites, videos, and apps where potential visitors are actively browsing, maximizing visibility and increasing recognition for Visit Brenham.

### INSPIRATION

- Google Video
- Meta Video

### HOW?

Video leverages engaging content to connect emotionally with viewers, showcase Brenham's attractions, and spark interest, which in turn creates a stronger desire to visit.

### CONVERSION

- Google SEM
- Meta CTS

### WHAT?

These campaigns are focused on driving conversions by capturing high intent users. By targeting these users with specific ads that lead to a site or landing page, these campaigns aim to directly increase time and engagement on site.

# Digital Marketing

## PERFORMANCE AT A GLANCE + YoY COMPARISON

### SEM

#### Optimized for Clicks

- 9,022 clicks +6.76%
- 49,244 impressions -35.69%
- 18.32% avg. ctr +65.99%
- 36.9% of click goal reached
- Spend -34.21%

We significantly decreased our investment in SEM in FY 23 - 24 in order to grow a broader awareness among audiences.

Despite that shift, we were still up YOY in clicks and CTR.

New channels that benefited from that shift are identified as "New!".

### GOOGLE VIDEO

#### Optimized for Views

- 51 clicks -58.87%
- 79,120 impressions -61.03%
- 50,577 views -59.19%
- 63.92% view rate +4.70%
- 101% of view goal reached
- Spend: -61.63%

We significantly decreased our investment in FY 23 - 24 in order to reach audiences in new ways. Our 60% spend decrease in Q4 reflected directly in the ~60% decreases we see across metrics YOY.

New channels that benefited from that shift are identified as "New!".

### META CTS

#### Optimized for Clicks

- 15,501 clicks +48.22%
- 797,837 impressions +71.23%
- 1.94% avg. ctr -13.44%
- 75% of click goal reached
- Spend: +72.94%

Positive growth in all metrics indicate the power of the new creative, strategy, and additional media investment. While CTR is down YOY, this is still above our internal benchmark of 1.70%.

1,760,375

TOTAL  
IMPRESSIONS

26,071

TOTAL CLICKS

# Digital Marketing

## PERFORMANCE AT A GLANCE

NEW!

<b>META VIDEO</b>
<b>Optimized for Impressions</b>

- 91 clicks
- 450,904 views
- 499,779 impressions
- 90.22% avg. vtr
- 0.02% avg. ctr
- 44% of impression goal reached

NEW!

<b>PROGRAMMATIC DISPLAY</b>
<b>Optimized for Impressions</b>

- 1,406 clicks
- 334,395 impressions
- 0.42% avg. ctr
- 7.80% of impression goal reached (launched 12/11/24)
- 59 conversions including 2 eNewsletter signups

1,760,375

TOTAL IMPRESSIONS

26,071

TOTAL CLICKS

# Digital Marketing

## DMO TOURISM INDUSTRY BENCHMARKS

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	18.32%	8.54%	+9.78%
GOOGLE VIDEO (YOUTUBE)	63.92% VIEW RATE	37.07% VIEW RATE	+26.85%
META PROSPECTING (CTS)	1.94%	1.70%	+0.24%
META VIDEO	0.02%	1.43%	-1.41%
PROGRAMMATIC DISPLAY	0.42%	0.59%	-0.17%

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

# Digital Marketing

MADDEN

## TOP PERFORMING ADS

Meta CTS A/B Test  
- Christmas Light Parade



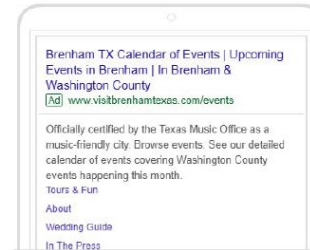
152,431 IMPRESSIONS  
3,294 CLICKS  
2.16% CTR

Programmatic Display  
- Size 300x250



110,819 IMPRESSIONS  
448 CLICKS  
0.40% CTR

Google SEM - Events



7,100 IMPRESSIONS  
2,463 CLICKS  
34.69% CTR

# Digital Marketing

MADDEN

## SEARCH

### WHAT WORKED

- Conversion rate increased by 9.26% compared to Q3.
- Despite a slight dip in clicks in Q4, the CTR held steady - even increasing by 0.13%.
- On average users viewed 4.01 pages, spending 1m 45s of engaged time on site.
- Brought in 8,868 engaged sessions to the site with an engagement rate of 78%.

### KEY LEARNINGS

- Events was the top ad group, bringing in 32% of clicks with a stellar CTR of 34.16%.
- Things to Do was close behind with 26% of clicks and a higher CTR of 35.51%.
- Demographics with highest # of clicks: females (71%), ages 35-64 (62.91%), and Top 10% HHI (38%).
- Top DMAs: Houston, Austin, and Waco-Temple-Bryan

49,244

IMPRESSIONS

9,022

CLICKS

18.32%

CTR

104.73

%

CONVERSION RATE

9,448

CONVERSIONS



# Digital Marketing



## SEARCH TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS	CTR
brenham calendar of events	1,611	4,551	35.40%
what to do in brenham tx	1,056	2,565	41.17%
things to do in brenham tx	1,027	2,740	37.48%
restaurants in brenham tx	902	5,743	15.71%
places to eat in brenham tx	558	2,836	19.68%

# Digital Marketing

MADDEN

## GOOGLE VIDEO

### WHAT WORKED

- 64% of viewers watched the video to completion.
- There was a little over 276 hours of total ad view time in Q4, with users viewing 12.5 seconds on average.

### KEY LEARNINGS

- Demographics with highest # of views: males (58%) and ages 18-44 (66%).
- TV screens continue make up about 85% of views.
- Top Audience Segments: Travel Buffs, In Market for Travel, and Art & Theater Aficionados.
- Top DMAs: DFW, Houston, and San Antonio.

79,120

IMPRESSIONS

50,577

VIEWS

63.92%

VIEW RATE

# Digital Marketing

MADDEN

## META PROSPECTING

### WHAT WORKED

- QoQ, clicks saw an increase of 21.41%.
- Annual Events continued as the top ad group, bringing in 55% of clicks with a CTR of 2.96%.

### KEY LEARNINGS

- Female users made up 64% of clicks. We are continuing to see females 65+ as the most engaged demographic, making up 23% of clicks in Q4 alone.
- 43% of clicks came from ages 35-54.
- Texas was the top performing state, bringing in 97% of clicks.
- Top DMA's: Houston, DFW, and Waco-Temple-Bryan.
- Ads brought in 1,719 post reactions, as well as 197 shares.

797,837

IMPRESSIONS

314,095

REACH

15,501

CLICKS

1.94%

CTR

# Digital Marketing

MADDEN

## META VIDEO

### WHAT WORKED

- We reached 97,246 accounts, with an average frequency of 5.14.

### KEY LEARNINGS

- In contrast to Prospecting, male users are more engaged for Meta Video, making up 76% of impressions.
- 64% of impressions came from ages 55+.
- Top DMA's: DFW, Houston, and Oklahoma City.

499,779

IMPRESSIONS

450,904

VIEWS

90.22%

VTR

# Digital Marketing

MADDEN

## PROGRAMMATIC DISPLAY

### WHAT WORKED

- Despite only launching December 12th, Display is quickly picking up traction with 7.8% of our overall goal reached by December 31st.
- Campaign has generated 59 conversions, including 2 eNewsletter sign-ups.

### KEY LEARNINGS

- Ads received more engagement from users who were parents, making up 54% of clicks despite receiving less impressions (45%).
- Clicks were split 50/50 between male and female users.
- The 300x250 ad size received the most clicks and impressions.

334,395

IMPRESSIONS

1,406

CLICKS

0.42%

CTR

# Print Ads



*Visions of  
Sugar Plums*  
Come to Life in  
Santa's Favorite Hometown!

*Experience the  
Magic of the Season  
at These Fun Events:*

- Christmas Magic + Home Tours  
November 1-3
- Fall Festival of Roses  
November 1-3
- Burton's Big Star Texas Night  
November 9
- Christmas Stroll & Lighted Parade  
December 7
- Chappell Hill  
Home Tours & Teddy Bear Parade  
December 14
- Christmas at  
Milk & Honey Ranch  
December 14

Goldings State American provides the  
perfect backdrop for holiday cheer during  
Cantonian Magic - Home Tours event.

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

Texas Highways  
November



*A Magical HOLIDAY  
HISTORY Tour Awaits...*



**WHERE TEXAS HISTORY WAS MADE!**  
This one-day and one-a-week gateway that brings history to life through carefully curated exhibits and events of the past.

- **COUNTYWIDE SOUNDWALKS**  
Self-guided listening tours highlight fun and interesting stories from communities around the county.
- **MUSEUMS & INTERACTIVE EXHIBITS**
- **EXCITING NEW CULTURAL INSTALLATIONS**

Don't Miss  
**Smithsonian**  
"CROSSROADS: CHANGE IN RURAL AMERICA"  
National Traveling Exhibit in Brenham!  
Dec. 7, 2024 - Jan. 19, 2025

Please join us in thanking our generous sponsor,  
Blue Bell Creameries

Visit **BRENHAM**

BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

Scan here for more  
Sponsorship info.

Texas Monthly & Texas Highways  
December

# Print Ads

## Texas Events Calendar Winter

*Stroll*  
Christmas Stroll & Lighted Parade  
December 7

*Smile*  
Chappell Hill  
Home Tour & Teddy Bear Parade  
December 14

*Swirl*  
Uptown Swirl Wine Walk  
January 18

Visit **BRENHAM**  
BURTON • CHAPPELL HILL  
INDEPENDENCE • WASHINGTON  
VisitBrenhamTexas.com  
979.337.7580

FROM  
HISTORIC PLACES  
TO  
MEETING SPACES

meet in **BRENHAM**

Located halfway between Houston & Austin • 979.337.7580 • MeetInBrenham.com

## Connect Texas Annual

Festivals, Fairs and Family Fun!  
*Come Fall in Love*  
Pack your bags, you're going to want to stay awhile!

WASHINGTON COUNTY FAIR  
SEPT. 14-21

SCARECROW FESTIVAL  
OCT. 12-13

TEXAS ARTS & MUSIC FESTIVAL  
OCT. 19-20

CHRISTMAS MAGIC  
NOV. 1-3

Visit **BRENHAM**  
BURTON • CHAPPELL HILL  
INDEPENDENCE • WASHINGTON  
VisitBrenhamTexas.com  
979.337.7580

Contact us for a free Visitor Guide • 115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com

## DFW Drives Fall

# Digital Ads

*Plan a Stay to See it All!*



## Smithsonian

**Traveling Exhibit in Brenham: Dec. 7 - Jan. 19!**

Museum on Main Street (MoMS), a national traveling exhibition from the Smithsonian Institution presents

### “CROSSROADS: CHANGE IN RURAL AMERICA”

- Enjoy Interactive Smithsonian Displays
- Watch History Come to Life
- Listen to Soundwalks of Historic Places Countywide
- Experience Exciting & New Cultural Installations




visit **BRENHAM**

BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON

TexasHighways.com



*Plan a Stay to See it All.*




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Datify Digital Marketing

**DON'T MISS**



## Smithsonian

**National Traveling Exhibit  
in BRENHAM  
Dec. 7 - Jan. 19!**

Plan a Stay Where Texas History was Made!

- Soundwalks • Tours • Cultural Installations • More!



visit **BRENHAM**

Tourism & Marketing Report



# Bonus Media



Texas Monthly (November) –  
Reach approx. 2M

## WINTER TRAVEL



PHOTO BY NATALIE LACY LANGE

▲ ABOVE | History is alive at the Historic Simon Theatre in Brenham, Texas, as it frames the Christmas Lighted Parade.



## ADVERTISEMENT

### PRAIRIES AND LAKES

#### BRENHAM

We're thrilled to announce that Brenham will be hosting *Crossroads: Change in Rural America*, a Smithsonian Institution traveling exhibit through the Museum on Main Street (MoMS) program! This unique exhibit explores the evolving nature of rural communities and their impact on shaping America's future. Seven small towns across Texas, including Brenham, were selected to participate.

To accompany the exciting Smithsonian partnership, Visit Brenham has developed additional historical exhibits. In Belle's Alley, a pedestrian walkway in downtown, learn about the under-told story of Freedom Colonies established from 1865–1930 by the formerly enslaved. Some nineteen of these communities were in Washington County, and their history is primarily known through stories that have been passed down through families.

A companion to this exhibit is the Camp-town Soundwalk Experience that will take the viewer/listener through the area where Brenham's first Freedom Colony was located. Additional "soundwalks" have also been developed for Burton, Chappell Hill, and Independence.

Make this historical adventure part of your holiday plans. This national exhibit, along with other local educational programs and activities throughout Brenham and Washington County, is free and can be viewed from December 7-January 19 at The Barnhill Center at Historic Simon Theatre. Hours are Monday–Friday 10 a.m.–4 p.m.; Saturday 11 a.m.–3 p.m., and Sunday 11 a.m.–2 p.m.

[VisitBrenhamTexas.com](http://VisitBrenhamTexas.com)

# Bonus Media

## Where to stay, play and enjoy wine in Washington County, Texas

Visit this underrated destination for a long adult weekend.

By [Gabi De la Rosa](#), Freelance writer  
Oct 26, 2024



Located halfway between Austin and Houston, [Washington County is known as the birthplace of Texas](#), where the Texas Declaration of Independence was created and signed in 1836. Referred to as a "[Texan's Texas](#)" by CNN Travel, the county, [with its communities of Brenham, Burton, Chappell Hill, Independence and Washington](#), brings its own blend of small-town hospitality and charm.

**CHRON.**

**CHRON.COM—  
Reach approx. 4M**

# Bonus Media



Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when



Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when  
© Photo Courtesy The Texas Historical Commission

A Smithsonian Institution exhibit on life in rural America is traveling to seven Texas cities, and Houstonians' closest shot at seeing it is in Brenham, where the exhibit is now through Jan. 19.

**MSN– Smithsonian coming to Houston area**

**Reach 128M**



**HOUSTON CHRONICLE**

LOCAL // TRENDING

**Smithsonian traveling exhibit on rural America is coming to the Houston area. Here's where and when**

By **Sandra Hernandez**, Staff writer  
Dec 25, 2024



In partnership with the Smithsonian Institution, the Texas Historical Commission welcomes the institute's Museum on Main Street program to Brenham for a special exhibit through Jan. 19.  
Photo courtesy Visit Brenham

**Houston Chronicle – Reach 2M**

# Bonus Media



9 Towns In Texas With Unique Traditions

Brenham - Blue Bell Ice Cream



World Atlas – Brenham and Blue Bell  
Reach 6M



Texas Arts and Music Festival brings fun and flair to downtown Brenham

By Sarah Forsythe [sarah@brenhambanner.com](mailto:sarah@brenhambanner.com) Oct 21, 2024 Updated Oct 21, 2024

inForney – Reach 33K

# Bonus Media

## ART, HISTORY & CULINARY DELIGHTS IN BRENHAM, TEXAS

Posted by Jill Weinlein | Dec 3, 2024 | California Dreaming, Columns, Destinations, Featured, Travel | ★★★★★

While exploring the big state of [Texas](#), discover the beauty, warm hospitality and immersive attractions in the historical town of [Brenham](#) in Washington County. It's a great stop to stretch your legs while driving from Houston to Austin. Known as the birthplace of Texas in Washington County, this charming historic town has a big heart for welcoming visitors, and offers an amazing collection of outdoor mural art, great food, fine wine and lively music.

### STAY OVERNIGHT



Luxe Beat Magazine  
Reach – 15K

More Smithsonian Coverage in December:

In Forney – Reach 32K

Victoria Advocate – Reach 53K

MYTEXASDAILY.COM  
TEXAS NEWS. FOR TEXANS.

Reach 12K

# Bonus Media



## 19 of the Best Small Towns in Texas's Wildflower Country

BY JON DYKSTRA / DECEMBER 12, 2024 / REAL ESTATE

### 2. Brenham: Home of Blue Bell and Blossoms



Home Stratosphere –  
Reach 282K



'Making invisible places visible': Brenham group creates permanent exhibits highlighting freedom colonies



KBTX – Reach 469K

# Bonus Media

- *Killeen Daily Herald* – Texas Arts & Music Festival – reach 157K
- *IVOOX* – Exploring the birthplace of the Republic of Texas and Washington County living history; BBQ, fine wine, gourmet coffee & homemade pies in Washington County TX - reach 1M / each
- *Texas Wine Lover* – Visiting Haak Wines in Brenham – reach 9K

# The Barnhill Center - Rentals



**Events / Meetings / Rentals /  
Weddings  
21**

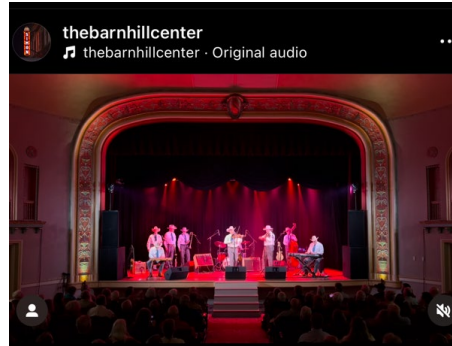
**Smithsonian and Simon Exhibits  
used Morriss Hall Dec 7 – 31**

**Historical Videos shown in  
theatre each day –  
Very popular, with many requests  
for regular showings**





# The Barnhill Center - Entertainment



2025 Season Tickets  
sold this quarter –  
**\$235,881**

## Fiscal Q1 Concert Events Included:

Bob Wills Texas Playboys

Winter Dance Party

3 Redneck Tenors Christmas!



# The Barnhill Center - Fundraising Event



**“The Golden Age of Hollywood”**

A tremendous success!

**More than \$126,000 raised for improvements to TBC!**





**AGENDA ITEM 10**

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Washington County Expo Report

Date: January 24, 2025

---

Harrison Williams will be in attendance and will have an Expo report for the Board.



**AGENDA ITEM 11**

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Administrative Report

Date: January 24, 2025

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The Administrative Report will include a Review of 2025 Round 1 Tourism Grant Funding (attached); an update on Tourism Friendly Texas Recognition; Tourism Partner Awards Coming February 11; and other upcoming happenings.