



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JANUARY 19, 2023, 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 Upon the Election of Tourism Advisory Board Chairperson and Vice Chairperson for a Term of One Year, Expiring on December 31, 2023

4. Discuss and Possibly Act Approval of Minutes from October 13, 2022 Board Meeting

WORK SESSION

5. Update on Short Term Rentals (STRs) to Include Growth in 2022, and the HOT Collections Platform (GovOS)

6. Report on Changes to Datafy Visitor Information Dashboard

7. Texas Music Friendly Report to Include Updates on Texas Sounds and Cities Conference, Success of Washington County Live, and Promotion of Live Music Events at Local Venues

8. Report on First Round of Tourism Grants for 2023

9. Washington County Expo Report

10. Report on Hotel Occupancy Tax Collections

11. Visit Brenham DMO Q1 Report and 2022 Highlights

12. Administrative Report to Include Tourism Partner Awards Reception, Possible Spring Press Trip, and 2023 Meeting Dates

13. Adjourn

CERTIFICATION

I certify that a copy of the January 19, 2023, 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 January 12, 2023, 9:50 am.

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 _____, 2023 at _____.

Signature

Title



AGENDA ITEM 3

To: Tourism Advisory Board
From: Jennifer Eckermann, Tourism & Marketing Director
Subject: Board Officer Election
Date: January 9, 2023

Item 3 is to elect a Chairperson and Vice Chairperson for 2023.

Chair Scott Atwood and Vice Chairperson Jenny Van Dorf are willing to serve another year.

Nominations will be accepted.

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 13, 2022, beginning at 9:00 a.m. in The Barnhill Center, The Bullock Ballroom at 111 West Main, Brenham, Texas

Board Members present:

Scott Atwood
Kirk Hanath
Jean Shoup
Jenny Van Dorf
Stacey Walters
Harrison Williams

Board Member absent:

James Pharaon

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; and 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 Approval of Minutes from July 21, 2022, Board Meeting**

A motion was made by Boardmember Shoup and seconded by Boardmember Commissioner Hannath to approve the minutes from July 21, 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	Absent

Jean Shoup	Yes
Jenny Van Dorf	Yes
Stacey Walters	Yes
Harrison Williams	Yes

WORK SESSION

4. **Discuss Possibly Act Changes to Short Term Rentals (STRs) Policy**

Jennifer Eckermann, Tourism & Marketing Director presented this item. Short Term Rentals are defined as a rental of any residential home unit or accessory building for a period of fewer than 30 days. The STRs have shown steady growth since 2015 and grew with the onset of COVID. The City is moving towards a more compliant policy with an initial letter, then a second letter from the City Attorney if not compliant, and third, it will go to Municipal Court if still not compliant.

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

Hannah Mertz with Group Sales for Visit Brenham presented this item. Visit Brenham partnered with Texas Travel, and the cities of Navasota and Bryan. We hosted writers interested in wine and wineries in the Brazos Valley area. Kathrine Briscoe and Hannah Mertz planned and executed this trip through Brenham and Washington County. Jennifer Eckermann thanked them both for a job well done.

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**

Kathrine Briscoe, Partners & Visitor Experience Manager presented this item. The Texas Music Friendly Committee met to discuss ongoing projects and other goals they would like to accomplish for the last quarter of 2022. Members of the Committee meet with Doug Peck to discuss his plans for the Green Grain Event Venue and gave their insight on what a performer may need to perform in his space. She has been promoting live music on Washington County Live every Thursday on the Radio Station as of today, she had promoted over 780 performances in the City and County. The "What's Happening" flyer is distributed weekly to hotels and sent in an email to all our tourism partners on live music events for the week. Everyone was reminded to check and update the musician database for Brenham. In 2023, there will be a Gospel Show performance of local talent at The Barnhill Center. Kathrine will be attending the Texas Sounds & Cities Conference in Fort Worth in November.

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

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The 2023 Grant Funding schedule was presented with dates when applications are due when the Eligibility Committee and Funding Committee will review applications, when it goes to Commissioners Court, and then when Grants will be rewarded. Nancy Joiner will send an email to all prior and current potential applicants as a reminder when the application process begins.

8. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. He gave a Third Quarter Report on the Washington County Exp. Visitors are using the Book Now tab on the Expo's website, along with the total pages viewed on the Event Calendar, Book Now, and Venue Pages being the most viewed pages. His report included web traffic broken down by Cities, total visitors for the quarter, and building utilization with the most used building being the Event Center. He also surveyed visitors and placed on the map where they were from. Two events made a big impact on the County and they were American Junior Simbrah Roundup which was a four-day event, and "Where's the Beef" Texas A&M which was a one-day event. Other big events that will be happening this month will be a bull sale, the Lloyd Saunders Cook-Off, and the Make a Wish 9th Annual Barbeque Cookoff. They have a wait list that is up to August 2023. The Expo also installed a Video Wall which has become very popular with those renting spaces.

9. Report on Hotel Occupancy Tax Collections

Jennifer Eckermann, Tourism and Marketing Director presented this item. The report presented was an update of HOT collections by the City of Brenham through October 4, 2022. The FY22 Actual is higher than what was budgeted for 2022. There was a drop in July and August compared to last year, but Texas Travel Alliance has reported that this drop was seen across the board for most Cities.

10. Visit Brenham DMO Q2 Report

Jennifer Eckerman, Director of Tourism and Marketing gave this report. Her report included highlights, shared some updated figures on tourism in our area, and reviewed some top projects and campaigns for the coming year.

11. Administrative Report

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Her report on this was also given in the Visit Brenham DMO Q2 Report.

12. Adjourn

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood
Board Chair

Date

ATTEST:

Nancy Joiner
Tourism & Marketing Coordinator

Date



AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Short Term Rentals (STRs) to Include Growth in 2022, and the HOT Collections Platform (GovOS)

Date: January 12, 2023

In August of 2022, we had 31 STRs (does not include hotels) paying HOT in the City of Brenham. After working with GovOS, an additional 43 have been identified and we are at different stages of communication with them to assist in getting signed on to the platform and paying their HOT.

At the meeting, we will have an update for you on our work with GovOS.



AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Changes to Datafy Visitor Analytics

Date: January 12, 2023

Hannah Mertz, Group Sales Manager, will give you an update on changes to Datafy, primarily brought about by the Strengthening American Cybersecurity Act of 2022.

Attached is an example of the new Datafy Dashboard.



AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Texas Music Friendly Report to Include Updates on the Texas Sounds and Cities Conference, Success of Washington County Live, and Promotion of Live Music Events at Local Venues

Date: January 12, 2023

Kathrine Briscoe, Partner and Visitor Experience Manager, will update you on our Texas Music Friendly activities for Q1.



AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on First Round of Tourism Grants for 2023

Date: January 12, 2023

The Tourism Grant Eligibility Committee met November 29, 2022 to review 5 grant requests that were received for events/projects scheduled between January 1, and June 30, 2023.

The Funding Committee met and recommended funding to Commissioners Court of five requests for a total of \$27,100.

The final funding for each request is included as an attachment.

HOT GRANT FUNDING SPRING 2023

Organization	Request	Purpose Of Funding	Award
Chappell Hill Chamber of Commerce	\$3,000.00	Art Walk	\$2,000.00
Chappell Hill Historical Society	\$9,000.00	Bluebonnet Festival	\$4,000.00
Chappell Hill Chamber of Commerce	\$3,300.00	Wine & Chocolate Tasting	\$2,300.00
Unity Theater Company	\$3,960.00	2022-2023 Season	\$3,960.00
Washington On The Brazos	\$20,350.00	Texas Independence Day	\$14,840.00
TOTAL	\$39,610.00		\$27,100.00



AGENDA ITEM 9

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Report

Date: January 12, 2023

Expo Director Harrison Williams will be in attendance and have copies of his report to share with the Board.



AGENDA ITEM 10

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Hotel Occupancy Tax Collections

Date: January 12, 2023

Attached is a City of Brenham HOT Collections by Month Report through November of 2022.



AGENDA ITEM 11

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham DMO Quarter 1 Report with 2022 Highlights

Date: January 12, 2023

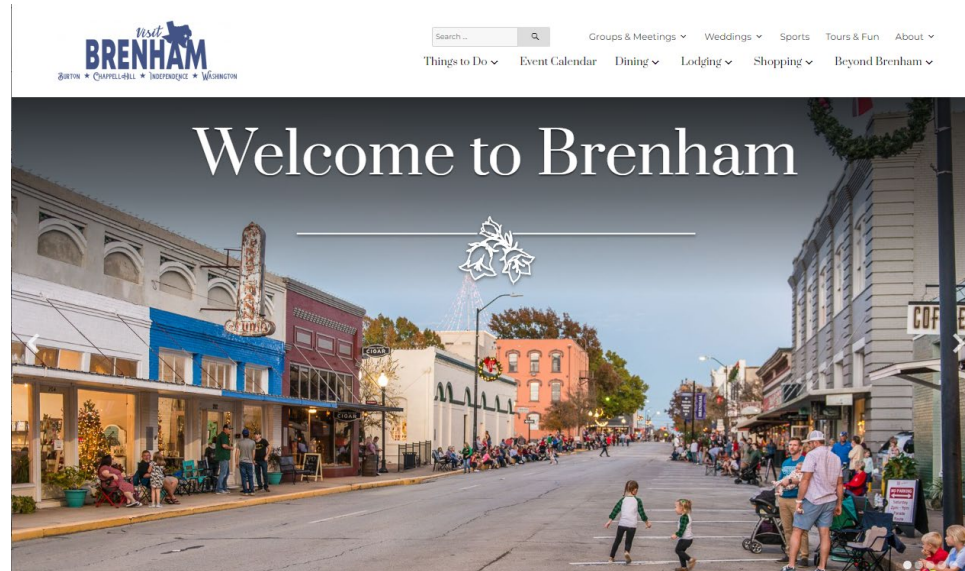
You will find the Visit Brenham Quarter 1 Report attached.

We won't plan on reviewing the report slide by slide, so I hope you'll have the opportunity to review them before the meeting.

Visit Brenham Quarter 1 Report & '22 Highlights

Presented to:
Tourism Advisory Board
January 19, 2023

Visit Brenham/WC Website



Welcome to Brenham

“The Texan’s Texas.”

— CNN Travel

When you visit Washington County and experience the sites, smells and sounds of Brenham, Burton, Chappell Hill, Independence and Washington, you’ll feel the real pride of Texas.

Visit Brenham/WC Website

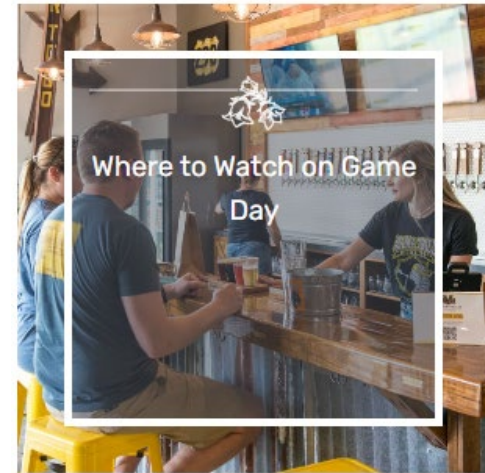
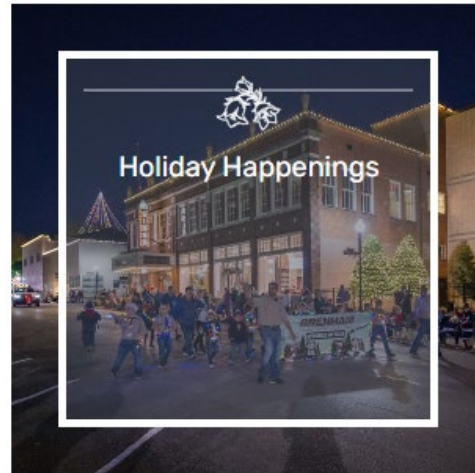
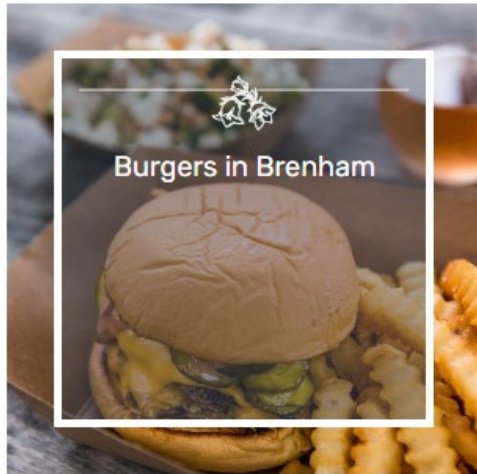
Top Ten Traffic Drivers for Q1

Session Source/Medium	Users
Google / CPC	24,590
Google / Organic	18,971
Meta / Paid	16,459
Direct	7,108
Bing / Organic	1,011
Yahoo / Organic	806
DuckDuckGo / Organic	707
LinkedIn / Display	628
Bluebell.com / referral	567
m.facebook.com / referral	465
Q1 TOP TEN TOTAL	71,312

Visit Brenham/WC Website

	Total Page Views 2022 / 2021	Unique Page Views 2022 / 2021
October	66,174 / 57,375	55,266 / 45,303
November	59,594 / 50,105	50,533 / 40,256
December	63,982 / 48,302	54,862 / 39,649
Q1 TOTALS	155,782 / 129,472	125,208 / 103,642

Visit Brenham/WC Website - New Blogs



Visit Brenham/WC Website

TOTAL PAGE VIEWS:

2022

922,297

2021

877,738

Visitor Guides



Visitor Guides

	October 2022	November 2022	December 2022	Q1 TOTALS 2022	TOTAL 2022
Mailed	237	216	107	560	2,834
Online Views	195	132	88	415	2,539

Visitor Guides

2022 Highlights:


113,000 Visitor Guides Distributed

Mailed 2,527

VB Website: 1,428/Leads: 1406

Shipped 6,207 Guides
to Travel Centers, DMO's/CVB's, etc.

E-Newsletter



Visit BRENHAM
Brenham • Chappell Hill • Independence • Washington

Say Hello to Fall in Brenham & Washington County!

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


| Featured Events |

Scarecrow Festival
Downtown Chappell Hill | October 8 - 9

Thousands of visitors make the pilgrimage to Washington County to hunt for artisan treasures and enjoy the picturesque landscapes throughout the area. The festival attracts thousands of visitors from throughout Texas and provides an opportunity for festival goers to enjoy a family friendly festival complete with live music, hundreds of juried arts & craft vendors and activities for the entire family.

Texas Arts & Music Festival
Downtown Brenham | October 13 - 18

Live Mural Artists – famous artists from around the country come to paint live murals during the festival.
Live Music – we showcase popular bands from across the state.
Texas Art Duel – artists will go head-to-head against one another to create murals on 4' x 8' panels, which will be displayed and judged by festival goers.
Art Village – come check out the array of talented artists and vendors at our Art Village.
Street Food – no festival is complete without mouth-watering street food.
Family Fun – we offer a variety of activities that are sure to entertain all ages.



Visit BRENHAM
Brenham • Chappell Hill • Independence • Washington

Remember November in Brenham & Washington County!

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

| Featured Events |

Fragrance Gallery & Petals in the Garden
Artisan Rose Extravaganza

Fragrance Gallery
October 28 - 30
November 4 - 6


Some of our most fragrant roses are on display for the delight of all noses.

Petals in the Garden
November 5

The pathways will be blanketed with petals. Romantic photo ops.

Hermann Furniture presents Christmas Magic
Hermann Furniture | November 4 - 9

Join us November 4-6, 2022, for Christmas Magic at Hermann Furniture, in historic Downtown Brenham, Texas! Hermann Furniture will be decked wall to wall with all the seasonal decor. We will have merchandise, as well as door prizes, wine and hours of live music. Our designers will be on hand to help with floral or any interior decor needs.



Visit BRENHAM
Brenham • Chappell Hill • Independence • Washington

Have Yourself a Merry Little Christmas in Brenham & Washington County!

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

| Featured Events |

Christmas Stroll & Lighted Parade
Downtown Brenham | December 2 & 3

Our annual Christmas Stroll & Lighted Parade is Brenham's way of kicking off the holiday season! Join us starting Friday, and end with our annual lighted parade on Saturday, December 3rd!

[Click here for a schedule of events!](#)

Chappell Hill Garden Club Christmas Home Tour
Chappell Hill | December 10

Enjoy the day touring selected homes in Chappell Hill, decorated for the holidays. This is a driving tour to each location, enjoy our scenic countryside to each.

Purchase tickets at [Bluebonnet House & Garden Center](#) on 5005 Main Street in Chappell Hill. For more information, click [here!](#)

Chappell Hill Garden Club 2022 Christmas Home Tour
Serving December 10, 2022

10:00am-12:00pm
12:00pm-1:00pm
1:00pm-2:00pm
2:00pm-3:00pm
3:00pm-4:00pm
4:00pm-5:00pm

Walla Walla House
Brenham House
Mason House
Mason House
Mason House
Mason House

5005 Main Street
Chappell Hill, TX 77817

2022 Christmas Home Tour
Serving December 10, 2022

E-Newsletter

	October 22 / 21	November 22 / 21	December 22 / 21
Sent	10,300 / 8,754	10,448 / 8847	10,537 / 8904
Successful	9,344 / 8,094	9,454 / 8159	9,520 / 8202
Open Rate*	39.4% / 21.7%	36.7% / 23.3%	36.9% / 27%
Click Rate**	2.7% / 2.6%	2.8% / 3.1%	2.8% / 2.8%

* Industry Average: 12 - 25%

**Industry Average: 2 – 5%

E-Newsletter

2022 Highlights:

15% increase in subscribers

27% increase in Open Rate over 2021

50+% higher Open Rate
than industry average

Certified Texas Music Friendly



In the last 30 days there were 496 show listens.

Since the program started in August of 2021, there have been **61,536** total show listens.

“Happenings This Week”

Visit BRENHAM

BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

HAPPENING THIS WEEK

VISITBRENHAMTEXAS.COM

OCTOBER 11 - OCTOBER 16, 2022

- TUESDAY**
- Washington County READ by Lifetime Learning Brenham at Unity Theatre
- WEDNESDAY**
- Hop Day Wednesday at Brazos Valley Brewing Co.
 - Beer Wednesday at Floyd's Wine Lounge
 - Whiskey Wednesday at Brown Water Cigar Bar
 - Wine Down Wednesday at Main Street Uncorked
 - Wine Down Wednesday at HSF Biergarten
- THURSDAY**
- Tacos & Trivia at Brazos Valley Brewing Co.
 - Martini Thursday at Main Street Uncorked
 - Thirsty Thursday at Wine Bar Brenham
 - Charles Peters Live at Grapevine on Main
- FRIDAY**
- Dean Ferrell Live at Floyd's Wine Lounge
 - Taylor Graves Live at Grapevine on Main
 - Friday Night Music with Rob Moorman Live at Nathan's BBQ
 - Jeff Jacobs Band Duo Live at Brazos Valley Brewer
 - Nite Moves Live at HSF Biergarten
- SATURDAY**
- Texas Arts & Music Festival in Downtown Brenham
 - The Revival Mercantile Market
 - Farmers Market & Archaeology Day at Washington-on-the-Brazos
 - Art from Our Collection Exhibit at the Bus Depot Gallery
 - GameDay Saturday at Wine Bar Brenham
 - Sound on Saturday w/ Karissa Presley Live at BVB
 - The Doo Wop Project at The Barnhill Center
 - Aaron Loesch Live at Grapevine on Main
 - Taylor Graves Live at Floyd's Wine Lounge
 - Buenos Diaz Live at HSF Biergarten
 - Brenham Fire Museum open on Saturdays in October
- SUNDAY**
- Texas Arts & Music Festival in Downtown Brenham
 - Live Demonstrations at Washington-on-the-Brazos
 - American Legion & Auxiliary Oktoberfest
 - Bubbly Bar at Wine Bar Brenham
 - Amanda Adams Live at Texas Star Winery
 - Sunday Comedown with Karissa Presley Live at HSF Biergarten

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INDEPENDENCE • WASHINGTON

MARK YOUR CALENDAR FOR
FUTURE FUN!

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- OCTOBER**
- Tony Booth Live at White Horse Tavern
 - La Bahia Antique Show & Sale
 - David Skinner Live at Grapevine on Main
 - Beer and Sausage Pairing at Floyd's Wine Lounge
 - Houston Bernard Live at Floyd's Wine Lounge
 - Treats on Main in Downtown Brenham
 - Trick or Treat Trail in Downtown Burton
 - Halloween Contest and Live Music at Brazos Valley Brewing Company
 - Chappell Hill Chamber of Commerce Trick or Treat on Main
 - Lightning Ben Live at Mas Vino
 - Unity Theatre Presents: Every Brilliant Thing
 - Brenham Fire Museum is open on Saturdays in October
 - Antique Carousel Rides at Fireman's Park
- NOVEMBER**
- Hermann Furniture Presents Christmas Magic
 - First Friday Farmers & Artisan Market in Downtown Brenham
 - Burton Farmers & Artisans Market
 - Radney Foster & Darden Smith at The Barnhill Center
 - 1st Anniversary Party at Floyd's Wine Lounge
 - Oliver Pena Live at Mas Vino
 - Two Year Anniversary Evening with General Cigar Co at Brown Water Cigar Bar
 - St. Peter's Art Show
 - Big Star Texas Night in Burton
 - Fall Market and Live Music at Brazos Valley Brewing Company
 - The Pendulum Heats Live at Floyd's Wine Lounge
 - Brenham Heritage Museum's Grand Reopening
 - Ladies Night Out in Downtown Brenham
 - Sisley Scott Live at Floyd's Wine Lounge
- DECEMBER**
- First Friday Farmers & Artisan Market in Downtown Brenham
 - Burton Farmers & Artisans Market
 - Christmas Parade & Scroll in Downtown Brenham
 - Jingle Bell Market at Art Street Inn
 - Unity Theatre Presents: Coney Island Christmas
 - The Texas Tenors Live at The Barnhill Center
 - Mac Nestor Live at Floyd's Wine Lounge
 - The Greatest Gift: Noisy Display
 - Candlelight Christmas at Barrington Plantation
 - Chappell Hill Chamber of Commerce Teddy Bear Parade
 - Chappell Hill Garden Club Christmas Home Tours
 - Kyle Reed Live at Floyd's Wine Lounge
 - The Grand Ol' Christmas Show at The Barnhill Center
 - Randy Bishop Live at Floyd's Wine Lounge
 - Ryanni Elise Live at Floyd's Wine Lounge

Visit BRENHAM

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HAPPENING THIS WEEK

VISITBRENHAMTEXAS.COM

DECEMBER 6 - DECEMBER 11, 2022

- WEDNESDAY**
- Country Store Open House and Pictures with Santa at Blue Bell Creameries
 - Paint & Pint Event at Brazos Valley Brewing Co.
 - Whiskey Wednesday at Brown Water Cigar Bar
 - Beer Wednesday at Floyd's Wine Lounge
 - Wine Down Wednesday at Main Street Uncorked
 - Trivia Night at 30 North Gastropub
- THURSDAY**
- Abbey Kunkle Live at Grapevine on Main
 - Unity Theatre Presents: "Coney Island Christmas"
 - Trivia at Brazos Valley Brewing Company
 - Martini Thursdays at Main Street Uncorked
- FRIDAY**
- Special Program—Candlelight Christmas at Barrington Plantation
 - Unity Theatre Presents: "Coney Island Christmas"
 - Friday Night Music with Rob Moorman at Nathan's BBQ
 - Joy McGee Live at Grapevine on Main
 - Kyle Reed Live at Floyd's Wine Lounge
 - Hip Waders Flying Circus Live at HSF Biergarten
- SATURDAY**
- A Taste of Christmas at participating Downtown Brenham businesses
 - Burton Christmas Market & More
 - Brenham Children's Chorus Presents: "In the Spirit"
 - Chappell Hill Garden Club Christmas Home Tours
 - Kevin Lamar Live at Grapevine on Main
 - Annual Teddy Bear Parade in Chappell Hill
 - Special Program—Candlelight Christmas at Barrington Plantation
 - Live Demonstrations at Washington-on-the-Brazos
 - Unity Theatre Presents: "Coney Island Christmas"
 - Ryan West Live at Brazos Valley Brewing Co.
 - Reagan Quinn Live at Floyd's Wine Lounge
 - London Lawton Live at HSF Biergarten
- SUNDAY**
- Rob Moorman Live at HSF Biergarten
 - Live Demonstrations at Washington-on-the-Brazos
 - Unity Theatre Presents: "Coney Island Christmas"

Visit BRENHAM

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MARK YOUR CALENDAR FOR
FUTURE FUN!

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- DECEMBER**
- Unity Theatre Presents: Coney Island Christmas
 - Allison's Country Music Tribute – Christmas w/ the Country Ladies Show at Nathan's BBQ
 - Sings Night at HSF Biergarten
 - Friday Night Music with Zientek Family Christmas at Nathan's
 - Dean Ferrell Live at Floyd's Wine Lounge
 - Todd Roth Live at HSF Biergarten
 - Brenham Bounce Santa Pub Crawl
 - The Grand Ol' Christmas Show at The Barnhill Center
 - Randy Bishop Live at Floyd's Wine Lounge
 - John Egner Live at HSF Biergarten
 - Ryanni Elise Live at Floyd's Wine Lounge
 - Buenos Diaz Live at HSF Biergarten
 - Amanda Adams Live at Floyd's Wine Lounge
 - Beau Hinz & The Back Porch Shufflers Live at HSF Biergarten
 - NTE & Jacob Augustine Live at Floyd's Wine Lounge
 - Holiday Gift Art Walk in Downtown Brenham
 - Christmas Window Decorating Contest in Downtown Brenham
- JANUARY**
- 2023 Uptown Swirl in Downtown Brenham
 - Taylor Graves Live at Floyd's Wine Lounge
 - Lucas Sousa Live at Floyd's Wine Lounge
 - The Palpass Brothers at The Barnhill Center
 - Kansas Presley Live at Floyd's Wine Lounge
 - Hyden Jones Live at Floyd's Wine Lounge
 - Lorrie Morgan at The Barnhill Center
 - Caleb Hoelcher Live at Floyd's Wine Lounge
- FEBRUARY**
- First Fridays Farmer & Artisan Market
 - Brenham Heritage Museum Dance at La Bahia
 - Susan Hickman Live at Floyd's Wine Lounge
 - Sweet Valentine with Sweet Baby James at The Barnhill Center
 - Eric Flores Live at Floyd's Wine Lounge
 - Life Lovett and His Acoustic Group Live at The Barnhill Center
 - Treble Soul Live at Floyd's Wine Lounge
 - The Jersey Tenors Live at The Barnhill Center
 - Floyd Butler Live at Floyd's Wine Lounge

Book Direct

Plan Your Visit

Choose your check-in and check-out dates to view availability with our lodging partners.

Top 10 Lodging Properties for 2022 according to referrals on Book Direct:

Scenic Hill Retreat

Far View Bed & Breakfast

Southern Rose Ranch Bed & Breakfast

Lillian Farms Country Estate

Inn at Indian Creek

Ant Street Inn

Main Street House

Baymont Inn & Suites

Comfort Suites

America's Best Value

Book Direct Referrals

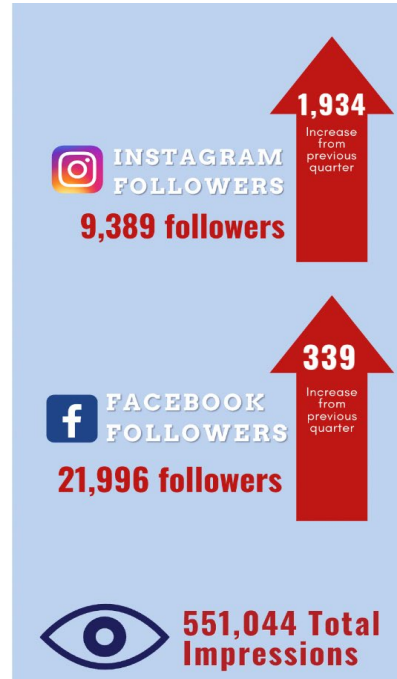
	October 2022 / 2021	November 2022 / 2021	December 2022 / 2021	Q1 TOTALS 2022 / 2021	YEAR END TOTALS 2022 / 2021
Walk-Ins	474 / 396	284 / 316	330 / 510	1,300 / 840	6,010 / 3,150
Phone Calls	71 / 115	126 / 82	90 / 74	227 / 344	1,314 / 1,361

Social Media

SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2022 - DECEMBER 2022



Social Media

SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2022 - DECEMBER 2022



FACEBOOK

Most Popular Post

Visit Brenham/Washington County, Texas
Published by Visit Brenham · October 19, 2022

This content neither makes it easy to track about the upcoming holiday! The Lighted Christmas Parade in Downtown Brenham is Saturday, December 3. Visit our website for more holiday events.

Photos @brenhamtxlarge



12,267 People reached 353 Engagements +4.5x Higher Distribution score

❤️ 178 Likes
↔️ 40 Shares
👁️ 17,267 Impressions

Social Media



SOCIAL MEDIA QUARTERLY REPORT



INSTAGRAM Most Popular Posts



570 Likes
5659 Impressions



330 Likes
7314 Impressions

Social Media



2022 IN REVIEW



2.27 MILLION
Total Impressions



INSTAGRAM
FOLLOWERS

9,389 followers

22%

Increase
from
previous
year



FACEBOOK
FOLLOWERS

21,996 followers

5%

Increase
from
previous
year

Social Media

https://www.instagram.com/reel/CmKceqKgdTr/?utm_source=ig_web_copy_link



Most Popular Posts for Communities Burton





SOCIAL MEDIA YEAR IN REVIEW

2022

Most Popular Posts for Communities



Brenham



Most Popular Posts for Communities



Chappell Hill



Most Popular Posts for Communities



Independence



👁️ Most Popular Posts for Communities Washington



Social Media



SOCIAL MEDIA YEAR IN REVIEW

2022

Continued
Working with
Influencers to
Grow Audience

Gained
 **INSTAGRAM
FOLLOWERS**
While Working with
@s.a.foodie
@texas.explorer

700+



Social Media



SOCIAL MEDIA REVIEW & LOOKING AHEAD

2022

- Increased video posts in 2022
- Video (Reels) dominated most popular posts consistently
- Increased styled shoots for images & video

2023

- Continue to increase video content
- Work with diverse influencers
- Possibly expand to TikTok platform



Digital Marketing - October

↓ EXTRA
 ✓
 Your fabulous top performers.

Visit Brenham/Washington County, Texas
 Sponsored · TX

Visit Brenham, TX and experience fall fun, delicious food, beer and, great music. You'll feel the real pride of Texas.

Downtown BRENHAM
 Cook Authentic Texas

A weekend in Brenham. TX Learn more
 Visit Brenham

A week in Brenha
 Visit Br

Paula Scheef... 30 Comments 70 Shares

Like Comment Share

249,223 Imp.
 147,054 Reach
 4,271 Clicks

Known for Award Winning BBQ | Best Places to Eat in Brenham | Where to Eat in Brenham TX
 Ad www.visitbrenhamtexas.com/eat

Dining in Brenham is a great experience. Restaurants in Brenham are plentiful & delicious! Browse our

Ad	Impressions	Clicks	CTR
Enabled	8,118	1,770	21.80%

5 Communities to Explore

Brenham offers a full array of things to see, do and experience

Ad	Impressions	Clicks	CTR
Enabled	510,938	4,899	0.96%

Digital Marketing - October

October Digital Performance

ALL INITIATIVES

805,806
IMPRESSIONS

15,226
CLICKS

	SEM	RESPONSIVE DISPLAY	FACEBOOK CTS
	30,484 impressions	510,938 Impressions	264,384 Impressions
	5,776 clicks	4,889 clicks	151,963 Reach
	18.95% CTR	.96% CTR	4,561 Clicks
	00:02:13 Avg. Session Duration	00:01:05 Avg. Session Duration	1.73% CTR
	2.43 Avg. Pages per Session	1.18 Avg. Pages per Session	00:00:55 Avg. Session Duration
			1.77 Avg. Pages per Session

Benchmarks - Industry average CTR for Travel SEM is 9.19%.

Benchmarks - Industry average CTR for Travel Display is .47%.

Benchmarks - Industry average CTR on Meta for Travel Industry is .90%

Digital Marketing - October

Campaign Insights

October 2022

Google SEM

- "Restaurants in Brenham Tx", "Brenham Tx Events", and "Brenham Calendar of Events" were top keywords.
- Nightlife Enthusiasts, Entertainment News Enthusiasts, and Family Vacationers were top affinity audiences for campaign with a combined 9,207 impressions and 2,008 clicks.
- Google SEM was top source for traffic on site, accounting for 33.7% of all traffic.
- 2,750 users from SEM visited 2+ pages - a majority of page views included the Calendar page and Fall Events page.
- Houston was the top DMA for clicks and impressions with users from Austin DMA following.

Google Responsive Display

- Top affinity audience for campaign included in-market photograph enthusiasts, a variety of Country-Western music aficionados, and Western Movie enthusiasts.
- 85 users spent more than 2 minutes on the page and 45 visited 2+ pages.
- A majority of clicks and impressions arrived from the DFW DMA.

Meta CTS

- Users from Houston and Dallas DMAs accounted for a majority of clicks and impressions.
- 577 users from campaign visited 2+ pages and 381 spent 2+ mins on site.
- 87 users downloaded the digital visitor guide.



Digital Marketing - November

↓ EXTRA
Your fabulous top performers.

Visit Brenham/Washington County, Texas
Sponsored

Visit Brenham, TX and experience fall fun, delicious food, beer and, great music. You'll feel the real pride of Texas.

A weekend in Brenham, TX
Visit Brenham

A week in Brenham
Visit Brenham

34 comments 84 shares

239,556 Imp.

142,661 Reach

3,276 Clicks

Known for Award Winning BBQ | **Best Places to Eat in Brenham** | Where to Eat in Brenham TX
www.visitbrenhamtexas.com/eat

Dining in Brenham is a great experience. Restaurants in Brenham are plentiful & delicious! Browse our

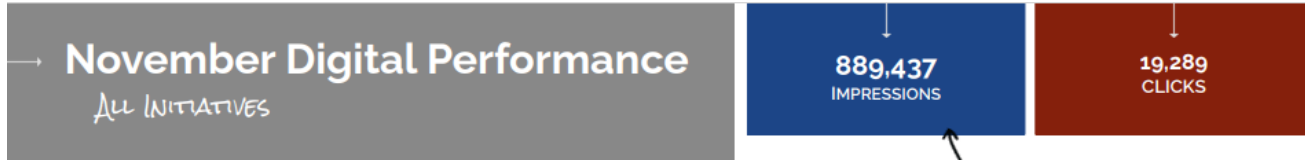
Ad	Impressions	Clicks	CTR
Enabled	6,343	1,347	21.24%

5 Communities to Explore

Brenham offers a full array of things to see, do and experience

Ad	Impressions	Clicks	Conversions
Enabled	451,700	5,757	496.05

Digital Marketing - November



	SEM	RESPONSIVE DISPLAY	FACEBOOK CTS
	24,880 impressions	563,190 Impressions	301,367 Impressions
	4,770 clicks	7,757 clicks	172,933 Reach
	19.17% CTR	1.38% CTR	6,762 Clicks
	00:01:57 Avg. Session Duration	00:01:15 Avg. Session Duration	2.24% CTR
	2.12 Avg. Pages per Session	1.13 Avg. Pages per Session	00:00:34 Avg. Session Duration
			1.39 Avg. Pages per Session

Benchmarks - Industry average CTR for Travel SEM is 9.19%.

Benchmarks - Industry average CTR for Travel Display is .47%.

Benchmarks - Industry average CTR on Meta for Travel Industry is .90%

THIS IS MORE THAN THE POPULATION THAN INDIANAPOLIS, INDIANA!

Digital Marketing - November

Campaign Insights

November 2022

Google SEM

- "Restaurants in Brenham TX", "Brenham Calendar of Events", and "Brenham TX Attractions" were top keywords.
- Google SEM was top source for traffic on site, accounting for 35% of all traffic.
- 2,363 users from SEM visited 2+ pages - a majority of page views included the Calendar page and Fall Events page.
- Houston was the top DMA for clicks and impressions with users from Austin DMA following.

Google Responsive Display

- 146 users spent more than 2 minutes on the page and 48 visited 2+ pages.
- A majority of clicks and impressions arrived from the DFW DMA followed by Houston and Denver.

Meta CTS

- Users from Houston and Dallas DMAs accounted for a majority of clicks and impressions.
- 416 users from campaign visited 2+ pages and 289 spent 2+ mins on site.
- 40 users downloaded the digital visitor guide.



Digital Marketing - December

Visit Brenham/Washington County, Texas
Sponsored · 🌐

Celebrate the holiday season in Brenham, Texas! Enjoy the local festivities and find the perfect gift.

visitbrenhamtexas.com
Holiday Shopping in Brenham [Learn more](#)

Like Comment Share

219,044 Imp.
112,000 Reach
11,009 Clicks

Known for Award Winning BBQ | Best Places to Eat in Brenham | Where to Eat in Brenham TX
www.visitbrenhamtexas.com/eat

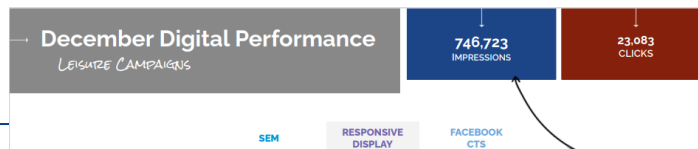
Dining in Brenham is a great experience. Restaurants in Brenham are plentiful & delicious! Browse our

Ad	Impressions	Clicks	CTR
Enabled	5,113	1,143	22.35%

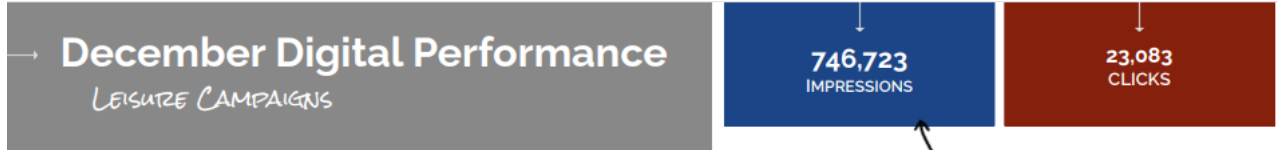
Find Holiday Magic
Browse for unique and handmade gifts as you stroll the shops of Downtown Brenham.

Ad	Impressions	Clicks	CTR
Enabled	323,183	4,372	1.35%

MORE THAN DOUBLE INDUSTRY BENCHMARK!



Digital Marketing - December



	SEM	RESPONSIVE DISPLAY	FACEBOOK CTS	
	25,283 impressions	500,777 Impressions	220,663 Impressions	THIS WOULD BE LIKE SERVING AN AD TO EVERYONE LIVING IN SEATTLE, WASHINGTON!
Benchmarks - Industry average CTR for Travel SEM is 9.19%.	4,762 clicks	7,284 clicks	112,416 Reach	
	18.83% CTR	1.45% CTR	11,037 Clicks	Benchmarks - Industry average CTR on Meta for Travel Industry is .90%
Benchmarks - Industry average CTR for Travel Display is .47%.	00:01:58 Avg. Session Duration	00:01:21 Avg. Session Duration	8.36% CTR	
	2.03 Avg. Pages per Session	1.12 Avg. Pages per Session	00:00:14 Avg. Session Duration	
			1.08 Avg. Pages per Session	

Digital Marketing - December

Campaign Insights

December 2022

Google SEM

- "Restaurants in Brenham TX", "Brenham Calendar of Events", and "Things to do in Brenham, TX" were top keywords.
- Google SEM was top source for traffic on site, accounting for 28.5% of all traffic.
- 2,154 users from SEM visited 2+ pages - a majority of page views included the Holiday Happenings page and Calendar page.
- Houston was the top DMA for clicks and impressions with users from Austin DMA following.

Google Responsive Display

- 6.27% of site visitors arrived via Google Responsive Display
- A majority of clicks and impressions arrived from the DFW DMA followed by Houston and Denver.

Meta CTS

- Users from Houston and Dallas DMAs accounted for a majority of clicks and impressions.
- 26.42% of site visitors arrived via Meta.

63.19% OF SITE TRAFFIC CAN BE ATTRIBUTED TO PAID MEDIA EFFORTS!



Digital Marketing

	October	November	December	Q1 TOTALS	2022 TOTALS
Impressions	805,806	889,437	746,723	2,441,966	12,844,268
Clicks	15,226	19,289	23,083	57,598	219,892

Print Ads

*"Sometimes the smallest things
take up the most room in your heart."*
- WISCONSIN

Let our small hometown fill your heart with simple pleasures!

ANNUAL SCARECROW FESTIVAL: OCT 8-9 | TEXAS ARTS & MUSIC FESTIVAL: OCT 15-16
CHRISTMAS MAGIC: NOV 4-6



Photo: Facebook/Alan Photography

Visit **BRENHAM** BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

*Magical Holiday Memories Await
In Santa's Favorite Hometown!*



JOIN US FOR THESE FUN EVENTS

Christmas Stroll & Lighted Parade | Saturday | December 3
Chappell Hill Christmas Home Tour | Saturday | December 10
Uptown Swirl, Downtown Brenham | Saturday | January 14

Visit **BRENHAM** BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

Print Ads



Austin Monthly



Texas Sports Facilities Magazine



Fall Texas Events Calendar



Digital Ads

*Meet in
the Middle of
Everywhere...*

**and away from
everything!**

Explore our authentic
small Texas town
and we guarantee you'll
want to come back
and bring friends!

Visit 
BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON
VisitBrenhamTexas.com
979.337.7580



Come Explore Santa's Favorite

*Ho, Ho, Ho
Hometown*

Downtown Brenham Christmas Stroll & Parade
Saturday | Dec. 3

Chappell Hill Christmas Home Tour
Saturday | Dec. 10

Downtown Brenham Uptown Wine Swirl
Saturday | Jan. 14

Visit 
BRENHAM
BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON



Digital Ads

Tour Texas &
Texas State
Travel Guide

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 Seawallow Festival
Oct. 8-9

Texas Arts & Music Festival
Oct. 13-16

Visit **BRENHAM**

BURTON * CHAPPELL HILL * INDEPENDENCE * WASHINGTON

Texas Highways.com

Grab Friends and Family and Join Us for ...
The Most Wonderful Time of the Year!
Charming Old-Fashioned Christmas Stroll & Lighted Parade
Saturday | December 3

Visit **BRENHAM**

BURTON * CHAPPELL HILL * INDEPENDENCE * WASHINGTON

Come Explore Santa's Favorite
Ho, Ho, Ho Hometown

Downtown Brenham Christmas Stroll & Parade
Saturday | Dec. 3

Chappell Hill Christmas Home Tour
Saturday | Dec. 10

Downtown Brenham Uptown Wine Swirl
Saturday | Jan. 14

Visit **BRENHAM**

BURTON * CHAPPELL HILL * INDEPENDENCE * WASHINGTON

Meetings Campaign

MEET IN THE MIDDLE OF EVERYWHERE ...
AND AWAY FROM EVERYTHING!
HALFWAY BETWEEN HOUSTON & AUSTIN



Meet in BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

CHOOSE FROM OVER 30 VENUES
GROUPS OF 20 - 200

HALFWAY BETWEEN HOUSTON & AUSTIN



Meet in BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

DON'T JUST PLAN A MEETING
PLAN AN EXPERIENCE!


HALFWAY BETWEEN HOUSTON & AUSTIN



Meet in BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON


DOWNTIME
DONE RIGHT IN
DOWNTOWN
BRENHAM, TEXAS

We have all you need for a perfect meeting ...
Including perfect spots for Downtime!



Meet in BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

Located halfway between Houston & Austin • 979.337.7580 • MeetInBrenham.com



Meet in the Middle of Everywhere...
and away from everything!

Explore our authentic small Texas town and we guarantee you'll want to come back and bring friends!



Visit BRENHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON
VisitBrenhamTexas.com
979.337.7580



Texas Society of Association Executives (TSAE)

Travel Blogs & Freebies



WINTER ROAD TRIPS

Everything You Need to Know for a Weekend Trip to Round Top

Slow down, recharge, and escape the buzz of the city.

By [Gabriela Diaz](#) • Updated November 30, 2022 • Published in the [Winter 2022](#) issue of [Houstonia Magazine](#)



The Houston Chronicle • Greg Morago • USA • Oct 17 • 9:14 am

Texas' top chefs and ranchers convene for 2022 Butcher's Ball

... showcase for grilling and live-fire cooking, held at Rockin' Star Ranch in [Brenham](#). The weekend kicks off with the Butcher's Baller Far...

Reach 3M Tag • Translate • Share

The Houston Chronicle • Melissa Aguilar • USA • Oct 19 • 6:00 am

Fall is wildflower planting time in Texas

... , seeds in fall for spring blooms. bluebonnets and Indian paintbrush in [Brenham](#) Spring in Texas means wildflower trails. But if you'd...

Reach 3M Tag • Translate • Share

Southern Living @Southern_Living Dec 5 • 8:00 am

Famous for Blue Bell ice cream, [Brenham](#), Texas is full of history, beauty, and Texas charm. <https://t.co/K1V6qDkaip>

Reach 703k Tag • Translate • Share

Texas Music Office @txmusicoffice • Oct 12, 2022
BRENHAM, TX, OCT 15-16 - Make plans to attend the 7th Annual Texas Arts and Music Festival (@TAMFBrenham) in the TMO Certified Music Friendly Community of @visitbrenham!

FREE to all attendees!
texasartsandmusicfestival.com

#TXMusic #TexasMusic #Brenham #TXArts



The Barnhill Center - Rentals

Q1 Facility Rentals:

- Wine Tour
- BHS Choir performance
- The Big Boo Live Event (podcast)
- 3** - Wedding Events (Morriss/Bullock)
- 2** - HDL Events (Morriss)
- The Source Meeting (Morriss)
- TRAPS Conference (FULL FACILITY)
- Hoods Brigade Meeting (Bullock)
- Market Realty Event (Morriss)
- Chesterton Gala (Bullock)
- Emerson Holiday Party
- 50th Anniversary (Bullock)
- Family Christmas Gathering (Morriss
& Theatre)



The Barnhill Center - Rentals

2022 Highlights:

More than \$84,000
in rental revenue in 2022

An increase of 29%
over the previous year

The Barnhill Center - Entertainment



Q1 Performances:

The Doo Wop Project

Radney Foster/Darden Smith

The Texas Tenors

The Grand 'Ol Christmas Show

The Barnhill Center - Entertainment

2022 Highlights:

16 shows/concerts

More than \$250,000 in revenue
generated for 2022 shows

4,712 total tickets sold

The Barnhill Center at Historic Simon Theatre

COMING IN 2023:

City Ownership with a non-profit board
to help steer the facility to a
sustainable future

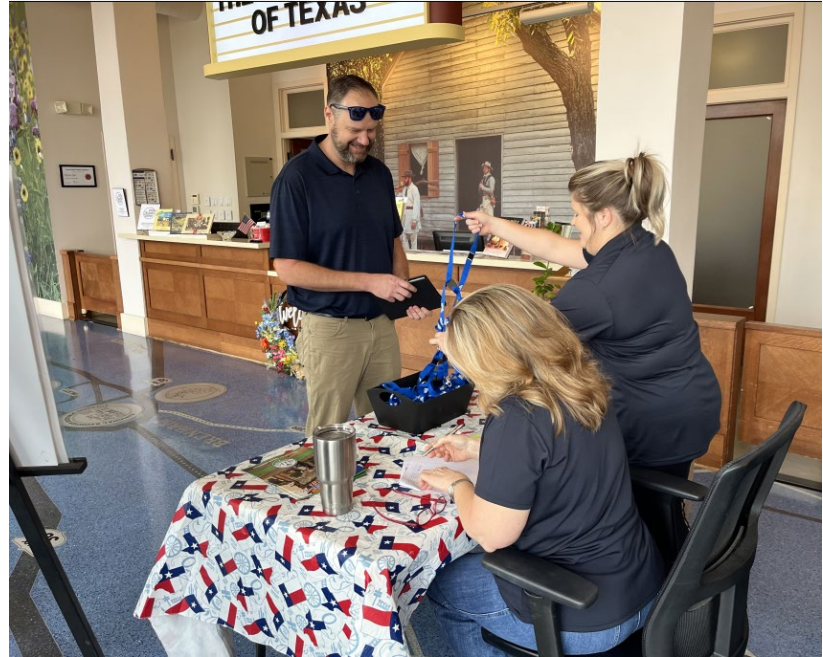
Group Sales

- Organized participation in the Brazos Valley Wine Tour Press Trip
- Worked with VB team to develop targeted Meeting Planner campaign
- Completed training on new Datafy dashboard
- Working on update to Wedding Guide
- Hosted December Hotelier Meeting – will be held quarterly



Group Sales

- Helped groups with room blocks
- Preparing for Southwest Showcase at end of January
- Working with group for 5-day conference in November 2023
- Participated in Tourism Grant Eligibility Committee meeting
- Assisted with registration at TRAPs Conference



Group Sales



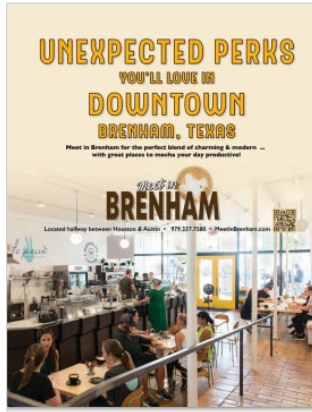
2022 Highlights:

There were 208 wedding-related events in Brenham/WC (response from only 6 of 30+ venues)

Group Sales

2022 Highlights:

Preparation of multi-layered, targeted campaign to promote Brenham/WC as a destination for groups, meetings and conferences





AGENDA ITEM 12

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Administrative Report to Include Tourism Partner Awards Reception, Possible Spring Press Trip, and 2023 Meeting Dates

Date: January 12, 2023

- We look forward to discussing the Tourism partner Awards Celebration that will have occurred the night before our meeting.
- We've been approached about the possibility of partnering again with Destination Bryan and Discover Navasota for a Spring Press Trip. Abigail Noel, with Destination Bryan, will be meeting with travel journalists in NYC later this month and said she would like to pitch a bluebonnets and downtown trip for 3-5 writers, similar to the fall wine press tour.

Hannah let her know that we are busy with Round Top until the end of March, so probably would not be able to get hotel rooms until April. In addition, we'd be hesitant of promising bluebonnets since they can be very unpredictable.

We'll see what comes of her trip.

- I'm also including a list of all the advertising and outreach for the quarter. We normally just share a sample, and I wanted you to see this quarter's activity.
- Remaining meeting dates for 2023:

Thursday, April 20

Thursday, July 20

Thursday, October 19

QUARTER 1 – ADVERTISING AND OUTREACH

October 2022 Activity Report

Note: Listings in each Media Outreach must have a reach of at least 1k to be included. Many have a greater reach number.

Advertising, Print and Digital

Ride Texas magazine – Fall, ½-page print
Texas Events Calendar – Fall, 1/3-page print
Austin Monthly magazine – Sept/Oct, ½-page print
HC (Houston Chronicle) magazine – ½-page print
Texas Highways – full page print
Texas Monthly – full page print
Texas Sports Facilities Guide – ½-page print
Texas Meetings & Events – 2/3-page print
Texas Meetings & Events – digital
TexasHighways.com – digital

Calendar Listings

Texas Co-op Power – Scarecrow Festival, Texas Arts & Music Festival
Texas Events Calendar – Scarecrow Festival, Texas Arts & Music Festival
Texas Highways – Scarecrow Festival, Texas Arts & Music Festival
HC (Houston Chronicle) magazine – La Bahia Antiques Show

Media Outreach

theagle.com – The DooWop Project, Unity Theatre’s “Coney Island Christmas”
chron.com – feature about Round Top included Brenham’s Truth BBQ, Blue Bell release of peppermint ice cream, wildflower planting feature includes Brenham, Butcher’s Ball
365 Things to do in Houston, 12 Food & Drink things to do in Houston includes Butcher’s Ball
inForney.com – Texas Arts & Music Festival
Texas Music Office – Texas Arts & Music Festival
AustinChronicle.com – Texas Arts & Music Festival
PRlog.com – winning roses feature includes Antique Rose Emporium
TexasTravelTalk.com – feature about Antique Rose Emporium
thetravelingfool.com – re-release of earlier article about our area
SouthernLiving.com – feature titled The Best Things to Do in Brenham, Texas

November 2022 Activity Report

Advertising, Print and Digital

Texas Events Calendar – 1/3-page print
Fall/Winter Visitor Guide – ½-page print
TexasHighways.com – digital

Calendar Listings

Texas Events Calendar – Big Star Texas Night
Texas Co-op Power – Radney Foster and Darden Smith at The Barnhill Center, Big Star Texas Night

Media Outreach

theeagle.com – Nashville Star visits The Barnhill Center
TexasMonthly.com – mention of Alison Crowson’s music
chron.com – feature about the Wine Walk mentions Pleasant Hill Winery
HoustonPress.com – Butcher’s Ball at Rockin’ Star Ranch
AustinChronicle.com – Butcher’s Ball at Rockin’ Star Ranch
Laredo Morning Times – Butcher’s Ball at Rockin’ Star Ranch
BroadwayWorld.com – Lyle Lovett to perform at The Barnhill Center
@carol-kilgore.com – Brenham Christmas Parade

December 2022 Activity Report

Advertising, Print and Digital

Texas Events Calendar – 1/3-page print
TSAE Membership Directory – full page print
Texas Monthly – full page print
Texas Highways – full page print
TSAE magazine – full page print
Texas State Travel Guide – 1/3-page print
TourTexas.com – digital
TexasHighways.com – digital

Calendar Listings

Texas Co-op Power – Chappell Hill Home Tour, “The Grand Old Christmas Show” at The Barnhill Center, Brenham Christmas Stroll
Texas Events Calendar – Unity Theatre’s “Coney Island Christmas”
Denton Record-Chronicle – Big Star Texas Night

Media Outreach

Houstonia magazine – weekend trip to Round Top includes the Texas Cotton Gin
theeagle.com – Unity Theatre’s “Coney Island Christmas,” “The Grand Old Christmas Show” at The Barnhill Center
365 Things to do in Houston – includes Candlelight Christmas at Washington-on-the-Brazos State Historic Site
@Southern_Living.com – Blue Bell and Brenham
thetravelingfool.com – re-release of earlier article about our area
chron.com – feature about the Wine Walk mentions Pleasant Hill Winery

January Highlight

Full page print in *Texas Meetings & Events* in support of the Meetings marketing mailing to a select list of association officials. Several prior print ads have also appeared in the same

publication leading up to the mailout. Possibly include the fall and winter ads; a summer ad will follow along the same lines.