



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, JANUARY 15, 2026, AT 9:00 AM  
MORRISS 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

**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 January 2026 at \_\_\_\_\_.

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Signature

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Title



### AGENDA ITEM 3

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Approve the Minutes from the October 16, 2025 Regular Tourism Advisory Board Meeting		
<b>SUMMARY STATEMENT:</b> Review and approve minutes from the October 16, 2025 regular Tourism Advisory Board meeting.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b> Approve 10.16.25 Minutes		
<b>RECOMMENDED ACTION:</b> Staff recommend the Tourism Advisory Board approve the minutes from the October 16, 2025 Tourism Advisory Board meeting.		
<b>APPROVALS:</b>		

## 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, Morrise 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**

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Board Chair

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Date

**ATTEST:**

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Tourism & Marketing Specialist

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Date



## AGENDA ITEM 4

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



## AGENDA ITEM 5

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Advisory Board Vice Chair		
<b>SUMMARY STATEMENT:</b> City of Brenham Board and Commission shall appoint a Vice Chair to preside over Tourism Advisory Board meetings in the absence of the Chair.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b>		
<b>RECOMMENDED ACTION:</b> Staff recommend the Tourism Advisory Board appoint a Vice Chair for the Tourism Advisory Board.		
<b>APPROVALS:</b>		



## AGENDA ITEM 6

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
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	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon a Recommendation to Appoint a Tourism Friendly Texas Subcommittee		
<b>SUMMARY STATEMENT:</b> 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.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b>		
<b>RECOMMENDED ACTION:</b> Staff recommend the Tourism Advisory Board Chair appoint a Tourism Friendly Texas subcommittee.		
<b>APPROVALS:</b>		



## AGENDA ITEM 7

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon a Recommendation to Appoint a Music Friendly Texas Subcommittee		
<b>SUMMARY STATEMENT:</b> 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.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b>		
<b>RECOMMENDED ACTION:</b> Staff recommend the Tourism Advisory Board Chair appoint a Music Friendly Texas subcommittee.		
<b>APPROVALS:</b>		



## AGENDA ITEM 8

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon a Recommendation to Appoint a Film Friendly Texas Subcommittee		
<b>SUMMARY STATEMENT:</b> 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.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b>		
<b>RECOMMENDED ACTION:</b> Staff recommend the Tourism Advisory Board Chair appoint a Film Friendly Texas subcommittee.		
<b>APPROVALS:</b>		



## AGENDA ITEM 9

<b>DATE OF MEETING:</b> January 15, 2025	<b>DATE SUBMITTED:</b> December 26, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon approval of the Ice Cream Capital of Texas Logo and Branding Package.		
<b>SUMMARY STATEMENT:</b> 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.		
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.		
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.		
The Ice Cream Capital of Texas Working Group finalized logo selection on October 7, 2025.		
James Pharaon Creative developed a brand guide which was finalized in December 2025.		
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.		

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:**





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## 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.





## Logo Elements

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

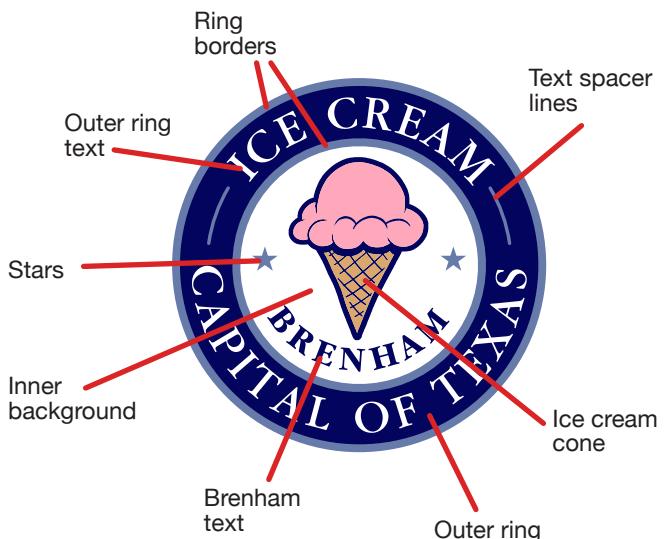
- Outer ring
- Ring borders
- Inner background
- Stars (or seasonal decorative elements)
- Ice cream cone
- Outer ring text
- Brenham text
- Text spacer lines

*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

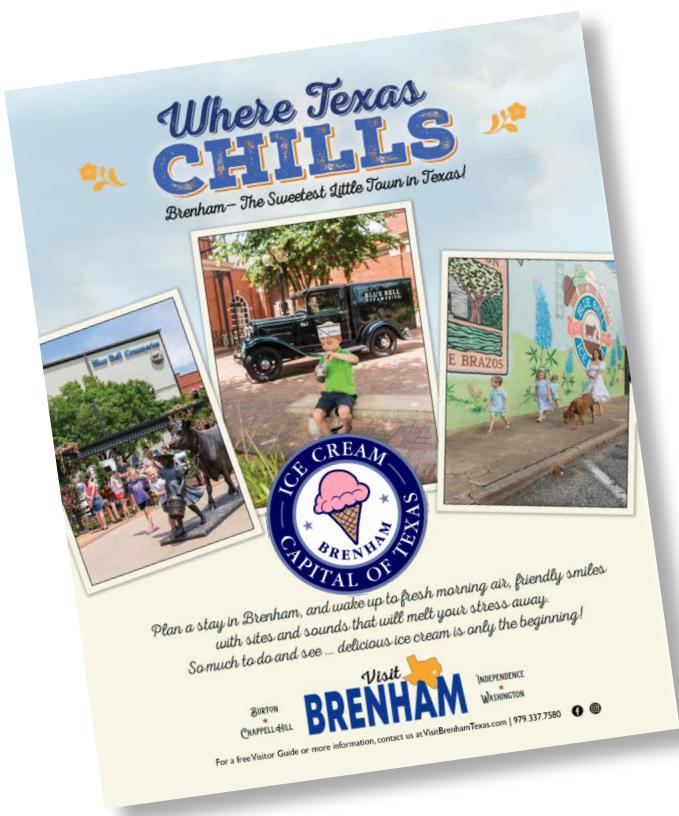
The Ice Cream Capital of Texas® logo should always be scaled proportionally and never stretched or distorted. The logo must remain a perfect circle.

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

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

# Visit Brenham DMO

# Fiscal Year 2026 Q1 Report

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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

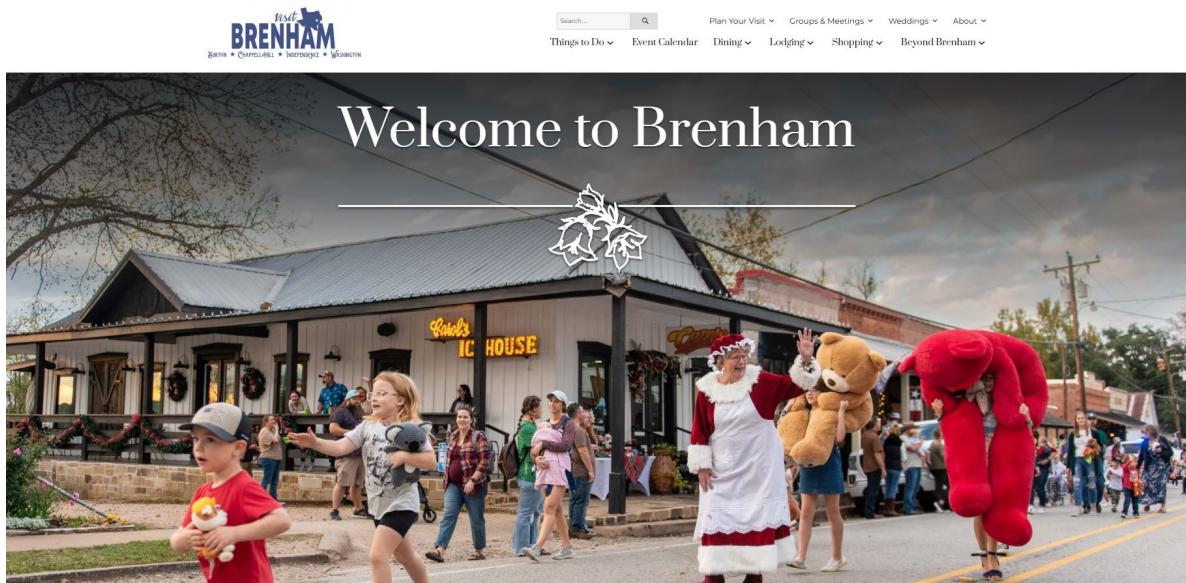
- Continuing to train 2 new part-time staff (Kim Lynch and Laura Childs)
- Megna Mainer and Patrick Jue attended Placer.ai training



# Visitor Center

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

# Visit Brenham/WC Website



# Visit Brenham/WC Website

	<b>Views 2025 / 2024</b>	<b>Users 2025 / 2024</b>	<b>Views Per User:</b>	<b>Avg. Time of Engagement</b>
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
<b>Q1 TOTALS</b>	<b>324,944/ 220,594</b>	<b>53,183/ 92,213</b>	<b>6.06/ 2.37</b>	<b>1m 14s/ 47s</b>

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

**| Featured Events |**

**Burton Fall-O-Ween**  
Burton | October 4-5

**FOLLOW ME to Burton, Texas**

**FALL-O-WEEN**  
October 4-5

Search for bargains alongside antique dealers in the city wide garage sale - Treasure Trail; or if you'd rather have a more traditional shopping spot, visit the Burton Trunk and Barn 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. Recharge with a hearty meal and a delicious 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 handbags, jewelry, clothing, and art. Stroll through the historic downtown and enjoy 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 17-19



**Light Up Your Holidays in Brenham & Washington County!**

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

**| Featured Events |**

**The Christmas Experience at Milk & Honey Ranch**  
Burton | December 5-7

Get ready for a magical holiday celebration at Milk & Honey Ranch's Christmas Experience! This year's experience will feature 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, bounce house, and mini train. There will be fun in the park of Christmas with a live nativity, Santa 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 fill your December with their iconic hits. Don't Miss Out! Join us for an unforgettable evening of music and entertainment.

**Nite Moves**

**Cold NIGHTS**  
**Holiday Tunes**

**Chappell Hill Garden Club**



**Kick Off the Holiday Season in Brenham & Washington County!**

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

**| Featured Events |**

**Antique Rose Emporium's Fall Festival of Roses**  
Independence | October 31 - November 2

This special weekend is free to attend and includes entertainment, arts and seminars. Stop through our rose villages to discover unique, handcrafted treasures, and savor delicious treats from local food trucks. Don't miss the raffle for a chance to win one of your choice! On Sunday morning, join us for a beautiful worship service followed by inspiring guest speakers. After the service, you're invited to a seasonal meal or simply a garden gathering. We hope to see you and everyone together.

**Hermann Furniture presents Christmas Magic**  
Brenham | November 7-9

The Heritage Society of Washington County and Hermann Furniture bring Christmas Magic. The exterior and interior rooms of the Giddings-Strawn House will be decorated in holiday themes designed and decorated by Jennifer Hermann. Saturday, 10:00am-4:00pm; Sunday, 11:30am or 1:30pm; reservations required; call 1-888-836-7237. Guided tours available. Adults of both historic homes, Saturday 10am-5pm, Sunday 1pm-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 \$31 million dollar redevelopment on Washington-on-the-Brazos. Scheduled historical events will be announced on the website and on the news.



# “What’s Happening”



NOVEMBER 19 - NOVEMBER 23, 2020

#### WEDNESDAY

- Trivia Night at 30 North Gastropub

#### THURSDAY

- “A Century of Simon” Exhibit at The Barnhill Center
- Wicked: For Good Movie Party at Glamfetti at Westwood Cinema 6
- Pop Up Concert at Milk & Honey Ranch
- Adults at the Wheel at the Blinn O’Donnell Center
- Friends of the Bluebonne Opry at Silver Wings Ballroom
- Trivia and Nacho Night at Brazos Valley Brewing Company
- Karaoke with “Wawa” 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 and Wine at Hask Wines
- Mitchell Creek Live at Grapevine on Main
- Bronco Junior Live at Burton Short Stop Ice House
- Mason Marek & The Drifters Live at HSF Bergarten
- Unity Theatre Presents: Address Unknown

#### SATURDAY

- 12th Annual Sugar Plum Market at Fritman’s Training Center
- “A Century of Simon” Exhibit at The Barnhill Center
- Burton Short Stop Ice House 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 Hask Wines
- Cade Baccus Live at HSF Bergarten
- Unity Theatre Presents: Address Unknown

#### NOVEMBER

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

#### DECEMBER

- Brenham First Fridays Farmer & Artisan Market
- The Oak Ridge Boys at Milk & Honey Ranch
- Cold Nights, Holiday Tunes in Downtown Brenham
- Greatest Gift Nativity Display at Church of Jesus Christ of LDS
- Christmas Stroll & Parade in Downtown Brenham
- Jingle Bell Market at Art Street Inn
- Ornament Painting Class at Chapolon Vineyards
- Chappell Hill Garden Club Christmas Home Tour
- Ornament Painting Class at Antique Rose Emporium
- Annual Teddy Bear Parade in Downtown Chappell Hill
- Bethlehem Independence Live Nativity Scene
- Paint & Sip at Chapolon 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

BRENNHAM AND WASHINGTON COUNTY, SCAN HERE!



December 24 – December 27, 2020

#### 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 Lowrey Live at Grapevine on Main
- Sammi Rae Live at Floyd’s Lounge
- Rob Moorman Duo Live at Orvie’s Hall

December

- Vintage Toy Exhibit at Brenham Heritage Museum
- New Year’s Eve Black Cat Choir Live at Orvie’s Hall
- New Year’s Eve Coleton 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 Louis
- Uptown Swirl at Downtown Brenham
- I Am...He Said - A Celebration of the Music of Neil Diamond at the Blinn O’Donnell Center
- Kedelbell Flow & Conditioning at Chapolton 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 Louis
- Forerightly 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!

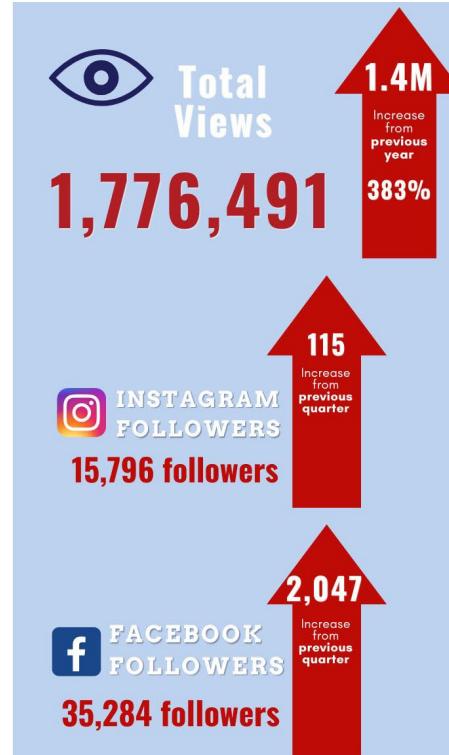


# Social Media

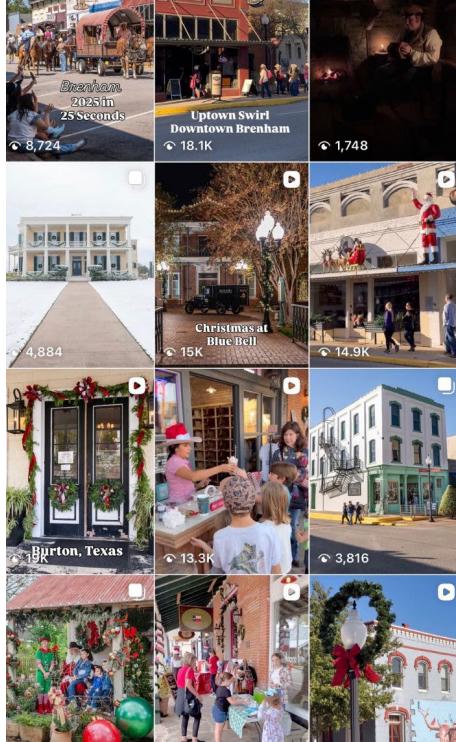
## SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2025 - DECEMBER 2025



# Social Media



## SOCIAL MEDIA QUARTERLY REPORT

**INSTAGRAM**  
 **FACEBOOK**

### Most Popular Post



# Social Media

visit  
**BRENTHAM**  
Burton • Chappell Hill  
Independence • Washington

SOCIAL MEDIA QUARTERLY REPORT

 **INSTAGRAM**  
 **FACEBOOK**

## More Popular Posts...



112,324 Views



71,402 Views



73,113 Views

# Social Media

**QUARTERLY REPORT**

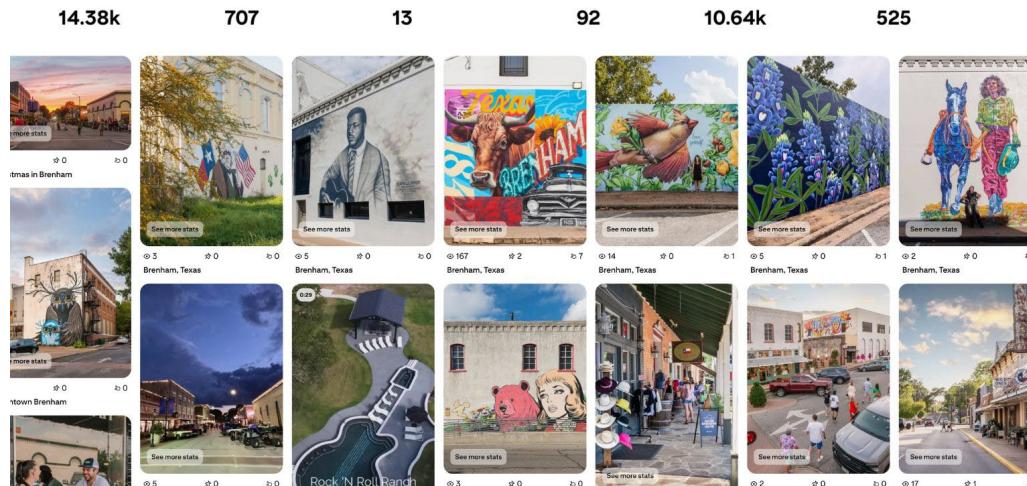
**PINTEREST**



Visit  
**BRENNHAM**  
Burton • Chappell Hill  
Independence • Washington

**PINTEREST**

Impressions	Engagements	Outbound clicks	Saves	Total audience	Engaged audience
<b>14.38k</b>	<b>707</b>	<b>13</b>	<b>92</b>	<b>10.64k</b>	<b>525</b>

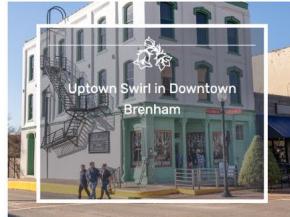


# Social Media



Visit  
**BRENTHAM**  
BURTON • CHAPPELL HILL  
INDEPENDENCE • WASHINGTON

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



visitbrenhamtexas.com  
Events Shine In Brenham  
Check Out Brenham's Eve...

3 1 share  
Like Comment Share

### Meta Prospecting - Nov-Dec



visitbrenhamtexas.com  
North Pole Vibes  
Extra Brenham Shine

308 7 comments 17 shares  
Like Comment Share

### Meta Video



Visit Brenham/Washington Coun...  
Small Town Charm – Big Holiday Spirit!

96 2 2  
Like Comment Share  
Sponsored

### Programmatic Display



EXPERIENCE MORE

# Digital Marketing



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.

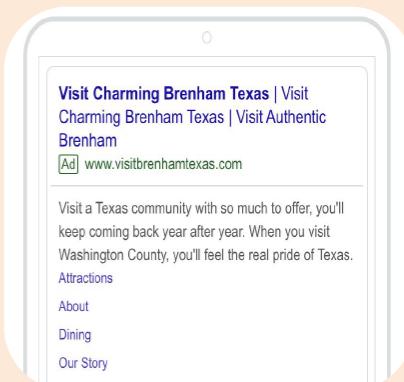
76,639  
impressions

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

Visit Brenham/Washington  
County, Texas  
Sponsored

Experience holiday magic and Texas charm in  
Brenham — where the season shines brightest.



visitbrenhamtexas.com

North Pole Vibes  
Extra Brenham Shine

Learn more

308 7 comments 17 shares

Like Comment Share

# 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

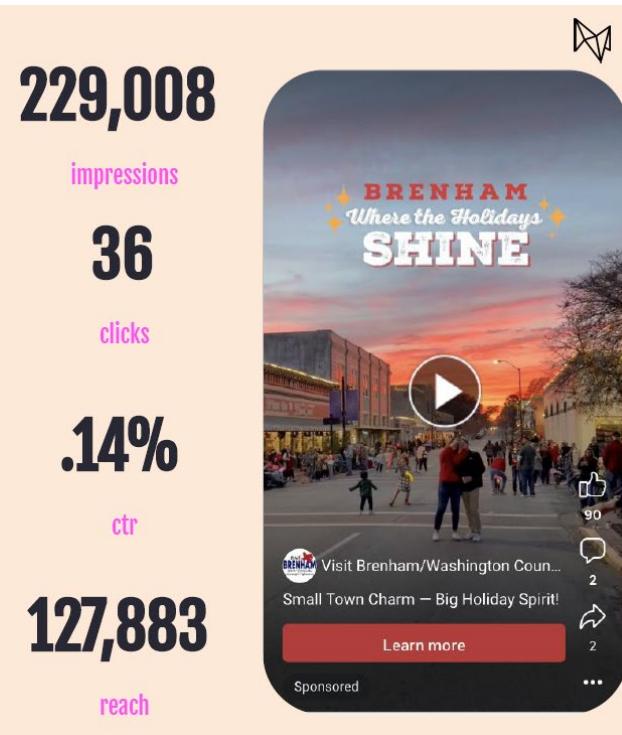
- Campaign resulted in 1,443 ThruPlays, which measures users who watched 15-seconds or more of video content.
- Facebook Reels dominated performance - accounting for 1,335 of the ThruPlays, a 100,622 reach, and 192,272 impressions.

### KEY LEARNINGS

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



BURTON • CHAPPELL HILL  
INDEPENDENCE • WASHINGTON



# Digital Marketing



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



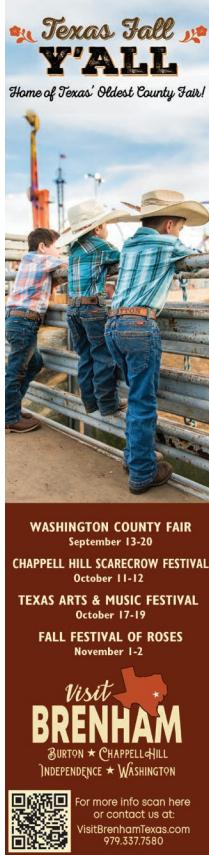
## Texas Highways November

## Texas Highways December

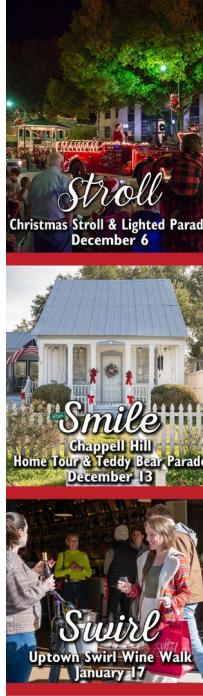
Tourism & Marketing Report

# Ads

## Texas Calendar Events Fall



## Texas Calendar Events Winter



# Visitor Guide



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**Brenham & Washington County Visitor Information Center**  
115 W. Main St.  
in Downtown Brenham  
979-337-7580  
VisitBrenhamTexas.com

Thank you to the following photographers for use of their beautiful work:  
• Natalie Lange  
• Elayne Gribble • Kaitlyn Dragna

**WELCOME TO THE  
Ice Cream Capital of Texas!**

**BRENHAM • BURTON • CHAPPELLHILL • 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!



Scan for our website homepage.

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Visit Brenham DMO, City of Brenham



# Bonus Media/Advertisor



BRENNHAM

## 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](http://texasartsandmusicfestival.com)*



88

TEXASHIGHWAYS.COM

## TexasMonthly

### BRENNHAM

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](http://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/Advertisor

## 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/Advertisor

## 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



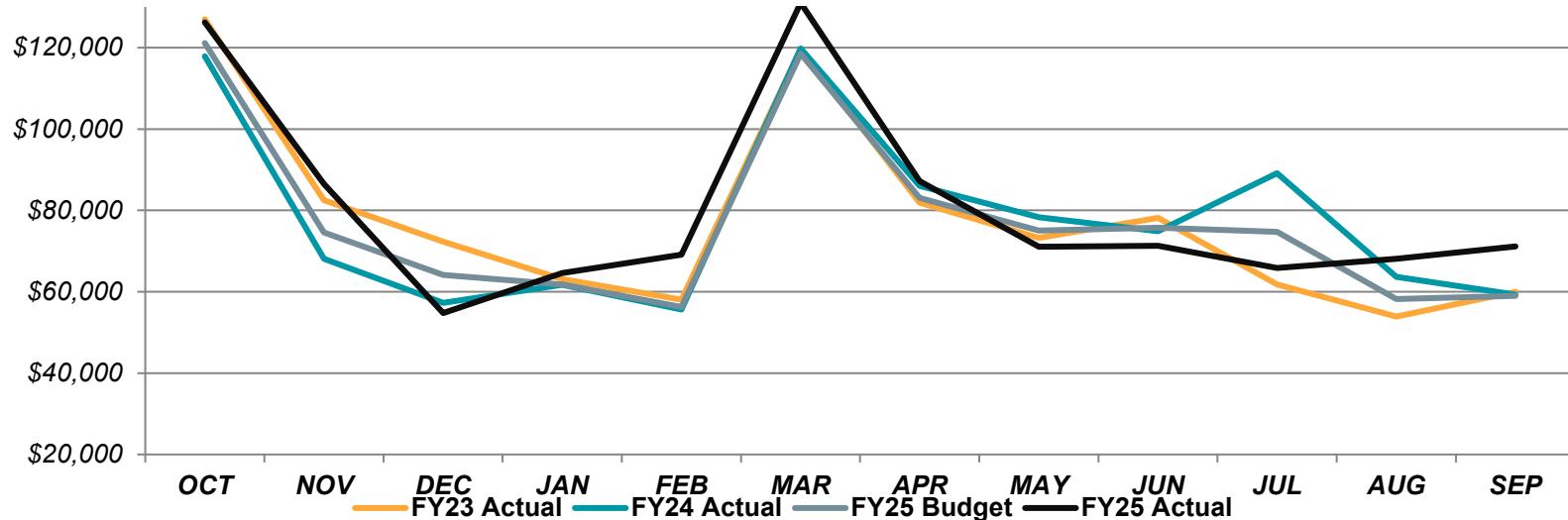
12/19

## “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



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY23 Actual	126,970	82,509	72,333	63,109	58,060	119,661	81,858	73,275	78,177	61,804	53,902	59,993	931,651
FY24 Actual	117,864	68,119	57,273	61,752	55,632	119,791	86,003	78,341	74,881	89,144	63,686	59,271	931,759
FY25 Budget	121,142	74,530	64,129	61,780	56,254	118,479	83,056	75,018	75,732	74,688	58,181	59,011	922,000
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



## AGENDA ITEM 11

<b>DATE OF MEETING:</b> January 15, 2026	<b>DATE SUBMITTED:</b> December 26, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Harrison Williams, Director of Washington County Expo	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Washington County Quarterly Report on HOT Grant Applications and Washington County Expo		
<b>SUMMARY STATEMENT:</b> 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.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b>		
<b>RECOMMENDED ACTION:</b>		
<b>APPROVALS:</b>		



## AGENDA ITEM 12

<b>DATE OF MEETING:</b> January 15, 2026	<b>DATE SUBMITTED:</b> December 29, 2025	
<b>DEPT. OF ORIGIN:</b> Tourism	<b>SUBMITTED BY:</b> Megan Mainer, Assistant City Manager	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1 <sup>ST</sup> READING
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2 <sup>ND</sup> READING
<input type="checkbox"/> EXECUTIVE SESSION	<input type="checkbox"/> REGULAR	<input type="checkbox"/> RESOLUTION
	<input checked="" type="checkbox"/> WORK SESSION	
<b>AGENDA ITEM DESCRIPTION:</b> Administrative Report to Include Tourism Staffing Update, Tourism Programming, and 2026 Tourism Advisory Board Meeting Dates		
<b>SUMMARY STATEMENT:</b> Staff have included an attachment, 1.15.2026 Admin Report, outlining updates.		
<b>STAFF ANALYSIS (For Ordinances or Regular Agenda Items):</b>		
<b>A. PROS:</b>		
<b>B. CONS:</b>		
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>		
<b>ATTACHMENTS:</b> (1) 1.15.2026 Admin Report		
<b>RECOMMENDED ACTION:</b>		
<b>APPROVALS:</b>		



**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