



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, APRIL 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 the January 20, 2022, Board Meeting**

**WORK SESSION**

**4. Committee Reports to Include:**

- Texas Music Friendly Committee
- Marketing Committee
- Expo Committee
- Eligibility and Funding Committee Update

**5. Visit Brenham DMO Q2 Report**

**6. Adjourn**

***CERTIFICATION***

I certify that a copy of April 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 Monday, April 18, 2022, at \_\_\_\_\_.

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*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 regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, January 20, 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  
Jenny Van Dorf  
Harrison Williams

### Board Member absent:

Stacey Walters

### City of Brenham Staff 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; Lu Hollander with Visit Brenham; Natalie Lange, and Melinda Faubion.

### Media Present:

Brenham Banner Press

- 1. Call Meeting to Order**  
Karen Stack, Legal and Legislative Manager called the meeting to order at 9:00 am.
- 2. Public Comments**  
There were no public comments.

## **REGULAR SESSION**

- 3. Discuss and Possibly Act Upon the Election of a Chairperson and Vice-chairperson, for the 2022 Calendar Year**

Karen Stack, the Legal and Legislative Manager, presented this in Section 14 of the Brenham Policies and Procedures for Boards and Commissions reads in part "Each Board shall, in its first meeting of each calendar year, elect a Chair and Vice-Chair to serve for one term. The Chair of each board shall call the meeting to order and preside at the meetings. In the absence of the Chair, the Vice-Chair shall preside." The individuals selected will serve terms that begin immediately upon their selection, and end on December 31, 2022. Any board member can nominate, and any board member can be nominated. A board member may also nominate themselves.

A motion was made by James Pharaon and seconded by Kirk Hanath to elect Scott Atwood as Chair of the Tourism Advisory Board.

Karen Stack 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	Yes
Stacey Walters	<b>Absent</b>
Harrison Williams	Yes

A motion was made by Jean Shoup and seconded by Scott Atwood to elect Jenny Van Dorf as Vice-Chair for the Tourism Advisory Board.

Karen Stack 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	Yes
Stacey Walters	<b>Absent</b>
Harrison Williams	Yes

Scott Atwood lead the meeting after all Board members introduced themselves.

#### **4. Discuss and Consider Approval of 2022 Quarterly Board Meetings**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The proposed dates for the quarterly Board meeting for 2022 are as follows: Thursday, January 20; Thursday, April 21; Thursday, July 21; Thursday, October 20, 2022, starting at 9 am.

A motion was made by Jean Shoup and seconded by James Pharaon to accept the quarterly Board meeting dates for 2022.

A motion was made by James Pharaon and seconded by Kirk Hanath to elect Scott Atwood as Chair of the Tourism Advisory Board.

Karen Stack 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	Yes
Stacey Walters	<b>Absent</b>
Harrison Williams	Yes

**5. Review of Tourism ILA, Tourism Advisory Board By-Laws, and City of Brenham Board and Commissions Policies**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Tourism ILA and Advisory Board By-Laws were approved by the Brenham City Council and Washington County Commissioners Court. Review the highlights of each meeting, including current staggered terms for board members. In addition, we will review the City of Brenham Boards and Commissions Policies and Procedures. There have been two rounds of funding so far. The next funding for 2022 will be in May of 2022. The dates will change to give the Eligibility Committee time to meet. \$50,000 goes to the County Expo Center and \$50,000 goes to funding requests. Kirk Hanath will get a list of the Funding Committee to give to the Tourism Advisory Board. Jennifer Eckermann, Scott Atwood, and Kirk Hanath will meet about the Texas Music Friendly Board. Also, Jennifer went over the Policies and Procedures for Boards and Commissions. New members will have to have the training, so dates will be sent to see what date works best for the Board.

**WORK SESSION**

**6. Discuss and Consider Appointments to Committees**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Jennifer Eckermann, Scott Atwood, and Kirk Hanath will meet about getting the committees filled in February. Which are the Texas Music Friendly, Eligibility Committee for Tourism Grants, and the Expo.

**7. Quarterly Report by Visit Brenham DMO Team**

Members of the Visit Brenham DMO Team which includes Jennifer Eckermann, Kathrine Briscoe, Hannah Mertz, Natalie Lange, Melinda Faubion, Lu Hollender, and Alex Dill. They gave reports on the following; IDSS, VisitBrenham website, the Visitor Center, What's Happening page that is sent out weekly, Social Media, Digital Marketing, Ads and Outreach, Visitor Guides, the E-Newsletter, The Barnhill Center, Group Sales. Each reported on data collected for October, November, and December of 2021. They will provide at each quarterly meeting information and data on their perspective roles with the DMO.

**8. Adjourn**

With no further business, Scott Atwood adjourned the meeting at 11:30 am.

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

\_\_\_\_\_  
Date

**ATTEST:**

\_\_\_\_\_  
Nancy Joiner  
Tourism & Marketing Coordinator

\_\_\_\_\_  
Date



**TOURISM ADVISORY BOARD  
TEXAS MUSIC FRIENDLY COMMITTEE  
APRIL 6, 2022; 9:30 AM; MORRISS HALL; THE BARNHILL CENTER**

Meeting Notes

Present

Vicki Wehmeyer  
Scott Atwood  
Tom Whitehead  
Scott Hughes  
Jennifer Eckermann  
Nancy Joiner  
Kathrine Briscoe

Absent

Cameron Crawford  
Wesley Westbrook  
Rob Moorman  
Elaine Dillard  
Anthony Moreno

**1. Welcome and Introductions**

- Jennifer Eckermann welcomed everyone. Scott Hughes will maintain the TMF database with all the venues and musicians in our area. Kathrine Briscoe will send out monthly updates to the committee and be in charge of the quarterly meetings on the First Tuesday in January, April, July, and October at 3 pm. The location will be determined later.

**2. Program Overview/Local Certification**

*Participation in the Texas Music Office's "Music Friendly Community" program provides Texas communities with a network for fostering music industry development and sends a clear message to industry professionals that certified communities are serious about attracting and developing music industry growth.*

Cities that have received the official Music Friendly Communities designation from the Texas Music Office include **Fort Worth, Austin, San Antonio, Denton, Lindale, Stephenville, Conroe, San Angelo, Nacogdoches, Abilene, McKinney, Waxahachie, Waco, Alpine, Bastrop, New Braunfels, Victoria, Arlington, Denison, Lubbock, Brenham, Dripping Springs, Round Rock, El Paso, Odessa, Vidor, Grand Prairie, Port Aransas, Dallas, San Marcos, and Bryan.**

Cities that are currently working through the certification process include **McAllen, Rockwall, Kerrville,** and **Houston.**

- Kathrine Briscoe will continue contacting some of the cities above to see what they are doing to promote Texas Music Friendly events, and will share what she learns with the committee.
  - McKinney, Nacogdoches, Bastrop, Vidor, Bryan, etc...

### **3. Current/On-Going Projects:**

- **Update Database**
  - Keeping the database updated for the Texas Music Office is a requirement of the program.
  - The TMF webpage on VisitBrenhamTexas.com allows the database to be updated. The whole page – including pictures – will be updated by staff.
- **Promoting weekly music events:**
  - Washington County Live on KWHI/KTTX (weekly)
    - On the KWHI/KTTX website, have the Washington County Live ad click to the latest live music happenings, rather than the TMG webpage.
  - Brenham Banner Press
    - Jennifer Eckermann will check with the Banner Press to see what they will do to help promote local music events.
- **Proving a weekly What's Happening flyer that include music events in the county**
  - These are currently emailed to all tourism partners weekly, delivered to hotels and posted on Visit Brenham social media.
  - New ideas to promote:
    - Start putting the What's Happening flyers on Dan's Meat Market bulletin board?
    - Ask Chamber to help promote?
  - Committee members were encouraged to share performance information with Kathrine so that she can add it to the events calendar, if it is not already on there.

### **4. Discuss Other Possible TMF Program Pursuits**

#### **Potential Ideas:**

- **Assist new music venues with set-up process**
  - It was mentioned that the previous committee discussed the benefit of offering to meet with new venue owners/developers and offering to help share what stage needs musicians have.
  - It was suggested to meet with Doug Peck and try this out in his new venue. If his place is ready, this could be the first place to hold an event for TMF.
  - Jennifer will talk to Development Services about this.
  - Offering a grant for meeting with some musician committee members, and taking advice, could be a beneficial use of any raised funds.
- **Quarterly "Meet the Musician" Events**
  - Hold quarterly events to meet musicians and possibly sell beer and wine. This could be done in Alamo Alley.



- **Fundraising Dinner/Concert Events**
  - Discussed having another Local Legends-type concert that was held at The Barnhill Center a few years ago, but to turn it into a fundraising event. There could be a dinner included.
- **Local Talent Showcase**
  - People who book talent for local venues local venues could come and see the artists.
  - Would need to:
    - Contact venues to see if the talent showcase idea would interest them, and if so,
    - Contact artists to see who would be interested

**5. Other business? Next Scheduled Meeting: July 5, 2022, at 3 pm**

- Find the first video of Local Legends for Scott Atwood to view
- How do we market towards the locals in the community to support these musicians and events?
- KTEX could interview local artists
- Ask venues how we could help connect them to local artists
- Maybe the Chamber would put a link on their website to the VisitBrenham website
- Possibly adding Mark Rodriguez from the WashingtonFair Association to be on this committee



**AGENDA ITEM 5**

To: Tourism Advisory Board  
From: Jennifer Eckermann, Director of Tourism & Marketing  
Subject: Staff Report to Include Upcoming Board and Committee Meetings  
Date: March 21, 2022

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Below is a list of Tourism Advisory Board Committee assignments and tentative meeting dates for the rest of this year.

**Tourism Advisory Board Meeting Dates – The Board meets the third Thursday following each quarter. April 21, July 21, October 20.**

**Grant Eligibility Committee Members - May 20, 2022, and again for Round 2 in the Fall.**

Scott Atwood – TAB Chair  
Jean Shoup – TAB Board Member  
Jennifer Eckermann – Director of Tourism and Marketing  
Hannah Mertz – Visit Brenham/Tourism Group/Sales Manager  
Nancy Joiner – Tourism & Marketing Coordinator

**Marketing Committee Members – April 11, July 11, and October 10, 2022. These will be on the second Monday of each quarter at 9 am.**

Jenny Van Dorf - TAB Vice Chair  
James Pharaon - TAB Board Member  
Stacey Walters - TAB Board Member  
Jennifer Eckermann - Director of Tourism and Marketing  
Melinda Faubion - Visit Brenham/Creative & Digital Marketing  
Natalie Lange - Visit Brenham/Social Media  
Nancy Joiner - Tourism & Marketing Coordinator

**Texas Music Friendly Committee Members – Will meet either the first Wednesday or Thursday of each quarter at 9:30 am, starting on April 6 or 7. TBD by committee.**

Scott Atwood - TAB Chair  
Scott Hughes – Visit Brenham/Part-time Staff  
Kathrine Briscoe - Partner & Visitor Experience Manager

Rob Moorman - Local Musician  
Cameron Crawford - Local Music/Home Sweet Farm Venue  
Wesley Westbrook - Local Musician  
Vickie Wehmeyer - Local Musician/Teaches music - privately  
Elaine Dillard – Rockin’ Star Ranch Venue  
Anthony Moreno - Local Musician  
Tom Whitehead - KWHI  
Jennifer Eckermann - Director of Tourism and Marketing  
Nancy Joiner - Tourism & Marketing Coordinator

**Washington County Expo**



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Jennifer Eckermann - Director of Tourism and Marketing  
Nancy Joiner - Tourism & Marketing Coordinator

**Washington County Expo**

# Visit Brenham Q2 Report

Presented to:  
Tourism Advisory Board  
April 21, 2022



Tourism & Marketing Report

1

## Visit Brenham/WC Website

	Total Page Views 2022 / 2021	Unique Page Views 2022 / 2021
January	47,970 / 42,942	38,386 / 34,431
February	52,280 / 34,687	41,879 / 27,293
March	118,887 / 112,847	96,316 / 89,186
<b>Q2 TOTALS</b>	<b>219,137 / 190,476</b>	<b>176,581 / 150,910</b>



Tourism & Marketing Report

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# Visit Brenham/WC Website

TOP SEARCHES	First	Second	Third
January	Uptown Wine Swirl Blog	Homepage	Calendar
February	Annual Spring Events	Homepage	Calendar
March	Wildflower Watch	Homepage	Sunday Funday



Tourism & Marketing Report

# Visit Brenham/WC Website



Welcome to Brenham

“The Texan’s Texas.”

— CNN Travel



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# Visit Brenham/WC Website



## Wildflower Watch

### Splashes of Springtime Color Paint the Rolling Hills of Washington County

It's almost time to head our direction, roll down the car windows, take in the fresh air and enjoy the natural beauty our area has to offer. If we're lucky, 2022 will be a showy display of wildflowers in every color imaginable!

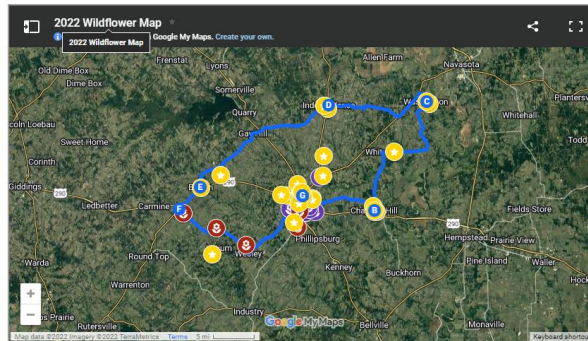


Tourism & Marketing Report

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# Visit Brenham/WC Website

## 2022 WILDFLOWER DRIVING MAP



Total page views to-date: 40,879  
 Total Unique Page Views: 31,490



Tourism & Marketing Report

6



# Book Direct

## BOOK › DIRECT ENGAGEMENT REPORT

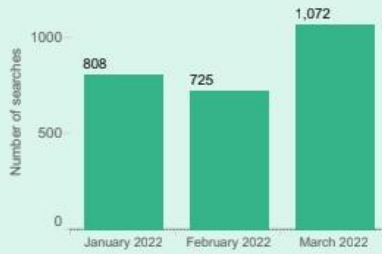
### ENGAGEMENT

Searches 1,072

Desktop 31.6 Properties Viewed on Average  
Mobile 48.1 Properties Viewed on Average

Book › Direct Network Desktop 43.8 Properties Viewed  
Book › Direct Network Mobile 39.0 Properties Viewed

Bounce Rate 26.97%  
Book › Direct Network Bounce Rate 31.24%



Tourism & Marketing Report

# Book Direct

## BOOK › DIRECT ENGAGEMENT REPORT

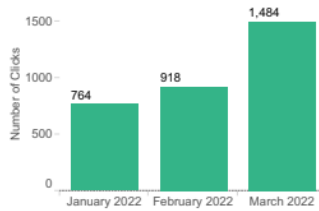
### TOTAL REFERRALS TO PROPERTIES: 1,484

Overall Search to Referral Ratio 138.43%

Desktop 366.99%  
Mobile 44.61%

### BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 75.36%  
Desktop 141.63%  
Mobile 38.35%



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## Book Direct - Top Referrals

	First	Second	Third
January	Far View Bed & Breakfast	Scenic Hill Retreat	Southern Rose Ranch
February	Scenic Hill Retreat	Southern Rose Ranch	Lillian Farms
March	Southern Rose Ranch	Lillian Farms	Scenic Hill Retreat



Tourism & Marketing Report

## Visitor Center

	January 2022 / 2021	February 2022 / 2021	March 2022 / 2021	Q2 TOTALS 2022 / 2021
Walk-Ins	264 / 256	282 / 181	702 / 551	1,248 / 988
Visitor Guides Mailed	300 / 192	269 / 208	362 / 383	931 / 783
Online Views /Unique Views	186 / 169	209 / 207	401 / 390	796 / 766



Tourism & Marketing Report

# "Happenings This Week"



What's Happening  
Brenham Washington County  
Spring Break

MARCH 14 - 20, 2022

**WEDNESDAY**

- Hip Day Wednesday at Brass Valley Brewery
- Beer Wednesday at Play's Wine Lounge
- Whiskey Wednesday at Brass Valley Cigar Bar

**THURSDAY**

- Taxes & Trivia at Brass Valley Brewing Co.
- Houston Kean Live @ HSF Brenham
- St. Patrick's Day at Brass Valley Cigar Bar
- St. Patrick's Day Celebration at Play's Wine Lounge

**FRIDAY**

- Friday Wine at Brass Valley Brewing Co.
- Nine Flare Live @ HSF Brenham

**SATURDAY**

- Spend an Sunday at Brass Valley Brewing Co.
- Live Demonstrations at Washington-on-the-Brazos
- Freedom Cakes Exhibit at the Bus Depot Gallery
- Proud Sailor Live at Play's Wine Lounge
- Karaoke & Live DJ Nights at The Alley Bar

**SUNDAY**

- Sunday Fundy throughout Washington County! Check out VisitBrenhamTexas.com to see all there is to do during Sunday Fundy!
- Step into the Past Heirloom Tour at the Brenham Visitor Center 10:00 AM
- Sunday with Trey Vinger Live @ HSF Brenham
- Sunday Fundy at Brass Valley Brewing Company
- Live Demonstrations at Washington-on-the-Brazos

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

Visitor Center  
115 W. Main Street  
Brenham  
979.337.7580

**Spring Break Activities March 14-18**

**Brenham:**

- **Blue Bell Creamery**  
Mon - Fri 8-5
- **Antique Carousel Bikes**  
Mon - Fri 11-2, Sat 11-4, Sun 1-4
- **Horseshoe Junction Family Fun Park**  
Sun - Thurs noon-6, Fri noon - 10, Sat 10am-10pm
- **Skating at Silver Wings Ballroom**  
Mon - Fri noon-8, Sat 10:00am-2:00
- **Swim Inflatables at Aquatic Center**  
Mon - Fri 10-4
- **Mr. Gatti's Pizza & Games**  
Tue - Sun 11 am - 8 pm

**Around the County:**

- **Texas Cotton Gin Museum**  
Tue - Sat 10-4, Tours @ 10 and 2
- **Pecko Ranch Aquas Farm**  
By Appointment Only Mon - Sat. Open to public Sunday 10-2

**Chappel Hill Lavender Farm**

Mon - Fri 10:00 - Sun 8:00, Sat 11 - 4

**Chappel Hill Historical Museum**

Wed - Sat 10-4

**Washington-on-the-Brazos State Historic Site**

Star of the Republic Museum & Visitor Center 10-5

Sammy's Pleasure Store Heirloom Site Wed - Sun 10-4:30

**Wines & Beer Tastings**

Texas Zoo Winery Fri - Sat 11-4, Sun noon-5

Soldaturo Winery Thurs - Monday 11-4

Windy Winery Sun - Fri, 1-5 Sat noon-6, Sun 1-5

Pecko Ranch Winery, Sun noon-5, Sat noon-4

Brass Valley Brewing Wed & Thurs 3-8, Fri 8-10

Sun noon-7

Chappelton Vineyards by appointment only



HAPPENING THIS WEEK

APRIL 11 - APRIL 24, 2022

**WEDNESDAY**

- Hip Day Wednesday at Brass Valley Brewery
- Beer Wednesday at Play's Wine Lounge
- Whiskey Wednesday at Brass Valley Cigar Bar

**THURSDAY**

- Taxes & Trivia at Brass Valley Brewing Co.

**FRIDAY**

- Big Top Trivia by Break Club at The Barnyard Center
- Play's Live Banding Party at Play's Wine Lounge
- Friday Wine with Leather and Lace Live at Brass Valley Brewing Co.

**SATURDAY**

- 33rd Annual Sunray Cotton Gin Festival
- Spend an Sunday with Jim Hefield Live at Brass Valley Brewing Co.
- Pecko Ranch Winery 25th Anniversary Celebration
- Live Demonstrations at Washington-on-the-Brazos
- Brenham Five Heirloom Open
- Freedom Cakes Exhibit at the Bus Depot Gallery
- Taylor Green Live at Play's Wine Lounge
- The Common Ground Band Live at HSF Brenham

**SUNDAY**

- Sunday Fundy throughout Washington County! Check out VisitBrenhamTexas.com to see all there is to do during Sunday Fundy!
- Sunday Celebrations with Calf Brass
- Sunday Fundy at Brass Valley Brewing Co.
- Live Demonstrations at Washington-on-the-Brazos
- Brenham Five Museum Open



MAKE YOUR CALENDAR FOR FUTURE FUN

APRIL 11 - APRIL 24, 2022

**FRIDAY**

- Antique Carousel Rides at Freeman's Park Saturday & Sunday
- Sunday Fundy - Every Sunday in April
- Brenham Five Heirloom Open Saturdays & Sundays

**MINI**

- Cines de Paso Plays at Play's Wine Lounge
- First Friday Farmers & Action Market in Downtown Brenham
- Amanda Adams Live at Play's Wine Lounge
- Darryl Day at Play's Wine Lounge
- Play's Live Banding Party at Play's Wine Lounge
- Plus Heirloom Live at Play's Wine Lounge
- Brenham Raves with Special Guest John Bland at The Barnyard Center

**SATURDAY**

- Brenham Heirloom Parade in Downtown Brenham
- Brenham Heirloom at Freeman's Park
- "The 33rd Annual Sunray Cotton Gin Festival" by Blinn College Theatre
- London Bridget Live at Play's Wine Lounge
- Reggie Quinn Live at Play's Wine Lounge
- Antique Carousel Rides at Freeman's Park Saturday & Sunday
- Sunday Fundy - Every Sunday in April
- Brenham Five Heirloom Open Friday & Saturdays

**SUNDAY**

- First Friday Farmers & Action Market in Downtown Brenham
- Unity Theatre Presents The Sweet Dishes Dinner Club
- Karaoke Sundays with Jason Brewer The Barnyard Center
- Pagan House Live at Play's Wine Lounge
- Light Band Live at Play's Wine Lounge
- Antique Carousel Rides at Freeman's Park Saturday & Sunday
- Brenham Five Heirloom Open Friday & Saturdays
- Sunday Sip in Downtown Brenham
- Crystal Gypsy at The Barnyard Center



Tourism & Marketing Report

# Sunday Funday!

**SUNDAY FUNDAY HAPPENINGS**

VisitBrenhamTexas.com/SundayFunday or take a picture of the QR code for a quick link to Sunday Fun!

- SHOPPING
- DINING
- ATTRACTIONS
- NIGHTLIFE
- LIVE MUSIC
- MORE

**SUNDAY FUNDAY**

VisitBrenhamTexas.com/SundayFunday or take a picture of the QR code for a quick link!

**OPEN SUNDAY FUNDAY OPEN**

**SUNDAY FUNDAY**

For a full list of FUN Sunday Things to Do, go to: VisitBrenhamTexas.com/SundayFunday or take a picture of the QR code for a quick link!

**SUNDAY FUNDAY**

So much is buzzing in Brenham on Sundays!

VisitBrenhamTexas.com • 979.337.7580

**SUNDAY FUNDAY**

So much is buzzing in Brenham on Sundays!

For a full list of FUN Sunday Things to Do, go to: VisitBrenhamTexas.com/SundayFunday



Tourism & Marketing Report

# Sunday Funday!

- Webpage went live – February 26<sup>th</sup>.
- Kickoff – March 6<sup>th</sup>
- Through this week:

Total Page Views: 17,405  
 Total Unique Page Views: 14,541



Come spend your Sunday in Brenham and Washington County! Every Sunday, in March through May, we will be promoting all the shopping, dining, and attractions that are open throughout Washington and Washington County!



Tourism & Marketing Report

# Social Media



## January 2022 Instagram



1,641 Posts    7,765 Followers    384 Following



Most Likes



Most Impressions



Tourism & Marketing Report

# Social Media

Most Popular Facebook Post January 2022



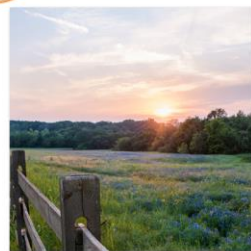
Tourism & Marketing Report

# Social Media

February 2022 Instagram



1,655 Posts    7,840 Followers    387 Following



Most Likes & Most Impressions



Tourism & Marketing Report

# Social Media

**Most Popular Facebook Post February 2022**



Tourism & Marketing Report

# Social Media

**March 2022 Instagram**



**1,670** Posts  
**8,014** Followers  
**391** Following



**Most Likes & Most Impressions**



Tourism & Marketing Report

# Social Media

**Most Popular  
Facebook Post  
March 2022**



Tourism & Marketing Report

# Social Media

**SOCIAL MEDIA  
QUARTERLY REPORT**



JANUARY 2022 - MARCH 2022

**FACEBOOK  
Most Popular Post**

Visit Brenham/Washington County, Texas  
Published by Julie  
March 28 at 7:42 AM  
Baby bluebonnets are popping up on the backroads all over Washington County! They are later than normal this year, but it looks like it's going to be quite a show!

39,570 People reached 1,664 Engagements 9 Comments 89 Shares

**480 Likes**  
**89 Shares**  
**39,570 Impressions**



Tourism & Marketing Report

# Social Media



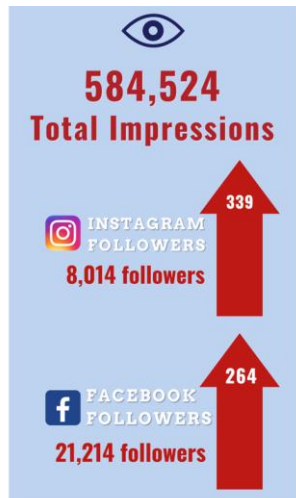
Tourism & Marketing Report

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT

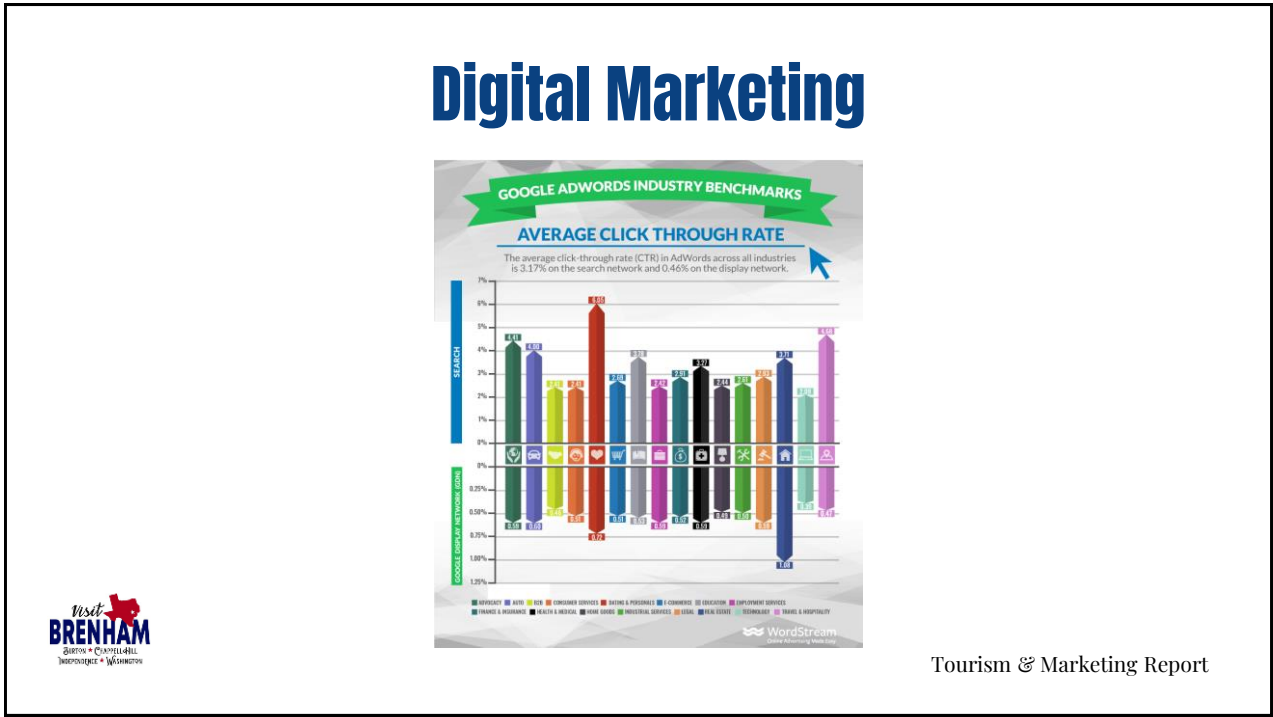
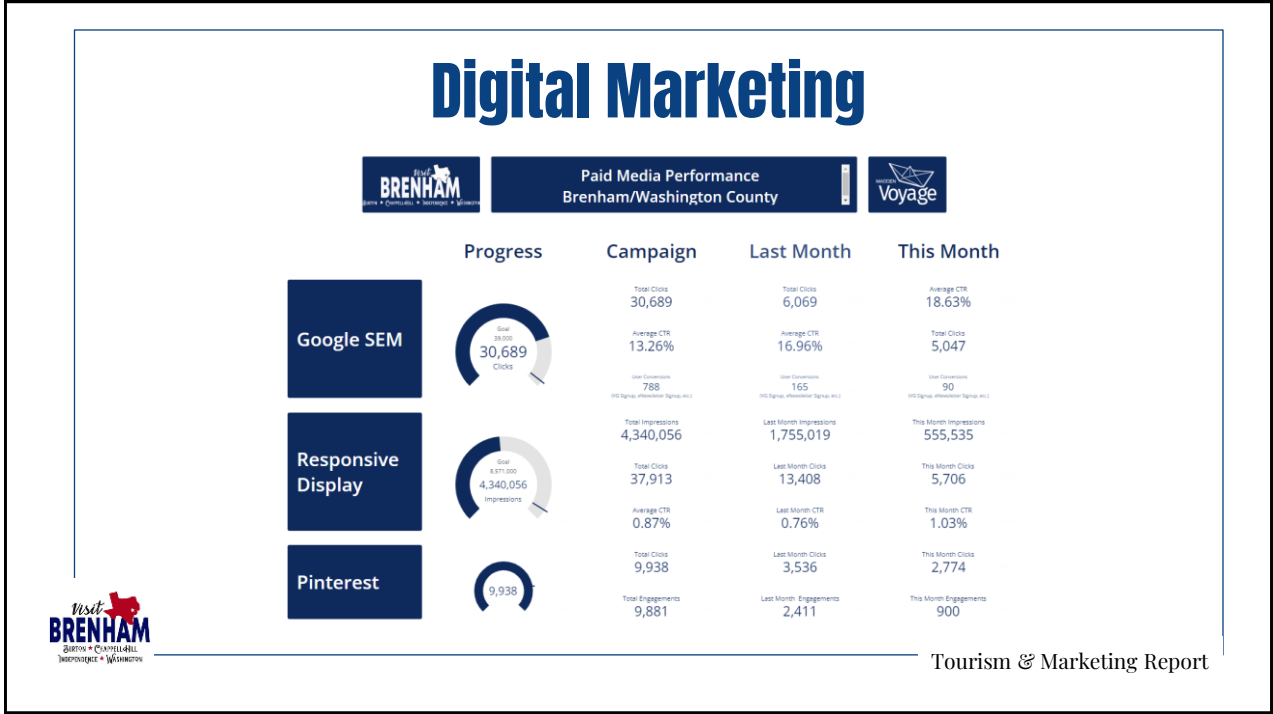


JANUARY 2022 - MARCH 2022

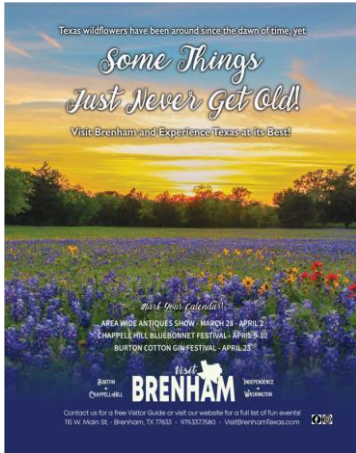


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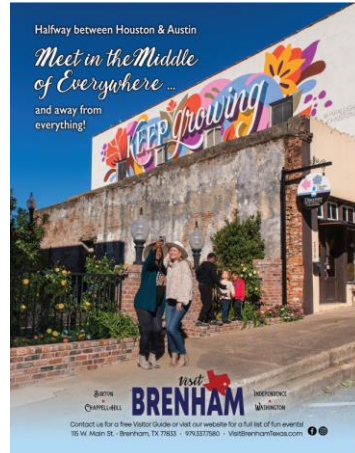


# Print Ads



Texas Monthly  
March

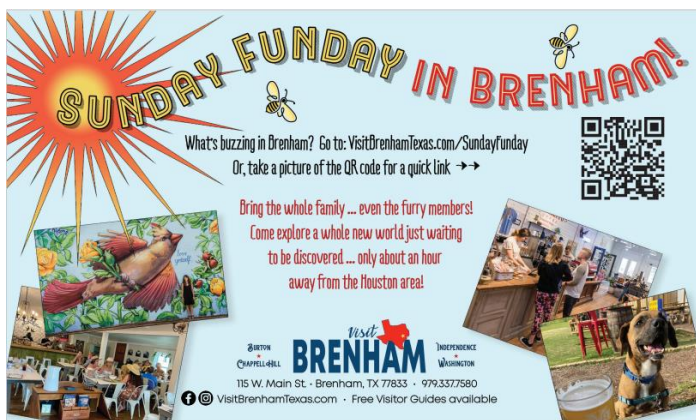
## Texas Events Calendar Jan-Mar



HLSR February and Texas Highways -  
March

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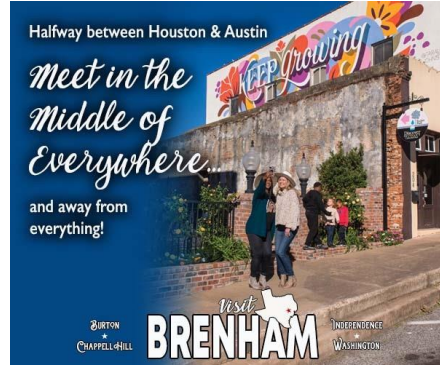
# Print Ads



Houston Chronicle Spring Tab

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# Digital Ads



Texas Highways.com



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# Digital Ads



Texas Highways.com



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# Bonus Media/Advertorial

PAPER CITY

CULTURE / TRAVEL

### Where to See Bluebonnets and Other Wonderful Texas Wildflowers — From Brenham to Fredericksburg to Ennis

It's the Season Where Color Reigns in the Lone Star State

BY COURTNEY BARRETT / 45.34.33

SHARE ARTICLE



SPONSORED / TRAVEL

### 5 fantastic day trips from Houston that aren't too far away

By [Amanda Reynolds](#), updated by [Christina](#)  
Feb 6, 2022 | [SHARE ARTICLE](#) | [SHARE ARTICLE](#)

#### Brenham, Texas

While the ice cream alone is worth the 76-mile road trip from Houston, the town is also the main hub of Washington County with a plethora of attractions within in a 12-mile radius. Highlights include the Texas Cotton Ginn Museum and Washington-on-the-Brazos State Historic Site where the Texas Declaration of Independence was signed on March 2, 1836, liberating the state from Mexico. Located on the scenic Brazos River, the park includes The Star of the Republic Museum, which details the Texas Republic period, and Barrington Plantation, the home of the last President of the Texas Republic.

**ONLY IN YOUR STATE**

Posted in Texas | March 01, 2022 by [Katie Lawrence](#)

#### This Small Town In Texas Is Peak Southern Vibes

We can't think of a more quintessentially Texan town than Brenham. Nestled in the heart of the Texas Hill Country, this charming town is the birthplace of Blue Bell ice cream, plus it features over 100 historical sites. From antique shops to quaint bed and breakfasts to sprawling wildflower fields, Brenham is the most Southern town in Texas.

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

**Known for its breathtaking bluebonnet blooms in the spring, Brenham captures the hearts of all who visit.**



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# Bonus Media/Advertorial

NEWNEXT

YOUR NEXT STOP FROM OUR PARTNERS



Brenham, TX

### Swirl around Downtown Brenham at the Uptown Swirl!

Join us for our signature 2022 Uptown Swirl on January 15 from 12:00-7:00 pm. Enjoy delicious food, live music, and a fun atmosphere through our downtown streets. Tickets are available through [Brenham's Economic Development, National Register District](#).

[DON'T FORGET BRENHAM, TEXAS!](#)

**ONLY IN YOUR STATE**

Posted in Texas | January 04, 2022 by [Beth 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.**



**LMTonline**

Laredo Morning Times

NEWS

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

Alison Padgett

Feb. 6, 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.



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# E-Newsletter



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# E-Newsletter

	January	February	March
Sent/ Successful	9026 / 8298	9160 / 8401	9149 / 8365
Open Rate*	36.8%	33.2%	38.6%
Click Rate**	3.2%	2.6%	4%
Top Clicks	Events Calendar 2022 Visitor Guide Uptown Swirl Live Music Page	Events Calendar 2022 Visitor Guide VB Homepage Wine Trail Passport	Sunday Funday Events Calendar Wildflower Watch VB Homepage



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

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# The Barnhill Center - Rentals

Retirement Party  
Birthday Party  
Celebration of Life Memorial  
Boys and Girls Club Gala

Guided Tours  
Chinese New Year Party

Photo Sessions

“The Source” Meeting

Wedding & Reception  
Citizen’s State Bank Meeting



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# The Barnhill Center - Entertainment



**Riders In The Sky**

**Todd Oliver**

**Singing Aggie Cadets**

**Michael Martin Murphey**

**The Isaacs**



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# Group Sales

- Met with Austin Healy Car Club multiple times to plan 3-day stay. Created name tags and welcome bags. (65 room nights)  
ECONOMIC IMPACT: \$30,000+
- Met with Manx Dune Buggy group to plan trip in May. Another 3-night stay – 75 room nights.
- Worked with 4 weddings to book room blocks and prepare visitor bags for guests.



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# Group Sales



- Updating the Wedding Guide to be sure we have a great resource for brides, grooms and anyone planning a large event in Washington County
- Updating the Groups/Wedding page on website, adding area statistics, venue availability, & more
- Subscribing to STR reports for Brenham hotels – used by investors, developers and tourism industry to evaluate tourism and growth
- Considering additional avenues for small meetings and conferences



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# Group Sales



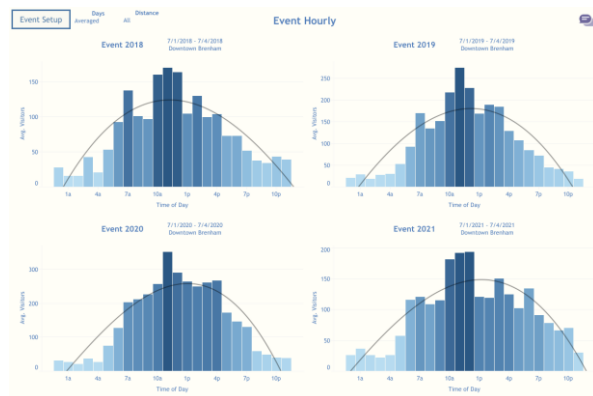
- Our table at the Destinations Galore Harris County Precinct 4 event in February was a big hit
- Started booking guided tours for the spring
- Met with owners of new venue coming in early 2023 to Chappell Hill – Hummingbird Hill



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# Datify Visitor Analytics

- Sharing visitor reports with Chappell Hill and Washington County Expo
- Updating points of interest to cover all attractions, venues, etc.
- New feature: tracking YOY event stats by the hour for 4 years to see attendance through the duration of the event



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## Updates

- Updated and reprinted business listings and maps for each community kiosk for spring.
- Began staffing the Brenham Fire Museum site on weekend during Sunday Funday.



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## Just Around the Corner...

**Thursday, May 5, 1:00 pm:**  
National Travel & Tourism Week  
Proclamation at City Council

**Wednesday, May 11, 9:00 am:**  
Lodging Partner Meeting with Scott  
Joslove as the speaker. Board lunch  
with Scott that day?

**Thursday, May 12, 10am – 7 pm:**  
Local Tourism Day Open House in the  
Visitor Center



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# Just Around the Corner...

**Wednesday, June 9, 9:00 am:** Social Media Workshop

**Fall Press Trip:** Partnering with Travel Texas, Visit Bryan, and Navasota Wine focus, and MORE!



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