



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JANUARY 15, 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 October 16, 2025, Tourism Advisory Board Meeting**
- 4. Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Chair**
- 5. Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Vice Chair**
- 6. Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Friendly Texas Subcommittee**
- 7. Discuss and Possibly Act Upon a Recommendation to Appoint a Music Friendly Texas Subcommittee**
- 8. Discuss and Possibly Act Upon a Recommendation to Appoint a Film Friendly Texas Subcommittee**
- 9. Discuss and Possibly Act Upon a Recommendation to the City of Brenham City Council to Approve the Ice Cream Capital Branding Package**

WORK SESSION

- 10. City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter One Report**
- 11. Washington County Quarterly Report on HOT Grant Applications and Washington County Expo**

12. **Administrative Report to Include Tourism Staffing Update, Tourism Programming, and 2026 Tourism Advisory Board Meeting Dates**
13. **Adjourn**

CERTIFICATION

I certify that a copy of the January 15, 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, January 9, 2026, at 2:30 p.m.

Nancy Joiner

Nancy Joiner

Tourism and Marketing Specialist

<p>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.</p>

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 January 2026 at_____.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: January 15, 2025		DATE SUBMITTED: December 29, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
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AGENDA ITEM DESCRIPTION: Approve the Minutes from the October 16, 2025 Regular Tourism Advisory Board Meeting		
SUMMARY STATEMENT: Review and approve minutes from the October 16, 2025 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 10.16.25 Minutes		
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board approve the minutes from the October 16, 2025 Tourism Advisory Board meeting.		
APPROVALS:		

TOURISM ADVISORY BOARD

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 16, 2025, beginning at 9:00 a.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas.

Board Members present:

Scott Atwood
Commissioner Kirk Hanath
Commissioner Misty Corn
DeWayne Burnett
Harrison Williams
Keith Hankins

Board Members absent:

Stephanie Wehring
Jenny Van Dorf

Visit the Brenham Team present:

Megan Mainer, Assistant City Manager; Tourism and Marketing Specialist Nancy Joiner; Lu Hollander with Visit Brenham; Tourism & Marketing Manager Kathrine Briscoe; Destination & Partner Coordinator, Elayne Grisbee; Manager of The Barnhill Center, Alex Dill; and Natalie Lange.

Media Present:

None

1. Call Meeting to Order

Chairman Scott Atwood called the meeting to order

2. Public Comments

Commissioner Kirk Hanath introduced Commissioner Misty Corn as the new representative from the county.

City Counsel Steve Soman addressed the Board to discuss the future growth of Washington County.

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from July 17, 2025, Tourism Advisory Board Meeting

A motion was made by Board Member Harrison Williams to approve the minutes for April 17, 2025, and seconded by Board Member Keith Hankins.

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

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

4. Discuss and Possibly Act Upon a Recommendation to the City of Brenham City Council to Approve the Ice Cream Capital Branding Package

Kathrine Briscoe, Tourism & Marketing Manager, presented this item. As of May 24, 2025, we are designated as the Ice Cream Capital of Texas. The City is created a Task Force to create a branding package that will aid in the use of logos, colors, and typography to maintain consistency in marketing and communication. The package was not completed by the meeting, Kathrine Briscoe recommended tabling this agenda item.

A motion was made by Board Member Harrison Williams to table this agenda item and seconded by Board Member Keith Hankins.

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

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

WORK SESSION

5. Discuss and Review Possible Revisions to the Interlocal Agreement Between the City of Brenham and Washington County Related to Tourism Activities

Assistant City Manager Megan Mainer presented this item, to note different changes to the Interlocal Agreement between the City of Brenham and Washington County as it pertains to related tourism activities.

6. Discuss and Review Possible Revisions to the Tourism Advisory Board By-Laws

Assistant City Manager Megan Mainer presented this item, to note different changes to the Tourism Advisory Board By-Laws.

7. Visit Brenham DMO Fiscal Year Q3 Report

Kathrine Briscoe presented this item, along with Nancy Joiner, Tourism & Marketing Specialist. Elayne Grisbee, Destination & Partner Coordinator; Alex Dill, Manager of The Barnhill Center; and Natalie Lange. Elayne Grisbee 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 guides mailed, and phone calls. Visit Brenham/WC website on views, users, views per user, and average time of engagement. Also, top pages viewed, E-Newsletters sent with open and click rates, the top clicks, and the “What's Happening.” Natalie Lange presented posts on social media for Visit Brenham with total impressions on Instagram and Facebook followers, and most popular posts on both. Our best-performing posts were on Facebook this quarter. Kathrine Briscoe presented the Madden report for digital marketing. We continually outperform with all our ads with total impressions, clicks, and our benchmarks are up, and we have top performers in ads that we have done for this quarter. Paid search, top keywords, display, YouTube, meta prospecting, and meta video impressions, clicks, reaches, etc., are all performing well. She also presented ads that were placed in Texas Highways, TexasHighways.com, Texas Monthly, Texas Events calendar, and Dallas Drives. Bonus media/advertorial ads reached over \$2 million. Alex Dill presented on The Barnhill Centers rentals and entertainment for the last quarter.

8. Washington County Expo Report

Harrison Williams with the Expo Center presented this report.

9. Administrative Report to Include 2026 Round One Tourism Grant Dates and 2026 Tourism Advisory Board Meeting Dates

Nancy Joiner presented this report.

10. Adjourn

Board Chair

Date

ATTEST:

Tourism & Marketing Specialist

Date



AGENDA ITEM 4

DATE OF MEETING: January 15, 2025 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: December 29, 2025 SUBMITTED BY: Megan Mainer, Assistant City Manager															
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Chair																
SUMMARY STATEMENT: City of Brenham Board and Commission shall appoint a Chair to preside over Tourism Advisory Board meetings in the absence of the Chair.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS:																
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board appoint a Chair for the Tourism Advisory Board.																
APPROVALS:																



AGENDA ITEM 5

DATE OF MEETING: January 15, 2025		DATE SUBMITTED: December 29, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Vice Chair		
SUMMARY STATEMENT: City of Brenham Board and Commission shall appoint a Vice Chair to preside over Tourism Advisory Board meetings in the absence of the Chair.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board appoint a Vice Chair for the Tourism Advisory Board.		
APPROVALS:		



AGENDA ITEM 6

DATE OF MEETING: January 15, 2025 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: December 29, 2025 SUBMITTED BY: Megan Mainer, Assistant City Manager															
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Friendly Texas Subcommittee																
SUMMARY STATEMENT: The Tourism Advisory Board by-laws give the Chair authority to appoint subcommittees as he/she may deem necessary to achieve the objectives of the Board. As a certified Tourism Friendly Texas community, the Tourism Advisory Board Chair may choose to appoint a Tourism Friendly Texas subcommittee to strengthen relationships with existing community partners, educate local leaders on the importance of tourism as a tool for economic development and job creation, and encourage participation in state government programs available for tourism development.																
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:																
ALTERNATIVES (In Suggested Order of Staff Preference):																
ATTACHMENTS:																
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board Chair appoint a Tourism Friendly Texas subcommittee.																
APPROVALS:																



AGENDA ITEM 7

DATE OF MEETING: January 15, 2025 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: December 29, 2025 SUBMITTED BY: Megan Mainer, Assistant City Manager						
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon a Recommendation to Appoint a Music Friendly Texas Subcommittee							
SUMMARY STATEMENT: The Tourism Advisory Board by-laws give the Chair authority to appoint subcommittees as he/she may deem necessary to achieve the objectives of the Board. As a certified Music Friendly Texas community, the Tourism Advisory Board Chair may choose to appoint a Music Friendly Texas subcommittee to foster music industry development in the community.							
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:							
ALTERNATIVES (In Suggested Order of Staff Preference):							
ATTACHMENTS:							
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board Chair appoint a Music Friendly Texas subcommittee.							
APPROVALS:							



AGENDA ITEM 8

DATE OF MEETING: January 15, 2025		DATE SUBMITTED: December 29, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon a Recommendation to Appoint a Film Friendly Texas Subcommittee		
SUMMARY STATEMENT: The Tourism Advisory Board by-laws give the Chair authority to appoint subcommittees as he/she may deem necessary to achieve the objectives of the Board. As a certified Film Friendly Texas community, the Tourism Advisory Board Chair may choose to appoint a Film Friendly Texas subcommittee to effectively accommodate media production in their communities.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS:		
RECOMMENDED ACTION: Staff recommend the Tourism Advisory Board Chair appoint a Film Friendly Texas subcommittee.		
APPROVALS:		



AGENDA ITEM 9

DATE OF MEETING: January 15, 2025 DEPT. OF ORIGIN: Tourism	DATE SUBMITTED: December 26, 2025 SUBMITTED BY: Megan Mainer, Assistant City Manager															
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AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon approval of the Ice Cream Capital of Texas Logo and Branding Package.																
<p>SUMMARY STATEMENT: Brenham was officially designated as the Ice Cream Capital of Texas in May of 2025. Since this occurred, excitement and momentum around the "Ice Cream Capital of Texas" identity created a unique opportunity for Visit Brenham staff to develop this brand in a meaningful way.</p> <p>In the summer of 2025, Visit Brenham sought proposals from local graphic artists to develop an Ice Cream Capital of Texas branding package. James Pharaon Creative, Bryan Creative, and Drifting Creatives provided proposals and staff contracted with James Pharaon Creative for graphic design services. The goal of the branding package was to aid in consistent use of logos, colors, and typography and promote consistency in marketing and communication efforts, while also supporting marketing and sales teams with ready-to-use branded assets.</p> <p>To ensure the branding package reflected input from key stakeholders including Visit Brenham staff, Blue Bell, the Tourism Advisory Board, and the City Council, staff developed an Ice Cream Capital of Texas Working Group consisting of Joe Robertson, Stephanie Wehring, Jenny Van Dorf, Leah Cook, Traci Pyle, Kathrine Briscoe, and Megan Mainer. This Working Group began meeting in August to provide feedback and recommendations on the development of the logo including colors, typography, and design elements.</p> <p>The Ice Cream Capital of Texas Working Group finalized logo selection on October 7, 2025.</p> <p>James Pharaon Creative developed a brand guide which was finalized in December 2025.</p> <p>Staff, along with the Ice Cream Capital of Texas Working Group, recommends approval of the Ice Cream Capital of Texas logo and branding package enclosed.</p>																

The Ice Cream Capital of Texas Brand Guide will be taken to City Council for approval.
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: Continued focus and branding of Brenham’s official designation as the Ice Cream Capital of Texas. B. CONS:
ALTERNATIVES (In Suggested Order of Staff Preference):
ATTACHMENTS: Ice Cream Capital of Texas Brand Guide
RECOMMENDED ACTION: Staff recommend approval of the Ice Cream Capital of Texas Brand Guide.
APPROVALS:



Brand Guide



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Variations and Colors

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5 | Logo elements

6 | Scaling

7 | Color Specs - “Blueberry” variant
Color Specs - “Neapolitan” variant

8 | Sample Collateral

9 | Project Timeline





Why Develop a Brand?

An Ice Cream Capital of Texas brand guide will aid in the proper use of logos, colors, and typography and will promote consistency in marketing and communication efforts, while also supporting marketing and sales teams with ready-to-use branded assets.

The following are topics discussed and agreed upon by the by the Ice Cream of Capital Task Force commissioned by the City of Brenham.

Purpose

The *Ice Cream Capital of Texas*® brand celebrates Brenham as the Birthplace of Blue Bell and reinforces the city's identity through consistent, recognizable, and joyful branding. This brand supports tourism, economic development, and community pride by unifying how the story, visuals, and voice are shared across all platforms.

Brand Story

Brenham is a place where ice cream is more than a treat—it's tradition. As the Birthplace of Blue Bell, Brenham represents hometown pride, family values, and the timeless joy of ice cream made the old-fashioned way. The *Ice Cream Capital of Texas*® brand connects this heritage throughout downtown Brenham and Washington County, evoking simpler times, playful fun, and a deep sense of pride in sharing this story with visitors and residents alike.

Target Audience

The brand appeals to a broad range of ages, including families, tourists, and nostalgia-seekers, who are drawn to the pride of place, authentic history, and fun, memorable experiences rooted in Brenham's unique identity.

Brand Personality

- Proud, friendly, and welcoming
- Rooted in Texas and Brenham heritage
- Whimsical, playful, and nostalgic
- Classic yet approachable

The brand complements the existing Visit Brenham identity, featuring a standalone ice cream-focused logo that can be paired with the Visit Brenham tagline when appropriate.

Color Direction

The color palette should feel sweet and nostalgic, inspired by classic candy shops and iconic Blue Bell flavors such as strawberry, chocolate, and vanilla. Neon colors should be avoided. Colors must be timeless, versatile across merchandise and print materials, and effective in both full color and black-and-white applications.

Typography

Typography should be highly legible and complement the City of Brenham and Visit Brenham branding. Font selections should draw inspiration from historic Blue Bell typography while maintaining a clean, modern, and friendly appearance.

Imagery & Visual Elements

Imagery should clearly communicate indulgence, variety, and fun through iconic ice-cream symbols such as cones and stacked scoops. Visuals may also reference Brenham's heritage, including Blue Bell's founding in 1907, local landmarks, nostalgic signage, and existing community artwork.



Brand Elements

Overview

Brenham is a vibrant community known for many great things—but one of the things we’re best known for is ice cream. That’s why the State of Texas has officially designated Brenham as the Ice Cream Capital of Texas®.

This guide is designed to help you use the Ice Cream Capital of Texas® logo consistently, professionally, and in a way that reflects the pride, tradition, and fun that make Brenham special.

Star graphic – The star symbolizes Brenham’s deep roots in Texas, echoing the Lone Star State while representing local pride, history, and the enduring heritage that anchors the community.

Ice Cream and Cone graphic – The ice cream cone symbolizes a friendly, welcoming spirit through its universal association with joy, whimsy, and shared moments of nostalgia, evoking a sense of playfulness and warmth that invites everyone to feel at home.

Seal Graphic – The seal is a subtle nod to Blue Bell through its form inspired by the iconic blue bell ice cream lid linking local history, craftsmanship, and hometown legacy while providing an overall classic yet approachable design.



Variations and Colors

Just like ice cream, the Ice Cream Capital of Texas® logo is meant to be fun. It can be used in a variety of “flavors” and approved variations to fit different needs and applications. The logo is designed to be versatile across projects while always maintaining its integrity and recognizable look.

When designing alternate versions of the logo, the following design guidelines should be used:

- Typography should not be changed
- All words should be readable
- Outer ring text is usually the color of the inner background
- The word “Brenham” and the outer ring are usually the same color
- Logo “flavor” names should correspond to actual recognizable ice cream flavors and should roughly approximate the actual colors of the flavor





Clear Space

To keep the Ice Cream Capital of Texas® logo clean and easy to read, always allow clear space around it. This helps prevent visual clutter and ensures the logo stands out wherever it's used.

At a minimum, maintain clear space equal to the height of the logo's outer ring (measured from top to bottom, including any outer ring borders) on all sides. Additional clear space may be used whenever possible and is encouraged.



Minimum Size

To ensure all text remains straightforward and easy to read, the Ice Cream Capital of Texas® logo should never be used smaller than one inch by one inch, measured by width or height. This minimum size helps maintain legibility and preserves the integrity of the logo.



One inch
(actual size)





Logo Elements

The Ice Cream Capital of Texas® logo consists of the following elements:

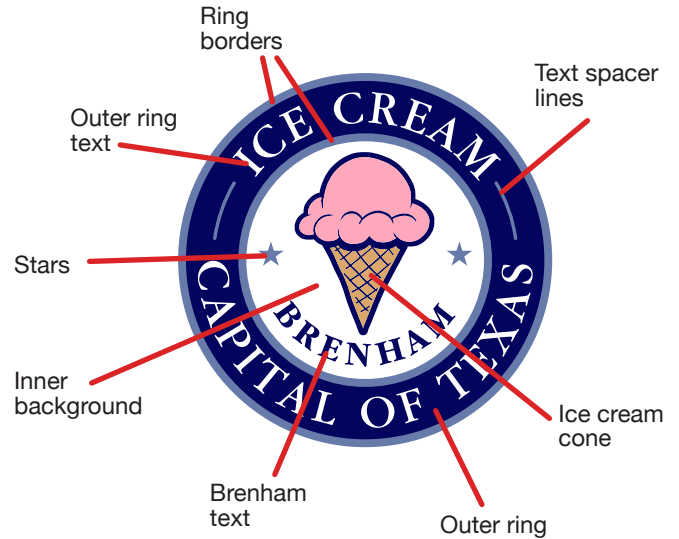
- Outer ring
- Ring borders
- Inner background
- Stars (or seasonal decorative elements)
- Ice cream cone
- Outer ring text
- Brenham text
- Text spacer lines

Pro tip: never remove or add any design elements to the logo.

Typography

The Ice Cream Capital of Texas logo uses ITC Garamond Book and ITC Garamond Bold.

Pro tip: never change the typefaces in the logo.





Scaling

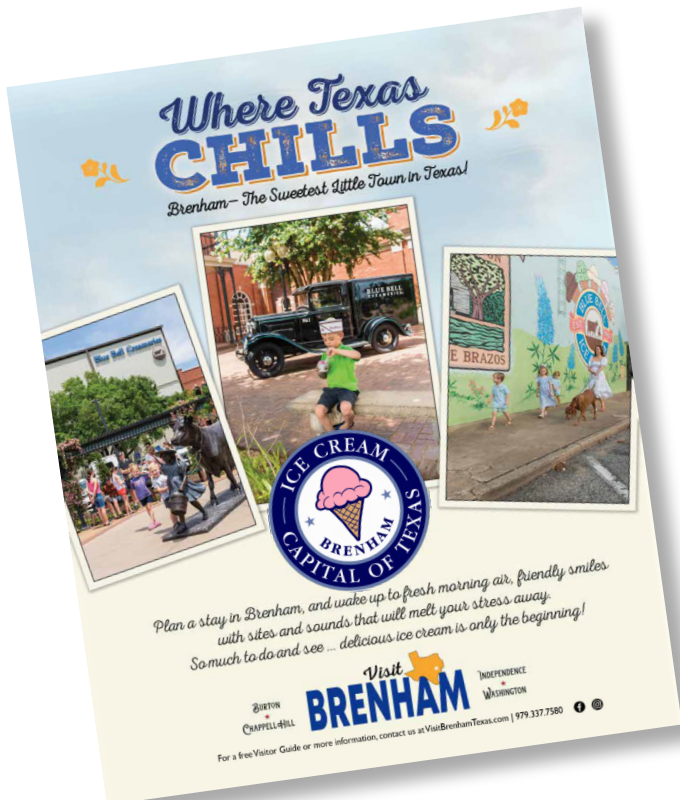
The Ice Cream Capital of Texas® logo should always be scaled proportionally and never stretched or distorted. The logo must remain a perfect circle.

When resizing a digital version of the logo, always start with the largest, highest-resolution file available to ensure the best quality.

For large-scale applications such as banners, signage, or billboards, use a vector version of the logo (e.g., EPS or SVG). Vector files scale infinitely without losing quality or becoming pixelated. Pixel-based files (.JPG, .PNG, .PSD) are best suited for web use or smaller print applications where significant scaling is not required.



Correct usage



Incorrect usage





"Blueberry"



#03045E



#677BAB



#FFA7BB



#DBA76A

ITC Garamond Book
ITC Garamond Bold



"Neopolitan"



#055E03



#FFA7BB



#DBA76A

ITC Garamond Book
ITC Garamond Bold



Sample Collateral

All collateral and apparel should be carefully produced to align with the brand identity. Consistent use of color and tone is essential to reinforce brand recognition and position the brand as the Ice Cream Capital of Texas®.





Project Timeline

November 7, 2024 | A resolution requesting the State of Texas Legislature designate Brenham, Texas as the official Ice Cream Capital of Texas was approved by City Council.

May 24, 2025 | The Governor signed Texas House Concurrent Resolution 80, sponsored by Senator Lois Kolkhorst (R-Brenham) and Representative Trey Wharton (R-Huntsville), designating Brenham as the official Ice Cream Capital of Texas for a 10-year period ending in 2035.

August 12, 2025 | The Ice Cream Capital of Texas brand guide task force kickoff meeting was held to identify brand components.

September 2, 2025 | The Ice Cream Capital of Texas brand guide task force meeting was held to choose specific imagery.

September 9, 2025 | The Ice Cream Capital of Texas brand guide task force meeting was held to review logo options.

September 23, 2025 | The Ice Cream Capital of Texas brand guide task force meeting was held to select top three logo options.

September 30, 2025 | The Ice Cream Capital of Texas brand guide task force meeting was held to select and refine the final logo.

October 7, 2025 | The Ice Cream Capital of Texas brand guide task force meeting was held to specify logo color variations.

October 20, 2025 | The Ice Cream Capital of Texas brand guide was drafted.

December 4, 2025 | The Ice Cream Capital of Texas brand guide was revised.

December 19, 2025 | The Ice Cream Capital of Texas brand guide was finalized.







AGENDA ITEM 10

DATE OF MEETING: January 15, 2026		DATE SUBMITTED: December 26, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: City of Brenham Visit Brenham/Washington County DMO Fiscal Year 2026 Quarter One Report		
SUMMARY STATEMENT: The Visit Brenham/Washington County DMO staff will present highlights of fiscal year 2026 quarter one report during October, November, and December of 2025.		
STAFF ANALYSIS (For Ordinances or Regular Agenda Items): A. PROS: B. CONS:		
ALTERNATIVES (In Suggested Order of Staff Preference):		
ATTACHMENTS: FY2026 Tourism Q1 Report		
RECOMMENDED ACTION:		
APPROVALS:		

Visit Brenham DMO Fiscal Year 2026 Q1 Report

Presented to:
Tourism Advisory Board
January 15, 2026

DMO & Visitor Center Updates

Fire Museum visitors:

- **October:** 343 visitors (↑ of 240 from 2024)
- **November:** 139 visitors (↓ of 3 from 2024)
- **December:** 81 visitors (↓ of 87 from 2024)

Tours:

- 1 - Fire Museum Private Tour (40 ppl)

Visitor Bags:

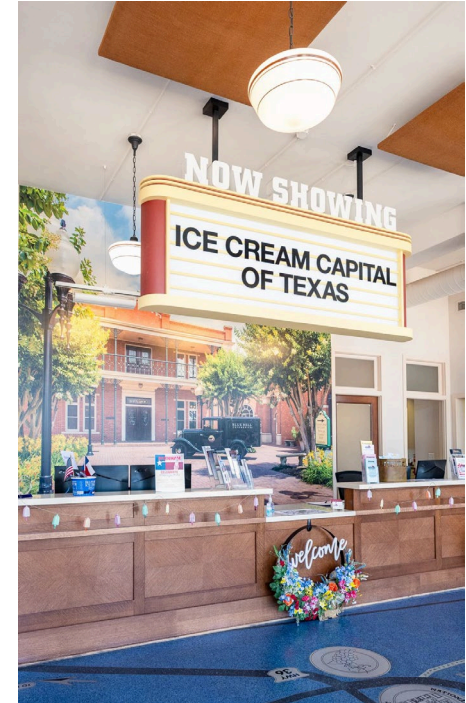
- 4 groups / 82 bags

Group Visits:

- Risk Management for Counties in Texas Conference
- Unity Theatre Cast for The Foreigner
- City of Missouri City Senior Group
- Cook Wedding
- Crenshaw Family Reunion
- Prince Hall Masonic Lodge
- BCS Homeschool Group
- Gulf Coast Chamber Regional Meeting

Visitor Center

- Continued to distribute the remainder of the 2025 Visitor Guides
- Added a seasonal coloring station
- Created Blue Bell merchandise display
- Drafted a daily cash handling policy & procedure



DMO & Visitor Center Updates

Events & Engagements

- Annual sponsorship of \$5,000 was sent to Texas Arts & Music Festival to support the creation of new murals that bring in tourism
- Continued promotion of Ice Cream Capital of Texas designation
- Assisted with TBC Season Ticket Sales

Projects & Collateral Updates

- Outlined developed for the HOT Grant eligibility process which the County will begin managing in 2026
- Developed Visit Brenham IDSS Event policy and procedure
- Continued work with James Pharaon Creative on the Ice Capital Task Force Brand Guide
- Executed Blue Bell merchandise agreement
- Drafted a licensing agreement for Blue Bell to utilize the Ice Cream Capital of Texas brand
- Finalized 2026 Visitor Guide and initiated a distribution plan



DMO & Visitor Center Updates

Partnership Meetings

- Executed a Merchandise agreement with Blue Bell and began selling items at the Visitors Center on 12/19/2025
- Attended training with Placer.ai for tourism data analytics
- Collaborated with Madden Media on City Cast Austin host-read podcast advertisements and host acknowledgements
- Executed revised Tourism Advisory Board bylaws and Tourism interlocal agreement with Washington County
- Hosted Texas Independence Trail - TXDOT Familiarization Tour with 11 writers

Blog Content

- Patio Dining Around Brenham
- Holiday Happenings
- Uptown Swirl in Downtown Brenham
- Your Guide to Washington County's Antique Finds

Professional Development

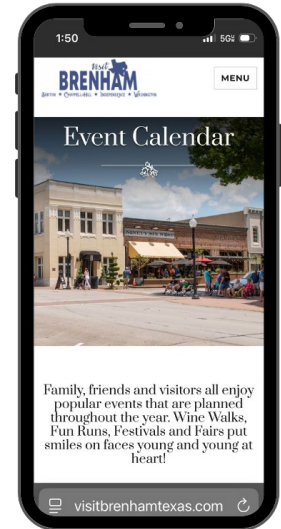
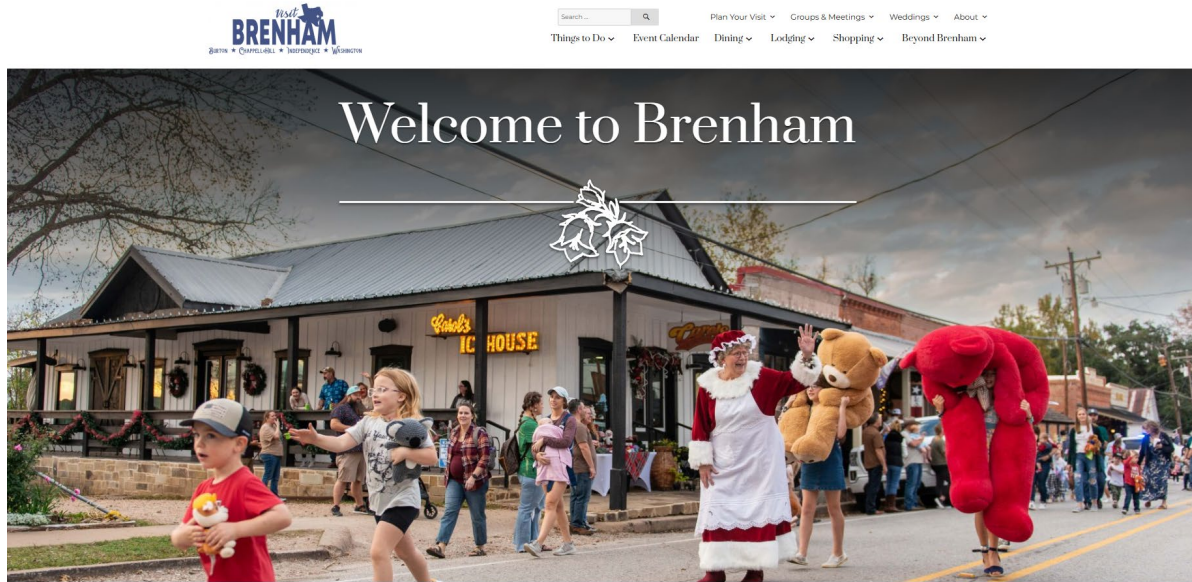
- Continuing to train 2 new part-time staff (Kim Lynch and Laura Childs)
- Megna Mainer and Patrick Jue attended Placer.ai training



Visitor Center

	October 2025 / 2024	November 2025 / 2024	December 2025 / 2024	Q1 TOTALS 2025 / 2024
Walk-Ins	508/492	344/340	371/483	1223/1315
Visitor Guides Mailed	175/167	84/115	81/103	340/385
Phone Calls	182/183	124/160	78/120	384/463

Visit Brenham/WC Website



Visit Brenham/WC Website

	Views 2025 / 2024	Users 2025 / 2024	Views Per User:	Avg. Time of Engagement
October	61,137/ 1,605,275	20,085/ 288,181	3.06/ 5.57	2m 54s/ 3m 5s
November	53,039/ 1,650,275	24,491/ 288,181	2.18/ 5.57	1m 57s/ 3m 43s
December	48,276/ 1,605,275	27,856/ 288,181	1.74/ 5.57	1m 28s/ 3m 5s
Q1 TOTALS	324,944/ 220,594	53,183/ 92,213	6.06/ 2.37	1m 14s/ 47s

Top Pages Viewed

	First Views / Users	Second Views / Users	Third Views / Users
October	Event Calendar 13,004 / 5,840	Homepage 5,289 / 3,679	Dining 3,652 / 910
November	Event Calendar 7,228 / 2,642	Homepage 4,755 / 3,518	Dining 3,261 / 937
December	Event Calendar 5,657 / 2,271	Holiday Happenings Blog 5,002 / 4,202	Homepage 4,260 / 3,199

E-Newsletter



Discover the Magic of Fall in Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |



Burton Fall-O-Ween

Burton | October 4 & 5

Search for bargains along side antique dealers in the city wide garage sale - Treasure Trail; or if you'd rather have a more casual shopping spree, visit Junk In Yer Trunk and the Burton Farmer's and Artisan's Market, then take a break and enjoy food and music at Fun in the Park; finally relax with live music, a beverage and delicious Steak Dinner at the Short Stop. Rise and shine on Sunday to a farm-to-table brunch at Deeply Rooted Ranch. A full weekend has been planned to recharge your soul!

Scarecrow Festival

Downtown Chappell Hill | October 11 & 12

Get ready for one of the biggest fall celebrations in Texas! With more than 250 juried exhibitors, you'll find everything from home decor and garden treasures to handcrafted jewelry, clothing, and art. Stroll through the booths, sample delicious country-style food, and enjoy live music and entertainment all day long. Don't forget to take a tour of the historic community while you're there—it's the perfect mix of shopping, flavor, and small-town charm!



Texas Arts and Music Festival

Downtown Brenham | October 27-31



Light Up Your Holidays in Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |



The Christmas Experience at Milk & Honey Ranch

Burton | December 5-7

Get ready for a magical holiday celebration at Milk & Honey Ranch's Christmas Wonderland! Join us for a festive experience filled with festive drinks & treats, a live Christmas concert, and family photo opportunities to capture the season's joy. Kids and adults alike will love the petting zoo experience and mini cow cuddles. Immerse yourself in the spirit of Christmas with a live nativity experience and our holiday light wonderland. Come make unforgettable memories and celebrate the most wonderful time of the year with us!

Cold Nights, Holiday Tunes

Downtown Brenham | December 5

"Cold Nights, Holiday Tunes" Concert is happening on Friday, December 5th at 7 PM! Get ready for a night of music, dancing, and holiday cheer! Night Moves will be in town to fit your December with their iconic hits. Don't Miss Out! Join us for an unforgettable evening of music and merriment!



Chappell Hill Garden Club



Kick Off the Holiday Season in Brenham & Washington County!

Please check VisitBrenhamTexas.com for the most up-to-date information about these events and more!

| Featured Events |



Antique Rose Emporium's Fall Festival of Roses

Independence | October 31 - November 2

This special weekend is free to attend and includes complimentary access to all amenities. Stroll through our artisan vendor market to discover unique, handcrafted treasures, and savor delicious offerings from local food trucks. Don't miss the raffle for a chance to take home a rose of your choice! On Sunday morning, join us for a peaceful worship service followed by inspiring guest presentations throughout the day. Whether you're a seasoned rosarian or simply a garden enthusiast, the Fall Festival of Roses is the perfect gathering to learn, connect, and celebrate together.

Hermann Furniture presents Christmas Magic

Brenham | November 7-8

The Heritage Society of Washington County and Hermann Furniture bring you Christmas Magic! The exterior and interior rooms of the Giddings Stone Mansion will feature different holiday themes designed and decorated by Jennifer Hermann. Saturday luncheon at the Mansion: 11:30am - 1:30pm. Reservations required. Call: 688-686-7227. Guided tours by the Heritage Society of both historic homes: Saturday 10am-5pm, Sunday 12pm-4pm. \$10 at the door.



Washington-on-the-Brazos State Historic Site Grand "Re-opening"

Washington | November 8

Be one of the first to check out the epic \$21 million dollar restoration at Washington-on-the-Brazos. Scheduled historical scenes will be performed at Independence Hall and the Basilica.

"What's Happening"



NOVEMBER 19 - NOVEMBER 23, 2025

WEDNESDAY

- Trivia Night at 30 North Gastropub

THURSDAY

- "A Century of Simon" Exhibit at The Barnhill Center
- Wicked: For Good Movie Party with Gianfetti at Westwood Cinema 6
- Pop Up Dinner at Milk & Honey Ranch
- Asleep at the Wheel at the Blinn O'Donnell Center
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Trivia and Nacho Night at Brazos Valley Brewing Company
- Karaoke with Waves at Burton Short Stop Ice House
- Unity Theatre Presents: Address Unknown

FRIDAY

- "A Century of Simon" Exhibit at The Barnhill Center
- Four Year Anniversary Party and Karissa Presley Live at Floyd's Lounge
- Trivia Night at Hawk Wines
- Mitchell Crain Live at Grapevine on Main
- Bronco Junior Live at Burton Short Stop Ice House
- Mason Marek & The Drifters Live at HSF Berggarten
- Unity Theatre Presents: Address Unknown

SATURDAY

- 12th Annual Sugar Plum Market at Fireman's Training Center
- "A Century of Simon" Exhibit at The Barnhill Center
- Dance Time in Texas at Silver Wings Ballroom
- Rob Moorman Live at Grapevine on Main
- Kountry Chick Karaoke Live at Floyd's Lounge
- Mason Marek Live at Burton Short Stop Ice House
- Unity Theatre Presents: Address Unknown

SUNDAY

- Bingo & Wine at Hawk Wines
- Cude Bocous Live at HSF Berggarten
- Unity Theatre Presents: Address Unknown



NOVEMBER

- Mini-Cow Cuddles, Cookies & Cocoa at Milk & Honey Ranch
- Cocoa Crawl in Downtown Brenham
- Paint & Sip at Chapelton Vineyards

DECEMBER

- Brenham First Fridays Farmer & Artisan Market
- The Christmas Experience at Milk & Honey Ranch
- Cold Nights, Holiday Tunes in Downtown Brenham
- Greatest Gift Nativity Display at Church of Jesus Christ of LDS
- Christmas Scroog & Parade in Downtown Brenham
- Jungle Bell Market at Ace Street Inn
- Charcuterie Class at Chapelton Vineyards
- Chappel Hill Garden Club Christmas Home Tour
- Ornament Painting Class at Antique Rose Emporium
- Annual Teddy Bear Parade in Downtown Chappell Hill
- Bethlehem in Independence Live Nativity Scene
- Paint & Sip at Chapelton Vineyards
- Christmas Workshop at Antique Rose Emporium
- Mini-Cow Cuddles at Milk & Honey Ranch
- Snow Globe Decorating at Antique Rose Emporium
- A Carpenters Christmas at The Barnhill Center
- Mini-Cow Cuddles at Milk & Honey Ranch

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



December 24 - December 27, 2025

Wednesday

- Vintage Toy Exhibit at Brenham Heritage Museum

Thursday

- Vintage Toy Exhibit at Brenham Heritage Museum

Friday

- Vintage Toy Exhibit at Brenham Heritage Museum
- Ronny Hermann, The Guitar Man Live at Grapevine on Main
- Ella Reid Live at Floyd's Lounge

Saturday

- Vintage Toy Exhibit at Brenham Heritage Museum
- Cuddles, Cookies & Cocoa at Milk and Honey Ranch
- Fred Lowery Live at Grapevine on Main
- Sammi Rae Live at Floyd's Lounge
- Rob Moorman Duo Live at Orville's Hall



December

- Vintage Toy Exhibit at Brenham Heritage Museum
- New Year's Eve Black Cat Choir Live at Orville's Hall
- New Year's Eve Coletton Black Band Live at Burton Short Stop IceHouse
- New Year's Eve Buffet at Milk and Honey Ranch
- New Year's Eve Dinner at R Place at Washington on the Brazos

January

- Vintage Toy Exhibit at Brenham Heritage Museum
- The Oak Ridge Boys at The Barnhill Center
- Unity Theatre Presents: Ken Ludwig's Dear Jack, Dear Louise
- Updown Swirl at Downtown Brenham
- I Am...He Said - A Celebration of the Music of Neil Diamond at the Blinn O'Donnell Center
- Kedeble Flow & Conditioning at Chapelton Vineyards

February

- Toast: The Best of Bread at The Barnhill Center
- Chappell Hill Chamber Wine & Chocolate Stroll
- Unity Theatre Presents: Ken Ludwig's Dear Jack, Dear Louise
- Fortnightly Club Annual Used Book Sale at Washington County Expo
- Romeo and Juliet at the Blinn O'Donnell Center

For more upcoming events in
Brenham AND Washington County, scan here!

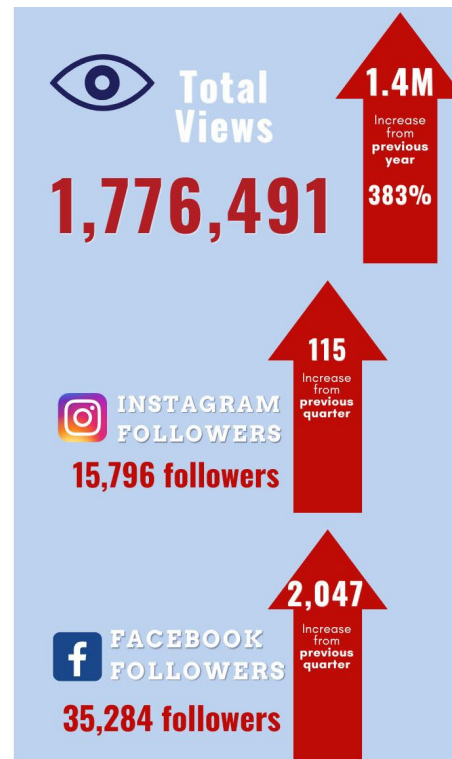


Social Media

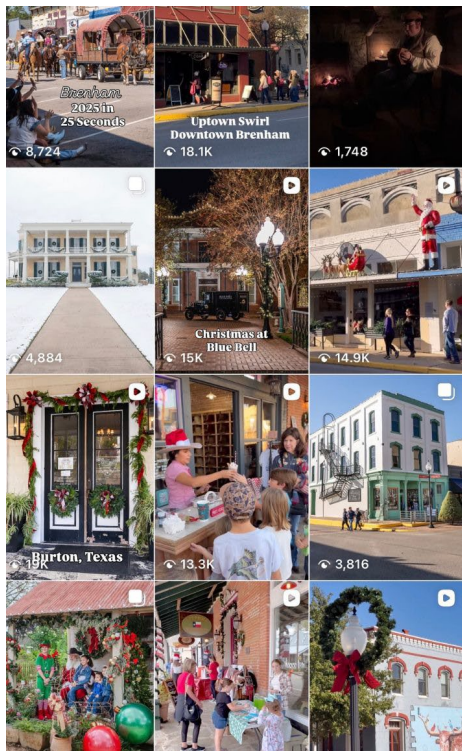
SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2025 - DECEMBER 2025



Social Media



SOCIAL MEDIA QUARTERLY REPORT



INSTAGRAM



FACEBOOK

Most Popular Post



1,709 Likes ❤️
299,764 Plays
11.5 Hrs Watchtime

Social Media



SOCIAL MEDIA QUARTERLY REPORT



More Popular Posts...



112,324 Views



71,402 Views



73,113 Views

Social Media



QUARTERLY REPORT



PINTEREST

Impressions

14.38k

Engagements

707

Outbound clicks

13

Saves

92

Total audience

10.64k

Engaged audience

525



0 0
tomas in Brenham



0 0
town Brenham



3 0 0
Brenham, Texas



5 0 0
Brenham, Texas



167 2 7
Brenham, Texas



14 0 0
Brenham, Texas



5 0 1
Brenham, Texas



2 0 0
Brenham, Texas



5 0 0



29 0 0
Rock 'N Roll Ranch



3 0 0



See more stats



2 0 0



17 1 1

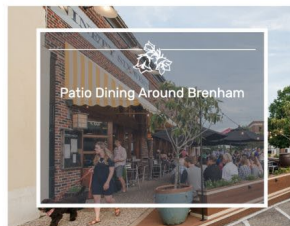


Social Media



QUARTERLY REPORT

RECENT BLOG POSTS



Digital Marketing



Q4 PERFORMANCE AT A GLANCE

SEM

- 76,639 impressions
- 10,077 clicks
- 13.15% CTR
(benchmark: 10.95%)

Programmatic Display

- 981,495 impressions
- 4,045 clicks
- 18,629 conversions
- 0.41% CTR
(benchmark: 0.41%)

Nextdoor

- 1,350,719 impressions
- 1,788 clicks
- 0.13% CTR

3,007,750
YTD Total Impressions

25,913
YTD Total Clicks

Meta Prospecting

- 369,889 impressions
- 9,967 clicks
- 192,021 reach
- 2.69% CTR
(benchmark: 1.93%)

Meta Video

- 229,008 impressions
- 36 clicks
- 127,883 reach
- 223,030 Video Plays

Digital Marketing



BIG WINS

Dialed-In Targeting Drove Growth

By sharpening our targeting this quarter, we successfully boosted website traffic across our main digital channels. **Display** was the biggest winner with a **35%** increase in visits, followed by strong growth in **Paid Social (17%)** and **Paid Search (10%)**. This shows that our ads are reaching more people and successfully bringing them to the site.

Even better, we aren't just getting more traffic—we're getting the *right* traffic. We've seen a big jump in visitors who are specifically interested in **Home Decor, Food & Dining, Travel, and Shopping**. Because GA4 identifies these groups based on their actual browsing habits and app usage, these increases prove that our targeting is reaching people whose real-world interests align perfectly with what we offer.

Digital Marketing



OPPORTUNITIES

Selecting Less Saturated Networks

While Meta remains a vital pillar of our media mix for its scale, our December results show the clear benefit of diversifying into less crowded platforms like Nextdoor. By reaching audiences away from the high-volume noise of traditional social media, we captured much deeper attention: Nextdoor visitors averaged **30 seconds** on-site with a **35.82% engagement rate**, significantly outpacing Meta's **6-second** dwell time and **18.95% engagement**. This doesn't mean Meta is performing poorly, but rather that differentiating ourselves on niche channels allowed us to connect with a more focused and attentive audience, proving that a multi-channel approach is essential for driving meaningful results.

Digital Marketing

TOP PERFORMERS

Meta Prospecting - Oct



Meta Prospecting - Nov-Dec



Meta Video



Programmatic Display



Digital Marketing

Traffic
Driver

Google SEM

Google SEM, or Google Search Engine Marketing, is a digital marketing strategy that involves creating and running text-based ads that appear at the top of Google's search results pages. In this case, we are specifically targeting leisure related keywords to find future travelers searching for information about Visit Brenham in preparation for their next trip.

WHAT WORKED

- The Google SEM campaign continued to perform strongly, with the "Dining" ad group climbing in performance. This ad group was competitive with "Things to Do" and "Events" ad groups, which lead performance in Q3.
- "Restaurants in Brenham, TX" maintained the second highest performing keyword spot for the quarter with 6,294 individual clicks - beating out "Brenham Calendar of Events"
- November produced the most clicks with over 4k in the single month with a CTR of 12.79%
- Geo-target refinements made in December led to gains in key markets including: Austin, DFW, San Antonio, Tyler and Waco.

KEY LEARNINGS

- SEM remains the top-performing tactic in terms of engagement and conversions. Brenham's audience continues to engage most with ads centered on things to do and local events, particularly among mobile users and high-income women aged 45+.
- The Houston, Waco, and Waco DMAs produced the highest click volumes, particularly through the month of November.

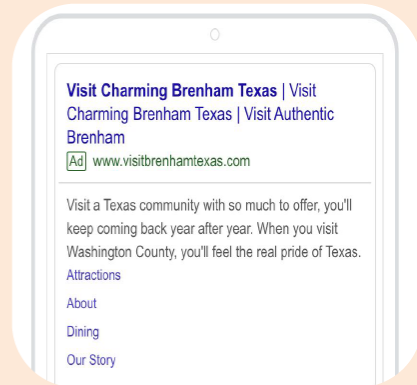
76,639
impressions

10,077
clicks

13.15%
ctr

9,300
conversions

89.5%
conversion rate



Digital Marketing

Awareness
Driver

DISPLAY

Programmatic Display uses algorithms to buy and place display and video ads across a network of websites and apps, targeting specific audiences.

WHAT WORKED

- The Programmatic Display tactic proved effective in introducing new users to the Brenham brand. In Q4, we consistently tracked 60+% of users classified as "First" conversions, indicating these ads were often the first exposure visitors had to the destination. This peaked in December with 71% of conversions tracking in this category.
- This tactic drives site engagement - with 20.16% of on-site conversions attributed to visitors who saw this ad unit in addition to other ad sets. It also led to 87 Guide Requests, 76 Outbound Clicks to Lodging Partners and 24 eNewsletter sign-ups this quarter.

KEY LEARNINGS

- We will continue to evolve the creative for this ad set by understanding what people are drawn to on the site after they click - from their Guide Request actions to their engagement with top pages like the Events Calendar and Downtown Dining page - we can infer what creative will draw targets in best.

981,495

impressions

4,045

clicks

0.41%

ctr

18,629

conversions



Digital Marketing

Traffic
Driver

META PROSPECTING

Meta Prospecting allows us to reach our audiences based on their profiles, interests, and behaviors. Leverages rich user data for precise targeting to build brand awareness, generate interest, and drive conversions within a highly engaged environment.

WHAT WORKED

- Throughout Q4, we saw that while Facebook maintained its status as the highest driver of clicks and impressions, Instagram's CTR was on the rise - peaking at 4.71% in November. This engagement was driven primarily by Reels placements.
- Consumer behavior differs across Meta's ecosystem, reinforcing the value of a multi-placement strategy. While Facebook Stories maintained a remarkably high CTR—averaging 7% throughout the quarter—In-Feed placements remained the primary volume driver, accounting for the majority of total Meta clicks

KEY LEARNINGS

- When creative switched over to its holiday focus on November 1, the campaign metrics immediately delivered CTR above benchmark (over 95%)!
- The most engaged demographic was females aged 45+.

369,889

impressions

9,967

clicks

2.69%

ctr

192,021

reach



Digital Marketing

Awareness
Driver

META VIDEO

Meta Video allows us to reach our audiences based on their profiles, interests, and behaviors. Leverages rich user data for precise targeting to build brand awareness across video placements in platform.

WHAT WORKED

- Campaign resulted in 1,443 ThruPlays, which measures users who watched 15-seconds or more of video content.
- Facebook Reels dominated performance - accounting for 1,335 of the ThruPlays, a 100,622 reach, and 192,272 impressions.

KEY LEARNINGS

- Overall, impressions were fairly distributed across age groups; however, users aged 45+ drove performance in terms of video plays and completes.

229,008

impressions

36

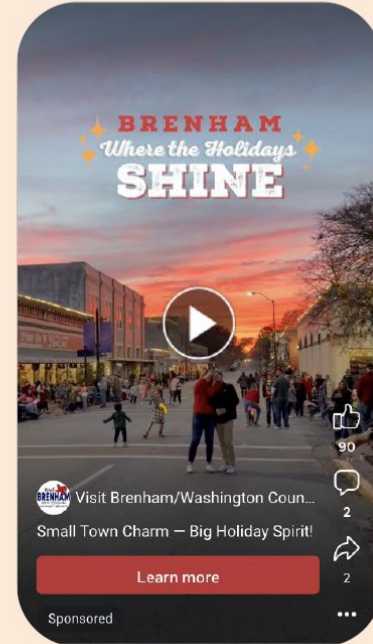
clicks

.14%

ctr

127,883

reach



Digital Marketing

Traffic
Driver

NEXTDOOR

Nextdoor taps into verified neighborhood data and real community engagement to reach local audiences. It builds awareness, drives consideration, and encourages action within a highly trusted, hyper-local environment.

KEY LEARNINGS

- This was a new tactic for 2025 and represented an innovative approach to reaching target audiences. Our performance across creatives was relatively equal, showing that regardless of messaging, this tactic resonated with our audience and generated engagement.
- This campaign ran for the month of December. In December, this campaign delivered over 1.3MM impressions with 1,788 clicks, making a 0.13% CTR.
- The most engaged demographic were females aged 45+ in the top 11-20% of HHI.
- Audiences from this tactic spent :30 seconds on the website with an average engagement rate of 35.82%.

1,350,719

impressions

1,788

clicks

0.13%

ctr



Ads



Texas State Travel Guide




Texas Highways November



Texas Highways December

Ads

Texas Calendar Events Fall



**Texas Fall
Y'ALL**
Home of Texas' Oldest County Fair!

WASHINGTON COUNTY FAIR
September 13-20

CHAPPELL HILL SCARECROW FESTIVAL
October 11-12

TEXAS ARTS & MUSIC FESTIVAL
October 17-19

FALL FESTIVAL OF ROSES
November 1-2

Visit
BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

For more info scan here
or contact us at:
VisitBrenhamTexas.com
979.337.7580



Texas Calendar Events Winter



Stroll
Christmas Stroll & Lighted Parade
December 6



Smile
Chappell Hill
Home Tour & Teddy Bear Parade
December 13



Swirl
Uptown Swirl Wine Walk
January 17

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979.337.7580

Visitor Guide



Ice Cream Capital of Texas

Visit  **BRENHAM**

BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

2026

VisitBrenhamTexas.com

WELCOME TO THE
Ice Cream Capital of Texas!

BRENHAM • BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON

Halfway between Austin and Houston is a place filled with Texas history and unexpected discoveries. So much to see and do in Brenham and Washington County, including festivals, dining, live music, nightlife and, of course, ice cream! Plan your trip today and experience a true Texas hometown!



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**Brenham & Washington County
Visitor Information Center**
115 W. Main St.
in Downtown Brenham
979-337-7500
VisitBrenhamTexas.com

Thank you to the following photographers for use of their beautiful work:

- Natalie Lange
- Elaine Grisbee
- Keshlyn Dragna

Scan for our website homepage.

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Visit Brenham DMO, City of Brenham

Bonus Media/Advertorial



BREHAM

Texas Arts and Music Festival

Oct. 17-19

ART AND MUSIC converge in downtown Brenham. Visitors can enjoy public mural installations in progress, an artist village, pop-up art galleries, art shows, and art auctions. The music portion kicks off Saturday afternoon with the Brenham Children's Choir, followed in the evening by Willow Creek Junction and headlining act Shinyribs. *Various locations. 979-451-1065; texasartsandmusicfestival.com*

88 TEXASHIGHWAYS.COM

Visit
BREHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

TexasMonthly

BREHAM

Located directly between Austin and Houston, Brenham is the perfect spot to witness the small-town Christmas charm that so many search for. Kick off the holiday season with the Christmas Stroll & Parade that happens the first

weekend of December in Downtown Brenham. Find a number of festive activities in Downtown Brenham this weekend, starting with a Farmers & Artisans Market on Friday, along with the Jingle Bell Market at Ant Street Inn and live music at Cold Nights, Holiday Tunes. On Saturday, there will be Breakfast with Santa, caroling, the annual Lighted Christmas Parade, and so much more! That same weekend, join Milk & Honey Ranch in Burton for their annual Christmas Experience with an extravagant Christmas light display, a live nativity, Christmas market, petting zoo, and miniature cow cuddling.

Right down the road in Chappell Hill, the festivities continue for the second weekend in December with their annual Christmas Home Tours and Teddy Bear Parade. Even if you can't attend one of the events in the area, small town magic happens all year round so come on by and experience all that Brenham and Washington County have to offer!

VisitBrenhamTexas.com

Bonus Media/Advertorial

October 2025

NewsBreak

USA | Oct 10 • 6:59 pm

BLINN THEATRE ARTS KICKS OFF NEW SEASON WITH 'SPOOKLEY THE SQUARE PUMPKIN'

... p.m. Saturday and Sunday, Oct. 18 and 19, at the [Dr. W.W. O'Donnell Performing Arts Center](#) at 600 Blinn Boulevard on the [Brenham Campus](#).

...
16.98M Reach • 1 Similar mention

22 BBQ Joints Every Meat-Lover Should Visit In Texas

... (682) 789-6590 100 S Front St, Aledo, TX 76008 [Truth BBQ](#) in Houston and [Brenham](#) A plate of brisket, sausage, and sides at [Truth BBQ](#) - truth ...

14.96M Reach • 1 Similar mention

WorldAtlas

CAN | Oct 19 • 7:50 am

8 Towns in Texas With the Best Downtown Areas in 2025

... of Wimberley. Brenham Brenham , renowned as the home of [Blue Bell ice cream](#), boasts a charming downtown area that invites visitors to ...

7.05M Reach

Islands Magazine

USA | Oct 19 • 11:30 am

These Charming Main Streets In Texas Capture The Heart Of Small Town Life, According To Visitors

... an eclectic mix of cocktail lounges, biergartens, wineries, and [live music](#). Trace the town's German roots from the [Brenham Heritage Museum](#) ...

2.05M Reach • 1 Similar mention

Star-Telegram

USA | Oct 14 • 9:52 am

Downtown Brenham hosts Texas Arts & Music Festival Oct. 16-19

The 2025 [Texas Arts & Music Festival](#) (TAMF) in [Brenham](#), Texas will be Oct. 16-19 with [art](#) shows, auctions and live music performances. This

1.15M Reach

Bonus Media/Advertorial

November 2025

Austin American-Statesman Michael Barnes

USA | Nov 6 • 5:00 am

Step into 1836: Washington-on-the-Brazos returns with \$57 million transformation

... Texas, has been rehabilitated. The other structures on the **Barrington Plantation** at Washington-on-the-Brazos are replicas. MICHAEL BARNES ...
2.4M Reach

NewsBreak Josh Blaschke

USA | Nov 13 • 5:59 pm

UNITY THEATRE OPENS PRODUCTION OF 'ADDRESS UNKNOWN' THURSDAY

Unity Theatre in **Brenham** opens performances tonight (Thursday) for a story about friendship and difficult decisions. "Address Unknown", a
17.6M Reach • 1 Similar mention

WorldAtlas

CAN | Nov 21 • 5:52 am

13 Of The Most Welcoming Towns In Texas

... electrifying rodeo contests, livestock shows, a carnival, and **live music**. Every May, **Brenham** hosts the oldest **festival** in the state of ...
7.84M Reach

Family Destinations Guide

USA | Nov 23 • 2:45 pm

The Slow-Paced Town In Texas Where You Can Live Comfortably On Just Social Security

Dining in **Brenham** delivers surprising variety without the sticker shock of urban **restaurants**, proving that good food doesn't need to ...
1.27M Reach • 2 Similar mentions

NewsBreak Gerald E. McLeod

USA | Nov 20 • 4:26 am

Day Trips: Washington-on-the-Brazos State Historic Site, Washington

Washington-on-the-Brazos State Historic Site has some new residents. For years a re-created **Independence** Hall was the only building
17.6M Reach

Eat This, Not That!

USA | Nov 27 • 7:30 am

5 Texas BBQ Joints Locals Call the Best

You will be glad you did." **LJ's BBQ** **LJ's BBQ** in **Brenham**, is family-owned and has a strong passion for barbecue which customers ...
5.32M Reach • 1 Similar mention

Bonus Media/Advertorial

December 2025

WorldAtlas

CAN | Dec 8 • 6:06 pm

8 Standout Main Streets In Texas

... **art** galleries, **live music**, and craft beer. **Brenham Brenham's** Main Street is a mix of history and small-town Texas hospitality. Historic ...
8.59M Reach

HappeningNext.com

CAN | Dec 6 • 10:05 pm

The Oak Ridge Boys in Brenham

Louisiana In The Broad Daylight and Y'all Come Back Saloon to **The Barnhill Center** at Historic Simon Theatre on Saturday, January 24, 2026,
205K Reach

HappeningNext.com

CAN | Dec 8 • 12:02 am

Vintage Toy Exhibit - Brenham Heritage Museum

🌟 Vintage Toy Exhibit at the **Brenham Heritage Museum!** 🌟 Step back in time and explore our fabulous collection of classic toys, on display
171K Reach

Family Travel Forum

USA | Dec 3 • 6:30 pm

9 Tiny Texas Road Trips You Can Do in Less Than 3 Hours

... outing with a tidy arrival and a compact downtown. Downtown **Brenham** centers near 200 W Vulcan St, **Brenham**, TX 77833, where **murals** ...
91.56K Reach

Fast Food Club Emma Larkin

USA | Dec 4 • 2:40 pm

14 Small-Town Texas Smokehouses I Tracked Down, 5 Absolutely Worth The Detour

It's a delightful stop for those exploring Texas barbecue. **Truth BBQ Truth BBQ** in **Brenham** stands out with its modern approach to ...
26.78K Reach

The Barnhill Center - Rentals



Notable Events

Weddings & Receptions x 2

Dinners/Fundraisers x 5

Holiday Parties x 3

Meetings x 5

Church Services x 2

Tours/Movie Screenings x 1

TAMU Sorority Semi-Formal

Century of Simon Book Signing Reception
& Exhibit Grand Re-Opening

**Rental payments in Q1 totaled
over \$29,200**

The Barnhill Center - Entertainment



12/20

Top of the World, A Carpenters Christmas

SOLD OUT

Ticket (gross) – \$30,550
Concessions (gross) - \$912

10/4

Neil Diamond Tribute by Keith Allyn

NEAR SELL OUT

314 of 317 seats sold
Ticket (gross) – \$22,420
Concessions (gross) - \$904.00

10/25

Gunhild Carling

227 of 317 seats sold
Ticket (gross) – \$12,752
Concessions (gross) - \$938

11/15

The Sixties Show

SOLD OUT

Ticket (gross) – \$24,581
Concessions (gross) - \$825



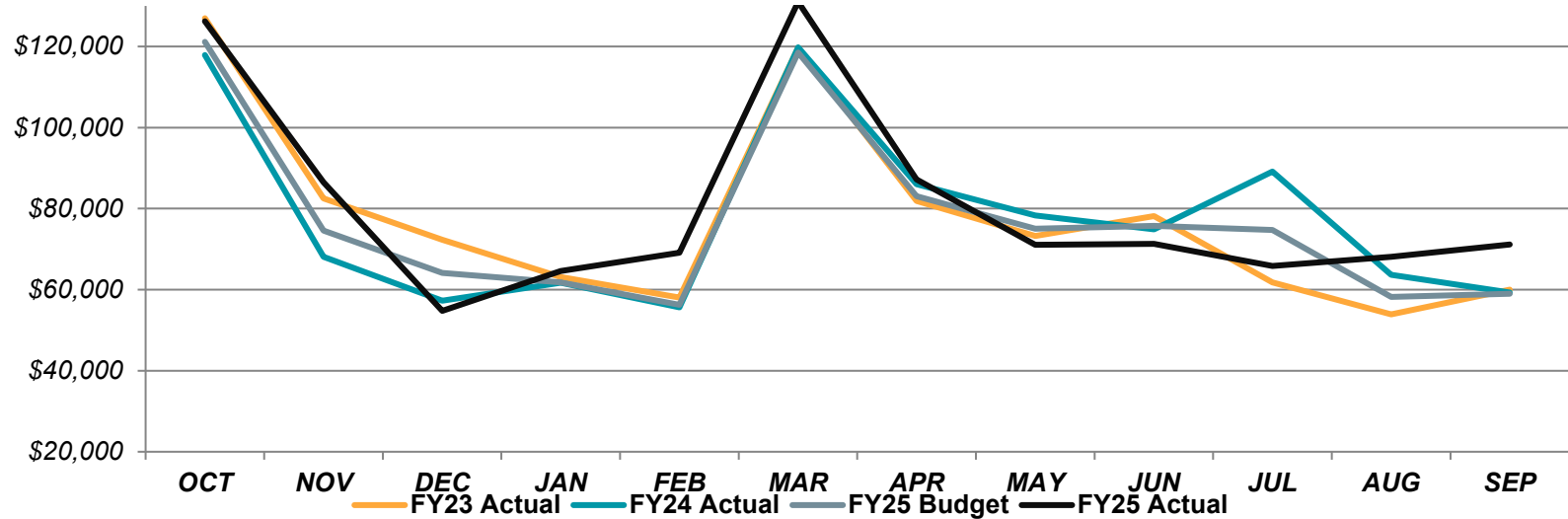
12/19

“The Polar Express” Movie Night

129 movie tickets + 40 pre-show party tickets
Movie Ticket (gross) – \$1761
Pre-Show Party - \$684
Concessions (gross) - \$519

Fund 109 HOT Collections

CITY OF BRENHAM
HOT TAX COLLECTIONS BY MONTH
FY23, FY24 & FY25





AGENDA ITEM 11

DATE OF MEETING: January 15, 2026		DATE SUBMITTED: December 26, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Harrison Williams, Director of Washington County Expo
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Washington County Quarterly Report on HOT Grant Applications and Washington County Expo		
SUMMARY STATEMENT: Washington County staff will present quarterly highlights during the months of October, November, and December of 2025 regarding HOT Grant Applications and 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:		



AGENDA ITEM 12

DATE OF MEETING: January 15, 2026		DATE SUBMITTED: December 29, 2025
DEPT. OF ORIGIN: Tourism		SUBMITTED BY: Megan Mainer, Assistant City Manager
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 ST READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 ND READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Administrative Report to Include Tourism Staffing Update, Tourism Programming, and 2026 Tourism Advisory Board Meeting Dates		
SUMMARY STATEMENT: Staff have included an attachment, 1.15.2026 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) 1.15.2026 Admin Report		
RECOMMENDED ACTION:		
APPROVALS:		



**ADMINISTRATIVE REPORT
TOURISM ADVISORY BOARD
THURSDAY, JANUARY 15, 2025, AT 9:00 AM**

- 1. Tourism Staffing Update** – The City of Brenham has posted a Director of Tourism position to fill the current vacancies with the department. Staff evaluated the department structure, current job titles, and job descriptions as best practice when vacancies arise. Staff reviewed the Tourism Department (new department title) and proposed a new structure that reinstates the Director position. The Director position was posted December 15. Staff has proposed a second position titled “Visit Brenham Destination Manager” to be considered after the Director is recruited if funding is available in the current FY26 budget. Otherwise, the position will be proposed for the FY27 budget.

- 2. Tourism Programming** – The Annual Tourism Partner Awards will be held on Thursday, January 22, 2026 at 5:00 PM at Morris Hall at The Barnhill Center located at 106 S Douglas Street. The Tourism Partner Awards celebrate the achievements of the Brenham/Washington County tourism industry and its positive impact on the local area by recognizing the dedication and contributions of tourism partners, while also honoring the support of City of Brenham staff, the Tourism Advisory Board, and City Council.

- 3. 2026 Tourism Advisory Board Meeting Dates**
 - i. April 16, 2026
 - ii. July 16, 2026
 - iii. October 29, 2026