



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JULY 21, 2022, 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 Approval of Minutes from April 18, 2022, Board Training Meeting

4. Discuss and Possibly Act Approval of Minutes from April 21, 2022, Board Meeting

WORK SESSION

5. Consider Timeline for 2023 Tourism Grants

6. Committee Updates

7. Report on Hotel Occupancy Tax Collections

8. Visit Brenham DMO Q3 Report

9. Administrative Report

10. Adjourn

CERTIFICATION

I certify that a copy of the July 21, 2022, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, July 15, 2022, at _____.

Nancy Joiner

Tourism and Marketing Coordinator

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2022 at _____.

Signature

Title

TOURISM ADVISORY BOARD MINUTES

A meeting of the City of Brenham's Tourism Advisory Board was held on Monday, April 18, 2022, beginning at 5:15 p.m. in the Brenham City Hall, Conference Room 2A, at 200 W. Vulcan Street, Brenham, Texas.

Board Members present:

Scott Atwood – Chair
James Pharaon – Vice Chair
Jean Shoup
Stacey Walters
Harrison Williams

Board Members absent:

Jenny Van Dorf
Commissioner Kirk Hanath

City of Brenham Staff present:

Tourism and Marketing Director Jennifer Eckermann, Tourism and Marketing Coordinator Nancy Joiner, and City Secretary Jeana Bellinger.

1. Call Meeting to Order

Chairman Scott Atwood called the meeting to order.

2. Public Comments

None were present.

WORK SESSION

3. Presentation and Training on the City of Brenham's Policies and Procedures for Advisory Boards and Commissions to Include, but Not Be Limited to, Board Meeting Procedures and Requirements, Roberts Rules of Order and Parliamentary Procedure, Conflicts of Interests, the Texas Open Meetings Act, and the Texas Public Information Act

City Secretary Jeana Bellinger presented this training.

- Policy and Procedures for Boards and Commissions Effective January 1, 2022
- Texas Open Meetings Act
- The Basics of Parliamentary Procedure – commonly known as “Roberts Rules of Order”
- Conflict of Interest

- The Basics of Public Information

4. Adjourn

Scott Atwood
Board Chair

Date

ATTEST:

Nancy Joiner
Tourism & Marketing Coordinator

Date

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 21, 2022, 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
Kirk Hanath
James Pharaon
Jean Shoup
Stacey Walters
Harrison Williams

Board Member absent:

Jenny Van Dorf

Vist Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Main Street Coordinator Kathrine Briscoe; Tourism and Marketing Coordinator Nancy Joiner; Alex Dill, The Barnhill Center; Hannah Mertz, Group Sales with Visit Brenham; Natalie Lange, and Melinda Faubion.

Visit Brenham Team absent:

Lu Hollander with Visit Brenham

Media Present:

none

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

REGULAR SESSION

- 3. Discuss and Possibly Act Upon Upon Approval of Minutes from January 20, 2022, Board Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Hanath to approve the minutes from January 20, 2022, Board Meeting.

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

Scott Atwood	Yes
Kirk Hanath	Yes

James Pharaon	Yes
Jean Shoup	Yes
Jenny Van Dorf	Absent
Stacey Walters	Yes
Harrison Williams	Yes

WORK SESSION

4. Committee Reports to Include:

- **Texas Music Friendly** – Scott Atwood gave an update on the meeting of the Texas Music Friendly committee. This committee helps support Visit Brenham staff to keep the database up to date on current venues and musicians, supports weekly music events on KWHI, the What’s Happening flyer, and would like to host a local legends concert at the Barnhill.
 - **New Ideas were to** help new venues with what local artists may need to play in their venue and possibly give them incentives
- **Marketing Committee** – Jennifer Eckermann presented this item. Tourism strategies were discussed including our strengths, weaknesses, and our growth. We talked about short-term rentals and how we should start taking a look at this so it doesn’t become a problem. Travel Texas received money from the government, so we were able to apply to place ads in Texas Travel. Our digital market is up 60% and print ads are up 40%. Jennifer Eckermann gave an overview of the Madden report, Hotel Occupancy Tax, and applications for tourism grants begin on April 25, 2022. We are talking with Unity Theatre to see how we can help promote them.
- **Expo Committee** – Harrison Williams reported that they are still evaluating who will serve on this committee. They visited the major shows like Houston, Fort Worth, and San Antonio to see how the Expo can accommodate cattle shows. The Expo is busy and could use another barn. They are looking at possible fee changes and these changes have not taken place since 2016.
- **Eligibility and Funding Committee Update** – This committee will meet on May 20, 2022, to evaluate the Tourism Grant Applications and then will send them to the Grant Eligibility Committee for review.

5. Visit Brenham DMO Q2 Report

Jennifer Eckerman, Director of Tourism and Marketing gave this report. Her report included Website numbers that have been viewed, Book Direct, “Happenings This Week” page, Sunday Funday, our social media posts, the digital marketing ads, bonus media/advertorial, the e-newsletters, The Barnhill Center rentals, and entertainment, group sales, Datafy visitor analytics, updates, and what upcoming events that will be happening.

6. Adjourn

With no further business, Scott Atwood adjourned the meeting at 10:45 am.

Scott Atwood
Board Chair

Date

ATTEST:

Nancy Joiner
Tourism & Marketing Coordinator

Date

Proposed Dates for 2023 HOT Funding:

2023 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2023 -June 2023 (Round 1);
and from July 2023 – to December 2023 (Round 2)

	Round 1 for 2023	Round 2 for 2023
Application Packet Available Online	October 31, 2022	May 1, 2023
Application Due	November 18, 2022	May 19, 2023
Eligibility Committee Review (will include 2022 Post E/P/P Report Review, if applicable)	November 29	May 22 – May 24, 2023
Funding Committee Review	December 5, 2022	May 30 – June 2, 2023
Commissioners Court Consideration	December 13, 2022	June 6, 2023
Tourism Grant Award Notifications and Funding	December 19-21, 2022	June 13-14, 2023

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



AGENDA ITEM 6

To: Tourism Advisory Board

From: Kathrine Briscoe, Partner & Visitor Experience Manager

Subject: Quarterly Texas Music Friendly Committee Report

Date: July 15, 2022

The Texas Music Friendly Committee did not have a meeting this quarter but is working towards specific goals for the next meeting.

One of these goals includes creating a subcommittee to help with specific projects. With more businesses opening that have a live music element, Rob Moorman came up with the idea of being involved in a venue's process before opening. This would give prospective venue operators a musician/performer's perspective of what would be helpful to provide on stages. The subcommittee will be the individuals involved in this process, and the first business owner we will work with is Doug Peck and the Green Grain Event Space. These meetings with the business owners could lead to a grant if they are open to the needs of performers from the suggestions shared with them.

Starting in August, Scott Hughes will no longer be the one organizing Washington County Live. I will gather the information and get it to the radio station and Banner.

I am set to meet with Chip Adams, the Community Relations & Outreach Specialist with the Texas Music Office, at the end of this month.

The database for Brenham was sent to the TMF Committee for input and has been updated.

HOT GRANT FUNDING 2022

Organization	Request	Purpose Of Funding	Award
Brenham Heritage Museum	\$12,500.00	Phase 1 Permanent Exhibits	\$1,250.00
Texas Cotton Gin Museum	\$3,200.00	Information Brochures	\$3,000.00
Unity Theatre Company	\$6,150.00	2022-2023 Season	\$5,000.00
Washington On The Brazos	\$2,000.00	Juneteenth Heritage Program	\$1,700.00
Chappell Hill Chamber of Commerce	\$2,000.00	Independence Day Parade	\$1,000.00
Washington On The Brazos	\$2,000.00	Candlelight Christmas	\$1,900.00
Texas Arts and Music Festival	\$27,000.00	The Art and Music Festival	\$5,000.00
Chappell Hill Chamber of Commerce	\$1,000.00	Trick or Treat on Main	\$0.00
Chappell Hill Chamber of Commerce	\$1,500.00	Airing of the Quilts	\$1,050.00
Chappell Hill Historical Society	\$5,000.00	Scarecrow Festival	\$3,000.00
Chappell Hill Chamber of Commerce	\$1,500.00	Wine and Cheese Crawl	\$0.00
TOTAL	\$63,850.00		\$22,900.00



AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: HOT Collections Update

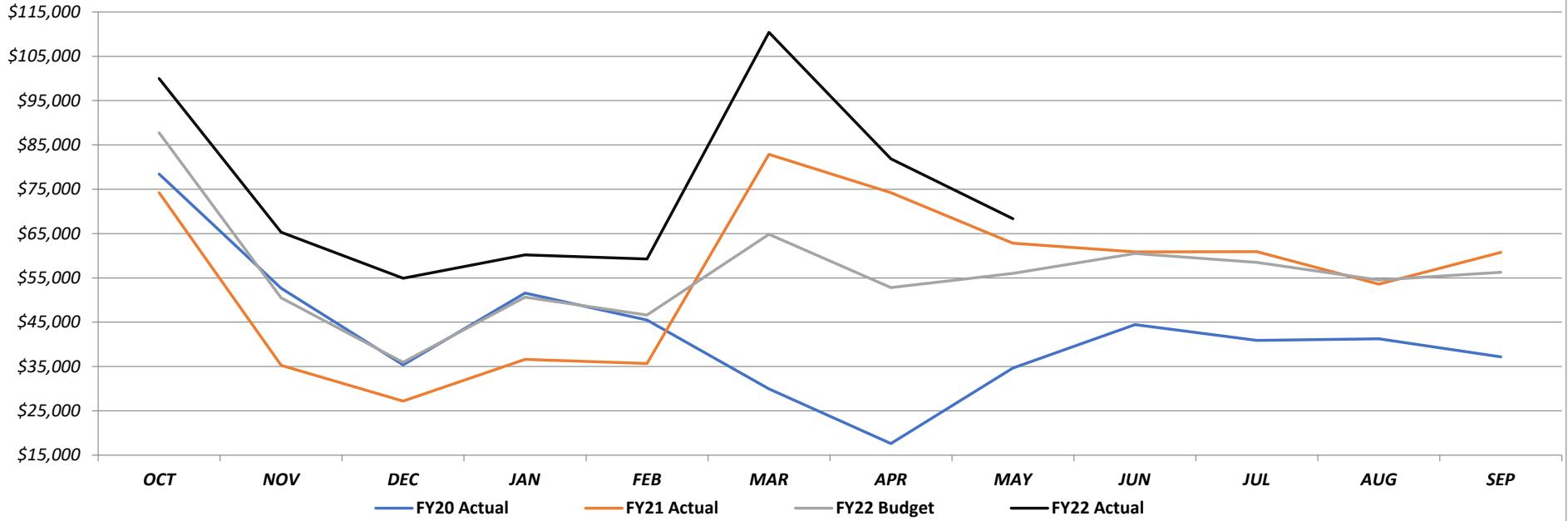
Date: July 18, 2022

Included in your packet is an update of the City of Brenham HOT Collections through May.

Collections have outperformed the budget each month this year.

As we look to the next fiscal year, our optimism for 2023 is mixed with a dash of reality. The City of Brenham is being conservative in budgeting with signs of a looming recession. Still, it supports a strong tourism budget to continue our work to promote Brenham/Washington County as a destination for visitors.

**CITY OF BRENHAM
HOT TAX COLLECTIONS BY MONTH
FY20, FY21 & FY22**



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY20 Actual	78,440	52,651	35,357	51,554	45,494	29,949	17,621	34,658	44,440	40,911	41,283	37,161	509,520
FY21 Actual	74,238	35,250	27,202	36,613	35,663	82,872	74,238	62,800	60,861	60,900	53,606	60,736	664,979
FY22 Budget	87,746	50,517	35,954	50,670	46,642	64,840	52,793	56,011	60,518	58,512	54,534	56,264	675,000
FY22 Actual	99,966	65,310	54,923	60,205	59,266	110,414	81,877	68,363					600,324

Budget vs. Actual Based on Allocated Budget

Difference	12,220	14,793	18,969	9,535	12,624	45,574	29,084	12,352					
Cumulative	12,220	27,012	45,982	55,517	68,141	113,715	142,799	155,151					

FY22 Actual vs. FY21 Actual as Shown in Chart

Difference	25,728	30,061	27,721	23,593	23,603	27,542	7,639	5,563					
Cumulative	25,728	55,788	83,509	107,102	130,704	158,246	165,885	171,448					

FY22 Total Budget

FY22 Budget	87,746	50,517	35,954	50,670	46,642	64,840	52,793	56,011	60,518	58,512	54,534	56,263	674,999
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Visit Brenham Q3 Report

Presented to:
Tourism Advisory Board
July 21, 2022



Tourism & Marketing Report

1

Visit Brenham/WC Website

	Total Page Views 2022 / 2021	Unique Page Views 2022 / 2021
April	136,753 / 166,929	109,465 / 132,285
May	73,402 / 71,515	59,189 / 57,153
June	83,992 / 77,638	68,760 / 61,799
Q3 TOTALS	294,147 / 316,082	237,414 / 251,237



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2

Website - Top Page Views

	First	Second	Third
April	Wildflower Watch 27,001	Sunday Funday 12,073	Wildflower Map 10,365
May	Sunday Funday 10,526	Ice Cream Blog 7,008	Homepage 6,795
June	Ice Cream Blog 19,281	Homepage 12,044	Calendar 3,642



Tourism & Marketing Report

3

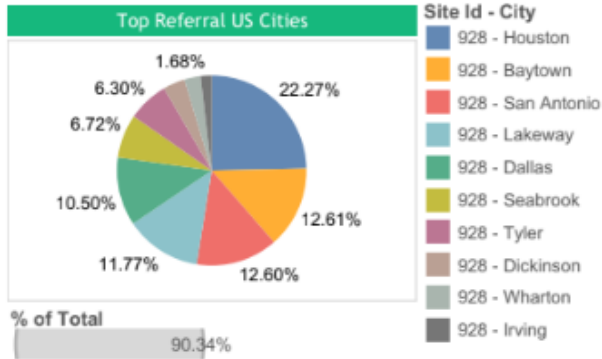
Book Direct

Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.

Start Date
4/1/2022

End Date
6/30/2022



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Book Direct

BOOK › DIRECT ENGAGEMENT REPORT

ENGAGEMENT

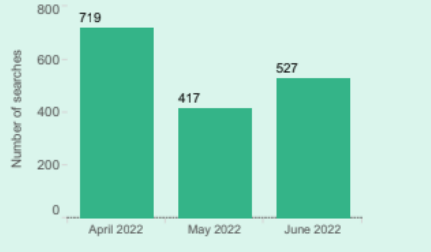
Searches 527

Desktop 32.5 Properties Viewed on Average
Mobile 49.6 Properties Viewed on Average

Book › Direct Network Desktop 45.9 Properties Viewed
Book › Direct Network Mobile 39.3 Properties Viewed

Bounce Rate 22.26%

Book › Direct Network Bounce Rate 33.85%



Book Direct

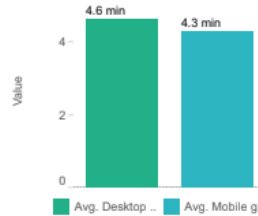
BOOK › DIRECT ENGAGEMENT REPORT

DURATION

Overall 4.4 min

Desktop 4.6 min
Mobile 4.3 min

Global Average Overall: 3.7 min
Global Desktop Average: 4.9 min
Global Mobile Average: 3.0 min



Book Direct

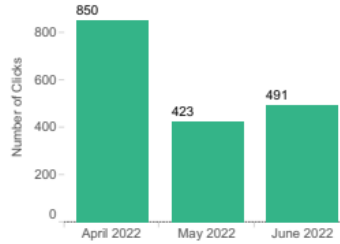
BOOK > DIRECT ENGAGEMENT REPORT

TOTAL REFERRALS TO PROPERTIES: 491

Overall Search to Referral Ratio 93.17%
Desktop 261.98%
Mobile 42.86%

BOOK-DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 74.02%
Desktop 144.19%
Mobile 37.76%



Book Direct - Top Referrals

	First	Second	Third
April	Far View Bed & Breakfast	Scenic Hill Retreat	Southern Rose Ranch
May	Far View Bed & Breakfast	Scenic Hill Retreat	Lillian Farms Country Estate
June	Scenic Hill Retreat	Far View Bed & Breakfast	Lillian Farms Country Estate



Visitor Center

	April 2022 / 2021	May 2022 / 2021	June 2022 / 2021	Q3 TOTALS 2022 / 2021
Walk-Ins	1,299 / 1,475	434 / 499	442 / 502	2,175 / 2,476
Visitor Guides Mailed	269 / 319	286 / 235	248 / 135	803 / 689
Online Views /Unique Views	337 / 314	158 / 154	235 / 218	601 / 561



Tourism & Marketing Report

“Happenings This Week”

WEDNESDAY

- Hop Day Weekend at Brass Valley Brewing Co.
- Beer Wednesday at Roy's Wine Lounge
- Wine Wednesday at Brass Valley Cigar Bar
- July's Wine 101 at MSP Burgers

THURSDAY

- Pinot & Pro at Roy's Wine Lounge
- Texas & Texas at Brass Valley Brewing Co.
- Wine Bar Brenham Free Texas Wine Tasting
- Texas Cotton Gin Museum Pavilion Open House

FRIDAY

- First Fridays Farmer & Artisan Market in Downtown Brenham
- Friday Wine with Gary Durrenberger Live and 359 BBQ & Sweets at Brass Valley Brewing Co.

SATURDAY

- Burns Farmers & Artisan Market
- Taylor Creek Live at Roy's Wine Lounge
- Come & Play Saturday in Wine Bar Brenham
- Social at Social with Braden Jones Live and Tacos from Puerto Rican Fusion food truck at Brass Valley Brewing Co.
- Jonestown Traditions & Customs Exhibit at the Bus Depot Gallery
- Brenham Fire Museum is open
- Live Demonstrations at Washington-on-the-Brazos

SUNDAY

- Music & Minors Sundays with Victor Bustos Live at Roy's Wine Lounge
- Sunday Funday with Mary Charlotte Young Live and Tacos Boleros at Brass Valley Brewing Co.
- Live Demonstrations at Washington-on-the-Brazos
- Sunday Family Hearty Picnics at Wine Bar Brenham
- Brenham Fire Museum is open for 4th of July Weekend

MONDAY JULY 4TH

- 45th Annual 4th of July Parade in Chappell Hill
- Bacon American Legion 4th of July Parade
- Annual Independence Celebration in Independence
- Brenham Fire Museum is open for 4th of July

JULY

- Pyron Blue Live at Roy's Wine Lounge
- Harvest Grape Stomp at Windy Winery
- Jack T. Carr Live at Roy's Wine Lounge
- Christmas in July Party with Randy Bohop Live at Roy's Wine Lounge
- Hot Nights, Cool Tunes in Downtown Brenham
- Gary Durrenberger Live at Roy's Wine Lounge
- Pleasant Hill Winery Crush for Fun Grape Stomp
- Santitas Paul Brown Live at Roy's Wine Lounge
- Unity Theatre Presents Cinderella
- 4th Annual Latin Nights at Los Amigos Latin Cuisine
- Aracelis Adams Live at Roy's Wine Lounge
- Jonestown Traditions & Customs Exhibit at the Bus Depot Gallery
- Antique Carousel Rides at Fireman's Park Saturdays & Sundays
- Brenham Fire Museum open on Saturdays

AUGUST

- First Fridays Farmers & Artisan Market in Downtown Brenham
- Burns Farmers & Artisan Market
- Pleasant Hill Winery Crush for Fun Grape Stomp
- Pyron House Live at Roy's Wine Lounge
- Kyle Reed Live at Roy's Wine Lounge
- Randy Bohop Live at Roy's Wine Lounge
- Victor Bustos Live at Roy's Wine Lounge
- Chips & Sips Wine Party at Roy's Wine Lounge
- County of Texas History at Washington-on-the-Brazos
- Jamill Hills Live at Roy's Wine Lounge
- Owen Bass Live at Roy's Wine Lounge
- Unity Theatre Presents Cinderella

SEPTEMBER

- First Fridays Farmers & Artisan Market in Downtown Brenham
- Burns Farmers & Artisan Market
- The Every Brothers Experience by Zined Brothers at The Barn Hill Center
- Susan Hickman Live at Roy's Wine Lounge
- Hot Nights Live at Roy's Wine Lounge
- Susy Boggs at The Barnhill Center



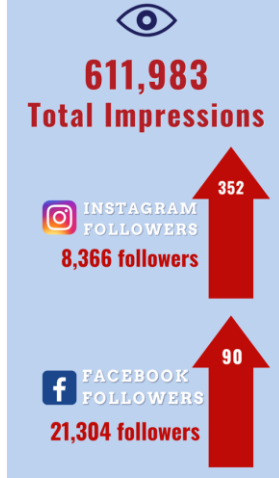
Tourism & Marketing Report

Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2022 - JUNE 2022



Tourism & Marketing Report

Social Media

Most Popular Facebook Post April 2022



Visit Brenham/Washington County, Texas
 Published by Buffer • April 7

55,932 People reached 2,604 Engagements 36 Comments 237 Shares



Tourism & Marketing Report

Social Media



April 2022 Instagram



1,684 Posts 8,159 Followers 397 Following

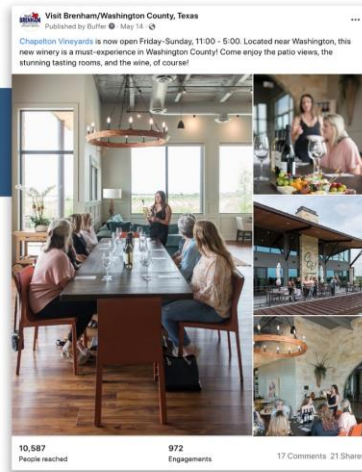
Most Likes & Impressions



Tourism & Marketing Report

Social Media

Most Popular Facebook Post May 2022



Tourism & Marketing Report

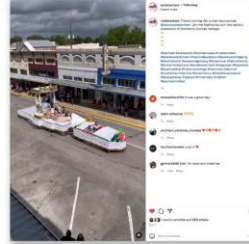
Social Media



May 2022 Instagram



1,697 Posts 8,208 Followers 398 Following



Most Likes & Most Impressions



Tourism & Marketing Report

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Social Media

Most Popular Facebook Post
June 2022



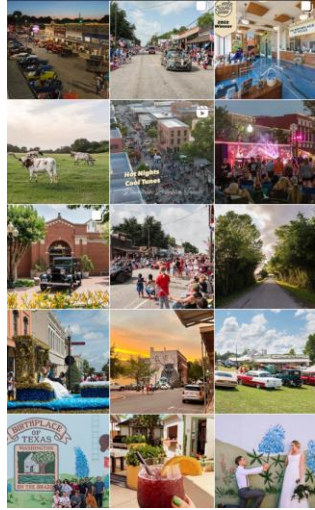
11,539 People reached 646 Engagements 12 Comments 56 Shares



Tourism & Marketing Report

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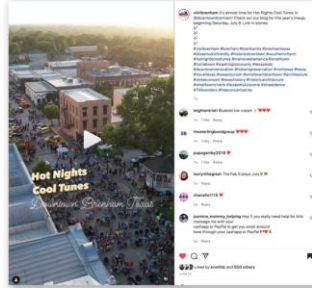
Social Media



June 2022 Instagram



1,711 Posts 8,300 Followers 400 Following

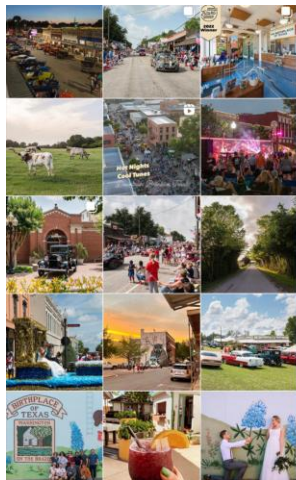


Most Likes & Most Impressions



Tourism & Marketing Report

Social Media



 **INSTAGRAM**
Popular Posts



 **745 Likes**
10.9K Impressions



Tourism & Marketing Report

Social Media

Social Media Workshop held in June.
 One Tourism Partner described it as "life-changing"

For the FIRST time:
 All 3 months had a video as the top-performing IG post



Digital Marketing



	Progress	Campaign	Last Month	This Month
Google SEM		Total Clicks 48,236 Average CTR 15.15% User Conversions 1,228 <small>(95 Signups, 16,000,000 Signups, 1M)</small>	Total Clicks 5,273 Average CTR 19.71% User Conversions 151 <small>(95 Signups, 16,000,000 Signups, 1M)</small>	Total Clicks 3,503 Average CTR 23.95% User Conversions 68 <small>(95 Signups, 16,000,000 Signups, 1M)</small>
Responsive Display		Total Impressions 8,806,735 Total Clicks 91,049 Average CTR 1.03%	Last Month Impressions 1,124,918 Last Month Clicks 15,796 Last Month CTR 1.40%	This Month Impressions 1,074,137 This Month Clicks 14,959 This Month CTR 1.39%
Pinterest		Total Clicks 18,106 Total Engagements 12,059	Last Month Clicks 2,415 Last Month Engagements 525	This Month Clicks 1,085 This Month Engagements 288



Digital Marketing

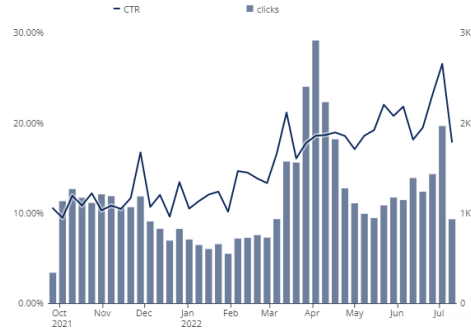
Google SEM

48,236 clicks

Campaign	Month	Clicks	Impressions	CTR
SEM Leisure	October 2021	5,208	47,270	11.02%
SEM Leisure	November 2021	4,764	43,654	10.91%
SEM Leisure	December 2021	3,917	31,783	12.32%
SEM Leisure	January 2022	2,886	24,874	11.60%
SEM Leisure	February 2022	2,798	20,919	13.38%
SEM Leisure	March 2022	6,069	35,774	16.96%
SEM Leisure	April 2022	9,175	48,682	18.85%
SEM Leisure	May 2022	4,643	24,068	19.29%
SEM Leisure	June 2022	5,273	26,754	19.71%
SEM Leisure	July 2022	3,503	14,626	23.95%
GRAND TOTAL		48,236	318,404	15.15%

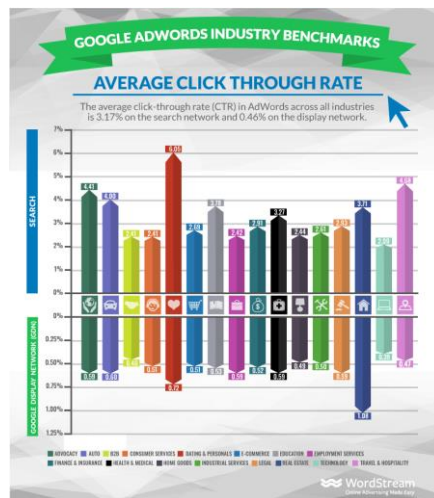
by Week

48,236 Clicks



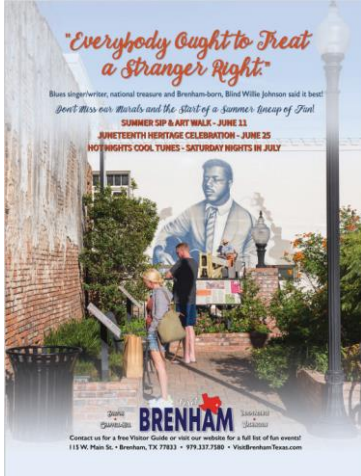
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Digital Marketing



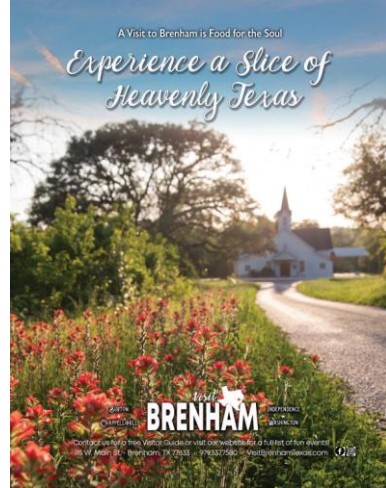
Tourism & Marketing Report

Print Ads



Texas Monthly & Southern Travel
June

Texas Events Calendar Jan-Mar



Texas Highways - May

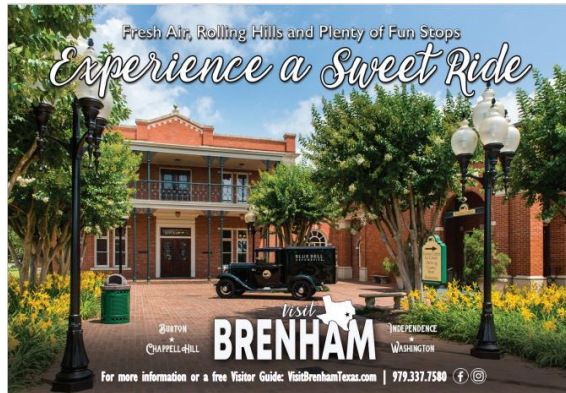
Tourism & Marketing Report

Print Ads

Texas Events Calendar



Ride Texas



Texas Meetings & Events



Tourism & Marketing Report

Digital Ads



Texas Highways.com



Tourism & Marketing Report

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Digital Ads



TourTexas.com



Tourism & Marketing Report

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Bonus Media/Advertorial



A viewer-submitted photo from bluebonnet season in Texas 2021.

HOUSTON – It's spring and the wildflowers are here.

If you're crazy about those beautiful blooms, from bluebonnets to Indiana paintbrush and more, visiting the locations below will be fun for the whole family. This list includes seven places around Texas that have a number of attractions that go beyond the blooms, from views to flower-infused products for sale.

Antique Rose Emporium, Brenham, Texas

These show gardens offer a stunning display of heirloom roses, perennials, succulents, herbs and wildflowers. The Antique Rose Emporium gardens are the site of the annual Festival of Roses each fall and in 2012 the site was designated a Hall of Fame Garden by the **Great Rosarians of the World**. Plants and garden supplies are available for purchase.

FOX 7 – Austin Travels interviewed about travel to Brenham
AustinTravels.com

KPRC-TV
Flower Fields in Texas excerpt;
also appeared on KBTX, KPLX, KTRK, KCEN



Tourism & Marketing Report

Bonus Media/Advertorial



NEWNEXT

NEWSWORTHY REPORTING FROM OUR PARTNERS



Brenham, TX
Swirl around Downtown Brenham at the Uptown Swirl!

Join us to welcome 2022! Plan to spend time on January 15 from 5 p.m. - 7 p.m. enjoying and tasting wines from all over the world. Swirl through quaint establishments nestled in Brenham's beautiful downtown National Register District.

DOWNTOWN BRENHAM COMMISSION

Posted in Texas | January 04, 2022 by Seth Price Williams

With Attractions Galore, The Small Town Of Brenham, Texas Is Perfect For A Family Getaway

Texas just might be the most perfect place to live. From its enchanting small towns to its fast-paced big cities, the state offers so much to do, to see, and to experience for everyone. When you're planning your next family getaway in Texas, consider making it to the small town of Brenham. The charming small town promises something for everyone in the whole family.

During these uncertain times, please keep safety in mind and consider adding destinations to your bucket list to visit at a later date.

With a population of just over 17,000, Brenham sits smack dab between Austin and Houston, making it a prime destination for families in need of a getaway.



Laredo Morning Times

Love is in the air: 21 romantic Texas getaways for Valentine's Day

Alan Bradley Feb 8, 2022

From Immersive beach experiences, charming bed and breakfast Inns to luxury hotels, explore the best spots to whisk your sweetheart away. If you're interested in a quiet bed and breakfast getaway, check out the Murski's Homestead Bed and Breakfast in Brenham that offers a unique ranch experience complete with an elopement package.



Tourism & Marketing Report

E-Newsletter



Visit BRENHAM
Brenham • Washington County

Bask in the Bluebonnets of Brenham & Washington County!

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

Featured Events |

Bluebonnet Festival
October 14 | April 9 & 12

The festival boasts over 100 local exhibitors (from dining, gardening, gifts, crafts, jewelry, clothing, etc.), delicious country-style food, live entertainment and music, and tons of the historic community.

The Bluebonnet Festival has been declared the "Official Bluebonnet Festival of Texas" by the Texas Legislature!

Free admission. Parking \$15. Hours: Sat 9a, Sun 10a.

Bluebonnet Festival
www.visitbrenhamtexas.com

Burton Cotton Gin Festival
October 14

Celebrate Burton's history with an afternoon of activities including tours back of the Anne Mead Ains Memorial Park and beer cook-off, demonstrations by the Wood Rangers, demonstrations by the Legends of the Texas Rangers, Rifle Competition, Living Demonstrations and challenge cooking, kids activities including the Old 9 to 5 Wine Ranger games, made fresh buggy rides, and tours of the historic Burton Depot, as well as the Martin Farmer Cotton Gin (1848 & 2001) through and across our second historical site, the Mt. Zion Historic Chapel.

Barrington Plantation
Historic Site Events



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Experience historic fun in Brenham & Washington County!

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Featured Events |

Halfet Celebration
September 11 & 12

The Brenham Halfet was first celebrated in 1883 making it the oldest Halfet in Texas today. This year, Brenham celebrates Halfet 139th with the 4th at Foreman's Park beginning Friday at 3:00 pm with music, a carnival, festival food and drinks. Don't miss the highlight of the Halfet - the Junior Convalescent at 7pm Friday and Senior Convalescent at 7pm on Saturday. The Halfet Parade will be in Downtown Brenham on Saturday morning at 10:30am.

Tickets for each convalescent are sold separately and can be found on www.brenhamhalfet.com

Scouting Washington County
September 11-12 | 10a-5p

Brenham Heritage Museum opens a new exhibit in its Bus Depot Gallery for the month of September Scouting Washington County. This exhibit will provide a look at the history of the Boy Scouts and Girl Scouts in our area. Visitors will see a variety of photographs and artifacts from multiple troops in the county, as well as complete renovations on the old post office building, their exhibits are displayed in the Bus Depot Gallery at 313 East Adams at the corner of Central. Hours are 10 AM till 4 PM every Saturday. Other times are available by appointment.



Visit BRENHAM
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Kick off your summer in Brenham & Washington County!

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Featured Events |

Summer Sip & Art Walk
Downtown Brenham | June 11

Grab a group of friends and enjoy an afternoon of sipping on different specialty drinks and viewing a variety of beautiful art while meandering through our historic Downtown District!

The collectible Summer Sip glass is your ticket to sampling dozens of beverages. Glasses are just \$25 from participating stores and \$40 online! Don't forget, there is a limited number of glasses available for purchase AND if there are glasses still available on the day of the event, they increase to \$45.

Unity Theatre Presents: The Sweet Dellah Swain Club
Unity Theatre in Downtown Brenham | June 9-10

A comedy by Jessie Jones, Nicholas Hoag and Jamie Houston, playing on the Main Stage June 9-10, 2022.

Five women, whose friendships began on their college swim team, meet for a long weekend every August at the same beach cottage on North Carolina's Outer Banks, to catch up and re-connect. The play focuses on the lives of these women and spans a period of 33 years and is an hilarious and heartwarming comedy. www.visitbrenhamtexas.com

The Sweet Dellah Swain Club
A janes hope women comedy
June 9-10
A Comedy by Jessie Jones



Tourism & Marketing Report

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E-Newsletter

	April	May	June
Sent/Successful	9477 / 8661	9689 / 8853	9891 / 9041
Open Rate*	40.2%	39.5%	34.3%
Click Rate**	4.3%	2.3%	2.5%
Top Clicks	Homepage Bluebonnet Festival Open Bluebonnet Field event Brenham Farmers Market	Events Calendar Homepage Chappell Hill Artwalk Barrington's "Pie's Aplenty Brenham Market	Instagram of the Month Events Calendar Brenham Market Digital VG Homepage

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



Tourism & Marketing Report

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The Barnhill Center - Rentals

Five Tour Groups
Birthday Parties

Boys & Girls Club Gala
Blue Bell Photo Shot

Meetings

Social Media Workshop

Fundraisers & Luncheons

Wedding Receptions

St. Paul's Rehearsals and Play



Tourism & Marketing Report

The Barnhill Center - Entertainment



The Isaacs

Billy Joel Tribute

Ronstadt Revue

Mandy Barnett

Crystal Gayle



Tourism & Marketing Report

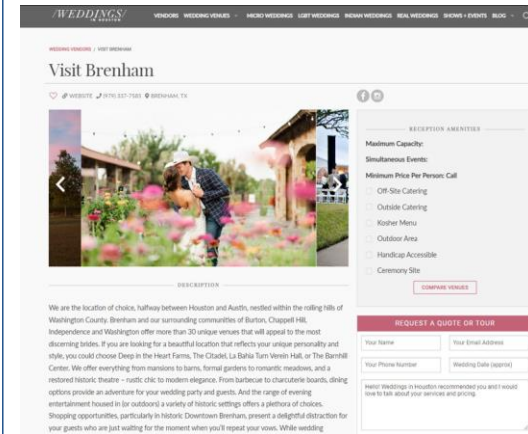
Group Sales

- Hosted Lodging Partner Meeting. Scott Joslove with TH&LA had a great presentation that was well-received and well-attended.
- Working with Melinda on creation of ads geared to groups, meetings, and conferences.
- Working with Nancy to identify and contact STR not paying HOT, to get them signed up and on the website.



Tourism & Marketing Report

Group Sales



- Continue to update the Washington County Wedding Guide.
- Updating the Groups/Wedding page on website, adding area statistics, venue availability, & more
- Visit Brenham is now listed on Weddings in Houston as a vendor. We are able to highlight 5 venues at a time online



Tourism & Marketing Report

Group Sales



Looking at the future::

- Corvair Car Club – 50+ Rooms
- Natural Lifemanship – bought Nueces Canyon Ranch. Looking at large conference/training. Wanting 200 rooms. Will continue to bring business to the area
- What can we do to improve Sports Tourism here?



Tourism & Marketing Report

Administrative Report

- More than 85,000 Visitor Guides have been distributed out of 113,000 printed. We're moving up 2023 sign-ups to be ready in December.
- Team is working on itinerary for press trip October 4-6, with focus on local wine.
- Sent information on Tourism Recovery Grants from State of Texas to Partners
- Hannah and Kathrine attended Texas Travel & Tourism College.
- Jennifer and Alex attended League of Historic American Theatres Conference.
- Nancy, Jennifer and Hannah delving deeper into local STR properties with new focus as CoB takes over TBC and looks to develop plan for registration.



Tourism & Marketing Report

Administrative Report



WINNER MID-MARKET SOCIAL MEDIA ACCOUNT



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Administrative Report



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