



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JULY 16, 2026, AT 9:00 AM
MORRIS HALL, THE BARNHILL CENTER
106 S DOUGLAS
BRENHAM, TEXAS**

1. Call Meeting to Order

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 April 16, 2026, Tourism Advisory Board Meeting (pages 3-6)

WORK SESSION

4. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Third Report (pages 7-24)

5. Washington County Quarterly Report (pages 25-44)

6. Administrative Report to Include Tourism Staffing Update, Tourism Programming, Texas Music Friendly Community MOU, and Tourism Advisory Board Meeting Calendar (pages 45-47)

7. Adjourn

CERTIFICATION

I certify that a copy of July 16, 2026, 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, July 10 2026, at 3:15 pm.

Nancy Joiner

Nancy Joiner

Tourism and Marketing Specialist

Disability Access Statement: This meeting is wheelchair accessible. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested three (3) business days before the meeting) by calling (979) 337-7567 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board meeting was removed by me from the City Hall bulletin board on the____ day of April 2026 at_____.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: July 16, 2026		DATE SUBMITTED: July 10, 2026
DEPT. OF ORIGIN: Tourism & Marketing		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING
☐ EXECUTIVE SESSION	☒ REGULAR	☐ RESOLUTION
	☐ WORK SESSION	
AGENDA ITEM DESCRIPTION: Approve the Minutes from the April 16, 2026 Regular Tourism Advisory Board Meeting		
SUMMARY STATEMENT: Review and approve minutes from the April 16, 2026 regular Tourism Advisory Board meeting.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: Approve 4.16.2026 Minutes		
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board approve the minutes from the April 16, 2026 Tourism Advisory Board meeting.		
APPROVALS:		

TOURISM ADVISORY BOARD

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 16, 2026, beginning at 10:00 a.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas.

Board Members present:

Scott Atwood
Stephanie Wehring
Jenny Van Dorf
Harrison Williams

Board Members absent:

Commissioner Misty Corn
DeWayne Burnett
Keith Hankins

Visit the Brenham Team present:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; Lu Hollander with Visit Brenham; Melinda Faubion; and Natalie Lange.

City Staff absent:

Alexandra Dill, manager of The Barnhill Center

Media Present:

None

Citizens:

None

1. Call Meeting to Order

Chairman Scott Atwood called the meeting to order

2. Public Comments

No public comments

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from January 15, 2026, Tourism Advisory Board Meeting

A motion was made by Board Member Harrison Williams to approve the minutes for January 15, 2026, and seconded by Board Member Jenny Van Dorf.

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

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

WORK SESSION

4. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Two Report

Megan Mainer, Assistant City Manager, presented this report, along with Nancy Joiner, Tourism and Marketing Specialist; Lu Hollander, Tourism and Marketing Specialist; Melinda Faubion; and Natalie Lange. Megan Mainer presented an overview of the DMO and Visitor Center updates, tours, visitor bags, website and collateral updates, recognition, and interest updates on impressions, engagements, Visitor Center traffic, visitor guide mailed, and phone calls. Visit Brenham/WC website to view users, views per user, and average time of engagement. Also, top pages viewed, E-Newsletters sent with open and click rates, and the top clicks. Natalie Lange presented posts on social media for Visit Brenham with total impressions on Instagram and Facebook followers, and the most popular posts on both. Our best-performing posts were on Facebook this quarter. Melinda Faubion presented the Madden report for digital marketing. We continually outperform across all our ads, with total impressions and clicks, and our benchmarks are up. We have top performers in the ads we ran this quarter. Paid search, top keywords, display, YouTube, meta prospecting, and meta video impressions, clicks, reaches, etc., are all performing well. Lu Hollander presented ads that were placed in Texas Highways, TexasHighways.com, Texas Monthly, Texas Events calendar, and Dallas Drives. Bonus media/advertorial ads. Megan Mainer presented on The Barnhill Center's rentals and entertainment for the last quarter. Nancy Joiner presented the HOT Collections for the first quarter of FY 2026.

5. Washington County Quarterly Report

Harrison Williams with the Expo Center presented this report. He gave an update for January, February, and March of 2026 regarding HOT Grant Applications and the Washington County Expo. Q1 highlight events include BHS Floral Design Statewide Competition, Paradigm Pipeline Safety Training, Fortnightly Book Sale, GHQHA, Texas Carnival Glass Association, Blue Bell Fun Run, and Localfest. Their guests included 90 grazing guests and 390 equine athletes with 920 support cows. The Washington County website is being updated with photos, new sections, and has been made easier to navigate for those who use the website. Their website received a total of 3,445 visits with 17 new email sign-ups and 31 total rental forms submitted through the site. Their Google Analytics continues to perform well and is increasing steadily, along with Facebook and Instagram. They have updated the Hotel Occupancy Tax Grant Application process with a new grant portal. Round 2 2026 will be available on May 4, 2026, and closes on May 18, 2026. It can be accessed through the County website. They have provided a video with step-by-step instructions and even training videos as well. It can be viewed on any device. You will have to set up a username and password, FAQs, announcements, and updates on the website. It is user-friendly.

6. Administrative Report to Include Tourism Staffing Update, Tourism Programming, and Texas Music Friendly Community MOU

Megan Mainer presented this item. Staff were recruiting for the Director of Tourism position in December but have changed directions to recruit for the Visit Brenham Destination Manager position. Staff are managing a wide range of responsibilities, including visitor center operations, event coordination, partner engagement, and day-to-day tourism activities. Also, new fiscal processes and expectations. Five candidates were contacted to submit a writing sample, and three candidates responded. Staff have held in-person interviews for the Visit Brenham Destination Manager and look forward to extending an offer. The Tourism Director position will be submitted as a personnel request for the next fiscal year. John Dent accepted the role of PT Lead Destination Specialist, which oversees the Visitor Center operations, part-time and volunteer schedules, updates to tourism partner material, website updates, group tours, and assists with Visit Brenham analytics. Stacy Wall is a new part-time Destination Experience Specialist, and she started in April.

Travel & Tourism Week is May 3-9, 2026, and staff have drafted for the May 7 City Council meeting to acknowledge the importance of the travel and tourism industry to our economy and the positive impacts in Brenham. During this week, an ad will be in the paper, social media highlighting tourism stats, the work of the Tourism Department staff, and highlighting the Tourism Partner Award winners. We are working on an event in conjunction with Main Street businesses to bring awareness to the community and visitors.

Staff have begun planning for the 2026 Summer Showcase on July 11, 18, and 25. We have solidified Blue Bell Creameries, LP, as an in-kind sponsor for ice cream floats and have contacted Keurig Dr. Pepper for the sodas. The Texas Music Friendly Community Committee has identified potential musicians for each showcase. Staff have created a schedule and identified marketing collateral needs in preparation for the event.

Texas Music Friendly Community MOU was executed on November 19, 2020. The Texas Music Office has requested that the MOU between the City of Brenham and the Texas Music Office be renewed to maintain the city of Brenham's certification as a Texas Music Friendly Community. This agreement will come before an upcoming City Council meeting.

7. Adjourn

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: July 16, 2026		DATE SUBMITTED: July 10, 2026
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING
☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION
	☒ WORK SESSION	
AGENDA ITEM DESCRIPTION: City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter Three Report		
SUMMARY STATEMENT: The Visit Brenham/Washington County DMO staff will present highlights of fiscal year 2026 quarter three report during April, May, and June of 2026.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: FY2026 Tourism Q3 Report		
RECOMMENDED ACTION:		
APPROVALS:		

DMO & Visitor Center Updates

Fire Museum visitors:

- **April:** 191 visitors (down 99 from 2025)
- **May:** 247 visitors (down 96 from 2025)
- **June:** 404 visitors (up 115 from 2025)

Projects & Collateral Updates

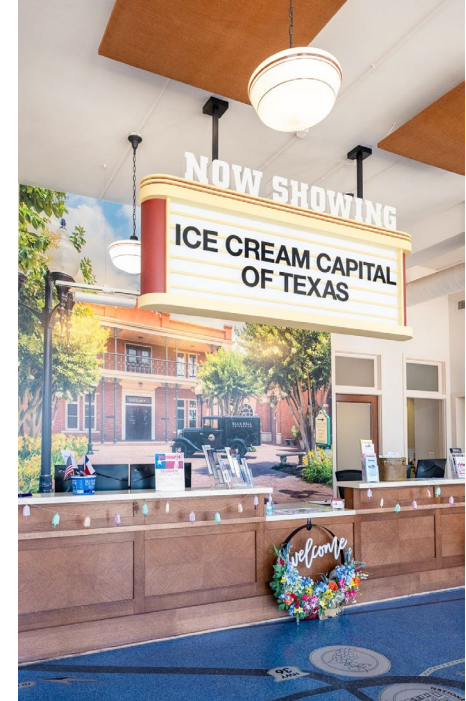
- Collaborated on Texas Music Friendly Office for the MOU renewal (in progress)
- Booked Summer Showcase artists and secured sponsorship from Blue Bell Creameries for ice cream
- Fire Museum began opening on Fridays
- Mayor read a proclamation in council for Travel & Tourism Week

Fire Museum Tours:

2026 - 3 Tour, 101 people

Visitor's Bags:

2026 - 9 Groups, 367 Bags



Visitor Center

	April 2026 / 2025	May 2026 / 2025	June 2026 / 2025	Q3 TOTALS 2026 / 2025
Walk-Ins	548/1,059	322/341	367/298	1,237/1,698
Phone Calls	122/207	67/113	87/129	276/449
Visitor Guides	193/316	143/192	173/135	509/643

Visit Brenham/WC Website

	Views 2026 / 2025	Users 2026 / 2025	Views Per User:	Avg. Time of Engagement
April	73,691/ 292,283	32,712/ 45,296	2.28/ 6.47	2m 14s/ 3m 23s
May	53,686/ 149,944	26,517/ 24,323	2.04/ 6.18	1m 41s/ 2m 48s
June	61,537/ 140,112	27,100/ 21,817	2.28/ 6.44	1m 56s/ 3m 09s
Q3 TOTALS	188,914/ 582,339	84,812/ 88,868	2.24/ 6.56	1m 59s/ 3m 12s

E-Newsletter

	April	May	June
Sent/ Successful	15,421/14,413	15,808/14,770	15,792/14,676
Open Rate*	39.7%	37.9%	34.4%
Click Rate**	3.1%	2.0%	2.5%
Top Clicks	1. Visit Brenham Wildflower Watch 2. Chappell Hill Bluebonnet Festival 3. Propagating Texas Bluebonnet Lunch & Learn (BHM) 4. Visit Brenham Events Calendar 5. Visit Brenham Homepage	1. Mothers Day Brunch 2. Visit Brenham Homepage 3. Farmer & Artisan Market 4. Visit Brenham Events Calendar 5. Fiesta on Main	1. Mini Cow Cuddles at Milk & Honey Ranch 2. 2026 Summer Sip & Art Walk 3. Cotton Gin Classic In Burton 4. Farmer & Artisan Market 5. Tribute to Waylon & Willie at Bluebonnet Opry

Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2026 - JUNE 2026



Total
Views

987,391



INSTAGRAM
FOLLOWERS

16,308 followers

298

Increase
from
previous
quarter



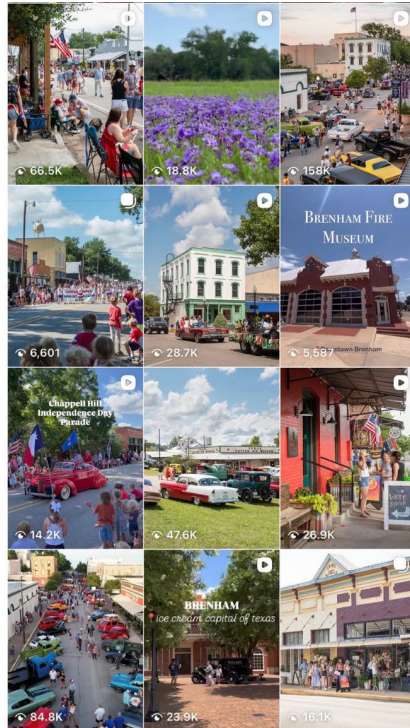
FACEBOOK
FOLLOWERS

37,166 followers

1,281

Increase
from
previous
quarter

Most Popular Posts



SOCIAL MEDIA QUARTERLY REPORT

 **INSTAGRAM**
 **FACEBOOK**

Most Popular Post



158,927 Views

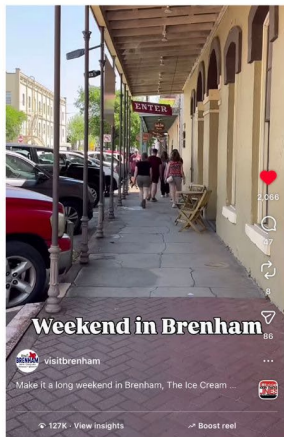
Social Media



SOCIAL MEDIA QUARTERLY REPORT



More Popular Posts...



127K Views



84.8K Views



66.5K Views

Digital Marketing

SEM

- 5,664 Clicks
- 73,480 Impressions
- 7.71% CTR

12.60% CTR Benchmark

META PROSPECTING (CPC)

- 11,658 Clicks
- 409,600 Impressions
- 2.86% CTR
- 241,176 Reach

2.42% CTR Benchmark

META VIDEO

- 269 Clicks
- 650,108 Impressions
- 0.04% CTR
- 317,711 Reach

1.86% CTR Benchmark

CITY CAST

Awaiting report from vendor

PROGRAMMATIC DISPLAY

- 4,597 Clicks
- 1,147,693 Impressions
- 0.40% CTR

0.40% CTR Benchmark

PROGRAMMATIC VIDEO

- 4,398 Clicks
- 292,116 Impressions
- 1.51% CTR

1.25% CTR Benchmark

NEXTDOOR

- 143 Clicks
- 80,475 Impressions
- 0.18% CTR

Programmatic Executive Summary



Aligning with intent, not just inventory

The data suggests that our programmatic video and display campaigns are functioning as much more than a simple awareness tool. While the display campaign successfully established a massive top-of-funnel presence with over 1.1M impressions and a steady, benchmark-matching 0.40% CTR, the video component surged ahead, delivering over 250K impressions with an impressive 1.51% CTR. Driving this success was our strategic use of contextual targeting, allowing us to meet our audience exactly where they were already looking, weaving our message into their daily digital scroll.

By looking past the initial click, we identified strong post-exposure intent, with the majority of users spending more than 15 seconds exploring the site. Driven heavily by our top-performing demographic of women aged 35–44, this quality traffic actively migrated deeper into our content, resulting in 15,000 high-intent visits to the "Things to Do" page and over 1,000 targeted visits directly to our lodging page. This proves that our broad awareness media is directly fueling tangible travel consideration.

Moving forward, we recommend updating the video creative to continue building on this strong performance momentum while proactively mitigating potential ad fatigue.

Display campaign wrapped in June with video only beginning in May.

Social Executive Summary



Driving Community Awareness and High-Value Engagement

Meta: Across social, our Meta strategy functioned as a dual-engine approach, balancing high-volume traffic with massive top-of-funnel visibility. The traffic campaign proved to be an incredibly efficient driver of site volume, reaching 241,176 users and securing 11,658 clicks. Its 2.86% CTR noticeably outperformed the 2.42% industry benchmark, signaling that our creative resonated perfectly with our target audience. Simultaneously, our video campaign prioritized pure brand footprint, delivering 650,108 impressions to 317,711 unique users. While the video flight yielded a soft 0.04% CTR and 269 clicks, this aligns with awareness optimization models where Meta maximizes video completions and recall over outbound link clicks. Together, these campaigns successfully balanced broad storytelling with active site migration.

NextDoor: Our hyper-local footprint focused on deep neighborhood reach, delivering 80,475 impressions and 143 clicks (0.18% CTR). While direct engagement trends lower on this platform, these impressions represent high-value real estate in trusted community feeds. Future phases will optimize creative with hyper-local headlines to bypass banner blindness and lift click volume.

Search Executive Summary



Capturing High-Intent Demand

Our paid search campaign served as a critical high-intent engine, capturing 5,664 clicks over 73,480 impressions. While the overall 7.71% CTR trailed the 12.60% industry benchmark, core intent categories saw phenomenal engagement, led by "things to do" at a 23.03% CTR and "eat" at 16.13%. Broader intent categories naturally pulled in higher impression volumes at lower click-through rates. Because Search captures users at the very bottom of the funnel, we recommend maintaining a continuous search presence in key feeder markets to intercept active travel demand, even when top-of-funnel media is dialed back.

Ad Creative



Display



Meta



Nextdoor



Texas Highways & Texas Monthly

The Barnhill Center - Rentals



Meetings x 5

Weddings and/or Receptions x 3

Private Parties/Celebrations x 3

Performances & Community Events x 3

Tours/Movie Screenings x 2

Luncheons x 2

Fundraisers x 1

Training x 1

Appreciation Dinners x 1

21 Total Events

**Rental payments in Q3 totaled
over \$23,370**

The Barnhill Center - Entertainment



April 18
Ben & Noel Haggard

May 16
Vinyl Radio

June 6
Endless Summer

June 27
Mat & Savanna Shaw

The Barnhill Center - Speaker Series



4/7

Dr. James Allison
2018 Nobel Laureate Chair
MD Anderson Immunology
Department

6/9

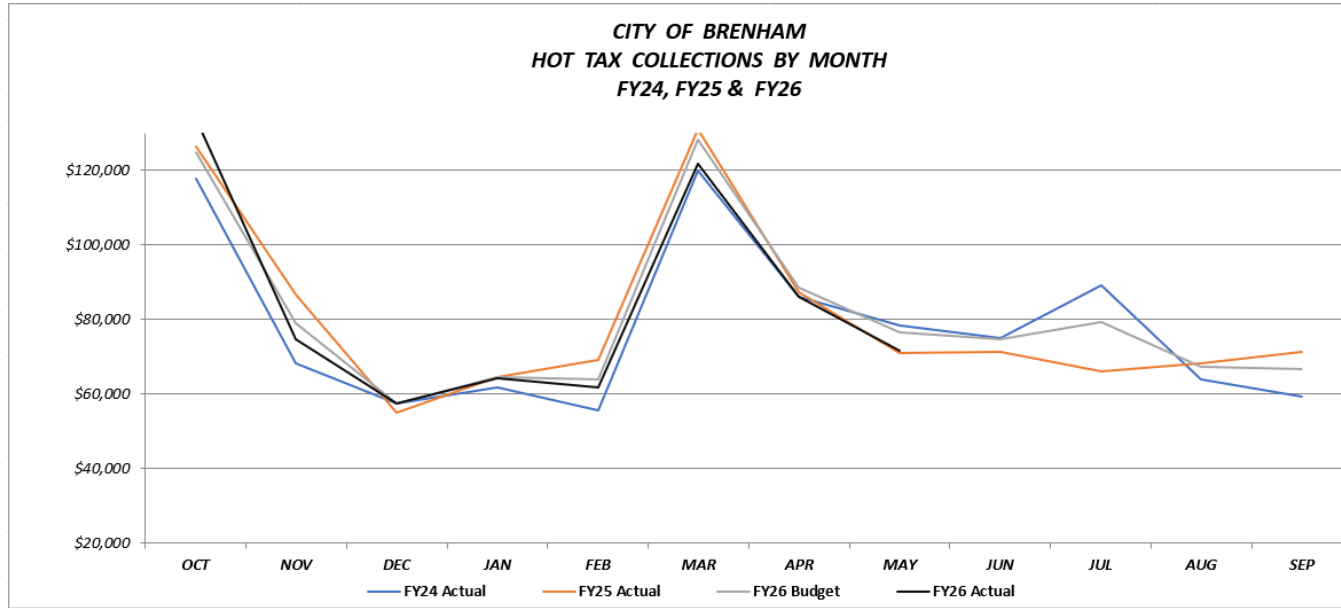
Coach Willie Fritz
Head Football Coach of
The University of Houston

The Barnhill Center - Admin Updates



- Part-time event manager position, John Turner has started assisting at TBC concerts and is soon to be trained on private events.
- TBC has contracted Cocktails4U to be its sole alcohol and bartending provider at all TBC events and private functions requiring alcohol service.
- Staff, with guidance from the Programming Committee, has developed a Show Partner and Advertiser program designed to help raise funds for TBC Cultural Arts offerings. Program to be advertised to area businesses in the coming days.
- Sharon Brass continues to finalize performance series for 2027.
- Staff is reevaluating current TBC fee schedule and packages.

Fund 109 HOT Collections



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY24 Actual	117,864	68,119	57,275	61,752	55,632	119,791	86,003	78,341	74,881	89,144	63,686	59,271	931,759
FY25 Actual	126,260	86,471	54,762	64,573	69,122	131,001	87,185	71,059	71,312	65,876	68,099	71,135	966,853
FY26 Budget	124,722	78,980	57,239	64,539	63,737	128,130	88,482	76,328	74,690	79,199	67,329	66,624	970,000
FY26 Actual	133,591	74,582	57,488	64,217	61,663	121,778	86,007	71,624					670,951



AGENDA ITEM 5

DATE OF MEETING: July 16, 2026 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: July 10, 2026 SUBMITTED BY: Harrison Williams, Director of Washington County Expo						
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;">MEETING TYPE:</td> <td style="width: 33%; vertical-align: top;">CLASSIFICATION:</td> <td style="width: 33%; vertical-align: top;">ORDINANCE:</td> </tr> <tr> <td style="vertical-align: top;"> ☒ REGULAR ☐ SPECIAL ☐ EXECUTIVE SESSION </td> <td style="vertical-align: top;"> ☐ PUBLIC HEARING ☐ CONSENT ☐ REGULAR ☒ WORK SESSION </td> <td style="vertical-align: top;"> ☐ 1ST READING ☐ 2ND READING ☐ RESOLUTION </td> </tr> </table>		MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	☒ REGULAR ☐ SPECIAL ☐ EXECUTIVE SESSION	☐ PUBLIC HEARING ☐ CONSENT ☐ REGULAR ☒ WORK SESSION	☐ 1 ST READING ☐ 2 ND READING ☐ RESOLUTION
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☒ REGULAR ☐ SPECIAL ☐ EXECUTIVE SESSION	☐ PUBLIC HEARING ☐ CONSENT ☐ REGULAR ☒ WORK SESSION	☐ 1 ST READING ☐ 2 ND READING ☐ RESOLUTION					
AGENDA ITEM DESCRIPTION: Washington County Quarterly Report on Washington County Expo, HOT Grant Applications, and Stars Over Washington County.							
SUMMARY STATEMENT: Washington County staff will present quarterly highlights during the months of April, May, and June of 2026 regarding the Washington County Expo.							
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:							
ALTERNATIVES (In Suggested Order of Staff Preference):							
ATTACHMENTS:							
RECOMMENDED ACTION:							
APPROVALS:							

WASHINGTON COUNTY

EXPO

AT THE

CENTER

OF IT ALL

Q2 Highlight Events

- Spanish Congregation of Jehovah's Witness
- Blinn Ag Mech Show
- Steer Sales
- Goat Show
- Cuttings
- American Junior Simbrah Round Up

Upcoming Public Events in Q3

- 7/10-11 Cattlealc Steer Show
- 7/17-19 The Sift Swine Show
- 7/24-26 Monster Truck Maina
- 8/7-8 Tejas Horse Show
- 8/28-30 Prospect Open Show
- 9/4-6 ABBA
- 9/11-20 Washington County Fair

An aerial photograph of an industrial park, overlaid with a semi-transparent blue filter. The image shows several large, rectangular industrial buildings with light-colored roofs. Numerous semi-trucks are parked in large paved lots, particularly in the foreground and middle ground. The surrounding area includes some trees and smaller structures.

Marketing

Washington County Website

- In April, we used Texas Monthly's Facebook Advertisement to promote and provide information on the Blinn Ag Mech Show.
- May's traffic drop was due to a campaign ending resulting in a slower month for visits.
- The growth from Q1 to Q2 was 2,558 visits or 74% growth. 18% Increase in Email Sign Ups. 29% increase in Rental form request.

	April	May	June	Total
Visits	3,944	776	1,283	6,003
Email Sign Ups	3	8	9	20
Rental Forms Submitted	10	18	12	40



Google Analytics

- Total Users, engagement, and new users increased between 50 and 93%.
- Paid Socials increased due to our April Texas Monthly Social Media Ad.
- Organic Social and Referrals increased.
- Event counts and user interactions improved meaning people are spending more time on our website.

	April	May	June	Total
Active Users	3.8K	635	1,115	5,550
Event Count	15K	4.5K	7,363	26.8K
New Users	3.8K	610	1,115	5,525

	April	May	June	Total
# of Organic Search	326	384	384	1,064
# of Direct Search	245	272	512	1,029
# of Organic Social	84	25	103	212
# of Paid Social	3.2K	4	108	3.3K
# of Paid Search	7	3	4	24
# of Referral	110	110	272	489
# of Unassigned	3	12	1	16

Facebook

- Views & Viewers skyrocketed in Q2, especially during our July 4th campaign.
- Content Interactions doubled
- Links Clicked doubled which is amazing for our website analytics
- Followers grew 27% in Q2.
- June's performance was driven by our July 4th campaign that reached farther than our typical audience.

	April	May	June	Total
Views	20.9K	10K	67.3K	98.2K
Viewers	8.3K	4.2K	19.9K	32.4K
Content Interactions	342	133	594	1,069
Links Clicked	90	83	801	974
Visit	751	470	1.1K	1,194
Follows	45	25	99	169
Current Followers	645	674	773	773
Top Post	Blinn Photos & Best In WC	July 4th Announcement	July 4th – Parking Info	

Instagram

- Our Instagram increased by 37% in Q2.
- Followers more than doubled this quarter, meaning we're gaining more visibility and follower growth thanks to our huge campaign.
- Our Instagram is not as popular as our facebook but it is growing steadily and reaching a younger audience that Facebook doesn't necessarily reach.

	April	May	June	Total
Views	2.3K	3.3K	13.1K	18.7K
Content Interactions	75	148	134	356
Links Clicked	1	48	1	50
Visit	17	66	45	128
Follows	9	41	22	72
Current Followers	645	686	708	708
Top Post	Blinn Photos	July 4th Announce ment	Band Poster- July 4th	-

Top Social Media Posts



Blinn Ag Mech Show
Photos



July 4th Promotional



Parking information for July 4th



HOT Grant

\$33,000 in Awards

Organization	Event/ Program/ Project	Amount Requested	Amount Awarded
Ant Street Inn	Sign Restoration	\$4,950	\$4,950
Brenham Heritage	Marketing	\$4,500	\$2,250
BirdDog Events	Scarecrow Music Fest	\$20,000	\$3,950
CH CC	4 th Parade, Airing of the Quilts, Wine & Cheese Stroll	\$12,000	\$8,000
Texas Arts & Music	2026 Festival	\$5,000	\$4,000
Unity Theatre	26-27 Season Marketing	\$5,000	\$4,850
WOB	Juneteenth	\$5,000	\$5,000

STARS OVER
WASHINGTON COUNTY
JULY 4TH CELEBRATION
AMERICA 250

Print Ads & Other

Company	Description	Amount
T3 Graphics	Signage	\$640.00
Brandit Graphics	Sponsor Banner	\$299.58
Integ	Posters & Rack Cards	\$362.56
Banner Press	July 4 th Addition	\$120.00
	Total	\$1,422.14

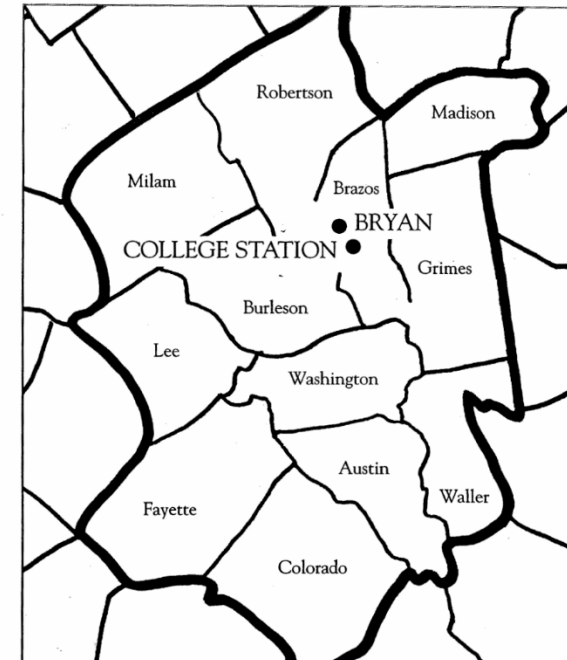


Radio Ads

Company	Description	Amount
KTEX/KWHI	65 Ads	\$1,903.00

- KTTX 106.1
 - 12- County Coverage
 - 75,000 Weekly Listeners
 - 18-49 Demographic
- KWHI AM1280 & FM 101.7
 - 8 County Coverage
 - 25,000 Weekly Listeners
 - 30+ Demographic

12 County Coverage
from
KTEX 106



Austin County
Colorado County
Lee County
Robertson County

Brazos County
Fayette County
Madison County
Waller County

Burleson County
Grimes County
Milam County
Washington County

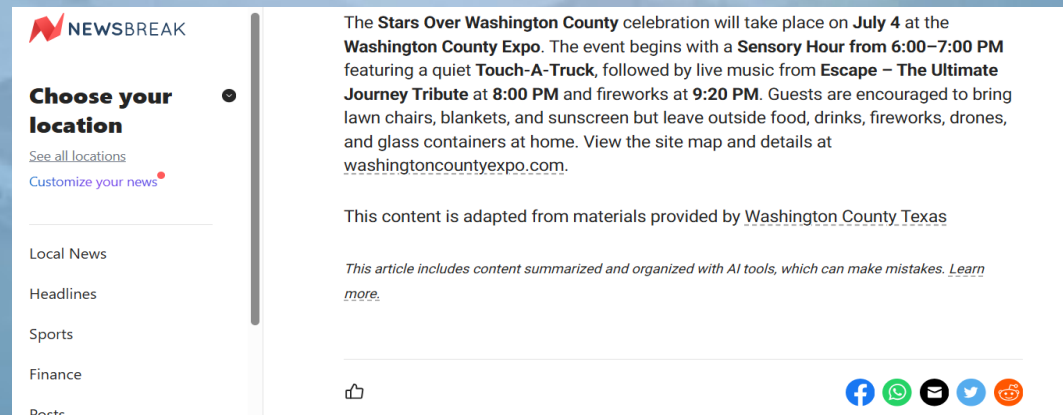
Digital Ad Data

Company	Ad Type	Impressions	Clicks	CTR
Meta Business	Insta & Facebook	108,400	1,400	1.29%
Texas Monthly	Geo Target	151,012	91	0.06%
Texas Highways	Tour Texas	47,227	65	0.18%
		Recipients	Opens/ Rate	Clicks/ Rate
Texas Monthly	Trip Planner	46,381	15,372/ 33.14%	373/ 2.43%



Articles

- [Washington County Chamber](#)
- [KBTX Channel 3 News](#)
- [Visit Brenham](#)
- [Banner Press](#)
- [KWHI/KTEX](#)
- [4thofJuly.com](#)
- [NewsBreak](#)
- [KDH News](#)
- [WN.com](#)





Post Event Coverage

Social Media Feedback:



Kelly Deering · 1d

It was the best Fireworks show I've ever seen!

Reply



Yvonne Steinbach · 18h by Author

The show was incredible at the expo center. Would love to see that be brought back like it used to be in Brenham.

Reply

Message

Hide



1



Pam Kelley · 13h by Author

Can we go back to doing fireworks at the fairgrounds every Fourth of July?

Reply



1



Dave Westfall · 23h by Author

I was there! 🇺🇸 😊

Reply



2



Connie Rice · 21h

Great show!

Reply



1



Jaci Arroyo · 20h

This was a great event, just wish there were more vendors or small businesses to support while waiting for the concert/fireworks.

Reply



1



Kelly Deering ▶ Stars Over Washington County - July 4th Celebration

23h · 🌐

My sister I drove from Cypress to watch the fireworks it was well worth it! We wanted a small town feel, we got more! The fireworks was the best I've ever seen. Thank you for having this event.



8

1 comment



Erica Barton-Gregory ▶ Stars Over Washington County - July 4th Celebration

1d · 🌐

THANK YOU TO EVERYONE WHO JUST PUT THAT FIREWORKS SHOW ON!!!!!! Watching that and then hearing the entire town cheering was incredible. I did not get pics. To busy living in the moment. BEST FIREWORK SHOW I HAVE SEEN.



10

2 comments



Michelle Davis Freeman · 23h by Author

We were there last night and saw you for the first time! Hopefully it won't be our last! I sang along with every word and danced my butt off in my chair. Lol. Thank you for a wonderful night!

Reply



3



View 1 reply



Kim Attaway Brending · 22h by Author

My daughter lives in Brenham and I drove in from Houston to see y'all. Great show! It's been too long since I've been to one of your concerts. I've got to go to another soon.

Reply



3



Connie Rice · 20h by Author

Great show! ❤️ the Edith and Archie bunker song!!!!

Reply



2



Lynn Beck Haley · 20h by Author

What a fun night! Y'all knocked it out of the park as usual! We missed seeing Joel, and are praying for a speedy recovery. His temporary stand in did a great job!

Reply



2



Picture Perfect:





AGENDA ITEM 6

DATE OF MEETING: July 16, 2026		DATE SUBMITTED: July 8, 2026
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
☒ REGULAR	☐ PUBLIC HEARING	☐ 1 ST READING
☐ SPECIAL	☐ CONSENT	☐ 2 ND READING
☐ EXECUTIVE SESSION	☐ REGULAR	☐ RESOLUTION
	☒ WORK SESSION	
AGENDA ITEM DESCRIPTION: Administrative Report to Include Tourism Staffing Update, Tourism Programming, Texas Music Friendly Community MOU, and Tourism Advisory Board Meeting Calendar		
SUMMARY STATEMENT: Staff have included an attachment, 7.16.2026 Admin Report, outlining updates.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: (1) 7.16.2026 Admin Report		
RECOMMENDED ACTION:		
APPROVALS:		



**ADMINISTRATIVE REPORT
TOURISM ADVISORY BOARD
THURSDAY, JULY 16, 2026, AT 9:00 AM**

1. **Tourism Staffing Update** – Aaron Gray has been hired as Visit Brenham Destination Manager and we have included a Tourism Director position in the FY27 budget which will begin October 1, 2026. We anticipate advertising for the position once the budget has been adopted by City Council.

Part time staff member Kim Lynch will be taking a long-term leave of absence. We are in the process of hiring Donna Loving to replace Kim to maintain adequate coverage for Visitor Center operations. Donna's anticipated start date is early August. Once Kim can return, she will move into an as-needed relief role to help cover vacations and other staffing gaps.

Adison Williams has been serving as our Tourism & Event Summer Intern who is supporting the development of Texas association, club, and special interest group databases as well as tourism itineraries, Tourism Department event implementation, and a new tourism program to be launched next summer.

2. **Tourism Programming** – Staff successfully completed planning and promotion for the 2026 Summer Showcase concert series, resulting in the scheduling of Mason Marek (July 11), Anthony Moreno (July 18), and Trey Lemley (July 25). Blue Bell Creameries, L.P. returned as an in-kind sponsor providing complimentary ice cream during each performance. Staff was unable to renew the partnership with Keurig Dr Pepper this year. Complimentary ice cream scoops will be offered in place of ice cream floats.

Staff implemented a comprehensive promotional campaign to increase awareness and attendance. Marketing efforts included the creation and distribution of rack cards, a dedicated blog post, organic social media promotion, a Facebook event page, listings on the Visit Brenham events calendar, and inclusion on the City of Brenham community calendar. Staff will evaluate attendance and visitor engagement throughout the concert series to identify opportunities for future programming and community partnerships.

Staff began sponsorship renewal discussions with the Texas Arts & Music Festival. As part of these discussions, staff are exploring a partnership to install QR code plaques at downtown murals. These plaques will allow visitors to access information about each mural, its artist, and the history of the artwork at each location. This project is intended to enhance the existing mural walk experience while encouraging visitors to spend additional time exploring downtown.

Staff have started rebuilding and expanding visitor itineraries to make trip planning easier for both prospective visitors and travel planners. Updated itineraries now include themed experiences such as weddings, history, wineries, culinary experiences, arts, and other

visitor interests. These enhanced itineraries will serve as the foundation for the future development of guided tour experiences and group tour programming.

Staff initiated development of the 2027 Official Visitor Guide and are preparing partnership requests while reviewing destination content to ensure the guide reflects current attractions, experiences, and tourism partners.

- 3. Texas Music Friendly Community MOU** – On November 19, 2020, the City of Brenham and the Texas Music Office within the office of the Governor, executed a MOU as the final requirement to become a certified Texas Music Friendly Community. The Texas Music Office has requested the MOU between the City of Brenham and the Texas Music Office to be renewed to maintain the City of Brenham’s certification as a Texas Music Friendly Community. The MOU outlines the City of Brenham’s responsibilities and includes:

- 1) Maintaining the Brenham Music Industry dataset;
- 2) Reviewing and updating exported entries into the dataset;
- 3) Updating and exporting the Brenham dataset twice annually in January and July; and
- 4) Promoting public awareness of the Brenham Music Industry dataset and encouraging utilization by industry members.

Staff have complied with all responsibilities and will recommend approval of the Memorandum of Understanding between the City of Brenham and Texas Music Office within the Office of the Governor related to Brenham being named a Texas Music Friendly Community at an upcoming City Council meeting once we’ve received a final approved MOU from the State.

- 4. Tourism Advisory Board Meeting Calendar** – Tourism Advisory Board meetings have historically been held on the third Thursday in January, April, July, and October at 9:00 AM. City Council meetings are held on the first and third Thursday of each month. Staff recommend the Tourism Advisory Board meetings transition to the fourth Thursday in January, April, July, and October to prevent meeting conflicts and allow Tourism staff adequate time to prepare for each meeting.