



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, APRIL 20, 2023, AT 9:00 AM  
MORRIS HALL SCHULTE ROOM, 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 Approval of Minutes from January 19, 2023, Board Meeting**

**WORK SESSION**

**4. Spring/Wildflower Season Update to Include Visitor and Wildflower Watch Numbers**

**5. Texas Music Friendly (TMF) Report to Include Local Promotion of Events, Research from Other TMF Cities, and Committee Report**

**6. Update on Changes to Tourism Grant Application for 2023 Round Two Requests for Programs/Projects/Events Occurring July – December 2023**

**7. Report on Texas Film Friendly Certification Process**

**8. Report on Upcoming Application for the Smithsonian's 2024-2025 Museum on Main Street Program Texas Tour**

**9. Washington County Expo Report**

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

**11. Visit Brenham DMO Q2 Report**

**12. Administrative Report to Include STR Update and GovOS Contract Renewal, and Next Meeting Update**

**13. Adjourn**

**CERTIFICATION**

I certify that a copy of April 20, 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 April 17, 2023, 8:15 am.

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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 \_\_\_\_\_, 2023 at \_\_\_\_\_.

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Signature

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Title

## TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, January 20, 2023, beginning at 9:00 a.m. in The Barnhill Center, The Bullock Ballroom at 111 West Main, Brenham, Texas

### Board Members present:

Scott Atwood  
Commissioner Kirk Hanath  
James Pharaon  
Jean Shoup  
Stacey Walters  
Harrison Williams

### Board Member absent:

Jenny Van Dorf

### Visit 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; Melinda Faubion, and Natalie Lange.

### Visit Brenham Team absent:

Alex Dill, The Barnhill Center

### City Council:

Leah Cook

### 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 the Election of Tourism Advisory Board Chairperson and Vice Chairperson for a Term of On Year, Expiring on December 31, 2023**

The current Chair and Vice Chair are Scott Atwood and Jenny Van Dorf respectively. They both are willing to serve again in 2023.

A motion was made by Boardmember Pharaon and seconded by Boardmember Shoup.

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

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

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

A motion was made by Boardmember Walters and seconded by Boardmember Shoup to approve the minutes from October 13, 2022, Board Meeting.

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

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

**WORK SESSION**

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

Jennifer Eckermann, Tourism & Marketing Director presented this item. In August of 2022, we had 31 STRs (this 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. The County had a meeting on December 13, 2022, to lay out the directions for the County. As of January 16, 2023, GovOS has failed to meet the county's expectations. They have given them another two months to fix the issues. The County will be having training with GovOS soon. College Station is looking into RV Parks to pay HOT and will see what the Legislature will do. The County is watching this process and has expressed interest in how this will work if the Legislature follows through.

**6. Report on Changes to Datafy Visitor Information Dashboard**

Hannah Mertz with Group Sales for Visit Brenham presented this item. She reported on updated information on Datafy primarily brought about by the Strengthening

American Cybersecurity Act of 2022. All the information collected from Datafy and given to us will be used for Marketing purposes.

**7. Texas Music Friendly Committee Update to Include Texas Sounds and Cities Conference, the success of Washington County Live, and Promotion of Live Music Events at Local Venues**

Kathrine Briscoe, Partners & Visitor Experience Manager presented this item. She attended the Texas Sounds and Cities Conference, and we are doing more than a city our size. We are in pretty good and the people at the conference liked the live music we promoted on the local radio station. The What's Happening page sent out each week is up by 45% for 2022.

**8. Report on First Round of Tourism Grants for 2023**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Tourism Grant Eligibility Committee met on November 29, 2022, to review five grant requests that were received for events/projects scheduled between January 1, and June 30, 2023. The Funding Committee met and recommended funding to the Commissioner's Court for the five requests for a total of \$27,100. The five organizations were the Chappell Hill Chamber of Commerce-Art Walk, Chappell Hill Historical Society-Bluebonnet Festival, Chappell Hill Chamber of Commerce-Wine & Chocolate Tasting, Unity Theater Company-2022-2023 Season, and Washington on the Brazos-Texas Independence Day celebration.

**9. Washington County Expo Report**

Harrison Williams, Director of the Washington County Expo presented this item. He gave a 2022 wrap-up report of the Expo Center. They had 23 horse shows, 20 livestock shows, and sales, 56 Christmas parties and celebrations, 13-Quinceanera, and 11 wedding events for a total of 148 paid events. This does not include the Washington County Fair. They had 199 paid day events and 162 non-paid events for a total of 358 total usages of the Expo. A quarter of a million people have been at the Expo and have a wait list for 2023 Expo usage. They are currently working on infrastructure, and they have projects such as the sound system, working on the current parking situation, and a Master Plan for the Expo. They are currently running out of room for the usage of the grounds. They are on 40 acres and have 7 to 11 acres that are in the flood plain.

**10. 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 FY22. The FY22 Actual is higher than what was budgeted for 2022. For FY23 the Budgeted amount is \$800,000.

**11. Visit Brenham DMO Q1 Report and 2022 Highlights**

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Her report included the Quarter 1 Report along with highlights from 2022. Kathrine Briscoe and

Natalie Lange also gave an update on the Visitor Center, Visitor Guides, and Social Media posts.

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

Jennifer Eckermann, Director of Tourism and Marketing gave this report. The Tourism Partner Awards Celebration was held on Wednesday. There were approximately 115 people in attendance. We have been approached to partner with Destination Bryan and Discover Navasota for a Spring Press Trip. Abigail Noel with Destination Bryan will be meeting with a travel journalist in NYC later this month and will pitch a bluebonnets and downtown trip for 3-5 writers. Hannah Mertz let her know about Round Top until the end of March and would not be able to get hotel rooms until April. Also, Jennifer included a list of all the advertising and outreach for the quarter. The remaining meeting dates for 2023 are Thursday, April 20<sup>th</sup>, Thursday, July 20<sup>th</sup>, and Thursday, October 19<sup>th</sup>.

**13. Adjourn**

With no further business, Scott Atwood adjourned the meeting.

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

\_\_\_\_\_  
Date

**ATTEST:**

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

\_\_\_\_\_  
Date



**AGENDA ITEM 4**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Spring/Wildflower Season Update to Include Visitor and Wildflower Watch Numbers

Date: April 15, 2023

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Kathrine Briscoe and Hannah Mertz will have this update for you at the Thursday meeting.



**AGENDA ITEM 6**

To: Tourism Advisory Board  
From: Jennifer Eckermann, Tourism & Marketing Director  
Subject: Update on Changes to the Tourism Grant Applications for Round 2 of 2023  
Date: April 15, 2023

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Below are the dates for Round 2 for 2023, which will be July 2023 – to December 2023

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

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

Hannah Mertz, Nancy Joiner, and I met to make suggested revisions to the application. We will have a copy for you to review and discuss at the meeting.





**AGENDA ITEM 5**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Texas Music Friendly (TMF) Report to Include Local Promotion of Events,  
Research from Other TMF Cities, and Committee Report

Date: April 15, 2023

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Kathrine Briscoe will present this item at the meeting.



## **AGENDA ITEM 7**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Texas Film Friendly Certification

Date: April 14, 2023

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We have considered applying for certification as Texas Film Friendly for several years and are ready to move forward with the process.

Attached is a draft copy of the Film Friendly Guidelines that we will take for City Council approval in June. Kathrine is working to collect and organize photos that are required for the application, and I've been in contact with the Texas Film Office to let them know of our plans.

**From:** [Jennifer Eckermann](#)  
**To:** [Nancy Joiner](#)  
**Subject:** FW: Film Friendly Certification  
**Date:** Monday, August 21, 2023 9:09:01 AM  
**Attachments:** [image001.png](#)

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**From:** Gabriel Ornelas <[gabriel.ornelas@gov.texas.gov](mailto:gabriel.ornelas@gov.texas.gov)>  
**Sent:** Wednesday, March 29, 2023 4:48 PM  
**To:** Jennifer Eckermann <[JEckermann@cityofbrenham.org](mailto:JEckermann@cityofbrenham.org)>  
**Cc:** Film Friendly Email Group <[film-friendly@gov.texas.gov](mailto:film-friendly@gov.texas.gov)>  
**Subject:** Film Friendly Certification

Good afternoon Jennifer,

My name is Gabriel Ornelas, and I am the TFC liaison for Film Friendly Texas. That's great to hear that Brenham is so close to having things completed. I'd be happy to set up a time to connect if you'd like - just let me know and I'll schedule something on the calendar.

A couple of notes per your email:

1. Regarding the guidelines, we defer to each community to create what works best for their own community, but we can take a look and share some general feedback.
2. I will send you a separate email introducing you to my colleague, Matt Miller, who manages our photo database, and can provide you with formatting and general information on photos.

We have our next workshop on Tuesday, April 4<sup>th</sup> in Lubbock so just of note that it will be post workshop with regards to providing you some feedback. Thank you and I look forward to connecting.  
Gabriel



Gabriel Ornelas  
Production and Community Relations Specialist  
Texas Film Commission  
512.463.9200 | 512.463.4114 fax  
PO Box 12428 | Austin, TX 78711  
[gabriel.ornelas@gov.texas.gov](mailto:gabriel.ornelas@gov.texas.gov)  
[www.texasfilmcommission.com](http://www.texasfilmcommission.com)



Hello! I spoke to Lindsey Ashley about our interest in becoming certified at the TTA conference in Galveston last year. I had attended a Film Friendly workshop held in Galveston, and she mentioned we primarily needed to get our guidelines approved.

We have tweaked the sample template after looking at guidelines from some other communities. I am wondering if someone could look over our changes to be sure nothing stands out as a problem before taking the guidelines to City Council for discussion and approval in June. Also, what other steps do we need to take? We have a photo library, and will need to know about any formatting you

might require.

We are excited to receive certification and are ready to do anything required to move forward!

Thank you!

Jennifer Eckermann



## **Guidelines for Filming in Brenham, Texas**

- I. Purpose**
- II. City Control/City Manager Authority**
- III. Permit Requirements and Fees**
- IV. Application Fee**
- V. Use of City Equipment and Personnel**
- VI. Use of City-Owned Real Estate**
- VII. Vehicles and Equipment**
- VIII. Hours of Filming**
- IX. Notification of Neighbors**
- X. Certificate of Insurance**
- XI. Damage to Public or Private Property**
- XII. Hold Harmless and Indemnification Agreement**

## **I. PURPOSE**

The Guidelines contained in this policy are intended to create a program for promoting economic development activity within Brenham and the vicinity of the City. The following Guidelines are also intended to protect the personal and property rights of Brenham residents and businesses, and to promote public health, safety, and welfare. The City Manager reserves the right to impose additional regulations in the interest of public health, safety, and welfare, or if otherwise deemed appropriate by the City Manager.

These Guidelines cover requests for commercial use of City-owned property (including but not limited to streets, rights-of-way, parks, and/or public buildings), commercial use of private property which may affect adjacent public or private property, and the use of City equipment and personnel in all types of motion picture production, including, but not limited to, feature films, television programs, commercials, music videos and corporate films.

## **II. CITY CONTROL/CITY MANAGER AUTHORITY**

The City Manager may authorize the use of any street, right-of-way, park, or public building, equipment, or personnel for commercial uses in the filming or taping of movies, television programs, commercials, or training films and related activities. In conjunction with these uses, the City Manager may require that any or all the conditions and/or remuneration herein and as specified on the application be met as a prerequisite to that use.

The Applicant agrees that the City of Brenham shall have exclusive authority to grant the Applicant the use of public streets, rights-of-way, parks, and public buildings of the City, as well as authority to regulate the hours of production and the general location of the production. The City reserves the full and absolute right to prohibit all filming or to order cessation of filming in order to promote public health, safety, or welfare.

The Applicant shall allow City departments (e.g., Police, Fire, Building, Utilities) to inspect all structures, property, devices, and equipment to be used in connection with the filming and taping, as deemed appropriate by the City Manager.

The City Manager may, at his/her discretion, require the Applicant to execute a license agreement with such additional provisions as he/she deems necessary for public health, safety, or welfare.

## **III. PERMIT REQUIREMENTS**

Before filing an application for filming in Brenham, the Office of the City Manager must be contacted to discuss the production's specific filming requirements and the feasibility of filming in Brenham.

Any commercial producer who desires to undertake a commercial production in Brenham is required to complete and return the attached application for filming to the Office of the City Manager, within the time frames below:

- **Commercials or episodic television:** a minimum of two (2) business days prior to the commencement of filming or any substantial activity related to the project.
- **Feature films:** a minimum of five (5) business days prior to the commencement of filming or any substantial activity related to the project.

#### **IV. APPLICATION FEE**

An application processing fee of \$25.00 should accompany each application for filming in Brenham.

The City Manager may waive this fee upon proof of an organization's non-profit status or for any other reason deemed appropriate by the City Manager.

#### **V. USE OF CITY EQUIPMENT AND PERSONNEL**

The Applicant shall pay for all costs of any Police, Fire, Public Works, Utilities, or other City personnel assigned to the project (whether or not specifically requested by the production). Remuneration rates for the use of any City equipment, including police cars and fire equipment, will be established on a case-by-case basis as determined by the City Manager. The Applicant shall pay all costs in full within ten (10) days after receipt of an invoice for said costs. The City Manager may, at his/her discretion, require an advance deposit for all costs related to City personnel and/or the use of City equipment.

The City Manager, in consultation with the Chief of Police and/or Fire Chief, shall have the authority to stipulate additional fire or police requirements and level of staffing for same, at any time during a film project if it is determined to be in the best interest of public health, safety and welfare, which cost shall be borne entirely by the Applicant.

Off-duty police officers and firefighters shall be paid by the production company at a rate no less than one and one-half times their hourly rate.

#### **VI. USE OF CITY-OWNED REAL ESTATE**

The City Manager may authorize the use of any street, right-of-way, park or public building, use of Brenham, Texas name, trademark or logo and/or use of City equipment and/or personnel for commercial uses in motion picture production. In conjunction with these uses, the City Manager may require that any or all the conditions and/or remuneration as specified herein and on the application be met as a prerequisite to that use. A security or damage deposit may be required at the discretion of the City Manager.

The Applicant shall reimburse the City for inconveniences when using public property. Following is the rate schedule:

Activity:	Cost per calendar day:
Total or disruptive use (regular operating hours) of a public building, park, right-of-way, or public area	\$500
Partial, non-disruptive use of a public building, park, right-of-way, or public area	\$250
Total closure or obstruction of public street or right-of-way, including parking lots and on- street parking	\$50
Partial closure or obstruction of public street or right-of-way, including parking lots and on-street parking	\$25
Use of City parking lots, parking areas, and City streets (for the purpose of parking film trailers, buses, catering trucks, and other large vehicles)	\$50

The Applicant acknowledges and agrees that the City of Brenham, Texas, possesses and retains exclusive authority to grant the Applicant a revocable license for the use of its name, trademark, and logo, public streets, rights-of-way, parks, and buildings of the City as well as control over the hours of production and the general location of the production. The City reserves the full and absolute right to prohibit all filming or to order cessation of filming activity in order to promote public health, safety and/or welfare.

In order to leave the City-owned property in as good condition as when received, the Applicant is responsible for and must provide professional cleaning and/or sanitation services upon completion of work, if the City requests such cleaning and/or sanitation services at any time. Upon such a request by the City, the Applicant must obtain approval from the City of the Applicant’s arrangements for cleaning and/or sanitation services (which will not be unreasonably withheld). The City may require such approval before use of the City-owned property for production activity begins.

**VII. VEHICLES AND EQUIPMENT**

The Applicant shall provide a report listing the number of vehicles and types of equipment to be used during the filming, including proposed hours of use and proposed parking locations. Such locations will need to be specifically approved by the City Manager. On-street parking or use of public parking lots is subject to City approval.

The use of exterior lighting, power generators, or any other noise- or light-producing equipment requires on-site approval of the City Manager.



## **VIII. HOURS OF FILMING**

Unless express written permission has been obtained from the City Manager in advance, and affected property owners, tenants and residents have been notified, filming will be limited to the following hours:

Monday through Friday: 7:00 a.m. to 9:00 p.m.

Saturday, Sunday, and holidays: 8:00 a.m. to 8:00 p.m.

## **IX. NOTIFICATION OF NEIGHBORS**

The Applicant shall provide a short, written description, approved by the City Manager, of the schedule for the proposed production to the owners, tenants, and residents of each property in the affected neighborhood(s). The Applicant, or his or her designee, shall make a good faith effort to notify each owner, tenant, and resident of all such property, and shall submit, as part of this application, a report noting owners, tenants and/or residents' comments, along with their signatures, addresses and phone numbers. Based upon this community feedback, and other appropriate factors considered by the City Manager, the City Manager may grant or deny the filming application.

## **X. CERTIFICATE OF INSURANCE**

The Applicant shall attach a valid certificate of insurance, issued by a company authorized to conduct business in the state of Texas, naming the City of Brenham and its agents, officers, elected officials, employees and assigns, as additional insured, in an amount not less than \$1,000,000 general liability, including bodily injury and property damage with a \$1,000,000 umbrella; and automobile liability (if applicable) in an amount not less than \$1,000,000 including bodily injury and property damage. In addition, if the Applicant or any of its employees or agents will be working on City-owned property, Applicant must attach proof of Workers' Compensation insurance.

## **XI. DAMAGE TO PUBLIC OR PRIVATE PROPERTY**

The Applicant shall pay in full, within ten (10) days of receipt of an invoice, the costs of repair for any and all damage to public or private property, resulting from or in connection with, the production, and restore the property to its original condition prior to the production, or to better than original condition.

## **XII. HOLD HARMLESS AND INDEMNIFICATION AGREEMENT**

The Applicant shall sign the following Hold Harmless Agreement holding the City harmless from any claim that may arise from their use of designated public property, right-of-way, or equipment in conjunction with the permitted use:

**I certify that I represent the firm which will be performing the filming/taping at the locations specified on the attached permit application. I further certify that I and my firm will perform in accordance with the directions and specifications of The City of Brenham, Texas, and that I and my firm will indemnify and hold harmless the City of Brenham, Texas**

**and its elected officials, officers, servants, employees, successors, agents, departments and assigns from any and all losses, damages, expenses, costs and/or claims of every nature and kind arising out of or in connection with the filming/taping and other related activities engaged in pursuant to this Application.**

I further certify that the information provided on this Application is true and correct to the best of my knowledge, and that I possess the authority to sign this and other contracts and agreements with the City of Brenham, Texas on behalf of the firm.

Signature	Date: _____
Printed Name	
Title	

DRAFT

THE CITY OF BRENHAM, TX

**Application for Commercial Filming**

Title of Project: \_\_\_\_\_

Type of Production: \_\_\_\_\_  
*(feature film, television series, commercial, music video, virtual reality, etc.)*

Proposed Filming Locations (attach additional pages if necessary):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date(s) of Prep, Filming & Wrap:

\_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Location Manager (if different from Primary Contact) Name: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Production Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Web Site: \_\_\_\_\_

*Has this production already been in contact with the Texas Film Commission?* \_\_\_\_\_

*If yes, who is your contact at the Texas Film Commission?* \_\_\_\_\_

**Or**

*Has this production already completed the Texas Film Commission's Texas Production Registration Form?* \_\_\_\_\_

**PRODUCTION** (*Attach additional sheets if necessary.*)

1. Production schedule and activities, including stunts, pyrotechnics, special effects, aerial or drone photography, amplified sound or use of animals: (give dates and times, hours should include prep, holding of sets, wrap and rain dates, if potentially needed)
2. Approximate number of persons involved with the production, including cast and crew:
3. Anticipated need of City or County personnel, equipment or property:
4. Public areas in which public access will be restricted during production:
5. Describe alterations to public property:
6. Number and type of production vehicles to be used and location(s) where vehicles will be parked:
7. Location where crew will be fed, if not at filming location:
8. Location where extras will be held, if not at filming location:
9. Please attach a map of anticipated street closure(s) or other public area use.

Applicant (production company representative):

\_\_\_\_\_  
*Signature* Date: \_\_\_\_\_

\_\_\_\_\_  
*Printed Name & Title*

Application approved by Brenham representative:

\_\_\_\_\_  
Date: \_\_\_\_\_

*The "Guidelines for Filming in Brenham, Texas" apply to all motion picture production in Brenham.*

*The Office of the City Manager may require the applicant to acknowledge receipt of the Guidelines prior to approving this application.*



## AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Upcoming Application for the Smithsonian's 2024-2025 Museum on Main Street Program Texas Tour

Date: April 15, 2023

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The Texas Historical Commission's Heritage Tourism Program is partnering with the Smithsonian Institution to bring the Museum on Main Street (MoMS) traveling exhibition to Texas. Six rural communities will be selected to host an exhibit for six weeks each.

Host communities will receive up to two years of training and consultation from THC staff to prepare the local heritage tourism landscape for the arrival of the exhibit and the thousands of visitors it will attract.

Despite the name, it is not limited to museums or cities in the THC's Texas Main Street Program. A variety of community-based organizations are being encouraged to apply.

While it is being promoted that cities with a population of 15,000 or less are eligible to apply, I was approached and encouraged to apply. I'm excited about the opportunity this could afford our partner communities and museums to come together and enhance our work to bring more visitors to our communities.

In a webinar on March 31, we learned that 6 communities – each in a particular trail within the THC's Heritage Trails Program – will be selected for *The Crossroads* exhibit, and 4 more, from the remaining 4 trails, will be selected for another tour coming to Texas in 2026-2027.

I'm including a little information on the MoMS program, and more can be found here:

[https://thc.texas.gov/preserve/projects-and-programs/heritage-tourism/our-initiatives/about-museum-main-street?utm\\_medium=email&utm\\_source=govdelivery](https://thc.texas.gov/preserve/projects-and-programs/heritage-tourism/our-initiatives/about-museum-main-street?utm_medium=email&utm_source=govdelivery)

The application is due May 15.

## About Museum on Main Street



Created in 1994, Museum on Main Street (MoMS) is a travelling exhibition program of the Smithsonian Institution Traveling Exhibition Service (SITES) division, which aims to engage small-town audiences and revitalize underserved rural communities. Having served more than 1,800 U.S. communities with a median population of 8,000, MoMS is distinct from other SITES initiatives in its prioritization of small, rural populations and its emphasis on organizational capacity building and community engagement during the planning process leading up to the exhibit's arrival.

Due to the program's emphasis on capacity building in each host community, the Smithsonian relies on partners like us to manage the project at the state level. In this role, the heritage tourism team is responsible for coordinating the Texas tour and facilitating an extensive training plan that consists of exhibitions training, event and product development, community collaboration, marketing, fundraising, and more.

### Share



### In This Section

- [Introduction to Heritage Tourism](#)
- [Meet Our Team](#)
- [Our Expertise](#)
- [Our Initiatives](#)
  - [Museum on Main Street](#)
    - [Host information](#)
    - [Apply to Host](#)
    - [Exhibitions](#)

**SIGN UP FOR EMAIL UPDATES »**

### Texas Heritage Travel Guide



Start your next adventure with the THC's new statewide travel guide, which highlights historic

Heritage Trail regions. [Download](#) a free copy today!

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## More Than Museums: A Heritage Tourism Focus

Unlike other traveling exhibition programs at the Smithsonian, MoMS is unique in its focus on small, rural communities (population less than 15,000) and its emphasis on organizational capacity building. In fact, like the THC's Heritage Tourism Program, MoMS uses history as a starting point for community engagement.

[Learn more about Heritage Tourism at the Texas Historical Commission.](#)

The work of hosting a MoMS exhibit typically begins 1–2 years before it arrives. This allows plenty of time for state coordinators (us) to work with each host community (you) to build project-planning skills, form organizational partnerships, develop local assets, and create visitor experiences that will not only ensure a successful MoMS exhibit, but also create positive, sustainable change in your heritage landscape.

Despite the name, this opportunity isn't just for museums or Main Streets. Downtown coordinators, tourism or preservation offices, certified local governments, and heritage organizations, in addition to museums and historic main streets, are encouraged to apply on behalf of their community.

### **Lasting Change**

"Because it had to be fixed up to hold the [MoMS] exhibit, Mt. Vernon was able to get the resources to transform the gym into a permanent exhibit space where the town could come together around culture long after the Smithsonian had moved to the next town on the schedule... The MoMS experience [has] the power to lift organizations in ways they [have] not even considered... through improving their technical and professional capacity to be able to duplicate that experience in the future, but also to even build up their own infrastructure."

"Museum on Main Street: A Love Letter to Small-Town America"  
(Podcast: Museums in Strange Places)

---

## Tour Schedule

A single tour typically lasts 10 months, stopping at six communities across the state for six weeks each. However, the MoMS timeline begins 18–24 months before a tour launches, during which time our team works closely with each host community and its surrounding region.

[View the upcoming tour schedule.](#)

## Exhibitions

### Upcoming Museum on Main Street Tour



#### ***Crossroads: Change in Rural America***

*Crossroads* examines the impacts of the population shift from rural to urban areas in the U.S. during the last century, as well as the importance of preserving small towns for their unique culture, history, and economic revitalization opportunities.

[Learn more about the exhibit.](#)

#### **2024–25 Texas Tour Dates**

Tour Stop 1:	August 24–October 6, 2024
Tour Stop 2:	October 12–December 1, 2024
Tour Stop 3:	December 7, 2024–January 19, 2025
Tour Stop 4:	January 25–March 9, 2025
Tour Stop 5:	March 15–April 27, 2025
Tour Stop 6:	May 3–June 15, 2025





**AGENDA ITEM 10**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Hotel Occupancy Tax Collections

Date: April 14, 2023

---

We will have an updated HOT collections report through February for you at the April 20 meeting.



**AGENDA ITEM 9**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Report

Date: April 15, 2023

---

Washington County Expo Director Harrison Williams will have a report for you at the Thursday meeting.



**AGENDA ITEM 11**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham DMO Q2 Report

Date: April 15, 2023

---

Attached is the Q2 Report for Visit Brenham for your review. We plan to hit the highlights at the meeting and will be happy to answer any questions you may have.

# Visit Brenham DMO Q2 Report

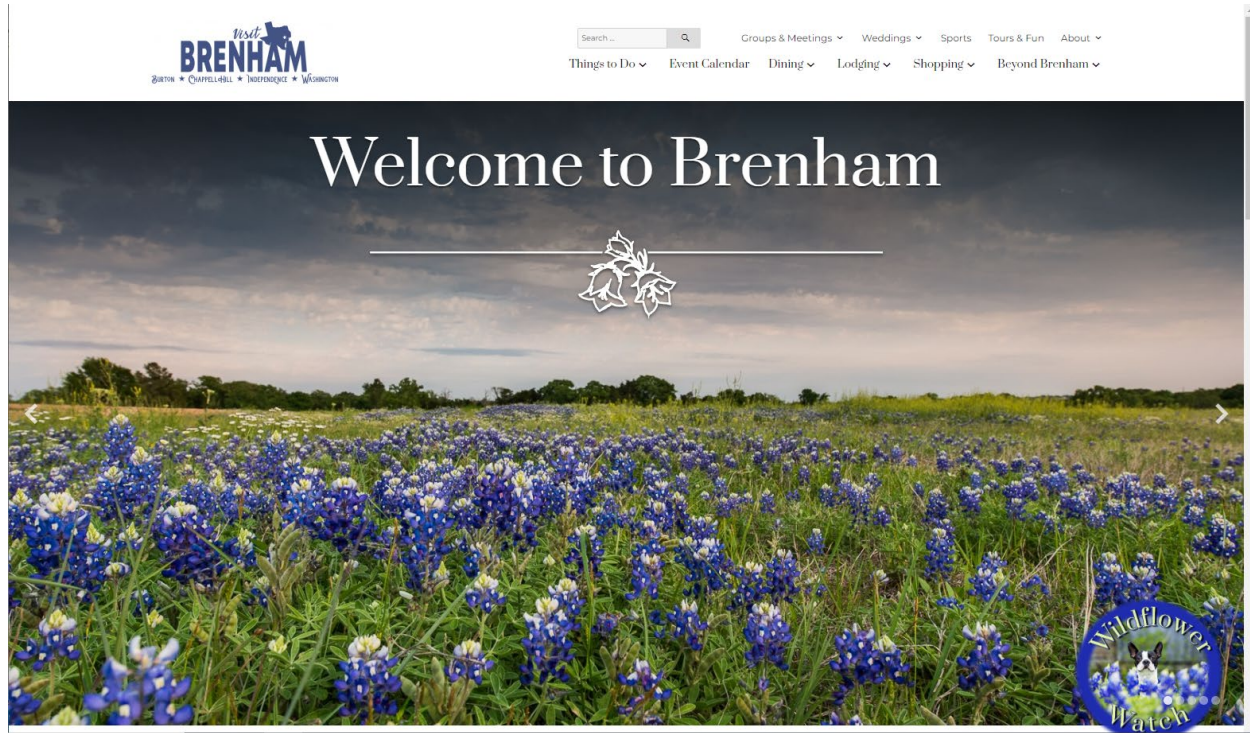
---

Presented to:  
Tourism Advisory Board  
April 20, 2023

# Visit Brenham/WC Website

	Views	Users	Views Per User:	Avg. Time of Engagement
January	55,888	18,479	3.02	1m 19s
February	65,528	22,452	2.92	1m 16s
March	144,920	49,138	2.95	1m 9s
<b>Q2 TOTALS</b>	<b>266,336</b>	<b>90,069</b>	<b>2.96</b>	<b>1m 15 s</b>

# Visit Brenham/WC Website



# Visit Brenham/WC Website

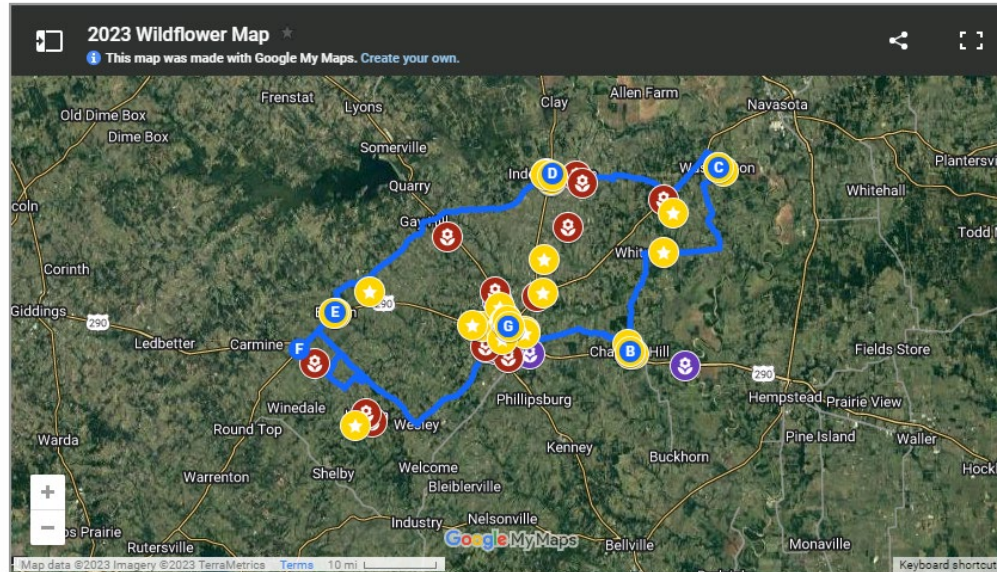


Splashes of Springtime Color Paint the Rolling Hills  
of Washington County

Wildflower Watch page went live in February.

# Visit Brenham/WC Website

2023 WILDFLOWER DRIVING MAP



Received more than 200,000 views this year!



# Visit Brenham/WC Website

- Working to improve SEO
- Considering some interactive additions to the website, such as a Trip Planner, and premade itineraries
- Updated events calendar search
- Working with STRs to be sure those paying HOT are on the website



Family, friends and visitors all enjoy popular events that are planned throughout the year. Wine Walks, Fun Runs, Festivals and Fairs put smiles on faces young and young at heart!

Start Date

April 2023

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

End Date

April 2023

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEARCH

# Visitor Center

	January 2023 / 2022	February 2023 / 2022	March 2023 / 2022	Q2 TOTALS 2023 / 2022
Walk-Ins	598 / 264 (Swirl participant)	292 / 282	1,180 / 736	<b>2,070 / 1,282</b>
Visitor Guides Mailed	213 / 300	358 / 269	511 / 362	<b>931 / 783</b>
Phone Calls	146 / 95	111 / 68	291 / 158	<b>548 / 321</b>

# Partners & Visitor Experiences

- Hosted Tourism Partner Awards event
- Original shipments and deliveries of more than 49,000 Visitor Guides
- Kept partner accounts updated on the website 4/2/5
- Manned an information booth at Blue Bell for Spring Break.



# Partners & Visitor Experiences

- Attended ribbon cuttings for partners Kipper's, Antique Rose, Glamfetti, and Flown the Coop. Attended Open House for home tours in Independence
- Keeping the Fire Museum open on Saturdays and all Spring Break week and opened for scheduled tours
- Met with new owner of Historic Laundry Building, or former 4-Star Concert Hall, about her plans
- Planning National Tourism Week ads and Local Tourism Day



# E-Newsletter



# E-Newsletter

	January	February	March
Sent/ Successful	10,542 / 9,511	9,727 / 9,614	10,004 / 9,850
Open Rate*	39.4%	37.4%%	38.7%
Click Rate**	2.6%	2.7%	3.3%
Top Clicks	<ul style="list-style-type: none"> <li>• Events Calendar</li> <li>• Uptown Swirl</li> <li>• Winter Blues/WOB</li> </ul>	<ul style="list-style-type: none"> <li>• Wine &amp; Choc Stroll</li> <li>• Small Town Shopping Expo</li> <li>• VB Homepage</li> </ul>	<ul style="list-style-type: none"> <li>• ARE Spring Celebration</li> <li>• Event Calendar</li> <li>• Visit Brenham Home page</li> </ul>

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

# “Happenings This Week”

# SPRING BREAK EDITION!



What's Happening

Brenham Washington County Spring Break

MARCH 13 - 19, 2023

## WEDNESDAY

- Spring Break Hands-on-History at Washington-on-the-Brazos
- Hoppy Hour Wednesday at Brazos Valley Brewery
- Beer Wednesday at Floyd's Lounge
- Wine Down Wednesday at Main Street Uncorked
- Whiskey Wednesday at Brown Water Cigar Bar
- Trivia Night at 30 North Gastropub
- Wine Down Wednesday at HSF Biergarten

## THURSDAY

- Spring Break Hands-on-History at Washington-on-the-Brazos
- Trivia at Brazos Valley Brewing Co.
- Martini Thursdays at Main Street Uncorked
- BINGO NITE at HSF Biergarten

## FRIDAY

- Spring Break Hands-on-History at Washington-on-the-Brazos
- Rob Moorman Band Live at Brazos Valley Brewing Co
- Robert Zientek Live at Nathan's BBQ
- Allison, Randy & Paul Live at the White Horse Tavern
- Kyle Reed Live at Floyd's Lounge
- Snik's Dog & Pony Show Live at HSF Biergarten

## SATURDAY

- Live Demonstrations at Washington-on-the-Brazos
- Antique Carousel Rides at Fireman's Park
- Yoga & Mimosas at Chappell Hill Lavender Farm
- Lucky Spring Market & St. Patty's Day at Brazos Valley Brewery
- 6th Annual St. Patsy's Party in Downtown Brenham
- Games Day & Tasting Event at Wine Bar Brenham
- Jeff Robertson Live at Wine Bar Brenham
- Kites Live at HSF Biergarten
- James Garland Live at Brazos Valley Brewery
- The Celtic Angels Perform at The Barnhill Center
- Bill Mock Live at White Horse Tavern
- Devin Baize Live at at Floyd's Lounge
- The Mighty Orq Live at at HSF Biergarten

## SUNDAY

- Live Demonstrations at Washington-on-the-Brazos
- Antique Carousel Rides at Fireman's Park
- Sunday with Trey at HSF Biergarten

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

## Brenham Visitor Center

115 W. Main Street  
979-337-7580

## Spring Break Activities March 13-19

### Brenham:

#### Blue Bell Creamery

Mon - Fri 8 - 5, observation deck closes at 2pm

#### Antique Carousel Rides

Mon - Fri 11 - 2, Sat 11 - 4, Sun 11 - 4

#### Brenham Heritage Museum

Monday - Saturday 10 - 4

#### Brenham Fire Museum

Monday - Saturday 11 - 3

#### Horseshoe Junction Family Fun Park

Sun - Thurs noon-8, Fri noon - 9, & Sat 10-9

#### Skating at Silver Wings Ballroom

Mon - Fri noon - 5, Fri 7-10, Sat 11 - 5, Sun 2 - 5

#### Swim Inflatables at Aquatic Center

Mon - Fri 1 - 4

#### Mr. Gatti's Pizza & Games

Sun - Thurs 11 - 8:30, Fri & Sat 11 - 9

#### Around the County:

##### Texas Cotton Gin Museum

Tues - Sat 10 - 4; Tours at 10 and 2

##### Peeka Ranch Alpaca Farm

Open to public Mon - Sat 10am - 2:30

##### Chappell Hill Lavender Farm

Mon - Fri 10 - 2, Sat 9 - 5, Sun 11 - 4

##### Chappell Hill Historical Museum

Wed - Sat 10 - 4

##### Antique Rose Emporium

Monday - Sat 9 - 5:30, Sunday 11 - 5:30

##### Texas Baptist Historical Museum

Tuesday - Saturday 10 - 4

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

Star of the Republic Museum & Visitor Center 10 - 5  
Barrington Plantation State Historic Site Mon - Sun 10 - 4:30

##### Wine & Beer Tastings:

Texas Star Winery Fri - Sat 11 - 6, Sun noon - 5

Saddlehorn Winery Thurs - Sun 11 - 6

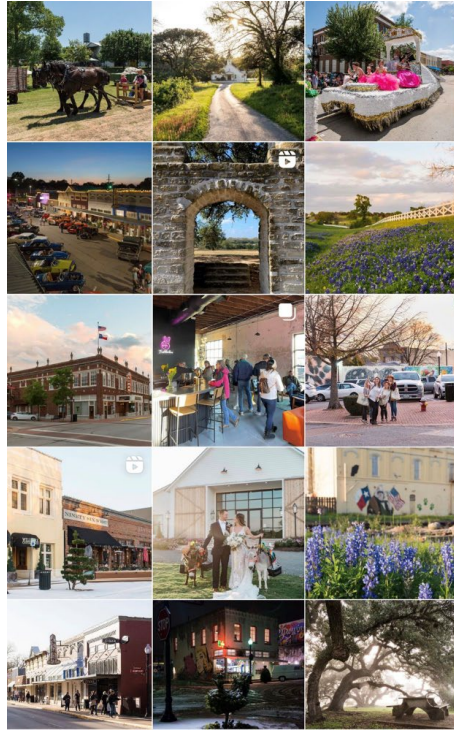
Windy Winery Sunday - Friday 1-5, Saturday 12 - 5

Chapelton Vineyards Wednesday - Saturday 11 - 6, Sun noon - 5

##### Brazos Valley Brewery

Wed & Thurs 3 - 9, Fri & Sat noon - 10, Sun 12 - 7

# Social Media



## January 2022 Instagram



1,641  
Posts

7,765  
Followers

384  
Following



Most Likes




Most Impressions




# Social Media

Most Popular  
Facebook Post  
January 2022

 Visit Brenham/Washington County, Texas  
Published by Buffer · January 30 at 7:35 AM · 🌐

If you're looking for scenic country drives and Texas history, Washington County is waiting!



14,916 People reached    544 Engagements    5 Comments 25 Shares

# Social Media



## January 2022 Organic Posts

**facebook**

**36 Posts**

**88,970 Impressions**

**+**

**Instagram**

**14 Posts** : 42,930

**151 Stories** : 38,366

**81,296 Impressions**

**Total Impressions = 170,266**

# Social Media

Most Popular  
Facebook Post  
February 2022

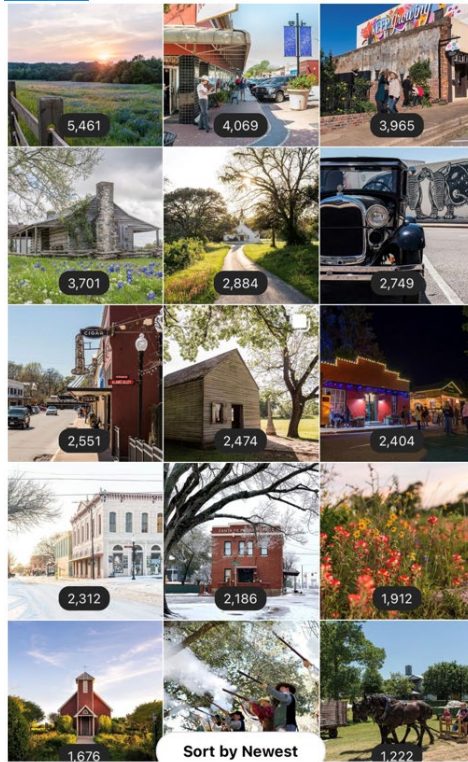
Visit Brenham/Washington County, Texas  
Published by Buffer · February 5

It's a gorgeous weekend for a weekend escape to Washington County!

7,170 People reached    134 Engagements    6 Shares

# Social Media

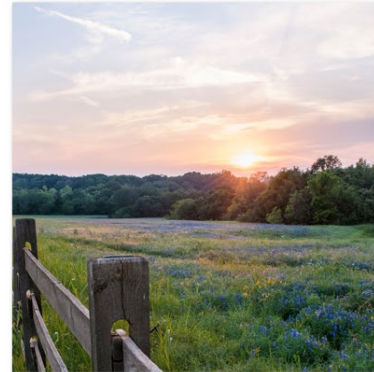
## February 2022 Instagram



1,655  
Posts

7,840  
Followers

387  
Following



Most Likes & Most Impressions

# Social Media



## February 2022 Organic Posts

**facebook**

**45 Posts**

**82,275 Impressions**

**+**

**Instagram**

**14 Posts** : 44,677

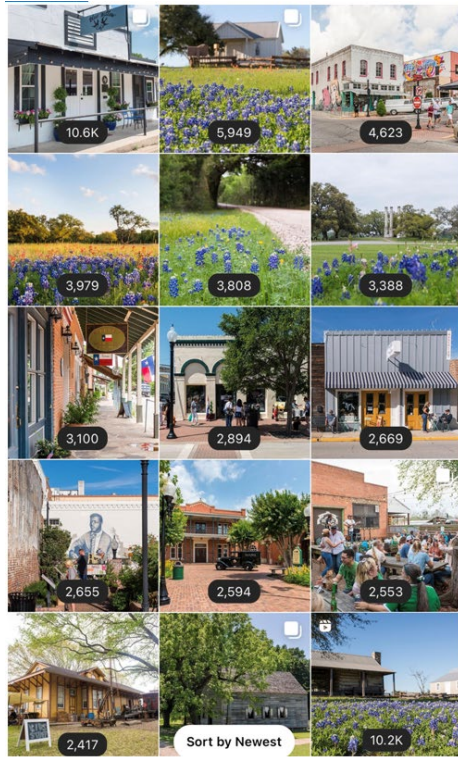
**145 Stories** : 36,516

**81,193 Impressions**

**Total Impressions = 163,469**

# Social Media

## March 2022 Instagram



1,670  
Posts

8,014  
Followers

391  
Following



Most Likes & Most Impressions

# Social Media

Most Popular  
Facebook Post  
March 2022



# Social Media



## March 2022 Organic Posts

**facebook**

**44 Posts**

**133,327 Impressions**

**+**

**Instagram**

**14 Posts** : 63,820

**151 Stories** : 53,642

**117,462 Impressions**

**Total Impressions = 250,789**



# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



JANUARY 2022 - MARCH 2022



FACEBOOK

Most Popular Post

Visit Brenham/Washington County, Texas  
Published by Brenham @ March 28 at 7:42 AM  
Early 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!



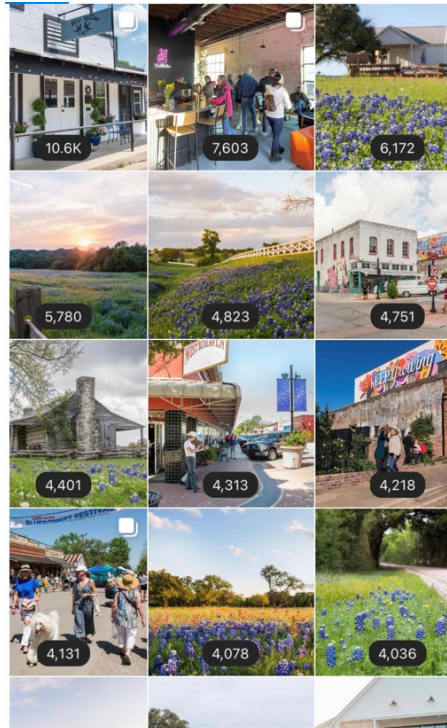
39,570 1,664 9 Comments 89 Shares  
People reached Engagements

♥ 480 Likes

↔ 89 Shares

👁 39,570 Impressions

# Social Media



**INSTAGRAM**  
**Most Popular Post**



**Most Likes**  
**633**

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



JANUARY 2022 - MARCH 2022



**584,524**  
Total Impressions



INSTAGRAM  
FOLLOWERS

**8,014 followers**

**339**



FACEBOOK  
FOLLOWERS

**21,214 followers**

**264**

# Digital Marketing

Madden | Media Performance - March 2023


## SEM Leisure

### OVERALL PERFORMANCE

**33,950 CLICKS**  
109% TO GOAL OF 31,250 CLICKS

### CAMPAIGN PERFORMANCE

 8,578 Clicks

 8.78% CTR  
BENCHMARK: 9.19%

 3,912 Conversions



Top Ad Group: Wildflower Watch; Weddings



Top Keywords:

1. Texas bluebonnet trail map - 2,259 Clicks
2. Texas bluebonnets season - 1,448 Clicks
3. Texas bluebonnet trail - 845 Clicks

### INSIGHTS



- Top 3 affinity audiences are Entertainment News Enthusiasts, Art & Theater Aficionados, and Family Vacationers

Ad	Impressions	Clicks	CTR	Ad	Impressions	Clicks	CTR
● Enabled	63,263	6,327	10.00%	● Enabled	12,985	591	4.55%

Discover Texas Bluebonnets | Incredible Wildflower Fields | Texas Wildflowers  
[www.visitbrenhamtexas.com/wildflowers](http://www.visitbrenhamtexas.com/wildflowers)

See the wildflower map & find bluebonnets, primroses, firewheels & more! The Bluebonnet Trail combines 80 miles of scenic roads & wildflowers in Washington County.  
Styles: Primroses, Fire Wheels, Texas Bluebonnets

Dream Texas Weddings | Celebrate in Brenham | Rustic wedding charm  
[www.visitbrenhamtexas.com](http://www.visitbrenhamtexas.com)

Discover charming wedding venues in Brenham. Plan your dream Texas wedding today. Over thirty unique and beautiful venues to fit your style, your dreams, and your budget.  
Live Music And Nightlife  
Parks And Outdoors  
Arts And Culture  
Annual Events

# Digital Marketing

Madden | Media Performance - March 2023


## Meetings SEM

OVERALL  
PERFORMANCE

2,294 CLICKS  
69% TO GOAL OF 3,333 CLICKS

### CAMPAIGN PERFORMANCE

 840 Clicks

 5.97% CTR  
BENCHMARK: 4.70%

 283  
Conversions



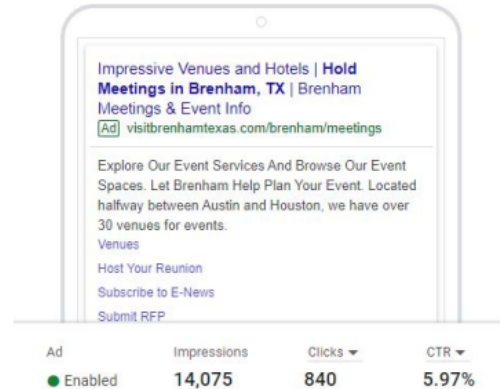
Top Keywords:

1. Texas venues - 303 Clicks
2. Brenham venues - 162 Clicks
3. Texas event space - 145 Clicks

### INSIGHTS



- Top locations driving traffic:
  - Houston (10.86%)
  - Dallas (10.04%)
  - (not set) (4.37%)
  - San Antonio (3.66%)



# Digital Marketing

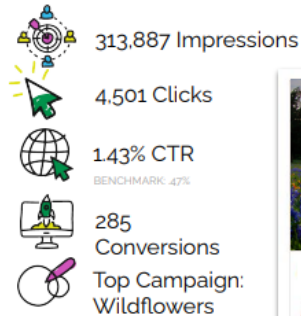
Madden | Media Performance - March 2023

## Responsive Display

### OVERALL PERFORMANCE

27,869 CLICKS; 2,121,821 IMPs.  
158% TO GOAL OF 17,646 CLICKS  
41% TO GOAL OF 5,202,246 IMPs.

### CAMPAIGN PERFORMANCE



### INSIGHTS



- Top Affinity Audiences are Travel, Family Vacationers, Art & Theater Aficionados

**Visit Wildflower Fields**  
The Perfect Spring Road Trip Is Awaiting You - Check Out A Scenic Wildflower Driving Map

108,491 IMPRESSIONS  
1,854 CLICKS  
1.71% CTR

**Texas Arts & Culture**  
Tour Brenham's Local Art Scene. Check Out 23 Murals, A Variety of Indoor Galleries & More!

56,581 IMPRESSIONS  
1,176 CLICKS  
2.08% CTR

**2023 Spring Events**  
Live entertainment, tours, parades, tasty food & more! Check out our spring festivals!

148,815 IMPRESSIONS  
1,471 CLICKS  
0.99% CTR

# Digital Marketing


Madden | Media Performance - March 2023

## Meta CTS

### OVERALL PERFORMANCE

**31,154 CLICKS**  
145% TO GOAL OF 21,429 CLICKS

### CAMPAIGN PERFORMANCE

 143,998 Impressions

 80,607 Reach

 4,381 Clicks

 3.04% CTR  
BENCHMARK: 90%

6,015 IMPRESSIONS

5,008 REACH

413 CLICKS

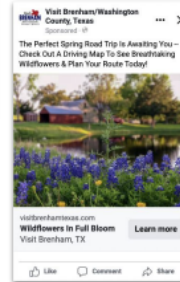
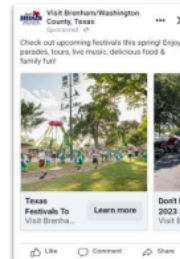
465 ENGAGEMENTS

6.85% CTR

### INSIGHTS



- Majority of users for Annual Spring Events and Wildflowers are 55+; Arts & Culture is ages 45-64.
- 86% of clicks are from female users.
- Top 3 user markets are Houston, Dallas, and Austin



60,040 IMPRESSIONS

39,185 REACH

613 CLICKS

932 ENGAGEMENTS

1.01% CTR

77,933 IMPRESSIONS

43,103 REACH

3,355 CLICKS

5,604 ENGAGEMENTS

4.30% CTR

# Digital Marketing

Madden | Media Performance - March 2023

## Pinterest

OVERALL  
PERFORMANCE

4,203 CLICKS  
94% TO GOAL OF 4,457 CLICKS

### CAMPAIGN PERFORMANCE



214,359 Impressions



1,607 Clicks



0.75% CTR

BENCHMARK 22%

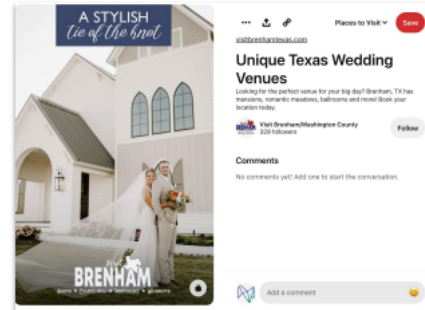


35 Saves

### INSIGHTS



- Pins received a total of 2,071 engagements
- 36% of users are aged 25-34



113,197 IMPRESSIONS

816 CLICKS

1,120 ENGAGEMENTS

13 SAVES



# Digital Marketing

Madden | Media Performance - March 2023

## Google Video

### OVERALL PERFORMANCE

22,035 VIEWS  
22% TO GOAL OF 100,000 VIEWS

### CAMPAIGN PERFORMANCE



35,637 Impressions



22,035 Views



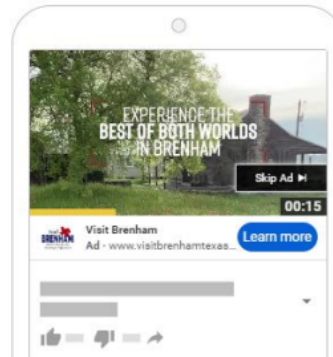
61.83% View Rate

BENCHMARK: 29.6%

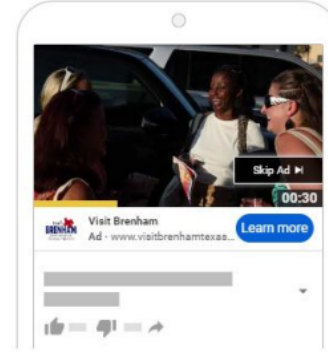
### INSIGHTS



- 27% of users are ages 18-24. Other ages are fewer and relatively evenly split.
- 64% of views were on TV screens



31,274 IMPRESSIONS  
19,117 VIEWS  
61.13% VIEW RATE



4,363 IMPRESSIONS  
2,918 VIEWS  
66.88% VIEW RATE

# Print Ads

*Bluebonnets, Bar-B-Que & Big Fun*  
That's the Buzz in Texas' Favorite Hometown!

**PLAN A WEEKEND OF FUN & FRESH AIR and DON'T MISS**  
Burton Cotton Gin Festival - April 15 | Official Bluebonnet Festival of Texas - April 15 & 16

visit **BRENHAM**  
BURTON \* CHAPPELL HILL  
INDEPENDENCE \* WASHINGTON  
VisitBrenhamTexas.com | 979.337.7580

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



**Texas Monthly & Texas Highways**  
March

## Texas Events Calendar Jan-Mar

visit **BRENHAM**  
BURTON \* CHAPPELL HILL  
INDEPENDENCE \* WASHINGTON  
VisitBrenhamTexas.com  
979.337.7580

*"Spring is nature's way of saying  
let's Party!"*  
- Robin Williams

Consider yourself invited ...  
and don't forget to  
bring your best friend!

## DON'T JUST PLAN A MEETING PLAN AN EXPERIENCE

We roll out the red carpet to ensure your small meetings are a big hit -  
The Barnhill Center is perfect for up to 200 attendees with 5 meeting space options.

Meet in **BRENHAM**

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



**Meet Texas**  
February

Tourism & Marketing Report

# Print Ads

*Bar-B-Que, Bluebonnets & Big Fun Festivals*  
**ESCAPE THE CITY FOR A WEEKEND OF FRESH AIR and FUN!**  
*Only about an hour west of Houston!*

Texas Ranger Day  
March 11

Waltz Across Texas Flower Show  
March 29-30

Burton Cotton Gin Festival  
April 15

Official Bluebonnet  
Festival of Texas - April 15 - 16

BURTON  
CHAPPELL HILL  
**visit BRENHAM**  
INDEPENDENCE  
WASHINGTON

For a free Visitor Guide or more information, contact us at [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) | 979.337.7580

**Houston Chronicle  
Spring Tab**

**UNEXPECTED PERKS  
YOU'LL LOVE IN  
DOWNTOWN  
BRENHAM, TEXAS**

Meet in Brenham for the perfect blend of charming & modern ...  
with great places to make your day productive!

Meet in  
**BRENHAM**

Located halfway between Houston & Austin • 979.337.7580 • [MeetInBrenham.com](http://MeetInBrenham.com)

**Texas Meetings**

**A VENUE OF  
HISTORIC PROPORTIONS  
IN BRENHAM, TEXAS**

Glamour and the grand style of the 1925 Simon Theatre live on in The Barnhill Center at Historic Simon Theatre.

Perfect for events or meetings looking for originality and an authentic Texas experience. Grand ballroom, plush restored theatre, breakout rooms, caterer's dream kitchen, top notch service...we have it all!

You will feel the charm of the old and appreciate the convenience of all the modern updates.  
Truly — The Best of Both Worlds!

the **BARNHILL  
Center** AT HISTORIC SIMON THEATRE

111 W. Main St. • Brenham, Texas 77833 • 979.337.7240  
[TheBarnhillCenter.com](http://TheBarnhillCenter.com) • [info@TheBarnhillCenter.com](mailto:info@TheBarnhillCenter.com)

**Texas Society of Association  
Executives (TSAE) Directory**

**TSAE Marketplace**

# Digital Ads



Texas Highways.com

# Bonus Media/Advertorial



## Texans gather at Washington On The Brazos for Texas Independence Day Celebration



Texas Independence Day Celebration kicked off Saturday with cannon firing demonstrations, Texas history reenactments and more. (KBTX)  
By [Conner Beene](#)  
Published: Feb 25, 2023 at 9:21 PM CST

WASHINGTON, Texas (KBTX) - To celebrate Texas Independence Day Washington On The Brazos held a family-friendly event to show appreciation to the Lone Star State.



Feb 4 • 1:34 pm

### Wildflower Drives In Texas

sure seven days a week. 4. Washington County  
endence, Washington, Chappell Hill On this ...

Tag • Translate • Share

KPRC-TV - Houston Life USA • Feb 1 • 11:51 am

### By the numbers: Trail riders to saddle up as Houston Rodeo approaches; What to expect

In January of 1952, the first Trail Ride took place with four men from [Brenham](#), Texas. These and other fun and amazing rodeo facts here. 71...

Reach 3M

Tag • Translate • Share

### By the numbers: Trail riders to saddle up as Houston Rodeo approaches; What to expect



Trail rides headed to Houston

# Bonus Media/Advertorial

## Celebrate Spring Wildflowers in Texas at These Festivals and Trails

From Fredericksburg to Washington-on-the-Brazos, towns across the state host events during blooming season

Written by: Amanda Ogle  
Published: March 15, 2023 at 5:05 pm



Beautiful wildflowers are popping up across the state from March through May. And while we all love our bluebonnets, [other types of wildflowers](#) keep the landscapes colorful as well, including Indian paintbrushes, Mexican hats, pink evening primrose, horsemint, and firewheels (also known as Indian blankets).

TRAVEL DESTINATIONS ACTIVITIES & INTERESTS TYPES OF TRAVEL NEWS & TIPS INSPIRE RETIRE BEST OF TRAVEL AWARDS

DESTINATIONS UNITED STATES TEXAS

## 12 Ways To Spend A Great Day In Charming Brenham, Texas

KIM CROISANT



RELATED: DESTINATIONS TEXAS UNITED STATES



MSN.com USA • Feb 4 • 1:34 pm

## 9 Beautiful Spring Wildflower Drives In Texas

... the garden at your leisure seven days a week. 4. Washington County **Brenham**, Burton, Independence, Washington, Chappell Hill On this ...

Reach 212M

Tag • Translate • Share

HOUSTON on the cheap CALENDAR THINGS TO DO

## BLUEBONNETS HOUSTON – 26 FIELDS, PARKS, AND TRAILS WHERE YOU CAN FIND BLUEBONNETS NEAR YOU

Posted by LezeL, | Mar 4, 2023 | Family-Friendly, Outdoor, Things To Do In Houston | 0

Reach 123k

## BRENHAM/ WASHINGTON COUNTY



Bluebonnets Houston | Image credit: Visit Brenham Washington County, Texas

Whenever spring season rolls around, a favorite spot for bluebonnets hunters is the Brenham/ Washington County. The area is filled with tons of picturesque bluebonnets fields. One particular favorite stop is Old Baylor Park in Independence. Situated just off Highway 390, the bluebonnets-filled area is shaded by centuries-old, graceful Oak trees making it a fairytale-like spot.

**When:** Monday - Sunday

**Where:** [Brenham/ Washington County, TX, 77833](#)

**How Much:** Varies

# Bonus Media/Advertorial

NEWS // LOCAL

## Bluebonnet season has arrived in Texas. where you can find them

Elena Bruess, San Antonio Express-News

March 8, 2023 | Updated: March 8, 2023 12:48 p.m.



San Antonio Express News  
Reach: 1M

Shel Winkley Retweeted  
**Rusty Surette** @KBTXRusty · Mar 14  
👍 Hands down one of the most spectacular photos sent to us.  
Taken on Monday evening in Brenham by Mary Anne Moran.  
[#Godisgood](#) [#Texasishome](#)



Image by: Mary Anne Moran  
Brenham, TX

3 11 199 9,681

# Bonus Media/Advertorial

## Bluebonnets in full bloom at Permavista Ranch in Brenham



It's that time of year again! In Texas, we love to soak in the beauty of the state flower in the spring. Bluebonnet season is upon us!

Author: khou.com  
Published: 8:18 PM CDT March 14, 2023  
Updated: 8:18 PM CDT March 14, 2023

**KHOU**  
Reach: 2M

## Tiny Texas Towns with the Best Bluebonnet Views This Spring

### House Beautiful

STEFANIE WALDEK  
Updated March 30, 2023, 4:55 PM



*Brenham*

Located between Houston and Austin, Brenham and its neighboring towns are a bluebonnet hotspot, with the flowers blooming along roads, in parks, and in fields.

After a scenic drive, head into town to sample Brenham's famous Blue Bell ice cream.

**AOL.com**  
Reach: 17M



# The Barnhill Center - Rentals

## Tour Groups

Texas Leadership Summit

HDL Chinese New Year Luncheon

Development Services Recognition

Vow Renewal, Rehearsal Dinners

## Business Meetings:

HDL, Citizens State Bank, Germania,  
Moser Community Media

Washington County Spelling Bee

Leadership Washington County



# The Barnhill Center - Entertainment



The Malpass Brothers

Lorrie Morgan

Sweet Baby James

Lyle Lovett

The Jersey Tenors

The Celtic Angels

# Group Sales

- Mailed 130 boxes for Meeting Awareness campaign
- Attended SW Showcase for meeting planners and met with 32 organizations – smallest DMO represented but great for awareness
- Updated info lodging properties receive concerning what Visit Brenham offers them



# Group Sales



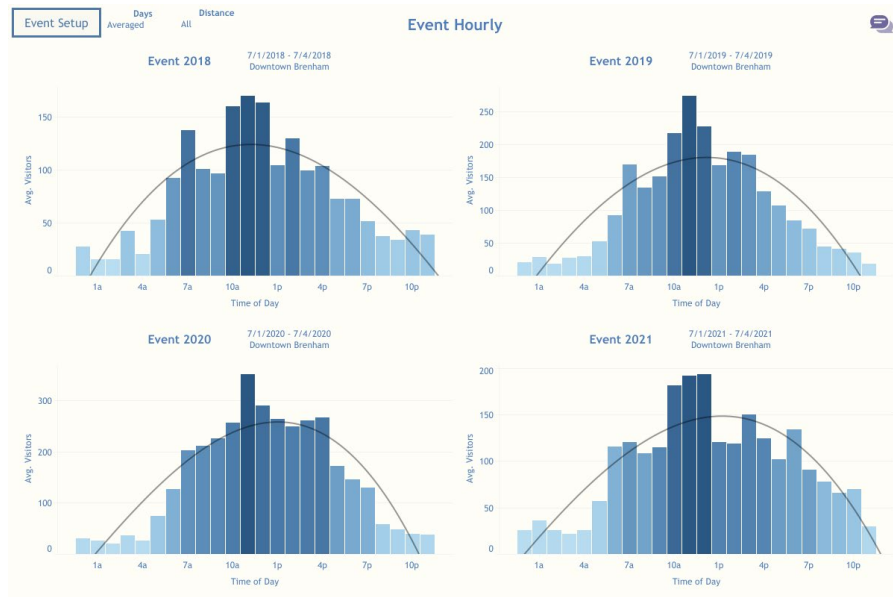
Helping organize a field trip for the Hospitality class at BHS to educate about Visit Brenham, tourism in our area and The Barnhill Center

Dealing with group/meeting inquiries

Met with visitor analytics company, Datafy, to learn about the new dashboard and changes to data availability

# Datafy 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



# Just Around the Corner...

**Thursday, May 4, 1:00 pm:**  
National Travel & Tourism Week  
Proclamation at City Council

**Thursday, May 16, 4:00 – 6:00 pm:**  
Local Tourism Day Open House  
in the Visitor Center





## AGENDA ITEM 12

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Administrative Report to Include STR Update and GovOS Contract Renewals, Possible Application to Participate in the Smithsonian's Museum on Main Street Program, Upcoming Plans for National Tourism Week and Local Tourism Day, and Next Meeting Update

Date: April 15, 2023

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We have several items to share in the Administrative Report:

- Per Nancy Joiner, who has become our STR guru, as of this day, we have 89 STRs in the City of Brenham. We have 24 STRs that are currently not paying the local HOT and going through our step enforcement process, for varying reasons. It might be they have included the wrong account numbers on their returns, have failed to pay last month's HOT, or maybe they are new and have not had guests yet.
- At the meeting, we will have an update for you on the GovOS contract renewal.
- May 6-13 is National Travel and Tourism Week and will have a proclamation read at the May 4 City Council Meeting. We will also be recognizing Tuesday, May 16 as Local Travel and Tourism Day. For this special occasion, we will be hosting a Cocktail Reception to thank all of our Tourism Partners for the work they do and will be inviting the general public to attend and learn more about the impact of tourism on Brenham and Washington County.
- I will be attending a conference the week of July 20 when our next meeting was previously scheduled. Would it be possible for the board to meet either Thursday, July 13, or Thursday, July 27 instead?



# 2023 Round 2 Tourism Grant Request Application Packet

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**NAME OF ORGANIZATION REQUESTING GRANT:**

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**NAME OF EVENT/PROGRAM/PROJECT:**

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**NAME OF PRIMARY CONTACT:**

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CONTACT PHONE:

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CONTACT EMAIL:



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## Overview of the Application Process

- By agreement with the City of Brenham, Washington County Commissioners Court will fund county-wide Tourism Grant requests made bi-annually for events/programs/projects that meet Hotel Occupancy Tax state statute requirements.
- Application forms will be available online at [cityofbrenham.org/hotgrantapp](http://cityofbrenham.org/hotgrantapp) on the following dates:  
  
2023 Funding Application Online:                      May 1, 2023
- See the timeline for 2023 grant requests on page 4 of this packet.
- The Board's Eligibility Committee will review grant requests and submit those eligible to the Funding Committee, which will make funding recommendations to Commissioners Court based on the following:
  1. Strength of the application, and
  2. Funding allocation available for distribution.
- Entities awarded grants will receive grant funding within two weeks of Commissioners Court approval.
- All entities approved for Tourism Grants must submit the Post Event Report within 60 days of each funded event. *Failure to comply with this requirement and expected expenditures may affect future funding decisions.*

## Rules of Eligibility and Priority for Hotel Occupancy Tax Funds

- Chapter 351 of the Tax Code states that funds must be used only to promote tourism and the hotel and convention industry directly and must fit into one or more of the nine (9) eligible categories for funding. These categories include:
  1. Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
  2. Paying the administrative costs for facilitating convention registration.
  3. Paying for advertising, solicitation, and promotions that attract tourists and convention delegates.
  4. Expenditures that promote the arts. (Please note that it is not enough that an organization, facility, or event promote the arts; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.)
  5. Funding historical restoration or preservation programs. (Please note that it is not enough that an organization, facility, or event promote restoration or preservation programs; state law requires that the expenditure also must be likely to directly promote tourism and the hotel and convention industry.)
  6. Certain sporting event-related expenses.

- 
- 7. Certain sporting related structures
  - 8. Certain tourist shuttles
  - 9. Signage directing tourists to attractions frequently visited by overnight guests
- Applicants applying for HOT funds to advertise an event must focus funds on targeting visitors outside a 50-mile radius of Brenham/Washington County.
  - Priority will be given to those events and entities based on their ability to generate overnight stays in Brenham & Washington County. Entities can prove this potential to generate overnight visitors by:
    - a) Historical information on the number of room nights used during previous years of the same events;**
    - b) Current information on the size of a room block** that has been reserved at area hotels to accommodate anticipated overnight guests attending the event requesting hotel tax funds.
    - c) Historical information on the number of guests at hotels or other lodging facilities that attended the funded event; and/or**
    - d) Providing examples of marketing programs and activities** that are likely to generate and encourage overnight visitors to local lodging properties.
  - The applicant must contact Visit Brenham/Washington County DMO to share information concerning the event and ensure that [www.VisitBrenhamTexas.com](http://www.VisitBrenhamTexas.com) is listed as a source on any and all promotional information provided to the registrant and/or vendor/event attendees, including event websites.
  - To help in determining the amount you will be requesting, please consider how many room nights are needed to replenish the fund. Here is an example to use to determine the number:

<b>\$1,000 Grant Request</b>	<b>\$100.00 Room Rate</b>	<b>7% HOT Rate</b>
$\$1,000.00 / 100.00 = 10$	$10 / .07 = \mathbf{142}$	approximate room rentals

Funding is not solely determined by the number of nights calculated,  
but will be considered in priority designation for funding.

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**Important Dates for HOT Funding:**

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

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

	<b>Round 1 for 2022</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 2021 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

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# 2023 Tourism Grant

## Round 1 Funding Application

### Submitting An Application:

Tourism Grant applicants for funding of an Event/Program/Project (E/P/P/) must submit a completed application and provide required documentation. The application deadline for 2023 funding is May 21, 2023.

Completed applications will be accepted online by Nancy Joiner at [njoiner@cityofbrenham.org](mailto:njoiner@cityofbrenham.org) Online applications are the preferred method, but applications will also be accepted at the Brenham/Washington County Visitor Center 115 W. Main, Brenham, Texas 77833.

Multiple applications will be accepted from groups, but each event/program must have a separate application.

It is the applicant's responsibility to provide email addresses/phone numbers that will allow them to be contacted expediently and to update Joiner of any changes.

### Organization and Contact Information:

**Legal name of organization requesting funds:**

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**Organization mailing address:**

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**Tax ID#:**

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**Mission or Purpose of your organization:**

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**Organization Website:**

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**Organization Social Media:**

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**Name of primary contact:**

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**Title of primary contact:**

---

**Mailing address of primary contact:**

---

**Email:**

---

**Phone:**

---

**Cell:**

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## Event/Program/Project Information:

Name: \_\_\_\_\_

Date for event/program/project: \_\_\_\_\_

Website or Webpage for event: \_\_\_\_\_

Did you create a Facebook Event for this year: \_\_\_\_ Yes \_\_\_\_ No

Amount Requested 2023: \$ \_\_\_\_\_

2022: \$ \_\_\_\_\_

2021: \$ \_\_\_\_\_

Is this amount more than last year's event?: \_\_\_\_\_

Why?: \_\_\_\_\_

What are your goals for this event?  
\_\_\_\_\_  
\_\_\_\_\_

Will this be a ticketed event? \_\_\_\_ Yes \_\_\_\_ No

Will there be vendors? \_\_\_\_ Yes \_\_\_\_ No

Is there a vendor fee? \_\_\_\_ Yes \_\_\_\_ No

Expected Attendance: \_\_\_\_\_

### Which Category or Categories Apply to Your Funding Request, and the Amount Requested Under Each Category.

\_\_\_\_ Convention Visitor Information Center: \$ \_\_\_\_\_

\_\_\_\_ Registration of Convention Delegates: \$ \_\_\_\_\_

\_\_\_\_ Advertising: \$ \_\_\_\_\_

\_\_\_\_ Promotion of the Arts: \$ \_\_\_\_\_

\_\_\_\_ Historical Restoration and Preservation: \$ \_\_\_\_\_

\_\_\_\_ Sporting Event: \$ \_\_\_\_\_

\_\_\_\_ Tourist Transportation: \$ \_\_\_\_\_

\_\_\_\_ Tourist Information Signage: \$ \_\_\_\_\_

---

Please list other businesses, organizations, governmental entities, and grants that have offered financial support for your event/program: \_\_\_\_\_

---

### Attendance, Funding, and Hotel Booking Information

For 2-day events, has a room block been established for vendors?

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*If no, contact Hannah Mertz ([hmertz@visitbrenhamtexas.com](mailto:hmertz@visitbrenhamtexas.com) 979-337-7585) at the Visit Brenham/Washington County to assist in room blocks.*

---

### Advertising/Promotional/Marketing Efforts

Please check all promotional efforts your organization is coordinating, and the total amount financially committed, including amounts for each newspaper/magazine, radio & TV station and social media platform:

Print: \$

---

Radio: \$

---

Television: \$

---

Social Media: \$

---

Other: \$

---

Paid advertising consultant/design: \$

---

What geographical area(s) will be the focus of your advertising:

---

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What date will promotion and marketing efforts begin for this event? \_\_\_\_\_

What date did you update your event/organization listing on the DMO website? \_\_\_\_\_

---

*VisitBrenham and the Visitor Center require events to be posted and rack cards and posters delivered at least 4 weeks before the event 2-3 months is preferable for the greatest promotional impact.*

### Economic Impact:

Please describe how this event/program will increase tourism or have a positive economic impact on Brenham/Washington County:

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Will this event/program generate overnight stays in Brenham/Washington County?

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How much Hotel Occupancy Tax is projected to be generated by this event/program?

# of rooms: \_\_\_\_\_ X # of nights: \_\_\_\_\_ X avg room rate: \$ \_\_\_\_\_ X tax \$ 0.07 = \$ \_\_\_\_\_

What local vendors will be used to accomplish this project? (food, porta potties, etc.)

Name of Business	Role

### Required Attachments:

Along with the required application, please submit the following attachments:

\_\_\_\_\_ Itemized, detailed list of income/expenditures required for funding and a preliminary income/expense report (template emailed to you).

\_\_\_\_\_ Marketing plan, including targeted audience and list of media to be used

\_\_\_\_\_ List of Board of Directors/Event Committee with contact phone numbers

\_\_\_\_\_ Event planning timeline or timeline through project completion

\_\_\_\_\_ Schedule of activities relating to your expenditure

\_\_\_\_\_ W9 form for organization or representative to be reimbursed

\_\_\_\_\_ Any other information you feel will support your application

---

**POST EVENT/PROGRAM/PROJECT (E/P/P) REPORT:**

A Post Event/Program/Project (E/P/P) Report is required to be submitted within 60 days of completion of the event/program. The completed form may be emailed to [njoiner@cityofbrenham.org](mailto:njoiner@cityofbrenham.org) or delivered to the Visit Brenham/Washington County Visitor Center, 115 W. Main Street, Brenham, Texas 77833. **Failure to submit a Post Event/Program report could affect future funding recommendations for HOT funds.**

I understand the Texas limitations placed on use of Hotel Occupancy Tax funds and certify that the requested funds will be used only for purposes described in this application. I understand the use of HOT funds is subject to audit.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_



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# 2022 Tourism Grant

## Post Event/Program/Project Report Form

All entities that receive Tourism Grant funding must submit a Post E/P/P Report Form within sixty (60) days of each funded event/project. A copy of all paid invoices must be attached.

### REQUESTING ENTITY INFORMATION:

Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

### EVENT/PROJECT EXPENDITURE

Name of event/project: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Amount of Hotel Occupancy Tax Received: \_\_\_\_\_

Amount Used from Hotel Occupancy Tax: \_\_\_\_\_

Actual percentage of event cost covered by HOT: \_\_\_\_\_

### If funds were requested for an event:

1. What was the estimated attendance for the event in your Tourism Grant application: \_\_\_\_\_
2. What would you estimate as the actual attendance at the event: \_\_\_\_\_
3. How many room nights were generated in Brenham/Washington County hotels and/or B&B's:  
\_\_\_\_\_
4. Was a room block established for this event: \_\_\_\_\_ How many room nights were generated directly through the room block: \_\_\_\_\_

### If funds were requested for a Program/Project:

1. How did tourism/lodging properties benefit from the Program/Project:  
\_\_\_\_\_
2. How many room nights would you estimate were generated in Brenham/Washington County lodging properties by the organization:  
\_\_\_\_\_
3. Were room blocks established by any groups benefitting from the program/project?  
\_\_\_\_\_ Yes \_\_\_\_\_ No # of room nights: \_\_\_\_\_

---

## EVENT/PROJECT PROMOTION INFORMATION

Please provide the promotional efforts your organization accomplished, including amounts for each newspaper/magazine, radio & TV station and social media platform:

Print:	\$
Radio:	\$
Television:	\$
Social Media:	\$
Other Paid Advertising:	\$
Advertising Consultant/Design:	\$
Number of press releases to media:	
Other promotions:	

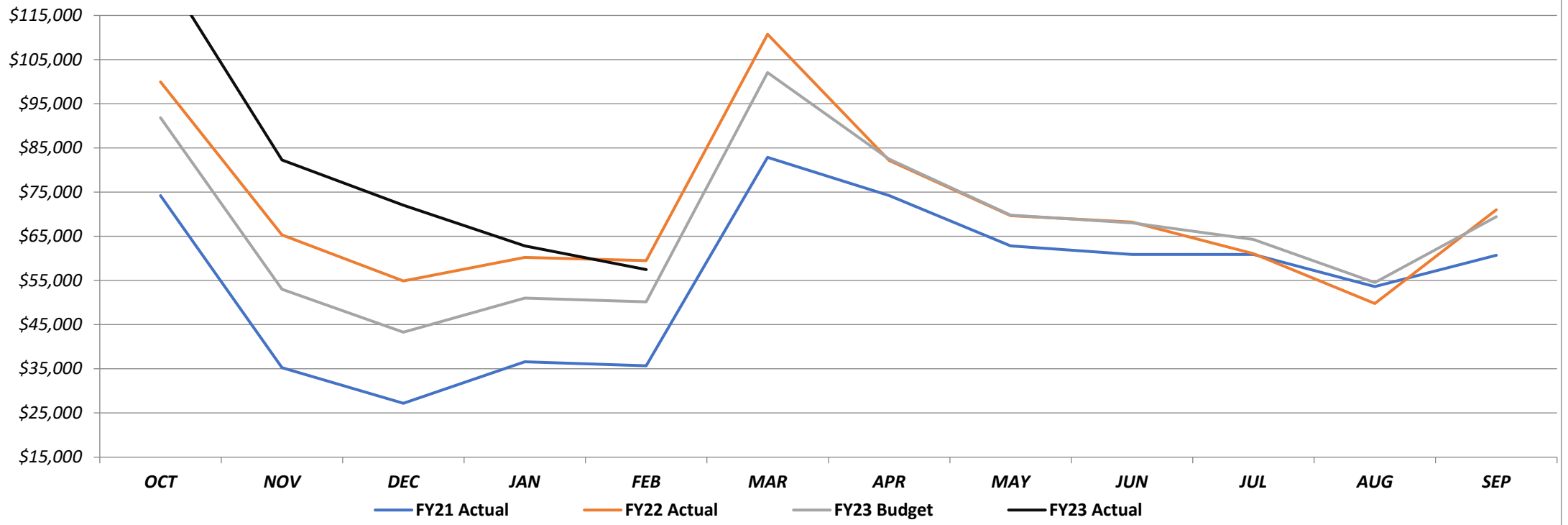
Did you include a link to the DMO on your promotional handouts and on your website for booking overnight stays for the event?  Yes  No

Please attach samples of documents showing how Visit Brenham/Washington County was recognized in your advertising/promotional campaigns.

## SUBMISSION OF POST EVENT/PROGRAM/PROJECT REPORT

This Post Event/Program/Project (E/P/P) Report is required to be submitted within 60 days of completion of the event/program. The completed form may be emailed to [njoiner@cityofbrenham.org](mailto:njoiner@cityofbrenham.org) or delivered to the Visit Brenham/Washington County Visitor Center, 115 W. Main Street, Brenham, Texas 77833. Failure to submit a Post Event/Program report could affect future funding recommendations for HOT funds.

**CITY OF BRENHAM  
HOT TAX COLLECTIONS BY MONTH  
FY21, FY22 & FY23**



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FY21 Actual	74,238	35,250	27,202	36,613	35,663	82,872	74,238	62,800	60,861	60,900	53,606	60,736	664,980
FY22 Actual	99,966	65,310	54,923	60,205	59,524	110,739	82,147	69,655	68,222	61,087	49,789	71,006	852,573
FY23 Budget	91,834	53,012	43,294	51,039	50,179	102,065	82,441	69,826	68,048	64,307	54,506	69,451	800,000
<b>FY23 Actual</b>	<b>126,118</b>	<b>82,262</b>	<b>72,038</b>	<b>62,824</b>	<b>57,467</b>								<b>400,709</b>

Budget vs. Actual Based on Allocated Budget

Difference	34,284	29,251	28,744	11,785	7,287	(102,065)	(82,441)	(69,826)	(68,048)	(64,307)	(54,506)	(69,451)	
Cumulative	34,284	63,535	92,279	104,064	111,351	9,287	(73,154)	(142,980)	(211,027)	(275,335)	(329,841)	(399,291)	

FY22 Actual vs. FY21 Actual as Shown in Chart

Difference	26,152	16,952	17,115	2,619	(2,057)	(110,739)	(82,147)	(69,655)	(68,222)	(61,087)	(49,789)	(71,006)	
Cumulative	26,152	43,105	60,219	62,838	60,780	(49,958)	(132,105)	(201,761)	(269,982)	(331,069)	(380,858)	(451,864)	

## **PROCLAMATION**

Whereas, travel and tourism activities impact business productivity, and

Whereas, travel and tourism activities generate a positive economic effect, and

Whereas, direct travel spending for Brenham in 2022 totaled \$87.1M, and

Whereas, travel spending generated \$6.6M in tax receipts for Brenham, and

Whereas, travel and tourism activities generated 610 jobs for the area, and

Whereas, Visit Brenham and the Tourism Advisory Board urge all citizens to observe this week by celebrating the visitors who spend time and money in Brenham,

NOW, THEREFORE I, Milton Y. Tate Jr., Mayor of the City of Brenham, Texas do hereby proclaim the week of May 7-13 as

### **National Travel & Tourism Week**

And do hereby proclaim Tuesday, May 16 as

### **Local Travel & Tourism Day**

