



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, OCTOBER 13, 2022, AT 9:00 AM  
BULLOCK BALLROOM, THE BARNHILL CENTER  
111 W. MAIN STREET  
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 July 21, 2022, Board Meeting**

**WORK SESSION**

**4. Discussion on Short Term Rentals (STRs) to Include Growth, Possible Change to HOT Collections Platform, and Consideration of a Registration Policy**

**5. Report on Wine Press Trip Held October 4- 6**

**6. Texas Music Friendly Committee Update to Include Texas Music Friendly Conference, Possible Incentive Project for Green Grain Event Venue, Possible Local Gospel Music Show, and On-going Projects**

**7. Update on Upcoming First Round of Tourism Grants for 2023**

**8. Washington County Expo Report**

**9. Report on Hotel Occupancy Tax Collections**

**10. Visit Brenham DMO Q4 Report**

**11. Administrative Report**

**12. Adjourn**

**CERTIFICATION**

I certify that a copy of the October 13, 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 October 7, 2022, at 2:36 pm.

\_\_\_\_\_  
*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, July 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  
Jean Shoup  
Jenny Van Dorf  
Harrison Williams

### Board Member absent:

Kirk Hanath  
James Pharaon  
Stacey Walters

### Vist Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Hannah Mertz, Group Sales with Visit Brenham; Partners & Visitor Experience Manager, Kathrine Briscoe; Lu Hollander with Visit Brenham; and Natalie Lange.

### Visit Brenham Team absent:

Alex Dill, The Barnhill Center  
Melinda Faubion

### 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 Approval of Minutes from April 18, 2022, Board Training Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Van Dorf to approve the minutes from April 18, 2022, Board Training Meeting.

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

Scott Atwood	Yes
Kirk Hanath	<b>Absent</b>
James Pharaon	<b>Absent</b>
Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes

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

A motion was made by Boardmember Shoup and seconded by Boardmember Harrison to approve the minutes from April 21, 2022, Board Training Meeting.

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

Scott Atwood	Yes
Kirk Hanath	<b>Absent</b>
James Pharaon	<b>Absent</b>
Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Absent
Harrison Williams	Yes

**WORK SESSION**

**5. Consider Timeline for 2023 Tourism Grants**

Jennifer Eckermann, Tourism and Marketing Director presented this item. New dates for the 2023 Tourism Grant Application process were given to the Board. It was noted that to change from November 28 to November 29 for the Eligibility Committee Review due to the Thanksgiving Holiday. Jennifer will also check with Commissioner Hanath about the dates presented.

**6. Committee Updates**

- **Texas Music Friendly** – Kathrine Briscoe, Partner & Visitor Experience Manager presented this item. The committee did not have a meeting during their quarterly meeting but is working towards specific goals for the next meeting. One of these goals included creating a subcommittee to help with specific projects. More businesses are opening that has a live music element, Rob Moorman came up with the idea of being involved in a venue’s process before opening. This would give the prospective new operator a musician/performer’s perspective of what would be helpful to provide on stages. 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 gran 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. She will gather the information and get it to the radio station and Banner. She has a meeting with Chip Adams, the Community Relations & Outreach Specialist with the Texas Music Office at the end of this

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

- **Expo Committee** – Harrison Williams reported that they are preparing for the Washington County Fair. The Expo is booked until May of 2023. Make-a-wish Foundation is holding a Chili Cookoff soon. He is seeing with events at The Expo that groups want to come but there are not enough lodging places, so they are having to turn large groups away. People are coming from out of state to some of the shows that are at The Expo. They will be doing an impact survey in 2023.

**7. Report on Hotel Occupancy Tax Collections**

Jennifer Eckermann, Tourism and Marketing Director presented this item. The City of Brenham HOT Collections through May have outperformed the budget each month this year. In the next fiscal year, our optimism for 2023 is mixed with a dash of reality. The city is being conservative in budgeting with signs of a looming recession. It supports a strong tourism budget to continue our work to promote Brenham/Washington County as a destination for visitors.

**8. 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, Walk-ins to the Visitor Center and mailing of Visitor Guides, our social media posts, the digital marketing ads, bonus media/advertorial, the e-newsletters, The Barnhill Center rentals, and entertainment, group sales, and what upcoming events that will be happening.

**9. Administrative Report**

Jennifer Eckermann, Director of Tourism and Marketing gave this report. More than 80,000 of the 113,000 Visitor Guides printed have been distributed and we have begun sign-ups for the 2023 guide and will have this printed and ready for distribution by December. We are working on an itinerary for the press trip in October with a focus on local wine. Sent information on Tourism Recovery Grants from the State of Texas to our partners. Hannah Mertz and Kathrine Briscoe attended Texas Travel & Tourism College. Jennifer Eckermann and Alex Dill attended the League of Historic American Theatres Conference as well. Visit Brenham won Mid-Market Social Media, The Visitor Center won for the best Visitor Center, and Floyd’s Wine Lounge won the best bar.

**10. Adjourn**

With no further business, Scott Atwood adjourned the meeting.

Board Chair

**ATTEST:**

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

\_\_\_\_\_  
Date



#### **AGENDA ITEM 4**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Discussion on Short Term Rentals (STRs) to Include Growth, Possible Change to HOT Collections Platform, and Consideration of a Registration Policy

Date: October 8, 2022

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Short Term Rentals (STRs) are typically defined as a rental of any residential home unit or accessory building for a period of fewer than 30 days.

The STR market has continued to grow since 2015 and grew significantly with the onset of COVID.

We will share this growth with you at the meeting, review how the City of Brenham and Washington County currently collect hotel occupancy tax from our lodging properties, and how that process may be changing.



#### **AGENDA ITEM 5**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism and Marketing Director

Subject: Report on Wine Press Trip Held October 4-6

Date: October 8, 2022

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Visit Brenham partnered with Travel Texas, and the cities of Navasota and Bryan, to host writers interested in wine and wineries in the Brazos Valley area.

Hannah Mertz and Kathrine Briscoe did an outstanding job of planning and executing a successful trip through Brenham and Washington County.

A list of the visiting group is attached, as well as an itinerary of their stay.

We look forward to seeing the resulting coverage in the coming weeks and months.





## AGENDA ITEM 6

To: Tourism Advisory Board

From: Kathrine Briscoe, Partner & Visitor Experience Manager

Subject: Texas Music Friendly Committee Report

Date: October 8, 2022

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The Texas Music Friendly Committee met to discuss ongoing projects and other goals we would like to accomplish for the last quarter of 2022.

- Members of the Texas Music Friendly Committee met with Doug Peck at the end of July to discuss his plans on the Green Grain Event Venue and give insight on what a performer would need in this space. I will be reaching out to Doug Peck soon to get an update on where this project stands.
- Live music happenings continue to be submitted weekly to local media. On average, there are about 15 performances submitted per week, which would mean that approximately 780 performances are shared and promoted on Washington County Live each year.
- The weekly What's Happening flyers with all known live music events are delivered to hotels and sent in an email to all of our tourism partners.
- Everyone was reminded to always check and update the musician database for Brenham to see if any changes need to be made.
- In 2023, there will be a Gospel Show performance of local talent at The Barnhill Center.
- I will be attending the Texas Sounds & Cities Conference in Fort Worth on November 10<sup>th</sup>.



**AGENDA ITEM 7**

To: Tourism Advisory Board  
From: Jennifer Eckermann, Tourism & Marketing Director  
Subject: Update on Upcoming First Round of Tourism Grants for 2023  
Date: October 8, 2022

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**2023 Tourism Grant Funding**

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

	<b>Round 1 for 2023</b>	<b>Round 2 for 2023</b>
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 8**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Committee Report

Date: October 8, 2022

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Director of the Washington County Expo, Harrison Williams, will be at the meeting to discuss the Expo Report which is attached.



# WASHINGTON COUNTY EXPO Q3 REPORT



# EXPO WEBSITE TOTAL PAGE VIEWS



	2022	2021
July	1,026	963
August	1,772	1,287
September	4,162	2,761

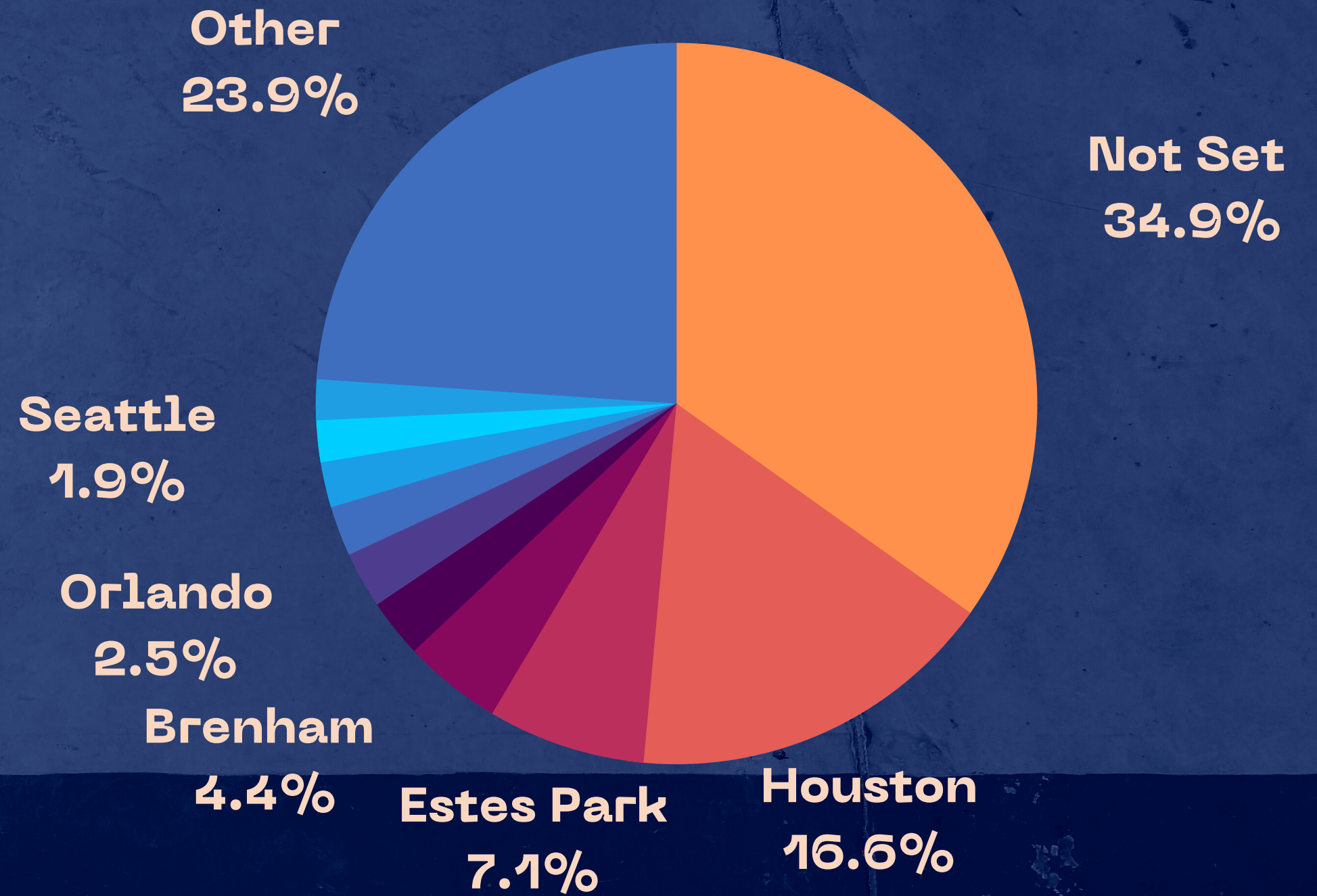
## POPULAR PAGES

- Event Calendar
- Book Now
- Venue Pages



# 2022 Q3 Web Traffic

Broken down by city





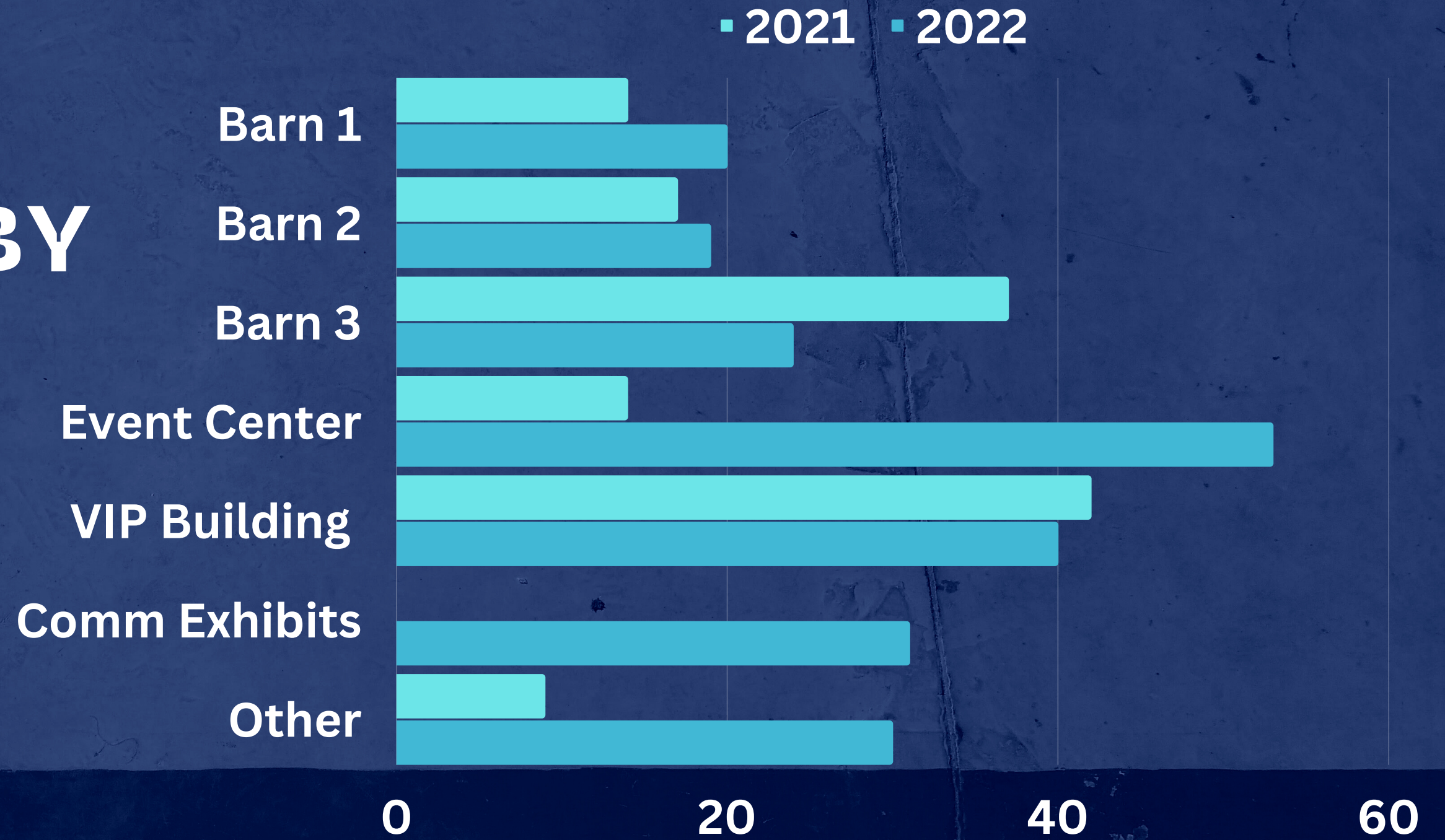
# TOTAL VISITORS

\*50,000 ATTRIBUTED TO FAIR FOR SEPTEMBER

	2022	2021
July	13,990	7,160
August	5,930	3,885
September	50,985	50,006
<b>Total Q3</b>	<b>70,905</b>	<b>61,051</b>

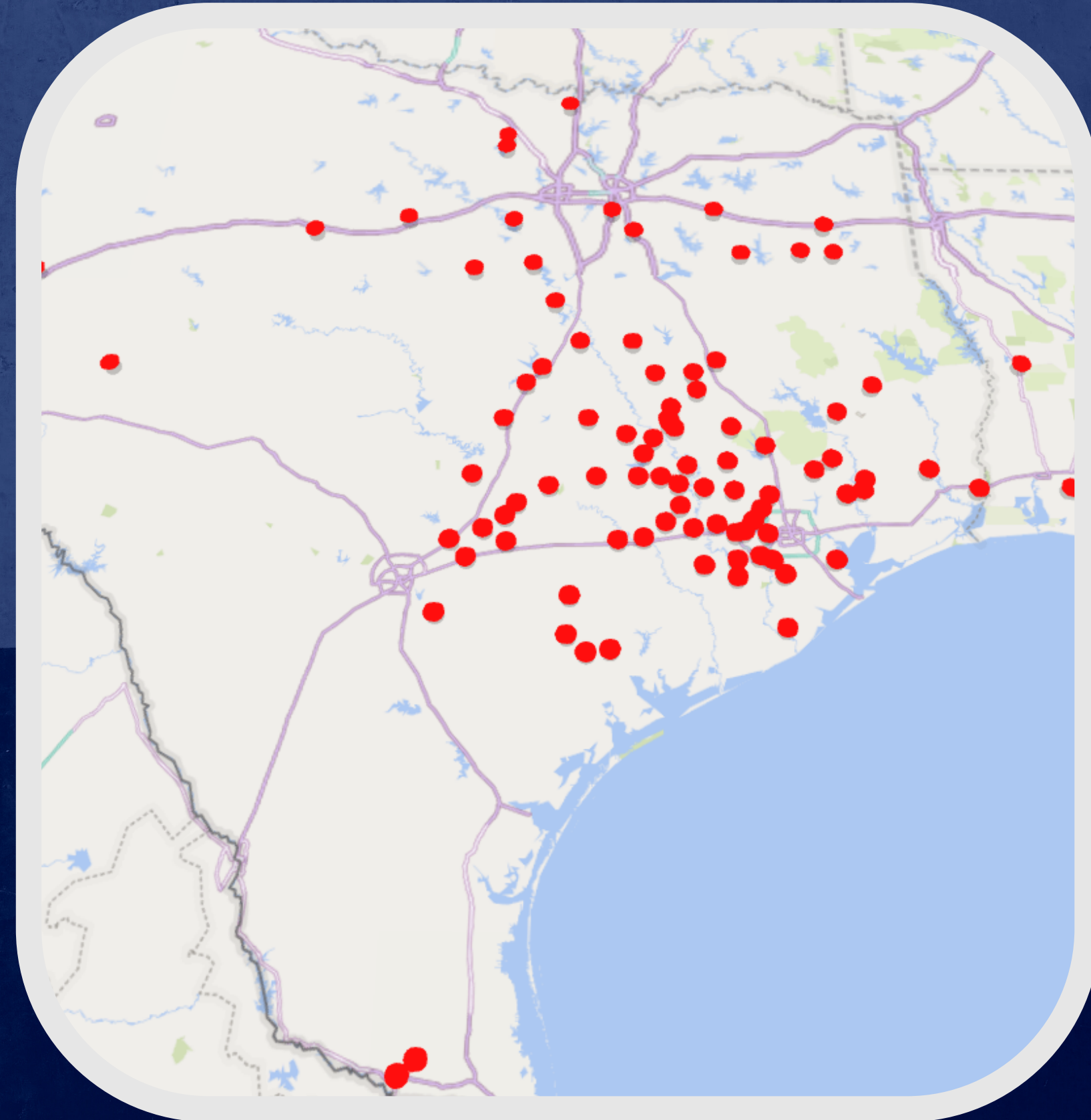


# BUILDING UTILIZATION BY DAY IN Q3





# Q3 Surveyed Visitor Data



# American Junior Simbrah Roundup (July) 4 Day Event

\$18,861.04 Spent on Lodging

\$8,472.25 Spent on Meals

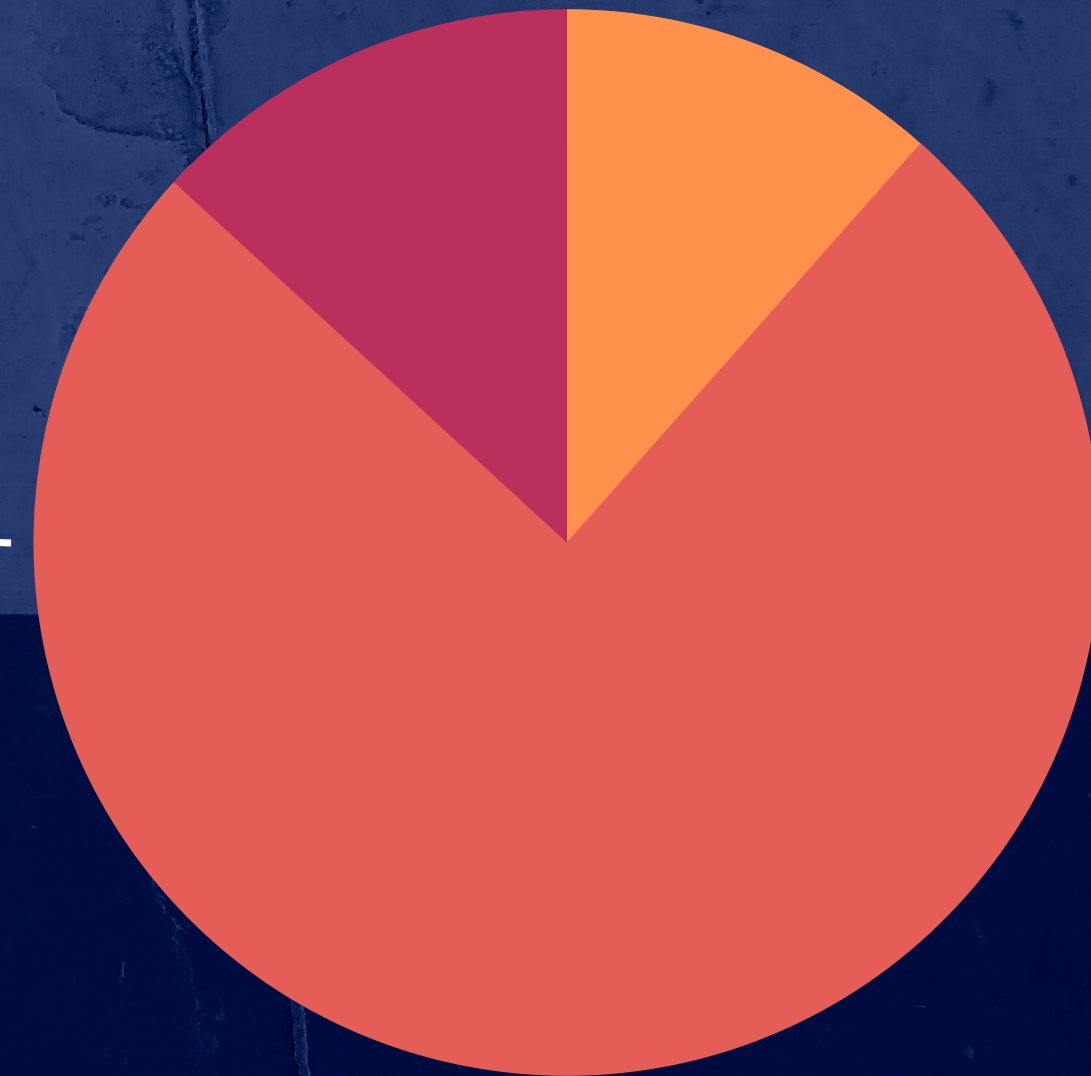
\$8,782.00 Spent on Gas

\$ 14,370.00 Spent on Tourism, Shopping & Other

## Total Impact of \$50,485.29

Total Nights  
Spent

RV 24      Local/ Commute 21



Hotel/Motel  
137

# "Where's the Beef" T A&M (August 1 Day Event)

\$2,579.00 Spent on Lodging

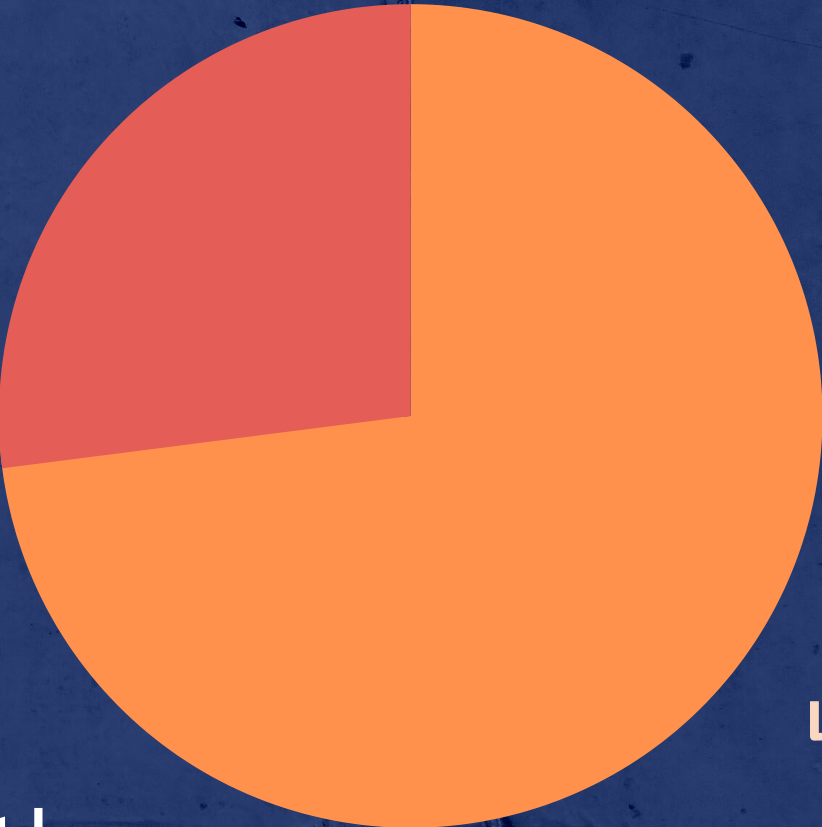
\$2,380.00 Spent on Meals

\$4,759.00 Spent on Gas

\$ 2,987.00 Spent on Tourism, Shopping & Other

Total Nights  
Spent

Hotel/Motel  
30



Local/ Commute  
81

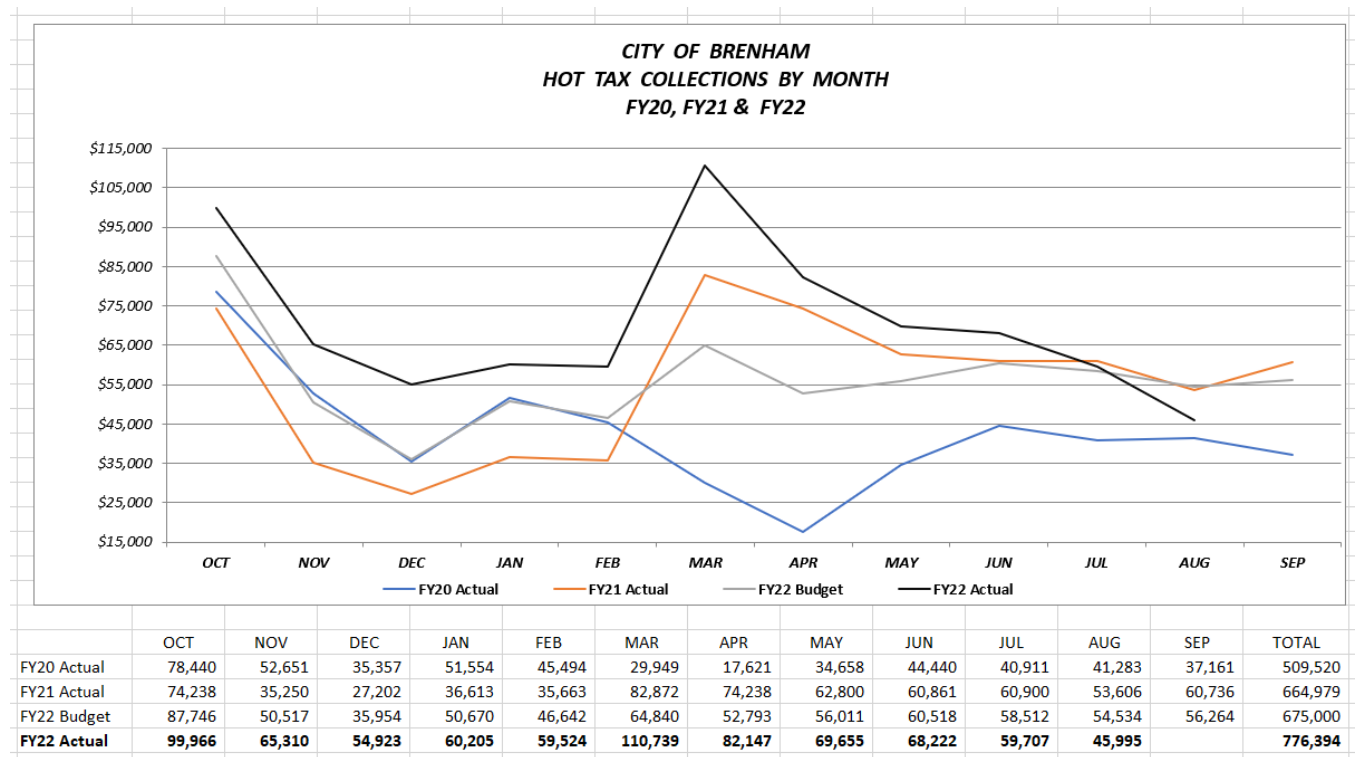
## Total Impact of \$12,705.00



**AGENDA ITEM 9**

To: Tourism Advisory Board  
 From: Jennifer Eckermann, Tourism & Marketing Director  
 Subject: HOT Collections Update  
 Date: October 8, 2022

Below is an update of HOT collections by the City of Brenham through 10.4.22.



Texas Travel Alliance, comprised of tourism partners from across the state, includes DMOs, hotels and lodging, and statewide attractions. The organization hosts Summit each year and was held September 18-21 this year. Most members, of course are from large cities – or at least much larger than Brenham, and I was surprised to hear that all have seen the same drop in July and August. Time will tell what the next few months will bring. We are optimistic that tourism in Brenham and Washington County will hold strong.



**AGENDA ITEM 10**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham/WC DMO Q4 Report

Date: October 8, 2022

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The Q4 Report for Visit Brenham/WC is attached. I will hit the highlights, share some updated figures on the impact of tourism in our area, and review some top projects for the coming year.

# Visit Brenham Updates & Q4 Report

Presented to:  
Tourism Advisory Board  
October 13, 2022



Tourism & Marketing Report

1

## Visit Brenham/WC Website

	Total Page Views 2022 / 2021	Unique Page Views 2022 / 2021
<b>July</b>	119,125 / 90,941	99,682 / 72,740
<b>August</b>	51,752 / 60,979	44,064 / 48,779
<b>September</b>	48,386 / 62,838	40,130 / 49,836
<b>Q4 TOTALS</b>	<b>219, 263 / 214,758</b>	<b>183,876 / 171,355</b>



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2

# Visitor Center

	July 2022 / 2021	August 2022 / 2021	September 2022 / 2021	Q4 TOTALS 2022 / 2021
Walk-Ins	560 / 421	350 / 632	231 / 344	1,141 / 1,397
Visitor Guides Mailed	153 / 120	143 / 177	119 / 96	415 / 393
Online Views /Unique Views	294 / 279	183 / 154	121 / 117	598 / 550



Tourism & Marketing Report

# “Happenings This Week”

**HAPPENING THIS WEEK**  
JUNE 27 - JULY 4, 2022

**MARK YOUR CALENDAR FOR FUTURE FUN!**

**WEDNESDAY**

- Hop On! Wednesday at Brass Valley Brewing Co.
- Beer Wednesday at Floyd's Wine Lounge
- Whiskey Wednesday at Brown Water Cigar Bar
- Jack's Wine 101 at WFB Burgers

**THURSDAY**

- Proof & Pie at Floyd's Wine Lounge
- Tacos & Trivia at Brass Valley Brewing Co.
- Wine Bar Brenham First Texas Wine Tasting
- Texas Cotton Gin Museum Pavilion Open House

**FRIDAY**

- First Friday Farmers & Artisan Market in Downtown Brenham
- Fridy Vibes with Gary Durrenberger Live and 359 BBQ & Sevens at Brass Valley Brewing Co.

**SATURDAY**

- Burns Farmers & Artisan Market
- Taylor Groves Live at Floyd's Wine Lounge
- Come & Play Saturday at Wine Bar Brenham
- Soared on Saturday with Brandon Jimenez Live and Tacos
- Puerto Rican Fusion food truck at Brass Valley Brewing Co.
- June's Traditions & Customs Exhibit at the Bus Depot Gallery
- Brenham Fire Museum is open
- Live Demonstrations at Washington-on-the-Brazos

**SUNDAY**

- Music & Mimosas Sundays with Victor Bustos Live at Floyd's Wine Lounge
- Sunday Family with Mary Charlotte Young Live and Texas Ballers at Brass Valley Brewing Co.
- Live Demonstrations at Washington-on-the-Brazos
- Sunday Family Mimosas at Wine Bar Brenham
- Brenham Fire Museum is open for 4th of July Weekend

**MONDAY JULY 4TH**

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

**JULY**

- Ryan Elise Live at Floyd's Wine Lounge
- Harvest Grape Stamp at Windy Winery
- Jack T. Carr Live at Floyd's Wine Lounge
- Christmas in July Party with Randy Bishop Live at Floyd's Wine Lounge
- Hot Nights, Cool Tunes in Downtown Brenham
- Gary Durrenberger Live at Floyd's Wine Lounge
- Pleasant Hill Winery Cruise for Fun Grape Stamp
- Samuel Paul Brown Live at Floyd's Wine Lounge
- Unity Theatre Presents Cinderella
- 4th Annual Late Night at Las Americas Latin Cuisine
- Amanda Adams Live at Floyd's Wine Lounge
- June's Traditions & Customs Exhibit at the Bus Depot Gallery
- Antique Carousel Rides at Freeman's Park Saturdays & Sundays
- Brenham Fire Museum open on Saturdays

**AUGUST**

- First Friday Farmers & Artisan Market in Downtown Brenham
- Burns Farmers & Artisan Market
- Pleasant Hill Winery Cruise for Fun Grape Stamp
- Pyron Howls Live at Floyd's Wine Lounge
- Kyle Reed Live at Floyd's Wine Lounge
- Randy Bishop Live at Floyd's Wine Lounge
- Victor Bustos Live at Floyd's Wine Lounge
- Chop & Sip Wine Tasting at Floyd's Wine Lounge
- Greats of Texas History at Washington-on-the-Brazos
- Jonah Miles Live at Floyd's Wine Lounge
- David Bates Live at Floyd's Wine Lounge
- Unity Theatre Presents Cinderella

**SEPTEMBER**

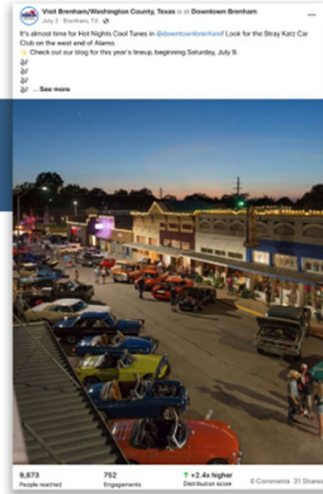
- First Friday Farmers & Artisan Market in Downtown Brenham
- Burns Farmers & Artisan Market
- The Evely Brothers Experience by Zined Brothers at The Burnhill Center
- Susan Hickman Live at Floyd's Wine Lounge
- Miss Nascar Live at Floyd's Wine Lounge
- Step Riggins at the Burnhill Center



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# Social Media

Most Popular Facebook Post July 2022

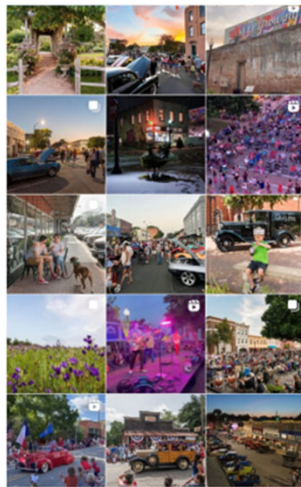


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5

# Social Media

## July 2022 Instagram



1,725 Posts	8,407 Followers	402 Following
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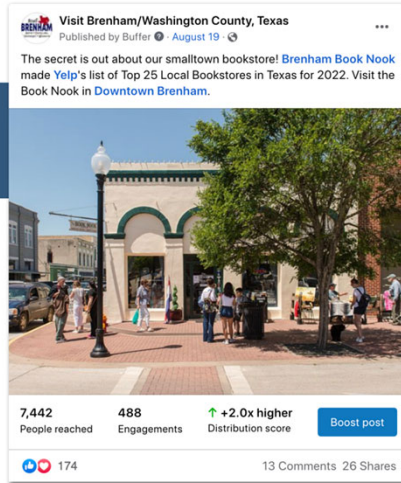
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6



# Social Media

**Most Popular Facebook Post August 2022**

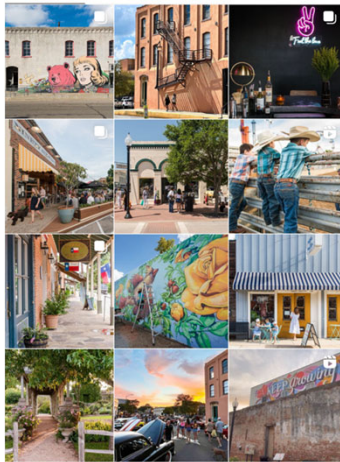


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7

# Social Media

## August 2022 Instagram



1,735 Posts    8,505 Followers    405 Following

**Most Likes & Most Impressions**



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8

# Social Media

Most Popular Facebook Post September 2022

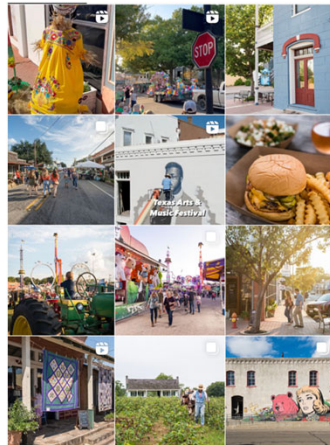


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9

# Social Media

## September 2022 Instagram



1,746	8,530	408
Posts	Followers	Following

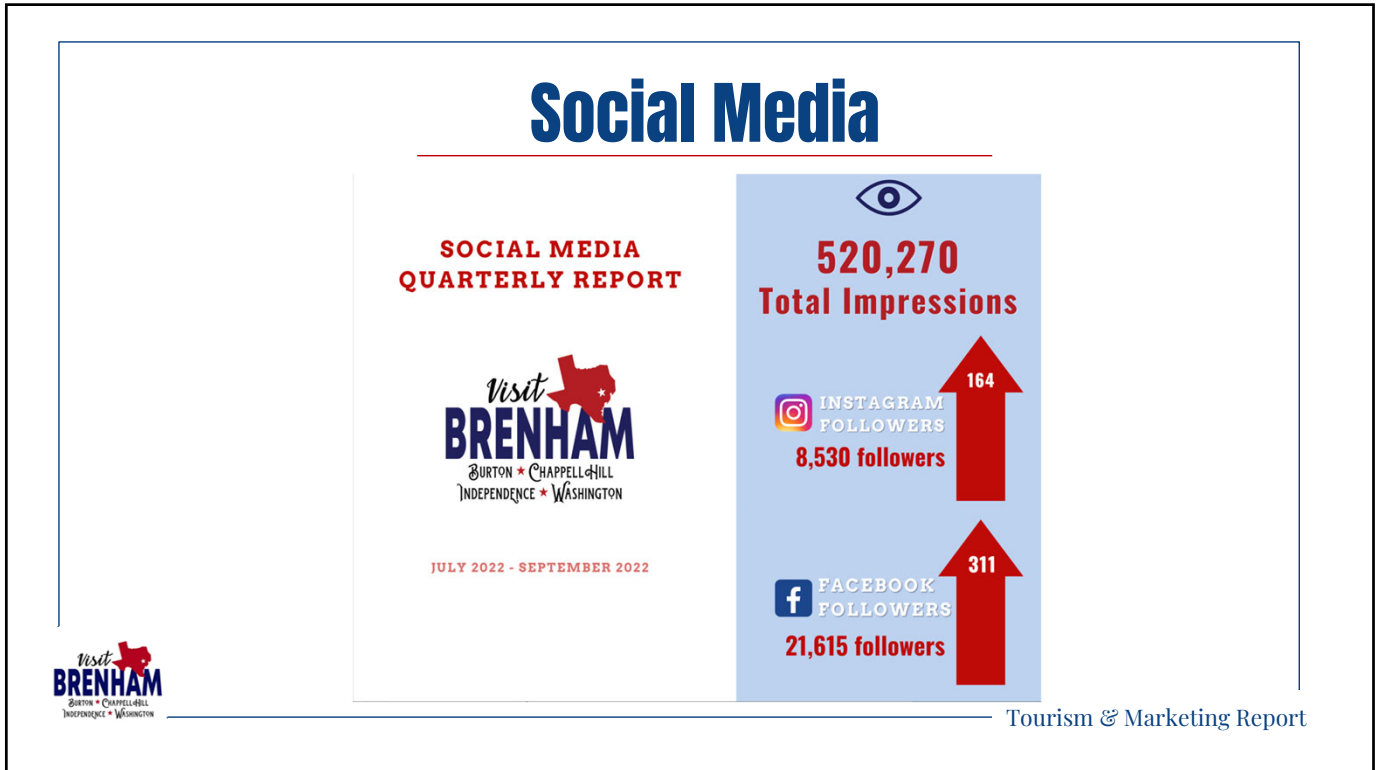


Most Likes & Most Impressions

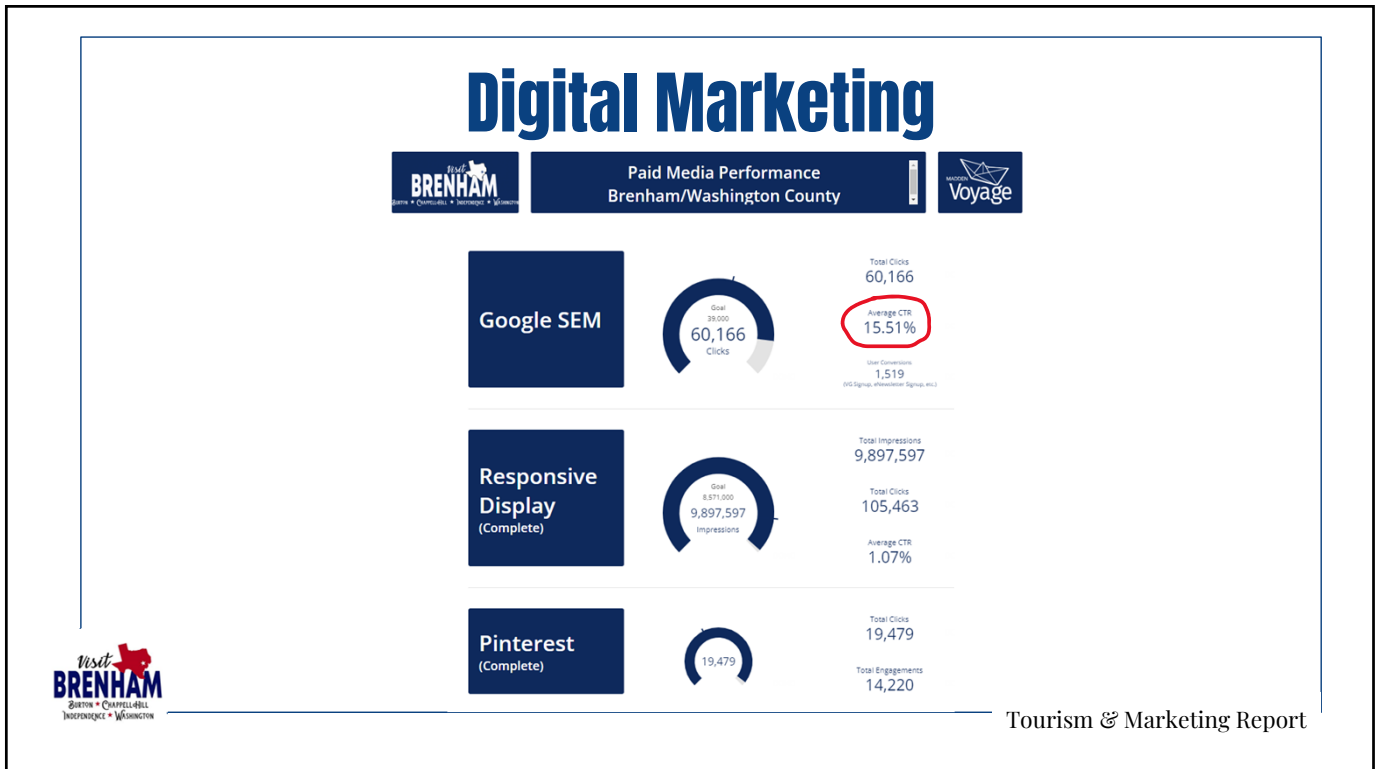


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10

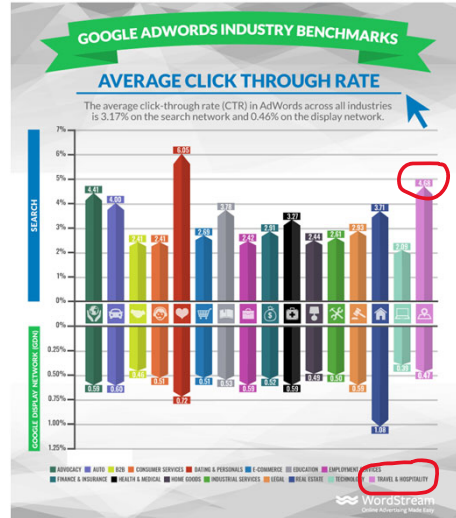


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12

# Digital Marketing

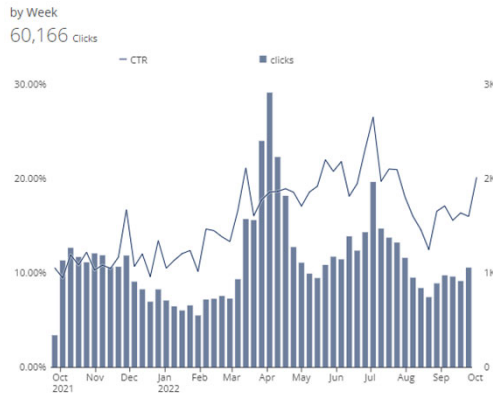


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# Digital Marketing

Visit BRENHAM | Paid Media Performance Brenham/Washington County | Voyage

## Google SEM



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# Print Advertising

*Festivals, Fairs, Fun*  
 It's Fall Y'all! Grab Friends and Family and Head our Direction for Some Good Old-Fashioned Fun for Everyone!

Chappell Hill Scarecrow Festival Oct. 8-9

Texas Arts & Music Festival Oct. 15-16

BURTON \* CHAPPELL HILL

INDEPENDENCE \* WASHINGTON

Visit BRENHAM

Contact us for a free Visitor Guide or visit our website for a full list of fun events!  
 115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com



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15

# Print Advertising

*"We didn't realize we were making memories, we just knew we were having fun."* —Wade the Fish

Don't Miss our Fall lineup of Memory Makers!

WASHINGTON COUNTY FAIR: SEPT 10-17 | ANNUAL SCARECROW FESTIVAL: OCT 8-9  
 TEXAS ARTS & MUSIC FESTIVAL: OCT 15-16

Visit BRENHAM

Contact us for a free Visitor Guide or visit our website for a full list of fun events!  
 115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com



Austin Travels

You'll Fall in Love with All our Cool Places to Visit!

2022 Winner

Visit BRENHAM

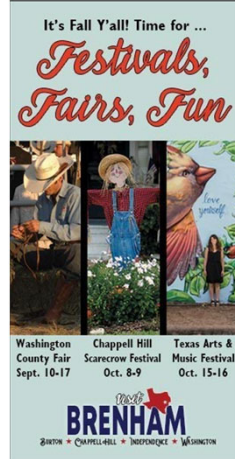
For more information or a free Visitor Guide, VisitBrenhamTexas.com | 979.337.7580

Texas Highways

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16

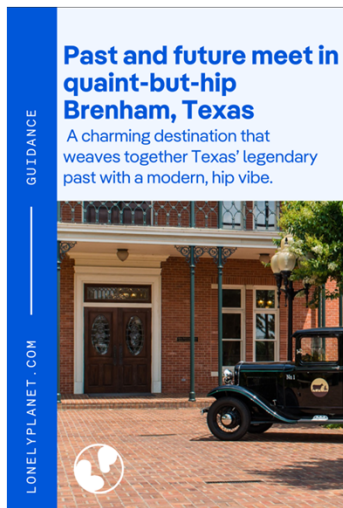
# Digital Advertising



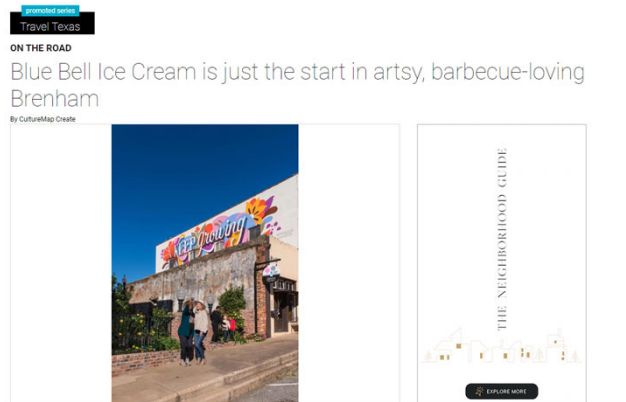
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17

# Bonus Media/Advertorial



Lonely Planet



Culture Map story that ran in Austin, Dallas, Fort Worth, Houston and San Antonio.

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18

# E-Newsletter



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19

# E-Newsletter

	July	August	September
Sent/ Successful	10,008 / 9,131	10,156 / 9,270	10,225 / 9,303
Open Rate*	34.3%	36%	36.1%
Click Rate**	2.2%	2.4%	2.8%
Top Clicks	Homepage Events Calendar Local Independence Day Celebrations CH 4 <sup>th</sup> of July HNCT	Events Calendar CH Wine & Cheese Crawl Burton Farmers Mkt Keeping Cool at Barrington Homepage	Washington County Fair Homepage Events Calendar Chappell Hill Airing of Quilts First Friday Mkt

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



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20

# The Barnhill Center - Rentals

Celebration of Life

Baby Shower

Bear Creek AARP Tour Group

Beto O'Rourke Town Hall

Public Speaking Demonstration

TAMU Computer Sciences  
Department Faculty Retreat  
(entire facility rental)



The Source  
(quarterly)

Beto Volunteer Organizing Event

McCoy Rockford  
Corporate Meeting

Clay Family  
Society Meeting

YMCA of Greater Houston Tour



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# The Barnhill Center - Entertainment



The Everly Brothers  
Experience

Suzy Bogguss



Tourism & Marketing Report



# The Barnhill Center - Entertainment



## Remainder of 2022:

The Doo Wop Project  
 Radney Foster & Darden Smith  
 The Texas Tenors  
 The Grand 'Ol Christmas Show

**2023 Announcement & New Season Ticket Packages on sale in November**



Tourism & Marketing Report

# Group Sales



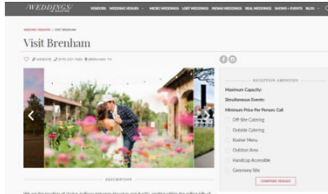
Oct 4, 2022 - Oct 9, 2022  
 Travel Texas Press Trip - Brenham, Navasota & Bryan

- Promote the area as a wedding destination
- Work to bring groups/meetings to the area
- Manage Press Trips / FAM Tours
- Relationship building with hoteliers
- Assists with group room blocks
- Keeps lodging properties updated on the Visit Brenham website



Tourism & Marketing Report

# Group Sales - Weddings



- Updates the Brenham/Washington County Wedding Guide.
- Updating the Groups/Wedding page on website, adding area statistics, venue availability, & more
- As a vendor on Weddings in Houston, we continue to highlight 5 venues at a time online



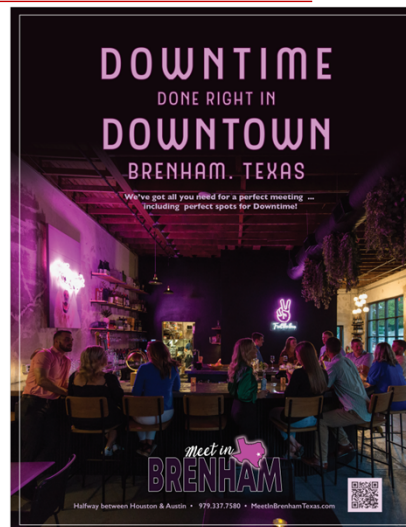
Tourism & Marketing Report

# Group Sales - Meetings

Don't Just Plan a Meeting ...  
*Plan an Experience*

**2023 Campaign:**

- Direct Mail
- Print and online advertising
- Targeted Digital Marketing through LinkedIn



Tourism & Marketing Report

# Projects & Issues for Fiscal 2023

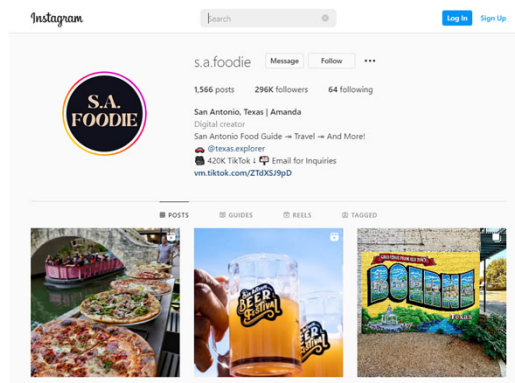


Wine Press Trip



Tourism & Marketing Report

# Projects & Issues for Fiscal 2023



Enhance our use of Influencers



Tourism & Marketing Report

# Projects & Issues for Fiscal 2023

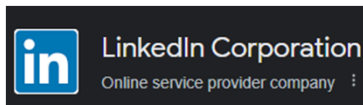


Short Term Rentals and “leveling the playing field”



Tourism & Marketing Report

# Projects & Issues for Fiscal 2023



**Texas Society of Association Executives**  
@TexasSocietyofAssociationExecutives • 5 16 reviews • Nonprofit organization

Focus on midweek business through meetings



Tourism & Marketing Report

# Projects & Issues for Fiscal 2023



Expand offerings at The Barnhill Center at Historic Simon Theatre



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# Administrative Report

- Individual Visitor Guide proofs have been sent to all the participating partners. Changes are due back by October 11. Final art goes to the printer November 1. 2023 Guides expected in-hand early December.
- Hannah and Kathrine attended the TACVB Conference
- Jennifer attended the Texas Travel Alliance Summit.

The collage features three main items: a 'Step into the Past' guided tour poster for Brenham & Washington County; the cover of the 'Visit Brenham' visitor guide for Burton, Chappell Hill, Independence, and Washington; and a brochure for Washington County titled 'Visit Washington County - Where Past Meets Present and FUN Happens!'. The brochure includes a table of contents and a list of local businesses.

BRENHAM • BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON	
Introduction	1
Attractions	2-3
History	4-5
Area & Entertainment	6-7
Rest & Services	8-9
County Map	10-11
City Map	12
Hotels	13
Campgrounds & RV Parks	13
Bed & Breakfasts	14-15
Dining	16-17
Festivals	18-19
Historical Tours	20



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